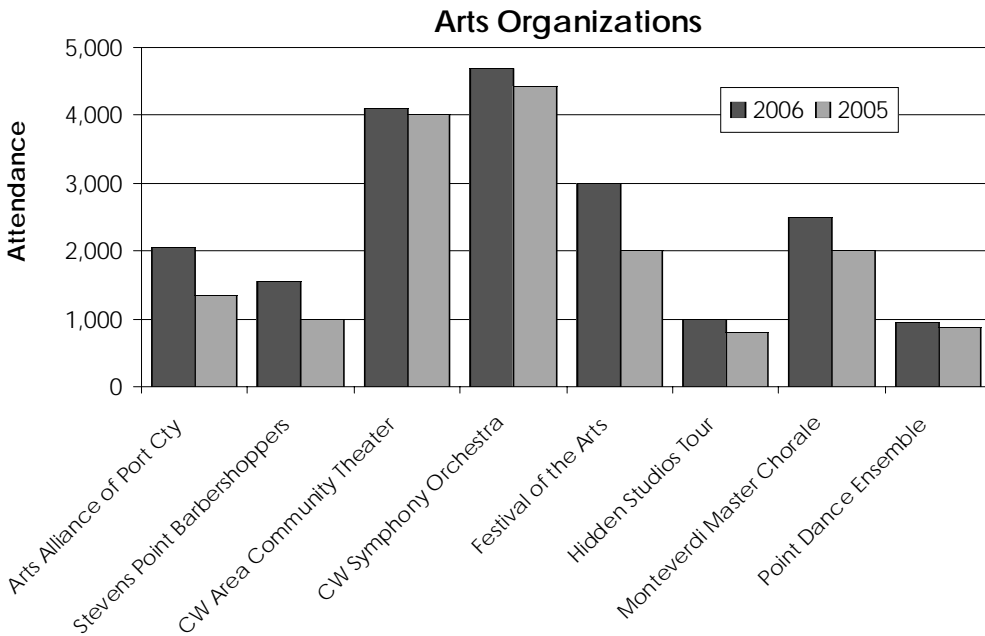




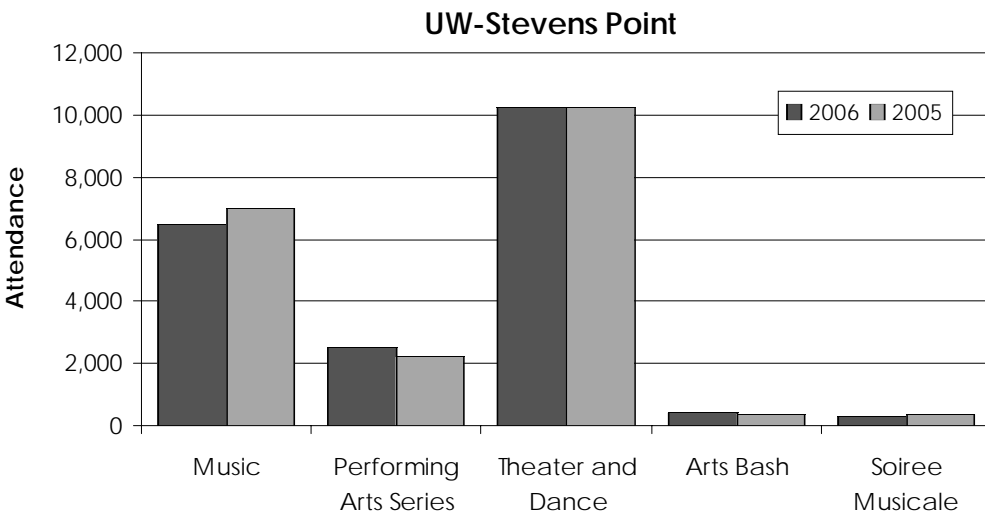
Arts in Portage County



Points of Interest

☞ National research shows that nonprofit and cultural industries enhance the quality of life in a community and have a positive impact on the local economy. These industries also enhance a community's ability to draw an innovative job force, generate government revenue, increase tourism, and stimulate education.

☞ Extensive opportunities exist for Portage County residents to participate and enjoy various arts events. Box office ticket sales for art events in 2005/06 were over \$60,000. Dun and Bradstreet data states that Portage County is home to 109 arts-related businesses that employ 368 people. Annual budgets of eight Portage County Art Organizations total \$372,600 - a positive impact on the local economy.



Attendance numbers are conservative estimates based on box office sales and informal surveys. Numbers do not include K12 outreach programs.

Source: Arts Alliance of Portage County



Tourism

Art Galleries and Cultural Museums:

Carlsten Art Gallery
Edna Carlsten Gallery
Riverfront Art Gallery
Scarabaccio Art Gallery
CW Children's Museum
Native American Center
Heritage Village Park
Portage County Historical Museum
Beth Israel Synagogue Museum
Fire Station #2 Museum
Museum of Natural History
Wisconsin Conservation Hall of Fame
Schmeekle Reserve Visitor Center

Art Schools:

Art Village
Jefferson Elementary-Arts Integration
Midstate Technical College
UW-Stevens Point
American Suzuki Institute

Art, Film and Music Festivals:

Art in the Park
ArtsWalk
Festival of the Arts
Hidden Studios Art Tour
Rising Star Mill Art Show
Riverfront Arts Center Christmas Sale
CW Film Fest
Summer City Band at Pfiffner Park
Summer Music Series at Pfiffner Park
Summer Film Series at Pfiffner Park
Brews, Brats and Bands
Corn on the Curb
Feel Good Music Festival
Jazz Fest
Rock the Brewery
Riverfront Rendezvous
Tomorrow River Music Series

Annual Events

There are at least 25 annual county events including:

Trivia
Prairie Chicken Festival
Portage County Cultural Festival

Midwest Renewable Energy & Sustainable Living Fair
Special Olympics
Dozynki Harvest Fest
Amherst, Rosholt & Portage County Fairs
Amherst Quilt Auction
Midwest Recumbent Rally
National Wellness Institute Conference
Walk Wisconsin
Wisconsin Snow Show

Major Area Attractions

There are at least 10 major tourist attractions in the county including:

Farmers Market
George Meade Wildlife Area
Green Circle Trail
Ice Age Trail
Korean War Memorial
Public Square Murals
Stevens Point Brewery
SentryWorld Golf Course

Points of Interest

Tourism:

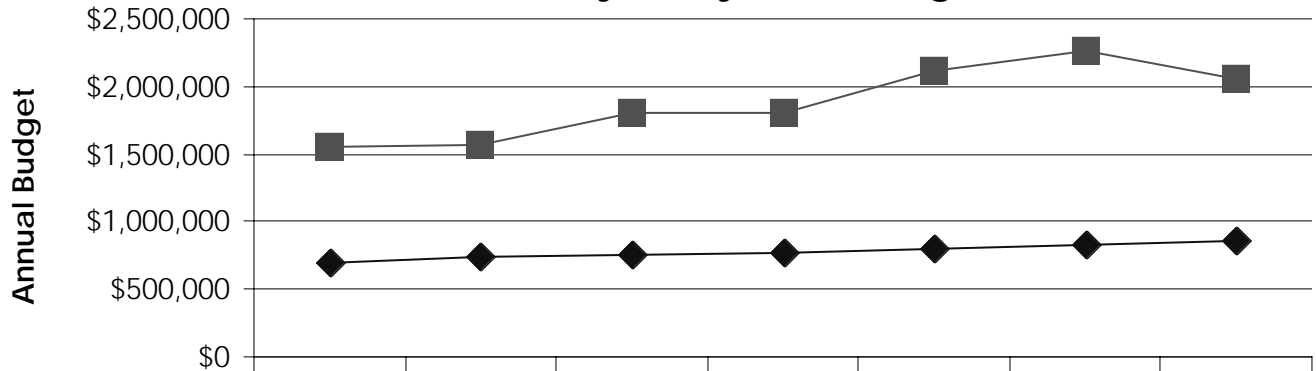
- ➡ In 2005, Portage County ranked 26th of 72 counties in tourism as tourists spent over \$124 million in the County. This represented a 47.8% increase in tourism spending since 1994.
- ➡ 20% of all tourism expenditures in 2005 were made in the winter, 22% in the spring, 35% in the summer, and 23% in the fall.
- ➡ There were 3,192 full-time jobs in tourism in 2005.
- ➡ There were 1,430 hotel rooms in the county in 2005.

Source: WI Department of Tourism



County and City Parks

County & City Parks Budget



	2000	2001	2002	2003	2004	2005	2006
◆ Portage County	\$700,824	\$738,512	\$757,971	\$762,535	\$800,356	\$825,344	\$864,223
■ Stevens Point	\$1,549,543	\$1,573,570	\$1,804,672	\$1,805,234	\$2,118,432	\$2,266,283	\$2,059,426

Sources: Portage County Parks, Stevens Point Parks & Recreation

Points of Interest

- ☞ Portage County maintains 25 parks covering over 2,000 acres. Those parks include 8 beaches, 11 boat launching sites, 16 miles of cross country skiing trails, and 292 miles of snowmobiling trails.
- ☞ There are 11 shelters in county parks and in 2006 over 21,000 people used the shelters. In addition, county parks include a nature center used by over 1,300 students per year.
- ☞ In 2006, 37,772 people camped at county parks.
- ☞ The City of Stevens Point has 19 municipal parks, five shelters for rent to the public and two boat launches.
- ☞ 2007 expenditures per capita for Stevens Point Parks is \$30.54.



Activities and Sports

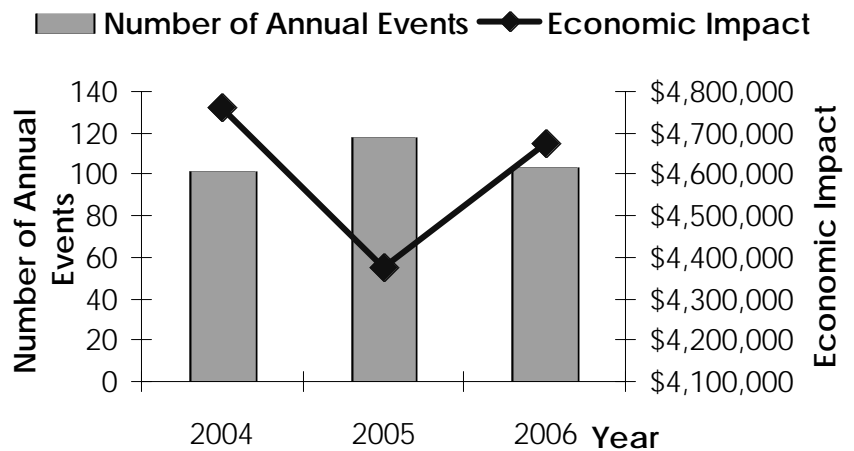
Sport & Recreation Licenses For Portage County Residents

	2000	2005
Hunting*	15,240	14,538
Fishing	10,386	11,541
	2000	2006
ATV	1,511	2,922
Boat	8,119	8,898
	2002	2006
Snowmobile	2,832	2,296

* Calculation based on deer-gun, archery & small game licenses

Source: WI Department of Natural Resources

Sporting Events & Economic Impact



Source: The Stevens Point Area Convention & Visitors Bureau

Points of Interest

➡ The number of sporting events is extracted from the Stevens Point Area/Central Wisconsin Sports Commission annual calendar. The participants are based upon the actual number of players and coaches on each team and the number of teams entered into each tournament. The economic impact was derived from an intercept survey conducted by SPACVB staff and volunteers, formulated and compiled by the Wisconsin Department of Tourism.

➡ A major hiking/biking attraction is the Green Circle Trail, a nationally recognized 24-mile recreational corridor that encircles the Stevens Point urban area.

➡ The George W. Mead Wildlife Area is the third largest in the state, featuring 28,500 acres for recreational activities.

Most Popular Leisure Activities:

- Hiking/Biking
- Golf
- Snowmobiling
- Fishing/hunting/camping
- Shopping
- Boating

Source: Stevens Point Area Convention and Visitors Bureau, WI Department of Tourism