



*Keep Chimney Swifts
Common in Wisconsin!*



Why Does Counting Swifts Matter? What does it Mean to My Community?

The Chimney Swift is a great enhancer to and indicator of a sustainable community. If you think of the key elements of sustainability, you think of the 3 “E’s” – Economy, Environment, and social Equity/Enjoyment.

<p><u>Economy</u></p>	<p>Chimney Swifts gathering and dropping into a chimney in the evening to roost for the night is a GREAT tourist attraction.</p>	<p>Many communities make events out of this phenomenon and attract out of town visitors to witness this natural event. Main Street programs, Chambers of Commerce, and Visitor and Convention Bureaus capitalize on this natural event to bring tourists into their community.</p>	<p>Birding is a multi-billion-dollar industry and Wisconsin is rated as the second highest birding state in the country. These visitors spend their dollars on local lodging, dining and other establishments while enjoying these and other birds.</p>
<p><u>Environment</u></p>	<p>Having a healthy swift population indicates that you have healthy and sustainable habitat and food sources in your community.</p>	<p>Swifts are an aerial insectivore which means they dine on bugs in flight. They control a large number of insects/pests for free! Their diet includes flies, mosquitoes, flying ants, beetles, wasps, and airborne spiders.</p>	<p>Local bird watching/swift monitoring is also a great silent sport, which means it has a small “environmental footprint.”</p>
<p><u>Enjoyment</u></p>	<p>Bird song and viewing makes us variously excited, relaxed, and happy. It enhances our quality of life.</p>	<p>More and more, people are tuning in to the importance of nature, getting outside, and enjoying bird watching. Swifts are commonly found in urban, downtown areas where walking is the only transportation needed. No equipment is necessary to watch swifts, either. Everyone can watch swifts!</p>	<p>Research shows that birdwatching may help slow the progression of age-related cognitive decline and support our mental wellbeing.</p>

For more information, please visit: <https://www.wiswifts.org/>