



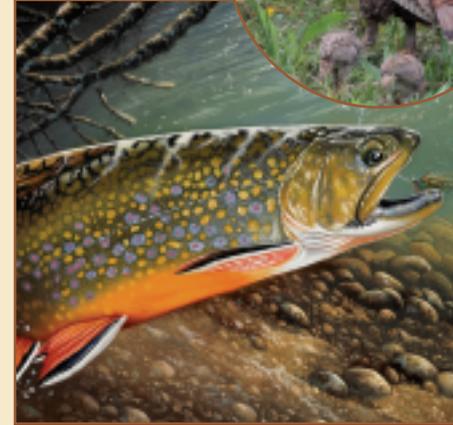
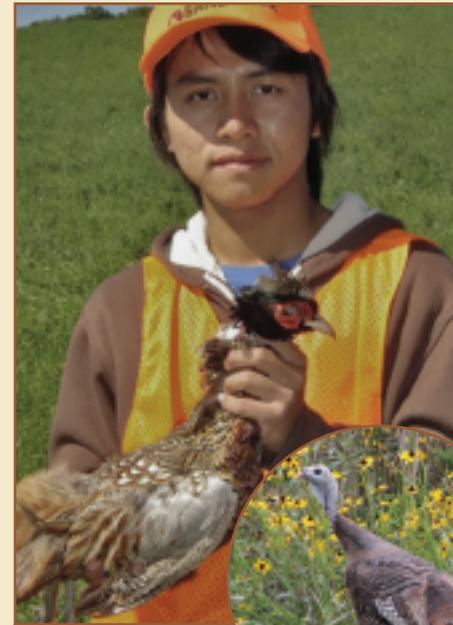
FISCAL YEAR 2009-2010

Total DNR spending: \$474 million
Fish & Wildlife Account funds: \$100 million (21.1%)

The \$100* million Fish & Wildlife Account comes from the following sources:

Sources of Revenue	Percent (%)
Fishing and hunting licenses and stamps	67.7
Federal Aid in Sport Fish Restoration	11.1
Misc. grants, donations, other sources	9.9
Pittman-Robertson federal wildlife aid	8.7
Wildlife damage surcharge	2.6
Total	100%

* Revenues are actual cash received during the fiscal year. Due to timing differences for bills, receipts and federal grants, actual revenue may fluctuate from year to year.



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Federal Aid Project
 Funded by your purchase of hunting and fishing equipment and motor boat fuels.



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Your Investment in Wisconsin's Fish and Wildlife 2009-2010



Continue the Heritage

Getting kids "hooked" on outdoor outings takes a commitment.

Learning to hunt or fish requires a commitment of time... time to take a hunter education course, time to practice casting skills, and time to scout out a place to hunt or fish. The financial investment in fishing and hunting is no small matter either. There's the cost of a rod or gun, the lures or ammunition, the licenses, application fees and stamps, a good knife... the list goes on.

But you know that it's worth it.

And not all outdoor activities require a purchase. They can include outdoor adventures such as bird watching, hiking and stargazing.

Some suggestions when sharing the outdoors with young people:

- Consider short and enjoyable outings rather than potentially long and exhausting trips.
- Pack a meal or snacks to share.
- Keep weather conditions in mind and strive for weather-friendly days.
- Take a camera to capture those memories.

The Wisconsin State Park System has an initiative aimed at getting children and families to spend more time outdoors with nature. Go to the Get Outdoors! website at dnr.wi.gov/org/land/parks/interpl/getoutdoors/

We're proud of all we've done with your license dollars. Please read on to learn how your license dollars are being spent. The Wisconsin DNR thanks you for your interest in the Fish and Wildlife Account – and for your continued wise investment in the future of Wisconsin's natural resources.

YOUR DOLLARS AT WORK FOR YOU AND WISCONSIN'S FISH AND WILDLIFE



BOB BARR

FISHERIES

27.9¢ of each Fish & Wildlife dollar
\$27.9 million total
253 staff

35% of Fish & Wildlife-funded positions

- Sold 1.4-million licenses to anglers who fished a combined 21 million days in Wisconsin last year
- Promoted Wisconsin's sport fishing industry, which is worth \$2.75 billion to the state's recreation economy and provides more than 30,000 Wisconsin jobs
- Saw license sales increase by more than 60,000 anglers
- Awarded construction of the new Lake Michigan research vessel, the *RV Coregonus*, to a Wisconsin ship yard
- Set a new world record with a 42-pound brown trout caught on Lake Michigan
- Raised and stocked 8,723,781 fish
- Restored/maintained habitat on 40 trout streams
- Completed nine shore fishing/pier projects
- Performed more than 1,125 surveys to assess water quality, habitat and fish health
- Worked with local clubs and associations to improve fishing
- Stocked 23,000 northern pike from the Wild Rose Fish Hatchery's renovated coolwater facilities
- Conducted trout surveys on Lake Superior tributaries; trout populations have increased with more gains expected
- Taught fishing skills and aquatic ecology to 24,463 youth and served 8,500 young anglers at 47 tackle loaner sites
- Provided technical support for science-based management of fish species statewide
- Initiated research to evaluate future fish passage at the Prairie du Sac dam
- Studied climate change effects on coldwater stream fisheries to develop the best strategies for trout management
- Researched walleye and musky genetics
- Continued to study angler impact on walleye



DNR FILE

REGIONAL MANAGEMENT

.9¢ of each Fish & Wildlife dollar
\$.9 million total
8 staff

1% of Fish & Wildlife-funded positions

- Interacted with customers at major outdoor events and assisted 41,200 interpretive program participants
- Assisted local groups with fish and wildlife issues
- Conducted citizen workshops on aquatic plant identification, and helped identify invasive aquatic plant control



FROM CORK

WILDLIFE

29.2¢ of each Fish & Wildlife dollar
\$29.2 million total
179 staff

25% of Fish & Wildlife-funded positions

- Monitored and cared for the Clam Lake 160-animal elk herd
- Developed an action plan to reduce harmful lead impacts on Wisconsin's wildlife
- Increased bear permits to 8,910 reflecting increased population
- Released 51,000 pheasants on 71 public hunting sites with hunting club help
- Gathered bird, furbearer and mammal harvest data, band returns and license surveys to guide future management
- Piloted first-ever national surveys for birds difficult to monitor: owls, nightjars, marsh birds, red-shouldered hawks
- Increased deer population goals in 43 units to raise statewide overwinter goal to 800,000 deer
- Increased National Archery in the Schools Program participation
- Developed the Mississippi Flyway plan for managing eastern sandhill cranes
- Maximized use of turkey, pheasant and duck stamp revenue for critical habitat work
- Began research to determine factors influencing sharp-tailed grouse populations
- Partnered to fund five Farm Bill biologists to help private landowners benefit wildlife
- Managed over 600,000 acres of land on 178 state wildlife areas
- Held 98 public hearings on wildlife conservation regulations involving more than 6,000 citizens
- Conducted surveillance for Botulism E mortality on birds
- Provided free CWD testing for 7,254 hunter-killed deer
- Continued work to secure federal NAWCA grants for wetland habitat; now totaling nearly \$30 million
- Coordinated disabled hunt program with 66,000 acres available for hunts
- Worked with Wisconsin Trappers Association to teach 1,100 new trappers in 2009, and the Future Trappers of Wisconsin camp
- Continued American marten reintroduction into Wisconsin
- Extended the fall turkey season in five zones
- Completed prairie chicken translocation from Minnesota to Wisconsin to improve population genetics
- Launched the Investing in Wisconsin Whitetails (IWW) initiative; Wisconsin's largest investment in deer research assessing buck mortality, fawn predation and population goals
- Partnered with UW scientists to assess how changing climatic conditions may impact Wisconsin wildlife
- Partnered with UW scientists to analyze the genetic make-up of Wisconsin's badger population and evaluate badger habitat



DNR FILE

FACILITIES AND LANDS

9.3¢ of each Fish & Wildlife dollar
\$9.3 million total
46 staff

6% of Fish & Wildlife-funded positions

- Managed DNR lands for hunting and fishing
- Purchased 18,212 acres for outdoor enjoyment of which 90 percent are open to hunting and fishing
- Managed land on 152 fishery areas, several flowages and rivers, and over 625 public boat access sites
- Invested \$2,817,400 to reconstruct nine boat access sites
- Engineered 18 boat access launch sites for construction in 2010 and 2011 with an estimated \$3,340,900 construction budget
- Maintained the DNR Managed Lands website at dnr.wi.gov/org/land/facilities/dnr_land_mapping.html to help people find a place to hunt and fish
- Maintained the DNR Boat Access website at dnr.wi.gov/org/land/facilities/boataccess/ to help people find boat launching sites



DNR FILE

CUSTOMER SERVICE

6.4¢ of each Fish & Wildlife dollar
\$6.4 million total
25 staff

3% of Fish & Wildlife-funded positions

- Operated a customer contact center that serves more than 380,000 customers by phone, chat or e-mail, seven days a week, 15 hours per day
- Provided on-site training to over 1,300 business owners, enabling them to proficiently sell licenses and issue boat, snowmobile and ATV registration decals
- Provided multilingual communications for Spanish and Hmong-speaking customers
- Maintained an easy to use automated licensing system that integrates hunting and fishing, recreational vehicles and safety education
- Launched a digital message service that allows customers to receive timely messages that are of interest to them; Gov Delivery enables customers to select specific areas of interest
- Managed computer systems and vendor network supporting the sales of over 3 million fishing, hunting and trapping licenses
- Distributed millions of regulation pamphlets/brochures



DARRIN STEWART



DNR FILE

LAW ENFORCEMENT

19.3¢ of each Fish & Wildlife dollar
\$19.3 million total
141 staff

19% of Fish & Wildlife-funded positions

- Enlisted 10 Water Guards to protect Wisconsin's native wildlife, lakes and rivers from invasive species
- Hired 10 new full-time conservation wardens
- Processed over 6,000 hunting and fishing violations and entered 465 violators into the Interstate Violator Compact
- Held over 1,000 hunter education courses taught by volunteers who trained over 29,000 students; 2009 was the safest hunting season on record
- Provided information to 130,000 hunters and anglers at special events
- Worked to increase hunting and fishing community diversity through multi-cultural outreach
- Promoted the hunting heritage by sponsoring 108 Learn to Hunt events to over 1,345 participants and promoted Wisconsin's mentored hunting program
- Worked with the public to detect and arrest persons responsible for illegal marijuana growing operations on state lands



DNR FILE

ADMINISTRATION AND SUPPORT

7¢ of each Fish & Wildlife dollar
\$7 million total
76 staff

11% of Fish & Wildlife-funded positions

- Managed and distributed County Conservation Aids grants totaling \$305,324 and Urban Wildlife Abatement and Control grants totaling \$24,432
- Provided Recreational Boating Facilities Funding totaling \$2,266,811 for boat access facilities
- Surveyed lakes infested with invasive aquatic plants, and planned lake management actions to limit the spread
- Assured the future of hunting, fishing and trapping through educational programs
- Organized forums for fishing and hunting groups, government agencies, legislators and the public to participate in hunting and fishing policy making