



City of Appleton

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

Meeting Agenda - Final

Appleton Redevelopment Authority Exhibition Center Advisory Committee

Tuesday, March 1, 2022

1:00 PM

Council Chambers

1. Call meeting to order

2. Roll call of membership

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](#)

4. **Public Hearings/Apearances**

[22-0221](#) 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](#)

5. **Action Items**

6. **Information Items**

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

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

Attachments: [ARAAdvisoryUpdate_3.1.22.pdf](#)

[22-0225](#) Upcoming Meeting Date and Time
Tuesday, September 6, 2022 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.



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Meeting Minutes - Final Appleton Redevelopment Authority Exhibition Center Advisory Committee

Tuesday, September 7, 2021

1:00 PM

Council Chambers

1. Call meeting to order

Meeting called to order at 1:00 p.m.

2. Roll call of membership

Downs appeared via Teams

Vanden Berg arrived at 1:03 p.m.

Present: 12 - Harkness, Mayor Woodford, Gifford, Wilde, Kuen, Van Laanen, Reader, Vanden Berg, Dearborn, Hedtke, Downs and Seidl

Excused: 2 - Kaufert and Coenen

Absent: 4 - Dietz, Benz, Rugland and Patza

Others present:

Linda Garvey, Red Lion Hotel Paper Valley

Tony Saucerman, Finance Director

3. Approval of minutes from previous meeting

[21-1236](#)

ARA Exhibition Center Advisory Committee Minutes from 3-2-21

Attachments: [ARA Exhibition Center Advisory Committee Minutes 3-2-21.pdf](#)

Van Laanen moved, seconded by Dearborn, that the Minutes be approved. Roll Call. Motion carried by the following vote:

Aye: 9 - Gifford, Wilde, Kuen, Van Laanen, Reader, Dearborn, Hedtke, Downs and Seidl

Excused: 2 - Kaufert and Coenen

Absent: 5 - Dietz, Vanden Berg, Benz, Rugland and Patza

4. Public Hearings/Appearances

[21-1237](#)

Public Participation

There was no public participation.

[21-1238](#)

Linda Garvey of the Red Lion Hotel Paper Valley (soon to be Hilton Appleton Paper Valley) presenting on the change in franchise partnership, the Fox Cities Exhibition Center booking summary, and feedback received from groups that have used the Fox Cities Exhibition Center

Attachments: [FCEC ARA Board Presentation September 2021.pdf](#)

This Appearance was presented and discussed.

5. Action Items

6. Information Items

[21-1239](#)

Tourism in general and specific to the Fox Cities and the COVID-19 economic impact

Attachments: [FCEC ARA Advisory Committee Covid Impact Update 9.7.21.pdf](#)

This item was presented and discussed.

[21-1242](#)

Debt Service/Room Tax Projections

Attachments: [Debt Service - Room Tax Projection 2021-2023.pdf](#)

This item was presented and discussed.

[21-1240](#)

Upcoming Meeting Dates and Times
Tuesday, March 1, 2022 at 1:00 p.m.
Tuesday, September 6, 2022 at 1:00 p.m.

This item was presented.

[21-1241](#)

Invitation to walk over to Red Lion Hotel after adjournment of meeting to view model hotel room renovations

This item was presented.

7. Adjournment

Vanden Berg moved, seconded by Wilde, that the meeting be adjourned at 1:31 p.m. Roll Call. Motion carried by the following vote:

Aye: 10 - Gifford, Wilde, Kuen, Van Laanen, Reader, Vanden Berg, Dearborn, Hedtke, Downs and Seidl

Excused: 2 - Kaufert and Coenen

Absent: 4 - Dietz, Benz, Rugland and Patza



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)

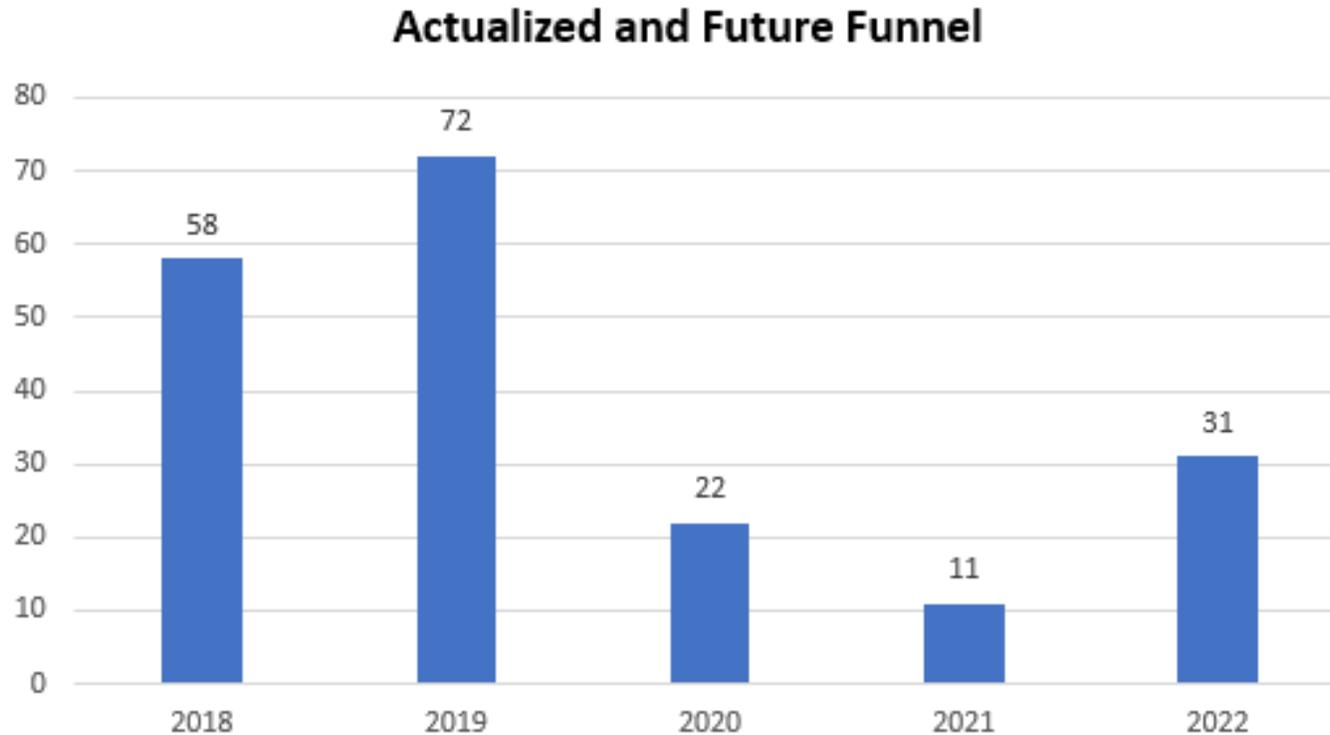


2021 Major Expenses

- 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.



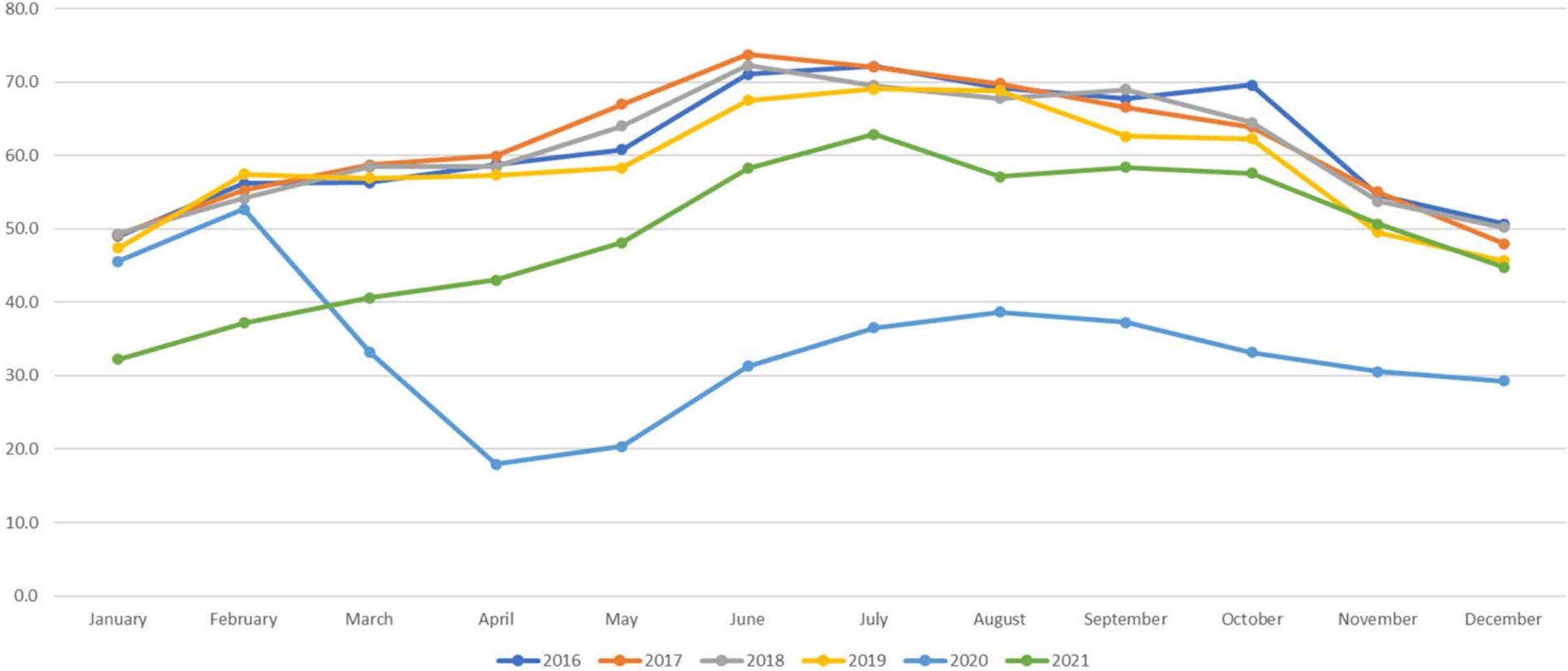
So what's next?

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

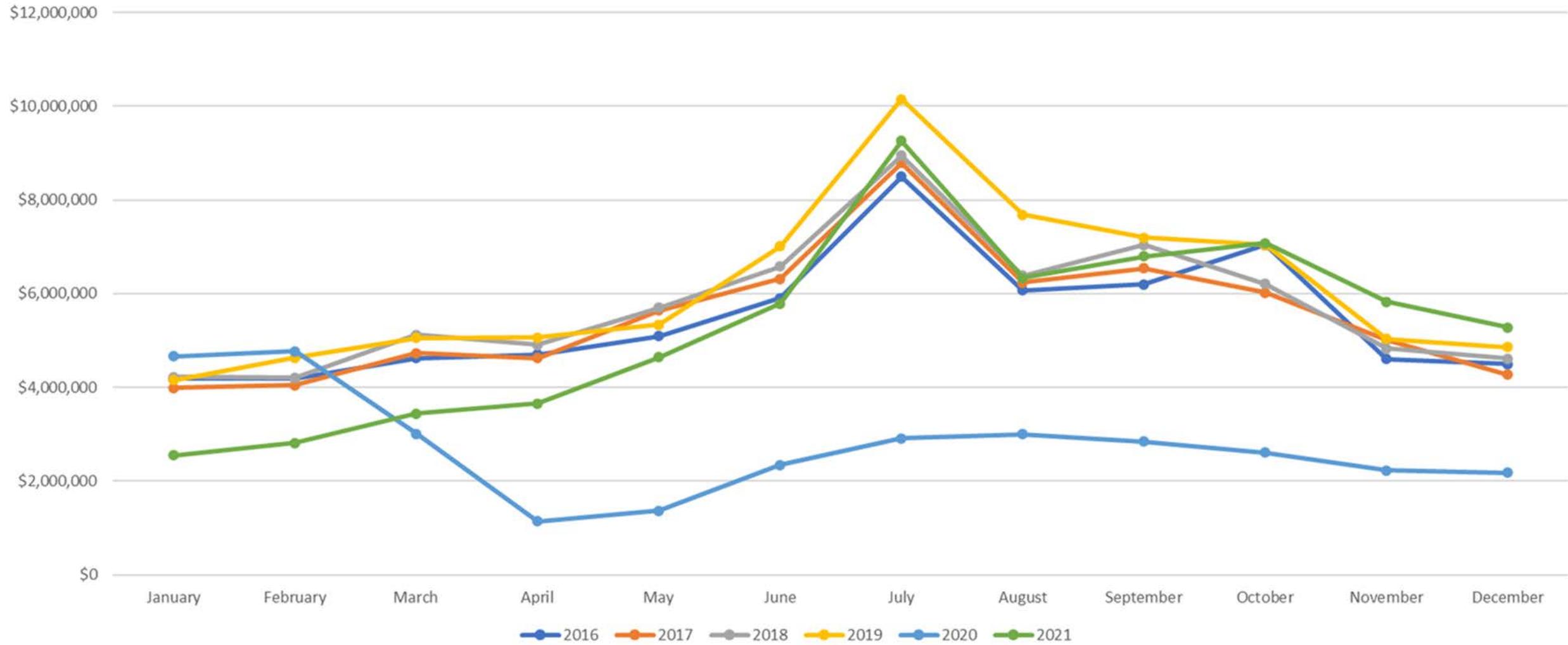




Fox Cities Hotel Occupancy



Fox Cities Room Revenue



2021 Year in Review

- Occupancy
 - +46% to 2020
 - -16% to 2019
- Revenues
 - +92% to 2020
 - -13% to 2019
- 4th Quarter 2021 Room Tax collections were +8.2% over Q4 2019!

2021 Year in Review

CONVENTION SALES



Meeting and
Convention Events



Room Nights

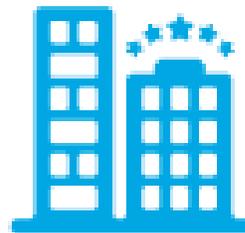


\$1,013,538

Direct Visitor Spending



Future Meeting and
Convention Events



14,354

Future Estimated
Room Nights



\$3,602,854

Future Estimated Direct
Visitor Spending

2021 Year in Review

SPORTS MARKETING



Sporting Events



Room Nights



\$7,955,496

Direct Visitor Spending



Future Sporting
Events



30,385

Future Estimated
Room Nights



\$9,844,740

Future Estimated Direct
Visitor Spending