

## How to Prepare an Application

Visit [www.BirdCityWisconsin.org](http://www.BirdCityWisconsin.org) to learn how your community can apply to become a Bird City. You can also read about current Bird City communities and check out our “Best Practices” pages for proven conservation strategies.

**Form a team** of local officials and conservation-minded groups and individuals.

**Take advantage** of the criteria your community already meets and build your application around them.

**Apply** at any of our three deadlines (March 1, July 1, and November 1).

There is a non-refundable application fee of \$100.

**Questions?** Please contact us at [BirdCityWisconsin@gmail.com](mailto:BirdCityWisconsin@gmail.com) or call (414) 533-5398.

## Recognition Awards

Bird City Wisconsin provides the following items to celebrate your community's achievements:

- Two 22" x 25" street signs with the Bird City Wisconsin logo
- A 3' x 5' all-weather Bird City flag that can be flown at a prominent civic location
- A recognition plaque suitable for public display
- A page devoted to your community on the Bird City Wisconsin web site
- News releases to appropriate media
- A copy of Owen Gromme's book "Birds of Wisconsin"

### Sustained Flight

- Communities that maintain their Bird City status receive an updated insert annually for their recognition plaque
- Stickers for updating street signs are supplied annually to celebrate the number of years a community has been recognized as a Bird City

### High Flyer Awards

- Special recognition decals and updated plaques will be awarded to each community achieving this status
- A prominent announcement on the Bird City Wisconsin web site and press releases to appropriate media

## A Product of Partnerships

Bird City Wisconsin would not work without the tireless efforts of local leaders and volunteers – **THANK YOU!**

Principal support for Bird City Wisconsin comes from the Bird Protection Fund of the Natural Resources Foundation of Wisconsin and the Milwaukee Audubon Society. Bird City is also supported by the application and renewal fees paid by recognized communities. The program received significant startup funding from Together Green, a joint initiative of the National Audubon Society and Toyota Motors.



Bird City Wisconsin was established by an alliance of several state conservation groups:



## How to Contact Bird City

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Making Our  
Communities  
Healthy for Birds...  
and People

*A Program of Public Recognition  
to Encourage Urban Bird Conservation*

[www.birdcitywisconsin.org](http://www.birdcitywisconsin.org)

## What is a Bird City?

Healthy communities are the sum of many parts, including birds. Bird City Wisconsin mobilizes citizens and public officials who already know that birds are more than beautiful - they are significant.

A Bird City is a community whose government educates its citizens about birds while implementing sound conservation practices. Bird City Wisconsin provides highly-visible public recognition to these communities, and guidance on future actions, to make Bird Cities better habitat for birds and people.

### Together, we can make a difference!

For the 80% of Americans that live in urban areas enjoying nature often means watching birds. Urban dwellers may encounter Canada Geese, Ring-billed Gulls, and Mourning Doves, but careful observation can also reveal Common Nighthawks circling the skies or a Screech Owl perched in the backyard.



Bird City Wisconsin, which is modeled on The Arbor Day Foundation's Tree City USA, was created by a coalition of Wisconsin conservation and birding organizations to ensure that Wisconsin's urban residents maintain healthy populations of birds and grow an appreciation for them.

Bird City encourages its communities to address the decline of urban birds like the Chimney Swift and Purple Martin, species that have declined in Wisconsin by 32.3% and 92.7%, respectively, over the last 40 years. We support our communities in their efforts to protect and manage green space, build and erect nesting structures, landscape with native plants, reduce threats like collisions, and generally make urban areas friendlier for breeding, wintering, and migrating birds.

## 88 Communities Have Already Been Recognized by Bird City Wisconsin

**High Flyers** are Bird City communities that have undertaken extensive conservation and education actions that demonstrate their outstanding commitment to the health of their bird and human populations.

Brown County	Manitowish Waters (Town)	Muskego	Ozaukee County
Evansville	Mequon	Newburg	Stevens Point
Green Bay	Milwaukee	Oconto	Wausau
La Crosse		Oshkosh	

Bird City Wisconsin has also recognized the following **74 communities** for demonstrating their willingness to act to promote healthy bird and human populations.

Algoma	Fond du Lac	McFarland	River Falls
Ashland	Fontana	Menomonee Falls	River Hills
Bailey's Harbor (Town)	Fox Point	Menomonie	Sauk City
Bayfield	Grafton (Town)	Mercer	Sheboygan
Bayside	Grantsburg	Middleton	Sherwood
Beaver Dam	Green Lake	Monroe	Shorewood
Brookfield	Hales Corners	New Berlin	Shorewood Hills
Brown Deer	Horicon	New London	Spring Green (Town)
Chenequa	Howard	Oconomowoc	Superior
Darlington	Janesville	Pittsville	Taylor County
De Soto	Kenosha	Plover	Taylor County
DeForest	Kenosha County	Plymouth	Three Lake (Town)
Door County	Lake Geneva	Port Washington	Trempealeau
Eau Claire	Madison	Prairie du Chien	Two Rivers
Egg Harbor	Manitowoc	Prairie du Sac	Whitefish Bay
Elm Grove	Maple Bluff	Presque Isle (Town)	Whitewater
Ephraim	Marinette	Princeton	Williams Bay
Ferryville	Marquette County	Racine	Wisconsin Rapids
Fitchburg	Mayville	Reedsburg	

## Bird City Addresses Threats to Birds

- Habitat loss and degradation
- Collisions with windows and communication towers
- Free-roaming cats
- Harmful human activities, often due to a lack of understanding of birds' needs

## Top 10 Reasons to Become a Bird City

- 1 Community Pride:** Present the positive image that people want for the place where they live and conduct business.
- 2 Conservation Reputation:** Promote and grow your community's environmental reputation by participating in a state-wide conservation program and by displaying our beautiful Bird City Wisconsin signs in your community.
- 3 Save Money:** Without birds we would have to spend more money on pest control and keeping natural systems in balance.
- 4 Make Money:** Bird watching helps the economy: in 2011 Americans spent \$40.1 billion just to watch birds!
- 5 Ecosystem Health:** Sustain healthy natural systems.
- 6 Family and Exercise:** Get the whole family outdoors for fun and relaxation.
- 7 Understand Nature:** Birds teach us about the interconnectedness of humans and nature and show how vulnerable wildlife can be to human actions.
- 8 Improve the Environment:** Wildlife habitat offers aesthetic, social, economic, and environmental benefits.
- 9 Do It for People:** Build community spirit, foster public-private sector partnerships, and make your community a nicer place to live.
- 10 Do It for Birds:** Conservation actions combat population declines in Wisconsin's birds.

## International Migratory Bird Day

Local activism is at the heart of effective conservation, and that's what International Migratory Bird Day is all about. IMBD celebrations, a requirement for becoming a Bird City, highlight the migration journey of nearly 350 species of birds while encouraging people to get outdoors, learn about birds, and enjoy nature.

