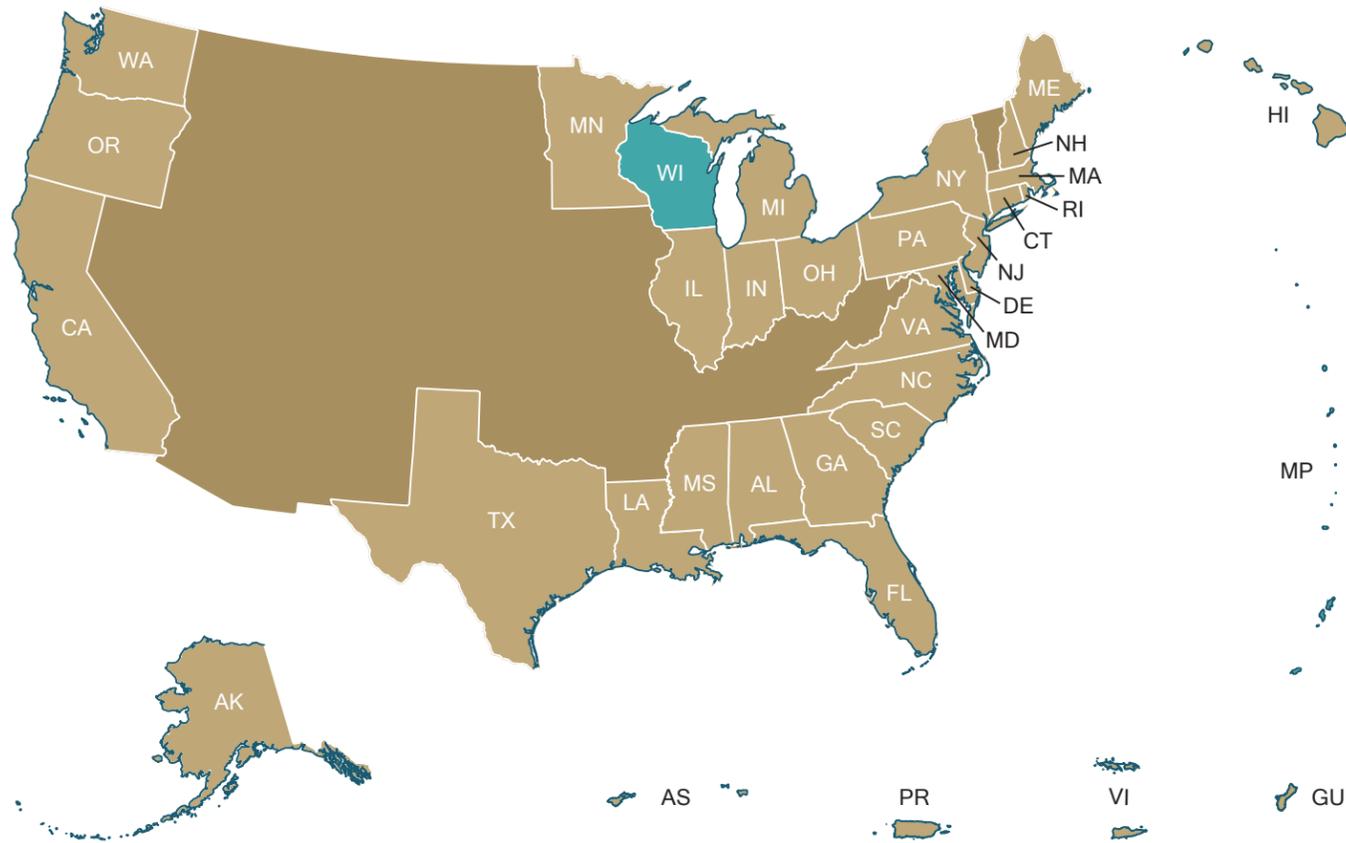


MAINTAINING A VITAL AMERICAN RESOURCE: COASTAL ZONE MANAGEMENT



Over half of Americans live, work and play along the U.S. coastal zone, and our coasts constitute a majority of the nation's economy.

State coastal programs have managed this vital resource since passage of the Coastal Zone Management Act in 1972, coordinating and balancing the needs of diverse stakeholders. From shipping lanes and ports, to bike lanes and parks, our coasts provide resources for a vast range of competing interests vital to our way of life.



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www.coastalstates.org

Data: NOAA Office of Ocean & Coastal Resource Management; National Ocean Economics Program Population and Economic Data, 2012; Wisconsin Coastal Management Program; Projection: NAD 1983 State Plane Wisconsin Central FIPS (US Feet); Photos: page 1: Bayfield Regional Conservancy, page 4: Door County Visitor Bureau

COASTAL ZONE MANAGEMENT IN WISCONSIN



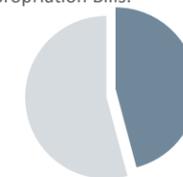
The Wisconsin Coastal Management Program's mission is to **preserve, protect, develop and where possible, to restore or enhance, the resources of Wisconsin's coastal area for this and succeeding generations, with governmental coordination and public involvement, giving due consideration to the linkages and impacts to resources of inland areas.**

The current goals and objectives of the coastal program are to:

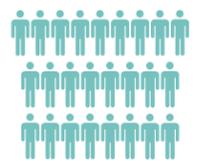
- To improve the implementation and enforcement of existing state regulatory and management policies and programs
- To improve the coordination of existing policies and activities of governmental units and planning agencies for key coastal uses and areas
- To strengthen local governmental capabilities to initiate and continue effective coastal management consistent with state standards
- To advocate for the sustainable use of the coastal environment and the recognition of the uniqueness of the coastal environment in federal, state, and local policies.
- To increase public awareness and opportunity for citizens to participate in decisions affecting the Great Lakes resources

FEDERAL FUNDS:	\$2,160,000
STATE AND MATCHING FUNDS:	\$1,992,000
TOTAL:	\$4,152,000

Coastal Zone Management Grants are funded by NOAA and located in the Commerce, Justice, and Science Appropriation Bills.



**OVER 45% OF W.I.'S
G.D.P. COMES FROM
COASTAL WATERSHED
COUNTIES**



**2.5 MILLION+ PEOPLE
LIVE IN A W.I. COASTAL
WATERSHED COUNTY**



**WISCONSIN HAS
820 MILES
OF COASTLINE**

WHERE THE WATER MEETS THE LAND: FEDERAL, STATE AND LOCAL COLLABORATION IN WISCONSIN

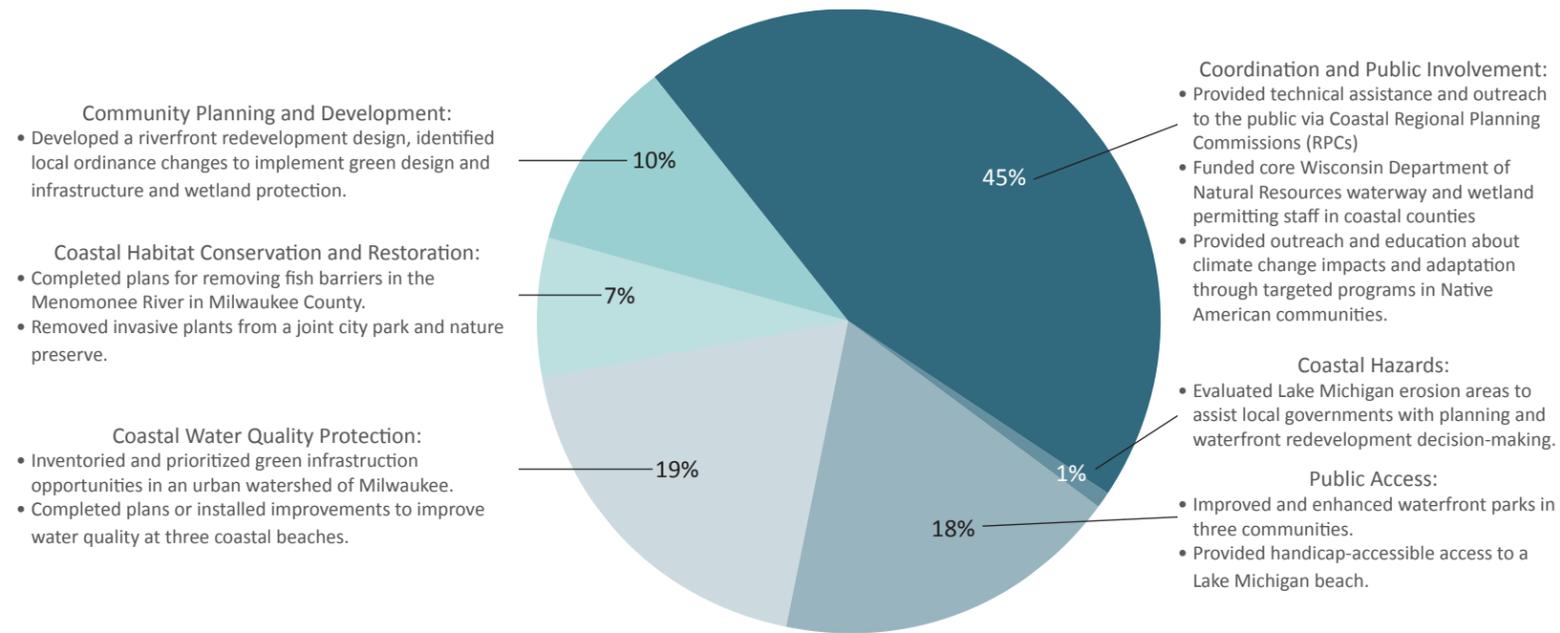
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Wisconsin 2015 Highlights and Outcomes

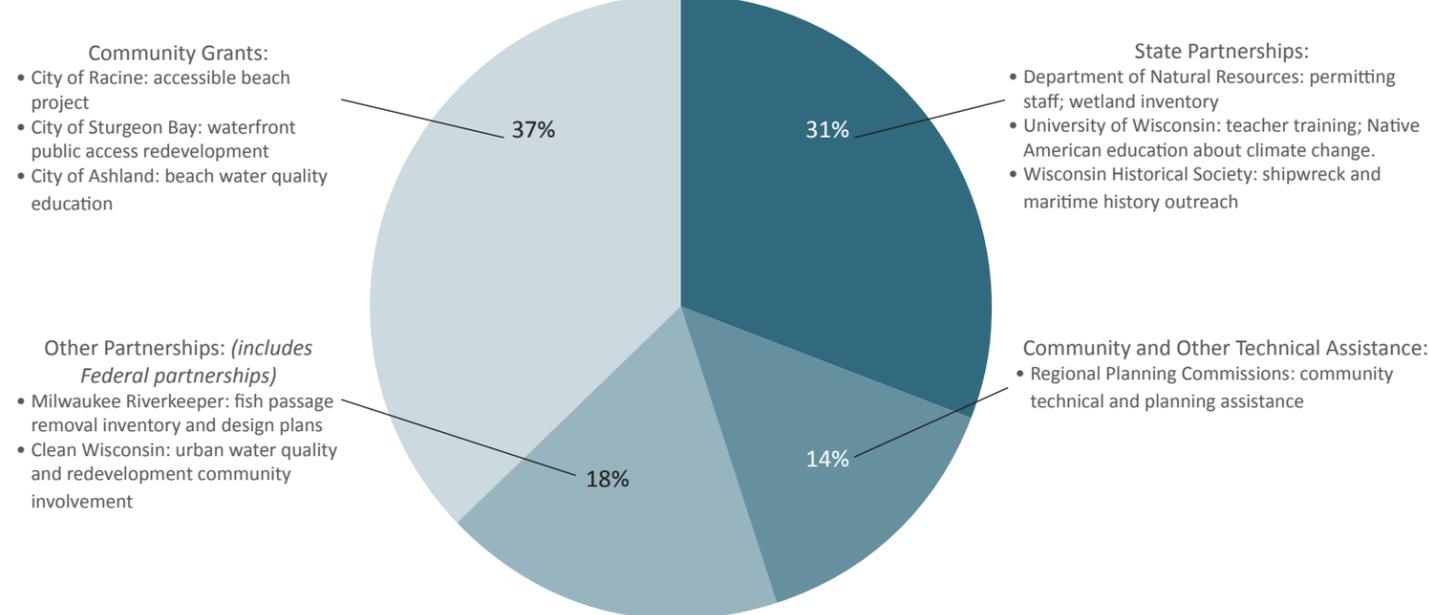
The Wisconsin Coastal Management Program is part of the Department of Administration

In 2015, how was the money spent?



1. Awarded grants totaling \$1.6 million to nonprofit organizations, local, state and tribal governments to help fund 38 projects totaling \$3.6 million with matching and leveraged funds.
2. Implemented the Wisconsin Clean Marina Program. Recertified 3 marinas with another 13 marinas pledged.
3. Facilitated a community-led initiative to nominate a National Marine Sanctuary in Lake Michigan.
4. Leveraged local and state funding with USGS to collect lidar and derived elevation data for the 3D Elevation Program (3DEP), which will support the Digital Coast initiative and improve community resiliency.
5. Was awarded a \$200,000 Coastal and Estuarine Land Conservation Grant to protect land that will reduce sedimentation in the St. Louis River Area of Concern.

In 2015, who received the funds?



- Additional Partners**
- Lake Superior National Estuarine Research Reserve
 - Door County
 - City of Washburn
 - Northland College
 - Milwaukee County
 - Town of Russell
 - Wisconsin Wetlands Association
 - City of Bayfield
 - City of Two Rivers
 - City of Kenosha
 - Urban Ecology Center
 - Menomonee Valley Partners

KEY PRIORITIES FOR 2016

1. Secure Great Lakes Restoration Initiative funds.
2. Continued funding for Coastal Management Program grants, and reauthorization of the Coastal Zone Management Act.