

ONE LAKE. A THOUSAND REASONS.



Fund for  
Lake Michigan

## Total Economic Impact of FFLM, 2014-2015



The cities, businesses, organizations, counties, associations and communities we work with—partners of the Fund for Lake Michigan—are helping us restore and protect the Lake Michigan watershed. Measuring the impact of these efforts, we see that, together, we're doing more than cleaning up our water and enhancing the health of Lake Michigan; we're creating jobs, providing labor income and stimulating the economy of southeastern Wisconsin.

Economic Impact of FFLM Grant-Making			
Impact Type	Employment	Labor Income	Output
Direct Effect	36	\$1,925,760	\$3,401,538
Indirect Effect	7	\$314,310	\$914,696
Induced Effect	14	\$586,753	\$1,839,326
Total Effect	57	\$2,826,823	\$6,155,560

Economic Impact of Project Outcomes Based on FFLM Investment			
Impact Type	Employment	Labor Income	Output
Direct Effect	150	\$3,016,661	\$8,515,408
Indirect Effect	20	\$942,158	\$3,184,980
Induced Effect	25	\$1,038,811	\$3,256,049
Total Effect	195	\$4,997,630	\$14,956,437

Economic Impact of Leverage Funds from Federal and Non-WI Fund			
Impact Type	Employment	Labor Income	Output
Direct Effect	57	\$3,040,415	\$5,370,392
Indirect Effect	10	\$496,237	\$1,444,133
Induced Effect	22	\$926,473	\$2,903,951
Total Effect	89	\$4,463,125	\$9,718,476

Total Impact of FFLM Monies			
Impact Type	Employment	Labor Income	Output
Direct Effect	243	\$7,982,835	\$17,287,337
Indirect Effect	37	\$1,752,705	\$5,543,809
Induced Effect	62	\$2,551,936	\$7,999,327
Total Effect	342	\$12,287,476	\$30,830,473

2011 - 2015

# Lifetime Economic Impact of FFLM-Supported Projects

**822**

Full-Time Equivalent Jobs Created

**\$25M**

Labor Income Provided To Employees

**\$65M**

Economic Output

**\$131M**

Increase in Property Value



## Securing Our Future



Helping to ensure the future of one of our greatest economic and environmental assets is our ongoing mission at the Fund for Lake Michigan (FFLM). Through grants and ongoing partnerships, we are working with public and private organizations, businesses and communities to enhance the health of Lake Michigan, achieving results none of us could accomplish alone.

New projects supported by the Fund from 2014–2015 are having a profound economic and environmental impact. Measured by the University of Wisconsin–Whitewater’s Fiscal and Economic Research Center (FERC) and the Institute for Water Business, the effects of 79 grants totaling \$4.4 million go beyond water quality improvements—they include job creation, property value increases and new economic activity. With continued funding and support, we will continue to influence the health of the Lake Michigan watershed and the communities of southeastern Wisconsin.

### 2014-2015 Economic Impact Snapshot

**342**

Full-Time Equivalent  
Jobs Created

**\$12M**

Labor Income  
Provided To Employees

**\$30M**

Economic Output

**\$86M**

Increase in  
Property Value



MILES OF SHORELINE.  
ONE CAUSE.





## Lakeshore Projects



**“There are plenty of great restaurants, shops and galleries in Door County, but Lake Michigan is still the main reason people love the area. Anything we can do to improve water quality is a bonus.”**

— Steve Leonard, *Ridges Sanctuary Executive Director*

The health of our communities depends on the health of our freshwater resources—the beaches, harbors, dunes and coastal wetlands that make up the shoreline of Lake Michigan. When we protect these resources, water quality improves, waterfront property values increase and the economy grows.

Historic beachtowns and beachfronts are some of Wisconsin’s most popular tourist destinations. Protecting these stretches of lakeshore not only conserves our beautiful scenery and diverse shorelines, it creates opportunities for recreation, rest and hospitality. From funding that has helped improve swimming conditions at Kohler-Andrae State Park and a dozen other beaches along the lake to grants that helped create the Freshwater Sustainability Lab at Discovery World for educating youth, the Fund’s commitment to education, stewardship and action is improving Lake Michigan’s water quality, promoting economic growth for the region and empowering people to do their part.

**40**

Coastal Projects  
Supported

**\$3.4M**

Grants Awarded





**15**

Swimming Beaches  
Restored

**25**

Coastal Destinations  
Improved

ONE VITAL ECOSYSTEM.  
MANY THRIVING COMMUNITIES.



Photograph by Eddee Daniel





## Fish Habitat and River Restoration Projects



**“Our time here is limited, and I’m grateful to have been part of helping restore and protect this special place for all to enjoy.”**

— Jonathan Rudie, *Kenosha County Parks Director*

Whether we’re fishing the Milwaukee River estuary or enjoying a favorite park, clean water benefits our environment, our industries and our quality of life. Native fish habitats support tourism and the biological integrity of our waterways. Waterfront parks create space for social connection and act as riparian buffers, which are crucial to improving and maintaining water quality. Without these resources, our communities suffer.

We’ve learned this the hard way, having to remediate years of degraded riverfronts, water pollution and overfishing. The largest native fish of the Great Lakes system, the lake sturgeon, disappeared from the Milwaukee River watershed more than 100 years ago. For the past 10 years, the Riveredge Nature Center and the Wisconsin DNR have been working together to repopulate the river with this culturally and historically significant fish. Now, grants from the Fund are helping increase survival rates while building on the success of the program.

From turning an abandoned Menomonee Valley railyard into 24 acres of new parkland at Three Bridges Park to restoring native fish to rivers where they have not been seen in decades, the Fund for Lake Michigan and the efforts we support are benefitting our local communities.





**67**

Habitat Projects  
Supported

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**\$5.2M**

Grants Awarded

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**1800 Acres**

Wetlands Restored

**52 Miles**

Rivers Reconnected

ONE WATER HUB.  
ENDLESS NEW WATER TECHNOLOGIES.





## Economic Development and Freshwater Capital



**“The Fund for Lake Michigan has become an integral and vital partner in supporting Milwaukee’s efforts to expand the region’s international leadership as a water technology hub.”**

*— Rich Meeusen, Co-Chair of The Water Council  
and President/CEO/Chairman of Badger Meter, Inc.*

Water is driving economic revitalization in Milwaukee. From reviving waterfronts to technology focused on sustainability, a water tech economy is taking off right now in the heart of southeastern Wisconsin. Not only are water technology innovators developing solutions to global resource scarcity, we are implementing their solutions right here in Milwaukee.

In partnership with The Water Council, the Fund is helping advance clean water technologies through a Pilot Deployment Program. Grants from the Fund are also helping Milwaukee showcase clean water technologies that keep polluted runoff from reaching waterways. From installing permeable paving and porous sidewalks to putting a green roof on the Global Water Center, Milwaukee is demonstrating social responsibility that contributes to the health of its community and the growth of its economy.

**22**

Projects Supported

**\$2.3M**

Grants Awarded





Photograph by Milwaukee County Parks

**206**

Full-Time  
Jobs Created

**50**

Business Partners

# ONE PURPOSE. MANY PARTNERS.

As we witness the positive cumulative impact of restoring the Lake Michigan watershed and cleaning up our water, we are thankful for the cities, businesses, organizations, counties, associations and communities we work with. These partners are making it possible for the Fund for Lake Michigan to achieve our ultimate goal of enhancing the health of Lake Michigan.



## Fund for Lake Michigan

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