

ANNUAL REPORT

2018



A Year of New Beginnings

There's always a sense of excitement when you start something new. You feel the sense of accomplishment that goes along with meeting your goal. In 2018, just as the Fox Cities Exhibition Center entered its first year of operation and began to drive tourism, we experienced another new beginning: Construction began on the Community First Champion Center Fox Cities. These facilities are once in a generation projects for the Fox Cities that will drive tourism for many years to come. These two significant tourism assets will surely change the game for the Fox Cities and the Fox Cities Convention & Visitors Bureau.

A number of new hotel projects were also announced. New development spurred by the potential of these new tourism-generating facilities. By the end of 2019, it is expected the hotel room inventory in the Fox Cities will grow nearly 10%, with more rooms planned for 2020.

While the large projects present incredible opportunities to strengthen economy of the Fox Cities through tourism, we remain committed to implementing sales, marketing and service initiatives focused on growing visitation in all areas and to all partners.

Our Board and staff came together for a strategic planning session in the Fall and grappled with a new beginning of our own: what is the "next big thing" for tourism and the CVB? Simply put, it's ensuring the success of these new facilities. It's focusing on our core mission of growing the local economy through tourism. It's ensuring we up our game in tourism marketing and sales to project an image worthy of these investments. It means a new logo, new website, new graphics and a new brand direction. Plenty of new beginnings.

The CVB's Tourism Development Grant program also supported a number of new beginnings in 2018. A total of \$444,142 in grant dollars were paid out, with another \$330,000 committed to projects. Our grants fueled a new Nature Center at Bubolz Nature Preserve, two new trestle bridges in Neenah and Menasha - helping to complete the Loop the Lake, a new exhibit at the History Museum at the Castle, new signage at the Building for Kids Children's Museum and several new visitor information kiosks.

We would like to thank the CVB's Board of Directors, committees and staff, along with our municipal, hotel and other tourism business partners for the role they played in our successes this year. We gratefully accept your financial and vocal support and look forward to working with you on future opportunities, challenges and new beginnings.



James Fenlon
2018 Board Chair



Pam Seidl
Executive Director

2018

IN REVIEW

GROUP SALES



Meeting and convention events



Room nights



Direct visitor spending



Future meeting and convention events



Future estimated room nights



Future estimated direct visitor spending

VISITOR SERVICES



Provided services to



SPORTS MARKETING



Sporting events



Estimated room nights



Estimated direct visitor spending



Future sporting events



Future estimated room nights



Future estimated direct visitor spending

VISITOR SPENDING

increased 4.9%
totaling
\$493
MILLION

Directly supported
an estimated

5,756
Tourism Jobs
IN THE FOX CITIES

Those employees earned

\$109
Million
IN WAGES & BENEFITS

\$150
Million
ON FOOD
& BEVERAGES

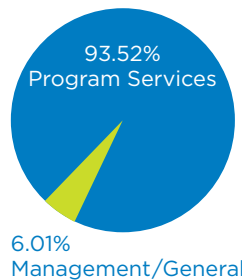
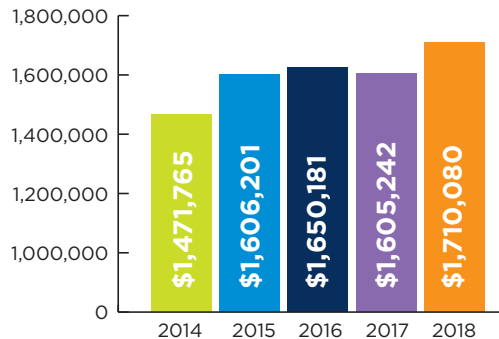
\$110
Million
ON LODGING

\$103
Million
ON RETAIL

\$70
Million
ON RECREATIONAL
ACTIVITIES

FOX CITIES HOUSEHOLDS
WOULD BE TAXED
\$965
Per Year
TO REPLACE
TOURISM DOLLARS

CVB GROSS ROOM TAX REVENUE



MANAGEMENT & GENERAL EXPENSES

Our 2016 audit showed management/general expenses to be 6.07% of the CVB's total operating budget.

2018 OPERATIONS REVENUES & EXPENSES

REVENUES

Room Tax Income - Oper	\$1,402,534.74
Interest Income - Oper	11,332.28
Grants Income	68,600.00
Visitor Guide Income	58,550.00
Tourism Dvlp Admin Reimb	20,000.00

TOTAL REVENUES

\$1,561,017.02

EXPENSES

Salaries & Wages	465,445.65
Employee Benefits	118,602.49
Professional Devel	10,331.69
Convention Event Svcs	3,339.65
Trade Shows	23,155.71
Selling Exp	51,713.38
Marketing	313,035.56
Visitor Guide	48,072.17
Research	7,700.00
Rent/Utilities/Taxes	87,389.36
Equipment Leases	3,455.76
Travel/Mileage	4,364.22
Local Meetings	17,107.04
Office Supplies	6,706.36
Postage & Shipping	6,950.19
Telephone	5,931.78
Property/Casualty Insurance	6,335.75
Professional Services	101,519.11
Memberships	8,520.81

TOTAL EXPENSES

\$1,289,676.68



OUR MISSION

The Fox Cities Convention & Visitors Bureau is an economic development organization that strengthens the Fox Cities economy by attracting meeting, sports and leisure visitors through sales, marketing and destination development.

OUR 2018 BOARD OF DIRECTORS

James Fenlon, Chair
Village of Little Chute

Maria VanLaanen, Secretary
Fox Cities Performing
Arts Center

John Burgland, Treasurer
Fox River Mall

Bob Dove, Past-Chair
Best Western Premier
Bridgewood Resort Hotel

Matt Carpenter
History Museum at the Castle

Chuck Gifford
Comfort Suites
Appleton Airport

Chris Haese
City of Neenah

Karen Harkness
City of Appleton

Amanda Hedtke
Residence Inn by Marriott

Deb Johnson
Copperleaf Boutique
Hotel & Spa

Jim March
Town of Grand Chute

Dana Reader
Reader Restaurant Group

Al Schaefer
Village of Kimberly

Jan Smith
Bergstrom-Mahler
Museum of Glass

Char Stankowski
Country Inn & Suites
Little Chute

CVB STAFF

Pam Seidl
Executive Director

Kim Tisler
Director of Finance & Administration

Jennifer Hecht
Visitor Services Manager

Lorna Stephens
Visitor & Administrative Services Coordinator

Mary Rhode
Marketing Director

Mackenzie Utpadel
Digital Marketing Specialist

Matt Ten Haken
Director of Sports Marketing

Adam Schanke
Sports Marketing Manager

Amy Karas
Group Sales Manager

Alison Hutchinson
Group Sales Manager



Fox Cities Convention & Visitors Bureau

3433 W. College Ave., Appleton, WI 54914 | Phone (920) 734-3358

CONNECT WITH US!

FoxCities.org / [#ExploreFoxCities](https://twitter.com/ExploreFoxCities)

