

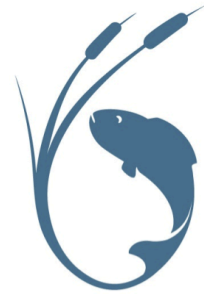


# Metro Watershed Partners

## 2024 Annual Program Report



**Metro Watershed Partners** is a coalition of more than seventy public, private and non-profit organizations in the Twin Cities metro area. Through collaborative education and outreach, the Metro Watershed Partners promote a public understanding that inspires people to act to protect water in their watershed. Since 1996, partners have cooperated through educational projects, networking, and resource sharing.



MINNESOTA WATER  
**LET'S KEEP IT CLEAN**

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# Metro Watershed Partners 2024 Report

## Introduction

**Metro Watershed Partners** is a coalition of more than seventy public, private and non-profit organizations in the Twin Cities metro area. Through collaborative education and outreach, the Metro Watershed Partners promote a public understanding that inspires people to act to protect water in their watershed. Since 1996, partners have cooperated through educational projects, networking, and resource sharing.



The mission of the Metro Watershed Partners is two-fold:

- to provide and promote collaborative watershed education programs with consistent messages to the general public, local government staff and elected officials, and
- to provide WSP members a place and means to share information, generate ideas, and coordinate and support collaborative watershed education programs.

In 2024, members contributed \$187,000 to support monthly meetings, exhibit checkout, administrative functions, state fair outreach, Adopt-a-Drain, and the Clean Water Minnesota outreach campaign.

## Leadership

The work of **Metro Watershed Partners** is guided by a steering committee that includes stormwater education professionals from watershed organizations, nonprofits and government agencies. In 2024, our steering committee members were:

Angie Hong, Washington Conservation District  
Ann Zawistoski, Hamline University, Center for Global Environmental Education  
Jessica Miller, Dragons Wynd Entomology Outreach  
Kris Meyer, Freshwater  
Kristin Seaman, City of Woodbury  
Lauren Letsche, City of Columbia Heights  
Nick Voss, Vadnais Lake Area Watershed Management Organization  
Sofie Wicklund, Hamline University, Center for Global Environmental Education  
Tracy Fredin, Hamline University, Center for Global Environmental Education

Nick Voss and Lauren Letsche left the steering committee in 2024 due to job changes. We are so thankful for their service and leadership in the group.

# Metro Watershed Partners Activities and Accomplishments

## Networking and Sharing Information

The Watershed Partners hold monthly meetings that give members an opportunity to network, share information, generate ideas, and form partnerships. These meetings feature presentations by experts in the fields of education, legislation, marketing, and watershed management.



In 2024, The Watershed Partners held 10 meetings, 6 of which were held virtually via Zoom with an average of 30 members attending each meeting. While our Zoom meetings tend to have a higher attendance, we plan to continue to meet in a variety of formats, both in-person and online to facilitate networking and provide a forum in which the most people can participate. The Zoom format allows us to record and share the presentations to those who were not able to attend and can be found on our [YouTube playlist](#). We were thrilled to be able to once again come together in person in December for our annual year-end potluck, which was graciously hosted by the Mississippi Watershed Management Organization.

Our monthly meetings are a valued part of the Watershed Partners program that facilitates watershed education in Minnesota. We will continue offering these monthly gatherings in 2025, both virtually and in person.



*On the annual boat ride on the Mississippi River in June*



## 2024 Watershed Partner Meetings - Topics and Presenters

Links to the meeting recordings are provided when available

Month	Topic	Presenters	Attendance
January	<a href="#">Long-Term Care of Natural Landscapes and Clean Water Planting Projects</a>	Angie Hong, Washington Conservation District Jennifer Ehlert, Metro Blooms	33
February	<a href="#">Legislative Update</a>	Aaron Klemz, MCEA Carly Griffith, MCEA	34
March	Strategic Planning and Conversations (in person at CRWD)	Ann Zawistoski, Hamline University, Break-out meetings of subcommittees	19
April	<a href="#">Artists in Residence</a>	Kyle Axtell, South Washington Watershed District Britta Dornfeld, Environmental Initiative	25
May	<a href="#">AmeriCorps Members Mini Presentations</a>	AmeriCorps Members: Hannah Peterson, Becka Krasky, Lori Maxfield, Thomas Hayden, Phil Davies, Angela Hugunin	29
June	June Boat Ride (in person on Magnolia Blossom River Boat)	Madeline Hayden, Minnesota Aquatic Invasive Species Research Center Colleen O'Connor Toberman, Friends of the Mississippi River Hiro Hayashi, Fishing For All	45
September	Middle Rice Creek Restoration Tour	Matt Kocian, Rice Creek Watershed District	11
October	<a href="#">Chloride Engagement Campaigns</a>	Jessica Wilson, City of Edina	30
November	<a href="#">Community Engagement Discussions</a>	Tara Jebens-Singh, Many Faces, Many Stories	41
December	End of Year Potluck with Lighting Round: Outreach Projects (in person at MWMO)		35

## Mobilize

The Metro Watershed Partners listserv is a forum for watershed educators and other industry professionals throughout the state to share information and resources. In 2024, the Metro Watershed Partners listserv provided 315 members with an effective tool to promote watershed education, share information about professional programs, and exchange information with other watershed educators, legislators, and government agencies.

Our listserv is hosted by Mobilize.io, an online interactive communications platform for discussions, chat, events, files, and networking that is accessible online, via email, and mobile app.

The listserv can be found at:

<https://watershedpartners.mobilize.io>

Messages can be posted online to a feed or sent via email:

[watershed-partners@groups.mobilize.io](mailto:watershed-partners@groups.mobilize.io)

This is a private forum and anyone who would like to be added to the Mobilize group should send an email request to [swicklund02@hamline.edu](mailto:swicklund02@hamline.edu).

## Exhibit Checkouts

The Metro Watershed Partners offers multiple exhibits that can be checked out for free by partners and volunteer groups. Some have a general watershed and nonpoint source pollution focus, including Tables 2 and 3 (pictured below) and the Eutrophication exhibit-in-a-box. We also offer an Adopt-a-Drain tabletop exhibit and bean bag toss game. In 2023, we designed and created a smaller bean bag toss that fits perfectly on a table.

In 2024, our exhibits were used for at least 13 community events in the Twin Cities area. In addition to exhibits, you may request free Adopt-a-Drain handouts for your event, and swag items (hats, water bottles, tote bags, etc) are available for purchase.

View more info about exhibit checkouts at [cleanwatermn.org/partners/exhibit-check-out/](https://cleanwatermn.org/partners/exhibit-check-out/)

## Adopt-a-Drain Exhibit-in-a-Box



## Eutrophication Exhibit-in-a-Box



**Table 2: “What is your Watershed Address?”**

A map of the Minneapolis/St. Paul metropolitan area and the state of Minnesota with puzzle pieces to lift and reveal the name of the watershed in which one lives. Graphic panels give more information and depict the larger watersheds of the entire United States. Fits on a 6-foot table.





**Table 3: “Your Street Flows to the River”**

Exemplifies how everyday activities in our own yards and driveways can impact the entire watershed. Many people are unaware that the water that flows into the storm drains in their street goes directly to the lakes and rivers of their community and carries with it the pollutants that cause the lakes and streams to become fouled. Fits on a 6-foot table.



**Bean Bag Toss**  
**Full-size (4' x 2')**



**Tabletop (2' x 1')**





# Clean Water MN Update

**Clean Water MN** is the collaborative outreach project of the Metro Watershed Partners. Working together, we provide resources, training, and support to partners as they work to inspire residents in the Twin Cities metro area to keep water clean and healthy.

**Cleanwatermn.org** features seasonally-appropriate stories about metro area residents taking action at home and in their lives to keep Minnesota water clean and healthy. The stories are designed for partners to use in their own communications—via websites, Facebook, Twitter, and newsletters. Each story also includes a suite of professional photographs, accessible to partners online for use in their own stories and publications.

The [cleanwatermn.org](https://cleanwatermn.org) website also features informational pages, calls to action, information about the partnership, educational resources, and a list of our partners. While the stories on the website are no longer updated as often as previously, we believe that the information provided there is evergreen and we will continue maintaining the site. In fact, the Clean Water MN website continues to be visited, having received 7,000 views in 2024. We encourage our partners to continue to share the resources and information on that site with their residents.

As the social media landscape has evolved, the needs of the Metro Watershed Partners have shifted as well. Platforms are now prioritizing native video and image content and deprioritizing links to external content. In response, we plan to continue investing in a robust digital resource library in 2025 which will facilitate the curation and sharing of high quality images, videos, and other materials. We hope to transform the Cleanwatermn.org site to become a portal to many varied types of resources for learning and sharing.

## Top 5 Pages on Clean Water MN by number of views in 2024

Page	Number of views
<a href="#">Home Page - Clean Water Minnesota</a>	1,523
<a href="#">Choose clean lakes for safer swimming - Clean Water Minnesota</a>	886
<a href="#">Is my lake safe? Learn what to look for to answer this question.</a>	819
<a href="#">Using Sidewalk Salt Responsibly - Clean Water Minnesota</a>	614
<a href="#">Resources Archive - Clean Water Minnesota</a>	558

# Adopt-a-Drain

## Activities & Accomplishments in 2024

Adopt-a-Drain continues to expand throughout greater Minnesota, with the Sauk River and St. Louis Watersheds joining Adopt-a-Drain and Little Canada joining the Metro Watershed Partners. Statewide this year 2,115 new participants signed up to adopt over 3,950 additional storm drains.

In the Metro Watershed areas, we continue to see a steady growth in the program year over year, with an 15% increase in participants in 2024. Over 102,000 lbs of debris were cleaned up by MSW Adopt-a-Drain participants this year, with 2,622 members reporting their work, for a reporting rate of 26%. Participants spent a combined total of 4,155 hours, or 173 days, keeping their streets and storm drains clean.

We had many reasons to celebrate in October of this year. That month marked our 10 year anniversary of the Adopt-a-Drain program. We had our 24,000th drain adopted in MN, and received the Water Environment Federation's Public Communication and Outreach Award!

## 2024 Adopt-a-Drain metrics for Metro Watershed Partners

Debris Type Removed	Amount (lbs)
Brown Leaves	59,264.5
Grass and Green Leaves	5,582.3
Sediment and dirt	32,361.2
Trash	4,978.9
Pet Waste	11.9
Salt	513.8
<b>Total</b>	<b>102,712.5</b>

### Monthly Breakdown of Storm Drain adoptions and cleanings

Month	New Participants	Drains Adopted	Debris collected (lbs)	Time spent (hrs)	Number of Drains Cleaned
January	34	57	20,905.80	665.0	620
February	26	40	2,773.28	92.5	205
March	42	94	3,516.28	92.9	202
April	111	254	14,971.54	241.8	535
May	88	139	6,912.91	468.8	385
June	75	132	8,982.80	135.4	344
July	78	179	10,193.32	1396.2	361
August	432	623	8,499.59	149.3	360
September	218	383	5,426.35	116.5	352
October	112	166	8,952.73	145.4	303
November	95	125	32,152.72	552.6	946
December	17	29	7,310.78	98.4	174
<b>TOTALS</b>	<b>1,328</b>	<b>2,221</b>	<b>130,598.1</b>	<b>4,154.6</b>	<b>4,787</b>

## 2024 Adopt-a-Drain National Program Survey

In 2024, we once again conducted research of adopt-a-drain programs throughout the United States. We found around 250 active programs at the city, watershed, county, and state levels. More than half of those programs (140+) are part of Adopt-a-Drain network, showing just how far-reaching the work of the Watershed Partners is. Adopt-a-Drain partners are now in 12 states (MN, WA, CA, UT, MI, MO, LA, GA, FL, VT, MA, NJ) with plans underway to onboard new states over the next year.

We also looked at the success of the adopt a drain programs around the country by comparing the number of drains adopted with that city's population. We're happy to report that cities within the Watershed Partners often ranked at the top by that metric.

Numbers in the charts below were retrieved from the program's website as of December, 2024. Cities that are Metro Watershed Partners members are highlighted in blue. Cities that are members of the Adopt-a-Drain.org program are marked with an asterisk.

**Large-sized cities of over 100,000 people:**

Rank	City	Population	Number of Adopted Drains	Adopted drains per 1,000 people
<b>1</b>	<b>Minneapolis, MN*</b>	<b>429,954</b>	<b>7606</b>	<b>17.7</b>
<b>2</b>	<b>Saint Paul, MN*</b>	<b>311,527</b>	<b>4037</b>	<b>13.0</b>
3	San Francisco, CA	808,000	6765	8.4
4	Grand Rapids, MI	197,416	1658	8.4
<b>5</b>	<b>Rochester, MN*</b>	<b>121,395</b>	<b>785</b>	<b>6.5</b>

**Medium-sized cities of between 10,000-100,000 people:**

Rank	City	Population	Number of Adopted Drains	Adopted drains per 1,000 people
<b>1</b>	<b>Columbia Heights, MN*</b>	<b>21,973</b>	<b>341</b>	<b>15.5</b>
2	Red Wing, MN*	16,547	245	14.8
3	Berkeley Heights, NJ*	13,292	189	14.2
4	Newcastle, WA*	12,100	151	12.5
<b>5</b>	<b>White Bear Lake, MN*</b>	<b>24,883</b>	<b>283</b>	<b>11.4</b>

**Small cities of under 10,000 people:**

Rank	City	Population	Number of Adopted Drains	Adopted drains per 1,000 people
1	New London, MN*	1,252	37	29.6
2	Lake Crystal, MN*	2,539	44	17.3
<b>3</b>	<b>Lauderdale, MN*</b>	<b>2,271</b>	<b>38</b>	<b>16.7</b>
4	Spicer, MN*	1,112	12	10.8
<b>5 (tie)</b>	<b>Circle Pines*</b>	<b>5,025</b>	<b>54</b>	<b>10.7</b>
5 (tie)	Duvall, WA*	8,034	86	10.7



## Minnesota Twins Game

On Saturday, May 4th, 2024, we held an appreciation event at the Minnesota Twins game for the Metro Watershed Partners and our Adopt-a-Drain participants. Around 500 people attended, buying reduced rate tickets in our section in the home run porch. We were able to participate in a pre-game parade around the field and free Adopt-a-Drain hats were provided to everyone in our section. Watershed Partner members and teachers who had participated in the Adopt-a-Drain K12 program that year were provided free tickets to the game.



*Lining up for the parade around the field and walking the field before the game.*

## End of year reporting postcards

Throughout the year, Adopt-a-Drain participants are encouraged to stay engaged and report their work via timely newsletter reminders and automated email reminders that send on a schedule chosen by the participant (monthly, quarterly, or twice per year).

In November, we sent a postcard to all participants who had not yet reported their work online, and received an additional 640 responses from Minnesota participants.

**Track Your Impact**

What did you collect from your drain?  
Just pick the closest description.  
Don't worry if it's not exact!

How much did you pick up?  
We're just looking for a rough estimate.  
Don't sweat it!

It was mostly this:

- ☒ Brown leaves
- ☐ Grass/green leaves
- ☐ Sediment/dirt
- ☐ Trash

Amount: 15 pounds/gallons  
\*circle one

With some of this:

- ☐ Brown leaves
- ☐ Grass/green leaves
- ☐ Sediment/dirt
- ☐ Trash

How long did it take?  
Time: 25 hours/minutes  
\*circle one

Tell us where  
Email on a  
Home add

**Track Your Impact**

What did you collect from your drain?  
Just pick the closest description.  
Don't worry if it's not exact!

How much did you pick up?  
We're just looking for a rough estimate.  
Don't sweat it!

It was mostly this:

- ☒ Brown leaves
- ☒ Grass/green leaves
- ☐ Sediment/dirt
- ☐ Trash

Amount: 20 pounds/gallons  
\*circle one

With some of this:

- ☐ Brown leaves
- ☒ Grass/green leaves
- ☒ Sediment/dirt
- ☐ Trash

How long did it take?  
Time: 30 hours/minutes  
\*circle one

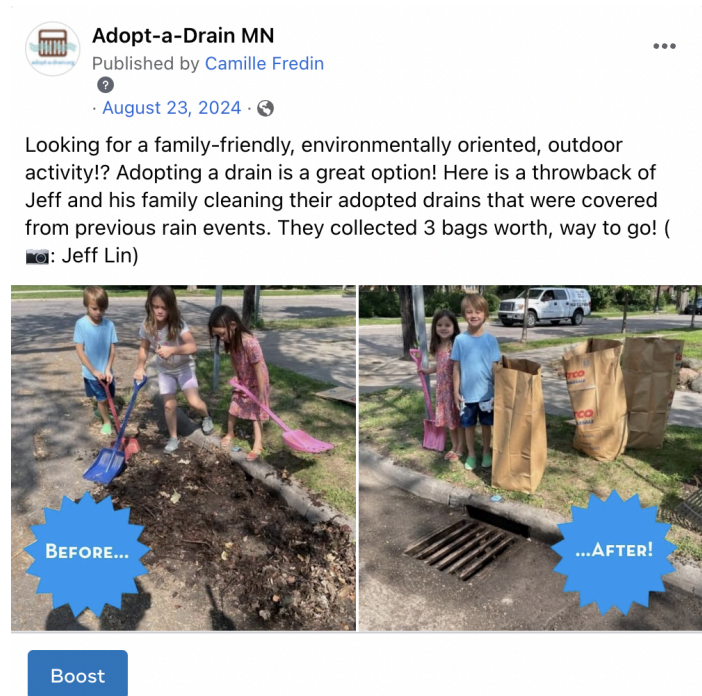
Tell us where to log your data.  
Email on account: twins@metrowater.org  
Home address: 1234 Main St, Minneapolis, MN 55401

## Social Media Promotion in 2024



In 2024, our Social Media team focused on posting high-quality and consistent content across all of our social media platforms. We implemented strategic tactics to gain followers, increase engagement and reach a large audience on all of our Adopt-a-Drain social media accounts. At the end of 2024, we had 2,357 Instagram followers and 1,764 Facebook followers, an increase of 6% and 14.8% respectively over 2024. The content focused on spotlighting awesome drain adopters who help keep their local waterways and communities clean.

For Earth Day, we created a social media campaign that encouraged people to report their drain cleanings by offering free t-shirts for any current drain adopter who cleaned their drain and reported it or signed up for the program and reported a cleaning during Earth week (April 20 to April 30). This led to 561 people reporting their cleanings and 350 of those people requested to be sent a t-shirt. Amount collected = 11,395 lbs.



In 2025 we will continue to focus on posting high-quality and consistent content as we strive to educate and engage our current audience and simultaneously continue to reach new audiences.



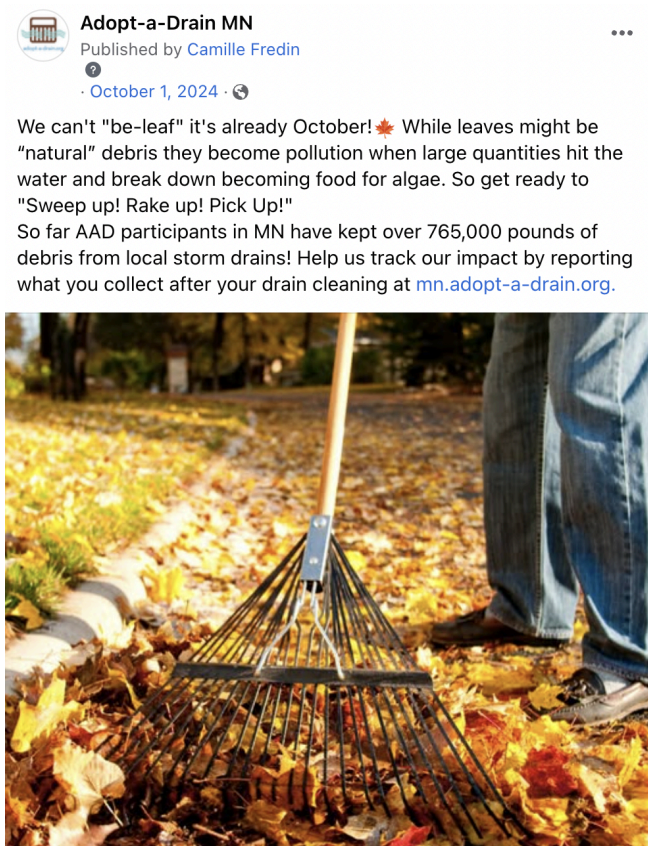
## Social Media Impressions in 2024

Adopt-a-Drain's social media reached a large number of people this year. On Facebook our posts reached over 100,000 people, while our Instagram posts reached over 69,000 people. The posts following the chart were some of our top posts by number of views. Adopt-a-Drain social media accounts don't only focus on the Adopt-a-Drain program; they also share quality content about water stewardship and other environmental actions that followers can take outside of storm drain cleaning alone.

Month	Facebook	Instagram
January	7,314	6,027
February	3,958	4,902
March	3,607	6,122
April	10,412	4,285
May	7,165	4,859
June	10,465	5,710
July	17,648	5,991
August	11,899	6,986
September	8,424	5,760
October	11,668	6,979
November	4,740	5,723
December	3,373	5,889
<b>TOTAL</b>	<b>100,673</b>	<b>69,233</b>



## Other Social Media Post Highlights in 2024





## Adopt-a-Drain Brand Standards and Marketing Materials User Guide

Remember to check out the guide we've developed to help partners promote Adopt-a-Drain in their communities. Access the most up-to-date guide at:

<https://ms4.adopt-a-drain.org/marketing-guide>

In this guide, you will find concise guidelines for using the Adopt-a-Drain brand, as well as a visual resource that guides you through accessing and utilizing the most up-to-date print and digital resources to promote the Adopt-a-Drain program in your community. We continue to refine and update print and digital assets, so take a minute to peruse this guide to find out about promotional resources you might not know about. For example, you can now download design files that will allow you to order Adopt-a-Drain merchandise such as hats, water bottles and tote bags directly from the vendor.

Access and download the standard marketing materials in [Google Drive](#).

### Education and Outreach at the Minnesota State Fair

The Minnesota State Fair in 2024 saw over 1.9 million total visitors over the 12 day running time, slightly higher attendance levels than what was seen in 2023. The Eco Experience building saw an estimated 218,000 visitors. The Metro Watershed Partner's Adopt-a-Drain exhibit was also very busy; we took over 3,300 photos of visitors in the Adopt-a-Drain photo booth during the course of the fair. The exhibit included many hands-on activities that introduced visitors to information about nonpoint source pollution and actions they could take to protect their waterways.

This year, Wisconsin residents could adopt a drain for the first time at the Minnesota State Fair; in addition we were able to sign up visitors from participating communities in Michigan and Washington. The Adopt-a-Drain exhibit also had a surprise



**adoptadrainmn** We had a blast when Lt. Governor Peggy Flanagan stopped by the Adopt-a-Drain booth at the Eco Experience building at the MN State Fair! We talked to her about our amazing drain adopters and the "grate" work we all do to keep our local waterways clean. Then she grabbed a picture at our photo booth with her daughter Siobhan. 📸 Thanks, Lt. Governor Flanagan for stopping by!

visit from Minnesota Lieutenant Governor Peggy Flanagan.

Over the twelve days of the fair, 744 Minnesotans in 108 different cities signed up to adopt storm drains. 740 of these new participants signed up on a kiosk at the Eco Experience building and received a drawstring backpack, an informational packet and a small yard sign that reads “We protect Minnesota lakes, rivers, and wetlands.”

We had 31 volunteers sign up to help our staff run the Adopt-a-Drain exhibit. Many of those volunteers came from our outreach to the Watershed Partners and Water Stewards. Our staff and volunteers had the opportunity to chat with current participants in the program, answer their questions, and talk about how their actions help protect our waterways. Many, many thanks to everyone who volunteered to help for making the exhibit a great success! We look forward to returning to the Great Minnesota Get-Together in 2025!

## State Fair 2024 Summary

Day	Adopt-a-Drain New Participants	Drains Adopted	Photobooth photos taken
Thursday 8/22	44	44	339
Friday 8/23	62	77	296
Saturday 8/24	80	83	291
Sunday 8/25	45	50	206
Monday 8/26	26	50	153
Tuesday 8/27	48	60	253
Wednesday 8/28	68	94	296
Thursday 8/29	47	60	160
Friday 8/30	76	103	372
Saturday 8/31	73	88	319
Sunday 9/1	105	126	350
Monday 9/2	66	98	283
<b>TOTAL</b>	<b>740</b>	<b>933</b>	<b>3,318</b>

New participants signed up at the State Fair from across our Watershed Partners member areas. The chart below shows the number of new drains adopted for member cities, counties and watersheds.

## New Drains Adopted at the State Fair by City, County & Watershed

City	Drains Adopted
Andover	10
Blaine	15
Bloomington	19
Circle Pines	2
Columbia Heights	4
Crystal	6
Eden Prairie	17
Edina	17
Fridley	2
Hastings	3
Hopkins	4
Lakeville	9
Minneapolis	250
Minnetonka	11
Mound	1
New Brighton	5
Richfield	29
Rochester	4
Roseville	22
Saint Cloud	4
Saint Louis Park	14
Saint Paul	148
Shoreview	5
Wayzata	2
White Bear Lake	4
White Bear Township	1
Woodbury	20

Watershed	Drains Adopted
Bassett Creek	50
Browns Creek	1
Capitol Region	134
Comfort Lake Forest Lake	1
Coon Creek	29
Eagan-Inver Grove Heights	11
Elm Creek	23
Lower Mississippi River	38
Minnehaha Creek	170
Mississippi	126
Nine Mile Creek	33
Ramsey Washington	50
Riley-Purg-Bluff Creek	22
Shingle Creek	23
South Washington	20
Vadnais Lake Area	4
Vermillion River	18
West Mississippi	10
County	Drains Adopted
Anoka County	52
Carver County	9
Hennepin County	472
Washington County	46

# 2024 Financial Report

Partners contributed \$186,999 to the Watershed Partners in support of meetings, state fair outreach, administration, exhibit development (including maintenance and checkout), Adopt-a-Drain, and the Clean Water MN website and public outreach campaign. While our revenue was slightly lower than projected, we remain in good financial standing. We shifted some of the planned work on the digital resource library to 2025 to meet our budget. We plan to continue that work in 2025 along with supporting our new Chloride initiative. We will not be raising our dues, but do hope to add new member cities to the Metro Watershed Group in 2025.

## Supporting Members of the Metro Watershed Partners in 2024

Andover	Minnehaha Creek Watershed District
Anoka Conservation District	Minnetonka
Bassett Creek WMC	Mississippi WMO
Blaine	Mound
Bloomington	New Brighton
Brown's Creek Watershed District	Nine Mile Creek Watershed District
Capitol Region Watershed District	Pioneer-Sarah Creek WC
Carver County	Ramsey-Washington Metro Watershed District
Circle Pines	Rice Creek Watershed District
Columbia Heights	Richfield
Coon Creek Watershed District	Riley Purgatory Bluff Creek Watershed District
Crystal	Rochester
Eagan-Inver Grove Heights WMO	Rosemount
East Metro Water Resources	Roseville
Eden Prairie	Saint Louis Park
Edina	Saint Paul
Elm Creek WMC	Shingle Creek WMC
Excelsior	Shoreview
Fridley	South Washington Watershed District
Hastings	Vadnais Lake Area WMO
Hennepin County	Vermillion River Watershed JPO
Hopkins	Washington Conservation District
Lakeville	Wayzata
Lauderdale	West Mississippi WMC
Little Canada	White Bear Lake
Lower Mississippi River WMO	White Bear Township
Middle St. Croix WMO	Woodbury
Minneapolis	



## Watershed Partners 2024 Accounting

	IN-KIND	CASH	TOTAL
<b>REVENUE</b>			
2023 Funds rollover		\$14,241.28	\$14,241.28
2024 Membership		\$186,999.00	\$186,999.00
<b>Total revenue</b>		<b>\$201,240.28</b>	<b>\$201,240.28</b>
<b>EXPENSE</b>			
<b>1. Watershed Partners Coordination</b>			
Principle Investigator	\$2,500.00	\$8,481.43	\$10,981.43
Program Coordination	\$9,000.00	\$18,000.00	\$27,000.00
Steering Committee	\$32,400.00		\$32,400.00
Mobilize annual membership		\$588.00	\$588.00
Technology maintenance	\$1,400.00	\$1,375.42	\$2,775.42
Meeting expenses		\$3,268.13	\$3,268.13
Postage and printing		\$100.00	\$100.00
<b>Subtotal</b>	<b>\$45,300.00</b>	<b>\$30,269.43</b>	<b>\$75,569.43</b>
<b>2. Watershed Exhibit Implementation</b>			
Exhibit coordination	\$4,500.00	\$4,728.00	\$9,228.00
State fair expenses	\$2,700.00	\$25,394.00	\$28,094.00
Storage and check-out	\$5,000.00		\$5,000.00
<b>Subtotal</b>	<b>\$12,200.00</b>	<b>\$30,122.00</b>	<b>\$42,322.00</b>
<b>3. Clean Water MN</b>			
Web hosting and maintenance		\$1,400.00	\$1,400.00
Earth Month Campaign and MN Twins Event		\$7,619.77	\$7,619.77
Image and video digital resource library		\$6,000.00	\$6,000.00
Media curation		\$4,000.00	\$4,000.00
<b>Subtotal</b>	<b>\$0.00</b>	<b>\$19,019.77</b>	<b>\$19,019.77</b>
<b>4. Adopt-a-Drain</b>			
Site license	\$6,900.00	\$30,000.00	\$36,900.00
Program coordination		\$29,000.00	\$29,000.00
Program implementation		\$17,000.00	\$17,000.00

	IN-KIND	CASH	TOTAL
Social media and communications		\$9,000.00	\$9,000.00
Promo merch		\$0.00	\$0.00
End of year mailing		\$2,202.30	\$2,202.30
Website work and graphic design		\$7,000.00	\$7,000.00
<b>Subtotal</b>	\$6,900.00	\$94,202.30	\$101,102.30
<b>TOTAL</b>	<b>\$64,400.00</b>	<b>\$173,613.50</b>	<b>\$238,013.50</b>
<b>ADMINISTRATION FEE</b>		<b>\$17,361.35</b>	<b>\$17,361.35</b>
<b>TOTAL (INCL. ADMIN)</b>	<b>\$64,400.00</b>	<b>\$190,974.85</b>	<b>\$255,374.85</b>

**2024 Rollover:   \$10,265.43**

## Watershed Partners Projected 2025 Budget

	IN-KIND	CASH	TOTAL
<b>REVENUE</b>			
2024 Funds rollover		\$10,265.43	\$10,265.43
2024 Membership		\$190,000.00	\$190,000.00
<b>Total revenue</b>		<b>\$200,265.43</b>	<b>\$200,265.43</b>
<b>EXPENSE</b>			
<b>1. Watershed Partners Coordination</b>			
Principle Investigator	\$2,500.00	\$8,481.43	\$10,981.43
Program Coordination	\$9,000.00	\$18,000.00	\$27,000.00
Steering Committee	\$32,400.00		\$32,400.00
Mobilize annual membership		\$588.00	\$588.00
Technology maintenance	\$1,400.00	\$1,000.00	\$2,400.00
Meeting expenses		\$3,000.00	\$3,000.00
Postage and printing		\$150.00	\$150.00
<b>Subtotal</b>	<b>\$45,300.00</b>	<b>\$31,219.43</b>	<b>\$76,519.43</b>
<b>2. Watershed Exhibit Implementation</b>			
Exhibit coordination	\$4,500.00	\$4,728.00	\$9,228.00
State fair expenses	\$2,700.00	\$27,000.00	\$29,700.00
Storage and check-out	\$5,000.00		\$5,000.00
<b>Subtotal</b>	<b>\$12,200.00</b>	<b>\$31,728.00</b>	<b>\$43,928.00</b>
<b>3. Clean Water MN</b>			
Web hosting and maintenance		\$2,500.00	\$2,500.00
Photo and video resource library		\$10,000.00	\$10,000.00
Media curation		\$4,000.00	\$4,000.00
Earth Month Campaign and Event		\$6,000.00	\$6,000.00
<b>Subtotal</b>	<b>\$0.00</b>	<b>\$20,000.00</b>	<b>\$20,000.00</b>
<b>4. Adopt-a-Drain</b>			
Site license	\$6,000.00	\$30,000.00	\$36,000.00
Program coordination		\$29,000.00	\$29,000.00
Program implementation		\$17,000.00	\$17,000.00

	IN-KIND	CASH	TOTAL
Social media and communications		\$9,000.00	\$9,000.00
Promo merch		\$0.00	\$0.00
End of year mailing		\$2,500.00	\$2,500.00
Website work and graphic design		\$7,000.00	\$7,000.00
<b>Subtotal</b>	\$6,000.00	\$94,500.00	\$100,500.00
<b>TOTAL</b>	<b>\$63,500.00</b>	<b>\$177,447.43</b>	<b>\$240,947.43</b>
<b>ADMINISTRATION FEE</b>		<b>\$17,744.74</b>	<b>\$17,744.74</b>
<b>TOTAL (INCL. ADMIN)</b>	<b>\$63,500.00</b>	<b>\$195,192.17</b>	<b>\$258,692.17</b>

**2025 Projected Rollover:     \$5,073.26**