



2021 Results

- Community Covid-19 testing started Jan. 11, 2021
- Community Covid-19 Vaccination Clinic started Feb. 1, 2021 and finished May 31, 2021
- 11 events from June 2021 to end of year



2021 Financial Results

Total Revenue	\$179,928
Department Expense	\$145,190
General & Unapplied Expenses	\$321,489
House Profit	(\$176,299)
Other Operating Expenses	\$26,607
Net Operating Income	(\$202,906)
Federal Grant	\$88,172
Net Profit	(\$114,734)

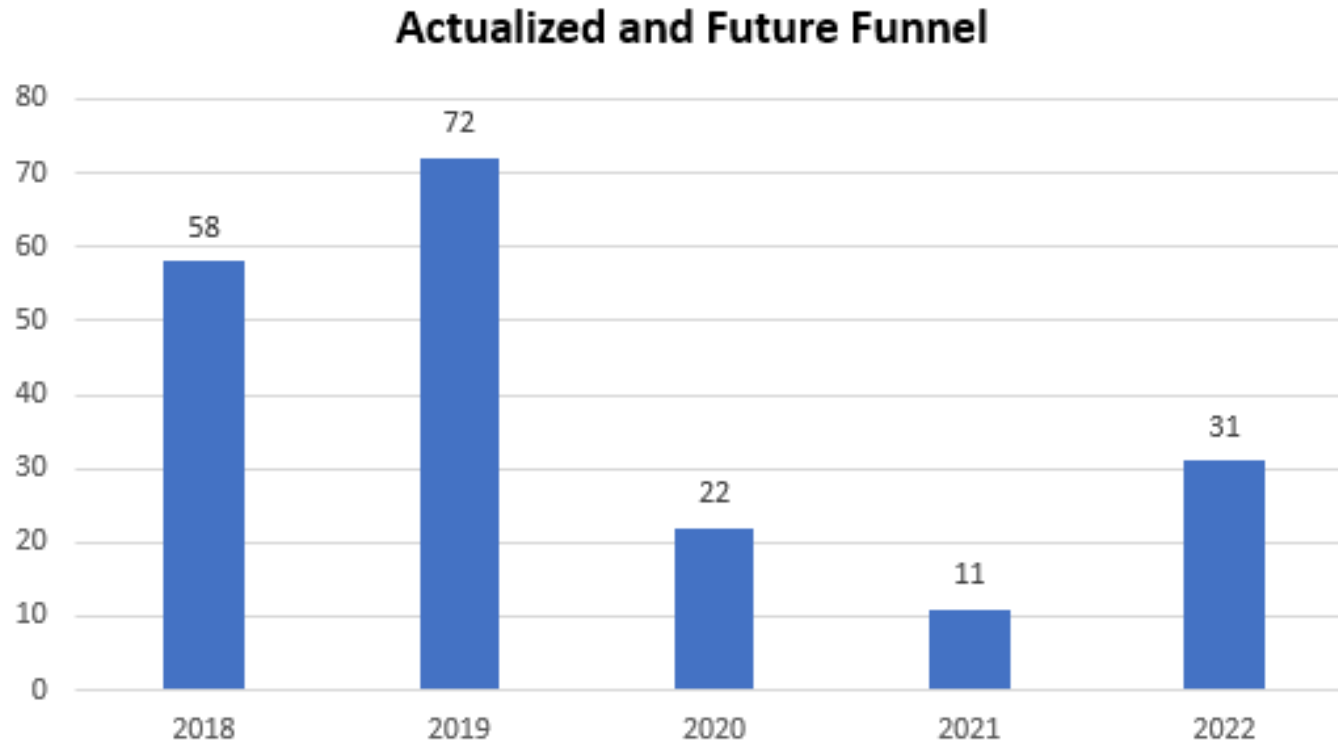


2021 Major Expenses

- Pilot \$25,000
- Grounds \$31,145 (snow removal)
- Maintenance Contracts \$48,864 (Otis)
- Labor \$116,492
- Utilities \$117,693



Lookback and Rebuilding Phase



2022 Outlook

- 14 signed contracts , 8 more than the last time we met, with contribution of approximately 3247 nights.
- Several of the 2022 groups will create compression in the market.
- Increase of 8 additional signed contract since May meeting.
- 4 tentative agreements & 5 prospect holds in sales funnel with another 500 room nights pending.



Hotel News

- Phase 1 of 96 rooms and Phase 2 of 102 rooms complete
- Phase 3 of 94 rooms underway
- Phase 4 of 96 rooms are upcoming
- New roof on conference center in April
- Exterior improvements complete
- Additional updates to all meeting & event space.
- New front desk, lobby design
- Added a market next to front desk



Hotel News cont.

- Orchard Restaurant remodeled and renamed Harvest Kitchen & Pantry
- Clubhouse Sports Bar & Grill remodeled and renamed Clubhouse Kitchen & Bar
- Software and system upgrades throughout hotel.
- Official cutover to Hilton will be in March as we hit our benchmarks for onboarding.



Staffing Updates

- New Facility Manager, Mike Videc, started last September.
- New hiring Director of Sales & Marketing, Brandon Flitter, overseeing all sales and marketing efforts.
- Erin Marquez has been deployed to sell the FCEC as a focus.
- New eMarketing Manager joining our team in two weeks for hotel, outlets, and FCEC.
- All sales and catering staff tasked to sell hotel and outlets rather than one person tasked to spearhead.



So what's next?

- Marketing, marketing, marketing! Re-Design of artwork has begun.
- FCEC is part of our Hilton website.
appletonpapervalley.hilton.com



