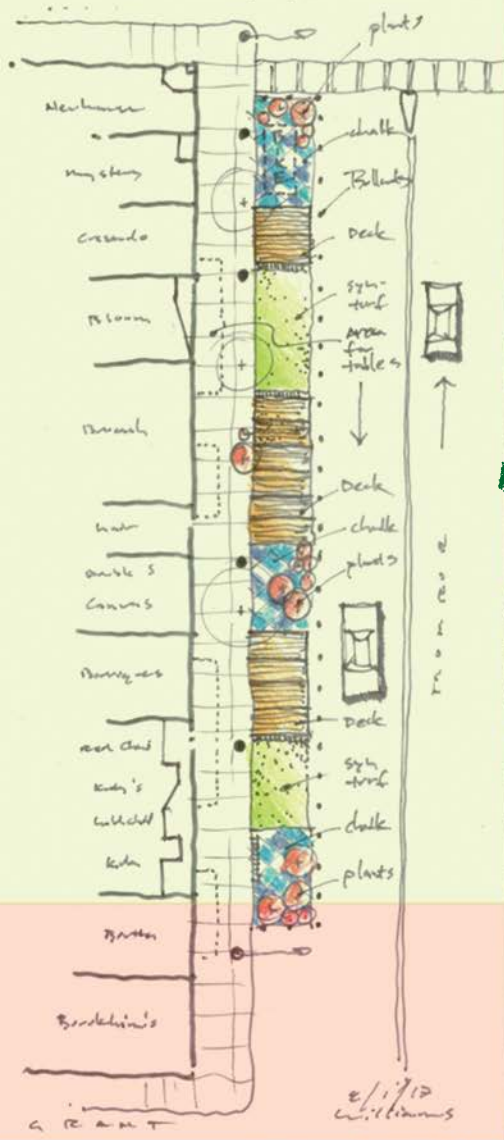




Working towards a sustainable environment and economy since 1995

2017 ANNUAL REPORT

PARK(ING) DAY PROPOSAL



What is WEI?

In January 1996, a diverse group of leading stakeholders came together to launch a new organization. With the idea to bring together business, government, and nonprofit organizations to improve Wisconsin’s environment, economy and quality of life, Wisconsin Environmental Initiative was born.

The founders recognized that state and local governments, businesses, and environmental advocates often have more in common than in conflict. By bringing these groups together in programs, policy forums, and learning events, WEI focused on common values and ways to improve Wisconsin’s environment and economy.

Led by an energetic board and dedicated staff, the organization has held many policy forums over the years, covering diverse topics such as Doing Well by Doing Good, Green & Growing Strategies, Green Tier Advantage, WI Bioindustry, Quality Urban Development, Animal Agriculture, Energy and Environmental Policy, Shoreland Development, Green Building and Profit-Driven Environmental Management.

World-class speakers including renowned architect Bill McDonough, Ray Anderson, CEO of Interface and green business guru Joel Makower have keynoted WEI’s events, bringing national and global perspectives to state concerns.

WEI’s nationally recognized Green Built Home program, Main Street Green, and work to develop sustainable tourism initiatives demonstrate that market-based, affordable programs can help stakeholders evaluate their operations, set goals, and take specific actions towards environmental, social and economic sustainability.

WEI Board of Directors

Richard A. Heinemann, Chair Boardman + Clark
 Jeff Simon, Vice Chair J. Simon Design Build
 Gregory Armstrong, Treasurer
 Director Emeritus, UW-Madison Arboretum
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 Tom Boldt The Boldt Company
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 Wisconsin Department of Natural Resources
 1000 Friends of Wisconsin
 John Imes, Executive Director WEI

Wisconsin Green Growth



Wisconsin needs a solid, new direction — a green growth strategy that respects our heritage and tradition of environmental stewardship while embracing a more collaborative, practical and effective path forward. Here’s a recap and highlights of

WEI’s work in 2017:

Executive Director John Imes attended the GreenBiz Verge event that explores innovative clean energy policies, models, technologies, and infrastructure, and identifies actions needed to deliver on ambitious renewable energy goals. John led a working group at the event’s Sustainable Tourism Summit, a highly participatory, solutions-focused effort to identify pathways to accelerate key market opportunities for select stakeholders in the travel, tourism and hospitality industry.

John participated in a Climate Forward panel with colleagues from RENEW Wisconsin, Wisconsin Energy Institute, and WECC: Wisconsin Energy Conservation Corporation at The Wisconsin Academy of Sciences, Arts, and Letters news and community event to highlight the latest of Wisconsin’s gains, setbacks, and opportunities for a low carbon future. John also serves on the Wisconsin Academy committee that convened a Local Government Summit held in Fond du Lac to share practical resources and explore emerging issues in local energy planning and resilience in Wisconsin communities.

John further participated in a panel featuring business and community perspectives given by representatives from Alliant Energy, Reynolds Transfer, and Storage, Trek and Sand County Foundation. The forum on conservation issues was held by the Wisconsin Chapter of the Society for Conservation Biology and sponsored by Sustain Dane.

John was also appointed to A Greater Madison Vision, comprised of leaders in business, government, and non-profits from across the region. In August, John’s guest column: “Wisconsin needs to take the high road on Foxconn plan” was published in the Sunday WI State Journal, Milwaukee Business Journal, and WisPolitics and WisBusiness news sources. The column generated significant social media coverage and was highlighted by the American Sustainable Business Council (ASBC) in Washington, DC for citing High Road Principles as a guide for employers who want to operate responsibly and “take care of their own.”

Main Street Green



Working with Morgridge Center for Public Service's Badger Volunteers, WEI developed and proposed a flexible parking design with removable bollards on Monroe Street. The concept was successfully piloted on Park(ing) Day at the 40th Annual Monroe Street Festival.

The Monroe Street Green Meet N' Eat display included a full city block of innovative public space with temporary pop-up parks, innovative "green" street design and outside dining areas.

As a member of the Engagement Resource Team (ERT), WEI also worked with stakeholders in focus groups to identify pedestrian, bike, transit and green infrastructure opportunities for the proposed reconstruction of Monroe Street.

The Greening of the Monroe Street effort is a way to showcase the potential of "green urbanism" and "green infrastructure" approaches while supporting local shops, boutiques, and restaurants and preserving, highlighting, and enhancing the area's exceptional natural and historic resources.

Green Built Home



Green Built Home (GBH) is a national award-winning building initiative that reviews and certifies new homes and remodeling projects that meet sustainable building and energy standards. Energy efficient, eco-friendly building projects are continuing to gain momentum and

WEI provides up-to-date information to make the most informed decisions. Since 1999, WEI has worked with stakeholders to Green Built Home certify more than 15,000 homes and multi-family units throughout the state. In 2017, WHEDA awarded Low Income Housing Tax Credits to 26 multi-family projects with 1,367 units statewide that will be built or remodeled to WEI's Green Built Home standards.

Clean Clear Waters



The Madison area chain of lakes is the jewel of the Capital Region. A key challenge to protecting and enhancing our lakes is better management of stormwater runoff. Run-off causes soil erosion and can contain contaminants like motor oils and grease, pesticides, fertilizers, and deicing salt that is harmful to waterways. Each of us can play an important role in improving our lakes' quality and become better environmental stewards by implementing best practices in our landscaping, lawn care and related efforts to reduce run-off.

With the growing concern about extreme rainfall events, flooding, and stormwater runoff, WEI advocates for low-impact development strategies and the use of green infrastructure to capture stormwater before it enters waterways. By advocating for best practices in erosion control, landscape conservation, and stormwater management, we can bring awareness to the important role builders, developers, and communities play in improving Wisconsin's waters.

Past Program Successes

Over the years, WEI has developed programs and forums that give stakeholders the opportunity to learn more about sustainable strategies. This allows Wisconsin to gain a competitive market advantage while protecting the state's resources and environment. Some examples of WEI's past programs and events include:

- Doing Well by Doing Good: What happens in Wisconsin if we get this right?
- Germany-Wisconsin Green Jobs in the New Europe
- Green Tier Advantage
- Travel Green Wisconsin
- Green & Growing Bioindustry Tour
- Wisconsin Green & Growing
- New Directions in Environmental Governance
- Energy Fact-Finding Trip to Germany
- Energy Policy Forum
- Environmental Policy Forum
- Profit-Driven Environmental Management
- Agriculture and Land Use
- Shoreland Development
- Quality Urban Development



Dear Friends,

Since 1996, WEI has brought together leading stakeholders representing state and local government, businesses and environmental organizations to focus on common values and finding ways to improve Wisconsin's environment and economy.

With the help of generous donations, sponsorships and effective partnerships, WEI has become a driving force in support of a green and growing strategy - one that respects our heritage and tradition of environmental stewardship while embracing a more collaborative, practical and effective way forward.

WEI cannot do this important work without your help. As a non-profit environmental organization, we rely on membership donations to drive our mission.

Today I ask you to become a member and make a fully tax-deductible contribution to WEI as an individual donor. With your donation, WEI can continue its innovative programs, partnerships and learning events to revitalize the state and move Wisconsin in a solid, new direction.

Thank you very much for your consideration and support of WEI.

Sincerely,

John Imes, Executive Director

**WEI's Annual Report is available to the public on our website at www.weigoreener.org*

Source of Funds

Memberships and Grants	\$4,116
Program/Other	\$167,885
Total Income	\$172,031

Uses of Funds

Programs	\$117,701
Fundraising	\$5,400
Administration	\$21,146
Total Expenses	\$144,247

2017 Corporate and Foundation Contributors

- Madison Gas & Electric
- Boldt Builds
- WisPolitics.com
- Tim O'Brien Homes
- Veridian Homes
- Commonwealth Development
- Cardinal Capital Management
- Boardman & Clark
- Bielinski Homes
- General Capital
- JT Klein
- Herman & Kittle Properties
- Horizon Development.



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