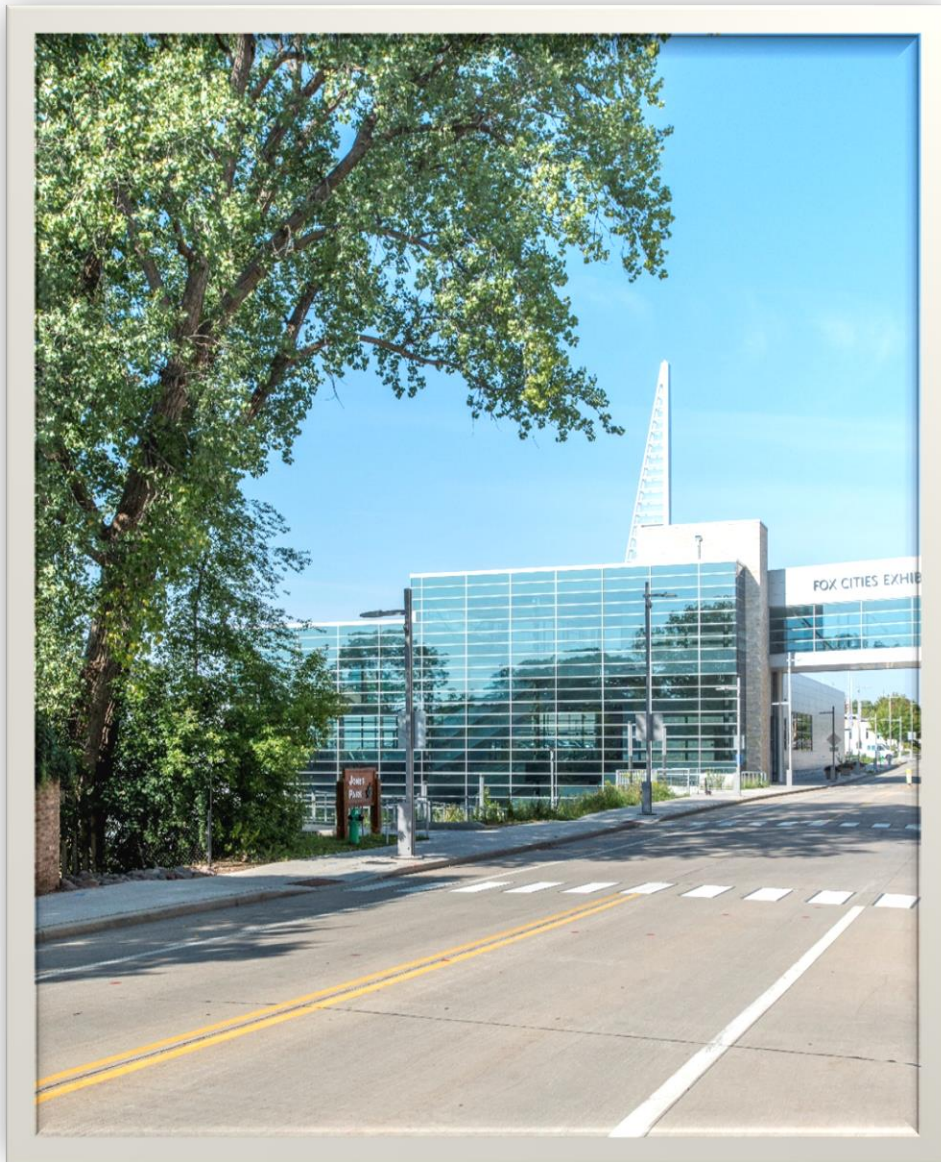


FOX CITIES EXHIBITION CENTER



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 #									
Departmental Revenue									
	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%
	Total Revenue	9,929	100.0%	21,185	(11,256)	100.0%	20,970	(11,041)	100.0%
Departmental Costs & Expenses									
	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%
	Total Departmental Expenses	4,472	45.0%	1,020	(3,452)	4.8%	2,892	(1,580)	13.8%
	Gross Contribution	5,457	55.0%	20,165	(14,708)	95.2%	18,078	(12,621)	86.2%
General & Unapplied Expenses									
	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%
	Total General & Unapplied Expenses	29,501	297.1%	29,072	(429)	137.2%	18,133	(11,368)	86.5%
	House Profit	(24,044)	-242.2%	(8,907)	(15,137)	-42.0%	(55)	(23,989)	-0.3%
Other Operating Expenses									
	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%
	Total Other Operating Expenses	0	0.0%	300	300	1.4%	0	0	0.0%
	Net Operating Income	(24,044)	-242.2%	(9,207)	(14,837)	-43.5%	(55)	(23,989)	-0.3%
	Other Expenses	0	0.0%	0	0	0.0%	(8,321)	(8,321)	-39.7%
	Net Profit	(24,044)	-242.2%	(9,207)	(14,837)	-43.5%	8,266	(32,310)	39.4%

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
Departmental Revenue									
	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%
	Total Revenue	264,351	100.0%	243,485	20,866	100.0%	321,043	(56,692)	100.0%
Departmental Costs & Expenses									
	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%
	Total Departmental Expenses	59,851	22.6%	27,820	(32,031)	11.4%	54,438	(5,413)	17.0%
	Gross Contribution	204,499	77.4%	215,665	(11,166)	88.6%	266,605	(62,105)	83.0%
General & Unapplied Expenses									
	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%
	Total General & Unapplied Expenses	309,388	117.0%	306,716	(2,672)	126.0%	322,580	13,192	100.5%
	House Profit	(104,889)	-39.7%	(91,051)	(13,838)	-37.4%	(55,976)	(48,913)	-17.4%
Other Operating Expenses									
	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%
	Total Other Operating Expenses	17,053	6.5%	27,700	10,647	11.4%	28,943	11,890	9.0%
	Net Operating Income	(121,942)	-46.1%	(118,751)	(3,191)	-48.8%	(84,919)	(37,023)	-26.5%
									0
	Other Expenses	94	0.0%	0	(94)	0.0%	(11,321)	(11,416)	-3.5%
	Net Profit	(122,036)	-46.2%	(118,751)	(3,285)	-48.8%	(73,597)	(48,439)	-22.9%

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)

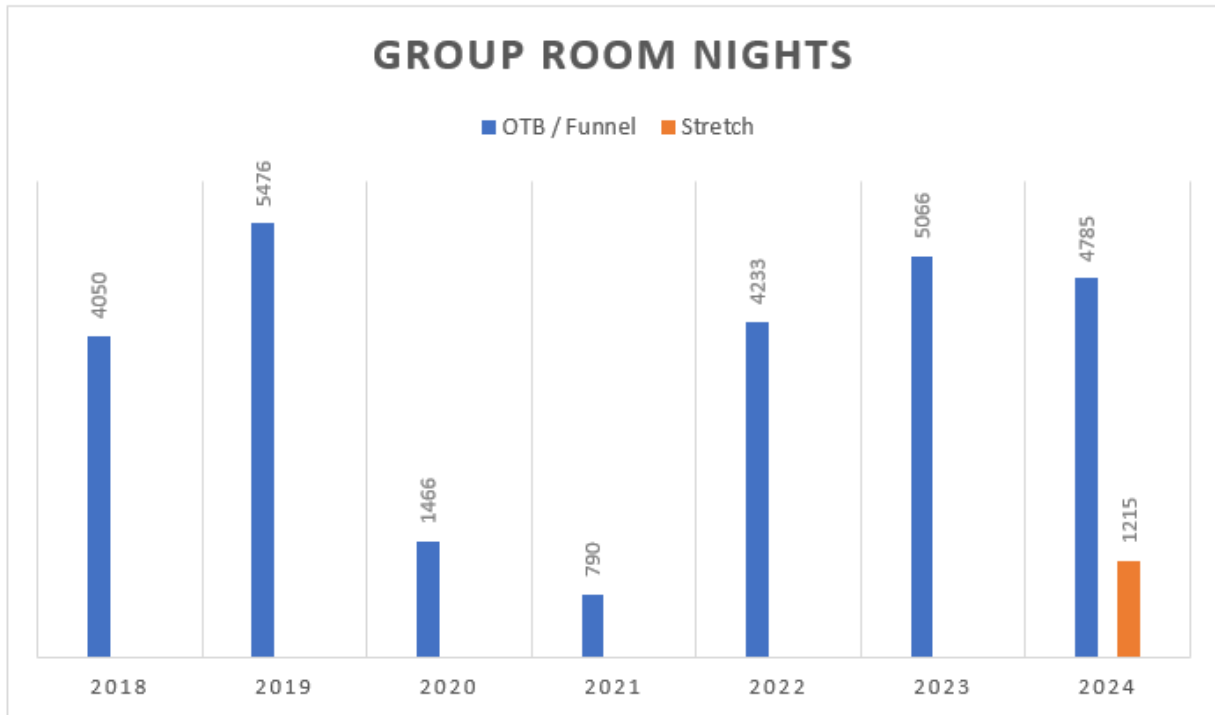
Events	October-December	2023 OTB / Total Year	2022 OTB
Groups / Functions	13	41	20
Attendance	11,185	64,875	47,320
Room Night Contribution	2281	5066	2916

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

