



Meeting Agenda - Final-revised

Appleton Redevelopment Authority Exhibition Center Advisory  
Committee

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Wednesday, November 8, 2023

11:00 AM

Council Chambers

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1. Call meeting to order

2. Pledge of Allegiance

3. Roll call of membership

4. Approval of minutes from previous meeting

[23-1323](#) ARA Exhibition Center Advisory Committee Minutes from 9-6-22

**Attachments:** [ARA Exhibition Center Advisory Committee Minutes 9-6-22.pdf](#)

5. **Public Hearing/Appearances**

[23-1324](#) Public Participation

6. **Action Items**

7. **Information Items**

[23-1325](#) Welcome new appointments:

Todd Stevenson, City of Neenah representative, replacing Dean Kaufert  
Brad Vanden Boom, Hotelier representative, replacing Laura Dietz  
Kara Homan, City of Appleton Community & Economic Development  
Director, replacing Karen Harkness

**Attachments:** [ARA Exhibition Center Advisory Committee-Apr 2023.pdf](#)

[23-1327](#) Pam Seidl of the Fox Cities Convention & Visitors Bureau providing  
updates on tourism in general and specific to the Fox Cities

**Attachments:** [CVB Update to ARA Advisory Committee 10.31.23.pdf](#)

[23-1326](#) Martino DeStefano of the Hilton Appleton Paper Valley providing Hilton  
and Fox Cities Exhibition Center updates

**Attachments:** [FCEC ARA Presentation Nov 2023 v2.pdf](#)

8. 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 Kara Homan, 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

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Tuesday, September 6, 2022

1:00 PM

Council Chambers

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1. Call meeting to order

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

2. Roll call of membership

**Present:** 14 - Harkness, Mayor Woodford, Gifford, Wilde, Kuen, Dietz, Van Laanen, Reader, Dearborn, Hedtke, Rugland, Downs, Seidl and Antoine

**Absent:** 4 - Vanden Berg, Benz, Patza and Lang

*Others present:*

*Linda Garvey, Hilton Appleton Paper Valley*

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](#)

**Rugland moved, seconded by Reader, that the Minutes be approved. Roll Call. Motion carried by the following vote:**

**Aye:** 12 - Gifford, Wilde, Kuen, Dietz, Van Laanen, Reader, Dearborn, Hedtke, Rugland, Downs, Seidl and Antoine

**Absent:** 4 - Vanden Berg, Benz, Patza and Lang

4. **Public Hearings/Appearances**

[22-1104](#)

Public Participation

**There was no public participation.**

5. **Action Items**

6. **Information Items**

[22-1106](#)

Welcome new appointment, Jane Lang, representative from City of Neenah, replacing Dean Kaufert

**This item was presented.**

[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](#)

**This item was presented by Linda Garvey and discussed.**

[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\\_ECA Advisory Committee FCCVBReport 9.2022.pdf](#)

**This item was presented by Pam Seidl and discussed.**

[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.

**This item was presented.**

## 7. Adjournment

**Kuen moved, seconded by Seidl, that the meeting be adjourned at 1:26 p.m.  
Roll Call. Motion carried by the following vote:**

**Aye:** 12 - Gifford, Wilde, Kuen, Dietz, Van Laanen, Reader, Dearborn, Hedtke, Rugland, Downs, Seidl and Antoine

**Absent:** 4 - Vanden Berg, Benz, Patza and Lang

## ARA Exhibition Center Advisory Committee Appointments Updated April 2023

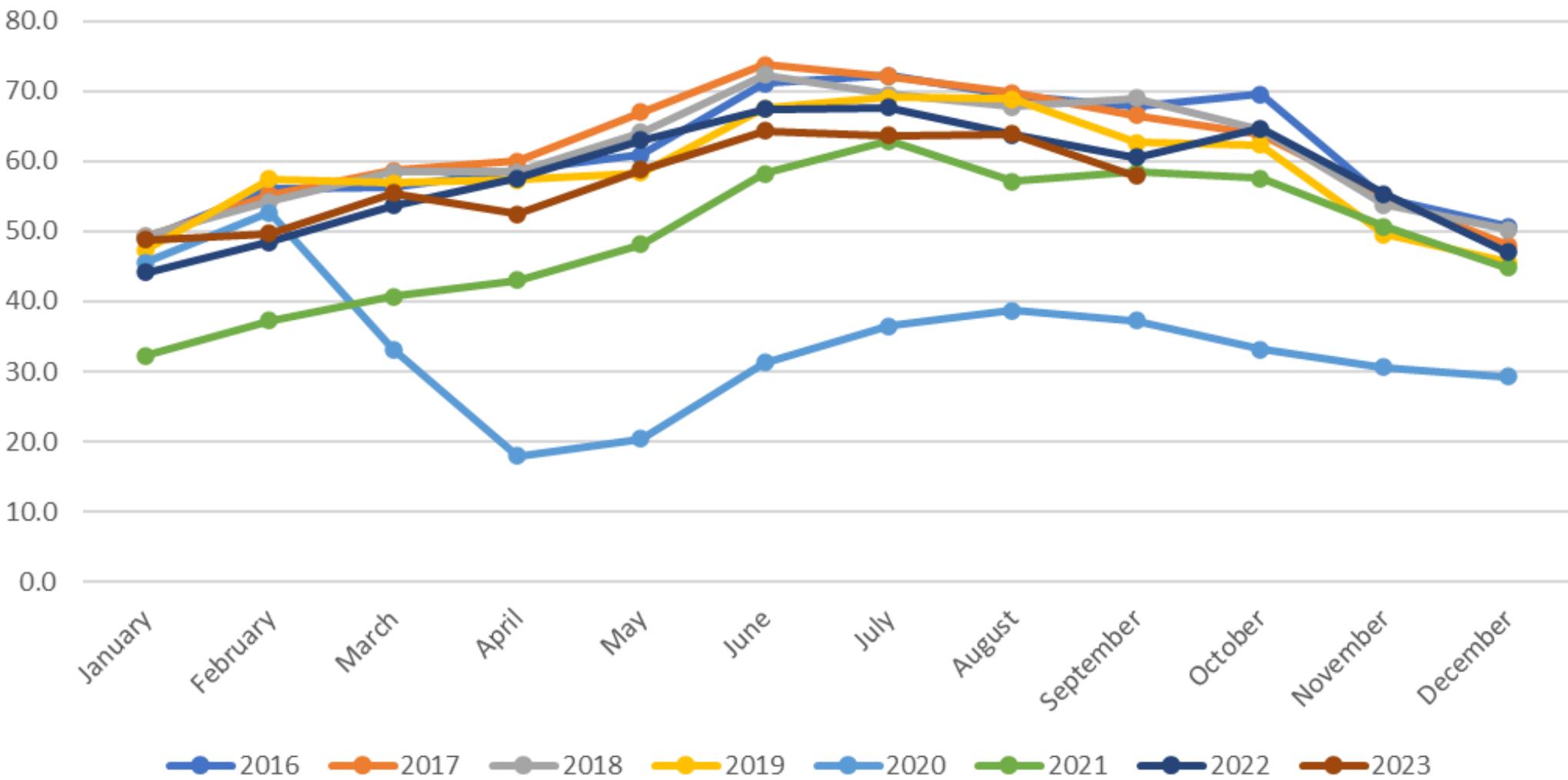
Term Started	Term Expires	Committee Member	Represents	Address	Phone	Email
January 2022	2 years January 2024	Dana Reader (2016)	City of Appleton	110 N. Richmond St. Appleton WI 54911	920-830-7855 Ext. 202	<a href="mailto:goodcompanyltd@aol.com">goodcompanyltd@aol.com</a>
April 2023	2 years January 2025	Mike Patza (2021)	Town of Grand Chute	1900 W. Grand Chute Blvd. Grand Chute WI 54913	920-832-1599	<a href="mailto:michael.patza@grandchute.net">michael.patza@grandchute.net</a>
March 2023	2 years January 2025	Todd Stevenson (2023)	City of Neenah	211 Walnut St. Neenah WI 54956	920-722-5440	<a href="mailto:tstevenson@ci.neenah.wi.us">tstevenson@ci.neenah.wi.us</a>
March 2023	2 years January 2025	Chuck Kuen (2016)	Village of Kimberly	132 S. Willow St. Kimberly WI 54136	920-716-4502	<a href="mailto:ckuen@valleymanagement.com">ckuen@valleymanagement.com</a>
January 2022	2 years January 2024	Kelli Antoine (2022)	City of Kaukauna	144 W. Second Street Kaukauna WI 54130	920-284-0265	<a href="mailto:kelli.antoine@kaukauna-wi.org">kelli.antoine@kaukauna-wi.org</a>
March 2022	2 years January 2024	Mike Vanden Berg (2016)	Village of Little Chute	427 Sanitorium Rd. Kaukauna WI 54130	920-851-4983	<a href="mailto:presidentvandenberglittlechutewi.org">presidentvandenberglittlechutewi.org</a>
March 2023	2 years January 2025	Thomas Wilde (2016)	Town of Neenah	163 Kuettel Ct. Neenah WI 54956	920-725-0014	<a href="mailto:twilde@new.rr.com">twilde@new.rr.com</a>
January 2022	2 years January 2024	George Dearborn (2016)	Village of Fox Crossing	2000 Municipal Dr. Neenah WI 54956	920-720-7105	<a href="mailto:gdearborn@foxcrossingwi.gov">gdearborn@foxcrossingwi.gov</a>
April 2023	2 years January 2025	Chuck Gifford (2016)	City of Menasha	1229 Beechwood La. Menasha WI 54952	920-730-3800	<a href="mailto:cgifford@wiscohoteles.com">cgifford@wiscohoteles.com</a>
January 2022	2 years January 2024	Bob Benz (2016)	Village of Sherwood	N7639 Lower Cliff Rd. Sherwood WI 54169	920-989-1760	<a href="mailto:bobmarbenz7@aol.com">bobmarbenz7@aol.com</a>
April 2023	2 years January 2025	Brad Vanden Boom Country Inn & Suites (2023)	Hotelier	355 Fox River Dr. Grand Chute WI 54913	920-830-3240	<a href="mailto:cx_gcwi@countryinnamericas.com">cx_gcwi@countryinnamericas.com</a>
March 2022	2 years January 2024	Amanda Hedtke Fairfield Inn & Suites (2019)	Hotelier	130 S. Nicolet Rd. Grand Chute WI 54914	920-418-0288	<a href="mailto:amanda.hedtke@brandthq.com">amanda.hedtke@brandthq.com</a>
April 2023	2 years January 2025	Maria Van Laanen President of PAC (2016)	Community Member	400 W. College Ave. Appleton WI 54911	920-730-3787	<a href="mailto:mvanlaanen@foxcitiespac.com">mvanlaanen@foxcitiespac.com</a>
March 2022	2 years January 2024	Walter Rugland Ret. COO of AAL (2016)	Community Member	1225 W. Cedar Street Appleton WI 54914	920-830-9999	<a href="mailto:walterrugland@gmail.com">walterrugland@gmail.com</a>
March 2022	2 years January 2024	Marissa Downs (Vice Chair) (2016)	ARA Member	2520 E. Apple Hill Blvd. Appleton WI 54913	920-602-6679	<a href="mailto:marissadowns@gmail.com">marissadowns@gmail.com</a>
		Pam Seidl	FCCVB Executive Director	213 S. Nicolet Rd. Appleton WI 54914	920-734-3358	<a href="mailto:pseidl@foxcities.org">pseidl@foxcities.org</a>
Non-voting Advisory		Kara Homan	Community/Econ Dev Director	100 N. Appleton St. Appleton WI 54911	920-832-6408	<a href="mailto:kara.homan@appleton.org">kara.homan@appleton.org</a>

Non-voting Advisory member		Jake Woodford (Chair)	Appleton Mayor	100 N. Appleton St. Appleton WI 54911	920-832-6400	<a href="mailto:jake.woodford@appleton.org">jake.woodford@appleton.org</a>
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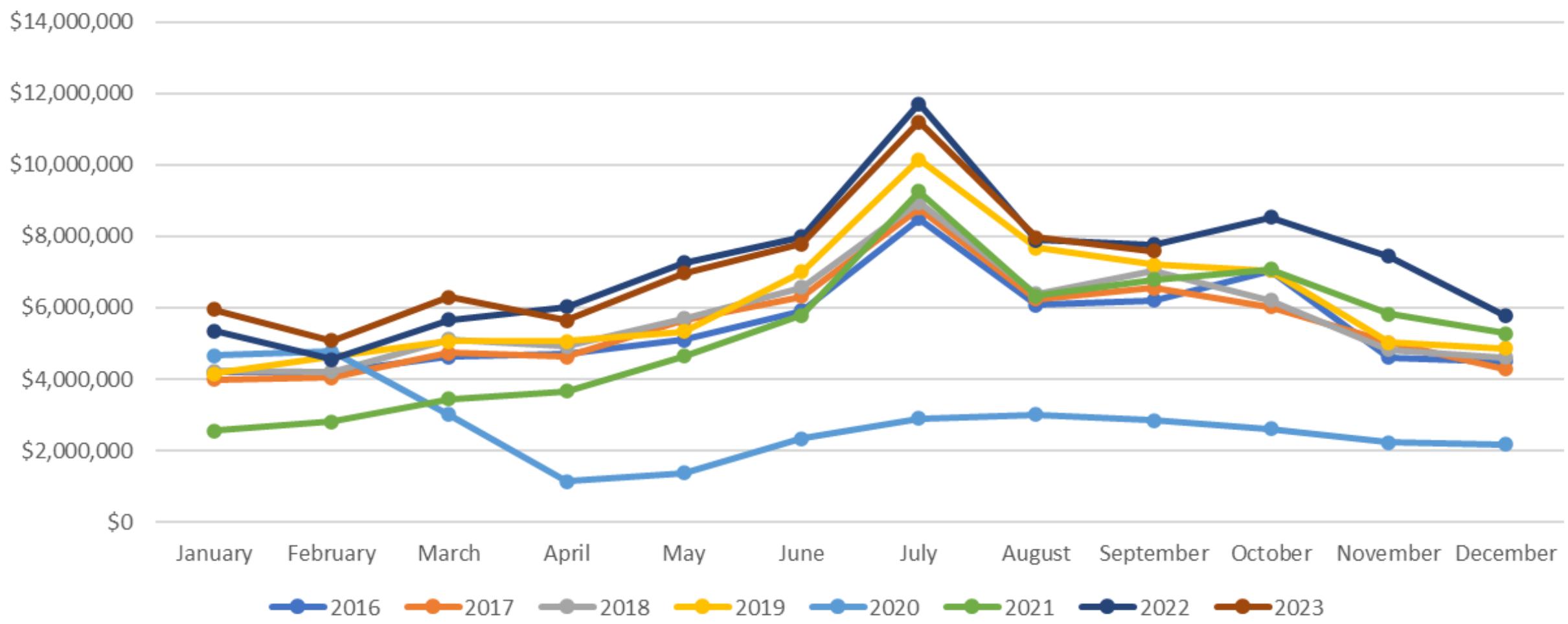
# **Fox Cities CVB Update to ARA Exhibition Center Advisory Committee**

**10.31.23**

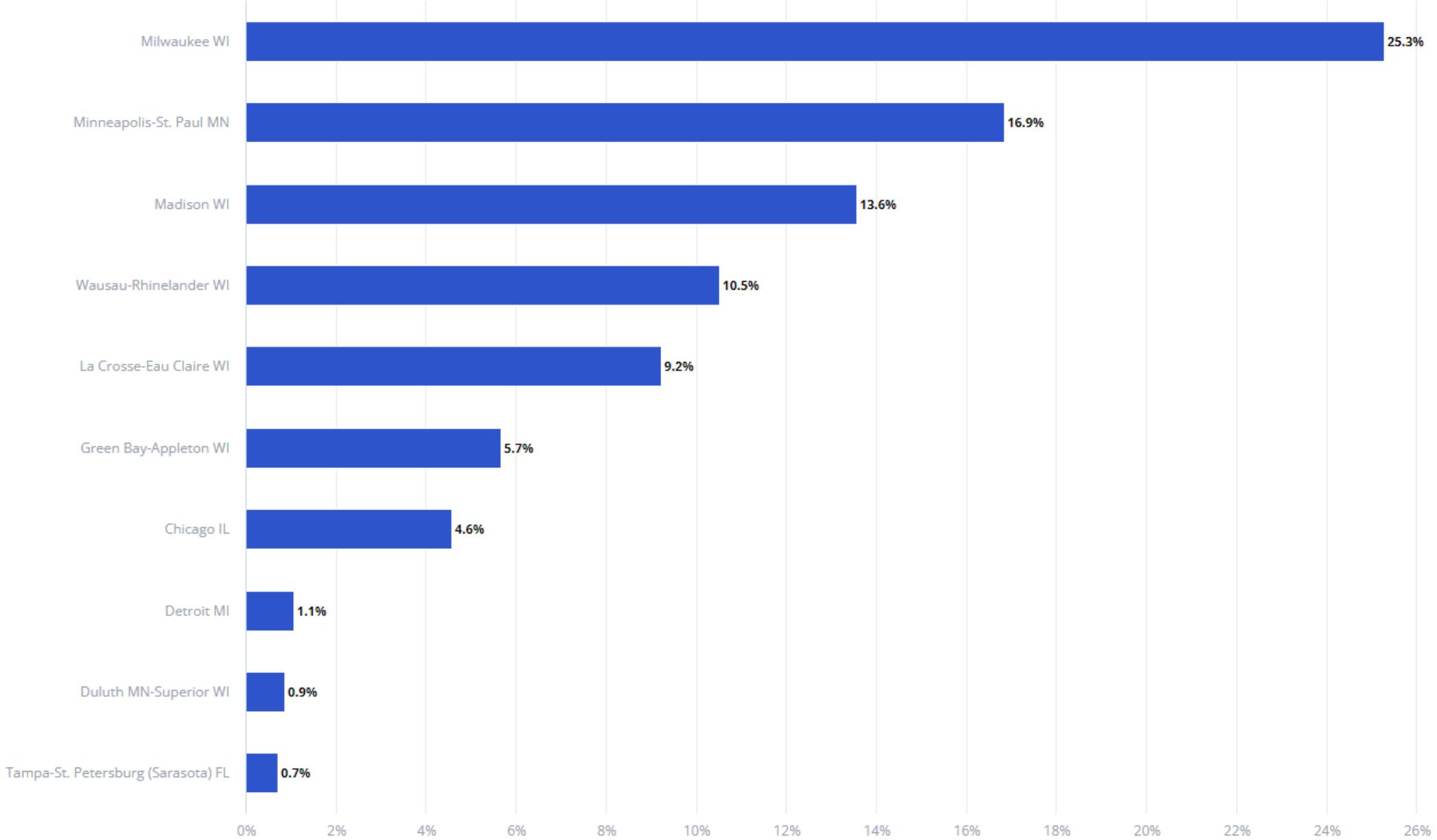
# Fox Cities Hotel Occupancy



## Fox Cities Room Revenue



# Who is Visiting the FCEC? Top Origin DMA's – 2021 through Oct. 2023

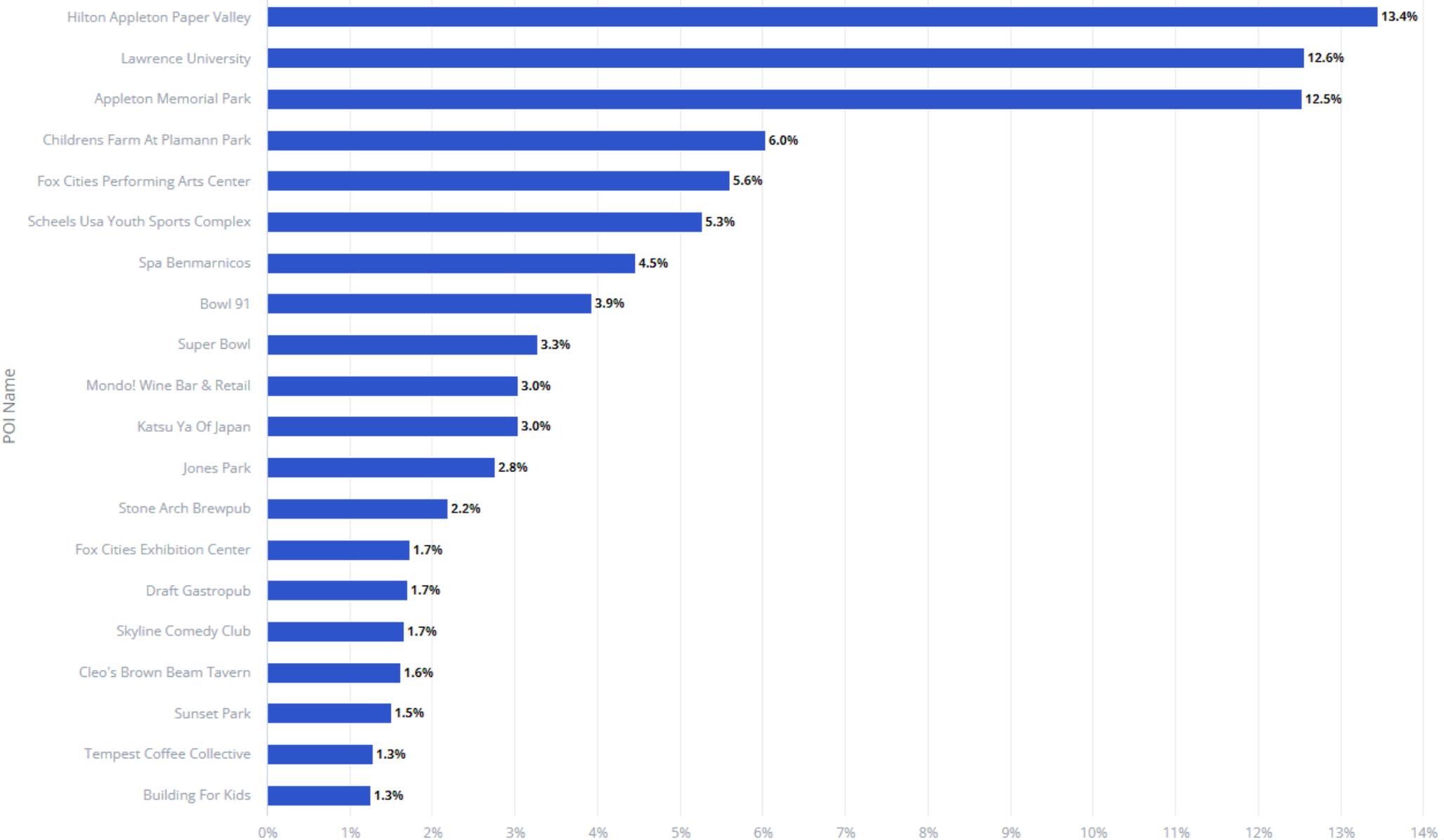


Visitors % of Total



Source: Zartico

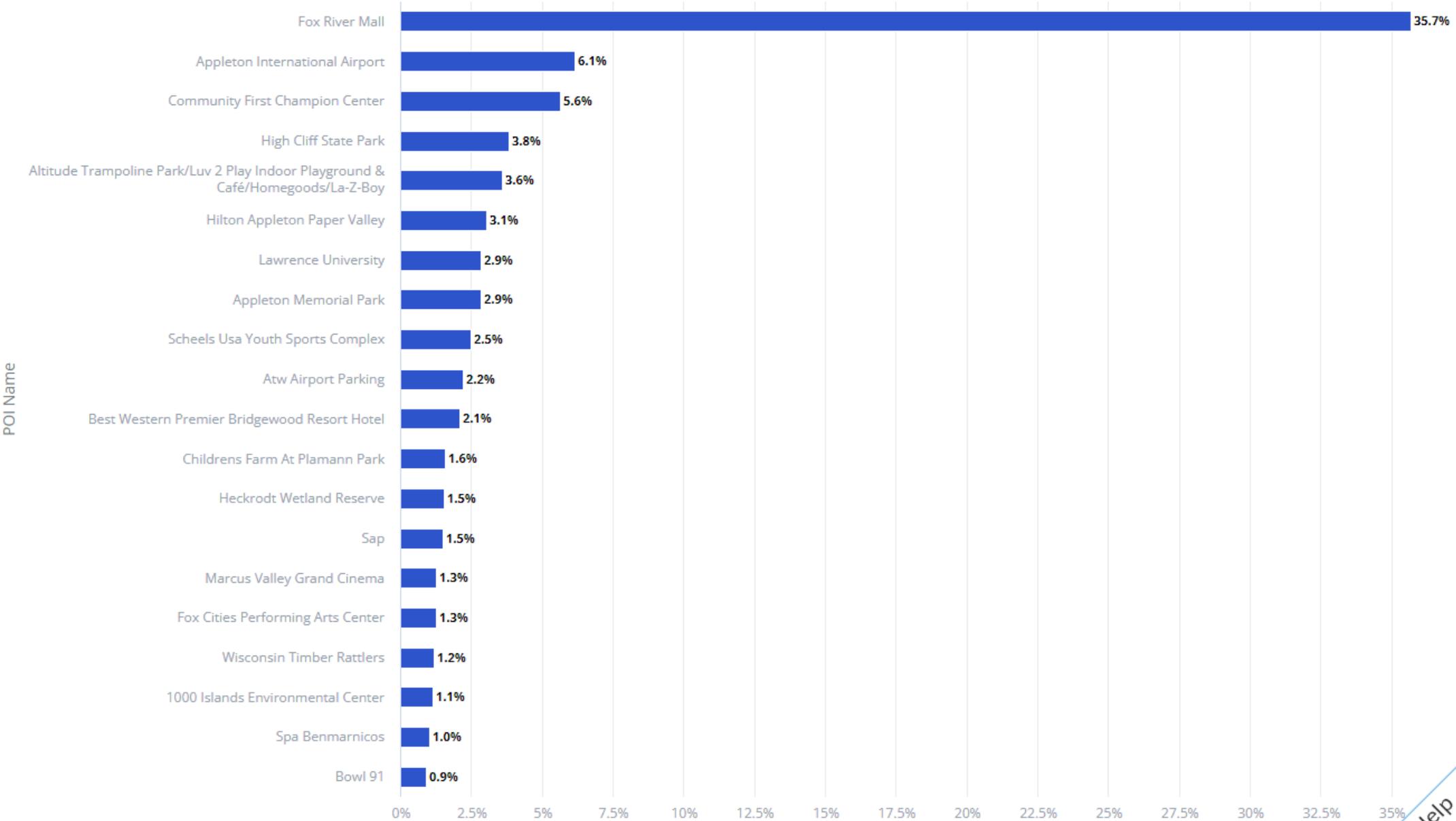
# Top Visitor Points of Interest in Appleton – Oct. 31, 2022 to Oct. 31, 2023



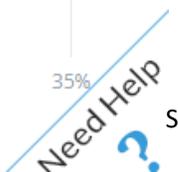
Location - % of Visitors - No Empty Value



# Top Visitor Points of Interest in the Fox Cities – Oct. 31, 2022 to Oct. 31, 2023



Location - % of Visitors - No Empty Value



**Bonding Update**  
**Presented by Baird to Fox Cities**  
**Area Room Tax Commission**  
**9.18.23**

### RDA of the City of Appleton

- Fox Cities Exhibition Center
  - Through October 1, 2023
    - Mandatory Redemptions of Principal: \$1,730,000
    - Gross Debt Service Savings: \$3,848,065

### CDA of the Town of Grand Chute

- Fox Cities Champion Center
  - Through October 1, 2023
    - Mandatory Redemptions of Principal: \$1,220,000
    - Gross Debt Service Savings: \$2,777,056

# Appleton Debt Service Comparison

Calendar Year	ORIGINAL DEBT SERVICE <sup>(1)(2)</sup>				DEBT SERVICE AFTER MANDATORY REDEMPTIONS <sup>(1)(2)</sup>				DEBT SERVICE CHANGE		
	PRINCIPAL (4/1)	RATE	INTEREST (4/1 & 10/1)	TOTAL	PRINCIPAL	RATE	INTEREST (4/1 & 10/1)	TOTAL	PRINCIPAL	INTEREST	TOTAL
	<b>Callable: '27-'51 Callable 4/1/2026 @ Par</b>				<b>Mandatory redemptions can occur on 4/1 or 10/1</b>						
2018			\$546,626	\$546,626			\$546,626	\$546,626	\$0	\$0	\$0
2019			\$1,311,904	\$1,311,904			\$1,311,904	\$1,311,904	\$0	\$0	\$0
2020	\$100,000	2.800%	\$1,310,504	\$1,410,504	\$100,000	2.800%	\$1,299,804	\$1,399,804	\$0	(\$10,700)	(\$10,700)
2021	\$100,000	2.890%	\$1,307,659	\$1,407,659	\$100,000	2.890%	\$1,286,259	\$1,386,259	\$0	(\$21,400)	(\$21,400)
2022	\$125,000	3.090%	\$1,304,282	\$1,429,282	\$125,000	3.090%	\$1,282,882	\$1,407,882	\$0	(\$21,400)	(\$21,400)
2023	\$150,000	3.150%	\$1,299,989	\$1,449,989	\$150,000	3.150%	\$1,260,934	\$1,410,934	\$0	(\$39,055)	(\$39,055)
2024	\$200,000	3.300%	\$1,294,326	\$1,494,326	\$200,000	3.300%	\$1,220,282	\$1,420,282	\$0	(\$74,044)	(\$74,044)
2025	\$225,000	3.410%	\$1,287,190	\$1,512,190	\$225,000	3.410%	\$1,213,146	\$1,438,146	\$0	(\$74,044)	(\$74,044)
2026	\$270,000	3.510%	\$1,278,615	\$1,548,615	\$270,000	3.510%	\$1,204,571	\$1,474,571	\$0	(\$74,044)	(\$74,044)
2027	\$315,000	3.620%	\$1,268,175	\$1,583,175		3.620%	\$1,194,131	\$1,509,131	\$0	(\$74,044)	(\$74,044)
2028	\$360,000	3.720%	\$1,255,778	\$1,615,778		3.720%	\$1,181,734	\$1,541,734	\$0	(\$74,044)	(\$74,044)
2029	\$410,000	3.820%	\$1,241,251	\$1,651,251		3.820%	\$1,167,207	\$1,577,207	\$0	(\$74,044)	(\$74,044)
2030	\$465,000	3.870%	\$1,224,422	\$1,689,422		3.870%	\$1,150,378	\$1,615,378	\$0	(\$74,044)	(\$74,044)
2031	\$520,000	3.920%	\$1,205,232	\$1,725,232		3.920%	\$1,131,188	\$1,651,188	\$0	(\$74,044)	(\$74,044)
2032	\$580,000	3.970%	\$1,183,527	\$1,763,527		3.970%	\$1,109,483	\$1,689,483	\$0	(\$74,044)	(\$74,044)
2033	\$645,000	4.020%	\$1,159,050	\$1,804,050		4.020%	\$1,085,006	\$1,730,006	\$0	(\$74,044)	(\$74,044)
2034	\$800,000	4.030%	\$1,129,965	\$1,929,965		4.030%	\$1,055,921	\$1,855,921	\$0	(\$74,044)	(\$74,044)
2035	\$875,000	4.030%	\$1,096,214	\$1,971,214		4.030%	\$1,022,170	\$1,897,170	\$0	(\$74,044)	(\$74,044)
2036	\$950,000	4.030%	\$1,059,440	\$2,009,440		4.030%	\$985,396	\$1,935,396	\$0	(\$74,044)	(\$74,044)
2037	\$1,030,000	4.030%	\$1,019,543	\$2,049,543		4.030%	\$945,499	\$1,975,499	\$0	(\$74,044)	(\$74,044)
2038	\$1,115,000	4.030%	\$976,321	\$2,091,321		4.030%	\$902,277	\$2,017,277	\$0	(\$74,044)	(\$74,044)
2039	\$1,115,000	4.130%	\$930,829	\$2,045,829		4.130%	\$856,785	\$1,971,785	\$0	(\$74,044)	(\$74,044)
2040	\$1,210,000	4.130%	\$882,818	\$2,092,818		4.130%	\$808,774	\$2,018,774	\$0	(\$74,044)	(\$74,044)
2041	\$1,315,000	4.130%	\$830,677	\$2,145,677		4.130%	\$756,633	\$2,071,633	\$0	(\$74,044)	(\$74,044)
2042	\$1,420,000	4.130%	\$774,199	\$2,194,199		4.130%	\$700,155	\$2,120,155	\$0	(\$74,044)	(\$74,044)
2043	\$1,535,000	4.130%	\$713,178	\$2,248,178		4.130%	\$639,134	\$2,174,134	\$0	(\$74,044)	(\$74,044)
2044	\$1,655,000	4.230%	\$646,477	\$2,301,477		4.230%	\$572,433	\$2,227,433	\$0	(\$74,044)	(\$74,044)
2045	\$1,785,000	4.230%	\$573,721	\$2,358,721		4.230%	\$499,677	\$2,284,677	\$0	(\$74,044)	(\$74,044)
2046	\$1,920,000	4.230%	\$495,361	\$2,415,361		4.230%	\$421,317	\$2,341,317	\$0	(\$74,044)	(\$74,044)
2047	\$2,060,000	4.230%	\$411,184	\$2,471,184		4.230%	\$337,140	\$2,397,140	\$0	(\$74,044)	(\$74,044)
2048	\$2,215,000	4.230%	\$320,767	\$2,535,767		4.230%	\$246,723	\$2,461,723	\$0	(\$74,044)	(\$74,044)
2049	\$2,375,000	4.280%	\$223,095	\$2,598,095		4.280%	\$149,051	\$2,524,051	\$0	(\$74,044)	(\$74,044)
2050	\$2,545,000	4.280%	\$117,807	\$2,662,807		4.280%	\$49,113	\$2,344,113	(\$250,000)	(\$68,694)	(\$318,694)
2051	\$1,480,000	4.280%	\$31,672	\$1,511,672		4.280%	\$0	\$0	(\$1,480,000)	(\$31,672)	(\$1,511,672)
<b>Total</b>	<b>\$31,865,000</b>		<b>\$31,711,795</b>	<b>\$63,576,795</b>	<b>\$30,135,000</b>		<b>\$29,593,730</b>	<b>\$59,728,730</b>	<b>(\$1,730,000)</b>	<b>(\$2,118,065)</b>	<b>(\$3,848,065)</b>

Term Bond
Callable
Mandatory Redemptions

- \* 2051 maturity reflects \$500,000 mandatory redemption on April 1, 2020.
- \* 2051 maturity reflects \$825,000 mandatory redemption on April 1, 2023.
- \* 2051 maturity reflects \$155,000 mandatory redemption on October 1, 2023.
- \* 2050 maturity reflects \$250,000 mandatory redemption on October 1, 2023.

(1) The bonds are subject to mandatory redemption at par from surplus Exhibition Center Room Taxes.  
 (2) DSRF of \$2,414,308.66 and stabilization fund of \$900,000 will be applied to final payment.

## **Fox Cities Exhibition Center**

Original projected final payment date: **2041**

Assumed 2% annual room tax revenue growth 2020 and beyond

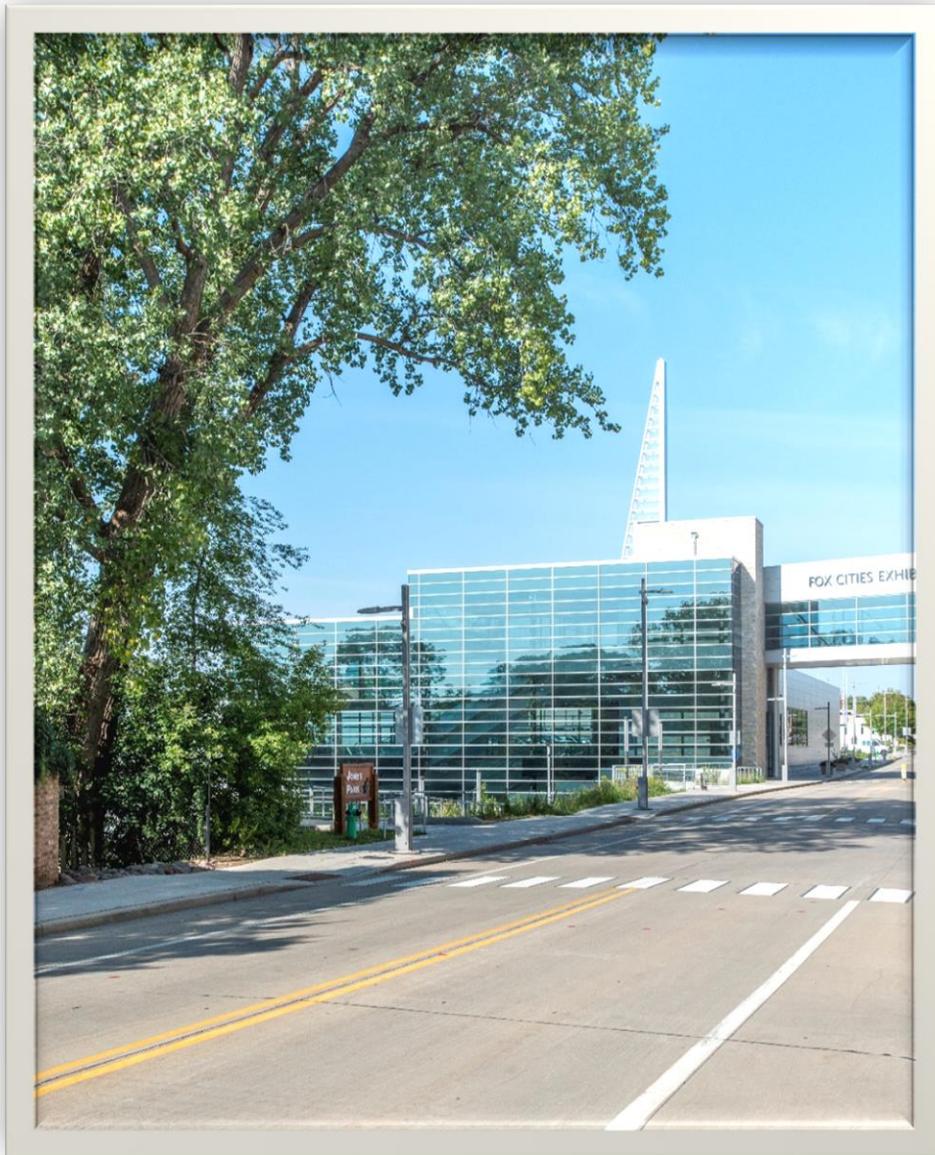
Current projected final payment date: **2041**

Using actual room tax revenue collections through 2023 and then projections used in the original analysis in 2018

Alternative current projected final payment date: **2040**

Using actual room tax revenue collections through 2023 followed by 2% annual room tax revenue growth 2024 and beyond

# FOX CITIES EXHIBITION CENTER



November 2023 Report

September 2023 Data

## September 2023 Data Reporting

### Fox Cities Exhibition Center September 2023 Financial P & L

Reported as of October 23, 2023		Month Ended September 30, 2023							
		Actual	%/Per Rm	Budget	Variance	%/Per Rm	Prior Year	Variance	%/Per Rm
Account #									
<b>Departmental Revenue</b>									
	Food	6,725	67.7%	21,185	(14,460)	100.0%	15,900	(9,175)	75.8%
	Beverage	3,204	32.3%	0	3,204	0.0%	3,570	(366)	17.0%
	Other Operating Sales	0	0.0%	0	0	0.0%	1,500	(1,500)	7.2%
	<b>Total Revenue</b>	<b>9,929</b>	<b>100.0%</b>	<b>21,185</b>	<b>(11,256)</b>	<b>100.0%</b>	<b>20,970</b>	<b>(11,041)</b>	<b>100.0%</b>
<b>Departmental Costs &amp; Expenses</b>									
	Rooms	0	0.0%	0	0	0.0%	0	0	0.0%
	Food	1,511	22.5%	1,020	(491)	4.8%	2,364	853	14.9%
	Beverage	1,405	43.8%	0	(1,405)	0.0%	528	(877)	14.8%
	Other Operating Expenses	1,556	0.0%	0	(1,556)	0.0%	0	(1,556)	0.0%
	<b>Total Departmental Expenses</b>	<b>4,472</b>	<b>45.0%</b>	<b>1,020</b>	<b>(3,452)</b>	<b>4.8%</b>	<b>2,892</b>	<b>(1,580)</b>	<b>13.8%</b>
	<b>Gross Contribution</b>	<b>5,457</b>	<b>55.0%</b>	<b>20,165</b>	<b>(14,708)</b>	<b>95.2%</b>	<b>18,078</b>	<b>(12,621)</b>	<b>86.2%</b>
<b>General &amp; Unapplied Expenses</b>									
	General & Administration	378	3.8%	4,584	4,206	21.6%	5,545	5,166	26.4%
	Information and Telecom Systems	968	9.8%	1,000	32	4.7%	0	(968)	0.0%
	Advertising & Promotion	5,082	51.2%	4,812	(270)	22.7%	6,161	1,079	29.4%
	Repairs & Maintenance	10,324	104.0%	9,326	(998)	44.0%	5,689	(4,635)	27.1%
	Utilities	12,749	128.4%	9,350	(3,399)	44.1%	738	(12,011)	3.5%
	<b>Total General &amp; Unapplied Expenses</b>	<b>29,501</b>	<b>297.1%</b>	<b>29,072</b>	<b>(429)</b>	<b>137.2%</b>	<b>18,133</b>	<b>(11,368)</b>	<b>86.5%</b>
	<b>House Profit</b>	<b>(24,044)</b>	<b>-242.2%</b>	<b>(8,907)</b>	<b>(15,137)</b>	<b>-42.0%</b>	<b>(55)</b>	<b>(23,989)</b>	<b>-0.3%</b>
<b>Other Operating Expenses</b>									
	Insurance	0	0.0%	300	300	1.4%	0	0	0.0%
	Property & Other Taxes	0	0.0%	0	0	0.0%	0	0	0.0%
	<b>Total Other Operating Expenses</b>	<b>0</b>	<b>0.0%</b>	<b>300</b>	<b>300</b>	<b>1.4%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>
	<b>Net Operating Income</b>	<b>(24,044)</b>	<b>-242.2%</b>	<b>(9,207)</b>	<b>(14,837)</b>	<b>-43.5%</b>	<b>(55)</b>	<b>(23,989)</b>	<b>-0.3%</b>
	Other Expenses	0	0.0%	0	0	0.0%	(8,321)	(8,321)	-39.7%
	<b>Net Profit</b>	<b>(24,044)</b>	<b>-242.2%</b>	<b>(9,207)</b>	<b>(14,837)</b>	<b>-43.5%</b>	<b>8,266</b>	<b>(32,310)</b>	<b>39.4%</b>

### Current Month P&L Variance Analysis

#### Revenue Overview

- Revenues for September were \$9929 which are both for Food & Beverage, short to budget by (\$14,460).
- House Profit after all expenses for September (\$24,044)

#### Cost of Goods Overview

- Cost of goods (food) was over budget by \$491.

## Expense Overview

- Total expenses flat to budget with saving in General & Admin
- But over for utilities and repair & maintenance by 4k

## Year to Date Financial P&L January-September 2023

		Nine Months Ended September 30, 2023							
Reported as of October 23, 2023		YTD		Budget		Prior Year			
Account #		Actual	%/Per Rm	Budget	Variance	%/Per Rm	Prior Year	Variance	%/Per Rm
<b>Departmental Revenue</b>									
	Food	137,102	51.9%	152,485	(15,383)	62.6%	172,620	(35,518)	53.8%
	Beverage	125,249	47.4%	91,000	34,249	37.4%	142,121	(16,872)	44.3%
	Other Operating Sales	2,000	0.8%	0	2,000	0.0%	6,302	(4,302)	2.0%
	<b>Total Revenue</b>	<b>264,351</b>	<b>100.0%</b>	<b>243,485</b>	<b>20,866</b>	<b>100.0%</b>	<b>321,043</b>	<b>(56,692)</b>	<b>100.0%</b>
<b>Departmental Costs &amp; Expenses</b>									
	Rooms	1,765	0.0%	0	(1,765)	0.0%	474	(1,291)	0.0%
	Food	2,910	2.1%	9,620	6,710	6.3%	6,705	3,795	3.9%
	Beverage	48,758	38.9%	18,200	(30,558)	20.0%	47,259	(1,499)	33.3%
	Other Operating Expenses	6,419	320.9%	0	(6,419)	0.0%	0	(6,419)	0.0%
	<b>Total Departmental Expenses</b>	<b>59,851</b>	<b>22.6%</b>	<b>27,820</b>	<b>(32,031)</b>	<b>11.4%</b>	<b>54,438</b>	<b>(5,413)</b>	<b>17.0%</b>
	<b>Gross Contribution</b>	<b>204,499</b>	<b>77.4%</b>	<b>215,665</b>	<b>(11,166)</b>	<b>88.6%</b>	<b>266,605</b>	<b>(62,105)</b>	<b>83.0%</b>
<b>General &amp; Unapplied Expenses</b>									
	General & Administration	11,838	4.5%	41,256	29,418	16.9%	48,230	36,392	15.0%
	Information and Telecom Systems	7,219	2.7%	9,000	1,782	3.7%	6,726	(492)	2.1%
	Advertising & Promotion	49,926	18.9%	41,476	(8,450)	17.0%	64,669	14,743	20.1%
	Repairs & Maintenance	116,815	44.2%	99,434	(17,381)	40.8%	100,921	(15,894)	31.4%
	Utilities	123,591	46.8%	115,550	(8,041)	47.5%	102,034	(21,557)	31.8%
	<b>Total General &amp; Unapplied Expenses</b>	<b>309,388</b>	<b>117.0%</b>	<b>306,716</b>	<b>(2,672)</b>	<b>126.0%</b>	<b>322,580</b>	<b>13,192</b>	<b>100.5%</b>
	<b>House Profit</b>	<b>(104,889)</b>	<b>-39.7%</b>	<b>(91,051)</b>	<b>(13,838)</b>	<b>-37.4%</b>	<b>(55,976)</b>	<b>(48,913)</b>	<b>-17.4%</b>
<b>Other Operating Expenses</b>									
	Insurance	2,469	0.9%	2,700	231	1.1%	3,943	1,473	1.2%
	Property & Other Taxes	14,583	5.5%	25,000	10,417	10.3%	25,000	10,417	7.8%
	<b>Total Other Operating Expenses</b>	<b>17,053</b>	<b>6.5%</b>	<b>27,700</b>	<b>10,647</b>	<b>11.4%</b>	<b>28,943</b>	<b>11,890</b>	<b>9.0%</b>
	<b>Net Operating Income</b>	<b>(121,942)</b>	<b>-46.1%</b>	<b>(118,751)</b>	<b>(3,191)</b>	<b>-48.8%</b>	<b>(84,919)</b>	<b>(37,023)</b>	<b>-26.5%</b>
									0
	Other Expenses	94	0.0%	0	(94)	0.0%	(11,321)	(11,416)	-3.5%
	<b>Net Profit</b>	<b>(122,036)</b>	<b>-46.2%</b>	<b>(118,751)</b>	<b>(3,285)</b>	<b>-48.8%</b>	<b>(73,597)</b>	<b>(48,439)</b>	<b>-22.9%</b>

## Year to Date P&L Variance Analysis

### YTD Overview

- YTD overall actual is 264K versus a budget of 243K due to larger than expected beverage revenue.
- Cost of Goods under by 12K. Actual 204K versus budget of 215K
- The YTD with expenses is ok, have saving in General & Admin/IT of 32K with big expenses in Maintenance & repairs of 17K and utilities 8K over budget but as a whole only over budget by 14k
- House profit is the biggest concern by a loss of (\$104,889) versus a house profit of (\$91,051) either not a great story

### Year to Date Booking Overview (January-September)

Events	September	2023 YTD	2022 YTD
Groups / Functions	5	28	20
Attendance	20,290	48,445	47,320
Room Night Contribution	465	2785	2916

Decline in year to date room night contribution came from one group that changed their event program. All other groups remained on pace with previous year.

### 2023 Remaining Booking Overview (October-December)

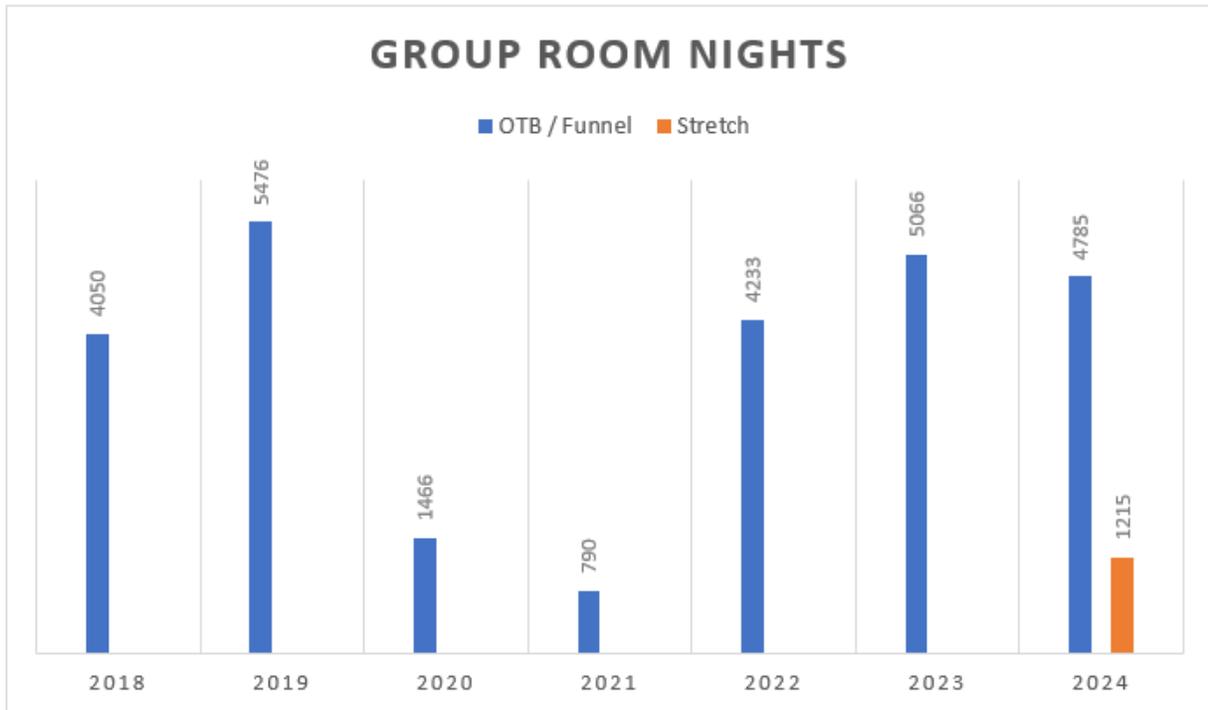
Events	October-December	2023 OTB / Total Year	2022 OTB
Groups / Functions	13	41	20
Attendance	11,185	64,875	47,320
Room Night Contribution	2281	5066	2916

### 2024 On the Books / In Pipeline

Events	January-December
Groups / Functions	20
Attendance	42,840
Room Night Contribution	4785

At the time of the facility opening, a goal of 4000 room nights was established for 2018, 6000 room nights in 2019 and 8000 room nights in 2020. This is commonly referred to as the ‘ramp up’ period. After the pandemic, the ramp up period started over as business builds back with the softening of travel restrictions and people beginning to meet in-person again. The below graph depicts the tracked room nights for the center.

*Success of the Fox Cities Exhibition Center was noted as contributing 8000 overnight stays in the Fox Cities each year.*



\*Room night totals are those that are reserved at the Hilton Appleton Paper Valley.

City wide totals may be obtained from the Fox Cities Convention and Visitor's Bureau.

Stretch = Minimum to reach goal. Example: 2024 has 4785 room nights secured and 1215 to be booked yet to reach a goal of 6000 room nights at the Hilton Appleton Paper Valley. It is assumed that the market will pick up the remaining 2000 room nights to hit the 'success' goal of 8000 room nights annually.

#### Booking Windows

>300 rooms per night x 2+ nights	Unlimited
150-299 rooms per night x 2+ nights	Inside of 24 months
75-150 rooms per night x 2+ nights	Inside of 18 months
Less than 75 rooms per night	Inside of 12 months

Events with no guest rooms	Inside of 6 months
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#### 2023 Segmentation

18 events in corporate or association segment.

Example: WI Healthcare Purchasing & Materials Management Assn

7 events in the sports segment.

Example: World Axe & Knife Throwing

10 events in the non-profit segment.

Example: African Heritage Juneteenth Celebration

6 events were exhibit only.

Examples: License to Cruise, Home & Garden Show

[Marketing Efforts and Targeting](#) - some excerpts from the Fox Cities Exhibition Center Marketing Plan 2024 (still in progress)

Research and identify National & Regional key types of events that would be a perfect fit for the FCEC, such as the National Dairy event held in June of 2019. Target such event planners and begin the process of introduction to the FCEC. Direct Sales by the following veteran sales team members: Amy Rivera, Erin Marquez, Nancy Hollis, Tyson Siebers.

[Competition](#) – A SWOT Analysis resides in the marketing plan.

Kalahari Resort, Wisconsin Dells, WI

KI Center, Green Bay, WI

La Crosse Center, La Crosse, WI

Monona Terrace, Madison, WI

Oshkosh Convention Center, Oshkosh, WI

Brookfield Conference Center, Brookfield, WI

#### [Print Advertising](#)

- Publications for 2023 –
  - Appleton Downtown Inc.
  - Fox Cities Convention & Visitors Bureau
  
- Publications for 2024 –
  - Wisconsin Meetings
  - Appleton Downtown Inc.
  - Fox Cities Convention & Visitors Bureau
  - Midwest Meetings

#### [Trade Organizations](#)

Meeting Planners International – WI Chapter

Wisconsin Society of Association Executives

Wisconsin Business Travel Association

Digital Marketing

Budget spent in 2023: \$32,673 (absorbed by hotel, shared ads)

Budget (tentative) for 2024: \$47,913 (absorbed by hotel, shared ads)

Includes the following trade and industry tools: Cvent Diamond Listing, Gold Promo / Diamond Ads, GDS / Sabre enhanced listing, Maple Tree optimization, Elevate OTA Ads, Clarivoyix, Meta Ads, Koddi, Google Ads, Amplify.

NEW WEBSITE LAUNCHING JANUARY 2024 AT \$1200 PER MONTH

AD Example, both digital and print:



**Begin Your Journey Here**

The Hilton Appleton Paper Valley is a newly remodeled hotel located in the heart of vibrant downtown Appleton with 40+ restaurants, Performing Arts Center and Lawrence University at your doorstep. The hotel offers 388 guest rooms and is connected to the Fox Cities Exhibition Center.

**Meeting Spaces**

Hilton Appleton Paper Valley has 38,000 square feet of newly remodeled event space, perfect for conferences, meeting, and social events. Choose from 27 unique and flexible options that can accommodate 5-1,000 people.

**Fox Cities Exhibition Center**

Event space that is designed to host conventions, trade shows, banquets, meetings, and entertainment. Includes 38,000+ square feet of flexible indoor space and a 17,000 square foot outdoor plaza with a skywalk that directly connects to Hilton Appleton Paper Valley.

333 W College Ave Appleton, WI 54911  
(920) 733-8000  
appletonpapervalleyhilton.com

Scan to take a virtual trip