

- Coordinated 5 furbearer training programs and coordinated statewide collection of furbearer tissues important in managing bobcat, fisher, otter and wolves.
- Monitored wolf and bear populations; collected and reported data on cougar observations.
- Coordinated the work of 200 citizen-scientists to gather information on birds difficult to monitor (owls, nightjars and secretive marsh birds).
- Expanded the Deer Management Assistance Program to include public lands and 700 landowners representing 88,000 acres.
- Hosted a national Association of Fish & Wildlife Agencies humane trap research assessment workshop.
- Held the first ever early teal duck hunting season in Wisconsin as a 3-year experimental season.
- Released 75,310 game farm pheasants on 89 public hunting grounds.
- Planted and managed 819 acres for dove hunting.
- Implemented a Wingshooting for Migratory Bird Hunters program to help hunters improve proficiency and minimize wounded and lost game. Trained 62 instructors from 15 partner groups who hosted 17 public workshops reaching 160 participants.
- Fully implemented Deer Trustee Report rules package.
- Provided wildlife damage assistance to over 1,000 agriculture producers experiencing crop damage from deer, bear, elk, geese, and/or turkey, and paid nearly \$855,000 in compensation for damages.
- Provided almost \$140,000 in damage compensation to livestock and pet owners for wolf depredations.
- Assisted 666 businesses, municipalities or individuals with nuisance wildlife conflicts through federal or state permits to reduce damage incidents.
- Partnered in wetland habitat conservation projects, including 24 North American Wetlands Conservation Act (NAWCA) grants, and completed 14 Wisconsin waterfowl stamp projects.
- Worked on master plans for 22 wildlife areas, 34 fishery areas, 2 state natural areas, 1 state riverway and 1 recreation area, comprising about 183,000 acres.
- Communicated the Keep Wildlife Wild message through media outreach to 1.5 million citizens at 3 major venues; over 125 programs for 2,500 participants; educational materials; and online interaction with over 10,000 citizens.
- Conducted 9 outdoor skills workshops. Trained 41,000 students in wildlife-based skills.
- Coordinated the statewide trapper education program with 200 WTA volunteer trapper education instructors.

- Created and deployed FFLIGHT (Field and Forested Lands Interactive Gamebird Hunting Tool) for gamebird hunters to locate hunting areas.
- Supported 22 high school and middle school teams which competed in the 2015 Wisconsin Envirothon.
- Supported efforts to expand the Bird City Program (91 communities) and held a summit.



### CUSTOMER SERVICE

5.5¢ of each Fish & Wildlife dollar  
\$5.6 million total  
25 staff

3.5% of Fish & Wildlife-funded positions

- Operated a customer contact center by phone, chat or email, seven days a week, 15 hours per day.
- Sold 3.5 million fishing and hunting licenses.
- Registered 1.1 million boats, snowmobiles, ATVs/UTVs.
- Provided communications with Spanish and Hmong speaking staff.
- Provided support to 1,300 license agents.
- Surveyed conservation patron license holders to understand trends in outdoor activity participation.
- Conducted a pilot for electronic deer/bear registration with over 14,000 deer hunters.
- Distributed millions of regulation pamphlets.



### LAND MANAGEMENT

10.5¢ of each Fish & Wildlife dollar  
\$10.7 million total  
49 staff

6.7% of Fish & Wildlife-funded positions

- Managed funding, engineering design and construction of 322 new projects including buildings, roads, trails, water/wastewater systems and other improvements totaling \$23 million.
- Managed approximately 550,000 acres of wildlife lands and 130,000 acres of fishery lands statewide for public use (post boundaries, informational signage, improve access, parking lot/road maintenance, safety inspections, mowing, clean-up, etc.).
- Purchased land or land rights to over 17,600 acres, 99 percent of which is open to hunting or fishing.
- Added 1,320 acres of new wildlife area land through fee title and easement acquisition.
- Maintained over 600 motorboat and carry-in access sites statewide, developed one new site, and completed 4 major renovation projects.



### FISHERIES

28.05¢ of each Fish & Wildlife dollar  
\$28.5 million total  
238 staff

32.7% of Fish & Wildlife-funded positions

- Identified factors associated with successful walleye reproduction in northern lakes.
- Experimentally manipulated stream trout populations in a targeted area to determine how new trout angling regulations may affect trout abundance and size structure.
- Evaluated the effectiveness of existing northern pike fishing regulations and contributed to new approaches to northern pike management.
- Combined broad scale public outreach and the use of adaptive management to develop and evaluate three different panfish regulations for improving size structure on over 100 lakes where panfish average size is not currently meeting management goals.
- Continued research with fishing guides and clubs in northwestern Wisconsin to tag and recapture muskellunge to provide vital statistics critical for sustainable management of this species.
- Sampled over 1,000 lakes and river and stream segments to assess fish populations, habitat health and angler harvest.
- Managed fisheries in 15,000 lakes and 44,000 miles of streams.
- Raised and stocked 7.6 million fish.
- Improved and maintained habitat on 38 miles of inland trout streams.
- Held 6 summer youth fishing outreach programs.
- Introduced fishing skills and aquatic ecology concepts to 25,000 youth and their families.
- Recommended simplified inland trout regulations that were approved at the 2015 Spring Hearings, retaining quality fishing and increasing trout fishing opportunities.
- Revised the regulations approach to walleye management in the northern third of Wisconsin (Ceded Territory, three walleye bag limit).
- Acquired 25.2 miles of stream bank easements to increase angler access and habitat protection.
- Stocked 691,944 large walleye fingerlings into 145 public water bodies.
- Worked on a groundwater study, including pump test, at Kettle Moraine Springs Hatchery. The study results will be used to design the hatchery re-development.



### LAW ENFORCEMENT

18.1¢ of each Fish & Wildlife dollar  
\$18.4 million total  
142 staff

19.4% of Fish & Wildlife-funded positions

- Worked with partners to hold Learn to Hunt events for 2,343 participants.
- Certified 26,080 students through firearm and archery hunter safety programs.
- Hosted 103 adult hunter education certification events.
- Enforced fishing, hunting and trapping laws with over 147,000 patrol contacts.
- Oversaw upgrades and maintenance projects at 13 public shooting ranges.
- Educated hunters, anglers and boaters about aquatic invasive species.



### REGIONAL MANAGEMENT

1.1¢ of each Fish & Wildlife dollar  
\$1.2 million total  
8 staff

1.1% of Fish & Wildlife-funded positions

- Assisted and supported local government and conservation groups with fish and wildlife issues.
- Opened Horicon Marsh Explorium to the public.
- Helped coordinate the Midwest Outdoor Heritage Education Expo at the MacKenzie Center. A total of 2,380 students (grades 4 through 6) participated in wildlife tracking, birding, trapping, archery, field dog training, fishing, forestry and more.
- Surveyed lakes infested with invasive aquatics.
- Conducted spring hearings of Wisconsin Conservation Congress in all of the state's 72 counties.



### PROGRAM SUPPORT

7.7¢ of each Fish & Wildlife dollar  
\$7.8 million total  
83 staff

11.4% of Fish & Wildlife-funded positions

- Posted online information for state land public access.
- Managed the DNR website and Gov Delivery system.
- Conducted hunting, fishing and trapping education.
- Organized forums for fishing and hunting groups, government agencies, legislators and the public.
- Managed and distributed 47 County Conservation Aids grants totaling \$149,387 and eight Urban Wildlife Abatement and Control grants totaling \$18,828.

## From the Secretary

It's no surprise, Wisconsin remains the place to be for some of the best outdoor recreation in the nation. We are proud of our great state and the many opportunities we have to enjoy the outdoors. As DNR Secretary, I am privileged to serve the citizens of Wisconsin and work with staff who help preserve and enhance our outdoor heritage and traditions. Hearing your stories of time spent outdoors with family and friends is a constant reminder of the value of our natural resources and the importance of the tasks ahead to keep our great state moving forward.

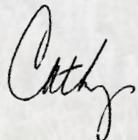
We are always on the lookout to find new ways to enhance your outdoor experiences and make them more convenient. Last year we welcomed a new way for hunters to register their deer with electronic registration. Now, registering your deer is easier than ever and can be done by going online or calling in by phone.

Looking ahead, I am excited to announce the launch of Go Wild, an outreach campaign that will engage the public with a wide variety of recreational opportunities. Accenting the effort will be a new online license system that is both a fast and easy way to get all your hunting and fishing licenses and permits plus you will be able to renew recreational vehicle registrations as well. Go Wild is set to launch in March of this year.

Please read on to learn more about other highlights in our 2014-2015 Fish and Wildlife Annual Report. This report explains how your dollars from licenses are put to use to protect Wisconsin's natural resources. The Fish and Wildlife Account Funds are derived from hunting and fishing license fees, stamps, federal aid, grants and other sources.

Thank you for supporting our state conservation programs and for keeping Wisconsin a great place to recreate.

Sincerely,



Cathy Stepp, Secretary



## CONNECT WITH US!



[dnr.wi.gov](http://dnr.wi.gov)

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Designed by Michelle Voss, DNR Science Services

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# Your INVESTMENT in Wisconsin's FISH AND WILDLIFE

## 2014-2015 Fish and Wildlife Account Annual Report

## Your Dollars at Work for Wisconsin's Fish and Wildlife Fiscal Year 2014-2015

Total DNR spending: \$545.5 million  
Fish & Wildlife Account funds: \$101.7 million (18.6%)  
The \$101.7\* million Fish & Wildlife Account comes from the following sources:

Sources of Revenue	Percent (%)
Fishing and hunting licenses and stamps	65.19
Pittman-Robertson federal wildlife aid	13.60
Federal Aid in Sport Fish Restoration	9.74
Misc. grants, donations and other sources	8.55
Wildlife damage surcharge	2.92
<b>Total</b>	<b>100%</b>

\* 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.



### WILDLIFE

29.09¢ of each Fish & Wildlife dollar  
\$29.6 million total  
184 staff  
25.23% of Fish & Wildlife-funded positions

- Formed County Deer Advisory Councils, which develop management recommendations for each county.
- Trapped, health-checked and transported 26 wild elk from Kentucky to Wisconsin.
- Completed the Beaver Management Plan with input from the Beaver Task Force and the public.
- Banded over 10,000 waterfowl and doves to assist in developing season frameworks and harvest quotas.
- Conducted the spring waterfowl survey with an estimate of 370,000 breeding ducks.
- Implemented the first of 5 years of data collection for the Wisconsin Breeding Bird Atlas II project. More than 700 volunteers submitted nearly 24,000 checklists representing 1.7 million birds of 229 species.
- Collected blood samples from 55 bald eaglets for contaminant analysis.
- Continued Chronic Wasting Disease surveillance.
- Investigated 242 wildlife mortalities, including 40 die-offs involving 5 or more birds or 3 or more mammals.
- Conducted avian influenza (AI) surveillance of sick or dead wild birds at commercial poultry sites.

Please turn panel to keep reading.