













LIFE of Recreation & Leisure



Highlighted Indicators

Current	Trend	
		Park acreage per 1,000 population
		Miles of trails (walking, biking)
		Total estimated annual expenditures made by visitors
		Community and leader perceptions of recreation and leisure opportunities

Good	
Fair	
Poor	
Not rated	

“Excellence” for the Fox Cities is defined as:

Community members and visitors of all ages and ability levels:

- Enjoy regular, satisfying indoor and outdoor recreational activity for overall physical, mental, and social well-being
- Have access to clean, safe rivers and lakes, trails, parks, and other outdoor resources for recreation
- Enjoy appealing options for shopping, dining, and entertainment events

LIFE of Recreation & Leisure

The pages listed below contain data from published sources presented in this section. Results from the Community and Leader surveys, sector expert groups, and community focus groups are also presented on most pages.

<u>Page</u>	<u>Data Shown</u>
Outdoor Recreation	<i>Park acreage per 1,000 population *</i> <i>Miles of trails (walking and biking) *</i> Boat registrations Fishing and hunting licenses
Sports & Recreation	Fox Valley Miracle League participation Number of golf courses
Entertainment	Commercial entertainment venues Number of restaurants per capita
Tourism	<i>Total estimated annual expenditures made by visitors *</i> Full time equivalent jobs supported by visitor expenditures State and local government revenues generated by visitors

** Highlighted Indicator*

For more information on recreation & leisure:

Fox Cities Convention and Visitors Bureau, <http://www.foxcities.org/>
Fox Cities Greenways, Inc, trail maps and greenways, www.focol.org/greenways
Fox Cities Online recreation listings, <http://www.focol.org>
Fox Valley Miracle League, www.foxvalleymiracleleague.com
Rethink Winnebago, Inc. <http://www.rethinkwinnebago.org>
Wisconsin recreation map, <http://dnr.wi.gov/org/land/parks/specific/findapark.html>
Fox-Wisconsin Heritage Parkway, <http://heritageparkway.org>

Selected additional information can be found at our website: www.foxcitieslifestudy.org

Outdoor Recreation

Data Highlights

- The Fox Cities area has over 90 miles of trails for public use (includes 20 miles of bike lanes) in 2011 compared to 55 identified in 2005. Additional trails in the surrounding rural areas total 35 miles in 2011. Fox Cities Greenways, Inc. is a nonprofit organization that advocates for trail and greenway development and increasing public awareness (Fox Cities Greenways). In 2011, the three county area had over 600 miles of snowmobile trails.
- In 2010, there were 6,730 acres of parks in Calumet, Outagamie, and Winnebago Counties, for a rate of 17.47 acres of parks per 1,000 residents, a 25% increase since 2000 (East Central Wisconsin Regional Planning Commission, ECRPC).
- **Figure 1** According to the Wisconsin Department of Natural Resources (WI DNR), the number of boats registered in Outagamie County declined slightly over the past three years, with 17,296 boats registered in 2010. Calumet County had 4,245 registered boats the same year.
- **Figure 2** Outagamie County saw an 8% increase in fishing licenses between 2008 and 2009, when 18,765 licenses were issued. There were 45,330 fishing licenses sold in the three county area combined.
- **Figure 3** The number of hunting permits purchased in each county remained consistent, with 55,364 issued in the three combined counties in 2009.
- The Fox River Heritage Parkway covers the Fox and Wisconsin Rivers corridor with biking, walking, and river trails. Still under development, the trail system ties together the natural, recreational, and historic resources of the area.
- In many sector expert panels, participants cited outdoor recreation as a vital strength of this area, especially water-related activities available to residents.
- Re:THINK Winnebago, a Healthy Living Partnership of volunteers and organizations in Winnebago County coming together to improve health, has developed an extensive website containing an *Active Recreation Guide*.

Progress and Concerns

Outdoor recreation is widely and increasingly embraced as a key asset of the area. More and more trails are being developed, including water trails. For example, the Fox-Wisconsin Heritage Parkway will extend the opportunities to be active outdoors throughout the region. Community members and leaders alike to state that the Fox Cities area is a good place for young professionals (76%).

Figure 1

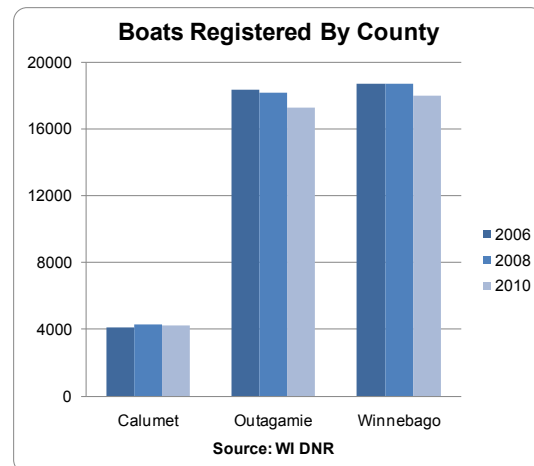


Figure 2

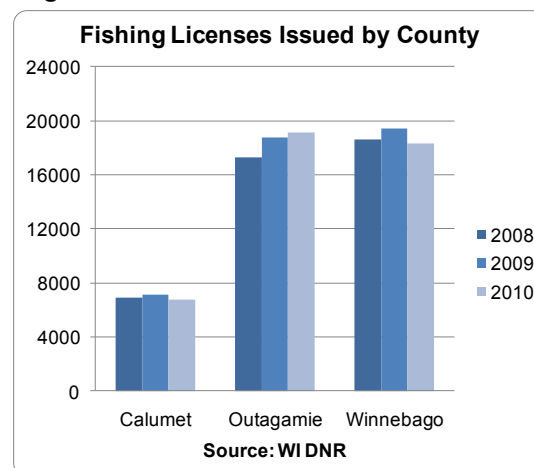
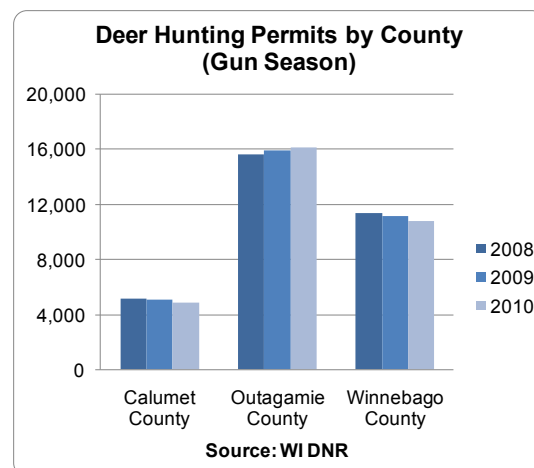


Figure 3



67% of community members rated the quality of parks and playgrounds in the Fox Cities area above average

Sports & Recreation

Figure 1

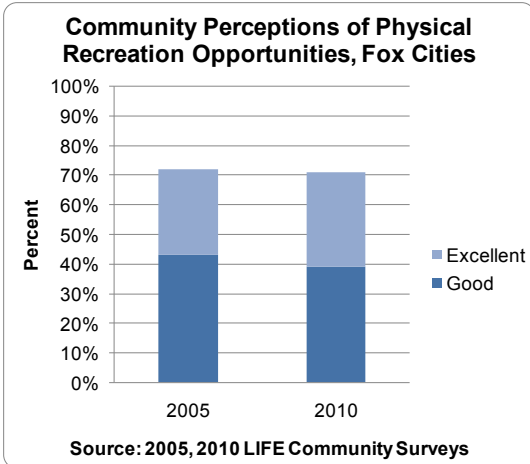


Figure 2

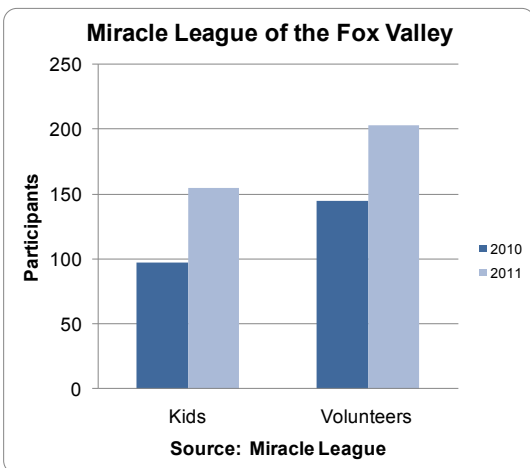
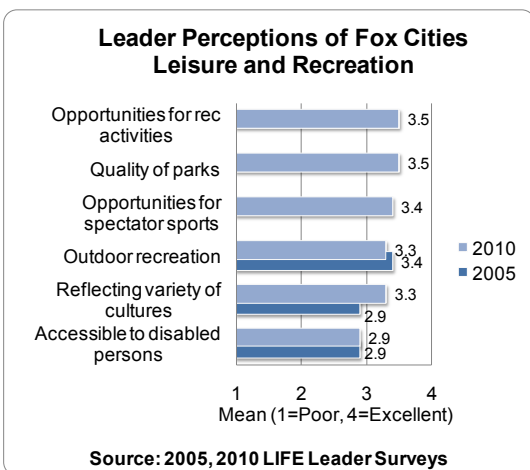


Figure 3



73% of community members rated the Fox Cities area above average for physical recreation opportunities

Data Highlights

- Figure 1** In both 2005 and 2010, a large majority of community members rated the physical recreation opportunities (sports, exercise programs, parks, outdoor activities) for young and old highly in the Fox Cities area. Sixty seven percent of community members rated the quality of the parks and playgrounds in the Fox Cities Good or Excellent (LIFE Community Survey, 2010).
- Figure 2** Leaders scored various aspects of Leisure and Recreation in the Fox Cities favorably overall: on a scale from 1 (Poor) to 4 (Excellent), most aspects fell between Good and Excellent on average. According to leaders, the area has improved in offering opportunities that reflect a variety of cultures.
- Figure 3** The Miracle League of the Fox Valley is an organized baseball league for children ages 4-19 with mental and/or physical disabilities which began organizing teams in 2010. Children from throughout the Fox Cities and outlying areas participate, and the number of children participating grew 60% to 155 children in 2011.
- Community recreation programs are growing: for example, Neenah Parks and Recreation Department had 7,768 adult and youth registrations for physical activities in 2010, a 9% increase since 2008 (Neenah Parks and Recreation Department). The YMCA of the Fox Cities provided scholarships for 9,687 people in 2010 (totaling \$1.2 million), a 77% increase since 2008 (YMCA of the Fox Cities).
- The Fox Cities area is home to many regional youth sports tournaments. The Appleton Soccer Club and De Pere Soccer Select hosted the U.S. Youth Soccer Midwest Regional Championships which welcomed 214 teams and over 12,000 visitors to the Fox Cities.
- In 2010, Wisconsin Timber Rattlers games had a total attendance of 244,331, with ticket prices ranging from \$5-\$25. The venue hosted the NCAA Division III Baseball World Series (Timber Rattlers).
- The Fox Cities area has 13 local golf courses and 6 disc golf courses (Fox Cities Convention and Visitors' Bureau).

Progress and Concerns

Experts on our recreation and leisure sector panel noted municipal and nonprofit recreational resources as particular assets of the area, often serving as a community center for residents. Yet these panelists noted that the area would be wise to develop more collaborative programming for persons with disabilities, rather than continuing on the path of individual organizations mounting individual programs, a costly and challenging proposition for one nonprofit or municipal organization.

Entertainment

Data Highlights

- **Figure 1** The majority of community members felt that the Fox Cities has a good availability of various leisure activities (including music festivals, restaurants, etc.). 33% thought the area excelled in these types of offerings, an increase from 23% in 2005.
- **Figure 2** In 2010, 42% of community members said the area is Good or Excellent at providing leisure opportunities for a variety of cultures compared to 40% in 2010.
- The Fox River Mall is Wisconsin's second largest shopping mall. Appleton was recently named "Wisconsin's Best Shopping Town" by Wisconsin Trails magazine.
- In 2008, Calumet County had 2.7 restaurants per 1,000 residents, while Outagamie County and Winnebago County had 3.31 and 2.86, respectively.
- Appleton Downtown, Inc (ADI), a nonprofit organization dedicated to promoting and enhancing the downtown area, lists the following entertainment options:
 - * Seven coffee shops
 - * Twelve ethnic restaurants
 - * Twelve live music venues
- Several websites provide updated access to leisure attractions and entertainment options in the Fox Cities:
 - Fox Cities Online: www.focol.org/index.asp
 - Appleton Downtown, Inc. www.appletondowntown.org/
 - Fox Cities Visitors and Convention Bureau <http://www.foxcities.org/>
 - Future Neenah <http://www.neenah.org/>
 - The Avenue 91.1 <http://www.theavenue91.com/>

Figure 1

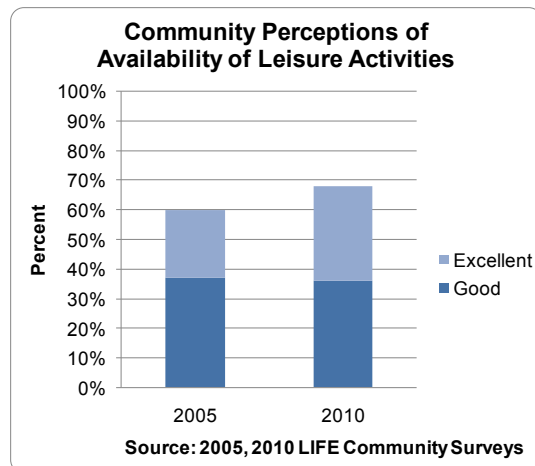
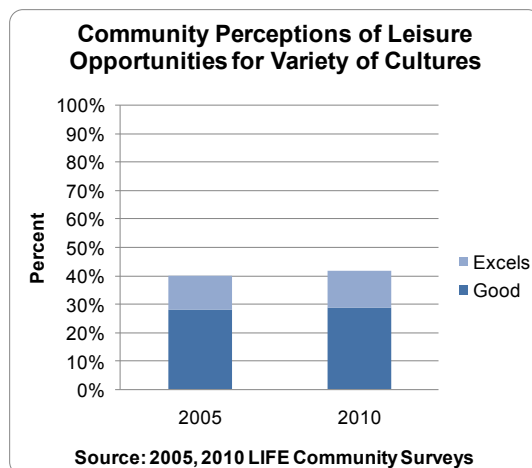


Figure 2



Progress and Concerns

The Fox Cities area offers a variety of recreational opportunities that includes shopping, restaurants and coffee shops, the arts, and hotels. The area continues to make improvements to the waterfront which will spur the creation of even more opportunities.

Experts on our leisure and recreation sector panel urged area municipalities and organizations to share resources, facilities and expertise to continue this positive momentum during more difficult economic times.

42% of community members rated the Fox Cities area above average at providing leisure opportunities reflecting a variety of cultures

Tourism

Figure 1



Figure 2

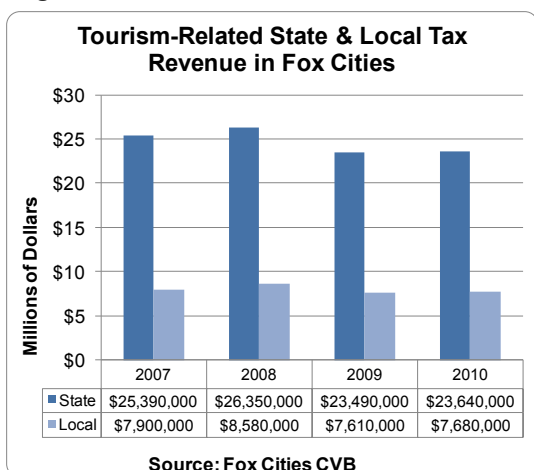
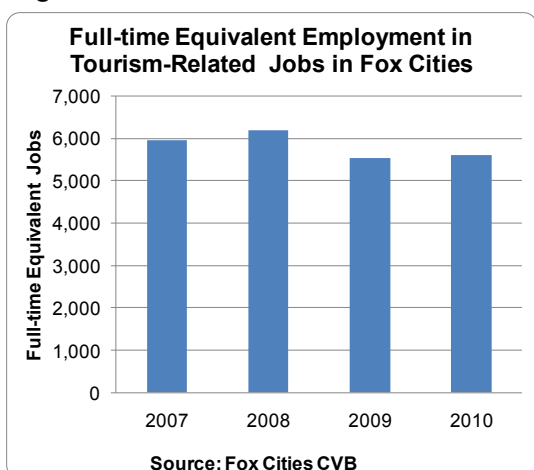


Figure 3



91% of leaders rate the Fox Cities area good or excellent at providing opportunities for a variety of spectator sports.

Data Highlights

- Figure 1** According to the Fox Cities Convention & Visitors Bureau (CVB), the annual expenditures of visitors has declined overall since 2007, but a slight recovery was seen between 2009 and 2010. This is a similar trend to other surrounding areas in this part of the state.
- Figure 2** Both the state and local tax revenues from tourism has remained relatively consistent in the Fox Cities area, with a slight decline in 2009 and rebound in 2010.
- Figure 3** Full-time equivalent employment related to tourism in the area has increased slightly in the last year, after a decrease in 2009.
- Figure 4** Since 1987, the Tourism Development Fund Grant Program, administered through the Fox Cities Convention and Visitors Bureau, allocates a percentage of hotel room tax received for the development and expansion of visitor attractions and amenities. Each grant disbursed has a focus on supporting and developing tourism.
- There are 43 hotels in the Fox Cities area with 3,198 rooms total rooms (Fox Cities CVB).
- Fox Cities Convention & Visitors Bureau (CVB) is unique as it serves 18 different municipalities and operates with a regional perspective when serving the Fox Cities area.

Figure 4

Year	Funds Allocated	Year	Funds Allocated
2006	\$476,917	2009	\$13,750
2007	\$210,675	2010	\$68,626
2008	\$90,000	2011*	\$146,655

*as of June 2011
Source: Fox Cities Convention & Visitors Bureau

Progress and Concerns

The Fox Cities area generates a great deal of tourism each year, creating jobs and local tax revenues to build the local economy and provide amenities that are also enjoyed by community members.

The Fox Cities Exhibition Center Taskforce is a community based group that is working toward the eventual construction of an Exhibition Center to be located adjacent to the Radisson Paper Valley Hotel in downtown Appleton. This initiative was started after positive feedback was received from a feasibility study conducted by the Fox Cities Convention and Visitors Bureau and Fox Valley Chamber of Commerce and Industry. The future Center would be a state of the art facility and draw many visitors to the area.