



Meeting Agenda - Final

Appleton Redevelopment Authority Exhibition Center Advisory  
Committee

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Tuesday, September 7, 2021

1:00 PM

Council Chambers

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1. Call meeting to order

2. Roll call of membership

3. Approval of minutes from previous meeting

[21-1236](#) ARA Exhibition Center Advisory Committee Minutes from 3-2-21

**Attachments:** [ARA Exhibition Center Advisory Committee Minutes 3-2-21.pdf](#)

4. **Public Hearings/Apearances**

[21-1237](#) Public Participation

[21-1238](#) Linda Garvey of the Red Lion Hotel Paper Valley (soon to be Hilton Appleton Paper Valley) presenting on the change in franchise partnership, 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 September 2021.pdf](#)

5. **Action Items**

6. **Information Items**

[21-1239](#) Tourism in general and specific to the Fox Cities and the COVID-19 economic impact

**Attachments:** [FCEC ARA Advisory Committee Covid Impact Update 9.7.21.pdf](#)

[21-1242](#) Debt Service/Room Tax Projections

**Attachments:** [Debt Service - Room Tax Projection 2021-2023.pdf](#)

[21-1240](#) Upcoming Meeting Dates and Times

Tuesday, March 1, 2022 at 1:00 p.m.

Tuesday, September 6, 2022 at 1:00 p.m.

[21-1241](#) Invitation to walk over to Red Lion Hotel after adjournment of meeting to view model hotel room renovations

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.*



# City of Appleton

100 North Appleton Street  
Appleton, WI 54911-4799  
www.appleton.org

## Meeting Minutes - Final Appleton Redevelopment Authority Exhibition Center Advisory Committee

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Tuesday, March 2, 2021

1:00 PM

Council Chambers

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1. Call meeting to order

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

2. Roll call of membership

**Present:** 15 - Harkness, Mayor Woodford, Wilde, Kuen, Kaufert, Buckingham, Reader, Vanden Berg, Dearborn, Benz, Hedtke, Rugland, Downs, Coenen and Seidl  
**Excused:** 3 - Gifford, Dietz and Van Laanen

*Others present:*  
*Linda Garvey, Red Lion Hotel Paper Valley*  
*Pete Korsos, Regional Director*  
*Kaylene Kloehn, Controller*  
*Scott Knops, Executive Housekeeper*  
*Joel Morgan, Facility Manager*  
*Erin Donner, Human Resource Director*  
*Gina Hartl, Sales Manager*

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](#)

**Dearborn moved, seconded by Seidl, that the Minutes be approved. Roll Call.  
Motion carried by the following vote:**

**Aye:** 13 - Wilde, Kuen, Kaufert, Buckingham, Reader, Vanden Berg, Dearborn, Benz, Hedtke, Rugland, Downs, Coenen and Seidl

**Excused:** 3 - Gifford, Dietz and Van Laanen

4. Public Hearings/Appearances

[21-0219](#)

Any Public Participation

**There was no 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](#)  
[Destination\\_Analysts\\_DI\\_MeetingPlannerSurvey\\_2.2021.pdf](#)

**This Appearance was presented and discussed.**

**5. Action Items**

**6. Information Items**

[21-0221](#)

Fox Cities Exhibition Center and COVID-19

**This item was presented and discussed.**

[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](#)

**This item was presented.**

[21-0223](#)

Upcoming Meeting Date and Time  
Tuesday, September 7, 2021 at 1:00 p.m.

**This item was presented.**

**7. Adjournment**

**Hedtke moved, seconded by Kuen, that the meeting be adjourned at 1:45 p.m.**

**Roll Call. Motion carried by the following vote:**

**Aye:** 13 - Wilde, Kuen, Kaufert, Buckingham, Reader, Vanden Berg, Dearborn, Benz, Hedtke, Rugland, Downs, Coenen and Seidl

**Excused:** 3 - Gifford, Dietz and Van Laanen



# 2021 Recovery

- Community Covid-19 testing started Jan. 11, 2021
- Community Covid-19 Vaccination Clinic started Feb. 1, 2021 and finished May 31, 2021
- 12 events from June 2021 to end of year, most of them were existing but a few that had not confirmed yet before the last meeting.
- Definite Large Convention in October 3<sup>rd</sup>-7<sup>th</sup> creating compression in the market with 5 overflow hotels



# 2022 Outlook

- 6 signed contracts with contribution of approximately 2802 nights.
- Increase of 1 additional signed contract since May meeting.
- 3147 room night contribution which is an additional 345 room nights.
- 15 prospect and tentative holds with 2000+ room nights
- If all go definite, we will be at 21 events on the books with approximately 4800 room nights contributed.



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.



# Staffing Challenges

- New Facility Manager starting on September 8<sup>th</sup>.
- In final stages of hiring Director of Sales & Marketing to oversee all sales efforts with a broad sales approach.
- All sales and catering staff tasked to sell hotel and FCEC together rather than one person tasked to spearhead.



# 2021 Financial Snapshot

As of July 31, 2021

Total Revenue	\$112,100
Supply Costs	\$22,421
General Expenses (Labor, Maint., Utilities)	\$118,578
Insurance and PILOT tax of \$25,000	\$24,889
Other expenses (grant)	\$(59,951)
Net Profit	-\$63,837

These numbers have not been independently verified.

# So what's next?

- Marketing, marketing, marketing! Re-Design of artwork
- Re-launch of hotel space with Hilton marketing currently in initial stages. The Re-launch will affect the future of our Marketing Campaign.
- Adding all of FCEC to the Hilton Website for booking opportunities, we were not able to do this with Red Lion.
- Hotel Conversion date currently stands at Jan. 18, 2022.





FOX CITIES EXHIBITION CENTER

JONES PARK  
Re-Opening 2019

JONES PARK  
Re-Opening 2019

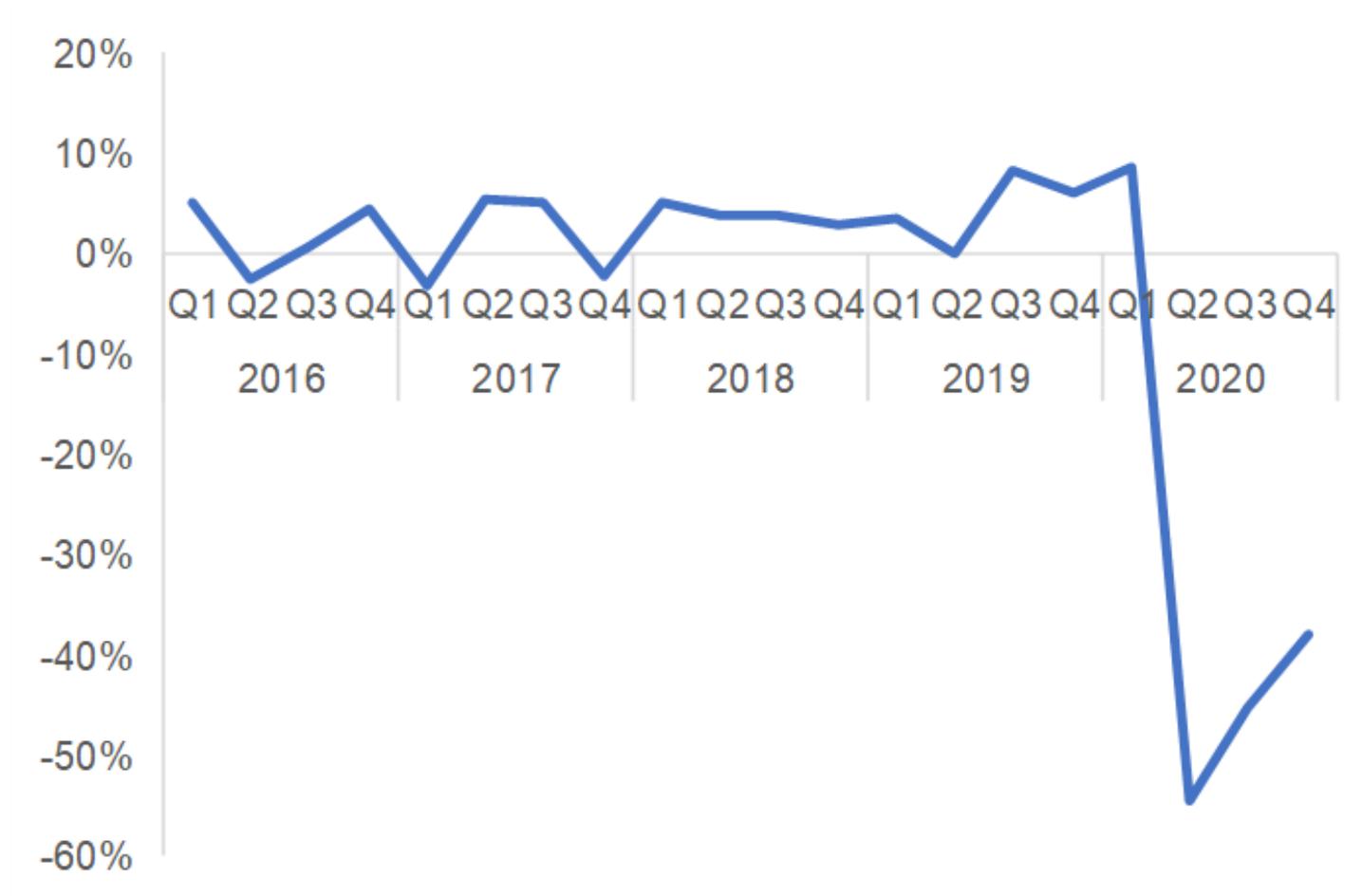
# Fox Cities

# Covid Economic Rebound

Pam Seidl  
Executive Director  
Fox Cities Convention & Visitors Bureau



# Year Over Year Growth in Visitor Spending



# Visitor Spending in the Fox Cities

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2019 → \$511 Million



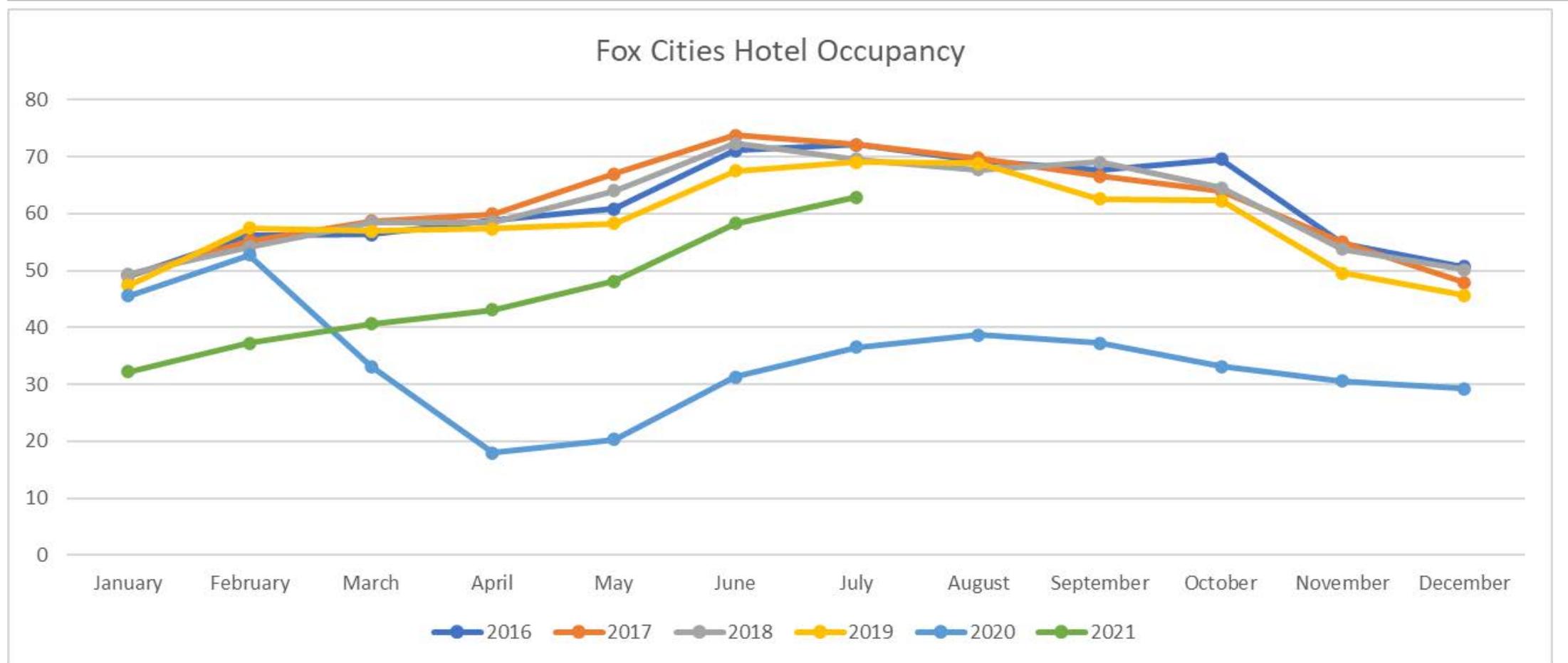
2020 → \$333 Million

# Pandemic Impact on Tourism

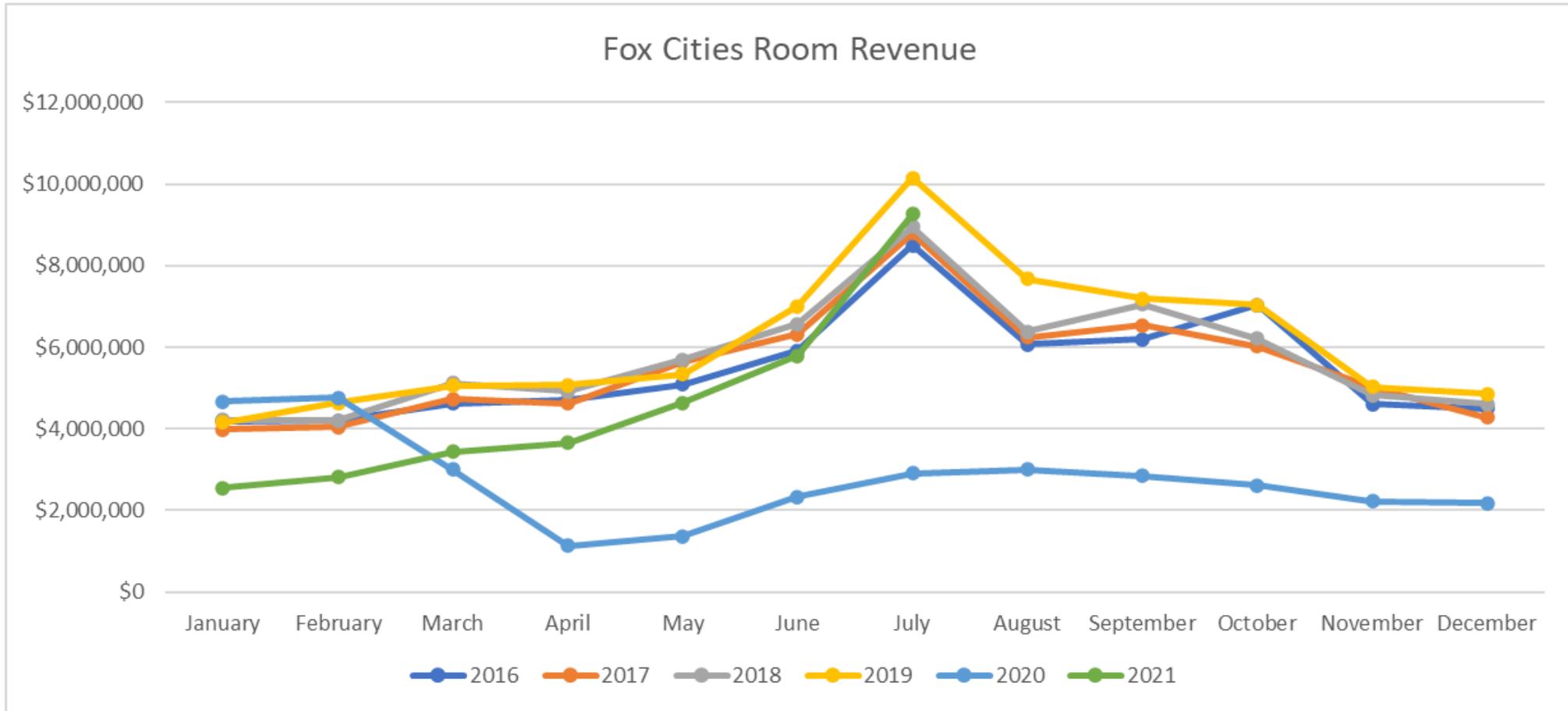
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- The pandemic cut \$178 million from visitor spending, a decline of one-third.
- One of every four direct tourism jobs was lost.
- Visitor spending dropped to levels last seen in 2011 – essentially wiping out a decade of growth.

# Hotel Occupancy



# Hotel Revenue



# Delta Variant = Paused Recovery

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- 59% of American Travelers now indicate they are changing travel plans due to the pandemic, up 16 points in just two months and back to levels not seen since the beginning of March '21.
- 88% still report having travel plans in the next six months.
- About 25% of travelers are concerned about their income and/or costs of travel. Inflation and the fact that many have spent their stimulus checks may be key factors for this.
- Overall, visitors are less inclined to take guidance from their state government that it is safe to travel than they are from federal leadership and agency sources.

# Meeting & Convention Planners

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- Goal posts keep moving
- Not committing
- Hybrid meetings are the most expensive and time consuming
- Last minute changes = financial risk
- Delta variant causing cancellations in Q3 and Q4
- Indication that 2022 will be “more normal”

# The Recovery Has Started... What's Next?

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- Large community events
- Conventions
- Business Travel
- Tourism Master Plan
- Workforce
  - BE PATIENT
  - BE KIND
  - VOLUNTEER

# Thank You

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Appleton Redevelopment Authority  
 Fox Cities Exhibition Center Project  
 Debt Service/Room Tax Projections  
 For Period 7/31/21 to 12/31/23

Description	Date	Amount	Balance
<b>2021</b>			
Debt Service Fund Balance	7/31/2021		\$ 1,072,209
2nd Quarter, 2021 Actual Room Tax Deposit	8/15/2021	392,093	\$ 1,464,302
Debt Service Payment	10/1/2021	(642,407)	\$ 821,895
3rd Quarter, 2021 Estimated Room Tax Deposit	11/15/2021	392,093	\$ 1,213,988
<b>2022</b>			
4th Quarter, 2021 Estimated Room Tax Deposit	2/15/2022	228,256	\$ 1,442,244
Debt Service Payment	4/1/2022	(767,407)	\$ 674,837
1st Quarter, 2022 Estimated Room Tax Deposit	5/15/2022	233,070	\$ 907,907
2nd Quarter, 2022 Estimated Room Tax Deposit	8/15/2022	392,093	\$ 1,300,000
Debt Service Payment	10/1/2022	(640,476)	\$ 659,524
3rd Quarter, 2022 Estimated Room Tax Deposit	11/15/2022	392,093	\$ 1,051,617
<b>2023</b>			
4th Quarter, 2022 Estimated Room Tax Deposit	2/15/2023	228,256	\$ 1,279,873
Debt Service Payment	4/1/2023	(640,476)	\$ 639,397
1st Quarter, 2023 Estimated Room Tax Deposit	5/15/2023	233,070	\$ 872,467
2nd Quarter, 2023 Estimated Room Tax Deposit	8/15/2023	392,093	\$ 1,264,560
Debt Service Payment	10/1/2023	(638,113)	\$ 626,447
3rd Quarter, 2023 Estimated Room Tax Deposit	11/15/2023	392,093	\$ 1,018,540

Projection assumes the 3rd quarter room tax deposit will equal the 2nd quarter room tax deposit. All other estimates equal the prior year actual deposit for the same quarter (ie. 4th quarter, 2021 = 4th quarter, 2020; 1st quarter, 2022 = 1st quarter, 2021, etc.).

For simplicity, projection does not include investment earnings on excess balance in the fund.

**CONCLUSION:**

Based on the above assumptions, room taxes provided through 2023, and beyond (assuming room tax collections eventually return to pre-pandemic levels), will be sufficient to meet future debt service obligations.