



North Lakeland Discovery Center

YEAR-ROUND PROGRAMMING

This long-held dream of the founders, boards, and staff of the Discovery Center will create a new chapter in our 24-year history with a permanent home for both summer and winter nature-based experiences for all ages. We envision our already crucial role as an educational resource will rapidly grow.

In Wisconsin's Northwoods, the seasons change dramatically. Animals, plants, and people adapt. But the Discovery Center's ability to showcase the colder months is severely hampered by our lack of winterized facilities. Our main lodge has to shut down in October.

How will we get to full-season use? Our new wing's expanded nature center will feature our gifted staff's most creative exhibits and displays. Our renovated and fully winterized lodge will allow us to greatly expand our successful programs like Nibbles 'N Knowledge. And new bathrooms and showers between heated cabins will increase residential opportunities for school programs, adult eco-tourism, winter weddings, and conferences.

COVID-19 LESSONS

In March 2020, amidst the pandemic, our staff made a quick and effective pivot. In addition to offering modified outdoor in-person programming, we created "Discover at Home" short segments, and more in-depth "Discover on Demand" presentations made available to members, libraries, organizations and people worldwide. You can find these on our website, DiscoveryCenter.net, or on our Facebook page. These new elements will continue to be a part of our post-pandemic future. Schools have had to learn new ways to engage youth in the outdoors, a niche we are uniquely able to provide.

NATURE PROGRAMMING

To accommodate growth, we are already expanding our adjunct educator and volunteer lists. Part-time or seasonal naturalists will be added as well. We are continually growing our list of State Natural Areas and other ecologically significant sites to explore and research with educational programs, including citizen science, for both adults and youth.





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LAKES AND INVASIVES PROGRAMS

Our Aquatic Invasive Species (AIS) program is already working in new regions of the Northwoods helping communities monitor and protect their valuable lake, stream, and groundwater resources. More interns, and eventually AIS staff, will help provide the horsepower as the breadth of these services grow. We are newly involved with terrestrial invasives and in consultations with landowners who wish to initiate pollinator and native plantings as environmental reclamation and enhancement.



DYNAMIC PARTNERSHIPS

So much of our impact is in collaboration with entities such as the Manitowish Waters Lakes Association, the Manitowish Waters Historical Society, regional Chambers of Commerce, the Wisconsin Natural Resources Foundation, NEON (National Environmental Observational Network), our affiliate Bird Club, the Van Vliet Hemlocks Association, local townships, North Lakeland School and potentially schools statewide. We intend to expand both the reach and depth of our programming into new markets and to new members.

REVENUE

We have created endowment and planned giving opportunities for stable future revenues in perpetuity for specific areas of programs important to donors. We are maximizing efforts to procure grants for all areas of programming and operations. Maybe most important of all, our membership support continues to expand.

It's an exciting time at the Discovery Center. I'm proud to be part of it.

John Heusinkveld
Executive Director

