



2020 Recap

- 22 total events with 20 of them prior to Covid-19 restrictions
- Contributed 1466 room nights to Paper Valley Hotel
- Unknown exact figure for contribution at surrounding hotels



2021 Recovery

- Community Covid-19 testing started Jan. 11, 2021
- Community Covid-19 Vaccination Clinic started Feb. 1, 2021
- Monthly Rental
- Contracted through the end of July with high potential of extending month by month
- Prospected events for August and beyond
- Definite Large Convention in October



Major Upside to the Community Clinic

- Thousands of individuals from the Tri-County area seeing the facility for the first time.
- Doing our part to heal the country and bring travel back!



2022 Outlook

- 5 signed contracts with contribution of approximately 2802 nights.
- 1 tentative agreement with contribution of approximately 400 nights.
- 11 prospect holds with 2265 room nights



Where we were...

We were ramping up nicely with 57 events in 2018 and 72 events in 2019, while 4050 room nights and 5500 room nights, respectively.



So what's next?

- Marketing, marketing, marketing! Re-Design of artwork
- Re-launch of hotel space pending future announcement. The Re-launch will affect the future of our Marketing Campaign.
- Publications for 2021 –
 - Wisconsin Meetings
 - Appleton Downtown Inc.
 - Fox Cities Convention & Visitors Bureau
 - Midwest Meetings



Social Media

- The Fox Cities Exhibition Center Facebook Page currently has 1,242 likes and 1,334 people follow our page. Once groups return to the Center, there will continue to be 1-3 posts per week promoting public events, basic information of the facility and pictures from previous events. The goal is to increase page likes and followers to 2,000 by end of 2021 by using Facebook Advertising and boosting posts to qualified potential meeting planners.



ELECTRONIC MARKETING CAMPAIGN – ESPECIALLY DUE TO COVID

- Re-launch of hotel space pending future announcement. The re-launch will affect the future of our Marketing Campaign. Email blasts will go out to all planners in Delphi monthly noting progression of renovation.
- Consider creating an FCEC Booking Package for groups booked in 2021 for 2022. Reduced rate package for groups booked at the FCEC in 2021 for 2022.
- Survey Monkey to Meeting Planners through Constant Contact. Meeting Planning Post Covid. How are they researching and planning for future years, when are they rebooking in-person meetings, etc. Send 5,000 emails in March.
- Create an electronic marketing campaign to those on the Knowland Report that the Fox Cities Convention & Visitors Bureau provided. Amy Rivera and Gina Hartl have split up the potential contacts so that we can get through the list as quickly as possible. Weekly 2-hour research and reach out sessions to potential clients.
- Market the “Bring It Home” campaign through the Fox Cities Convention & Visitors Bureau. Send out their “Keep it Local” flyer to our local contacts to ask them to suggest the FCEC to the organizations that they are part of, either through work, church, or other personal affiliations.

Business Sources

- Dig into current advertising and the traffic it is generating.
- Where is business coming and how do we target it further?
- Is our current publication set effective?
- Where do we need to add digital, print, outdoor advertising?
- Sales Manager generated leads, what is the closure rate?
- Fox Cities Convention and Visitors Bureau Leads



