



Meeting Agenda - Final

Appleton Redevelopment Authority Exhibition Center Advisory
Committee

Tuesday, September 6, 2022

1:00 PM

Council Chambers

1. Call meeting to order

2. Roll call of membership

3. Approval of minutes from previous meeting

[22-1102](#) ARA Exhibition Center Advisory Committee Minutes from 3-1-22

Attachments: [ARA Exhibition Center Advisory Committee Minutes 3-1-22.pdf](#)

4. **Public Hearings/Apearances**

[22-1104](#) Public Participation

5. **Action Items**

6. **Information Items**

[22-1106](#) Welcome new appointment, Jane Lang, representative from City of Neenah, replacing Dean Kaufert

[22-1105](#) Linda Garvey of the Hilton Appleton Paper Valley providing Hilton and Fox Cities Exhibition Center updates

Attachments: [FCEC ARA Board Presentation September 2022.pdf](#)

[22-1107](#) Pam Seidl of the Fox Cities Convention & Visitors Bureau providing updates on tourism in general and specific to the Fox Cities

Attachments: [ARA_ECAAdvisoryCommittee_FCCVBRReport_9.2022.pdf](#)

[22-1108](#) Upcoming Meeting Dates and Times
Tuesday, March 7, 2023 at 1:00 p.m.
Tuesday, September 5, 2023 at 1:00 p.m.

7. Adjournment

Notice is hereby given that a quorum of the Common Council may be present during this meeting, although no Council action will be taken.

Any questions about items on this meeting are to be directed to Karen Harkness, Director, Community and Economic Development Department at 920-832-6468.

Reasonable Accommodations for Persons with Disabilities will be made upon Request and if Feasible.



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appleton.org

Meeting Minutes - Final Appleton Redevelopment Authority Exhibition Center Advisory Committee

Tuesday, March 1, 2022

1:00 PM

Council Chambers

1. Call meeting to order

Meeting called to order at 1:02 p.m.

2. Roll call of membership

Kaufert and Rugland appeared virtually via Teams.

Present: 16 - Harkness, Mayor Woodford, Wilde, Kuen, Kaufert, Dietz, Van Laanen, Reader, Vanden Berg, Dearborn, Benz, Hedtke, Rugland, Downs, Seidl and Antoine

Excused: 1 - Gifford

Absent: 1 - Patza

Others present:

Erin Marquez, Hilton Appleton Paper Valley

Brandon Flitter, Hilton Appleton Paper Valley

3. Approval of minutes from previous meeting

[22-0220](#)

ARA Exhibition Center Advisory Committee Minutes from 9-7-21

Attachments: [ARA Exhibition Center Advisory Committee Minutes 9-7-21..pdf](#)

Kuen moved, seconded by Seidl, that the Minutes be approved. Roll Call.

Motion carried by the following vote:

Aye: 14 - Wilde, Kuen, Kaufert, Dietz, Van Laanen, Reader, Vanden Berg, Dearborn, Benz, Hedtke, Rugland, Downs, Seidl and Antoine

Excused: 1 - Gifford

Absent: 1 - Patza

4. Public Hearings/Appearances

[22-0221](#) Public Participation

There was no public participation.

[22-0222](#) Linda Garvey of the Hilton Appleton Paper Valley providing Hilton and Fox Cities Exhibition Center updates

Attachments: [FCEC ARA Board Presentation February 2022.pdf](#)

Erin Marquez and Brandon Flitter appeared in the absence of Linda Garvey and gave their presentation.

5. Action Items

6. Information Items

[22-0226](#) Welcome new appointment, Kelli Antoine, representative from City of Kaukauna replacing Mike Coenen

Mayor Woodford welcomed Kelli Antoine to the Committee.

[22-0223](#) Tourism in general and specific to the Fox Cities

Attachments: [ARAAdvisoryUpdate 3.1.22.pdf](#)

This information was presented by Pam Seidl and discussed.

[22-0225](#) Upcoming Meeting Date and Time
Tuesday, September 6, 2022 at 1:00 p.m.

This item was presented.

7. Adjournment

Kuen moved, seconded by Van Laanen, that the meeting be adjourned at 1:27 p.m. Roll Call. Motion carried by the following vote:

Aye: 14 - Wilde, Kuen, Kaufert, Dietz, Van Laanen, Reader, Vanden Berg, Dearborn, Benz, Hedtke, Rugland, Downs, Seidl and Antoine

Excused: 1 - Gifford

Absent: 1 - Patza



January – June 2022 Financial Results

Total Revenue	\$292,566
Department Expense	\$47,389
General & Unapplied Expenses	\$236,125
House Profit	\$9,051
Other Operating Expenses	\$28,407
Net Profit	(\$19,355)



2022 Major Expenses

- Pilot \$25,000
- Grounds \$12,230 (snow removal)
- Maintenance Contracts \$26,568 (Otis)
- Labor \$111,420
- Utilities \$81,120



2022 On the Books

- 28 signed contracts with contribution of approximately 4233 nights.
- Several of the 2022 groups will create compression in the market.
- Increase of 12 additional signed contract since April meeting.
- 3 tentative agreements in sales funnel



2023 On the Books

- 10 signed contracts with contribution of approximately 2471 nights.
- 1 tentative with 190 nights
- 10 Prospect holds with 874 nights

- 2024 already has 4251 nights in the funnel with 10 large conferences



Hotel News

- All 388 guest rooms have been fully renovated
- Harvest and Clubhouse have had full renovations
- New roof on conference center in June
- Starbucks on track to open this fall






Hilton
APPLETON PAPER VALLEY

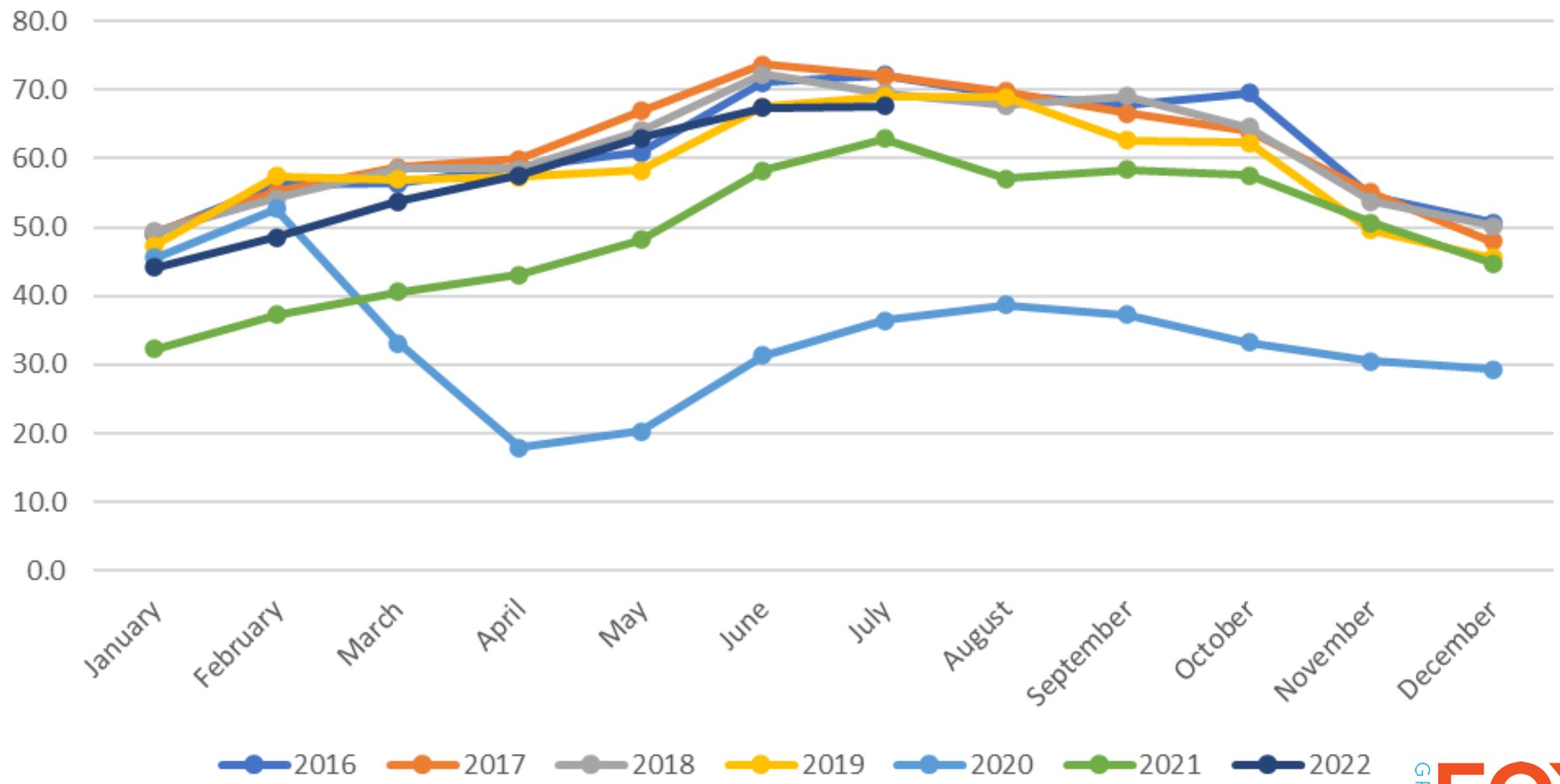


FOX CITIES EXHIBITION CENTER

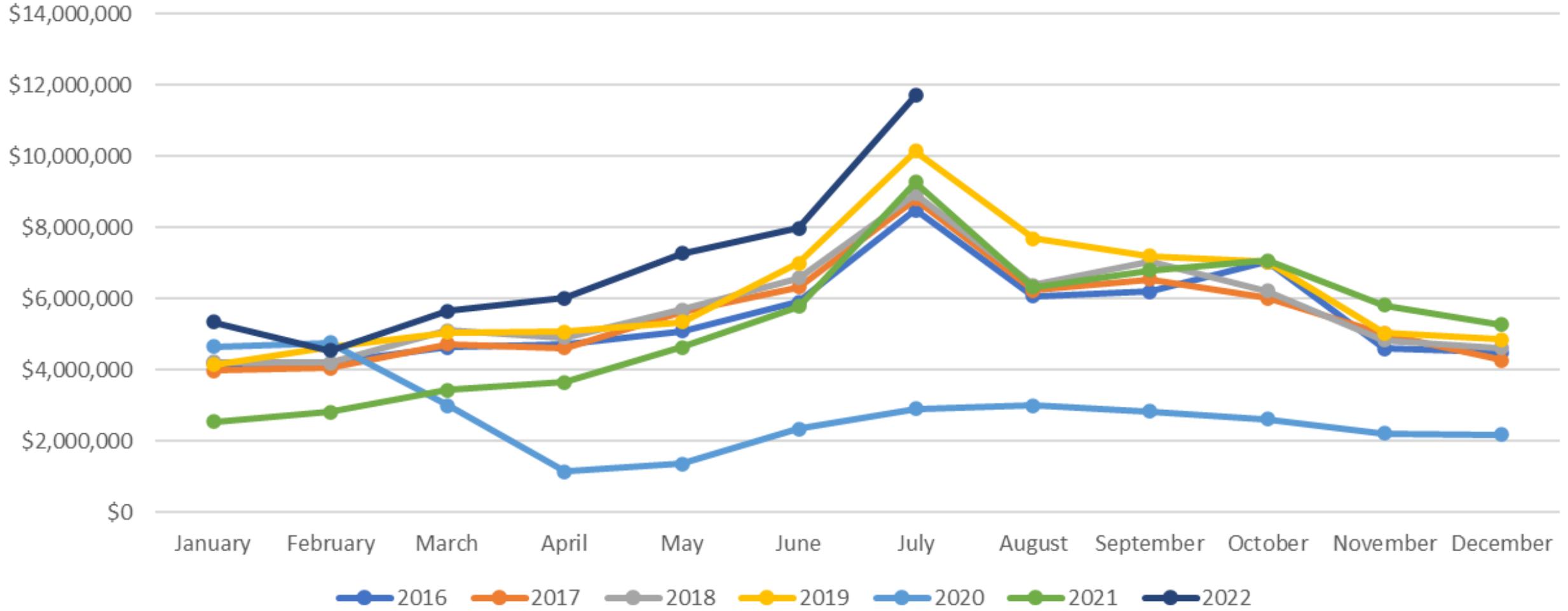
JONES PARK
Re-Opening 2019

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Fox Cities Hotel Occupancy

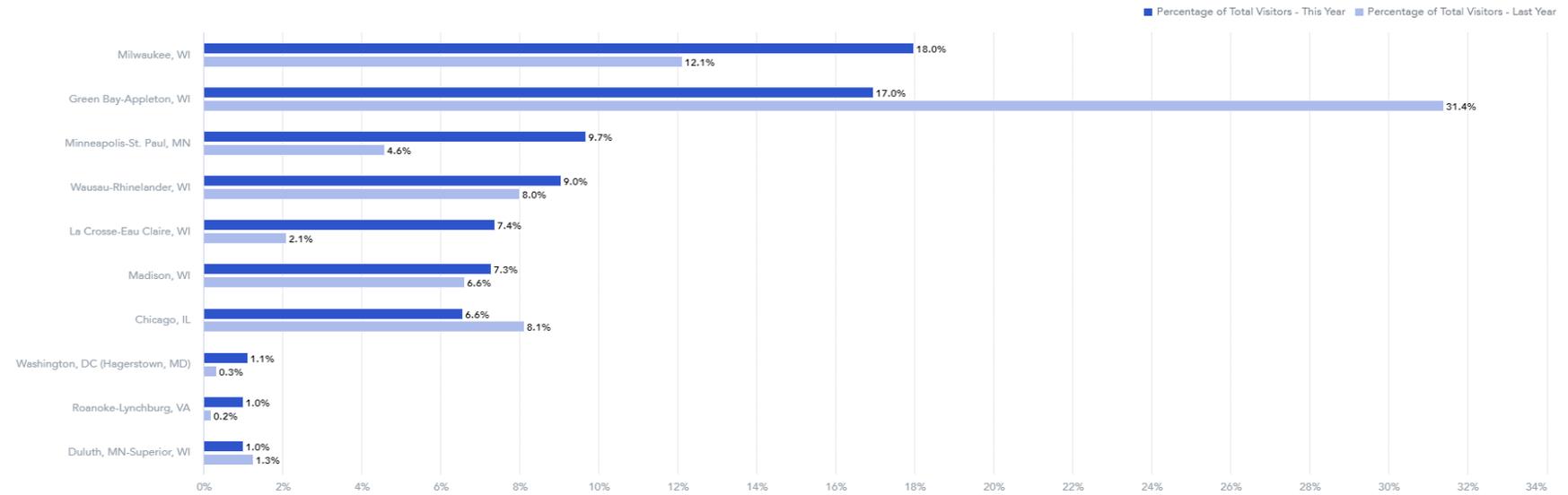


Fox Cities Room Revenue



FCEC Visitor Origin Traffic - YTD 2022 vs. 2021

Location - Top 10 Origin Markets Percent YOY



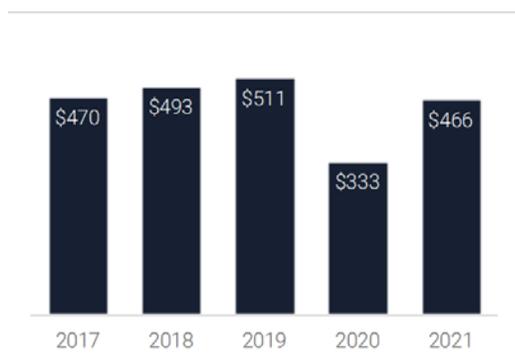
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Source = Zartico

Fox Cities Visitor Spending 2021 Summary of Key Findings

- Visitor spending increased by 40% in 2021 with growth in lodging and recreational/ entertainment spending supporting overall growth.
- Visitor spending has rebounded to 2015 levels, after falling to levels not seen since 2009 in 2020.
- Spending on lodging grew more than 80%, increasing by \$41 million. Lodging spending rebounded to 78% of pre-pandemic levels.
- Recreational spending jumped 42% to nearly \$69 million in 2021, reaching 93% of pre-pandemic levels.
- Fox Cities saw all major spending sectors grow 25% or more in 2021.
- Retail shopping spending by visitors grew by more than \$20 million in 2021, surpassing pre-pandemic levels.
- Visitor spending directly supported **4,650 jobs** with resident **income of \$117 million**.
- Visitor activity supports **\$55 million in state and local governmental revenues**.

Fox Cities visitor spending
Amounts in \$ millions

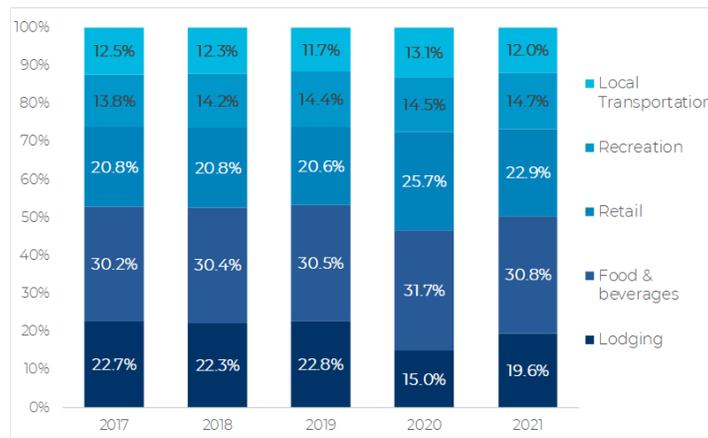


Fox Cities quarterly visitor spending, 2018-2021
Amounts in millions of \$, 2019 & 2021 values



Visitor Spending Shares in Fox Cities, 2017-2021

By category, %



Source: Tourism Economics