



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 2, 2021

1:00 PM

Council Chambers

1. Call meeting to order

2. Roll call of membership

3. Approval of minutes from previous meeting

[21-0218](#) ARA Exhibition Center Advisory Committee Minutes from 9-1-20

Attachments: [ARA Exhibition Center Advisory Committee Minutes 9-1-20.pdf](#)

4. **Public Hearings/Apearances**

[21-0219](#) Any Public Participation

[21-0220](#) Linda Garvey of the Red Lion Hotel Paper Valley presenting 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 March 2021.pdf](#)

[FCEC 2020 Year to Date Performance to ARA dec 2020.pdf](#)

5. **Action Items**

6. **Information Items**

[21-0221](#) Fox Cities Exhibition Center and COVID-19

[21-0222](#) Reappointments to the ARA Exhibition Center Advisory Committee needed for those members with expiring terms

Attachments: [ARA Exhibition Center Advisory Committee 2016 Appointments-Feb 2021.pdf](#)

[21-0223](#) Upcoming Meeting Date and Time
Tuesday, September 7, 2021 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 1, 2020

1:00 PM

Council Chambers

1. Call meeting to order

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

2. Roll call of membership

Present: 15 - Buckingham, Kaufert, Kuen, Wilde, Van Laanen, Seidl, Dietz, Reader, Hedtke, Downs, Vanden Berg, Rugland, Coenen, Harkness and Mayor Woodford

Excused: 3 - Gifford, Benz and Dearborn

Others present:

Linda Garvey, Red Lion Hotel Paper Valley

3. Approval of minutes from previous meeting

[20-1132](#)

ARA Exhibition Center Advisory Committee Minutes from 3-3-20

Attachments: [ARA Exhibition Center Advisory Committee Minutes 3-3-20.pdf](#)

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

Motion carried by the following vote:

Aye: 13 - Buckingham, Kaufert, Kuen, Wilde, Van Laanen, Seidl, Dietz, Reader, Hedtke, Downs, Vanden Berg, Rugland and Coenen

Excused: 3 - Gifford, Benz and Dearborn

4. **Public Hearings/Appearances**

[20-1133](#)

Any Public Participation

There was no public participation.

[20-1134](#)

Linda Garvey of the Red Lion Hotel Paper Valley presenting the Fox Cities Exhibition Center booking summary, feedback received from groups that have used the Fox Cities Exhibition Center, and an update on the Red Lion Hotel Paper Valley renovations

Attachments: [FCEC 2020 Year to Date Performance as of July 31.pdf](#)

This Appearance was presented and discussed.

5. Action Items

6. Information Items

[20-1137](#)

Fox Cities Exhibition Center and COVID-19

This item was presented and discussed.

[20-1135](#)

Reappointments to the ARA Exhibition Center Advisory Committee needed for those members with expiring terms

Attachments: [ARA Exhibition Center Advisory Committee 2016 Appointments-Jul 2020.pdf](#)

This item was presented.

[20-1136](#)

Upcoming Meeting Dates and Times
Tuesday, March 2, 2021 at 1:00 p.m.
Tuesday, September 7, 2021 at 1:00 p.m.

This item was presented.

7. Adjournment

Reader moved, seconded by Coenen, that the meeting be adjourned at 1:36 p.m. Roll Call. Motion carried by the following vote:

Aye: 13 - Buckingham, Kaufert, Kuen, Wilde, Van Laanen, Seidl, Dietz, Reader, Hedtke, Downs, Vanden Berg, Rugland and Coenen

Excused: 3 - Gifford, Benz and Dearborn



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, 2020
- Community Covid-19 Vaccination Clinic started Feb. 1, 2020
- 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...

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





Fox Cities Exhibition Center
Year to Date Performance and Prior Year Variance
As of December 2020

	YTD 2019 Actual# of Events	YTD 2020 Actual# of Events	Actual YTD as of Dec. 31, 2019	Actual YTD as of Dec 31, 2020	YOY Variance
REVENUES:					
<i>Events</i>	35	22	\$237,326	\$111,668	-\$125,658
<i>Ancillary</i>			\$131,950	\$95,126	-\$36,824
TOTAL OPERATING REVENUES:			\$369,276	\$206,794	-\$162,482
EXPENDITURES:					
<i>Operational Expense</i>			\$186,787	\$91,037	-\$95,750
<i>Admin. & General</i>			\$92,310	\$22,651	-\$69,659
<i>Sales & Marketing</i>			\$71,151	\$25,437	-\$45,714
<i>Property Maintenance</i>			\$121,001	\$90,176	-\$30,825
<i>Utilities / Energy</i>			\$120,614	\$90,527	-\$30,087
TOTAL OPERATING EXPENDITURES:			\$591,863	\$319,828	-\$272,035
Net Operating Income*			\$(222,587)	\$(113,034)	\$109,553

The entire facility went dark in March with the Safer at Home order from Governor Evers. All groups and functions had already started to cancel at the on-set of the global pandemic known as Covid-19. An exception was made for a blood drive in June and again in December.

Top expenses associated with the facility in 2020:

Utilities: \$90,527

Snow Removal: Approximately \$40,000

Otis Elevator and Escalator: \$46,045.32

All employees related to the Fox Cities Exhibition Center were released by the end of May as we realized the pandemic was going to have a long term impact on group gatherings.

Commitments for future functions have resumed with anticipated non-essential activity targeted for the end of Q3 and Q4.

*Net operating income anticipated to be greater than -\$300,000 during planning and approval process. This operating loss is funded by Red Lion Hotel Paper Valley. These numbers have not been independently audited.

ARA Exhibition Center Advisory Committee Appointments Updated February 2021

Term Started	Term Expires	Committee Member	Represents	Address	Phone	Email
March 2016	2 years January 2022	Dana Reader	City of Appleton	110 N. Richmond St. Appleton WI 54911	920-735-9500 920-730-8300	goodcompanyltd@aol.com
January 2016	3 years (initial) January 2021	Bob Buckingham	Town of Grand Chute	1900 W. Grand Chute Blvd. Grand Chute WI 54913	920-832-1599	robert.buckingham@grandchute.net
January 2016	3 years (initial) January 2021	Dean Kaufert	City of Neenah	211 Walnut St. Neenah WI 54956	920-886-6104	dkaufert@ci.neenah.wi.us
January 2016	3 years (initial) January 2021	Chuck Kuen	Village of Kimberly	132 S. Willow St. Kimberly WI 54136	920-716-4502	ckuen@valleymanagement.com
January 2016	2 years January 2022	Mike Coenen	City of Kaukauna	2808 Glenview Ave. Kaukauna WI 54130	920-759-9776 920-841-6081	mike.coenen@wsinc.com
January 2016	2 years January 2020	Mike Vanden Berg	Village of Little Chute	427 Sanitorium Rd. Kaukauna WI 54130	920-851-4983	presidentvandenberglittlechutewi.org
January 2016	3 years (initial) January 2023	Thomas Wilde	Town of Neenah	163 Kuettel Ct. Neenah WI 54956	920-725-0014	twilde@new.rr.com
January 2016	2 years January 2022	George Dearborn	Village of Fox Crossing	2000 Municipal Dr. Neenah WI 54956	920-720-7105	gdearborn@foxcrossingwi.gov
January 2016	3 years (initial) January 2019	Chuck Gifford Comfort Suites	City of Menasha	1229 Beechwood La. Menasha WI 54952	920-730-3800	cgifford@wiscohoteles.com
January 2016	2 years January 2022	Bob Benz	Village of Sherwood	N7639 Lower Cliff Rd. Sherwood WI 54169	920-989-1760	bobmarbenz7@aol.com
January 2016	3 years (initial) January 2023	Laura Dietz Country Inn & Suites	Hotelier	355 Fox River Dr. Grand Chute WI 54913	920-830-3240	laura.dietz@countryinn.com
February 2016	2 years January 2022	Amanda Hedtke Fairfield Inn & Suites	Hotelier	Grand Chute WI 54913	920-418-0288	amanda.hedtke@brandthg.com
January 2016	3 years (initial) January 2023	Maria Van Laanen President of PAC	Community Member	400 W. College Ave. Appleton WI 54911	920-730-3787	mvanlaanen@foxcitiespac.com
January 2016	2 years January 2022	Walter Rugland Ret. COO of AAL	Community Member	1225 W. Cedar Street Appleton WI 54914	920-830-9999	walterrugland@gmail.com
January 2016	2 years January 2022	Marissa Downs (Vice Chair)	ARA Member	2520 E. Apple Hill Blvd. Appleton WI 54913	920-602-6679	marissadowns@gmail.com
		Pam Seidl	FCCVB Executive Director	3433 W. College Ave. Appleton WI 54914	920-734-3358	pseidl@foxcities.org
Non-voting Advisory member		Karen Harkness	Community/Econ Dev Director	100 N. Appleton St. Appleton WI 54911	920-832-6408	karen.harkness@appleton.org
Non-voting Advisory member		Jake Woodford (Chair)	Appleton Mayor	100 N. Appleton St. Appleton WI 54911	920-832-6400	jake.woodford@appleton.org