



Sustaining the Success

Kirtland's Warbler Initiative



Huron Pines



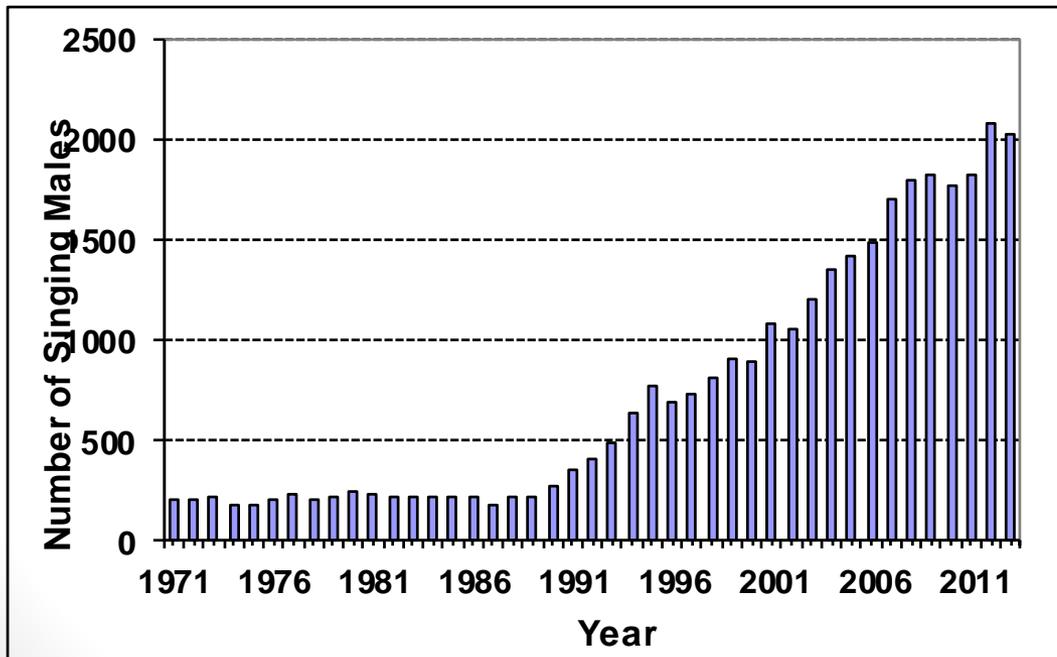
6,700 Square Miles
4,288,154 Acres
5,005 River Miles
172,800 Lake Acres
467 Shoreline Miles

- Nonprofit, 501(c)(3)
- Organized in 1973 to serve the 11 counties of Northeast Michigan
 - *Conserve the forests, lakes and streams of Northeast Michigan*
- 16 full-time staff
 - Habitat Restoration
 - Partnership Building
 - Quality of Life



Kirtland's Warbler in Michigan

- North America's rarest songbird
- 1974, 1987: Under 200 Kirtland's warblers in Michigan
- 2012, 2013: Over 2,000 Kirtland's warblers in Michigan
- ESA recovery goal has been met
 - A sustainable plan for continued active and focused jack pine management necessary to see Kirtland's Warblers removed from the ESA and sustain their recovery



Kirtland's Warbler Initiative

- Goal – develop an innovative public-private partnership that begins delisting of species and supports long-term conservation
- Incorporates 3 Key Elements;
 - Conservation objectives outlined in long-term management plans with agencies
 - Development of stakeholder group – **Kirtland's Warbler Alliance**
 - Establish a long-term fund to provide dollars for anticipated funding gaps
- **A Conservation First!** No bird species has ever been delisted as a result of habitat management efforts.



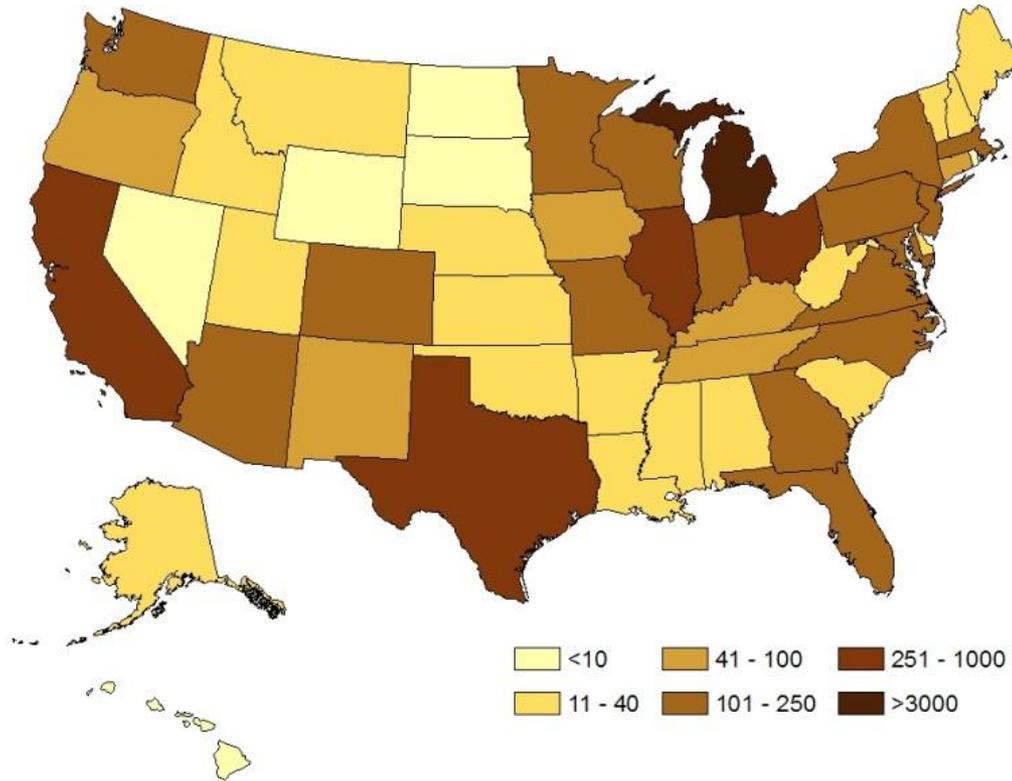
Rare and Unique = Economic Investment



Photo: David Kenyon, MDNR

- Wildlife viewing/outdoor recreation growing economic driver – opportunity to promote unique natural asset
- Kirtland's warbler voted 7th most sought after species by poll of US and Canadian birders (Bird Watching Daily, 2013)
- Nationally, wildlife recreationists spent nearly \$145 billion in 2011 (USFWS Survey, 2011)
- Kirtland's warbler will always be rare and Michigan the location to view the species
 - 90% of potential habitat in NLP on state or National Forest lands

Kirtland's Warbler Tour Participant Distribution, 2004-2013



2013 Tour Stats

(USFS, USFWS/MAS data)

- 1,136 participants
- 40 US states
- 7 Foreign countries

Additional Data

(Kirtland's Warbler Alliance Survey)

- 80% solely to see Kirtland's warbler
- 40% stayed only 1 night
- Spent an average of over \$200

Economic Roundtable - September 30, 2013

- Underwriting support from DTE Energy Foundation
- 53 participants – economic and community development, conservation, academic, business
- Northeast Michigan –
 - rich in rare and unique natural assets
 - growth of our communities and stewardship of natural resources go hand in hand
- Strong desire to create regional identity and explore expanded partnership opportunities
 - Coordinated promotion
 - **Experience rare things in rare ways!**



Building a Constituency of Support

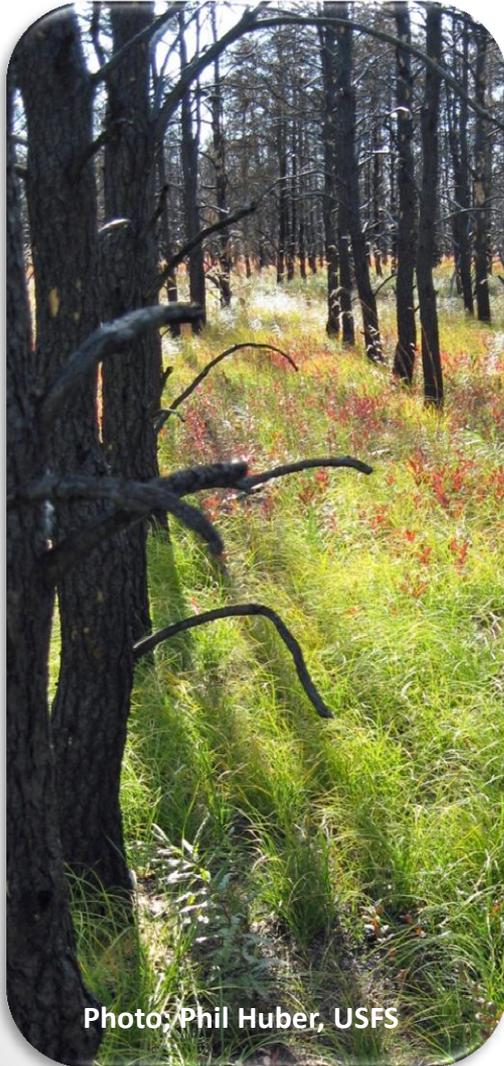


Photo: Phil Huber, USFS

- Management practices like clear-cutting jack pine and allowing regeneration support game species including whitetail deer, grouse, black bear, wild turkey, small game and furbearers.
 - Areas managed for Kirtland's warbler provide some of the best snowshoe hare hunting in the state
- Kirtland's warbler habitat also contains some of Michigan's premier trout waters, such as the Au Sable River.
- Approximately 69,000 anglers and 66,000 hunters reside in counties containing Kirtland's warbler nesting habitat.

New and Expanding Partnerships

- New opportunities with timber industry to share information and expand opportunities
 - Currently harvested jack pine is used for pulpwood, construction, boxes, crates, containers, posts, poles, piling, mine timbers, railway ties and fuel
 - In 2012, 100 acres of jack pine forest could yield up to \$70,000 in gross timber and pulpwood sales and provide one full-time private sector job
- Partnerships are key to conservation and key to the Initiative
 - First of its kind program
 - Innovative funding strategies
 - Important implications for endangered species management



Questions?

Photo: Gene McGarry



Abigail Ertel

Huron Pines

4241 Old US 27 South, Suite 2

Gaylord, MI 49735

989.448.2293 x 14

abby@huronpines.org

www.huronpines.org