



News & Notes from PACC

June 2023

School is Out and Summer is here!

The weather turned a corner and we're finally back to enjoying some time outside (maybe except for the mosquitoes). Based on the number of boats I've seen on the lakes and people out and about, it looks like everyone is ready for it. We've been working on getting downtown Phillips ready, too—in the last few weeks, our Hometown Heroes banners went up, we got some new spring/summer banners for the decorative lampposts, and the downtown planters were filled with beautiful summer flowers. We're ready for a great summer in Phillips!

Laura Palzkill, PACC Executive Director



Hometown Heroes

Take a moment to look at this year's Hometown Heroes banners downtown. This year we are honoring 16 veterans who are PHS grads, spanning over seven decades of service to our country.

Please contact PACC if you are interested in next year's Hometown Heroes program.

Spring Banners

Thank you to the Helping Hands Quilt Club for crafting these beautiful and fun banners featuring the nature and activities of the Northwoods! They look great downtown!

Downtown Planters

Thank you to Sue Blair and Patty Stephan for putting together our downtown planters again this year. The gorgeous yellow and orange blooms will beautify Lake Avenue all summer long!

Thanks also to our downtown businesses who have volunteered to keep the planters watered.



PACC

Welcome
New Members!
Lakeside Lodging
Phillips Medisize



Wisconsin Governor's Fishing Opener

By all measures, the Wisconsin Governor's Fishing Opener held May 5-6 was a huge success! Price County had the honor of hosting Governor Evers, Lt. Governor Rodriguez, Wisconsin State Assembly Rep Chanz Green, US Representative Tom Tiffany, local government officials, DNR officials, Travel Wisconsin and Office of Outdoor Recreation representatives, and travel writers from throughout the state. Lots of eyes were on Price County, and attendees were impressed by our natural resources and recreational opportunities.

The weekend's schedule included a VIP banquet at Northwoods Supper Club Friday Night, fishing on the Phillips Chain of Lakes Saturday, and Destination Showcase Tours at the Round Lake Logging Dam, St. Croix Rods, and the Phillips Concrete Park. On Saturday, Marie's on Fayette provided a shore breakfast that could be eaten at the Elk Lake Park pavilion or taken "to-go" on the boat. A highlight for local residents and kids was the Family Fishing Day on Saturday.

Local organizations provided fun activities, including art & craft projects, a bounce house, fish scavenger hunt, s'mores station, fish pond activities and more. Music, a fish fry served by the Phillips Lions Club, and the Phillips Children's Museum rounded out the fun at the park. Another highlight of the event was the DNR station, where attendees were treated to the sight of various breeds of fish pulled from Elk Lake using a fyke net and put into an aquarium on shore for attendees to view.

Thank you to everyone who contributed to make the fishing opener a success, bringing the eyes of Wisconsin to Price County!

Photos Courtesy of James Netz Photography



4th of July Roundup

The 4th of July celebration is less than a month away, and we are gearing up to make this year's festivities bigger and better than ever!

The fun kicks off with the return of The Dweebs at the summer's first **Music in the Park** on Thursday, June 29 at 6:00 pm. PACC is pleased to once again partner with Price County Music in the Park to bring this fun, high-energy band to Elk Lake Park. It's a favorite of all ages!

Be sure to "giddyup" for your tickets to the **Price County Rodeo**, to be held Friday, June 30 & Saturday, July 1. Friday night's lineup includes a concert by 8 Seconds and Saturday features music by The Positions!

Saturday, July 1 brings a whole day of fun. To start the day off right, be sure to pre-register for the **Spirit of America 5K Run/Walk**, hosted by the Phillips Lions Club. After the race, get down to Elk Lake Park to partake in a variety of fun activities, including the 3rd annual **Roundball Revolution** 3-on-3 youth basketball tournament, **art & craft fair**, **food vendors**, **Phillips Children's Museum**, a **mobile axe throwing unit** by The Grey Dog of Medford, and a **1:00 PM performance** by "Echoes of Camp Randall," the **Badger Marching Band**!

On the 4th of July, don't miss the Phillips **4th of July Parade**, set to begin at 2 pm on Lake Avenue. After the parade, our 3rd annual **City Celebration** begins at 5 pm at Elk Lake Park. Make plans to have dinner from food vendors at the park, drinks from the PACC beer tent, and enjoy music and fun with your friends and neighbors. The kids can enjoy the Phillips Children's Museum, Forward Bank Splash Pad, and the playground. **Fireworks** at dusk over Elk Lake will wrap up the holiday fun.



Membership Renewal

PACC's membership year is from July 1-June 30, so look for membership renewal documents in your mailbox soon! The membership renewal form you receive in the mail will include a pre-completed form with the contact details we have on file for you. If anything has changed, please mark the updates on the form. Renewals can also be submitted by logging in to your account on our website at www.phillipswisconsin.net. (Please let us know if you need login information and we would be happy to provide it.)

NEW THIS YEAR! We are pleased to offer our members the opportunity to purchase ad space in the 2024 Price County Visitor Guide at the same time as membership renewal. This means you can write one check and complete two tasks at once! The Visitor Guide is the most-requested item in our visitor center, and has an annual circulation of 25,000. It is also distributed in travel centers and rest stops throughout the state. There is an advertising opportunity for every budget. We hope you'll join us in the 2024 guide!

Mark Your Calendar for these Upcoming Events:

Phillips Girls Night Out Thursday, June 15

Lumberman's Day in Catawba June 9-10
4k Run/Walk June 9; Parade, Food & Festivities June 10

Phillips Czech-Slovak Festival June 16-17
Lidice Memorial Service June 16; Festival June 17 at Elk Lake Park

Kennan 4th of July Celebration & Truck/Tractor Pull June 24

4th of July Festivities in Phillips:

Thursday, June 29: ***The Dweebs at Music in the Park***

Friday & Saturday, June 30-July 1: ***Price County Rodeo*** with music by *8 Seconds* on Friday night and *The Positions* on Saturday night

Saturday, July 2: ***Spirit of America 5K Walk/Run, Art & More on the Lakeshore, Food Court, 3-on-3 Youth Basketball Tournament, Mobile Axe Throwing Unit, Phillips Children's Museum, performance by "Echoes of Camp Randall" Badger Marching Band at 1:00 pm!***

Tuesday, July 4: ***Phillips 4th of July Parade*** at 2 pm; ***Elk Lake Park Celebration*** with music, food, drinks & Phillips Children's Museum starting at 5 pm; ***Fireworks*** at dusk at Elk Lake Park

Culpepper & Meriwether Circus Friday, July 14
at Price Co Fairgrounds. Advance tickets available at PACC!

Phillips on Tap Saturday, August 19



Phillips Area Chamber of Commerce

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Price County Tourism Posts Record-Breaking Year in 2022

The numbers are in, and Travel Wisconsin has released 2022's economic impact data. Throughout the state, the tourism industry generated a record-breaking \$23.7 billion; here in Price County, we also had a record-breaking year, with \$36 million in economic impact. The previous Price County record was \$35 million in 2019. Additionally, last year, Price County tourism supported 281 part-time and full-time jobs across various sectors of the industry and generated \$2.2 million in tax revenue. Statewide, tourism generated \$1.5 billion in state and local tax revenue. Without this revenue, each Wisconsin household would pay an additional \$620 to maintain the current level of government services.

"We were so pleased to get the news about this record-breaking year in Price County tourism and to see the numbers for economic impact here in Price County. We know that our year-round recreational opportunities are some of the best, and it's great to see the positive impact tourism has on our local economy," remarked Laura Palzkill, PACC Executive Director.

In 2022, there were 111.1 million visits in Wisconsin, which was up 8.8 million visits, or 8.7%, over the previous year.

This includes a record 45.4 million overnight visits, or a 13.8% increase from 2021. Overnight visitors, on average, spent nearly three times as much as day trip visitors. To learn more about Wisconsin tourism's record-breaking year, view the 2022 economic impact data, including a county-by-county breakdown, at industry.travelwisconsin.com/research

"Tourism is both big fun and big business. I'm so grateful for the innovation and dedication of the folks who make up Wisconsin's tourism industry. Each one of them played a role in setting this record," said Wisconsin Department of Tourism Secretary Anne Sayers. "Aided by strategic marketing, Wisconsin convinced more visitors to stay longer so they could add more activities to their itinerary, delivering a deeper economic impact. I congratulate the entire industry on an incredible record-breaking year."

