



# CVB Update

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# Agenda

- 2018 Visitor Spending
- Annual Report Highlights
- Community First Champion Center Update

# 2018 Visitor Spending

**\$493 Million**

# Tourism = Jobs



5,756 jobs with income of \$109 million

# Tourism = Business Sales



\$154 million in direct business sales

\$650 million in total business sales

# Tourism = Revenue

- \$21.3 million in revenue accrued to local Fox Cities governments due to visitor activity in the region.
- Each household in Fox Cities would need to be taxed an additional \$965 per year to replace the tourism taxes received by state and local governments.



# Accelerated Growth

- Visitor spending accelerated in Fox Cities in 2018, growing by \$23 million to reach \$493 million.
- Visitor spending growth was led by spending on recreational activities, as well as food and beverages.
- Retail shopping rebounded, growing 5.1% in 2018.

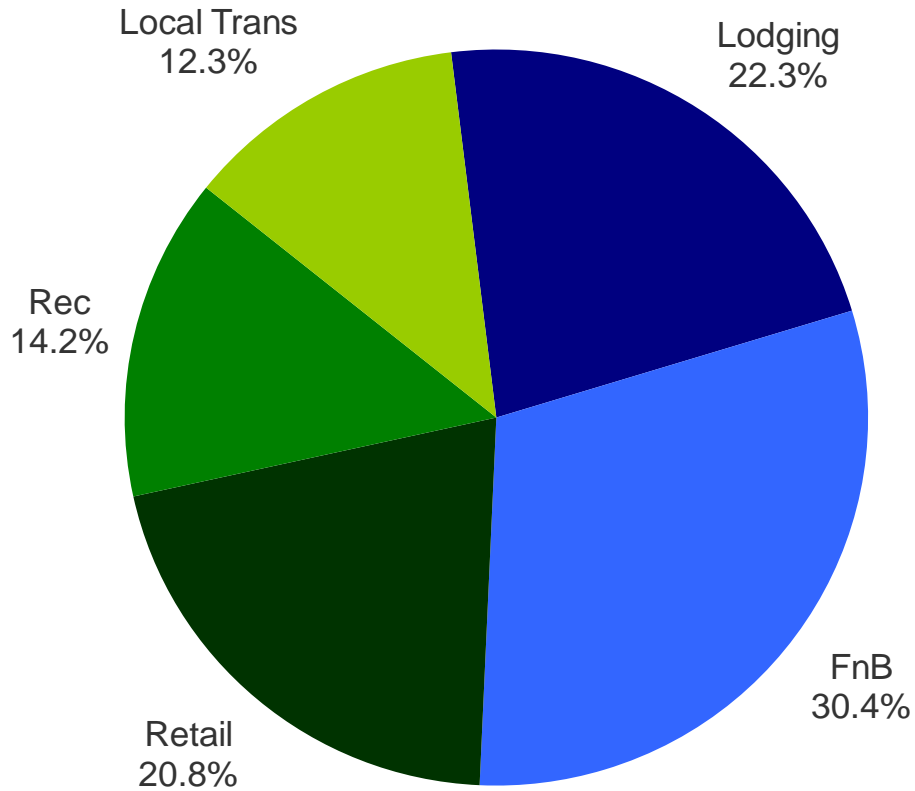
# Visitor Spending and Impacts

## Fox Cities

County	Millions				Pch Change
	2015	2016	2017	2018	
Lodging	\$103.3	\$106.6	\$106.6	\$109.8	2.99%
Food & Beverages	\$133.7	\$136.6	\$142.3	\$150.0	5.44%
Retail	\$96.9	\$98.4	\$97.8	\$102.8	5.10%
Recreation & Entmt.	\$62.9	\$64.4	\$64.8	\$70.0	7.97%
Local Transportation	\$59.2	\$57.3	\$58.9	\$60.8	3.17%
Total	\$455.9	\$463.2	\$470.4	\$493.3	4.88%
Growth Rate		1.61%	1.55%	4.88%	



# Visitor Spending by Sector

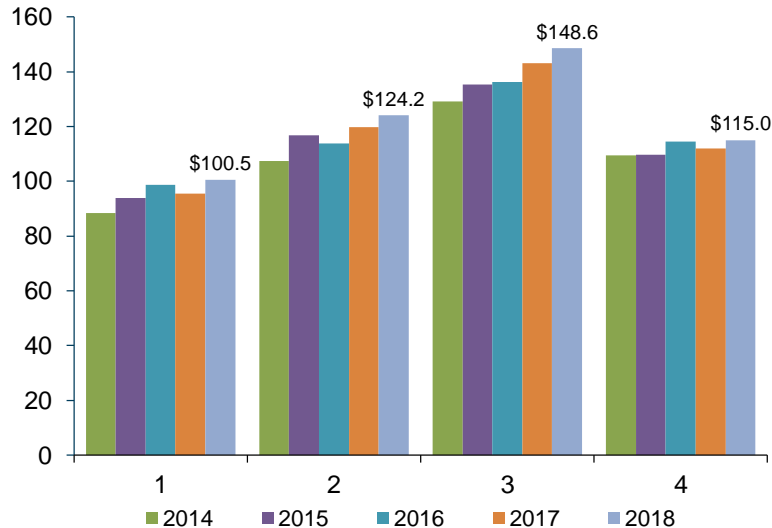


# Seasonality of Visitor Spending

- Visitor spending peaked in the 3<sup>rd</sup> quarter with \$149 million in visitor sales.
- Visitor spending growth was positive in all four quarters of 2018, with Q1 posting the largest growth rate at 5.1%.

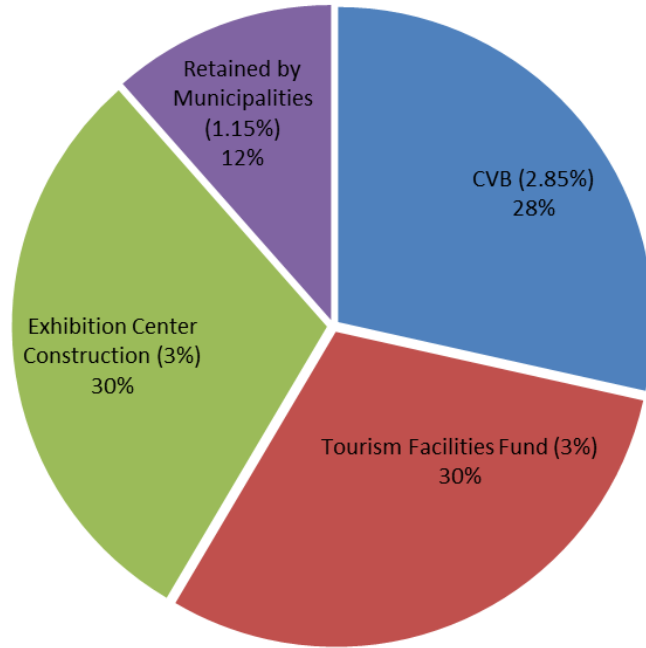
## Fox Cities Visitor Spending

\$ Millions



# Fox Cities Room Tax Allocations

## Total Pie = 10% Tax



■ CVB (2.85%) ■ Tourism Facilities Fund (3%) ■ Exhibition Center Construction (3%) ■ Retained by Municipalities (1.15%)



COMMUNITY FIRST  
**CHAMPION  
CENTER**  
FOX CITIES

# Construction Status

- Construction Budget = **\$28,193,565**
- % of construction project completed = **70.3%** (as of June 1)
- Construction is on budget
- Timeline = on target for early November opening
- Furniture, Fixtures & Equipment (FF&E Budget) = **\$1,400,000**
- FF&E allocated = **\$792,341**
- FF&E procurement savings to date = **\$72,460**

# Operations Status

- Four full-time, permanent employees hired, including General Manager
  - Employees work for Sports Facilities Management, LLC
- 15 events scheduled
- Additional 17 contracts out for final signatures
- 25% of first year weekends in Fieldhouse booked
- 23% of seasonal hardcourt weekends booked
- 68% of weekday prime (5-10 p.m.) October-March booked in Fieldhouse
- Weekday ice prime will be full
- Event types so far: hockey, basketball, volleyball, futsal, gymnastics

# Moving Forward... CVB Focus

- Continued commitment to driving local economy through tourism
- Ensure success of facilities
- Continue to look a potential in waterfront development
- Be recognized as one of the premier destinations in Wisconsin
- New brand focus that is extendable to Community and Economic Development

# Another Fox Cities Original

In the heart of downtown Appleton. For an amazing event.



**FOX CITIES EXHIBITION CENTER** • With 38,000 square feet of modern, beautiful, flexible space, Wisconsin's newest destination for outstanding events of every kind also includes another Fox Cities Original: a 17,000 square foot outdoor plaza, and Jones Park right next door. Chock full of the latest technologies, original art, and a level of service nothing short of amazing, your next event should be right here in Appleton, heart of the Fox Cities.

For your Fox Cities event guide visit us at [FoxCities.org](http://FoxCities.org)



# Another Fox Cities Original

The only one. Anywhere. And worth a special trip.

**ZUPPAS** • Local boy Peter Kuenzi, after attending the Culinary Institute of America and honing his skills at fine-dining establishments around the country came home to Neenah and opened a truly original Fox Cities eatery. Not only does Peter offer residents with disabilities gainful employment, he uses locally sourced ingredients and his award-winning culinary creations make him and Zuppas a true Fox Cities Original that is not to be missed.

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# Another Fox Cities Original

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**PIERCE MANUFACTURING** • A Fox Cities original since 1913, Pierce is the world's leading manufacturer of incredibly designed and engineered fire trucks: pumpers, aeriels, tanks and rescue units, and the industry's best fire apparatus. Each of the men and women at Pierce are dedicated innovators and amazing workers who absolutely love being part of the Pierce family and the beautiful Fox Cities of Wisconsin.

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# Another Fox Cities Original

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**PLEXUS CORPORATION** • For more than 40 years Plexus has been partnering with companies to create the products that build a better world. When you're a global leader in complex product design and manufacturing you need global leading talent. And, naturally, you find that talent in Neenah and the Fox Cities of Wisconsin. Why? Because great talent gravitates to places with excellent schools, safe neighborhoods, Original eateries and shops, and amazing recreation just minutes from every home. Isn't it time you became a Fox cities Original?

See more Fox Cities originals at [FoxCitiesRegionalPartnership.com](http://FoxCitiesRegionalPartnership.com)



# Questions?



# Thank you

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