

An aerial photograph of a wide river flowing through a lush, green forest. The sun is low on the horizon, casting a warm, golden glow over the scene. The river's surface reflects the sky and the surrounding trees. A narrow path or bridge crosses the river in the lower left. The overall mood is serene and natural.

ANNUAL REPORT 2018

Experience it. Protect it. Forever.

St. Croix  River
ASSOCIATION



230 S. Washington St., Unit 1
PO Box 655, St. Croix Falls, WI 54024
715-483-3300 | info@scramail.com
@stcroixriverassociation

MISSION

To protect, restore,
and celebrate the
St. Croix River and its
watershed.

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and Pat Shifferd.

Please remember,
your support and your
voice truly make a
difference.

Dear River Friends,

Wow. What a year. 2018 was a full year of celebrations of the 50th anniversary of the Wild and Scenic Rivers Act and the creation of our national park, the St. Croix National Scenic Riverway.

The St. Croix River Association (SCRA) and its partners spent 2018 celebrating the anniversary throughout the watershed and beyond. The house was full for showings of John Kaul's film "Wild and Scenic St. Croix", from the Fitzgerald Theater in St. Paul all the way to Eau Claire, and on Twin Cities TPT. Craig Blacklock's book, "St. Croix and Namekagon Rivers: The Enduring Gift" was featured at venues from Cable to Moose Lake, in churches, art galleries, museums, and more. The Phipps Center for the Arts featured a six-week exhibit with a Riverway anniversary theme. Partners from Cable to Hastings held Riverway celebrations. Potentially millions of people learned more about our National Park.

There are constant reminders that protecting our park's resources never ends. I am fortunate to live close to the Fish Lake Wildlife Area. Riding my bike through the area last night I saw swarms of dragonflies, swallows, and nighthawks in an insect feeding frenzy over crop fields. There were swans, herons, and sandhill cranes in the sedge meadow wetland complex. It's not unusual to see bear, badgers, and other critters in this area rich in native prairie, pine barren, and forest. Rare and endangered species thrive here, including the whooping crane, which was down to just 15 individuals in 1941.

This area is under a new threat, a proposed hog factory in the Trade River watershed which feeds the St. Croix. If built it could despoil the air, land, and water with millions of gallons of hog waste, making an unhealthy and undesirable place for neighbors to live, work, and play. SCRA supports maintaining diversity in the St. Croix watershed, where the economy, social, and environmental considerations are more or less balanced and small family farms coexist with native plants and animals. Favoring one-sided development over social and environmental considerations would have serious consequences. SCRA is committed to working with local partners to find practical solutions to protecting this place where millions of people visit annually to explore, hunt, fish, boat, swim, hike, see wildlife, and relax.

As the Friends Group for the Riverway we are committed to supporting the priorities of our National Park. We will work with them to make sure the Park is welcoming, relevant and meaningful to all people, to engage with communities that are near the rivers and explore ways to strengthen connections to this Park, and to create more stewards and supporters of wild and scenic values among the rising number of visitors and residents.

SCRA was built on a commitment by local citizens. It will take a whole lot of people to do the heavy lifting needed to ensure the Riverway celebrates its 100th anniversary 50 years from now. We are grateful for everyone's support, and look forward to growing the organization to meet the growing challenges and expectations.

Respectfully submitted,

A handwritten signature in black ink that reads "Deb Ryun".

Deb Ryun
Executive Director

A NOTE FROM THE SUPERINTENDENT

Julie Galonska, St. Croix National Scenic Riverway

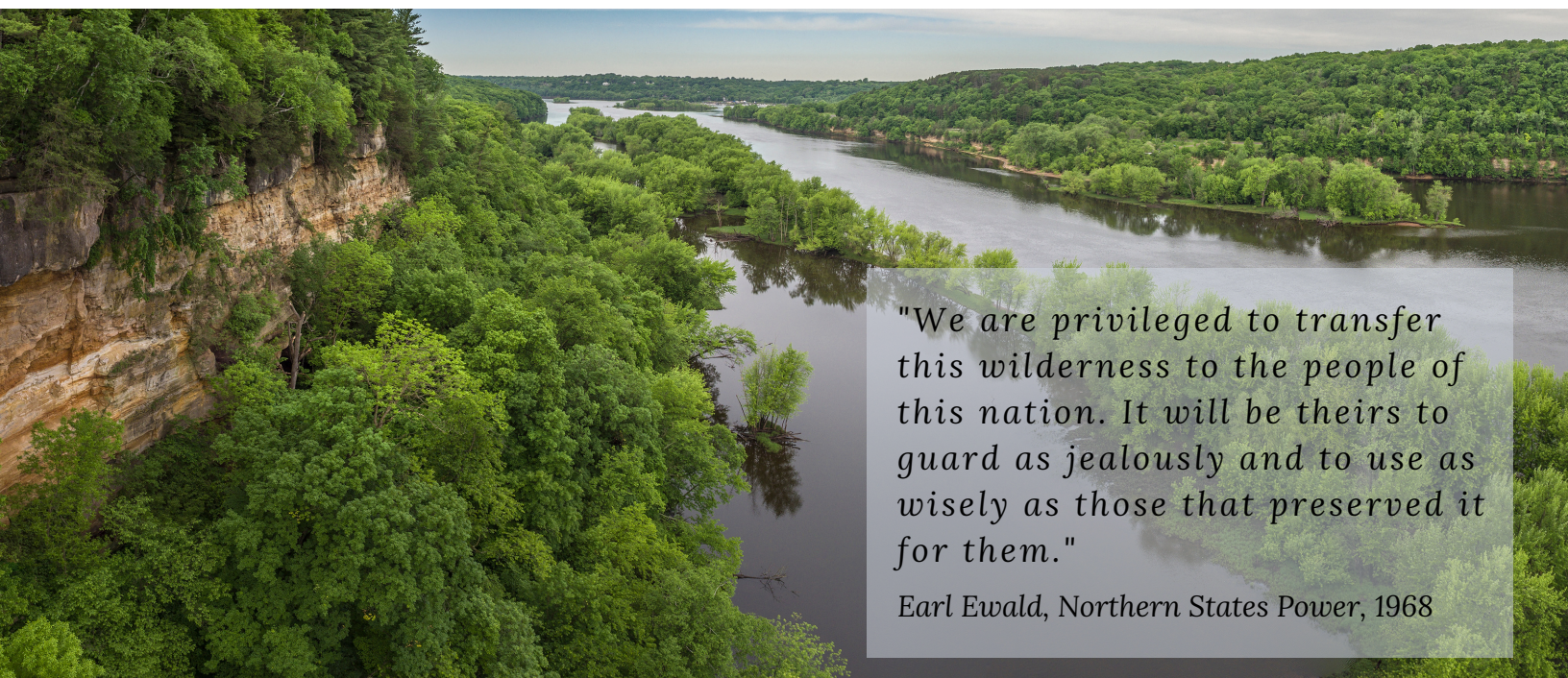
2018 was truly a special year of celebration and reflection. As I traveled up and down the Riverway, there was an echo of people sharing how much they love the St. Croix and Namekagon, what these rivers mean to them, and their gratitude that these places have been protected for the future. We had plenty of opportunities to gather together to mark the 50th anniversary, from exhibit openings and film premieres to press conferences and programs. I hope you also had time for a few quiet moments – just you and the river – to savor this great national treasure.

The National Park Service is very thankful for the tremendous work that SCRA did to coordinate the 50th anniversary. The year-long effort, preceded by a year of planning, would not have been possible without SCRA's leadership. What a dynamic and powerful partnership we have on behalf of the rivers!

At many events in 2018, I said “the next 50 years start now.” The challenges may be different than those of the 1960s (although not always), but they are no less complex or relevant. SCRA and NPS, together with our strong network of committed partners, are poised to address these important questions. As we plan for the future, how can we:

- Make sure the Riverway, as a National Park, is welcoming, relevant and meaningful to all people?
- Better engage with communities that are near the rivers and are exploring ways to strengthen connections to their incredible resources?
- Create more stewards and supporters of wild and scenic values among the rising number of visitors and residents?
- Continue to enlist landowners and recreational users, watershed-wide, to improve water quality and prevent and control invasive species?

I look forward to continuing the next chapter in the history of this great National Park with you.



"We are privileged to transfer this wilderness to the people of this nation. It will be theirs to guard as jealously and to use as wisely as those that preserved it for them."

Earl Ewald, Northern States Power, 1968

ACTIONS AND IMPACT

Connecting People to the Riverway



2018 marked the 50th Anniversary of the St. Croix National Scenic Riverway as a nationally designated Wild and Scenic Riverway. It has been a landmark year as we celebrated with 22 events, reaching over 3,670 people directly, more than 100,000 people through social media, and garnering 33.4 million media hits.



"The Wild and Scenic St. Croix" documentary debuted at the Fitzgerald Theater with over 800 attendees and was televised on Twin Cities TPT and Wisconsin PBS.



The opening exhibit of Craig Blacklock's book "St. Croix & Namekagon Rivers: The Enduring Gift," including all the book signings had more than 2,500 participants.



Over 3,420 students were connected to the St. Croix National Scenic Riverway through classroom and field trip programs.



Volunteers contributed 5,026 hours that is valued at \$124,091.94 leading trips, teaching kids, monitoring for toxic algae, etc.

ACTIONS AND IMPACT

Protecting and Restoring the Watershed



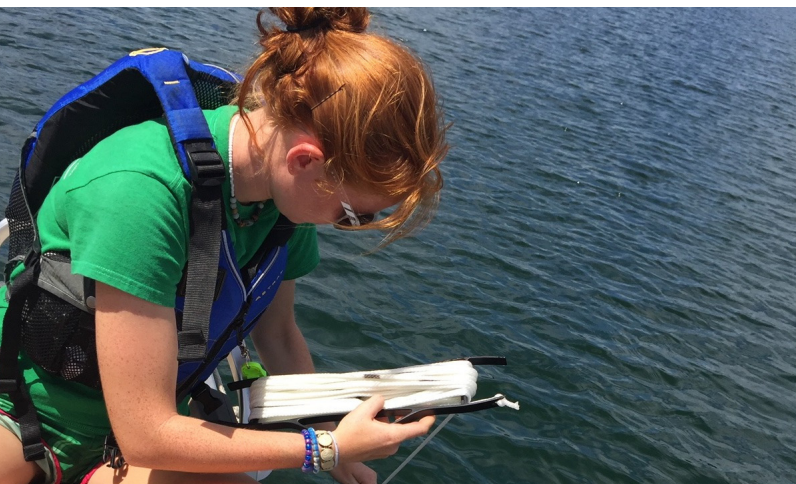
SCRA launched its first ever land protection program with support from a Healthy Watershed Consortium grant dedicated to protecting forestland for water quality and habitat within the St. Croix watershed.



Monitored and controlled 92 miles of the Namekagon and St. Croix rivers enhancing native shorelines.



The My St. Croix Woods Program engaged over 3,000 woodland owners impacting over 9,000 acres of forest.



Interns educated more than 620 people around the watershed about the threats and impacts of aquatic invasive species.



Provided over 425 landowners with technical assistance and connected more than 385 landowners with local forestry professionals.

THANK YOU FOR YOUR SUPPORT!

This list represents gifts given from January 1, 2018 through December 31, 2018 and includes in-kind and memorial gifts. Every attempt was made to ensure the accuracy of this list. We sincerely regret any errors or omissions. You may call our Development office at 715-483-3300 with questions or corrections.

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The St. Croix River Association gratefully acknowledges the generosity of the donors who support our mission to protect, restore, and celebrate the St. Croix River and its watershed.

Vision:

A thriving watershed forever accessible, scenic, and wild.

JOIN US in 2019!



EXPLORE

We lead programs so people of all backgrounds and abilities can explore and discover the St. Croix and Namekagon rivers.



VOLUNTEER

Volunteers are the lifeblood of keeping the Riverway healthy for present and future generations. There are many ways to help out!



DONATE

Whether it's an annual membership or a bequest, your donation in any amount is maximized for the greatest benefit.

2018 AUDITED FINANCIAL REPORT

(298 New Members)

Balance Sheet

FY 2018

FY 2018 Income \$1,201,363

Assets

Current Assets

Checking/Savings	\$136,528
Other Current Assets	55,891

Total Current Assets 192,347

Total Assets

\$192,347

Liabilities & Equity

Current Liabilities

Accounts Payable	\$19,866
Other Current Liabilities	51,556

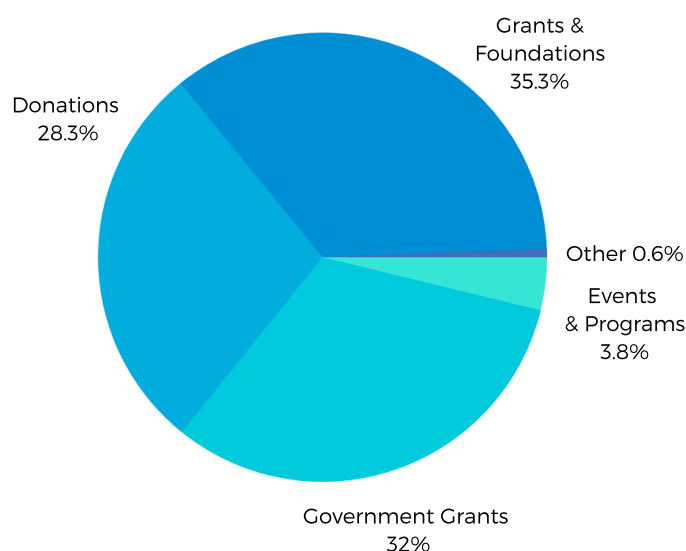
Total Current Liabilities 71,422

Equity 120,925

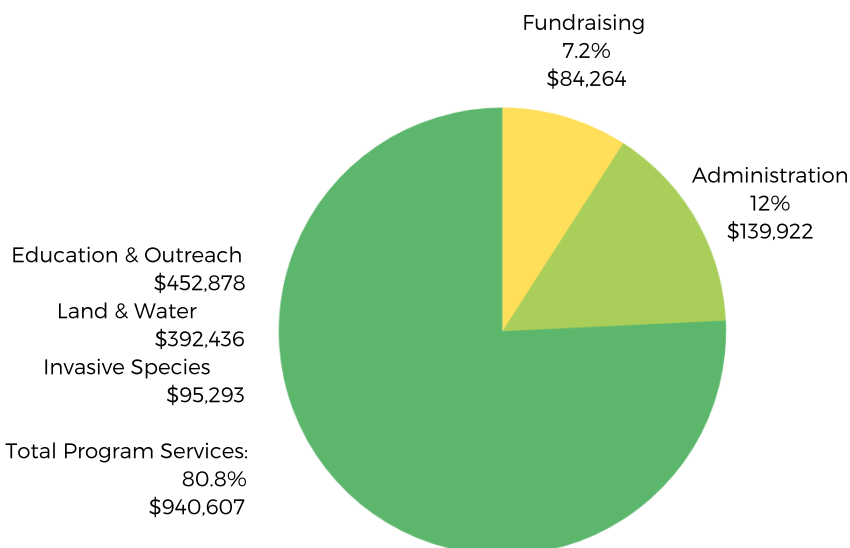
Total Liabilities & Equity

\$192,347

Financial statements audited by Carlson Highland. A copy is available upon request.



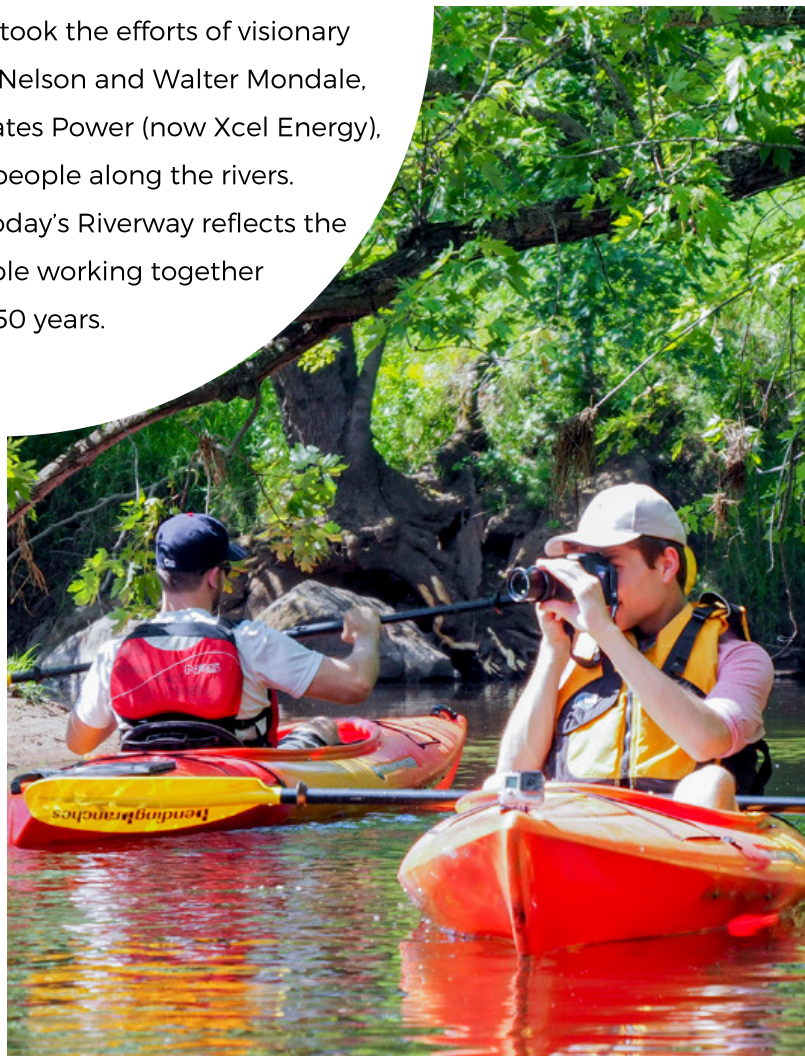
FY 2018 Expenses \$1,164,793





HAPPY 50th **THANK YOU FOR YOUR** **CONTRIBUTIONS!**

Protecting a place as big and diverse as the Riverway and welcoming visitors to enjoy it as a National Park is no easy feat. Including the St. Croix and Namekagon in the original Wild and Scenic Rivers Act took the efforts of visionary national leaders like Gaylord Nelson and Walter Mondale, corporations like Northern States Power (now Xcel Energy), and communities and people along the rivers. From big efforts to small, today's Riverway reflects the commitment of people working together for over 50 years.





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ST. CROIX RIVER ASSOCIATION ANNUAL FUNDRAISER

Keeping the Croix

SUPPORT KIDS DISCOVERING THE RIVERWAY

SUNDAY, SEPTEMBER 15 FROM 4-7 PM
ABELLA WEDDINGS AND EVENTS FARM
11720 256TH ST., CHISAGO CITY, MN 55013

Join us at "Keeping the Croix" to continue the legacy of protecting the Namekagon and St. Croix Rivers now and for the next 50 years.

Plan to enjoy the evening with a meal crafted by Deco Catering, a live auction including the Fund-the-Need segment, games, and, of course, the company of fellow river enthusiasts.

For more information and tickets: www.stcroixriverassociation.org/support/annual-fundraiser/