

# CREATING A SUSTAINABLE DESTINATION IN THE DRIFTLESS REGION: A YOUNG PERSON'S PERSPECTIVE

BY JAKE JANSEN



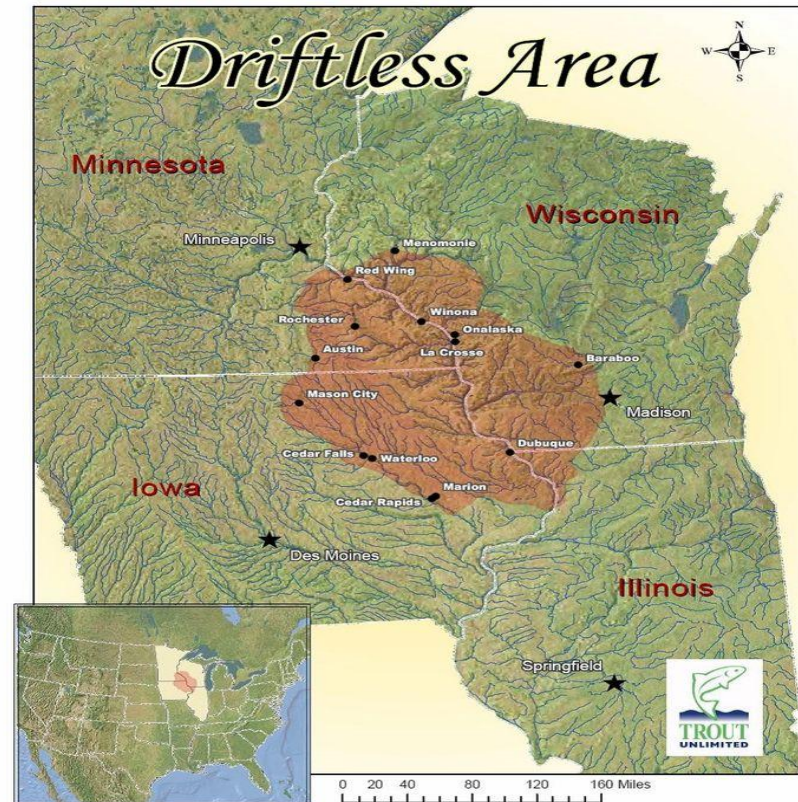
# BRIEF INTRODUCTION

- Midwest of the U.S.
- Elkader, Iowa
- Graduated from Central Community School
- Junior at Loras College In Dubuque, Iowa
- Politics and Sociology Majors
- Passion: Caring for the Environment
- Student Sustainability Worker and Environmental Club Advocacy Chair
- Growing up in the Driftless Region



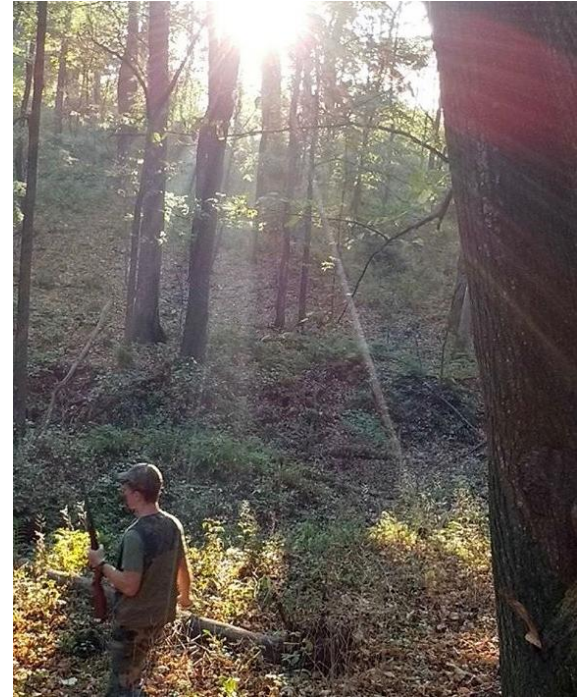
# THE DRIFTLESS REGION

- NE Iowa, SE Minnesota, SW Wisconsin, and NW Illinois
- The formation of the Driftless Region
- Beauty of the Driftless Region





# ENJOYING THE TREASURES OF DRIFTLESS REGION



# DRIFTLESS IN DANGER

- The domination of agriculture
- Move from native prairies and timbers to farm fields
- Sustainable agriculture isn't prioritized
- Natural resources at risk



# WATER QUALITY IN THE DRIFTLESS



# SOIL RUN OFF

- Loose top soil runs off into waterways
- The Result: muddy water
- Problem for the angler
- Little Maquoketa River





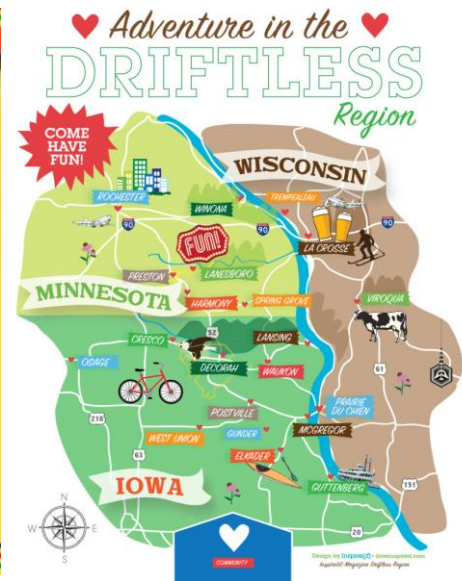
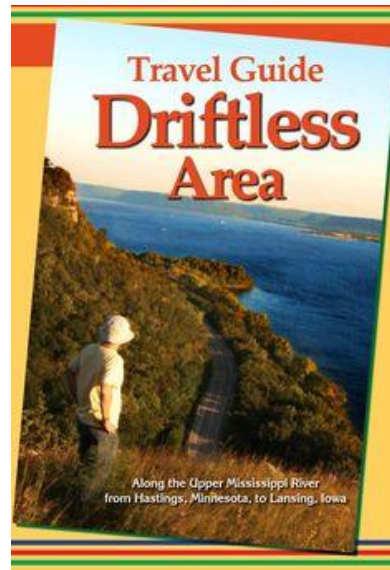


# EXPLORING OPTIONS AND SOLUTIONS



# PROTECTING THE RESOURCES OF THE NATURAL RESOURCES

- Regulation
- Promote the natural assets to make it a bigger ecotourism destination
- Trout fishing industry
- Investing in outdoor recreation
- Creating ways to experience the Driftless



# A SUSTAINABLE DESTINATION: DUBUQUE, IA



# THE NATIONAL MISSISSIPPI RIVER MUSEUM



# INTERACTIVE ECO TOURISM MAP

