

May 2010

## “Attendees spend \$20.61/person”

--The Economic Impact of the non-profit Arts and Culture Industry Survey, 2009--

In 2009, on average attendees spend \$20.61/person beyond the cost of the ticket. There are an estimated **196,964** attendees per year for **\$4,060,728** in event-related spending in Portage County.

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In 2009, the Arts Alliance of Portage County (AAPC) completed the Arts & Economic Prosperity III survey in partnership with UWSP and Americans for the Arts. This **1000+** participant survey provided valuable economic data.

### 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 *April is ArtsMonth*, *ArtsWalk* in May; *Poetry Reading* at Riverfront Rendezvous in July and the *Central Wisconsin Film Festival* in November.

You may not know that we actively advocate (Speak up for the Arts) for arts organizations, artists, and the inclusion of the arts in local business and government planning. We continue to work in partnership with the Stevens Point Sculpture Park committee. AAPC recently supported the jury process for the first set of sculpture installations for the grand opening on June 12, 2010.

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 speaking up for the arts in Portage County. Please consider joining our efforts as a **2010 Arts Alliance Member**. For as little as a \$25 membership you can help shape the future of the arts in our county. 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

# Arts Alliance of Portage County

## 2009 ACCOMPLISHMENTS & GOALS

- Completed a rigorous Americans for the Arts study, in partnership with UWSP, of the **economic impact** that nonprofit arts organizations have in Portage County. On average attendees spend **\$20.61/person** beyond the cost of the ticket. There are an estimated **196,964** attendees per year for **\$4,060,728** in event-related spending.
- Produced the *13<sup>th</sup> Annual Community Show, ArtsWalk* in Downtown Stevens Point, and **expanded the quality and number of screenings** at the *4<sup>th</sup> Annual Central Wisconsin Film Festival*.
- Continued to be a leader in the public art movement by helping to make the **Stevens Point Sculpture Park** a reality, and by facilitating a rotating art display on the **Community Stadium Gates** in Goerke Park.
- Promoted local artists and arts organizations at several key community events, including **Walk Wisconsin** (educated 3,000+ walkers about the economic impact of nonprofit arts in Portage County by distributing flyers to all participants and placing informational signs and locally-written haikus along the route), **Riverfront Rendezvous** (hosted an open microphone poetry and short prose reading), and **Bizaare Bazaar** at the Rising Star Mill (displayed locally-written haikus at the arts event).
- Met with **local and state government officials**, and spoke to many organizations about our mission and programs.
- Expanded our fundraising by partnering with Jim Oliva and 90 FM to create the **1<sup>st</sup> annual "Trivia Unplugged"** event. This hugely successful, old-school trivia contest raised \$5,000 for the Arts Alliance.
- 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 Mission Fund** at the Community Foundation of Central Wisconsin. The fund provides annual grants to Portage County arts organizations.

## BECOME A 2010 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 2010 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).