

April 2009

## “Sculpture Park a Great Addition”

--Stevens Point Journal, March 18, 2009

“A colorful art element added to our already great resource of parks and trails is another reason for people to come and enjoy this community.”

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The Arts Alliance of Portage County (AAPC) recently facilitated the dedication of 20 acres within Stevens Point's Green Circle Trail for a Sculpture Park. This future art destination is just one example of how the AAPC is working to further develop the arts in Portage County.

### **Who are we?**

At the AAPC, a nonprofit 501(c)3 fine arts advocacy agency, we believe that the arts play a vital role in enriching the lives -- and economy -- of our community.

### **What do we do?**

You may know us through one of our annual events that showcase local and regional artists. They include the *Community Show* in March; co-sponsorship of *ArtsMonth* and *ArtsWalk* in April; and the *Central Wisconsin Film Festival* in November.

You may not know that we actively advocate for arts organizations, artists, and the inclusion of the arts in local business and government development. We also just completed 1,000 audience surveys for the Americans for the Arts' Economic Impact Survey project. An economic multiplier is being developed based on this data exclusively for Portage County.

Our website provides a FREE web-based Fine Artists Directory that connects artists with each other and potential clients.

*\*For more on AAPC's recent accomplishments and goals, see the reverse side of this letter.*

### **Why we need you?**

The AAPC relies on Membership support in order to keep promoting and advocating for the arts in Portage County. Please consider joining our efforts as a **2009 Arts Alliance Member**. Your tax-deductible donation will help us bring exciting projects like the Sculpture Park to fruition.

With your support, the possibilities – like a sculptor's creativity – are limitless.

Your friend of the arts,

Otis McLennon  
Executive Director  
Arts Alliance of Portage County

*\*See reverse side.*

# Arts Alliance of Portage County

## 2008 – 2009 ACCOMPLISHMENTS & GOALS

- Advocacy:
  - Nearing completion of a study (done in partnership with Americans for the Arts, a Washington, DC-based arts advocacy group) to determine the economic impact of the arts in Portage County. Study includes 1000 audience surveys from local arts events as well as operating budget data from Portage County arts organizations.
  - Serve as facilitating organization for Stevens Point Sculpture Park. An initial exhibit is being planned for summer or fall 2009.
  - Serve as facilitating organization for new entrance gates at Community Stadium, Goerke Park. The gates will serve as the display framework for art created by area students.
  - Facilitated conversation with Stevens Point Transit regarding the incorporation of public art in local bus stops. No further action taken at this time.
  - Give educational presentations to community service organizations.
  
- Events & Projects:
  - *April is ArtsMonth in Portage County*, promoting multiple arts organization's events
  - *ArtsWalk*, downtown Stevens Point retail shops display local artists' work
  - *Community Show*, an original musical comedy each March
  - *Central Wisconsin Film Festival*, [www.cwfilmfest.org](http://www.cwfilmfest.org), showcasing local, state and national films
  - Student poetry readings throughout Portage County
  
- Host FREE website [www.artsportagecounty.org](http://www.artsportagecounty.org) including:
  - Fine Artist Directory
  - Art Opportunities and News
  
- Grants received:
  - Community Foundation of Central Wisconsin
  
- Memberships:
  - Portage County Business Council
  - Stevens Point Association of Downtown Businesses
  - Arts Wisconsin
  - Americans for the Arts
  
- Ongoing financial support and promotion of the Arts & Culture Field of Interest Fund at the Community Foundation of Central Wisconsin. The fund provides annual grants to Portage County arts organizations.

## BECOME A 2009 ARTS ALLIANCE MEMBER - SUPPORTING PORTAGE COUNTY ARTS!

Please return this form with your annual Membership. All contributions are extremely appreciated! Members of the Arts Alliance of Portage County will be posted on our website unless you choose to remain Anonymous.

Name: \_\_\_\_\_ (As you would like it to appear on the website)

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_ (Only used to save on postage and provide you with additional information regarding the arts in Portage County)

\_\_\_\_\_ I want to remain anonymous

\_\_\_\_\_ Please remove my name from future mailing lists

Arts Alliance 2009 Membership:

- |  |  |
|--|--|
| <input type="checkbox"/> \$25 Friend     | <input type="checkbox"/> \$ 1,000 Champion   |
| <input type="checkbox"/> \$50 Supporter  | <input type="checkbox"/> \$ 2,500 Benefactor   |
| <input type="checkbox"/> \$100 Patron    | <input type="checkbox"/> \$ 5,000+ Financier   |
| <input type="checkbox"/> \$ 250 Advocate | <input type="checkbox"/> Cornerstone Member - \$1,000 or greater/year for Five Consecutive Years |
| <input type="checkbox"/> \$ 500 Sponsor  | <input type="checkbox"/> \$ Other _____  |

Please send this form to: **Arts Alliance of Portage County - Membership**  
**P.O. Box 565**  
**Stevens Point, WI 54481**

*Volunteer for the Arts!* Contact us at (715) 254-0460 or email [heatherm@artsportagecounty.org](mailto:heatherm@artsportagecounty.org).