

Division of Marketing
Agricultural Development and Diversification (ADD) Program

1994 Grant Final Report

Grant Number L94017

Grant Title Northern Wisconsin Aquaculture Demonstration Facility

Amount Awarded \$35,000.00

Name Tony Murphy

Organization City of Ashland
Ashland

E-Mail

WEB

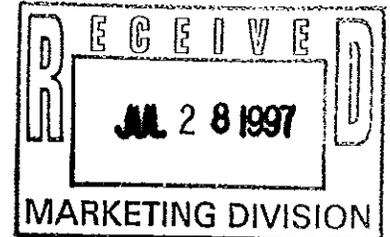
Department Contact: DATCP - Marketing - ADD Grants
PO Box 8911 Madison, WI 53708-8911
Tel: (608)224-5136
<http://datcp.state.wi.us>



Ashland

WISCONSIN

June 30, 1997



Mr. Michael Bandle
WDATCP - Marketing Division - ADD
P.O. Box 8911
Madison, WI 54708-8911

RE: Final Report - Northern Wisconsin Aquaculture Demonstration Facility

Dear Mr. Bandle:

Please consider this letter and supporting information as the Final Report as required by the ADD grant for the Northern Wisconsin Aquaculture Demonstration Facility. We are very proud of the progress made by the Executive Committee in advancing the concept of an aquaculture demonstration facility in the State. The ADD grant has provided funding to help the project cross many of the planning hurdles. We are now better prepared to move toward full funding.

1. Selection of a Site. When we entering into the grant period, the Committee expected that the facility would be built on property known as the "Scottie Club Site" near the Whittlesey Creek watershed. For a number of important reasons, the Committee abandoned its interest in the property and selected a 40+ acre site adjacent to U.S. Hwy #2 and Fish Creek for the facility. The property is owned by the U.S. Forest Service as part of the 180 acre complex for the Northern Great Lakes Center under construction near Ashland. The Forest Service has expressed a willingness to provide the property for the demonstration facility at very favorable terms.
2. Facility Planning and Design. Once the Committee agreed on a site for the project, we then prepared a request for proposals for architectural services to plan the site and to prepare cost estimates. The Committee selected Louis Wasserman and Associates as the project architect. Mr. Wasserman has completed work at the Great Lakes Center in Milwaukee and is very familiar with the needs of commercial aquaculture. Mr. Wasserman has prepared a preferred site plan, building elevations, interior designs and construction estimates. I have enclosed a copy of the plans for your review.
3. Business Plan. The need for a business plan became evident as we attempted to form the partnerships necessary for funding of the project. The Ashland Area Development Corporation wrote a successful Rural Economic Development grant application to fund the business plan. The exciting thing about the business plan is that the plan can also be used

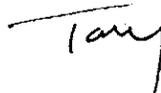
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Phone (715) 682-7071 • Fax (715) 682-7048

as a strategy document to enhance the many facets of the aquaculture industry in the State of Wisconsin. I have attached a draft copy of the document for your review.

4. Project Funding. The business plan provides a financial plan for the facility. A capital budget and an operating budget show the anticipated costs and where the funding could come from. We anticipate the creation of a Wisconsin Development Authority to govern the affairs of the project and to manage the public/private funding partnership.
5. Project Coordination. Michael Bright of Bright Consulting has been a valuable asset to the Committee in moving this project forward. His business and political savvy have helped position this project as a priority for the Governor's Office, Department of Commerce and key members of the State Legislature. Technical aspects of the project have been coordinated by Dr. Fred Binkowski of UW-Milwaukee. Dr. Binkowski knows what the industry needs to be prepared for the next century and we have tried to incorporate these priorities into the plans.

In summary, the aquaculture demonstration facility is thoughtfully and persistently advancing toward becoming a reality. Please accept the sincere thanks of the Executive Committee for DATCP's financial and moral support of the aquaculture demonstration project. We look forward to our continued relationship.

Sincerely,



Tony Murphy
City Administrator

enclosures

Aquaculture Demonstration Facility

The Aquaculture Demonstration Facility is dedicated to teaching people how to effectively raise, process and market freshwater fish for human consumption.

The University of Wisconsin System, University of Wisconsin-Superior, the Red Cliff Band of Lake Superior Chippewa, the Wisconsin Aquaculture Association and other partners are working together to build and operate the Aquaculture Demonstration Facility adjacent to the Red Cliff Band's fish hatchery. The \$3 million facility, funded entirely by gaming revenue.

For more information about the Aquaculture Demonstration Facility or to arrange a presentation about the facility for your organization, contact Greg Fischer at gfischer@uwsuper.edu or by calling (715) 373-1047

[News](#)

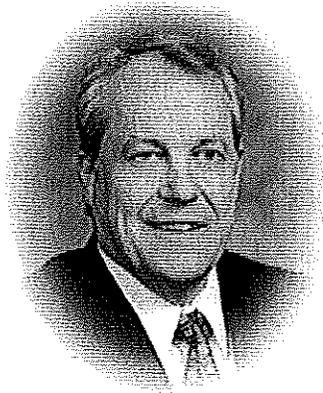
[Project Site](#)

[Mission Statement](#)

[Meeting Minutes](#)

[History](#)

[Timeline](#)



WISCONSIN STATE SENATOR
Bob Jauch
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April 16, 2003

Aquaculture Demonstration Facility moves toward construction

State Senator Bob Jauch (D-Poplar) said that Governor Doyle's decision to meet the planned construction schedule for the \$3 million Aquaculture Demonstration Facility at Red Cliff "is a clear indication that he recognizes the importance of the Facility to northern Wisconsin and the value of aquaculture to Wisconsin's agriculture industry."

Jauch's comments came at briefing with the Wisconsin Aquaculture Association when the organization presented him with its Friend of Wisconsin Aquaculture Award. The award was given to Jauch for his legislative support of private aquaculture development in Wisconsin and for his tireless work in support of the Aquaculture Demonstration Facility in northern Wisconsin.

Jauch said he was pleased that Governor Doyle has given his support for the facility at a time when state financial resources are low because it indicates that the Governor realizes that the state must make investments to help Wisconsin's economy grow. As a result of the Governor's decision, construction will begin this summer and the Facility will open sometime in 2004.

"Clearly, the Governor recognizes the value of establishing a top quality research facility that will help expand this emerging agricultural industry," Jauch said. "The Facility will help create jobs in both northern Wisconsin and statewide as it gives Wisconsin agriculture another tool in its effort to diversify and help move our economy forward."

"I am especially delighted that this major research facility will be

in northern Wisconsin instead of southern Wisconsin where they are usually located,” Jauch stated.

In 1999, the Legislature appropriated funds to build the facility and last fall, the State Building Commission authorized construction to proceed.

The northern lawmaker noted that the Aquaculture Demonstration Facility was proposed almost 10 years ago by former Ashland Mayor Lowell Miller and quickly became a top priority for Superior Days.

“It has taken a long time to get this far, but it will be well worth the time and effort to have a state-of-the-art research facility that will help further develop aquaculture as an important component of Wisconsin’s overall agriculture industry,” Jauch said.