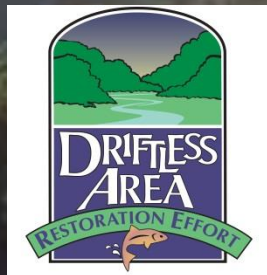


LESSONS FROM TROUT CENTRAL:

Developing our Driftless Area **Trout Economy**

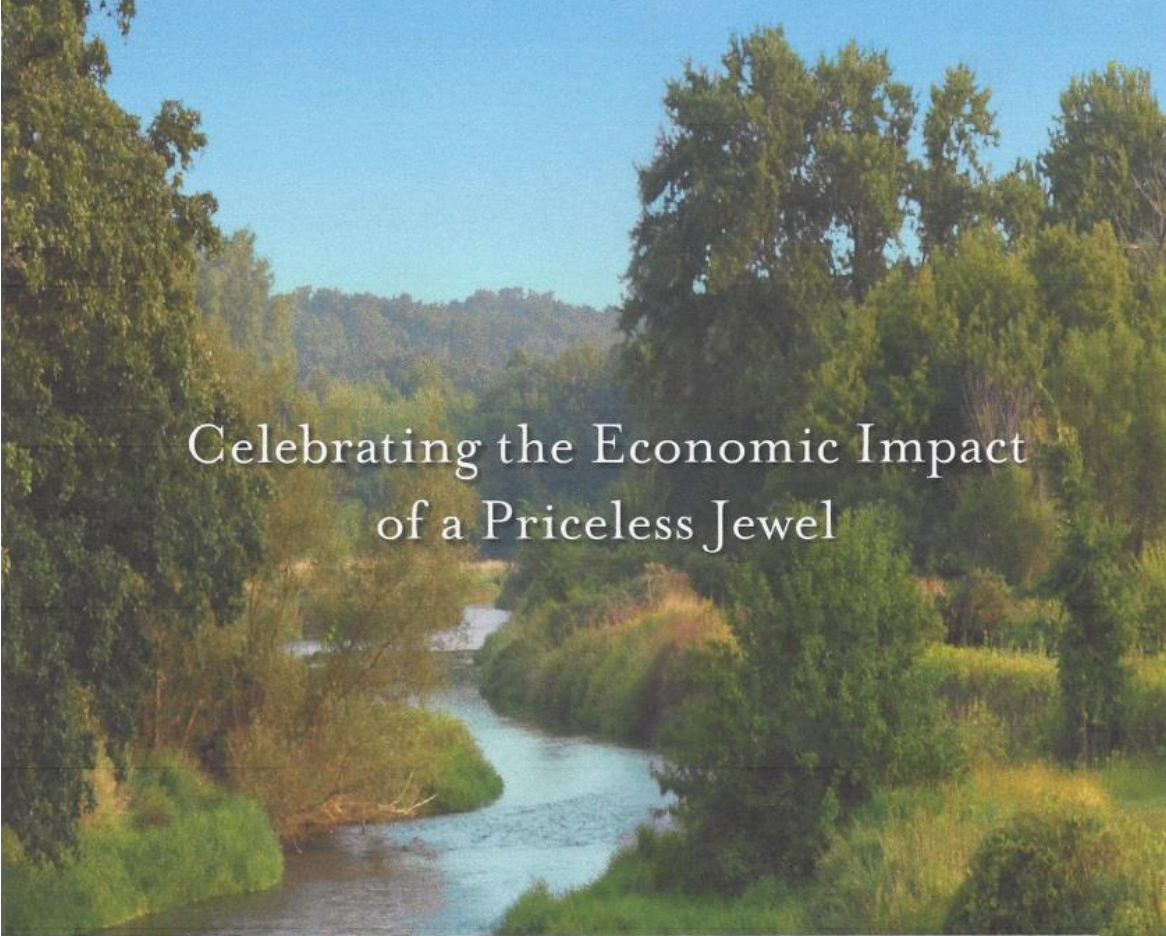
La Crosse
Downtown Rotary
June 14, 2018

Duke Welter
TU Driftless Area
Restoration Effort



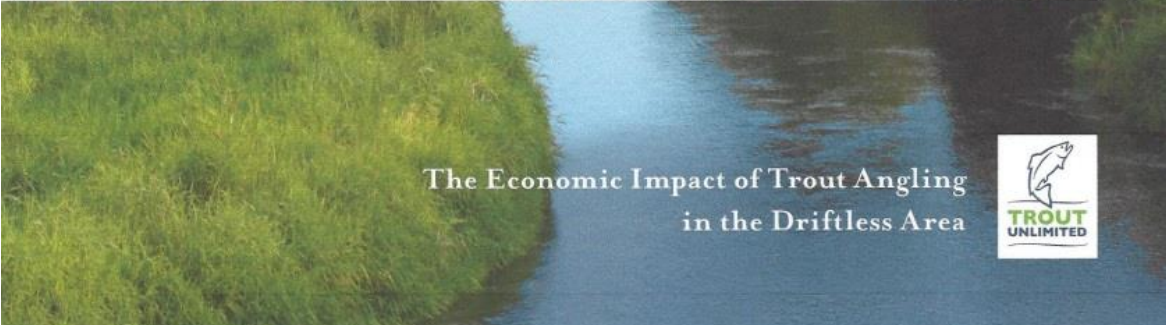


The Westby
Norseman



Celebrating the Economic Impact
of a Priceless Jewel

2017 Economic Impact Study



The Economic Impact of Trout Angling
in the Driftless Area



Zen and the Perfect Cast—Step 1



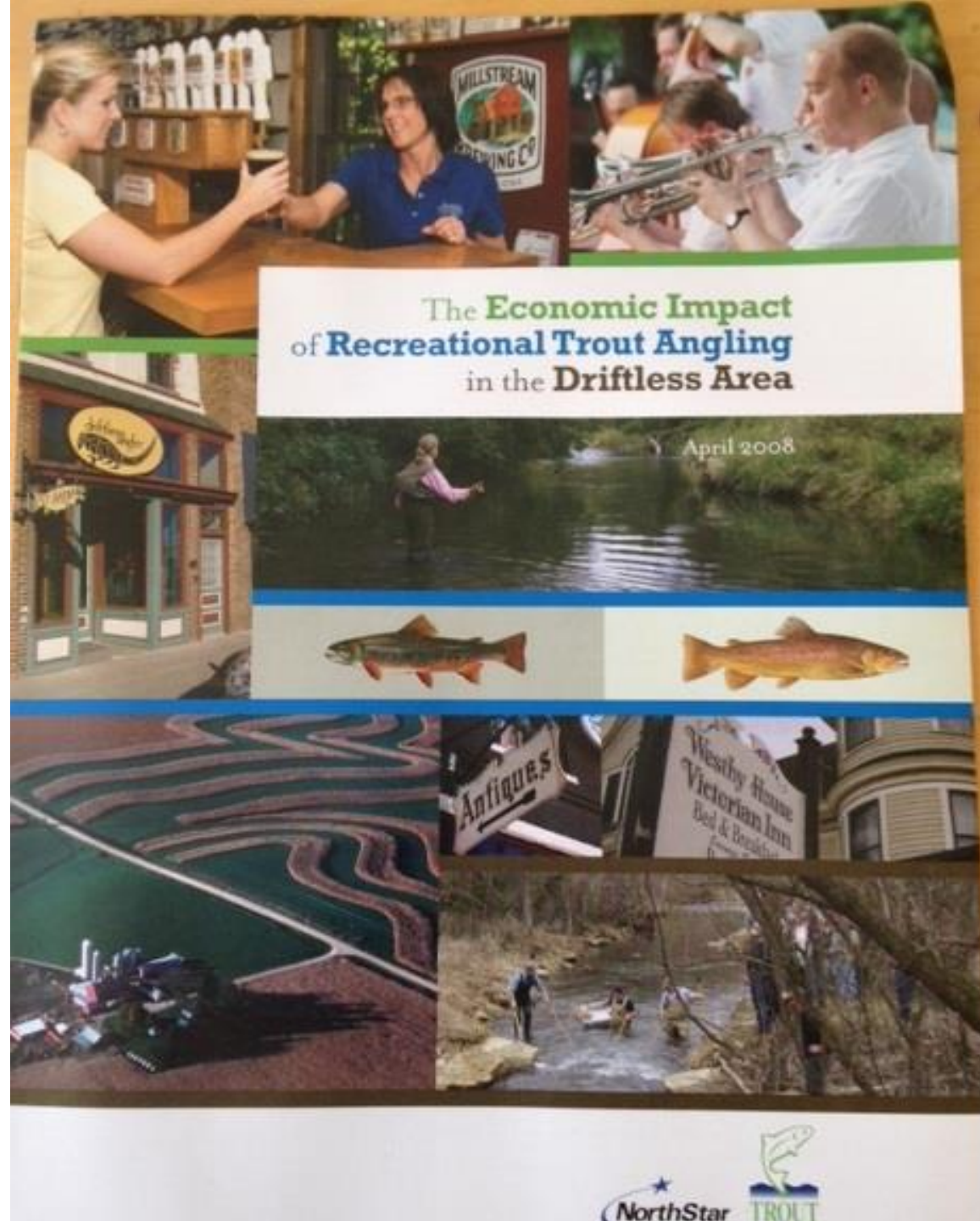
- *Begin by meditating to purify your mind of all worldly thoughts and negative energy so that you can achieve a state of inner tranquility.*
- *(Note: similar process can be used to attain Zen-like state for spin casting, with diligent practice.)*

Key Findings

- Overall economic benefit: **\$1.6 billion**
- \$957 Million/year direct and secondary spending by outside anglers
- \$670 Million/year spent by anglers living WITHIN region
- 6,500 jobs supported by angling

Revisiting 2008 Study

\$1.1 billion
impact
across
region



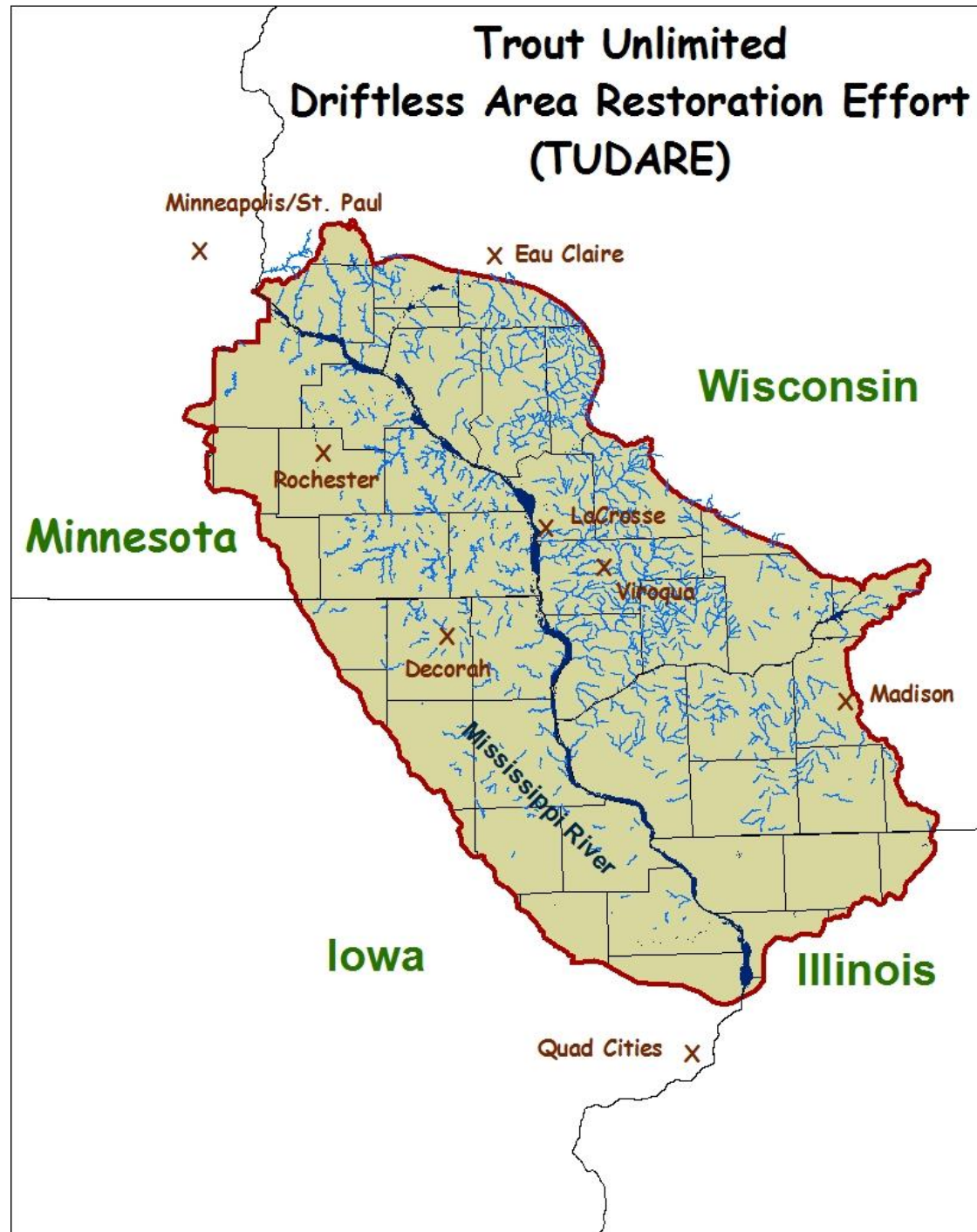
Zen and the Perfect Cast--Step 2



- As you begin your cast, gently lift the fly line from the water and breathe deeply from the diaphragm and concentrate on bringing your spiritual forces into harmony with those of the fly rod.

First, What IS the Driftless, and why does restoring it matter?

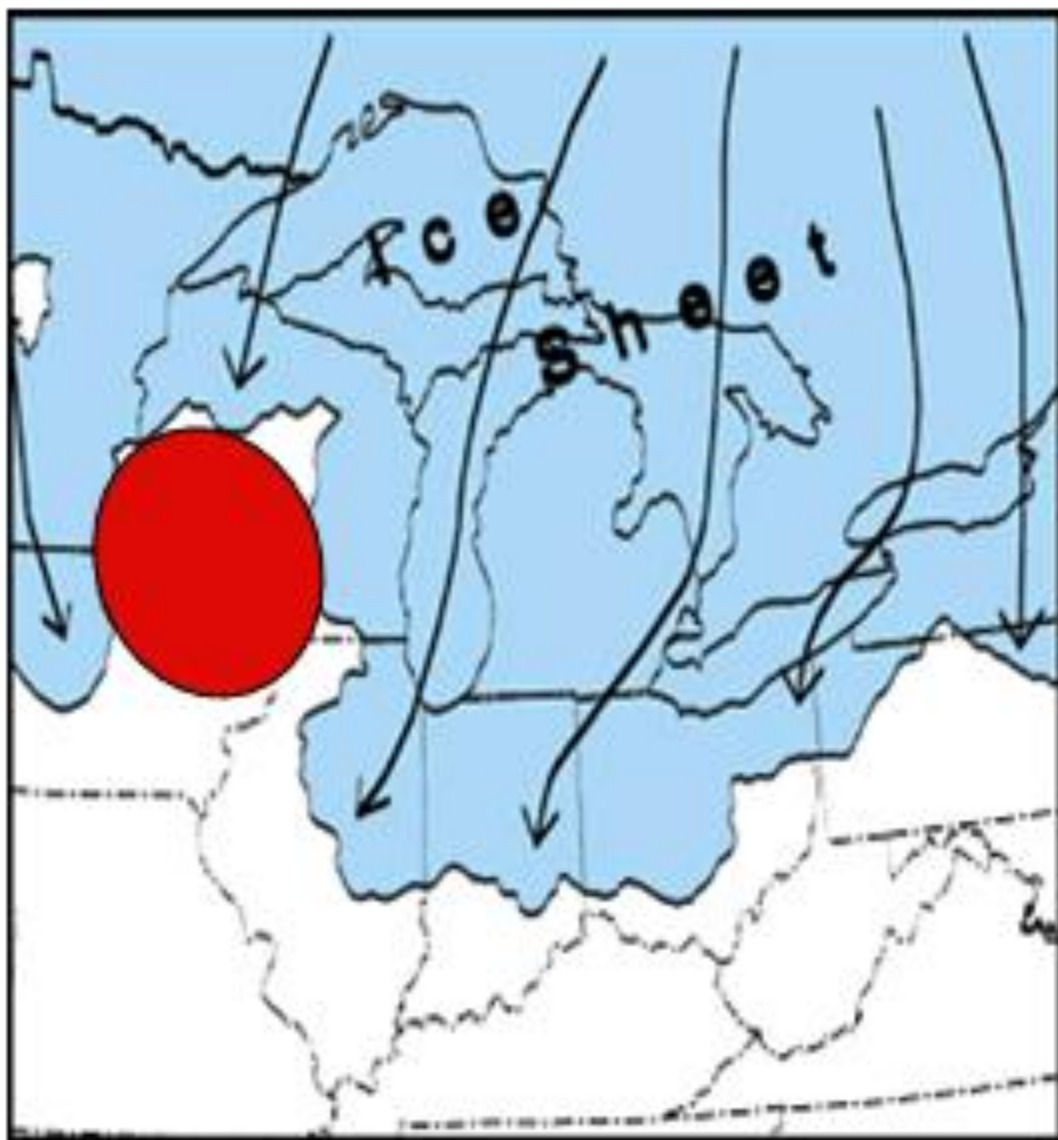
The Four-Minute Drill



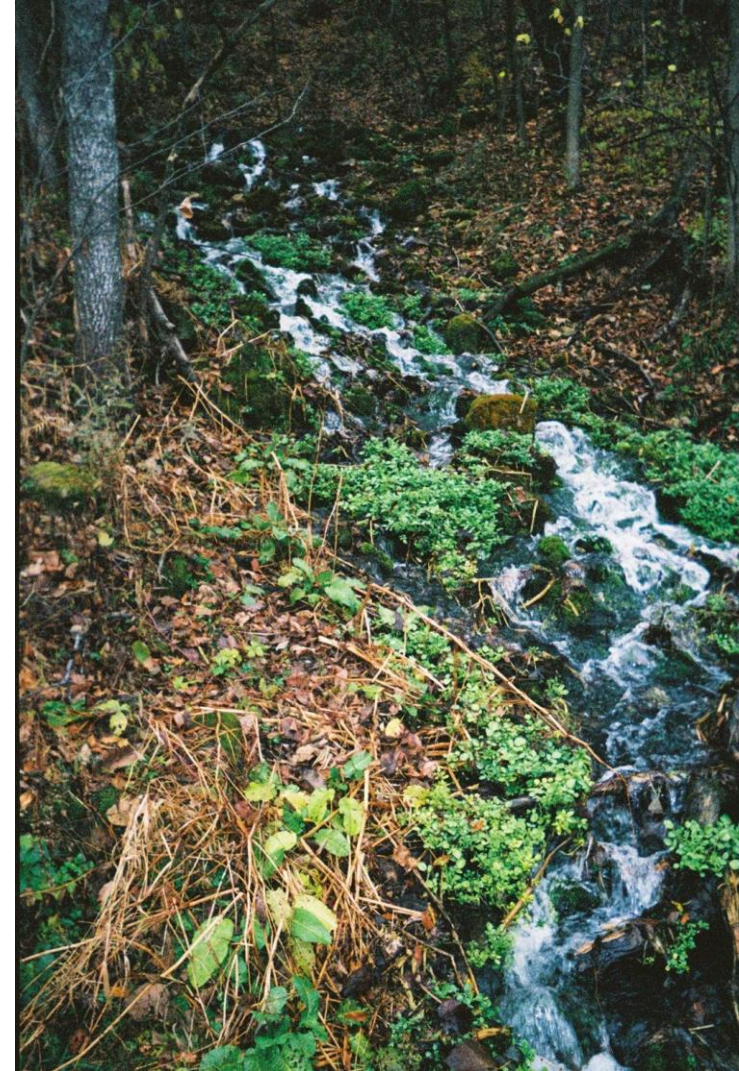
AREA MISSED BY WISCONSINAN GLACIATION

- 100,000 to 12,000 years ago
- Glacial lobes bypassed our area
- Early Geologists found No "Drift" = Boulders/gravel

* Driftless Area:



Karst geology, bypassed by glaciers



A land of bluffs and prairies—1830s



Madame Ferrebault's Prairie, above Prairie du Chien, 1835-1836. Courtesy the National Museum of American Art, Smithsonian Institution.



What's that all have to do with Driftless Trout Fisheries?

By 1950s, area being written off as likely to have trout fishing in the future

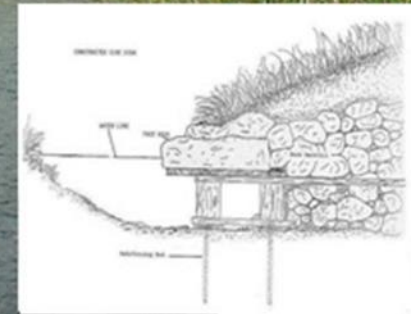
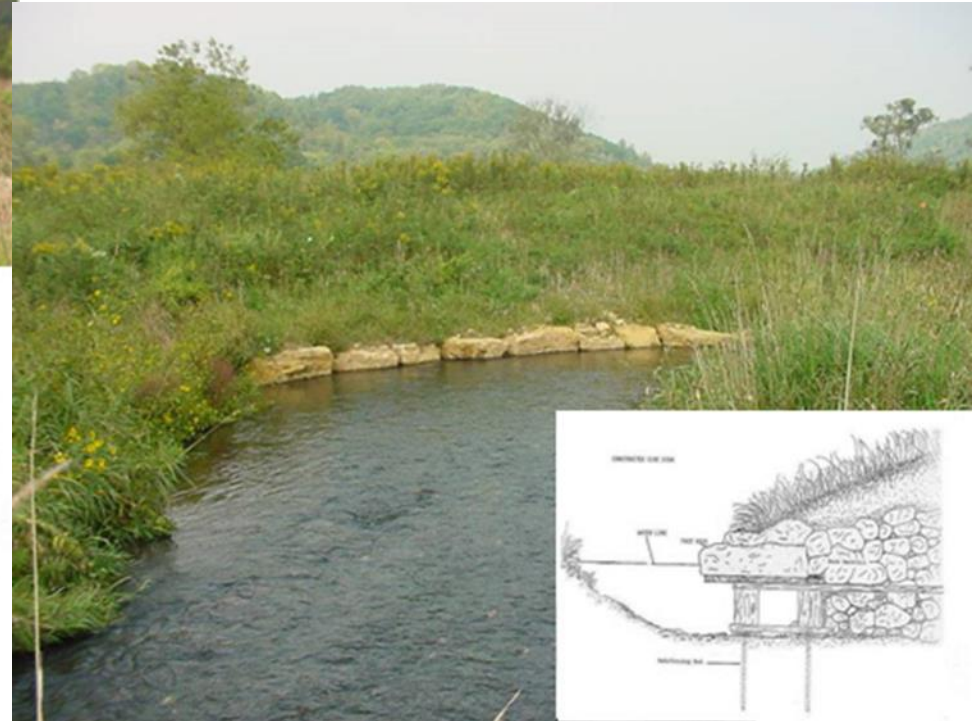
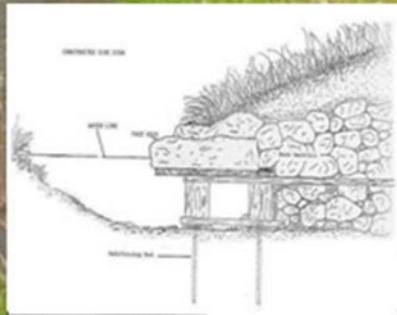
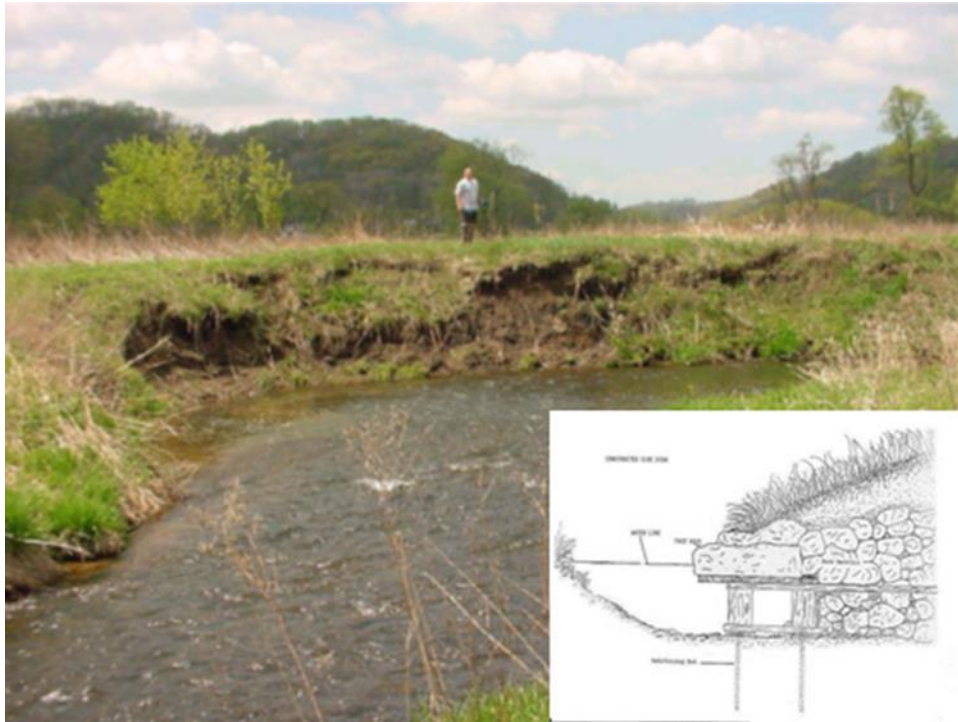


But restoration efforts
Began, and persisted...

Restoring Hard-used Streams



Conservation & restoration: We fix these streams!







Healthy Working Ag Lands



Compatible with Grazing,
Row Crops

^B BENEFITS OF RESTORATION



Multi-species Benefits



SCIENTIFIC AREA



DEPARTMENT OF
NATURAL RESOURCES

What's our trout resource now?



Zen and the Perfect Cast—Step 3



- Like a willow branch waving in a soft breeze, the fluid and graceful movement of the cast reflects your own inner peace.
- Allow the fly line to fully straighten out behind you before beginning your forward motion.

WHO'S COMING TO VISIT?

The typical angler

- *Age: 51**
- *Median Household Income: \$90k**
- *71% married**
- *89% male (93% in 2008 study)**
- *College Degree: 50%**
- *Six trips/year; 2-3 anglers; 2 ½ days/trip**
- *Spends \$475/trip**
- *276 miles/Roundtrip**



**Driftless Fishing is STILL
Good for marriage!**



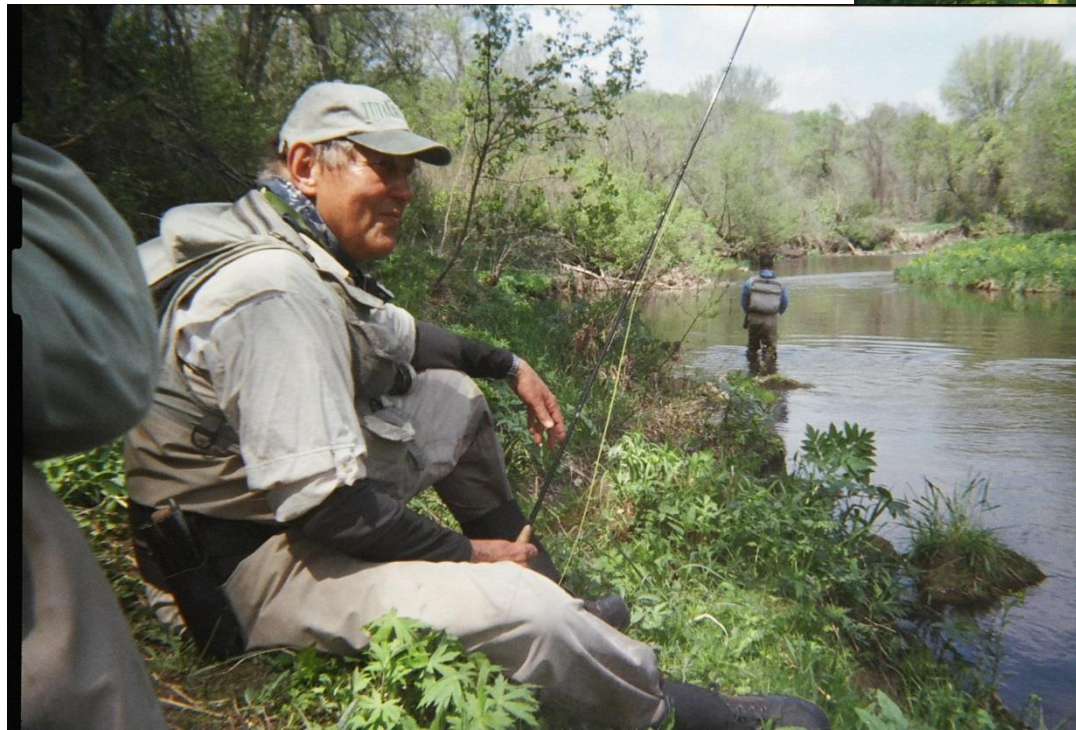
- Nationally, 51% of population married (2010, Pew)

*2017 study: 71% married

*2008 study: 78% married

Two more trends?

**Number of women
anglers up from 7% in
2008 to 11% in 2017**



**Median angler age up from
47 in 2008 to 51 in 2017**



WWW.DRIFTLESSANGLER.COM

LADIES, TAKE UP YOUR RODS!
THE HATCH IS COMING.

Anglers' Fishing Preferences



Anglers like:

66% wild trout

59% quality fisheries

55% convenient access

79% restored waters

Overall Satisfaction: 92% satisfied

Developing the Trout Economy

- Explore what anglers prefer AND a range of **other** activities for non-anglers in group
- Explore the amenities in your market and see where there are gaps
- * Well thought out map resources showing access and restoration are invaluable
- Fishing-specific resources: guides, gear, hatches, parking sites along streams

“Trout Central”: Viroqua WI



- Places to stay: rural cabins (Stein Vatten, Log cabins, Timber Coulee cottage, Logan Mill Lodge, B&Bs, VRBOs), campgrounds, motels, Stein Vatten)
- Dining: Family restaurants, Beard-nominated café, Wings night at American Legion, not much fast or late-night
- Farmers Market; Viroqua Food Co-op

Angler-Preferred Amenities

Lodging:

Camping, motels, cabins
(71%)

Restaurants

Groceries

Gas

Libations

Sporting goods

Guides & fly shops





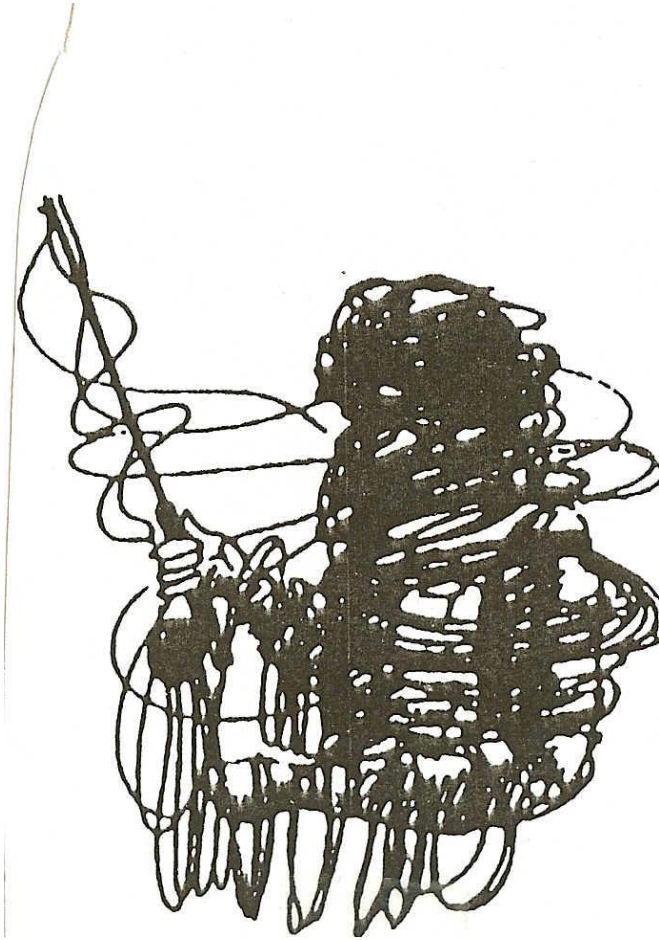
Visual Promotions?



Not everyone fishes: Alternate activities?

- Horseback riding, paddling, hiking, foraging, hunting, geocaching, bicycling, fossil hunting, historic tours and local museums, Amish tours, commercial caves, spelunking, bird-watching, local music/art festivals, flying, Mississippi riverboats, ski jumping, just appreciating Driftless scenery.
- Is the list endless? Probably...

Zen and the Perfect Cast—Step 4



- Repeat this motion until you are ready to gently drop the fly on the water. Angler and fly rod become one with nature.

In Summary

- Restoration Investment
- Visiting Angler Impacts
- Intraregional anglers
-
- Significant jobs supported by angling
- Demonstrably loyal visitor group

In Summary...

- Opportunity for communities
- Region-wide potential
- Demonstrated results
- Outgrowth from restoration efforts



Thank you. Any questions?





For more information,
contact:

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Outreach Coordinator
TU Driftless Area
Restoration Effort

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715-579-7538

Viroqua, WI