



Press Release

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FOR IMMEDIATE RELEASE

Baker Street to Study Fundraising Feasibility for Proposed Interpretive Center Friends of Devil's Lake Hires Stevens Point Firm to Conduct Planning & Feasibility Study

BARABOO, WI - The [Friends of Devil's Lake State Park](#) is pleased to announce they have retained the Stevens Point-based consulting firm, [Baker Street Consulting Group](#), to assist them in organizing and conducting a fundraising planning and feasibility study.

The study will determine the feasibility of raising funds to build a new [Educational / Interpretive Center](#) at the Devil's Lake State Park. The firm was selected by a committee consisting of representatives of the [Friends of Devil's Lake Board of Directors](#), Devil's Lake Concessions Corporation, and the [Wisconsin Department of Natural Resources](#).

The Friends of Devil's Lake received seed money to fund the study through a generous grant from the Devil's Lake Concession Corporation. "We are very excited to begin this study process, which will provide useful insights and information for moving forward with this project efficiently and effectively, and gather further input from the community stakeholders," said Bernadette Greenwood, President of the Friends group.

The Friends chose Baker Street Consulting Group as the result of a competitive, multi-month process involving 16 firms. Baker Street stood out from other firms for their extensive experience conducting numerous successful feasibility studies and capital campaigns for nonprofit organizations throughout the Midwest.

The upcoming Fundraising study follows an initial study by [GWWO Architects](#), which focused on site selection, programming and concept design. This initial study, summarized in the Devil's Lake State Park Education/Interpretive Center [website](#), evaluated eight potential building sites and recommended the Center be built at the northeast shore of Devil's Lake. GWWO developed [three building design](#) concepts and estimated probable costs.

For further information contact:

[Bernadette Greenwood](#)

President, Board of Directors
Friends of Devil's Lake State Park

(608) 393-5042

bgreenwood@friendsofdevilslake.org