

# LIFE of Recreation & Leisure



## LEADING INDICATORS

Current

Trend



Total trail miles



Park acreage



Direct visitor spending

△ Good

▷ Fair

▽ Poor

--- Not Rated

### RECREATION AND LEISURE “EXCELLENCE” FOR BROWN COUNTY 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

## Progress

There are a wide variety of opportunities for recreation and leisure in the Brown County area. An analysis of data related to recreation and leisure indicated many positive developments in recent years. Brown County continues to maintain a large number of trails and parks that people can enjoy during all seasons. According to data from the Brown County Parks Department, the county had 362 total miles of trails as of 2016. The city of Green Bay maintained an additional 45 miles of trails. Thus, there are 407 total miles of trails for use in Brown County. In addition, the total amount of park acreage was 3,145 acres in 2016.

Survey data reveals that community members and leaders have very positive assessments of recreation and leisure opportunities in the area. Community members in Brown County had overwhelmingly positive views of the quality of parks and playgrounds. In the 2011 community survey, 85% of community members said parks and playgrounds were excellent or good. In the 2016 survey, 86% of community members rated the quality of parks and playgrounds as excellent or good. Community members also had a high level of satisfaction with the quality of bike and walking trails in the area. In 2011, 80% of the community rated biking and walking trails as excellent or good. In 2016, that number increased slightly to 83%. It was also noteworthy that community leaders and community members overwhelmingly believed the area provided a variety of recreation and leisure opportunities for residents. In 2016, 80% of community members said Brown County did an excellent or good job at providing a variety of opportunities for residents, which was an increase of 7 percentage points from the 2011 survey. In the 2016 survey, 83% of community leaders said Brown County did an excellent or good job at providing a variety of opportunities for residents. That was nearly identical to the percentage in 2011 (85%).

Another positive development was the steady increase in direct visitor spending since 2010. In 2010, the amount of total direct visitor spending was \$480 million. By 2015, the amount of total direct visitor spending increased to \$613.7 million. From 2014 to 2015, the amount of direct visitor spending increased by about 4.22%. A number of new developments provided additional opportunities to increase visitor spending. A variety of hotels opened or will open in the Brown County area. The Titledown District, which will be developed on 34 acres west of Lambeau Field, will generate more tourism spending and create a new destination for residents and visitors.

Given the increasing level of visitor spending, it is important to note many people who work in Brown County were employed in jobs related to tourism. Over the past several years, the number of people working in tourism-related jobs had increased slightly, from 11,195 in 2013 to 11,202 in 2014 and 11,293 in 2015. If levels of tourism increase in the coming years, workforce will need to keep pace. Experts have noted that a group of stakeholders in the area have begun to explore options for educating and building a stronger local workforce to support the hospitality industry.

# Outdoor Recreation

## Data Highlights

**Table 1 Total Trail Miles**

According to data from the Brown County Parks Department, the county had 362 total miles of trails in 2016. There was a wide variety of trail types in the area, including trails for hiking, skiing, and snowshoeing. In 2016, the city of Green Bay maintained an additional 45 miles of trails. These data were tracked differently in 2010, so direct comparisons to previous years should not be made. Thus, there were 407 total miles of trails. According to the Brown County Planning Commission draft Comprehensive Plan, “More recently, Brown County’s communities have begun to re-evaluate the balance of transportation facilities, and there was a renewed interest in creating communities that encourage walking and bicycling as part of a healthy lifestyle. Multi-use trails along Cardinal Lane in Howard, Packerland Drive in Ashwaubenon and Hobart, and County Highway GV in Ledgeview and Bellevue, as well as the inclusion of sidewalks as part of neighborhood infrastructure and safe routes to school efforts in many Brown County communities indicate how non-vehicular transportation is gaining importance.”

**Table 2 Park Acreage**

Brown County devotes a fairly large amount of land to parks. The two largest local governments (Brown County and city of Green Bay) in Brown County maintained a total of 5,463 acres of parks and greenways. In 2016, the city of Green Bay maintained 2,342 acres of park land. According to the Brown County Parks Department, in 2010 the total amount of park acreage was 3,676 acres, and in 2016 the total amount of park acreage was 3,145 acres. According to the Brown County Parks Department, the change in acreage between 2010 and 2016 was due to right-of-way changes along roadways and the exclusion of Baird Creek Parkway and Triangle, which are owned by Brown County, but maintained by the city of Green Bay. Thus, the decrease was due to a change in accounting rather than the county doing away with parks.

**Figure 1 Community Perceptions of Parks and Playgrounds**

Community members in Brown County had overwhelmingly positive views of the quality of parks and playgrounds. In 2011, 85% of the community said parks and playgrounds were excellent or good. In 2016, 86% of community members rated the quality of parks and playgrounds as excellent or good. Attitudes toward the quality of parks and playgrounds have been remarkably stable over the past five years.

Table 1

Trail Miles in Brown County, 2016	
Type of Trail	Miles
Hiking	57
Biking	34
Mountain Biking	19
Snow Biking	6
Horseback Riding	11
Cross Country Skiing	34
Snowmobiling	192
Snowshoeing	9

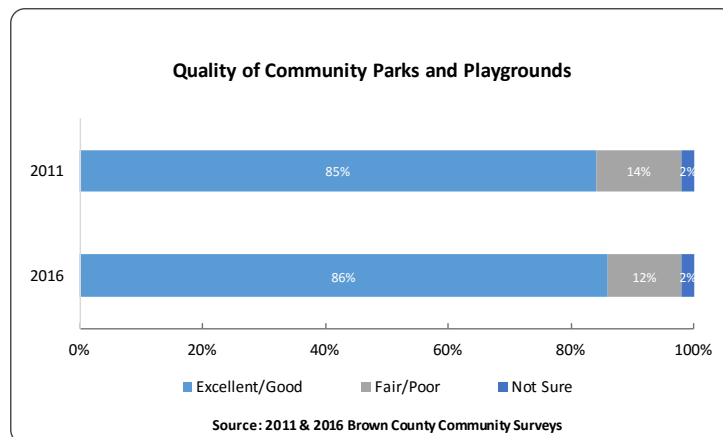
Source: Brown County Parks Department

Table 2

Park Acreage in Brown County, 2016	
Park Name	Acreage
Barkhausen Preserve/Ft. Howard Wildlife Area	915
Bay Shore Park	84
Brown County Park & Pet Exercise	25
Brown County Fairgrounds	36
Fonferek's Glen	75
Lily Lake	124
Neshota Park	257
Pamperin Park	74
Reforestation Camp	1500
Way-Morr Park	28
Wequiock Falls	3

Source: Brown County Parks Department

Figure 1



# Outdoor Recreation

## Data Highlights

### Figure 1 Community Perceptions of Quality of Bike and Walking Trails

As was the case for perceptions of the quality of parks and playgrounds, community members had very positive views about the quality of bike and walking trails in the area. In 2011, 80% of the community rated biking and walking trails as excellent or good. In 2016, that number increased slightly to 83%.

### Participation in Miracle League

The Allouez Optimists Miracle League of Green Bay is a nonprofit organization that provides children with mental or physical challenges, ages 4 to 19 years, an opportunity to play baseball. Green Bay Miracle League began in 2009 with 165 kids and 250 volunteers. Since 2013, the program has served 200 children a year with the help of 300 to 400 volunteers.

### Figure 2 Perceptions of Recreation and Leisure Opportunities

Community leaders and community members overwhelmingly believed the area provided a variety of recreation and leisure opportunities for residents. In 2016, 80% of community members said Brown County did an excellent or good job providing a variety of opportunities for residents, which was an increase of 7 percentage points from the 2011 survey. Community leaders also had positive views about recreation and leisure opportunities in the area. In the 2016 survey, 83% of community leaders said Brown County did an excellent or good job at providing a variety of opportunities for residents. That was nearly identical to the percentage in 2011 (85%).

### Figure 3 Total Parks and Recreation Spending Per Capita

The amount of money spent on parks and recreation exhibited a great deal of stability over time. In 2009, the amount of money spent on parks and recreation per capita was \$74.51. In 2014, the amount of money spent on parks and recreation per capita was \$78.93.

Figure 1

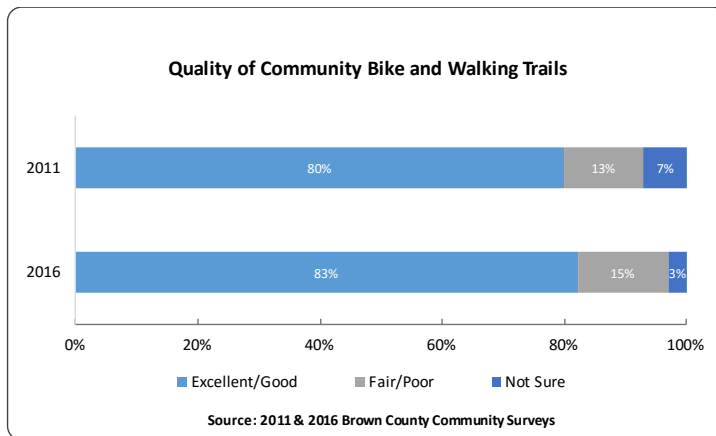


Figure 2

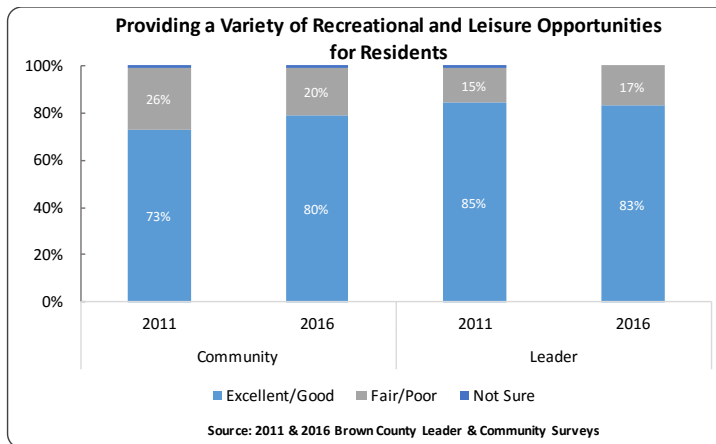
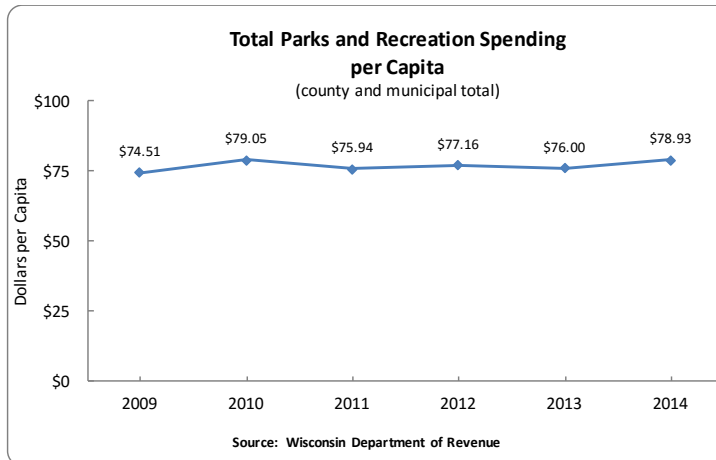


Figure 3



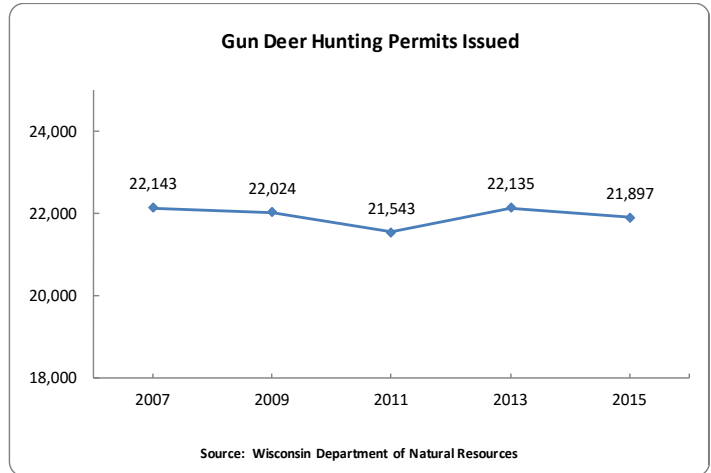
# Outdoor Recreation

## Data Highlights

### Figure 1 Hunting Permits

According to data from the Wisconsin Department of Natural Resources, 21,897 deer hunting permits were issued in 2015. A similar number of permits were issued in 2013. In general, the number of gun permits issued over time has been quite stable.

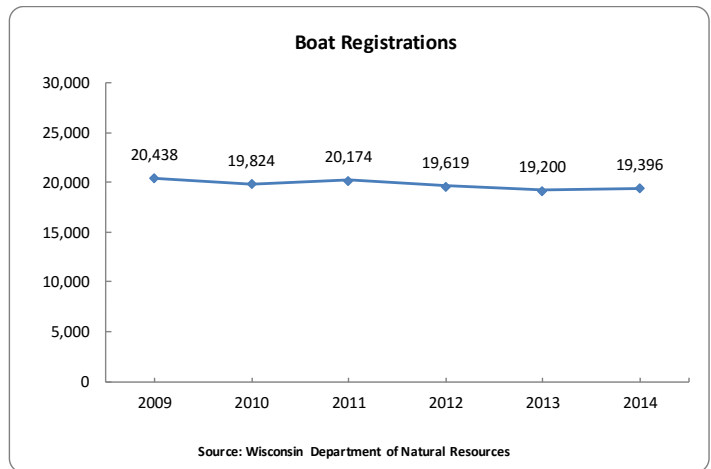
Figure 1



### Figure 2 Boat Registrations

The number of boat registrations over time also was highly stable. In 2014, there were 19,396 boat registrations issued. A similar number of registrations (19,200) were issued in 2013.

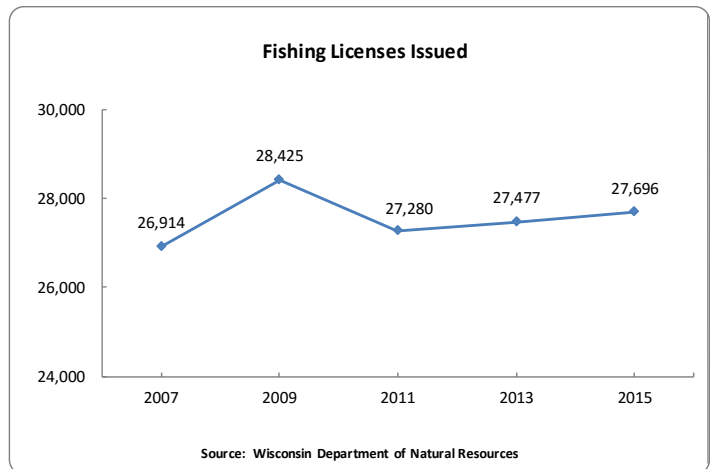
Figure 2



### Figure 3 Fishing Licenses

The number of fishing licenses sold each year had also been quite stable, although there had been an increase in the last several years. In 2011, the number of licenses issued was 27,280. That number increased to 27,477 in 2013 and to 27,696 in 2015.

Figure 3



# Attractions and Entertainment

## Data Highlights

### Table 1 Attendance at Local Attractions

Brown County residents could attend a variety of local events. A list of some of the area's events and attractions is displayed in Table 1, covering a range of interests, including art, food, and music.

### Table 2 Licensed Restaurants

In 2010, Brown County had 785 licensed restaurants. By 2014, the most recent data available, the number of licensed restaurant establishments had risen to 817, an increase of 4%. The county had also seen increases in the number of bed and breakfasts, camps, hotels and motels, and pools from 2010 to 2014.

### Table 3 Professional Sports Venues and Costs

There were a number of professional sports venues in the Brown County area. Tickets to attend sporting events varied widely in price. For example, tickets to see the Green Bay Packers ranged from \$95 to \$122 per ticket. Other sports venues were much cheaper. Tickets for the Green Bay Gamblers, for example, typically ranged from \$9 to \$25 dollars per ticket.

### Figure 1 Community Perceptions of Recreation and Leisure Opportunities broken down by age

Across different age groups, community members in Brown County had positive assessments of the recreation and leisure opportunities in Brown County. Interestingly, there were some slight differences across age groups. For example, 73% of people surveyed in the 18-34 age group and 75% of people surveyed in the 34-44 age group said Brown County did an excellent or good job providing recreation and leisure opportunities for residents. In contrast, 86% of people in the 65-74 age group and 89% in the 75+ age group said Brown County did an excellent or good job. Although assessments are overwhelmingly positive across all age groups shown in Figure 1, it is interesting to note age did appear to have some impact on views about recreation and leisure opportunities in the area.

Table 1

Local Attractions Attendance, 2015	
Event	Attendees
Celebrate DePere	19,000-29,000
Taste on Broadway	9,000
Dine on the Deck	26,000
Fridays on the Fox	24,500
Summer in the Park	2,500
Gallery Nite	2,500
AT&T Green Bay Holiday Parade	40,000
Kids Day	25,000
Artstreet	75,000
Saturday Farmers Market	276,000

Source: Organizations

Table 2

Number of Licensed Establishments in Brown County		
	2010	2014
Bed & Breakfasts	2	3
Camps	5	8
Hotels & Motels	44	51
Pools	133	157
Restaurants	785	817

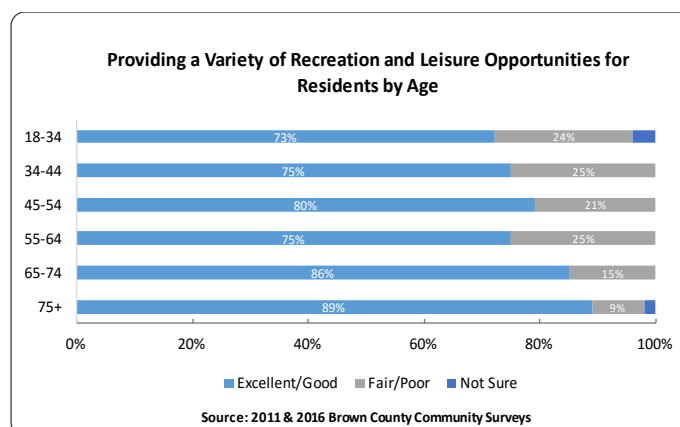
Source: Wisconsin Department of Health Services

Table 3

Brown County Professional Sports Venues	
Organization	Ticket Cost
Green Bay Packers	\$95-\$122
Green Bay Bullfrogs (Baseball)	\$7-\$28
Green Bay Gamblers (Hockey)	\$9-\$25
Green Bay Blizzard (Indoor Football)	\$12-\$35

Source: Organizations

Figure 1



# Tourism

## Data Highlights

### Figure 1 Direct Visitor Spending

The amount of total direct visitor spending had steadily increased since 2010. In 2010, the amount of total direct visitor spending was \$480 million. By 2015, the amount of total direct visitor spending increased to \$613.7 million. From 2014 to 2015, the two most recent years in the data series, the amount of direct visitor spending increased by about 4.22%.

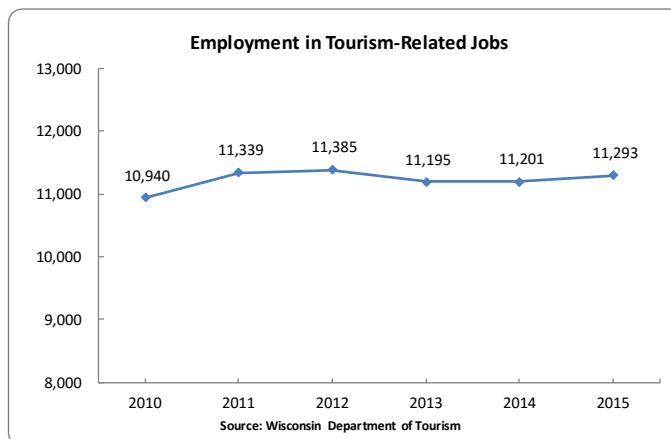
Figure 1



### Figure 2 Employment in Tourism-Related Jobs

Many people who worked in Brown County worked in tourism-related jobs. Figure 2 displays data on the number of people working in tourism-related jobs over time. Over the past several years, the number increased slightly from 11,195 in 2013, to 11,202 in 2014 and 11,293 in 2015.

Figure 2



# LIFE of Recreation & Leisure

## Challenges and Opportunities

As noted at the beginning of this section, there have been a variety of positive developments in the area of Recreation and Leisure. This was a sector where there was a high level of satisfaction with the amenities and opportunities that existed in Brown County.

The primary concern in this section relates to the tourism-related workforce. Data indicate direct visitor spending has been steadily climbing in Brown County. In every year since 2010, the amount of direct visitor spending has increased. Interestingly, the number of people who are employed in tourism-related jobs has been quite stable over the past few years. If tourism continues to grow in this area, which seems likely given the development of the Tipton District, the community may want to have a discussion about how the workforce can adapt to tourism growth. Among experts who work in the area of recreation and leisure, there was a concern that there were not enough skilled workers in some industries related to tourism, such as hospitality. Experts in this area have also noted that it has been difficult for local establishments to retain a strong workforce for the growing tourism economy.

Such concerns represent a chance for the community, leaders, local businesses, and education providers to have a conversation about economic growth and job training. There may be ways to collaborate in order to address changes in the local economy.



# LIFE of Recreation & Leisure

## Data Sources

**The following sources were used in the Recreation and Leisure section:**

- [www.co.brown.wi.us/departments/?department=260ed145263d&subdepartment=dadc284c6c54](http://www.co.brown.wi.us/departments/?department=260ed145263d&subdepartment=dadc284c6c54)
- [www.revenue.wi.gov/report/e.html](http://www.revenue.wi.gov/report/e.html)
- [www.dhs.wisconsin.gov/stats/pubhealth-profiles.htm](http://www.dhs.wisconsin.gov/stats/pubhealth-profiles.htm)
- [industry.travelwisconsin.com/research/economic-impact](http://industry.travelwisconsin.com/research/economic-impact)
- Other sources: Wisconsin Department of Natural Resources, Downtown Green Bay, Inc., and local sports organizations