Integrated Resource Management: Sustaining Wisconsin’s Coastal Economy

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“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.”
• Improve the implementation and enforcement of state statutes, policies, regulations and programs affecting the Great Lakes.

• Improve the coordination of activities undertaken by federal, state and local governments on matters affecting key coastal uses and areas.

• Strengthen the capacity of local governments to undertake effective coastal management.

• Advocate for the sustainable use of the coastal environment and recognize the uniqueness of the coastal environment in federal, state, and local policies.

• Inform the public about coastal issues and increase opportunities for citizen participation in decisions affecting the Great Lakes.
“If there is one thing all people can agree on, it’s that the Great Lakes are important, and protecting them is an absolute necessity.”
Over 2.5 million residents live within coastal zones

More than 45 percent of Wisconsin’s GDP comes from its coastal counties

More than 1.6 million Wisconsin citizens get their drinking water from Lake Michigan or Lake Superior
Tourism & Industry

• Wisconsin Harbor Towns Association (WHTA)
• Lake Superior Scenic Byway
• Wisconsin Department of Tourism
• Discover Wisconsin
• UW Sea Grant
• Wisconsin Marine Association
• Wisconsin Commercial Ports Association
Wisconsin Harbor Towns Association
Washburn

Washburn is a beautiful four season destination, especially for any outdoor enthusiasts. This cozy town is situated on the shores of the Chequamegon Bay, part of vast Lake Superior. We are a stone’s throw from the Apostle Islands and the Chequamegon-Nicolet National Forest.

Enjoy some time on the water. We have beaches for swimming, as well as opportunities for kayaking, sailing, paddle boarding and fishing. Alongside the waterfront is the Washburn Municipal Marina, a full service, 139-slip recreational boat marina. It is home to a 150-ton travel lift and a brand new boat ramp.

The lands surrounding Washburn are dissected with ATV and snowmobile trails. A 2-mile walking trail along the shoreline has secluded beaches and is a birders paradise. On the hill is Lake Superior View Golf Course, complete with stunning scenery. Bayfield Street cuts through the heart of Washburn and holds many of our businesses, which makes for an easy walk between restaurants and shops. Visit our local museum and cultural center to learn a little bit more about this historic town on the bay.

For some further winter fun, Washburn provides plenty of space on the bay for ice fishing, and forest for cross country skiing and snowshoeing. Visit Washburn’s “secret” ice caves along the Chequamegon Bay shoreline.

On the Water...
Dock and explore the marina.
View the 50 cars along the shoreline.
Kayak or paddle the Chequamegon Bay.

On Land...
Hike or bike the Chequamegon-Nicolet National Forest.
Tour the Historical Museum and Cultural Center.
Camp on Lake Superior’s shores.

Ashland

“Ashland, The Heart of Chequamegon Bay” has endless water activities and provides many opportunities for you to experience the beauty of the Greatest of the Great Lakes, Lake Superior.

Lake Superior and Chequamegon Bay have made Ashland an active recreation center. Ashland is known as the best “World Class Smallmouth Bass Fishery” in the world. You will also snag trout, walleyes, perch, salmon, and northern pike, in Chequamegon Bay on Lake Superior and inland lakes and streams. Lake Superior’s Chequamegon Bay and Apostle Islands area, at the top of Wisconsin, is one of the prettiest fishing destinations in the country.

Ashland is also the “Historic Mural Capital of Wisconsin.” The Murals in Ashland depict the city’s rich history situated on the south shore of Lake Superior.

Kayak or Canoe Chequamegon Bay. View the Breakwater Lighthouse where the fish always bite! Sail and boat the endless waters of Chequamegon Bay on Lake Superior. Experience glowing sunsets glistening from Chequamegon Bay, the scenic lake walk, natural spring artesian well water, the historic downtown shopping district, unique lodges, local restaurants, the Chequamegon National Forest and the friendly people that live here.

Ashland; the heart of Chequamegon Bay! Where you’ll “Find yourself next to the water.”

On the Water...
Fish Chequamegon Bay, home to World Class Smallmouth Bass.
Dock at Ashland Marina.
Explore the 22 islands that make up the Apostle Islands.

On Land...
Take the Mural Walk down the Main Street business district.
Bike the Waterfront Trail.
Enjoy the sandy beaches along the Chequamegon Bay.
Shop Historic Downtown Ashland.

visitashland.com • (800) 284-9484
The Great Wisconsin Outdoors

In the Summer...
Looking for great views with a few history wisecoms? The Pottawatomie Lighthouse on the north-end of Rock Island/Washington Island is the oldest lighthouse in Wisconsin. It has been restored to its 1910 splendor and is now a five-room museum with resident docents offering tours that include visits to the lantern room to see the replica of the 4th Order Fresnel lens. Views look north to St. Martin’s Island in Michigan, and northwest to Escanaba and the Upper Michigan Garden Peninsula.

Explore the coast on two wheels in Port Washington. The route of the Ozaukee Interurban Trail is based on the Interurban railway that connected Ozaukee County to the cities of Milwaukee and Sheboygan. Today, it is a 30-mile paved trail that spans the entire length of the County. The majority of the trail is off-road and perfect for family enjoyment.

Summer is to sun, as Sturgeon Bay is to cherry picking. Pick for yourself some of the lastest cherries you’ll ever have, and check out “Cherry Recipes from the Market” by Barbara Wulf, to get the most out of your batch. Door County’s geography, climate and soil make it prime real estate for growing cherry trees, and visitors flock every year to see the spring blossoms and pick the summer harvest.

The Woodland Dunes Nature Center and Preserve in Two Rivers is a habitat of globally-significant wildlife. Woodland Dunes is located near an ecological “tension zone” between two distinct areas of natural vegetation in Wisconsin. Both northern and southern species of plants and animals are found here.

In the Tall...
Cenrrally located on the shores of Lake Michigan, Sheboygan juts out five miles into the lake, sculpting incredible waves when the winds kick up. Known as the “Malibu of the Midwest,” Sheboygan has been a surf destination for over fifty years. Lake surfing is the ultimate adventure!

Door County is truly an iconic destination in the fall. Enjoy the crisp weather, the harvest’s delicious bounty at outdoor festivals, orchard tours, and hiking in the beautiful forests. From fresh foods at local farmers markets and restaurants, to the magnificence of the changing leaves in autumn, you’ll never want this season to end!

Rent a kayak, canoe or paddleboard in Milwaukee for a great way to view the city and its architecture along the beautiful Milwaukee River. Take in a couple of bridges along the way. Out with the family? Kids will love the pedal boats, paddle boards, kayaks and canoes.

Take in nature at Birch Grove Campground in Washburn, just north of Long Lake. Rustic campsites nestled between East and West Twin Lakes provide a great opportunity for family fun and relaxation. Feel right at home with a fire ring, picnic table, fishing pier, small picnic area, and hiking trails.

River Bend Nature Center (RBNC) is 78 acres of undisturbed woods, wetland, and nearly 4,000 feet of riverfront along the Root River in eastern Racine County. Its focus is environmental education and outdoor recreation for families.

In the summer and fall, RBNC rents canoes and kayaks. The Annual Chainsaw Art Festival in October features wood carvers from throughout the region.

In the Winter...
Trade in your hiking boots for snowshoes and explore the North Country National Scenic Trail, the longest hiking trail in the United States, connecting North Dakota to New York. Explore the Old Historical Bayfield trail offering 2.3 miles of snowshoeing-fun with a great overlook of Lake Superior.

Interested in speedier things up? Oconto County has over 475 miles of snowmobile trails that are clearly marked and groomed for safe and smooth riding conditions. Experience something exhilarating when cruising through Oconto!

Participate in Ashland’s Book Across the Bay, the upper Midwest’s most unique winter event, open to skiers and snowshoers of all ages and levels. Meld at night, follow a route over the frozen surface of Lake Superior, lit by stars and up to 1,000 luminaries that line the route.

Experience a winter wonderland at the Garden of Light at the Green Bay Botanical Garden. This is a holiday favorite. Walk the lighted trails, or cozy up on a horse-drawn wagon ride. An amazing 250,000 lights are incorporated into bright garden creations like the giant caterpillar and dragonflies, and an icle forest.

As snow and ice transform the quiet landscape during the winter season, the Apostle Islands National Lakeshore in Bayfield offers a popular attraction in the dazzling shoreline ice caves at Mawikwe Bay. The winter adventure of seeing the beauty of the ice caves will take your breath away!

In the Spring...
Spend an afternoon with the family at the Marinette Lincoln Park Zoo! View over 150 animals, including two rescue cougar cubs adopted in 2014. a black bear, bald eagle, snow leopard, wolves, bison, and prairie dogs. The kids will also enjoy the playground, activity trail, and picnic areas located in beautiful Lincoln Park.

One of the most popular ways to enjoy the water in Wisconsin is to treat yourself to a charter fishing expedition on Lake Michigan. Algoma is one of the top sport fishing ports in the Midwest, with pier fishing, launches for private boats, marinas, and charter fishing outings with captains who provide the know-how and all of the equipment to land a trophy fish.

Step back in time aboard Kenosha’s beautifully restored vintage electric streetcars and enjoy a scenic tour of the Lake Michigan shoreline, Harbor Park, historic districts and downtown. Spring also ushers in the outdoor season for Kenosha HarborMarket, a sprawling European-inspired market featuring fresh produce, meats, cheeses, flowers, art and so much more.

Experience exciting whitewater rafting adventures on the Peshtigo River in Marinette. For over 100 years, the roaring rapids section of the river has been well known for its outstanding whitewater action and one of the longest continuous stretches of rapids in the region.

Kewaunee County is the only county in Northeastern Wisconsin with access to public trails for ATV’s. The Riverview ATV Park is an excellent facility with 20 miles of trails, a hill climb area, intense-use challenge course, picnic areas, and restrooms. This unique facility draws people from all over the state and beyond!
Lighthouses and Light Stations

Wisconsin’s Great Lakes have long been highways of commerce, connecting harbor towns to other cities with the 1885 opening of the locks at Sault Ste. Marie, and to the world via the St. Lawrence Seaway in 1959. Transforming the people and landscape for more than 180 years, these lights have guided ships on all of the Great Lakes. Wisconsin’s coasts are home to over 50 lighthouses and stations with more than 30 of these historic structures still functioning and open to the public.

Lake Superior Lighthouses

Superior
Superior South Breakwater 1913

Shag Bay / Apostle Islands National Lakeshore
Michigan Island (CH 1857)
Raspberry Island 1863
Outer Island 1874
Sand Island 1881
Devils Island 1891
La Pointe (Long Island) 1897
Chequamegan Point (Long Island) 1897
Michigan Island (New) 1929

Ashland
Ashland Breakwater 1915

Lake Michigan Lighthouses

Marinette
Green Island 1863
Peshtigo Reef 1934

Green Bay
Grassy Reef 1872
Long Tail Point 1848
Green Bay Harbor Entrance 1835

Door County
Pottawatomie 1836 – Rock Island
Old Bailey’s Harbor Light 1852
Chambers Island 1858
Pilot Island 1858
Eagle Bluff 1858 – Fish Creek
Cana Island 1869 – Baileys Harbor
Baalies Harbor Range Lights 1869
Sturgeon Bay Ship Canal North Pierhead 1882
Shenwood Point 1883
Pump Island Range Lights 1895
Sturgeon Bay Ship Canal South Pierhead 1899

Algoma
Pierhead 1922

Kewaunee
Kewaunee Pierhead 1931

The Rivers
Two Rivers Pierhead Light 1883
Rowley Point Lighthouse 1894

Manitowoc
Manitowoc Breakwater Lighthouse 1918

Sheboygan
North Point 1860
Sheboygan Breakwater 1915

Port Washington
North Point Lighthouse 1888
Milwaukee Pierhead 1906

Milwaukee
North Point Lighthouse 1888
Milwaukee Pierhead 1906

Kewaunee
Racine Harbor 1834
Wind Point Lighthouse 1880
Racine North Breakwater Light 1901

Kenosha
Southport Lighthouse 1856
North Pier Lighthouse 1906
Kenosha Breakwater 1960

Lake Michigan Lighthouses
Wisconsin Marine Association

Manitowoc, WI
Clean Marina Program
Clean Marina Program

Kenosha, WI
1. Florida: $2.9 billion
2. Texas: $1.7 billion
3. Michigan: $982 million
4. North Carolina: $838 million
5. Minnesota: $807 million
6. New York: $735 million
7. California: $718 million
8. Wisconsin: $713 million
9. South Carolina: $637 million
10. Georgia: $632 million
Charter Fishing
Shipbuilding
GROUP PICTURE

SAY CHEESE!

YOU GUYS LOOK GREAT!