

Experience Placemaking: Baraboo, WI

Welcome to Baraboo, Wisconsin!

Baraboo is a beautiful area located in Sauk County filled with tourism, commerce and industry. Just 20 minutes south of the Wisconsin Dells, also known as the “waterpark capital of the world,” you can imagine the amount of traffic passing through this lively town.

In Baraboo, or “Circus City,” it’s all about the entertainment. The town’s most famous attraction is Circus World, located along the Baraboo River. Visitors can learn about the history of the Ringling Brothers who were locals of Baraboo and gave their first performance here. After much success, they eventually joined another circus group and became The Ringling Brothers & Barnum & Bailey Circus.

For an outdoor experience, Devil’s Lake State Park and Mirror Lake State Park are close by for camping, swimming, and all types of hiking and bike trails.

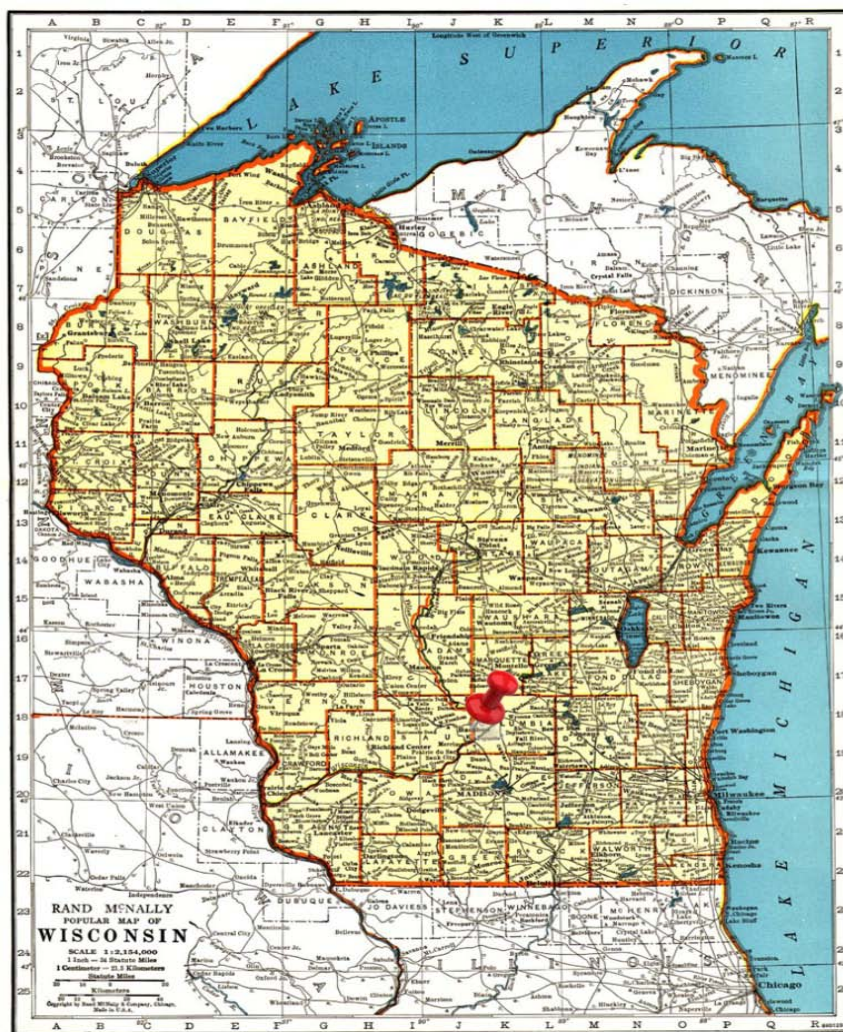


Photo credit: Rand McNally

Baraboo in a Nutshell

Population: 12,048 (2010)

Land area: 7.471 mi²

Walkability score: 82

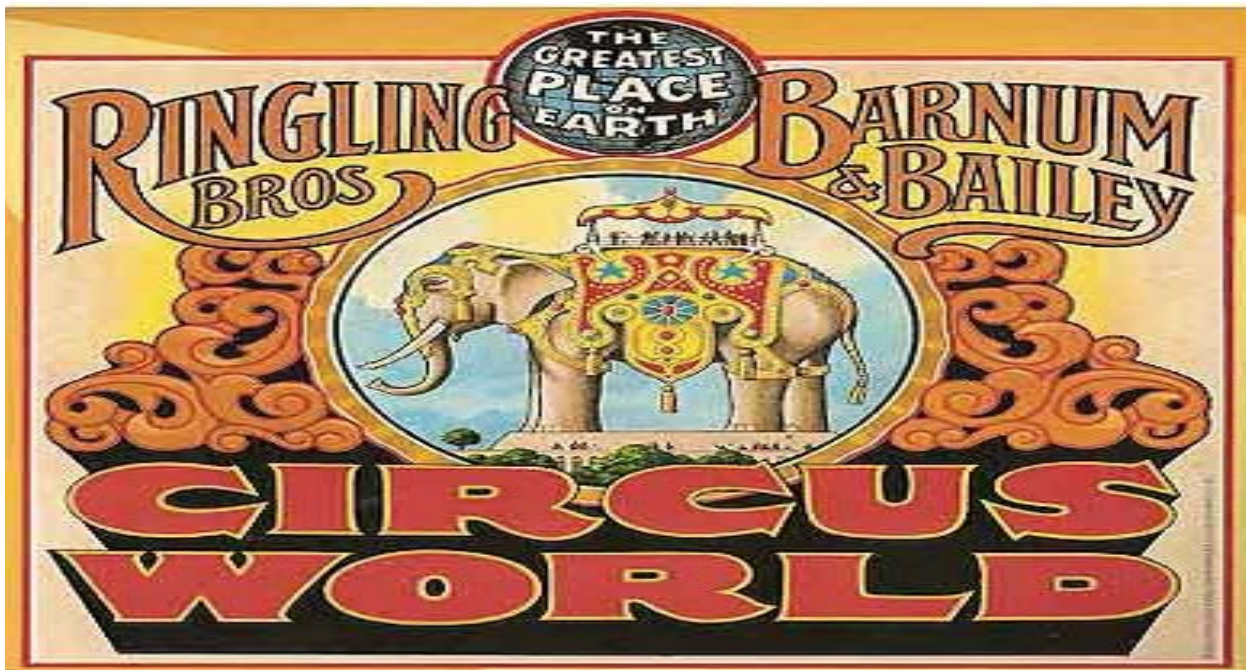
Explore Baraboo, Wisconsin!

Baraboo, Wisconsin

Experience history in “Circus City” and check out the Al Ringling Theatre. Also known as “America’s Prettiest Playhouse,” the theatre was built in 1915 and today holds movies, live professional artists, and community events to remember the famous Ringling brothers.



Circus World is continuously changing and restoring its grounds. Beginning in 1959, Circus World started with less than an acre and has filled 64 acres of land. It holds 30 permanent structures and during the winter months has 7 buildings available to the public.



Baraboo's downtown area is filled with a variety of different shops. Everything is available to the town's locals as well as its visitors from groceries and retail stores to art galleries and craft shops.



Baraboo has its own zoo! The Ochsner Park Zoo first opened in 1926 and now has over 15 different species of animals. The zoo adopts animals that were born in captivity. The zoo currently holds animal species such as bobcats, prairie dogs, llamas, monkeys, black bears, and various species of birds.



Devil's Lake State Park is located along the Ice Age Trail in Baraboo. There are over 1.2 million visitors each year and they come for two large beaches, hundreds of campsites, bike, ski and hiking trails, and beautiful views from 500 foot cliffs.



Starting in early May and going through the month of October, the town holds the Baraboo Farmer's Market. The market is located in the downtown area and is open every Wednesday and Saturday mornings. Only Wisconsin – produced fruits, vegetables, cheeses, eggs, bakery items, flowers and perennials are sold at the popular event.

