

A briefing for realtors, lake organizations and other community stakeholders that can play a pivotal role in encouraging and assisting new lake property owners to maintain the **natural beauty and vitality of our lakes and rivers**

VCLRA NEW SHORELAND OWNERS INITIATIVE

vilasCounty
LAKES & RIVERS ASSOCIATION

Our Vision and Mission

We believe that the health of our environment and economy is closely linked to the natural beauty and vitality of our lakes and rivers.

That's what drives our vision of a future where our natural waters are protected and cherished for the high quality of life they provide.

Vilas County Lakes and Rivers Association (VCLRA) is a 501c3 non-profit lake conservation and education organization. For 25 years our mission has been to sustainably preserve, protect, and enhance our lakes and rivers for the benefit of all.

Working with partner and supporting member families and lake organizations, we focus on advocacy, education, and conservation to foster engaged and informed communities committed to the welfare of our lake and river heritage.



Vilas County is special

Nature has blessed Vilas County with 1320+ lakes and 70+ rivers & streams – more than any other county in Wisconsin.

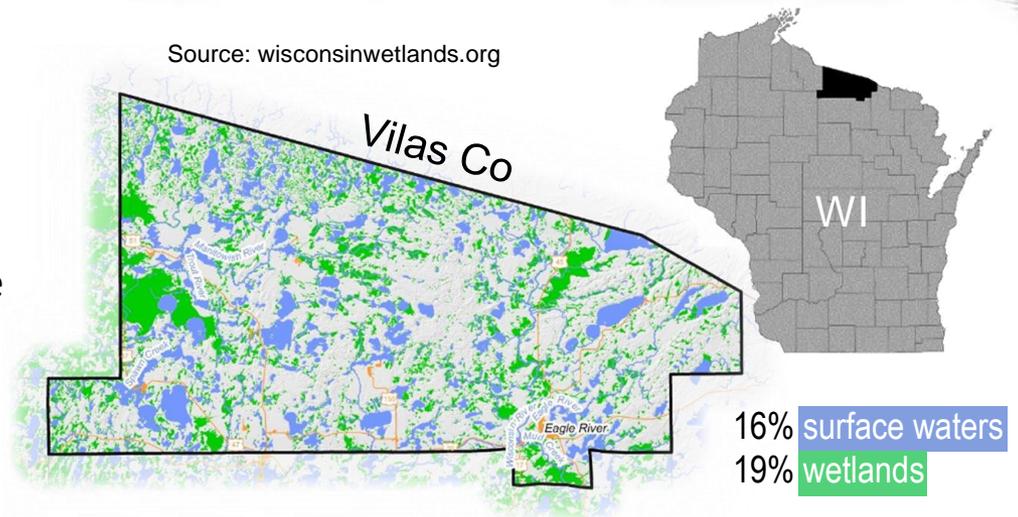
Vilas has one of the highest concentrations of inland fresh water on the planet – Vilas is 34% (open water + wetlands) wet!

Without a doubt, water is the most valuable natural resource in Vilas County.

It not only supplies clean drinking water – it drives our economy!

Did you know that waterfront property provides 75% of Vilas County's property tax revenue¹ – the highest of any WI county, and tourism fueled by lake property owners and lake users contributed \$299M of economic impact to Vilas in 2018? Only Door and Sauk County had higher per capita tourist impacts.²

Source: wisconsinwetlands.org



SOURCE:

1. Vilas County Land & Water Conservation
2. industry.travelwisconsin.com/research/economic-impact

Keeping Vilas waters healthy is an environmental and economic imperative

Our lakes, rivers, wetlands and groundwater are components of a coupled ecosystem – what impacts the health of one effects the others.

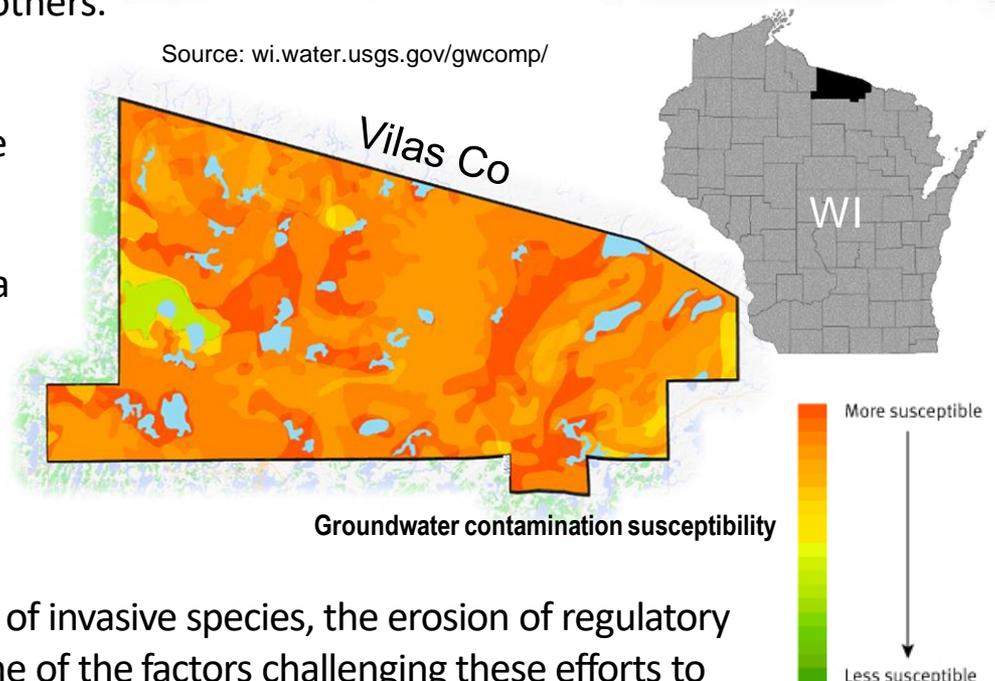
Sandy soils and a shallow groundwater table naturally make Vilas waters highly susceptible to contamination and pollution.

Traditionally, Wisconsin has benefitted from a strong partnership of science, education and citizens working to protect our WI waters.

In fact, our approach has been recognized as a national model!

However, increased development, the spread of invasive species, the erosion of regulatory protections, and even climate change are some of the factors challenging these efforts to preserve our beautiful lake and river heritage.

Source: wi.water.usgs.gov/gwcomp/



We all have a role to play

to keep Vilas waters healthy – our quality of life and economy depend on it!

One of the simplest ways lake property owners can help is to maintain or restore native shoreland vegetation, which

- stabilizes the soil & reduces runoff and erosion,
- takes up nutrients harmful to the lake, and
- provides essential habitat.

Avoid suburbanizing your lake property!

Drawing derived from UWEX original



Removing native trees and under growth to create the suburban look does not work out well for lakes! It causes substantially increased erosion and nutrient input, reduced biological diversity, lower lake water quality, plus lower property values!

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Do this instead and maintain at least a 35' deep shoreland buffer of native vegetation!

Remarkably, 90% of all lake life is born, raised, sheltered, and fed or grows in the Buffer Zone where land and water intersects...

Shoreland

Aquatic

Buffer Zone

Drawing derived from
UWEX original



Vilas County is special – nature has blessed it with one of the largest concentrations of fresh inland waters on the planet.

The health of our environment and our economy is linked closely to the natural beauty and vitality of our lakes and rivers.

Working together, we ~~can~~^{must} preserve our precious lake and river heritage.

Learn about other ways to keep lakes healthy by visiting vclra.org

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