

Saginaw Bay Watershed Initiative Network



The West Branch Tittabawassee River is flowing freely for the first time in 70 years following the removal of a dam from the coldwater tributary in southeastern Roscommon County. This stream is considered by many to contain the highest quality trout habitat in the entire Saginaw Bay watershed. The project was completed by Huron Pines in October 2022.

Small dams like this one slow a river's flow upstream, causing water temperatures to rise and habitat for trout and other river life to degrade. Additionally, dam spillways can significantly increase the flow of water immediately downstream, washing sediment into the river where it buries gravels that are important to aquatic insects and spawning fish. High velocity water, especially when paired with a vertical drop of a concrete spillway, inhibits fish access to vital coldwater refuge and nursery habitat upstream. Removing this dam reconnected 6.2 miles of stream and restored the natural transport of river nutrients and movement of fish, including brook and brown trout.

At the site where the dam was, contractors built a 30-foot bottomless box culvert to maintain vehicle access. The new aluminum structure is designed and installed in a way that allows the river to flow naturally through the site and preserves the native gravel streambed.

This project received lead support from the Saginaw Bay Watershed Initiative Network (WIN), and was also supported by the U.S. Fish & Wildlife Service, Michigan Department of Natural Resources' Fish Habitat Grant Program, the Saginaw Bay Watershed Restoration Fund of the Bay Area Community Foundation, and the Walters Family Foundation. Engineering was provided by Huron Engineering and Surveying, Inc.

December 16, 2022
Virtual Review





Friday, November 18, 2022

Saginaw Bay Watershed Initiative Network

Grant Application Form

What is WIN?

The Saginaw Bay Watershed Initiative Network (WIN) is a collaborative, community-driven quality of life initiative created by a variety of environmental, business and community interests in 1996. WIN was formed to create a more sustainable future for all who live, work and play within the Saginaw Bay watershed. One of the ways in which WIN accomplishes this objective is by providing financial support to projects that link the economic, environmental and social needs of the region.

Our Vision

As stewards of the Saginaw Bay Watershed, we value our shared, unique resources, and together we will balance economic, environmental, and social priorities to enhance the quality of life for this and future generations

Our Mission

We will cooperatively develop a shared identity for the Saginaw Bay watershed as a sustainable community. We will create opportunities to enhance understanding of sustainability, connecting people, resources, organizations and programs through regional networks of local projects.

Guiding Principles

- Provide a pleasant and healthy environment
- Conserve historic, cultural and natural resources
- Integrate economic prosperity, ecology and aesthetics
- Use land and infrastructure effectively
- Continually evaluate and refine shared vision and goals

Program Overview

WIN welcomes proposals that advance the search for sustainable solutions to current watershed and community challenges. WIN is responsive to new ideas, new research and new approaches, recognizing that such innovation is necessary to move the concept of sustainability forward in the Saginaw Bay watershed. The sustainability approach integrates economic goals with environmental and social goals and is based on the premise that meeting human needs for all people today should not impair the ability of future generations to meet their needs. A strong local economy is at the core of a sustainable community because development and the jobs it creates are the vehicles for meeting human needs.

WIN accepts proposals for projects that advance its work within five focus areas:

- Agriculture and Pollution Prevention
- Communication / Regional Marketing
- Land Use
- Water Resources
- Wildlife Stewardship

In addition to sustainability linkages, WIN evaluates projects by asking whether projects:

- Promote and encourage partnerships by leveraging resources
- Balance long-term focus with short-term results
- Promote excellence by fostering a sense of identification and pride in the watershed
- Serve as pilot or demonstration projects with broad application (can be replicated)
- Fit with WIN's vision, mission, and guiding principles

Agriculture and Pollution Prevention Objectives:

- Marketing region's agricultural products and agri-tourism
- Water quality improvement and pollution prevention including soil erosion issues

- Production of value-added, diversified agricultural products
- Preserving farming as a viable industry for the next generation of farmers
- Protection and preservation of agricultural lands
- Bridging gap between urban and rural community interests
- Promotion of alternative and improved energy sources

Communications and Regional Marketing Objectives:

- Promoting the Saginaw Bay watershed as a tourist destination and recreation area
- Education about concept of sustainability

Land Use Objectives:

- Promotion of “green” / conservation-based development
- Encouraging regional cooperation on land use issues
- Education about land use issues
- Open space protection (because of limited funds, WIN does not support land acquisition costs)

Water Resources Objectives:

- Pollution prevention (nonpoint source & point source)
- Wetland restoration
- Fisheries (improve access to, health, promotion, Fisheries Scoping Study implementation)
- Access to water resources
- Improvement of water quality leading to the de-listing of the Saginaw Bay ecosystem as an Environmental Protection Agency (EPA) Area of Concern

Wildlife Stewardship Objectives:

- Habitat restoration lakeward/riverward of the 585 foot contour
- Promotion of habitat-related events
- Providing access to significant habitat and wildlife areas
- Protection of significant habitats
- Educational projects (habitat & wildlife related)

Funding Availability and Eligibility

Please contact Saginaw Bay WIN prior to submitting an application to discuss the project and its eligibility. WIN can be reached by email at info@saginawbaywin.org or by telephone at 989-892-9171. Grant proposals are reviewed on a continual basis with financial awards made twice a year. They are no grant deadlines.

Projects are evaluated by a unique network of task groups that are central to WIN’s community-based evaluation process. Through the work of the task groups, proposals are reviewed and refined in cooperation with the applicant. The task groups are formed around WIN’s five focus areas.

If a project receives a favorable nod from a task group, it will be forwarded to WIN’s Resource Group for further consideration. Those projects that are approved by the Resource Group are presented to WIN’s Funders Network for final consideration.

Eligible organizations include nonprofit 501c(3) groups, local governments, subdivisions of local governments and educational institutions.P

Projects must take place within the Saginaw Bay Watershed

Organization Name Chippewa Nature Center, Inc.

Are you a registered Charity / 501c(3) ?

If Yes to above , please provide Your Charitable Number 38-1859315

Do you have a Web Page ?

If yes, please submit website address: <https://www.chippewanaturecenter.org/>

Contact E-mail dpilaske@chippewanaturecenter.org

Contact Phone number (989) 631-0830

Contact Address 400 S. Badour Road
Midland, MI, 48640
United States

Organization Executive Officer Dennis Pilaske

Project Contact Name Dennis Pilaske

Please state the mission/goals of your organization

Chippewa Nature Center's mission is to connect all people through educational, recreational, and cultural experiences. Its vision is to inspire people to be stewards of the natural world. CNC focuses on the Great Lakes Bay Region and strives to provide meaningful and positive experience in nature through diverse, native ecosystems and outstanding programs. We work to empower and equip teachers to also provide these experiences for their students.

Grant Application

Project Details

Name of the Project: Outdoor Education Partnership III

Is this a New or Existing Project?

Existing

Project Start Date Sunday, January 1, 2023

Project End Date Tuesday, December 31, 2024

Total Funds required to complete project. 37,200

Amount Requested from Saginaw Bay WIN. 19,800

Please describe the project. How is it innovative? What need(s) does it address? Is there a relationship between this project and other programs/projects occurring in the watershed?

Chippewa Nature Center and U.S Fish and Wildlife Service propose to work cooperatively to restore wetland, grassland and pollinator habitat as outdoor classrooms on Elementary, Middle and High School lands, throughout the 22 County Saginaw Bay Watershed. County or city owned lands (parks) could also be developed as outdoor education areas provided local public and private schools can utilize project areas in their curriculum. Habitat restoration projects will be restored through the U.S. Fish and Wildlife Service's Partners for Fish and Wildlife Program and Chippewa Nature Center will lead the curriculum and program development for each site.

The Service's Partners for Fish and Wildlife Program is focused on habitat restoration on privately owned land for the benefit of migratory birds, threatened and endangered species and species or habitats of concern. Projects typically cost around \$2,000.00 per acre (average cost per acre) to restore. All projects are protected with a 10 year Habitat Development Agreement between the landowner and the U.S. Fish and Wildlife Service. Currently, schools or city, county or locally owned park lands are eligible for the Service's PFW program but are completed on a limited basis due to the size and cost of these smaller restorations. In partnership with Saginaw Bay WIN, Chippewa Nature

Center and the Service we will be able to provide funds and technical assistance to develop small outdoor education areas that contain native wetland and grassland habitats for use by teachers and students throughout the year. Projects may also include limited trail development, interpretive habitat signage and structures allowing safe access to restored habitats. Schools will be given priority over other projects and each project will include a customized combination of a curriculum guide, lessons, supplies for the students to use when studying the habitats and teacher training. Interpretive signs will be similar to the photo attached and include site specific information to ensure the intent of this project is maintained long term.

A similar project was funded by Saginaw Bay WIN in 2004 and in 2019 and 15 schools successfully received habitat work and study materials. This project proposes to add Chippewa Nature Center (CNC) as an expert partner in outdoor education. CNC educates thousands of school children every year and have staff with the necessary expertise to tailor each project to the State of Michigan curriculum and the school's preferences for subject matter. In addition to curriculum development, CNC will provide a staff facilitated program for up to 8 classrooms at each school or teacher trainings to ensure that all educators have the resources they need to educate students and encourage new land stewards for several years to come. We estimate approximately 3,000+ students will be educated in the new outdoor classrooms every year.

WIN's key focus area is sustainability - that relationship between the economy, the environment and our communities. Please discuss the sustainability linkages in the project.

Economic goals: The "Outdoor Education Partnership" will provide cost share dollars for habitat restoration, limited trail and structural development to allow safe access for students and interpretive signage. This will provide on-site opportunities for schools rather than paying for trips to obtain the same experience. The partnership will also provide the school, at no cost, with the curriculum, supplies and teacher training needed to study the habitats to, again, take financial burden off of the schools and parks.

Community or social goals: Project partners all have similar missions to connect people with nature in an effort to protect wildlife and their habitats for future generations. This project will work to promote knowledge, awareness and stewardship of the environment for the teachers, students and community members well into the future. It will also ensure a continued interaction with the environment instead of a one-time field trip experience.

Environmental goals: This project will restore wetland and grassland habitat projects on public and private school lands, and county and township park properties that will provide outdoor educational opportunities for teachers and students in the Saginaw Bay Watershed. The projects will improve water quality, provide additional wildlife habitat, decrease the amount of degradation in these areas and educate students and the public on the importance of wildlife habitat, declining species and pollinators.

Describe how the project fits with WIN's Vision, Mission and Guiding Principles.

The Outdoor Classroom Partnership will contribute to Saginaw Bay WIN's priority of sustainability by not only restoring habitat but by working with schools to educate teachers and students to be good land stewards and support organizations like all those involved in this project. This partnership will continue to enhance relationships between project partners and local schools and communities to ensure our region's future support for pollution prevention, land stewardship and the importance of human relationships to nature.

What tangible results do you expect from the project and how will you measure them?

The goal of the Saginaw Bay WIN Outdoor Education Partnership is to develop 5 to 10 outdoor classrooms over the next 2 years with the proposed budget.

We estimate that 3,000+ students will alternate through these outdoor classrooms per year. USFWS will continue to work with the schools throughout the 10-year agreement and plans to obtain classroom contact information on an annual basis.

How do you plan to communicate the project with the public or your intended audience?

Project partners will develop articles and informational materials that will be placed on the Saginaw Bay WIN, CNC, and Shiawassee NWR social media sites, distributed to newspapers, conservation district newsletters and other avenues as appropriate. The Saginaw Bay WIN name and logo will be placed on all materials developed during the grant period. Interpretive signs will also be developed with Saginaw Bay WIN, CNC, DU and USFWS logo's for all projects completed with this grant. Pheasant's Forever is also a potential funder and will also be added to all communication and signage as appropriate.

Do you intend to cooperate with other agencies or non-profit organizations on this specific project? If not, why not?

Chippewa Nature Center will be providing grant administration, curriculum development and teacher training. USFWS will be providing financial and technical assistance to restore habitat.

What specific items would be covered by a grant from the Saginaw Bay WIN program?

The WIN grant will cover expenses related to curriculum development, teacher training, and grant administration by CNC staff as well as the provision of curriculum guides and study supplies for participating schools. The grant will also cover interpretive signage that is customized for each site and will recognize the supporters of this program. WIN will also cover a quarter of the costs of habitat restoration.

How do you propose to recognize a grant from the Saginaw Bay WIN program?

The grant will be recognized in a press release announcing the program as well as on Chippewa Nature Center's website and Teacher Enews sharing information about the program. WIN will also be recognized on any signage or other print or electronic materials that are created as a part of this project.

Project Success. What does success look like for your project? How will you determine whether the project has been successful?

This project's success will be measured in multiple ways including the number of acres restored, the number of teachers trained, the number of students utilizing the newly restored habitats, and the longevity of the impact (are the spaces still be used 2+ years after installation). This will be measured through follow-up communication with teachers and administrators in locations were the project has taken place.

Saginaw Bay WIN Grant Project Budget

Feel free to upload a comprehensive budget under the attachment tab in the next section

Personnel Expenses 7,200

Please Describe Personnel Expenses

Chippewa Nature Center staff time for the development of curriculum, teacher trainings, and administration of the grant.

Materials / Supplies Expenses 5,000

Please Describe Materials / Supplies Expenses

Purchase of scientific exploration materials, printing of curriculum guides and lesson materials.

Equipment Expenses 0

Communication / Marketing Expenses 5,000

Please Describe Communication / Marketing Expenses

Customized interpretive signage that will be designed and installed at the restored habitats to inform and engage school and community members.

Other Expenses 20,000

Please Describe Other Expenses

Habitat restoration including site preparation, seed and plug purchase, and installation costs.

Total Project Expenditures (including proposed WIN grant) 37,200

Please Describe Amounts Already Raised for the Project and Sources

Chippewa Nature Center will contribute \$2,200 in staff expenses and USFWS will contribute \$15,000 in Habitat Restoration expenses. Additional funds may be contributed by Ducks Unlimited or Pheasants Forever.

What is your time frame to obtain the total funding required if you do not have it already? NA

Grant Application Submit

Submit my Application

The information provided by applicants in this form shall not be shared outside of the applicant's organization and contacts and directors, committee members and other participants in the Saginaw Bay WIN program. Public information will only be released if the grant application has been accepted and approved by the Saginaw Bay WIN program.

Attachments. Please upload any materials that help describe your organization or project (ex. annual report, marketing materials, project budget etc)



Name Jenn Kirts

Email jkirts@chippewanaturecenter.org

Address 400 S. Badour Road
Midland, MI, 48640

I agree that the information herein are true and correct Yes

Date & Time of application. Friday, November 18, 2022 10:00

Type a question

Did you receive this?

Outdoor Education Partnership III Budget

Personnel Expenses (briefly describe)		
CNC staff – curriculum development, teacher training and grant	7,200.00	4,800.00
Material and Supply Expenses (briefly describe)		
Curriculum guides and study supplies	5,000.00	5,000.00
Equipment Expenses (briefly describe)		
Communication/Marketing Expenses (briefly describe)		
Interpretive Signs	5,000.00	5,000.00
Other Expenses (briefly describe) Habitat and Outdoor Education Areas Restoration Funds		
USFWS - \$15,000		
Saginaw Bay WIN - \$5,000	\$20,000	\$5,000.00
Total Project Cost	37,200.00	
Funds Requested from WIN		\$19,800



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Eligible organizations include nonprofit 501c(3) groups, local governments, subdivisions of local governments and educational institutions.P

Projects must take place within the Saginaw Bay Watershed

Organization Name Little Forks Conservancy

Are you a registered Charity / 501c(3) ?

If Yes to above , please provide Your Charitable Number 38-3353122

Do you have a Web Page ?

If yes, please submit website address: www.littleforks.org

Contact E-mail elipschitz@littleforks.org

Contact Phone number (989) 835-4886

Contact Address 125 McDonald Street
Midland, MI, 48641
United States

Organization Executive Officer Elan Lipschitz

Project Contact Name Elan Lipschitz

Please state the mission/goals of your organization

The Little Forks Conservancy permanently protects and improves natural environments in mid-Michigan by leading and inspiring actions that conserve vital habitats and waterways for the benefit of our entire community.

Grant Application

Project Details

Name of the Project: Nelson Woods Acquisition and Improvement Project

Is this a New or Existing Project?

New

Project Start Date Sunday, May 1, 2022

Project End Date Tuesday, December 31, 2024

Total Funds required to complete project. 627630

Amount Requested from Saginaw Bay WIN. 25400

Please describe the project. How is it innovative? What need(s) does it address? Is there a relationship between this project and other programs/projects occurring in the watershed?

The Little Forks Conservancy is working to acquire a 106-acre property (Nelson Woods) with approximately 1,900 feet along the Tittabawassee River. Nelson Woods will be the Conservancy's fourth nature preserve along the river. The Little Forks Conservancy is currently seeking funding to acquire and improve the property. Improvements to the property would include creating a trailhead, signage, a river overlook, an accessible trail to the river, and other amenities. The project also has a habitat improvement component working with the Chippewa Nature Center to remove invasive species which are prevalent on the eastern portion of the land.

The Nelson property is located between Sanford and Downtown Midland which has been one of the Conservancy's priority areas for land conservation since its inception in 1996. This land is downstream of three other preserves, totaling 561 acres, that are owned and managed by the Little Forks Conservancy on the Tittabawassee River. Nelson Woods is in between two residential neighborhoods and only about three miles away from downtown Midland. This project will ensure that more people are able to enjoy and experience this nature preserve by making it more accessible.

The funding from this grant would go towards habitat restoration through the removal of invasive species and property improvements to provide education to the public, an accessible path and

overlook of the Tittabawassee River.

The project ties into several programs and projects within the watershed. The protection of this property ties into resiliency work being completed by the Midland Business Alliance Advisory Committee on Infrastructure. In addition, the City of Midland's Upper Emerson Project, the Midland Baseball Foundation's and City of Midland's 4D riverfront redevelopment project, and the Conservancy's Averill Universal Access Project are all projects funded by WIN to improve access and habitat along the Tittabawassee River corridor. The invasive species project ties into numerous projects being led by the Central Michigan Invasive Species Management Area including a United State Forest Service Great Lakes Restoration Initiative grant which specifically focuses on invasive species management within the Tittabawassee River floodplain.

WIN's key focus area is sustainability - that relationship between the economy, the environment and our communities. Please discuss the sustainability linkages in the project.

Nelson Woods fits well within WIN's parameters for sustainability. The restoration of habitat, protection of critical floodplains, and protection of mature forests will provide critical benefits to the environment. After the devastating flood of 2020, this property will provide for critical storage of floodwaters. The removal of invasive plants will allow native plants to thrive increasing the property's diversity and benefit to wildlife.

The economy will benefit by creating an accessible nature preserve that will bring in visitors from the local neighborhoods and the Great Lakes Bay Region. We have seen increased use of our preserves since the COVID-19 pandemic. In 2021, we had over 9,000 preserve visitors. We would anticipate high usage at this property. The Midland community is currently looking at resiliency planning to minimize future flooding events. The protection of land along the river provides a cost-effective means for keeping areas undeveloped to store water during future flooding events.

The community will see a huge benefit by having a new nature preserve along the river to explore, recreate, and reconnect with nature. Programming on the property will highlight the importance of invasive species management, which community members can take back to the lands they manage. We will integrate this property with our Conservation@Home program to demonstrate to neighbors the importance of minimizing the spread of invasive plants and how they can make a difference on their properties.

Describe how the project fits with WIN's Vision, Mission and Guiding Principles.

This collaborative project will benefit the quality of life in our region by the creation of a nature preserve within the City of Midland and an adjacent township. Nelson Woods will be a space that can connect community members with the natural world through exploration of woods along one of our region's most important waterways. By incorporating universal design standards within the site plan, it will open the property to a greater segment of users to the land along the Tittabawassee River. Also, by leveraging our partnerships, it will be possible to improve the natural resources of the property to benefit our local environment which could be further integrated with surrounding lands both upstream and downstream.

What tangible results do you expect from the project and how will you measure them?

Through this project, we aim to provide an accessible, nature preserve in close proximity to populated areas in the City of Midland that is representative of a healthy natural habitat. We anticipate significant public usage of this property once completed. This would be from the surrounding community, visitors outside of Midland, and non-motorized visitors that can access the property from a little over two miles from the Pere Marquette Rail-Trail at Currie Bridge. We will measure preserve usage through trail cameras which track number of visitors, pets, and activity. The habitat restoration component of the project will be measured through acres cleared, species treated, and replanting of native vegetation. The property will be the site of future community programming through the Conservancy and partners. We will track the number of programs each year and the number of participants.

How do you plan to communicate the project with the public or your intended audience?

The Conservancy plans to use multiple modes of communication to reach the public. Outreach will include press releases throughout the various stages of the project, communication through social media and our e-newsletter, and meeting with specific groups on the project. The Conservancy will have a ribbon-cutting ceremony following the property acquisition and after the accessible trails, parking area, overlook, and rustic trails are finished. We will share information about the ribbon-cutting on our social media pages, on our website, in our newsletter, and through other media outlets. In addition, we will reach out to community partners and people that live close by to invite them to the property.

Do you intend to cooperate with other agencies or non-profit organizations on this specific project? If not, why not?

We look forward to collaborating with many groups throughout this project. We anticipate working with some of our existing partners including the Central Michigan Cooperative Invasive Species Management Area, Saginaw Chippewa Indian Tribe of Michigan, Midland Conservation District, Midland County Community Foundations Access to Recreation Committee, and the Mid-Mitten Wild Ones Chapter. We will work with the Chippewa Nature Center on the invasive species management portion of this project. We have already started working with Pam Blough (PM Blough, Inc.) on the conceptual designs for the property. For the construction of the parking lot, accessible trail, and overlook we plan to work with local contractors. Looking ahead to the future, there are many opportunities for collaboration with schools and volunteer groups on the property. We also anticipate this project will tie into the work being conducted by the Midland Business Alliance Advisory Committee on Infrastructure.

What specific items would be covered by a grant from the Saginaw Bay WIN program?

WIN funds would assist with the restoration and the improvement portion of this project. Little Forks would contract the Chippewa Nature Center to assist with invasive species management of the priority management areas on the eastern portion of the property, including the Tittabawassee River shoreline. This would include forestry mowing, brush cutting, and chemical treatment. We will continue to find other funding sources to assist with future phases of habitat restoration.

WIN funds would also assist with the creation of wayfaring and interpretative signage to assist visitors and benches for the trailhead. We will partner with the Saginaw Chippewa Indian Tribe of Michigan and the Chippewa Nature Center to help with design and content.

How do you propose to recognize a grant from the Saginaw Bay WIN program?

We would include the Saginaw Bay WIN name and logo on signage. In addition, the Conservancy would recognize Saginaw Bay WIN during the ribbon-cutting and we would highlight WIN in our public outreach about the project.

Project Success. What does success look like for your project? How will you determine whether the project has been successful?

Success for this project will be the creation of a publicly accessible nature preserve that protects lands along the river as ways to mitigate future flooding, provide educational opportunities, and partners with local organizations to utilize the land. The property will have a healthy, habitat with a long-term invasive species management plan.

Saginaw Bay WIN Grant Project Budget

Feel free to upload a comprehensive budget under the attachment tab in the next section

Personnel Expenses 7500

Please Describe Personnel Expenses

Project management and on the ground habitat improvement.-No WIN funds will be applied to this category.

Materials / Supplies Expenses 294800

Please Describe Materials / Supplies Expenses

This includes the trailhead infrastructure including wayfinding signage, interpretive signage, benches for trail head, parking area, trail construction, river overlook platform, and other supplies.

Equipment Expenses 0

Communication / Marketing Expenses 2000

Please Describe Communication / Marketing Expenses

Design and manufacturing of wayfaring signage, marketing material for property

Other Expenses 323330

Please Describe Other Expenses

Acquisition and habitat restoration costs including forestry mowing, invasive species treatment as outlined in Option 1 on Chippewa Nature Center proposal.

Total Project Expenditures (including proposed WIN grant) 627630

Please Describe Amounts Already Raised for the Project and Sources

\$200,000 from the Herbert H. and Grace A. Dow Foundation


What is your time frame to obtain the total funding required if you do not have it already? 6 months-June 30, 2023


Grant Application Submit


Submit my Application

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Attachments. Please upload any materials that help describe your organization or project (ex. annual report, marketing materials, project budget etc)

 CNC Nelson proposal.pdf

 Nelson Overview Nov 2022.pdf

 budget.pdf

Name Elan Lipschitz

Email

elipschitz@littleforks.org

Address

125 McDonald Street
Midland, MI, 48640

I agree that the information herein are true and correct

Yes

Date & Time of application.

Monday, November 21, 2022 14:00

Nelson Property Acquisition and Improvement

The Little Forks Conservancy

Nelson Property



- Midland County
- Homer Township/City of Midland
- 106 acres
- On Vance Road
- Protected areas nearby
- Along Tittabawassee River
 - ~1,900 ft of frontage

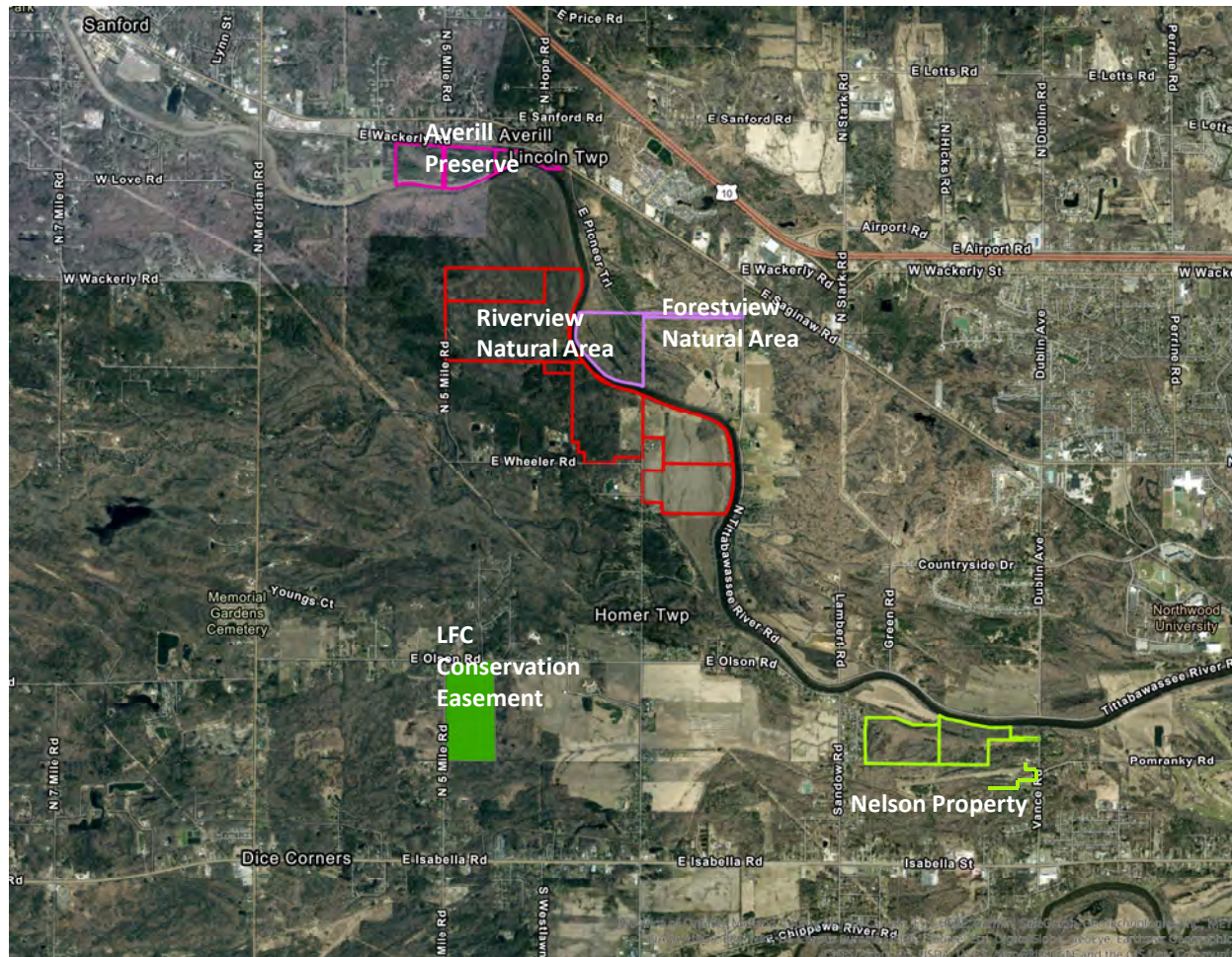
City of Midland Map



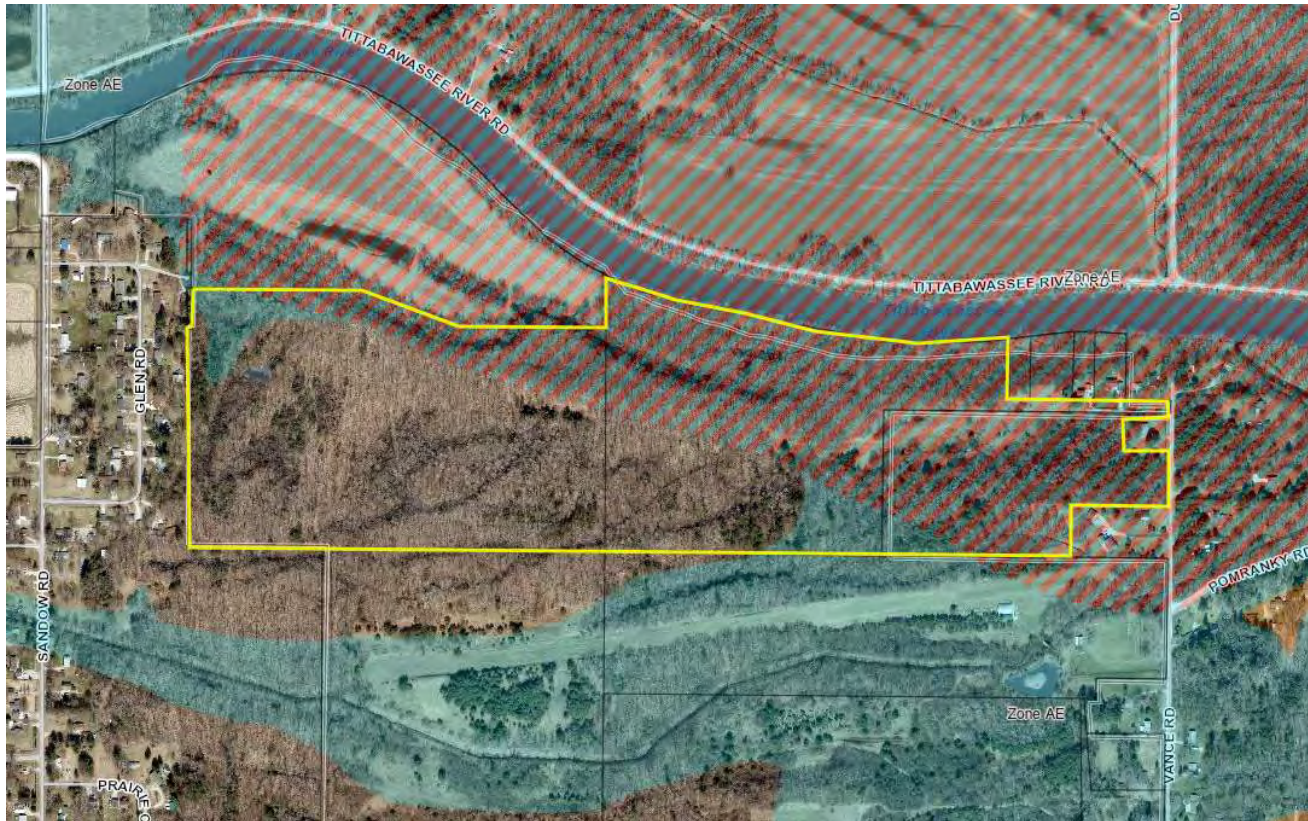
Nelson Property Highlights

- Property is in close proximity to other lands protected by the Conservancy
- Contains ecologically important frontage on the Tittabawassee River
- Has natural habitat with the potential for restoration projects
- Contains wetlands and floodplains
- Provides a natural buffer to urbanization

Nelson Property Protected Lands

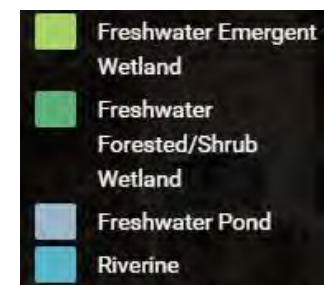
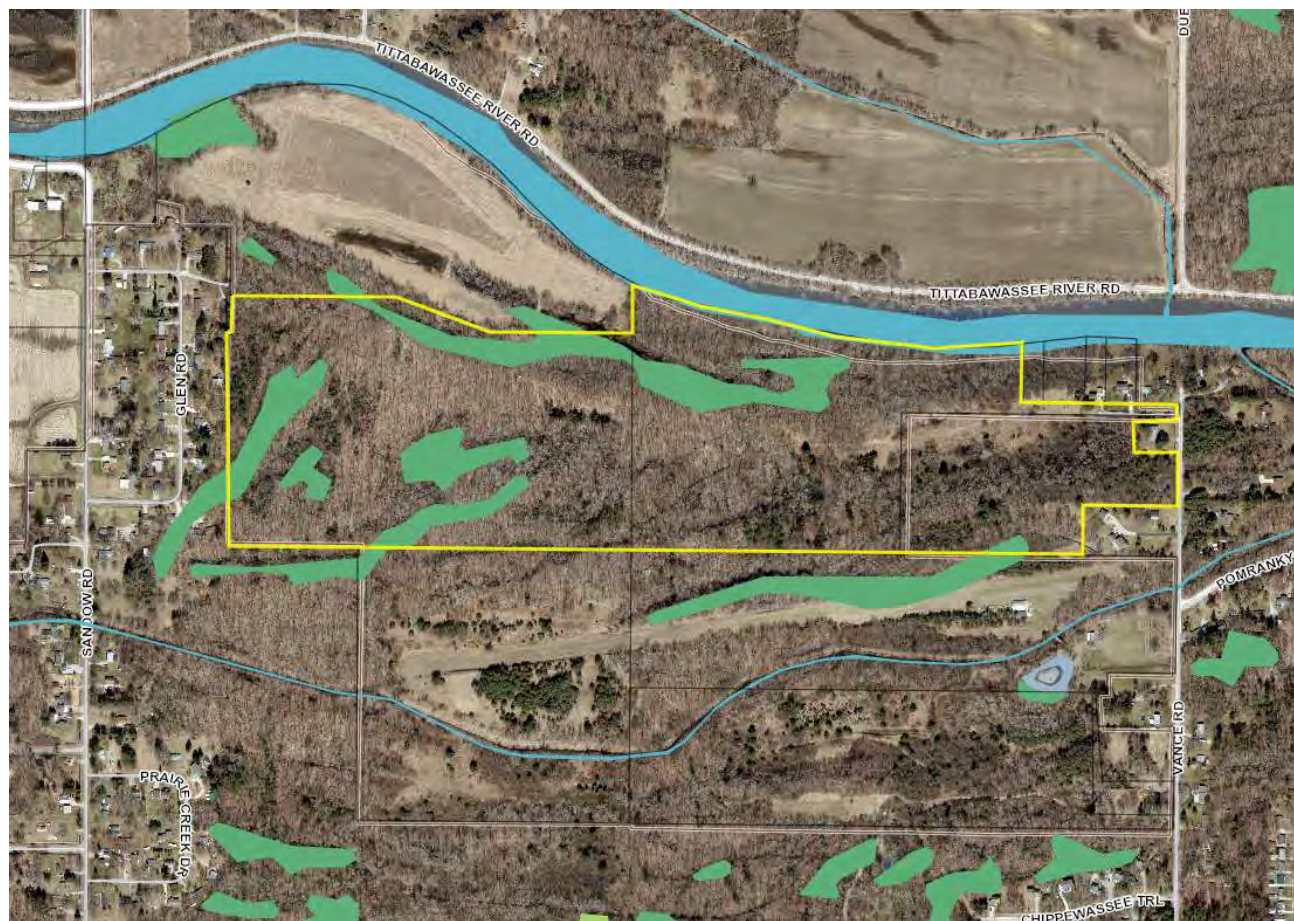


Nelson Property Floodplain Map



- FEMA Flood Hazard
- 1% Flood Hazard
- .2% Flood Hazard
- Undetermined Hazard
- Regulatory Floodway
- Special Floodway
- Future 1% Flood Hazard
- Reduced Risk due to Levee

Nelson Property Wetlands



Nelson Woods Acquisition and Improvement Project

EXPENSES

	Status	Project cost
Phase 1-Acquisition		
Project Costs		
Purchase Amount		\$225,000.00
Marketing/Printing		\$2,000.00
Consultants and Professional Fees		\$3,500.00
Taxes, one year		
Survey		\$7,500.00
Legal		\$2,000.00
Closing Costs		\$2,500.00
Staff Expenses		\$7,500.00
Preserve Stewardship Fund		\$50,000.00
Phase 2 Development <i>*see attached</i>		\$300,000.00
CNC Option 1 Habitat Proposal		\$27,630.00
Total project Amount		\$627,630.00

Rodney Nelson Property Site Access Development
The Littleforks Nature Conservancy
Early Conceptual Estimates for Property Development
29-Aug-22



Note that Conceptual Costs are not based on a site specific drawing

Item	Quantity	Unit	Unit Price	Item Price
Entrance Sign for Property Identification	1	EACH	\$ 3,500.00	\$ 3,500.00
Site Grading and Clearing for Entrance and Parking Area	1	EACH	\$ 20,000.00	\$ 20,000.00
Manual Swing Gate	1	EACH	\$ 3,000.00	\$ 3,000.00
Entrance Drive to Parking Area-6" of Crushed Aggregate (400 LF x 24 W)	1070	SQYD	\$ 30.00	\$ 32,100.00
Parking Loop with Bus & Emergency Vehicle Access-6" Crushed Aggregate	1698	SQYD	\$ 30.00	\$ 50,940.00
City of Midland Stormwater Storage for Parking Area	1	LUMP SUM	\$ 3,500.00	\$ 3,500.00
Concrete Pavement Universal Accessible Parking Spaces	770	TOTAL	\$ 10.00	\$ 7,700.00
Striping and Signage for ADA Spaces	1	LUMP SUM	\$ 500.00	\$ 500.00
Soil Erosion and Sedimentation Control	1	LUMP SUM	\$ 1,500.00	\$ 1,500.00
Concrete Trailhead Area 30' x 30'	900	SQFT	\$ 10.00	\$ 9,000.00
Universal Accessible Picnic Tables	2	EACH	\$ 1,200.00	\$ 2,400.00
Trailhead Signage with Property Description and Map of Trails	1	LUMP SUM	\$ 3,500.00	\$ 3,500.00
Benches for Trailhead	2	EACH	\$ 1,200.00	\$ 2,400.00
Clean Up of Natural Trails	1	LUMP SUM	\$ 10,000.00	\$ 10,000.00
Wayfinding Signage	10	EACH	\$ 300.00	\$ 3,000.00
Interpretive Signage	5	EACH	\$ 2,000.00	\$ 10,000.00
Universal Accessible Pathway to Tittabawassee River Viewing 800 LF	1	LUMP SUM	\$ 25,000.00	\$ 25,000.00
Unviersal Accessible Pathway to Tittabawassee River Grading & Walls	1	LUMP SUM	\$ 25,000.00	\$ 25,000.00
Universal Accessible River Viewing Platform (Concrete Pad with Railing)	1	EACH	\$ 20,000.00	\$ 20,000.00
Conceptual Construction Cost				\$ 233,040.00
Construction Contingency Cost			10%	\$ 23,304.00
Topographic Survey, Design and Administration Allowance			15%	\$ 34,956.00
Permits-EGLE Joint Permit, SESC, Parking Lot, Stormwater Storage, Driveway	Fees Only			\$ 3,000.00
Total Conceptual Project Cost				\$ 294,300.00



Thursday, December 8, 2022

Saginaw Bay Watershed Initiative Network

Grant Application Form

What is WIN?

The Saginaw Bay Watershed Initiative Network (WIN) is a collaborative, community-driven quality of life initiative created by a variety of environmental, business and community interests in 1996. WIN was formed to create a more sustainable future for all who live, work and play within the Saginaw Bay watershed. One of the ways in which WIN accomplishes this objective is by providing financial support to projects that link the economic, environmental and social needs of the region.

Our Vision

As stewards of the Saginaw Bay Watershed, we value our shared, unique resources, and together we will balance economic, environmental, and social priorities to enhance the quality of life for this and future generations

Our Mission

We will cooperatively develop a shared identity for the Saginaw Bay watershed as a sustainable community. We will create opportunities to enhance understanding of sustainability, connecting people, resources, organizations and programs through regional networks of local projects.

Guiding Principles

- Provide a pleasant and healthy environment
- Conserve historic, cultural and natural resources
- Integrate economic prosperity, ecology and aesthetics
- Use land and infrastructure effectively
- Continually evaluate and refine shared vision and goals

Program Overview

WIN welcomes proposals that advance the search for sustainable solutions to current watershed and community challenges. WIN is responsive to new ideas, new research and new approaches, recognizing that such innovation is necessary to move the concept of sustainability forward in the Saginaw Bay watershed. The sustainability approach integrates economic goals with environmental and social goals and is based on the premise that meeting human needs for all people today should not impair the ability of future generations to meet their needs. A strong local economy is at the core of a sustainable community because development and the jobs it creates are the vehicles for meeting human needs.

WIN accepts proposals for projects that advance its work within five focus areas:

- Agriculture and Pollution Prevention
- Communication / Regional Marketing
- Land Use
- Water Resources
- Wildlife Stewardship

In addition to sustainability linkages, WIN evaluates projects by asking whether projects:

- Promote and encourage partnerships by leveraging resources
- Balance long-term focus with short-term results
- Promote excellence by fostering a sense of identification and pride in the watershed
- Serve as pilot or demonstration projects with broad application (can be replicated)
- Fit with WIN's vision, mission, and guiding principles

Agriculture and Pollution Prevention Objectives:

- Marketing region's agricultural products and agri-tourism
- Water quality improvement and pollution prevention including soil erosion issues

- Production of value-added, diversified agricultural products
- Preserving farming as a viable industry for the next generation of farmers
- Protection and preservation of agricultural lands
- Bridging gap between urban and rural community interests
- Promotion of alternative and improved energy sources

Communications and Regional Marketing Objectives:

- Promoting the Saginaw Bay watershed as a tourist destination and recreation area
- Education about concept of sustainability

Land Use Objectives:

- Promotion of “green” / conservation-based development
- Encouraging regional cooperation on land use issues
- Education about land use issues
- Open space protection (because of limited funds, WIN does not support land acquisition costs)

Water Resources Objectives:

- Pollution prevention (nonpoint source & point source)
- Wetland restoration
- Fisheries (improve access to, health, promotion, Fisheries Scoping Study implementation)
- Access to water resources
- Improvement of water quality leading to the de-listing of the Saginaw Bay ecosystem as an Environmental Protection Agency (EPA) Area of Concern

Wildlife Stewardship Objectives:

- Habitat restoration lakeward/riverward of the 585 foot contour
- Promotion of habitat-related events
- Providing access to significant habitat and wildlife areas
- Protection of significant habitats
- Educational projects (habitat & wildlife related)

Funding Availability and Eligibility

Please contact Saginaw Bay WIN prior to submitting an application to discuss the project and its eligibility. WIN can be reached by email at info@saginawbaywin.org or by telephone at 989-892-9171. Grant proposals are reviewed on a continual basis with financial awards made twice a year. They are no grant deadlines.

Projects are evaluated by a unique network of task groups that are central to WIN’s community-based evaluation process. Through the work of the task groups, proposals are reviewed and refined in cooperation with the applicant. The task groups are formed around WIN’s five focus areas.

If a project receives a favorable nod from a task group, it will be forwarded to WIN’s Resource Group for further consideration. Those projects that are approved by the Resource Group are presented to WIN’s Funders Network for final consideration.

Eligible organizations include nonprofit 501c(3) groups, local governments, subdivisions of local governments and educational institutions.P

Projects must take place within the Saginaw Bay Watershed

Organization Name Shiawassee River Water Trail Coalition

Are you a registered Charity / 501c(3) ?

If Yes to above , please provide Your Charitable Number 87-4142604

Do you have a Web Page ?

If yes, please submit website address: www.shiawasseewatertrail.org

Contact E-mail dalossin@gmail.com

Contact Phone number (810) 869-9438

Contact Address 211 Hickory Street
Linden, MI, 48451
United States

Organization Executive Officer David Lossing

Project Contact Name David Lossing

Please state the mission/goals of your organization

The mission of the Shiawassee River Water Trail Coalition is to position the Shiawassee River as a superlative water trail recognized in the Great Lakes Region as a destination for paddling and eco-tourism.

Vision: By the year 2030, the Shiawassee River flowing from Holly to Chesaning, will provide a wide variety of paddling experiences and accommodate people of all skills and abilities. It will provide close-to-home outdoor recreation opportunities and tie into the region's Saginaw Bay Water Trails and non-motorized trail systems.

The Goals of the Coalition are to:

- Ensure communities along the river consider it to be an important asset and integral part of their community.
- Provide easy access to the river and trail users are enticed to explore the heritage, businesses, and services the towns and villages along the trail offer.
- Attract visitors to the water trail and the many events and programs that celebrate the river's natural and cultural heritage.
- Continue to improve the river's water quality, fisheries, and wildlife habitat through increased public and private landowner stewardship and the efforts of local conservation organizations.
- Create greater awareness and stewardship of the river's natural resources and users practice "Leave No Trace" principles.

Grant Application

Project Details

Name of the Project: An updated Development/Capital Improvement Plan for the Shiawassee River Water Trail Coalition

Is this a New or Existing Project?

Project Start Date

Project End Date

Total Funds required to complete project. 23,600

Amount Requested from Saginaw Bay WIN. 23,600

Please describe the project. How is it innovative? What need(s) does it address? Is there a

relationship between this project and other programs/projects occurring in the watershed?

The Shiawassee River Water Trail Coalition seeks funding to update and publicly distribute our Development/Capital Improvement Plan for the next five years. In 2017, the Coalition submitted its initial Development Plan to the U.S. National Park Service for consideration as a "National Water Trail". WIN funding supported, in part, the development of that original plan and application for National Water Trail designation. The Shiawassee River National Water Trail is one of only 35 designated as such in the United States, and one of only 4 in Michigan.

There are currently twenty-four public launch sites on the Shiawassee River, between Holly, MI and Chesaning, MI which is inclusive of two new additional locations (Holly Township and City of Owosso) have been completed this fall (2022). While each of the launch sites are owned by their respective local unit of governments or non-profit, our Development Plan/Capital Improvement Plan seeks to enhance each launch location with similar amenities such as restroom facilities, kayak lockers, paved pervious parking lot, drinking fountains, handicap accessible launch facility (where appropriate), signage, etc.

We expect that our local partners that make up the Coalition (currently thirty-four organizations) will seek grant funding for the improvements to their respective launch facilities once the capital improvements plan is complete. Additionally, because that we understand that funding for the effort will always be in demand, the Coalition is working towards creating a Tax Increment Finance Authority (TIFA) district that would provide annual funding from TIFA capture to provide a funding stream. However, to develop and advocate for this TIFA district, we need the capital improvement plan to help us "sell" the idea to the respective local governments along the trail.

Overall, this Development/Capital Improvement plan is an important discrete undertaking of a project that the Coalition is embarking on that would create a Tax Increment Finance (TIF) district for the Shiawassee River. The TIF district would begin in Holly, MI at Waterworks Park and continue to Cole Park in Chesaning, MI traveling eighty-eight miles. Under that state statute that guides the creation of new TIF districts in Michigan, a Development/Capital Improvement must be created. Regardless of the outcome of the TIF project, this Development/Capital Plan would stand on its own and would be used by our local government partners to seek funding to enhance their current public launch sites. In addition to the Development/Capital Improvement Plan, we will also be creating the TIF finance plan (which requires a deep dive into the potential capture of incremental tax revenue on each parcel within the district - more than 2,000 parcels), and final a piece that will include an interlocal agreement with each local unit of government in which the Coalition becomes the repository of the TIF capture revenue. The balance of the project, outside of the capital improvement plan, is expected to cost over \$100,000 and we will be seeking support from the local governments, foundations and other supporters.

Additionally, this project will have supplemental work conducted by graduate students in the Urban Planning program at the University of Michigan's College of Architecture and Urban Planning. Professor Richard Norton will lead this aspect with a dozen graduate students as part of their required Capstone coursework needed for graduation.

WIN's key focus area is sustainability - that relationship between the economy, the environment and our communities. Please discuss the sustainability linkages in the project.

The Shiawassee River connects twenty-three communities within four mid-Michigan counties. It is commonly thought that issues in headwater areas are localized, however, the reality is that they are not. With twenty-four launch sites on the river, our goal is to make sure that they are uniform with similar amenities such as pervious surface parking lots, signage, restroom facilities, drinking water stations, kayak lockers, handicap accessible launches were appropriate, etc.

The Development Plan is the plan that was submitted to the U.S. National Park Service in 2017 for the federal National Water Trail designation is now five years old. The Coalition believes that it is time to update that plan so that it may stay relevant with community needs.

According to American Trails, water trails were not initially formed to be an economic engine for communities, but rather, were created by environmentalists, conservationists, and recreationalists to make nature accessible and to encourage environmental awareness. They have evolved to be recreational routes on waterways with a network of public access points supported by broad-based community partnerships. In turn, these trails have increased tourism, launched new businesses, created community pride, and given communities yet another asset that can be used to drive economic activity. Water trails are unique in that by their very nature, they encourage inter-governmental coordination - as all communities along the water trail bring their own elements to the journey and are encouraged to manage their facilities to bring their own "flair" to the system.

Describe how the project fits with WIN's Vision, Mission and Guiding Principles.

The updating of our Development/Capital Improvement Plan is a project within WIN's scope of work. Similar projects funded in the past have led to enhanced places within the watershed. For instance, the investment that WIN in the Shiatown Dam site has transformed an area for new public use. WIN has made many additional investments along the Shiawassee, primarily for access and restoration, that have catalyzed communities and partners to make additional improvements and investments related to the river.

The creation of an Integrated River TIF district fulfills WIN's interest in creating a sustainable and interconnected community. This district would create the first use of the TIF statute in Michigan to protect, enhance, and provide a sustained recreational environment for twenty-three communities along the Shiawassee River. For too long, each community has existed in a "bubble", likely not realizing the impact their decisions have on their neighbors downstream of them. This process will connect those landowners, business communities, and local government leaders to act as "one" instead of many.

What tangible results do you expect from the project and how will you measure them?

Updating the Development/Capital Improvement Plan will allow our local communities to have a shared vision of public launch sites in which to seek public and private funding to complete. Of the twenty-three local governments along the Shiawassee River, twenty-one of them are members of the Coalition. This partnership will move our Development/Capital Improvement Plan forward towards a uniform appearance of amenities at each public launch.

How do you plan to communicate the project with the public or your intended audience?

Our project will include a "parent" or basic plan that includes the broad view of the Shiawassee River and respective municipalities. We will include overall river improvements

As part of the planning process, the Coalition will conduct multiple public meetings with stakeholders in each of the four counties that the Shiawassee River traverses. Those invited will be the public, property owners, and local elected officials. Information will also be shared on the Coalition's website as the project moves forward.

Do you intend to cooperate with other agencies or non-profit organizations on this specific project? If not, why not?

The Coalition will be working with all partnering organizations (<https://www.shiawassee-water-trail.org/coalition>), the four counties (Oakland, Genesee, Shiawassee, and Saginaw), the various local chambers of commerce, the property owners, and the general public.

What specific items would be covered by a grant from the Saginaw Bay WIN program?

Funding from the Saginaw Bay WIN program will be used to help the Coalition begin the project as the first leg of our overall TIF project. It will fund the professional services of Beckett & Raeder who will lead this project and our grant writer who will be responsible for the required reporting during and after the project is complete.

How do you propose to recognize a grant from the Saginaw Bay WIN program?

If funding is approved, the Coalition will issue an initial press release to the local news media and social media. Saginaw Bay WIN's name will be prominent on the Coalition's website as a funder, along with future funders.

Project Success. What does success look like for your project? How will you determine whether the project has been successful?

This updating of our Development/Capital Improvement Plan will allow the Coalition to have a consistent approach for the current launch sites and how to improve them (pervious surface parking lots, restrooms, water fountains, kayak lockers, signage, water gauges, handicapped launches, etc.) and partnering with local communities on these improvements. It will allow us the flexibility to create new launch sites as well to fit into our overall program of increasing access to the river.

Saginaw Bay WIN Grant Project Budget

Feel free to upload a comprehensive budget under the attachment tab in the next section

Personnel Expenses 23,600

Please Describe Personnel Expenses

Professional Services: \$23,000

The Coalition has received a proposal from Beckett & Raeder, a professional planning firm based in Ann Arbor, Michigan. Their firm has worked on numerous local TIF district establishments for local communities over the past decades. They would bring the expertise needed to begin work on creating an Integrated River TIF district to fruition.

Grant Management: \$600

Additionally, the Coalition has engaged a professional grant writer, Ms. Amanda Ciofu, to assist the Coalition in our funding efforts. We have agreed to an hourly rate that will cover her professional services to write grant proposals, conduct the required follow up during the maintenance of the grant period, and drafting/submitting the grant reports to funders. Her services will be covered by this grant at a rate of \$30 per hour.

Materials / Supplies Expenses 0

Please Describe Materials / Supplies Expenses

N/A

Equipment Expenses 0

Please Describe Equipment Expenses

N/A

Communication / Marketing Expenses 0

Please Describe Communication / Marketing Expenses

N/A

Other Expenses 0

Please Describe Other Expenses

N/A

Total Project Expenditures (including proposed WIN grant) 23,600

Please Describe Amounts Already Raised for the Project and Sources

This is the Coalition's first request for grant funding to begin our TIF project. We are breaking the project out into four discrete sections so that we may build upon each successful section into the next section. The Development/Capital Improvement Plan, whether a TIF District is successful or not, will allow our local partners to seek individual grant funding for their improvements

What is your time frame to obtain the total funding required if you do not have it already? 6-12 months

Grant Application Submit

Submit my Application

The information provided by applicants in this form shall not be shared outside of the applicant's organization and contacts and directors , committee members and other participants in the Saginaw Bay WIN program. Public information will only be released if the grant application has been accepted and approved by the Saginaw Bay WIN program.

Name David Lossing
Email dalossin@gmail.com
Address 211 Hickory Street
Linden, MI, 48451

I agree that the information herein are true and correct Yes

Date & Time of application. Thursday, December 8, 2022 14:10

Type a question

What would be an expected date of award?



Saginaw Bay Watershed Initiative Network

Grant Application Form

What is WIN?

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- Promote excellence by fostering a sense of identification and pride in the watershed
- Serve as pilot or demonstration projects with broad application (can be replicated)
- Fit with WIN's vision, mission, and guiding principles

Agriculture and Pollution Prevention Objectives:

- Marketing region's agricultural products and agri-tourism
- Water quality improvement and pollution prevention including soil erosion issues

- Production of value-added, diversified agricultural products
- Preserving farming as a viable industry for the next generation of farmers
- Protection and preservation of agricultural lands
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Communications and Regional Marketing Objectives:

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- Education about concept of sustainability

Land Use Objectives:

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Water Resources Objectives:

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- Wetland restoration
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Wildlife Stewardship Objectives:

- Habitat restoration lakeward/riverward of the 585 foot contour
- Promotion of habitat-related events
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Funding Availability and Eligibility

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Eligible organizations include nonprofit 501c(3) groups, local governments, subdivisions of local governments and educational institutions.P

Projects must take place within the Saginaw Bay Watershed

Organization Name

The Conservation Fund / Saginaw Bay WIN

Are you a registered Charity / 501c(3) ?

Yes

If Yes to above , please provide Your Charitable Number

52-1388917

Do you have a Web Page ?

Yes

If yes, please submit website address:

www.saginawbaywin.org / www.conservationfund.org

Contact E-mail mkelly@conservationfund.org

Contact Phone number (989) 892-9171

Contact Address P.O. Box 734
Bay City, MI, 48707
Canada

Organization Executive Officer Michael Kelly

Project Contact Name Michael Kelly

Please state the mission/goals of your organization

The mission of WIN is to cooperatively develop a shared identity for the Saginaw Bay Watershed as a sustainable community. We will create opportunities to enhance understanding of sustainability, connecting people, resources, organizations, and programs through regional networks of local projects. Our guiding principles include

- Provide a pleasant and healthy environment
- Conserve historic, cultural, and natural resources
- Integrate economic prosperity, ecology, and aesthetics
- Use land and infrastructure effectively

Grant Application

Project Details

Name of the Project: Economic Impact of Nature Based Recreation - Professional Bass Fishing in Bay City

Is this a New or Existing Project?

Project Start Date Sunday, January 1, 2023

Project End Date Saturday, December 30, 2023

Total Funds required to complete project. 32,000

Amount Requested from Saginaw Bay WIN. 20,000

Please describe the project. How is it innovative? What need(s) does it address? Is there a relationship between this project and other programs/projects occurring in the watershed?

The economic impact of nature is notoriously hard to measure, yet at WIN we have worked for two decades to ensure that our partners give the "economy" some thought as they design their projects. To that end, more than 15 years ago, Saginaw Bay WIN initiated the "Fisheries Scoping Study" that helped identify where WIN could be most impactful as it relates to Saginaw Bay's (and the watershed's 7,000 miles of rivers and streams) fisheries, from an economic, community and environmental perspective. In addition to dam removal, restoration actions, and other tactical activities, there was a recommendation to further promote the fishery and support projects that had clear economic benefit. Saginaw Bay's recreational fishery has been estimated by the Michigan Department of Natural Resources (MDNR) as being worth more than \$30 million in economic activity annually. Communities across the region rely on this fishery as part of their matrix of economic support. However, there seems to be a decided lack of appreciation across the region for the importance of this fishery to the

community and the economic opportunities that are presented by it. Despite being host to thousands of recreational fishermen throughout the year, there has been minimal effort to capitalize and expand on this from an economic perspective, ostensibly because there is very little data to support it. In 2023, there is an opportunity – actually two opportunities – to evaluate the economic impact of fishing related events. In July 2023, Bay City will host the first of two nationally sanctioned professional bass fishing tournaments. The first event – the National Professional Fishing League – will bring 180 anglers from across the country to Bay City for more than a week for one of their fishing tournaments. The second, Bass Pro Shops Major League Fishing, will bring nearly 100 anglers, along with tournament support staff to Bay City for their August tournament. These are the two top leagues of bass fishing in the United States, and it presents unprecedented opportunity to showcase both our natural resources, and to measure the economic impact that these events provide.

WIN's key focus area is sustainability - that relationship between the economy, the environment and our communities. Please discuss the sustainability linkages in the project.

This project demonstrated the key tenants of sustainability.

Environmental. This initiative focuses on directly on the Saginaw Bay fishery. WIN has spent more than two decades investing in projects in the system to improve fisheries and access. From supporting restoration projects such as dam removals, sturgeon rehabilitation and reef construction, to access projects and fisheries education initiatives, WIN has presented a key focus on the environment and the promotion of fisheries and environmental stewardship.

Economic. As noted, the DNR has estimates that the Saginaw Bay recreational fishery is valued at \$30 million. Communities across the region - especially those with direct frontage on Saginaw Bay such as Au Gres, Linwood, Essexville and Caseville – intuitively understand its value, though struggle to pinpoint precisely the specific economic impact. This proposed analysis, which has never been completed before, seeks to finally attach specific dollars to a natural-resource-based event that is of a national caliber.

Community. A strong community has a diversified economic base. In communities across Saginaw Bay, the traditional industrial economic base can be bolstered by natural-resource-based events. These events not only support the economy, but also support community pride by focusing on natural resources that are not available in most communities. These events also focus on the long-term efforts – and payoffs – of environmental stewardship, protection and restoration.

Describe how the project fits with WIN's Vision, Mission and Guiding Principles.

The project fits WIN's efforts to build sustainable communities by focusing on a natural resource-based tourism and economic development project that could potentially be a model for other communities that implement natural-resource based events, whether they be fishing, kayaking, or other activities. WIN seeks, as part of its guiding principles, to integrate economic prosperity and the environment, and this project focuses on how communities can use events that are focused on natural resources to build stronger economies.

What tangible results do you expect from the project and how will you measure them?

This project seeks to produce an economic impact analysis of two professional bass tournaments to be held in Bay City (with fishermen using both the Saginaw River system and Saginaw Bay as boundaries) in 2023. The tangible result will be the economic impact analysis, though that will be coupled with required results presentations to specific targeted groups which will include Saginaw Bay WIN (Resource Group meeting), Bay City Commission, and at least two other groups. The project will be RFP based and led by an advisory committee put together by Saginaw Bay WIN.

How do you plan to communicate the project with the public or your intended audience?

When results of the analysis are complete and available, we will publish a news release and incorporate that in social media. Further, as noted, there will be at least four required public presentations of the results. We believe that because this is a novel analysis that has not been done in the Great Lakes before related to these specific types of events, it will certainly create a buzz. We have had some initial discussion with news outlets and radio shows as well.

Do you intend to cooperate with other agencies or non-profit organizations on this specific project? If not, why not?

Certainly. We feel that this is a team effort and that there are multiple organizations that should be “at the table” and playing a role and certainly will benefit from this project. We have formed an advisory team that includes members from the Michigan Department of Natural Resources, Michigan Office of Great Lakes and Environment, Saginaw Bay WIN, Great Lakes Bay CVB, Bay Future, MSU Extension, Bay City Government, Bay County, and others. This team will be tasked with developing the RFP, meeting with prospective bidding organizations, identifying the consulting organization, and guiding the effort.

What specific items would be covered by a grant from the Saginaw Bay WIN program?

As proposed, WIN would support the economic impact analysis which will be developed via a Request for Proposals process. We anticipate gathering additional funding from other organizations. An early estimate has indicated a probable cost in the neighborhood of \$32,000 so that will be our fundraising goal.

How do you propose to recognize a grant from the Saginaw Bay WIN program?

WIN will be identified as a primary funder and producer of the final report. WIN will be included in all materials, presentations, and outputs of the project, as well be identified as the organization supporting the effort as part of any survey instruments, interviews and consultations.

Project Success. What does success look like for your project? How will you determine whether the project has been successful?

This is an in-depth project which we predict will involve an extensive interview process with event organizers and anglers. Ultimately success will be delivered in terms of a final report, but success will certainly be measured by community reaction to the report and appreciation for the economic impact that is delivered by nature and our work to protect and restore our natural resources. Ultimately, this exercise will allow us to put a “number” on what it means to have a world class fishery and also serve as an example to other communities that are interested in or are already sponsoring and/or recruiting natural resource based events.

Saginaw Bay WIN Grant Project Budget

Feel free to upload a comprehensive budget under the attachment tab in the next section

Personnel Expenses	0
Materials / Supplies Expenses	0
Equipment Expenses	0
Communication / Marketing Expenses	0
Other Expenses	32,000

Please Describe Other Expenses

The cost incurred will be part of a Request for Proposal (RFP) process for a consultant or consulting agency that has experience is identifying the economic impact of events such as this.

Total Project Expenditures (including proposed WIN grant) 32,000

Please Describe Amounts Already Raised for the Project and Sources

No dollars have been raised already, but we will be approaching other funding sources based on the WIN decision.

What is your time frame to obtain the total funding required if you do not have it already? June 1, 2022

Grant Application Submit

Submit my Application

The information provided by applicants in this form shall not be shared outside of the applicant's organization and contacts and directors , commitee members and other participants in the Saginaw Bay WIN program. Public information will only be released if the grant application has been accepted and approved by the Saginaw Bay WIN program.

Name Michael Kelly

Email mkelly@conservationfund.org

Address P.O. Box 734
Bay City, MI, 48707

I agree that the information herein are true and correct Yes

Date & Time of application. Wednesday, November 9, 2022 12:30



July 9, 2021

Saginaw Bay bass fishing tournaments reeling in big tourism dollars

BY ELIZABETH MCKENNA

Walleye and perch aren't the only fish luring anglers to the Saginaw Bay these days. Bass – both smallmouth and largemouth – are increasingly attracting national attention and fishing tournaments to the Bay County region.

“The bass fishery on the Saginaw Bay has always been here but has typically been overlooked because of the world-class walleye fishing,” says Michael Kelly, director of the Great Lakes office of The Conservation Fund. “But it’s definitely become more popular over the last decade as a destination for bass – and they’re the major league of tournament fishing.”



Bass fishing teams, including this one from Alabama's Auburn University, competed in a national tournament on the Saginaw Bay this summer. Fishing tournaments are a great way to introduce visitors to the region – and bring in tourism dollars.

In June alone, three different national Bassmaster fishing tournaments took place on the Saginaw Bay: the Carhartt Bassmaster College Series featuring college anglers June 16-17 and the Mossy Oak Fishing Bassmaster High School Series and the Mossy Oak

Bassmaster Junior Series tournaments featuring young anglers on June 19.

The college series drew 170 teams from across the country, including the winning duo of Logan Parks and Tucker Smith from Auburn

University. Second-place honors went to Zach Salters and Jenson Kay from Michigan's Adrian College.



Alabama native Logan Parks, 23, loved fishing for bass on the Saginaw Bay. 'It's definitely my new favorite fishery,' he says..

In bass tournaments, the daily limit is five fish and the boat with the highest overall weight in

their live well wins. Parks and Smith caught a two-day total of 40 pounds, 9 ounces.

“I’ve been fishing my whole life and the Saginaw Bay is definitely my new favorite fishery, that’s for sure,” says 23-year-old Parks, an Alabama native. “This was my first time to Michigan and the Saginaw Bay, but I’ll definitely be back.”

Parks isn’t the only bass angler impressed with the Saginaw Bay, which is known traditionally for walleye fishing.



Auburn University’s Tucker Smith, left, and Logan Parks took first place June 16-17 in the Carhartt Bassmaster College Series tournament on the Saginaw Bay. A total of 170 two-person teams competed in the national event.

Bassmaster magazine named the 1,100-square-mile bay on Lake Huron one of the decade’s best northeastern U.S. bass lakes. Although nearby Lake St. Clair is ranked as one of the top bass lakes in the country, word is getting out about the Saginaw Bay.

“We had people on our teams catching and releasing over 100 fish a day in Bay City. And the smallmouth were huge,” Parks says.

The tournament’s home base was the Independence Bridge Boat Launch near the USS Edson in Bangor Township. The event was hosted by the township in partnership with Great Lakes Bay Convention & Visitors Bureau and the Michigan B.A.S.S. Nation.

Michigan’s Office of Outdoor Recreation Industry recognizes that outdoor recreation like fishing, boating, hiking and more plays an important role in Michiganders’ quality of life and our economy.

The state department estimates outdoor recreation in Michigan annually generates:

- \$26.6 billion in consumer spending
- 232,000 direct jobs
- \$7.5 billion in wages and salaries
- \$2.1 billion in state and local tax revenue

Ed Clements, who has been fishing the Saginaw Bay for more than four decades, says tournaments are a great way to reel tourists – and tourism dollars – to the region.

“When these guys come to town, they usually bring their families and stay for a week scouting the fishing before the tournament,” says Clements, who also serves as a Bay City commissioner.

“That’s a week of staying in our hotels, eating in our restaurants and shopping in our stores.

“I’d guess a tournament as big as the Bassmaster college series that brought in that many people probably had a \$2 million impact over the course of a week.”

The Saginaw Bay is also home to numerous walleye tournaments, drawing anglers from across the Midwest.

And once people visit the region for whatever reason, they’re more likely to return, Clements says.

“If we can attract these tournaments year in and year out, it’s huge for the local economy. It just grows and grows and grows by word of mouth,” Clements says.

The Saginaw Bay tournament was the regular-season finale for the Carhartt Bass College Series.

Of the 170 teams who competed, a total of 17 teams, including Auburn University's Parks and Smith, advanced to the national championship Aug. 12-14 on New York's St. Lawrence River.

Parks and Smith are leading the college series' Team of the Year standings and are considered favorites to take the national title.

"We're excited to compete in New York ... but we're not going to forget the Saginaw Bay," Parks says.

EVERY FISH COUNTS

Major League Fishing is the highest level of competitive bass fishing in the world & the revolutionary format, where every scoreable bass counts towards your total, has generated fan interest that the industry has never seen

For the first time in history, the competitors playing the game know the score, and it has dynamically changed the competition and entertainment aspect of professional fishing



The best 80 anglers in the world compete on MLF's Bass Pro Tour.

2018 BASS FISHING HOF INDUCTEE
3 TIME MLE CHAMPION
4 TIME CLASSIC CHAMPION
\$6.8M CAREER WINNINGS

2018 BASS FISHING HOF INDUCTEE
#1 ANGLER IN THE WORLD
2019 BASS FISHING HOF INDUCTEE
2019 CI WORLD CHAMPION
2019 BFL MVP CHAMPION

2018 BASS FISHING HOF INDUCTEE
#1 ANGLER IN THE WORLD
2019 BASS FISHING HOF INDUCTEE
2019 BFL MVP CHAMPION

2018 BASS FISHING HOF INDUCTEE
#3 ANGLER IN THE WORLD
2020 BFL HEAVY HITTERS CHAMPION
2020 BFL MVP CHAMPION
2020 BFL MVP SUPER CHAMPION
2018 B.A.S.S. AOY

2018 BASS FISHING HOF INDUCTEE
#4 ANGLER IN THE WORLD
2020 MLE MVP OF THE YEAR
2020 BFL HEAVY HITTERS CHAMPION
2020 BFL MVP CHAMPION
2014 COLLEGE NATIONAL CHAMPION
2014 CLASSIC CHAMPION

EDWIN EV
2019 MVP OF THE YEAR
2019 BFL MVP CHAMPION
2019 BFL MVP SUPER CHAMPION
2014 CLASSIC CHAMPION

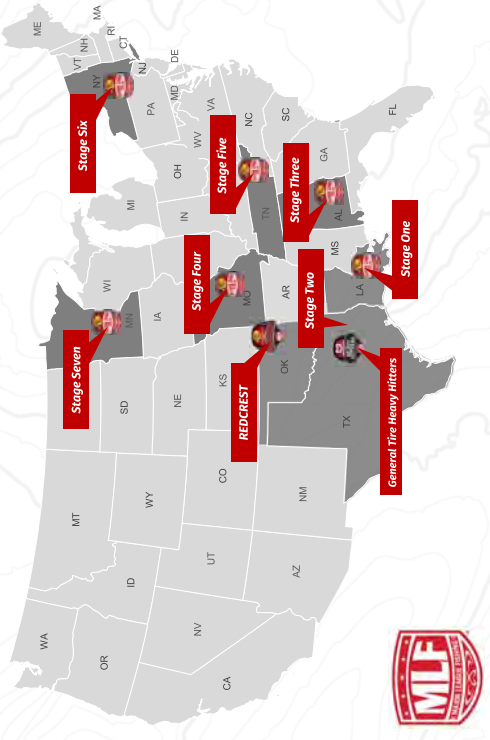


Major League Fishing's Bass Pro Tour is the highest level of competitive fishing in the world, in which 80 anglers compete in all seven (7) stages + a mid-season all-star event called Heavy Hitters, culminating with the REDCREST championship event. On the Bass Pro Tour, anglers own sellable space on their jerseys, boats and trucks.* Bass Pro Tour events are broadcast live via the MLF NOW! Livestream and repackaged for television broadcast on Discovery Channel and Sportsman Channel. All events on the Bass Pro Tour are Bass Pro Tour are Catch, Weigh, Immediately Release format.



*At the Heavy Hitters event, anglers will wear league owned jerseys and fish out of league owned boats.

2022 MLF EVENTS Livestream and Activations



- Stage One** – Lake D'Arbonne, Caney Creek Reservoir, Bussy Brake West Monroe, Louisiana (Feb. 5-10)
- Stage Two** – Lake Fork Quilman, Texas (Feb. 19-24)
- Stage Three** – Lewis Smith Lake Cullman, Alabama (March 2-7)
- REDCREST 2022** – Grand Lake Tulsa, Oklahoma (March 23-27)
- General Tire Heavy Hitters 2022** – Lake Palestine Tyler, Texas (April 9-14)
- Stage Four** – Lake of the Ozarks Osage Beach, Missouri (April 30- May 5)
- Stage Five** – Watts Bar Lake Spring City, Tennessee (June 4-9)
- Stage Six** – Cayuga Lake Union Springs, New York (Aug. 6-11)
- Stage Seven** – Mille Lacs Lake Onamia, Minnesota (Sept. 10-15)



REDCREST CHAMPIONSHIP

The top 40 anglers from the 2021 Bass Pro Tour will compete for the REDCREST title and the \$300,000 first place prize. The five-day tournament format is catch, weigh and release, with MLF officials and cameramen on board with the anglers. REDCREST will be comprised of two primary components: The competition and a consumer expo.



BASS PRO TOUR EVENT FORMAT

PRACTICE DAY 1	PRACTICE DAY 2	QUALIFYING GROUP A	QUALIFYING GROUP B	QUALIFYING GROUP A	QUALIFYING GROUP B	KNOCKOUT ROUND	CHAMPIONSHIP ROUND
80 ANGLERS PRACTICE MEETINGS AT MLF OFFICES	80 ANGLERS PRACTICE MEETINGS AT MLF OFFICES	DAY 1 40 ANGLERS COMPLETE AND YOUR TOTAL WEIGHT CARRIES TO DAY 3	DAY 1 40 ANGLERS COMPLETE AND YOUR TOTAL WEIGHT CARRIES TO DAY 4	DAY 2 40 ANGLERS TWO-DAY WEIGHT TOTAL FOR DAYS 1 AND 3	DAY 2 40 ANGLERS TWO-DAY WEIGHT TOTAL FOR DAYS 2 AND 4	38 ANGLERS ZERO WEIGHT TO START TOP 8 ANGLERS IN TOTAL WEIGHT ADVANCE TO CHAMPIONSHIP ROUND WITH WINNERS OF THE TWO QUALIFYING ROUNDS	10 ANGLERS ZERO WEIGHT TO START HIGHEST TOTAL WEIGHT IS THE BASS PRO TOUR STAGE CHAMPION
		TOP 20 QUALIFY INTO KNOCKOUT ROUND ANGLER WITH HIGHEST COMBINED WEIGHT ADVANCES TO CHAMPIONSHIP ROUND		TOP 20 QUALIFY INTO KNOCKOUT ROUND ANGLER WITH HIGHEST COMBINED WEIGHT ADVANCES TO CHAMPIONSHIP ROUND			

All 80 anglers required to arrive three days prior to first day of competition for angler meeting at 5 pm local time, with two days of practice leading into event

BASS PRO TOUR RATINGS

- The first year of the Bass Pro Tour set a new precedent for professional bass fishing, shattering records set by the predecessors, including:
 - The most viewed livestream in fishing history, surpassing similar properties by **NEARLY DOUBLE** in views and minutes viewed
 - Discovery Channel's **HIGHEST RATED SHOW** in the three-year history of their Outdoor Block
 - The **LARGEST SINGLE AUDIENCE (1,608,000 VIEWERS) TO WATCH A BASS FISHING TV SHOW IN HISTORY** (CBS - Inside the Bass Pro Tour on December 15, 2019)

"The Bass Pro Tour finished up **AS DISCOVERY'S HIGHEST RATED OUTDOOR SHOW EVER** in the 3 years since it's been running outdoor programming. The Bass Pro Tour in Q4 out delivered the outdoor average and MLF in Q3 by over 40%. A real success story that you don't commonly see. Thank you for your valued business, and we look forward to another successful 2020."

- Aymon DelMauro, Careco Multimedia



2022 MLF BROADCAST SCHEDULE

CBS | DISCOVERY | OUTDOOR CHANNEL | SPORTSMAN CHANNEL | MLFNOW! (Live Stream)

	1Q 2022			2Q 2022			3Q 2022			4Q 2022			Q1 - 2 2023	
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SPT	OCT	NOV	DEC	JAN - JUN	
MAJOR LEAGUE FISHING CUP SHOWS	Outdoor (13 WEEKS (2-HOUR ORIGINALS))	Outdoor (13 WEEKS (2-HOUR ORIGINALS))	Outdoor (13 WEEKS (2-HOUR ORIGINALS))	Outdoor (13 WEEKS (2-HOUR ORIGINALS))	Outdoor (13 WEEKS (2-HOUR ORIGINALS))	Outdoor (13 WEEKS (2-HOUR ORIGINALS))	Outdoor (13 WEEKS (2-HOUR ORIGINALS))	Outdoor (13 WEEKS (2-HOUR ORIGINALS))	Outdoor (13 WEEKS (2-HOUR ORIGINALS))	Outdoor (13 WEEKS (2-HOUR ORIGINALS))	Outdoor (13 WEEKS (2-HOUR ORIGINALS))	Outdoor (13 WEEKS (2-HOUR ORIGINALS))		
MAJOR LEAGUE FISHING ALL ANGLERS BENDING THE RULES OF THE CUP SHOWS	Outdoor (13 WEEKS (2-HOUR ORIGINALS))	Outdoor (13 WEEKS (2-HOUR ORIGINALS))	Outdoor (13 WEEKS (2-HOUR ORIGINALS))	Outdoor (13 WEEKS (2-HOUR ORIGINALS))	Outdoor (13 WEEKS (2-HOUR ORIGINALS))	Outdoor (13 WEEKS (2-HOUR ORIGINALS))	Outdoor (13 WEEKS (2-HOUR ORIGINALS))	Outdoor (13 WEEKS (2-HOUR ORIGINALS))	Outdoor (13 WEEKS (2-HOUR ORIGINALS))	Outdoor (13 WEEKS (2-HOUR ORIGINALS))	Outdoor (13 WEEKS (2-HOUR ORIGINALS))	Outdoor (13 WEEKS (2-HOUR ORIGINALS))		
BASS PRO TOUR - LIVE STREAM	MLFNOW! (LIVE STREAM OVER 8 EVENTS)	MLFNOW! (LIVE STREAM OVER 8 EVENTS)	MLFNOW! (LIVE STREAM OVER 8 EVENTS)	MLFNOW! (LIVE STREAM OVER 8 EVENTS)	MLFNOW! (LIVE STREAM OVER 8 EVENTS)	MLFNOW! (LIVE STREAM OVER 8 EVENTS)	MLFNOW! (LIVE STREAM OVER 8 EVENTS)	MLFNOW! (LIVE STREAM OVER 8 EVENTS)	MLFNOW! (LIVE STREAM OVER 8 EVENTS)	MLFNOW! (LIVE STREAM OVER 8 EVENTS)	MLFNOW! (LIVE STREAM OVER 8 EVENTS)	MLFNOW! (LIVE STREAM OVER 8 EVENTS)		
BASS PRO TOUR - TELEVISION													SPORTSMAN CHANNEL (10 HOURS PER WEEK (REPEATS))	

OTHER MLF PROGRAMMING

- REDCREST SPECIAL - 1 HOUR ORIGINAL - JULY 2022
- HEAVY HITTERS SPECIAL - 1 HOUR ORIGINAL - DECEMBER 2022 - Adjacent to NFL



MLF AUDIENCE PROFILE

MEDIAN AGE: 47 Years old
HH INCOME: \$72,000
Live in B/C/D COUNTIES: 69%
Married: 61%



FACTS OF FISHING

47+ MM AMERICANS PARTICIPATE IN FISHING (80% FRESHWATER)
 FRESHWATER FISHING: 64.8% MALE | 35.2% FEMALE
 MOST POPULAR OUTDOOR SPORT ACTIVITY
 AMONG ADULTS: 2ND BEHIND RUNNING/JOGGING

CONSUMER PROFILE

MEET KEVIN

Kevin is what we like to call, the All-American DIY'er. Kevin is a 47 year old, married veteran, who earns an above average income and owns his family home in a B County. Kevin works hard during the week, and plays hard on the weekends. He loves to bass fish, but also loves to hunt (both bow & rifle) and to tinker with his toys (boat, truck, lawnmower and UTV). He does all of his own vehicle maintenance, and loves home improvement projects.

FISHING FANS ARE MORE LIKELY TO TRAVEL:

MORE
2X as likely as the average adult to have taken 9+ trips in the last year

LONGER
2X as likely as the average adult to have spent 15+ nights away on trips in the last year

SPEND
21% more than the average adult to spend 21% more on domestic vacations

Source: 2020 MRI Doublebase, PAN - watched fishing on TV in the last 12 months



FISHING FANS LOVE TO TRAVEL

According to MRI Research, fishing fans are more likely to travel, particularly domestically:

TRAVEL INFLUENCERS

Fishing Fans are more likely to be considered "SUPER INFLUENTIAL CUSTOMERS" for vacation travel and their friends often ask for their advice

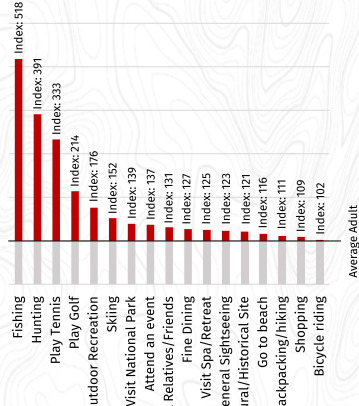
TRAVEL DOMESTICALLY

Over 65% of Fishing Fans prefer to travel domestically vs internationally.



- Travel More** - Nearly twice as likely as the average adult to have taken 9+ trips in the last year
- Stay Longer** - Nearly twice as likely as the average adult to have spent 15+ nights away on trips in the last year
- Take their families** - 23% more likely to bring 4+ members of their household on trips
- Spend money** - MLF fans spend 21% more on vacations per year than the average adult. They are 42% more likely to spend \$7,000+ per year

FISHING FANS LIKELIHOOD TO PARTICIPATE IN VACATION ACTIVITIES



Fishing fans over index for all kinds of vacation activities

COMMUNITY MEDIA EXPOSURE

Your partnership with the hottest professional bass fishing brand will reap big dividends for your community

Your city will be the highlighted destination in:



8 total hours of national television programming on Discovery Channel and Outdoor Channel



48+ hours of MLF Now! Live streaming in 2022



Source: 2020 MRI Doublebase, PAN - watched fishing on TV in the last 12 months, adult 18+



MLF BROADCAST



MLF BROADCAST MEDIA

Major League Fishing has the strongest broadcast presence in the industry, across both linear & OTT. #1 show on Outdoor Channel for fishing

2021
1,400+ hours of programming
50+ Million Hours viewed



Fans of Major League Fishing seek it out regardless of the network.

World Fishing Network delivered **+12%** more average audience than its top competitor's elite series on Pursuit Channel during 2020, despite having just one-ninth of the distribution

MAJOR LEAGUE FISHING RATINGS DOMINANCE

Over the last 12 months, MLF fans have consumed over **2.9 BILLION TOTAL MINUTES** of bass fishing action across 5 cable partners, **nearly doubling** the closest industry competitor in total minutes, continuing to stand alone as cable's most-watched fishing competition.



As of Q2 2021, MLF Cups were the number one show on Outdoor Channel for the sixth consecutive year, with All Angles following as the number two show.

MEDIA COVERAGE



MLF NOW! LIVESTREAM | MARCH '22

ORIGINAL PROGRAMMING

45 Livestream hours

30MM Estimated Minutes Viewed



DISCOVERY CHANNEL | Q3 2022

ORIGINAL PROGRAMMING

2 Two-hour Shows

85MM Distribution (homes)



CBS | JULY '22

ORIGINAL PROGRAMMING

1 One-hour Special

120MM Distribution (homes)



OUTDOOR CHANNEL | Q1 2023

DISCOVERY CHANNEL RE-AIRS

6 Two-hour Shows

50MM Distribution (homes)

MLENOW! LIVESTREAM

Major League Fishing is the industry leader in livestreaming. Streaming six days of competition, MLF provides unrivaled coverage.

INDUSTRY LEADING COVERAGE

450+
Hours of total streaming coverage for the Seven (7) Bass Pro Tour Events, Heavy Hitters and REDCREST

16
UNPRECEDENTED 16 camera coverage of each Bass Pro Tour event



DIGITAL BY THE NUMBERS

NEARLY 2.3 MILLION COMBINED FOLLOWERS



1.07MM+ followers



805K+ followers



179K+ followers



198K+ subscribers

DIGITAL AUDIENCE

Male 77% | Female 23%

65+ 16%

55-64 22%

45-54 21%

35-44 16%

18-34 25%

CONSUMPTION HABITS

Mobile - 65.2%

Desktop - 31%

Tablet - 3.8%

2021 1Q - To Date

WEBSITE PAGEVIEWS | **54.0 MILLION** **60%**

WEBSITE UNIQUES | **5.1 MILLION** **145%**

WEBSITE SESSIONS | **18 MILLION** **88%**



MAJOR LEAGUE FISHING APP
Downloads - 153,071
Subscribed Devices - 71,955
(recurring subscriptions)

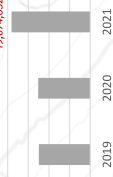
Source: Brightcove Insights, Facebook Insights, Instagram Insights, Google Analytics

YOY DIGITAL GROWTH



MINUTES VIEWED PER TOURNAMENT

1907% 652



NEW RECORD

29.7M

MINUTES VIEWED FOR REDCREST 2021

YOY INCREASE **51%**
MINUTES VIEWED PER TOURNAMENT

172M

TOTAL MINUTES STREAMED IN 2021

↑ 53.3% (OVER 2019)

NEW RECORD

41.7

AVG MINUTES PER VIEWER FOR STAGE 2

MLF WEBSITE YEAR-TO-DATE

WEBSITE PAGEVIEWS

54.0 MILLION

↑ 60.2%

WEBSITE UNIQUES

5.1 MILLION

↑ 145.0%

2021 BASS PRO TOUR LIVESTREAM METRICS



VIDEO VIEWS **756,132**

TOTAL MINUTES VIEWED **29.7M** NEW RECORD

AVG MINUTES PER VIEWER **39.3**

SOCIAL IMPRESSIONS **8.7M**



VIDEO VIEWS **552,666**

TOTAL MINUTES VIEWED **20.9M**

AVG MINUTES PER VIEWER **37.0**

SOCIAL IMPRESSIONS **8.7M**



VIDEO VIEWS **466,465**

TOTAL MINUTES VIEWED **20.9M**

AVG MINUTES PER VIEWER **41.7** NEW RECORD

SOCIAL IMPRESSIONS **8.7M**



VIDEO VIEWS **369,595**

TOTAL MINUTES VIEWED **15M**

AVG MINUTES PER VIEWER **40.6**

SOCIAL IMPRESSIONS **7.8M**



VIDEO VIEWS **463,621**

TOTAL MINUTES VIEWED **20.9M**

AVG MINUTES PER VIEWER **37.0**

SOCIAL IMPRESSIONS **8.7M**



VIDEO VIEWS **542,068**

TOTAL MINUTES VIEWED **21.3M**

AVG MINUTES PER VIEWER **39.3**

SOCIAL IMPRESSIONS **9.1M**



VIDEO VIEWS **397,359**

TOTAL MINUTES VIEWED **14.9M**

AVG MINUTES PER VIEWER **37.5**

SOCIAL IMPRESSIONS **8M**



VIDEO VIEWS **317,988**

TOTAL MINUTES VIEWED **11.5M**

AVG MINUTES PER VIEWER **35.1**

SOCIAL IMPRESSIONS **5.9M**



Source: Brightcove Insights