

TOMAHAWK LAKE Association, Inc.

W I S C O N S I N

Hazelhurst • Lake Tomahawk • Minocqua • Woodruff

P.O. BOX 535 • MINOCQUA, WI 54548

January 25, 2010

Dear Lake Neighbor,

Do you love Tomahawk Lake? I'm sure you answered "yes", so please do not disregard this letter. This is a critical year for the Tomahawk Lake Association (TLA). We need your help maintaining the quality of our "jewel of the north."

As outlined in the 2010 Fall Newsletter, we are embarking upon a new funding strategy that relies on a higher level of financial contribution from all lake enthusiasts to help keep Tomahawk Lake beautiful.

A new funding strategy has become necessary because of four trends:

- The costs of protecting Tomahawk Lake have become significantly higher over the past few years due to the presence of Eurasian Water Milfoil (EWM).
- The majority of our funding has come from 4% of lake property owners, the remainder coming from state grants and municipality donations.
- Securing funding from state and local municipalities becomes more difficult each year as more lake associations seek grants to fight aquatic invasive species like EWM.
- More than 100 lake property owners have not contributed to TLA.

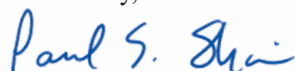
While we have successfully contained and even eradicated EWM in some areas, it will never be completely eliminated given the nature of its reproductive qualities. We must remain vigilant in treating it annually.

To maintain this vigilance, the TLA is launching the *Fair Share* program to engage all lake enthusiasts in keeping Tomahawk Lake healthy. **We are seeking a minimum *Fair Share* donation of \$270 from lake property owners**—regardless of property lake front footage or proximity of EWM infestations. This *Fair Share* amount can be paid monthly, quarterly or yearly. For your reference, the 2011 TLA budget is included on the back of this letter for you to see how we arrived at the recommended donation and how the association works to protect the lake.

We are also encouraging children and grandchildren (of all ages) and others who love the lake to donate as a "Friend of the Lake." Enclosed is a membership and donation pledge form outlining the benefits of participation.

As always, feel free to email me with any questions or thoughts on this topic. I'll see you on the lake!

Sincerely,



Paul Shain

President, Tomahawk Lake Association, Inc.

paul@badgernorth.com

2011 Tomahawk Lake Association Budget

Tomahawk Lake Association Operating Philosophy

Our mission is to protect and preserve Tomahawk Lake for the enjoyment of all lake enthusiasts for many generations to come. **To accomplish this, we invest in two guiding strategies: aggressive treatment of Aquatic Invasive Species (AIS) and the education of all lake enthusiasts on how to prevent the introduction or spread of new invasive species.** As detailed below, the majority of our budget is tied to these two strategies. We pride ourselves on the effectiveness of our expenditures and the efficiency of our operations.

How do we accomplish these strategies? A Comprehensive Lake Management Plan (CLMP) guides our activities. Our CLMP was developed in partnership with the Wisconsin Department of Natural Resources and is designed to protect Tomahawk Lake. It includes detailed programs to monitor the spread of AIS, plan for the treatment of AIS, and educate lake users on how to better control the spread of AIS.

To complete the required programs, we employ five part-time individuals: one executive director that guides our operations and performs much of the work; two divers who staff our Hydraulic Conveyor System which removes small infestations of EWM throughout the summer; and two *Clean Boats Clean Water* supervisors that inspect and educate lake users at the public boat landings. We outsource the application of our chemical treatments and also have a part-time accountant to help us with the books and records of TLA. **All other TLA activities are powered by volunteers**, including our *Lake Sentinel* program that monitors AIS growth, as well as our board of directors who work all year long to guide the organization, create our newsletters, and raise funds to support our activities. We are well organized, and the result has been strong support from both the local townships and the DNR.

Fair Share

Over the past several years, a small group of lake property owners (4% of the total) have funded the majority of TLA activities. To create a more sustainable funding model, we are introducing the **Fair Share** program. After anticipated grant money (*we have applied for a new 2-year grant but will not know the final status until April*) and town revenue donations, we have a shortfall of approximately \$75,500 to meet our expenses. This is where **Fair Share** comes in. We have taken our shortfall and divided it by 80% of lake property owners (280) to arrive at the recommended **Fair Share** dollar amount of \$270 per property owner.

Expenses	2010 ACTUAL	2011 BUDGET	% CHANGE
EWM Chemical Treatment	78,000	68,000	-13%
EWM Harvesting	73,200	65,000	-11%
EWM Surveys	15,000	4,000	-73%
Prevention (incl. CBCW)	17,600	12,500	-29%
Lake owner education	10,000	8,000	-20%
Accounting	5000	4,500	-10%
Insurance	7000	7,600	+9%
Misc.	7000	2,400	-66%
Total	218,400	175,000	-20%
Revenue			
State Grants	75,000	65,000	-13%
Municipality	32,000	34,500	+8%
Fair Share donations	111,400	75,500	-32%
Total	218,400	175,000	-20%

Membership Data

At the current time, there are approximately 350 lake property owners on Tomahawk Lake. Membership in TLA has grown over the last three years rising from 138 members in 2008 to 236 members in 2010. Our **Fair Share goal** was set at obtaining 280 members participating in this new program in 2011.

To donate now, please fill out the enclosed Membership Form.