

## Lakes Analyzed for the lake clarity study.

Lake	County	Lake Area (Acres)	Avg Water Clarity (ft)	Value Increase 3.2 ft Clarity	Value Decrease 3.2 ft Clarity
Big	Oneida	845	3	\$26,648	-\$45,277
Big Stone	Oneida	607	3	\$28,140	-\$42,181
Blue	Oneida	441	19	\$9,283	-\$10,798
Boom	Oneida	365	3	\$26,326	-\$44,333
Buckskin	Oneida	642	9	\$15,852	-\$20,878
Cranberry	Oneida	924	4	\$23,922	-\$37,806
Crescent	Oneida	616	11	\$13,351	-\$16,737
Deer	Oneida	188	4	\$24,828	-\$40,164
Fifth	Oneida	238	2	\$30,228	-\$36,320
George	Oneida	443	3	\$26,221	-\$44,027
Hancock	Oneida	259	5	\$21,215	-\$31,394
Indian	Oneida	354	9	\$15,701	-\$20,616
Kawaguesaga	Oneida	700	11	\$13,351	-\$16,737
Killarney	Oneida	293	2	\$30,655	-\$35,161
Minocqua	Oneida	1339	16	\$10,278	-\$12,170
Laurel	Oneida	249	2	\$29,950	-\$37,082
Little Fork	Oneida	336	5	\$21,850	-\$32,821
Long	Oneida	604	4	\$23,493	-\$36,730
Lost	Oneida	544	5	\$22,296	-\$33,849
Maple	Oneida	131	14	\$11,453	-\$13,855
McCormick	Oneida	113	2	\$32,171	-\$31,144
Oscar-Jenny	Oneida	101	5	\$21,215	-\$31,394
Pelican	Oneida	3545	5	\$23,080	-\$35,715
Pickerel	Oneida	581	5	\$21,423	-\$31,856
Planting Grnd	Oneida	1010	4	\$23,922	-\$37,806
Spirit	Oneida	348	11	\$13,711	-\$17,309
Squash	Oneida	398	16	\$10,457	-\$12,422
Sugar Camp	Oneida	519	12	\$12,782	-\$15,852
Tom Doyle	Oneida	108	5	\$22,448	-\$34,206
Tomahawk	Oneida	3462	18	\$9,648	-\$11,296
Two Sisters	Oneida	719	15	\$11,210	-\$13,501
Virgin	Oneida	261	4	\$24,734	-\$39,915
<b>Average</b>				<b>\$20,370</b>	<b>-\$28,792</b>

# Economic Value of Lakes & Rivers In Oneida County, WI



Willow Flowage—Deer Island © Gary Cira

## Water Facts: Oneida County

- ◆ 1,129 Lakes, 428 named
- ◆ 78,509 acres of surface water
- ◆ 9.9% of County is surface water
- ◆ Major watersheds include:
  - Upper Wisconsin River
  - Flambeau River
  - Wolf River

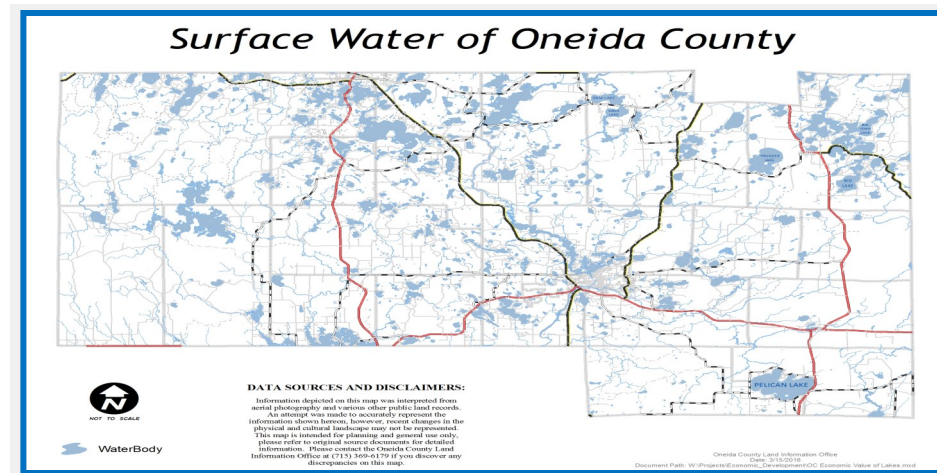
The Northern Highland Ecological Landscape, of which Oneida County is part, has one of the highest concentrations of freshwater lakes in the world.

A complete copy of the referenced reports are available at :

[www.oclra.org](http://www.oclra.org)

> *Economic Value of Lakes & Rivers in Oneida County* , D.Noel (2018)

> *Impact of Water Clarity on Home Prices in Oneida & Vilas County, WI.*; T. Kemp, (2018)



## Healthy Waters are Critical to Northwoods Economy

- ◆ Waterfront property owners and lake & river users contribute significantly to the local economy.
- ◆ The economy of the Northwoods depends on the people who want to live & recreate in the most lake rich areas of the U.S.
- ◆ If lake & stream water quality deteriorates, waterfront property values will also erode, resulting in a monetary loss to the local economy and the tax base.

## Sources of Economic Value: Waterfront Properties

- ◆ 73% of all OC residential value is in waterfront properties (\$4.2 billion)
- ◆ Tax revenues from residential waterfront properties: \$47.3 million/yr

## Impact of Poor Water Quality on Property Values

A recent study by the University of Wisconsin concluded that the value of home prices increase as the lake water clarity increases. This study estimates the residential property value gains associated with improvements in water clarity on 60 Northern Wisconsin lakes. See the back page for a list of the Oneida County Lakes analyzed for the study.

## Results of the Study

- ◆ Depending upon the lake, an improvement in water clarity by about 3' would increase average home sales values by \$8,000 to \$30,000. An increase in water clarity of approx. 6' could increase home prices by as much as \$47,000.
- ◆ Conversely, a decrease in water clarity of 3' could decrease average home sales values by up to \$45,000. A decrease in water clarity of approximately 6' could decrease home prices by as much as \$64,000.



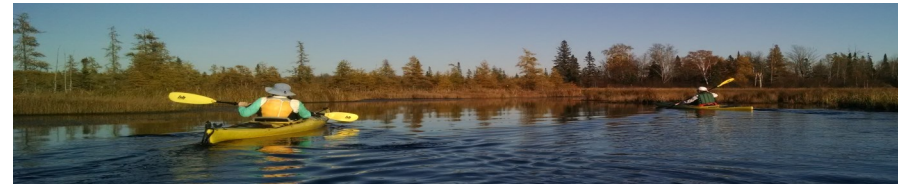
UW Extension, J. Tomaszewski

## Sources of Economic Value: Seasonal Waterfront Residents

- ◆ Seasonal homeowners contribute over \$60 million/yr directly into the local economy.
- ◆ 75% of all OC waterfront residents are seasonal (10,226 homes)
- ◆ Total assessed value of seasonal waterfront properties: \$2.8 billion
- ◆ Tax revenues from seasonal waterfront owners: \$10 million/yr

## Impact of Poor Water Quality on Seasonal Resident Spending

Seasonal residents contribute \$60 million/yr. Surveys (Delavan-Lake.org) indicated that a decline in water quality (increased algae & reduced water clarity) would reduce seasonal residents expenditures by at least 8%/yr, worth approx. \$5 million/year in Oneida County.



## Sources of Economic Value: Visitors & Tourists

- ◆ Revenue from tourism: \$229 million (2017)

## Impact of Poor Water Quality on Visitor Days

- ◆ Studies indicate that many visitors would avoid the area if they “perceived” a decline in water quality
- ◆ Revenue loss could be as high as \$100 million/yr.
- ◆ A study in New Hampshire found that half to two-thirds of visitors would decrease or cease their visit if they perceived a decline in water quality & purity

*The Economic Potential Decline in New Hampshire Water Quality: The Link Between Visitor Perceptions, Usage, and Spending. A. Nordstrom (2012)*