

2010 DNR Prevention Grant – Aquatic Invasive Species Public Awareness

In 2010 the Aitkin County Soil and Water Conservation District partnered with the Minnesota DNR Division of Ecological and Water Resources to educate the public about Aquatic Invasive Species and their control. Four prevention activities were funded through the grant. Their outcomes are outlined below:

1. Fish Ruler Sticker: 455 Fish Ruler Stickers were prepared and distributed to lake users. Response was good – this was something new for our area.
2. Locally Produced Handout: 200 Invasive Species Prevention Postcards were printed and distributed. The listing of Aquatic Nuisance Species found in our area was included - many people were unaware of the magnitude of the problem.
3. Invasive Species Display and Presentation: An Aquatic Invasive Species Traveling Exhibit and presentation on Controlling Aquatic Invasive Species were shared at the Aitkin County Rivers and Lakes Fair. 532 people attended the event. 25 fairgoers attended the presentation. Response was very good.
4. Standard Radio Ad: 273 thirty second ads were placed on KKIN, the local radio station. We used the “Gardenhire on Aquatic Exotics” 30 second PSA, featuring Minnesota Twins manager Ron Gardenhire.

Several Local partners assisted with this effort. Volunteers from the Aitkin County Water Planning Task Force, Mille Lacs Lake Watershed Management Group, and Aitkin County Rivers and Lakes Fair were instrumental in completing this project. Financial assistance was provided by the Aitkin County Water Planning Task Force and the Aitkin County Rivers and Lakes Fair



STOP AQUATIC HITCHHIKERS!™

Prevent the transport of nuisance species.
Clean all recreational equipment.

www.ProtectYourWaters.net

2010 Invasive Species Prevention Grant Expenditure Table

	Cost Categories				
Type of Project:	Activity	Cash Expenditures	Value In – Kind match	Total cost of project (Cash expenditures + Value of in-kind labor)	Amount to be reimbursed (1/2 of Total Cost)
<i>Customized Public Awareness Project</i>	<i>Fish Ruler Sticker</i>	\$ 1,897.87	\$ 180	\$ 2,077.87	\$ 1,038.94
<i>Customized Public Awareness Project</i>	<i>Locally Produced Handout – Invasive Species Prevention Postcard</i>	\$ 352.86	\$ 168	\$ 520.86	\$ 260.43
<i>Customized Public Awareness Project</i>	Invasive Species Display and Presentation	\$ 827.52	\$ 669.50	\$ 1,497.02	\$ 748.51
<i>Standard Design</i>	Radio Ads – Public Service Announcements	\$ 300.00	\$ 50.00	\$ 350.00	\$ 175.00
					(Column Total = \$ 2,222.88)
	Totals	\$ 3,378.25	\$ 1,067.50	\$ 4,445.75	\$ 2,050.00*