



## Meeting Agenda - Final-revised

### Appleton Redevelopment Authority Exhibition Center Advisory Committee

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Wednesday, March 1, 2017

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

[17-220](#)

ARA Exhibition Center Advisory Committee Minutes from 1-4-17

**Attachments:** [ARA Exhibition Center Advisory Committee Minutes 1-4-17.pdf](#)

#### 4. Public Hearings/Apearances

[17-221](#)

Any Public Participation

[17-238](#)

Presentation on the funding for the construction of the Fox Cities Exhibition Center by Attorney Ben LaFrombois

**Attachments:** [FCEC Summary Term Sheet Common Council Resolution 2-28-17a.pdf](#)  
[Resolution for 3 1 17 Council Meeting.pdf](#)

#### 5. Action Items

[17-239](#)

Extension of January 31, 2017 deadline as previously established by Item #16-1740 Extension of November 30, 2016 deadline as previously established by Item #16-1357 Review and approval of alternative Fox Cities Exhibition Center design concept

**Attachments:** [Legislative History Pertaining to Deadline Condition.pdf](#)  
[ARA Exhibition Center Advisory Committee Minutes 1-4-17.pdf](#)  
[ARA Exhibition Center Advisory Committee Minutes 11-9-16.pdf](#)  
[ARA Exhibition Center Advisory Committee Minutes 9-1-16.pdf](#)

#### 6. Information Items

[17-222](#)

Update on Radisson Paper Valley Hotel escalators and renovation

**Attachments:** [Escalator Photo 1-30-17.pdf](#)  
[Walkway Photo 1-30-17.pdf](#)

[17-223](#)

Pierce Manufacturing signs first contract with Fox Cities Exhibition Center

Attachments: [Radisson Expo Center Pierce Contract Announcement.pdf](#)

[17-224](#)

Update on Fox Cities Exhibition Center Facebook Page  
<http://www.facebook.com/foxcitiesexhibitioncenter>

## 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 agenda are to be directed to Karen Harkness, Director of Community & Economic Development, 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](http://www.appleton.org)

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

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Wednesday, January 4, 2017

1:00 PM

Council Chambers

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1. Call meeting to order

Meeting called to order at 1:04 p.m.

2. Roll call of membership

*Dearborn arrived at 1:07 p.m.*

**Present:** 13 - Reader, Kaufert, Kuen, Wilde, Gifford, Benz, Batley, Stankowski, Van Laanen, Rugland, Seidl, Dearborn and Harkness

**Excused:** 4 - Downs, Scott, Meyerhofer and Vanden Berg

*Others present:*  
*Mayor Tim Hanna*  
*Aldersperson Kathy Plank, District #7*  
*Alex Schultz, Sculpture Valley*  
*Madeleine Behr, Appleton Post-Crescent*

3. Approval of minutes from previous meeting

[16-1839](#)

ARA Exhibition Center Advisory Committee Minutes from 11-9-16

**Attachments:** [ARA Exhibition Center Advisory Committee Minutes 11-9-16.pdf](#)

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

**Motion carried by the following vote:**

**Aye:** 11 - Reader, Kaufert, Kuen, Wilde, Gifford, Benz, Batley, Stankowski, Van Laanen, Rugland and Seidl

**Excused:** 5 - Downs, Scott, Meyerhofer, Vanden Berg and Dearborn

**Recused:** 1 - Harkness

4. Public Hearings/Apearances

[16-1840](#)

Any Public Participation

**There was no public participation.**

## 5. Action Items

### [16-1989](#)

Extension of January 31, 2017 deadline as previously established by Item #16-1740 Extension of November 30, 2016 deadline as previously established by Item #16-1357 Review and approval of alternative Fox Cities Exhibition Center design concept

**Attachments:**     [ARA Exhibition Center Advisory Committee Minutes 11-9-16.pdf](#)  
                                 [ARA Exhibition Center Advisory Committee Minutes 9-1-16.pdf](#)

*Item #16-1989 be amended to extend the deadline to March 31, 2017 for repair of the escalators at the Radisson Paper Valley Hotel and presentation of the renovation schedule to this committee. Amendment failed.*

*Benz moved to maintain the January 31, 2017 deadline, the committee be notified by email of the escalator repair completion and Inner Circle provide the committee with a written renovation schedule outline. Motion failed due to lack of second. It was determined this motion was not necessary.*

**Kuen moved, seconded by Gifford, that the Report Action Item be approved as described above. Roll Call. Motion failed by the following vote:**

**Aye:** 6 - Reader, Kuen, Gifford, Batley, Stankowski and Dearborn

**Nay:** 6 - Kaufert, Wilde, Benz, Van Laanen, Rugland and Seidl

**Excused:** 4 - Downs, Scott, Meyerhofer and Vanden Berg

**Recused:** 1 - Harkness

## 6. Information Items

### [16-1988](#)

Update on Radisson Paper Valley Hotel escalators and renovation

**This Presentation was presented and discussed.**

### [16-1987](#)

Update on Fox Cities Exhibition Center logo, website and construction

**Attachments:**     [FCEC logo-website media release.pdf](#)  
                                 [FCEC logo.pdf](#)

**This Presentation was presented and discussed.**

## 7. Adjournment

**Seidl moved, seconded by Batley, that the meeting be adjourned at 2:03 p.m. Roll Call. Motion carried by the following vote:**

**Aye:** 12 - Reader, Kaufert, Kuen, Wilde, Gifford, Benz, Batley, Stankowski, Van Laanen, Rugland, Seidl and Dearborn

**Excused:** 4 - Downs, Scott, Meyerhofer and Vanden Berg

**Recused:** 1 - Harkness

**To: City of Appleton**

**From: Attorney Ben LaFrombois and Attorney Courtney Hollander of von Briesen & Roper, s.c.**

**Date: February 27, 2017**

**Re: Common Council action respecting Fox Cities Exhibition Center Financing**

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The City issued a Request for Proposal, seeking a lead lender to finance the Fox Cities Exhibition Center.

Several financial institutions responded. As discussed in the closed session meeting on February 15, 2017 an Appleton based financial institution proposed acting as lead lender to organize participating financial institutions.

The Lender requested a guaranty from the City of Appleton to assure that the interest payments under the loan would always be made timely. The guaranty would be managed with the use of an interest reserve account. The interest reserve account will be initially funded with room tax revenue in an amount of not less than \$2M and potentially higher. The City's obligation will be to maintain the interest reserve account with a balance of not less than \$1.5M. In the event the City must contribute to the interest reserve fund, the City will ultimately be repaid, with interest fees and costs, through room tax revenue.

We are requesting that the Common Council authorize the City to proceed with closing the financing consistent with the attached summary of terms, which include the guaranty provisions for the City of Appleton. When the final closing documents are ready for execution, the Common Council will be asked to approve the pledge of room taxes and the guaranty of the maintenance of the interest reserve fund.

The material terms are summarized as follows (see following pages):

<b>Borrower:</b>	The Redevelopment Authority of the City of Appleton, a redevelopment authority authorized under Wisconsin Statute §66.1333(3) and established by resolution dated October 11, 1972 of the Common Council of the City of Appleton.
<b>Interest Reserve Fund (“Reserve Fund”):</b>	Established at closing in an amount not less than \$2M. Withdrawal from the Reserve Fund shall be made in the event that room tax collections are insufficient to satisfy the term loan interest when due.
<b>Guarantor:</b>	The City of Appleton (the “ <b>Guarantor</b> ”) shall guaranty and maintain a minimum balance in the Reserve Fund of not less than \$1.5M. In the event that the Guarantor makes a Reserve Fund Loan, the Guarantor shall have been deemed to make a secured, junior loan to the Project.
<b>Reserve Replenishment Terms:</b>	In the event the Reserve Fund balance falls below \$2M, room tax collections shall be used to replenish the Reserve Fund based on a formula.
<b>Lead Participant Lender:</b>	Appleton based financial institution.
<b>Administrative Agent:</b>	The Fox Cities Room Tax Commission through its contracted agent, The Fox Cities Convention & Visitors Bureau, Inc.
<b>Project:</b>	Loan proceeds will be used to finance and construct the Fox Cities Exhibition Center (the “ <b>Project</b> ”) and potentially to pay the costs of issuance of the loans.
<b>Closing Date:</b>	As soon as practical and agreed to by the lenders.
<b>Amounts and Note:</b>	A borrowing of \$31,000,000 of senior secured credit notes in the form of a Draw Note and Term Note is anticipated. Additional borrowing capacity is available. A third note will be the Reserve Fund Loan Note which will be due the City for amounts paid under the guaranty.
<b>Amortization:</b>	There shall be no set amortization period of the Term Note except that all of the room tax collected in excess of interest and fees shall be applied to the principal balance of the Term Note.
<b>Interest:</b>	The Draw Note shall bear interest at a rate equal to the three month maturity of US Treasury Bill plus 2.5% (approximately 3.02%). The Term Note shall bear interest at an initial rate equal to the seven year US Treasury Note plus 2.20%, which rate shall be fixed for the first seven years of the Term Note

	(approximately 4.37%).
<b>Loan Fee:</b>	The lenders shall be paid a fee equal to .50% of the loan amount.
<b>Voluntary Prepayments:</b>	Notes may be prepaid without penalty.
<b>Mandatory Payment of Principal:</b>	Upon issuance of the Term Note, and subject to replenishment of the Reserve Fund, 100% of the collected room tax allocated to the FCEC under the Exhibition Center Cooperation Agreement in excess of the interest due under the Term Note shall be paid and applied to principal.
<b>Collateral:</b>	The loan documents and notes will be secured by a valid and perfected first priority lien on 100% of the room tax assessed and allocated for the Project and the Reserve Fund.
<b>Assignments and Participations:</b>	Each Lender may assign all or part of its loans and commitments without the consent of Borrower, administrator or Guarantor. Lender shall provide notice of such assignment and a form assignment agreement shall be attached to the loan agreement.
<b>Expenses and Indemnification:</b>	Borrower shall pay Lender's expenses, including underwriting and legal fees.

THE ABOVE TERMS DO NOT CONSTITUTE OR IMPLY A COMMITMENT TO PROVIDE FUNDING BY ANY LENDER, NOR A REPRESENTATION THAT SUCH FUNDING WILL BE MADE AVAILABLE. ANY SUCH COMMITMENT WILL BE SUBJECT TO CONTRACT, REGULATORY APPROVAL, CREDIT APPROVAL AND SATISFACTORY DUE DILIGENCE AND DOCUMENTATION.

**Resolution \_\_\_\_\_**

WHEREAS, the City of Appleton Common Council met on February 15, 2017 and received information respecting the financing of the Fox Cities Exhibition Center ("FCEC"), and in particular, reviewed the proposal that the City of Appleton guarantee the maintenance of an interest reserve account in an amount not less than \$1.5 million;

THEREFORE BE IT RESOLVED that the City of Appleton Common Council authorizes the Mayor to proceed with the signing of a letter of intent and finalizing negotiations for the financing of the FCEC construction costs consistent with the term summary provided in the agenda packet for March 1, 2017;

FURTHER RESOLVED, that the Common Council authorizes and supports the City's obligation to maintain an interest reserve balance of \$1.5 million, provided that the reserve account is initially funded with not less than \$2 million from room tax receipts and, in the event that the guarantee is exercised that the loan documents will provide for repayment, including interest fees and costs, from room tax receipts.

## **Legislative History Pertaining to Deadline Condition Placed on Approval of Alternative Design Concept**

### September 1, 2016 Meeting

Approved the park concept design up to \$31 million contingent on movement of the property improvement plan (PIP) at the Radisson Paper Valley Hotel to address the functional conveyance and renovation schedule presented to this committee by November 30, 2016. Also amendment approved to include the stipulation that the City of Appleton pursue other revenue streams, but not the Fox Cities Convention & Visitors Bureau grants, to offset this \$2 million increase.

### November 9, 2016 Meeting

Amendment approved to extend the deadline to January 31, 2017 for repair of the escalators at the Radisson Paper Valley Hotel and presentation of the renovation schedule to this committee.

### January 4, 2017 Meeting

Amendment failed to extend the deadline to March 31, 2017 for repair of the escalators at the Radisson Paper Valley Hotel and presentation of the renovation schedule to this committee. Motion failed due to lack of second to maintain the January 31, 2017 deadline, the committee be notified by email of the escalator repair completion and Inner Circle provide the committee with a written renovation schedule outline. (No action taken)



# City of Appleton

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

---

Wednesday, January 4, 2017

1:00 PM

Council Chambers

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1. Call meeting to order

**Meeting called to order at 1:04 p.m.**

2. Roll call of membership

*Dearborn arrived at 1:07 p.m.*

**Present:** 13 - Reader, Kaufert, Kuen, Wilde, Gifford, Benz, Batley, Stankowski, Van Laanen, Rugland, Seidl, Dearborn and Harkness

**Excused:** 4 - Downs, Scott, Meyerhofer and Vanden Berg

*Others present:  
Mayor Tim Hanna  
Aldersperson Kathy Plank, District #7  
Alex Schultz, Sculpture Valley  
Madeleine Behr, Appleton Post-Crescent*

3. Approval of minutes from previous meeting

[16-1839](#)

ARA Exhibition Center Advisory Committee Minutes from 11-9-16

**Attachments:** [ARA Exhibition Center Advisory Committee Minutes 11-9-16.pdf](#)

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

**Motion carried by the following vote:**

**Aye:** 11 - Reader, Kaufert, Kuen, Wilde, Gifford, Benz, Batley, Stankowski, Van Laanen, Rugland and Seidl

**Excused:** 5 - Downs, Scott, Meyerhofer, Vanden Berg and Dearborn

**Recused:** 1 - Harkness

4. Public Hearings/Apearances

[16-1840](#)

Any Public Participation

**There was no public participation.**

## 5. Action Items

### [16-1989](#)

Extension of January 31, 2017 deadline as previously established by Item #16-1740 Extension of November 30, 2016 deadline as previously established by Item #16-1357 Review and approval of alternative Fox Cities Exhibition Center design concept

**Attachments:**     [ARA Exhibition Center Advisory Committee Minutes 11-9-16.pdf](#)  
                                 [ARA Exhibition Center Advisory Committee Minutes 9-1-16.pdf](#)

*Item #16-1989 be amended to extend the deadline to March 31, 2017 for repair of the escalators at the Radisson Paper Valley Hotel and presentation of the renovation schedule to this committee. Amendment failed.*

*Benz moved to maintain the January 31, 2017 deadline, the committee be notified by email of the escalator repair completion and Inner Circle provide the committee with a written renovation schedule outline. Motion failed due to lack of second. It was determined this motion was not necessary.*

**Kuen moved, seconded by Gifford, that the Report Action Item be approved as described above. Roll Call. Motion failed by the following vote:**

**Aye:** 6 - Reader, Kuen, Gifford, Batley, Stankowski and Dearborn

**Nay:** 6 - Kaufert, Wilde, Benz, Van Laanen, Rugland and Seidl

**Excused:** 4 - Downs, Scott, Meyerhofer and Vanden Berg

**Recused:** 1 - Harkness

## 6. Information Items

### [16-1988](#)

Update on Radisson Paper Valley Hotel escalators and renovation

**This Presentation was presented and discussed.**

### [16-1987](#)

Update on Fox Cities Exhibition Center logo, website and construction

**Attachments:**     [FCEC logo-website media release.pdf](#)  
                                 [FCEC logo.pdf](#)

**This Presentation was presented and discussed.**

## 7. Adjournment

**Seidl moved, seconded by Batley, that the meeting be adjourned at 2:03 p.m. Roll Call. Motion carried by the following vote:**

**Aye:** 12 - Reader, Kaufert, Kuen, Wilde, Gifford, Benz, Batley, Stankowski, Van Laanen, Rugland, Seidl and Dearborn

**Excused:** 4 - Downs, Scott, Meyerhofer and Vanden Berg

**Recused:** 1 - Harkness



# City of Appleton

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

---

Wednesday, November 9, 2016

1:00 PM

Council Chambers

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1. Call meeting to order

Meeting called to order at 1:04 p.m.

2. Roll call of membership

*Vanden Berg left at 2:35 p.m.*

*Scott left at 2:44 p.m.*

**Present:** 11 - Reader, Downs, Scott, Kaufert, Vanden Berg, Wilde, Benz, Batley, Stankowski, Seidl and Harkness

**Excused:** 6 - Kuen, Meyerhofer, Gifford, Van Laanen, Rugland and Dearborn

*Others present:*

*Aldersperson Kathleen Plank, District #7*

*Aldersperson Patti Coenen, District #11*

*Attorney Ben LaFrombois*

*Mayor Tim Hanna*

3. Approval of minutes from previous meeting

[16-1730](#)

ARA Exhibition Center Advisory Committee Minutes from 10-6-16

**Attachments:** [ARA Exhibition Center Advisory Committee Minutes 10-6-16.pdf](#)

**Benz moved, seconded by Reader, that the Minutes be approved. Roll Call.**

**Motion carried by the following vote:**

**Aye:** 10 - Reader, Downs, Scott, Kaufert, Vanden Berg, Wilde, Benz, Batley, Stankowski and Seidl

**Excused:** 6 - Kuen, Meyerhofer, Gifford, Van Laanen, Rugland and Dearborn

**Recused:** 1 - Harkness

4. Public Hearings/Appealances

[16-1731](#)

Any Public Participation

There was no public participation.

[16-1738](#)

Review of Management Agreement by Attorney Ben LaFrombois

**Attachments:** [Fully Executed Management Agreement.pdf](#)

**This Appearance was presented and discussed.**

[16-1739](#)

Review of Appleton Redevelopment Authority Exhibition Center Advisory Committee role and responsibility by Attorney Ben LaFrombois

**Attachments:** [ARA Advisory Committee Creation Document-Approved by ARA-12-3-14.pdf](#)

**This Appearance was presented and discussed.**

## 5. Action Items

[16-1740](#)

Extension of November 30, 2016 deadline as previously established by Item #16-1357 Review and approval of alternative Fox Cities Exhibition Center design concept

**Attachments:** [ARA Exhibition Center Advisory Committee Minutes 9-1-16.pdf](#)

*Item #16-1740 amended to extend the deadline to January 31, 2017 for repair of the escalators at the Radisson Paper Valley Hotel and presentation of the renovation schedule to this committee.*

**Kaufert moved, seconded by Reader, that the Report Action Item be approved as described above. Roll Call. Motion carried by the following vote:**

**Aye:** 9 - Reader, Downs, Scott, Kaufert, Wilde, Benz, Batley, Stankowski and Seidl

**Excused:** 7 - Kuen, Meyerhofer, Vanden Berg, Gifford, Van Laanen, Rugland and Dearborn

**Recused:** 1 - Harkness

## 6. Information Items

[16-1741](#)

Next meeting is Thursday, December 1 at 1:00 p.m. and Meeting Schedule for 2017

**Attachments:** [Meeting Dates for ARA EC Advisory Committee 2017.pdf](#)

**This Presentation was presented.**

## 7. Adjournment

**Benz moved, seconded by Wilde, that the meeting be adjourned at 2:52 p.m. Roll Call. Motion carried by the following vote:**

**Aye:** 8 - Reader, Downs, Kaufert, Wilde, Benz, Batley, Stankowski and Seidl

**Excused:** 8 - Scott, Kuen, Meyerhofer, Vanden Berg, Gifford, Van Laanen, Rugland  
and Dearborn

**Recused:** 1 - Harkness



# City of Appleton

100 North Appleton Street  
Appleton, WI 54911-4799  
[www.appleton.org](http://www.appleton.org)

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

---

Thursday, September 1, 2016

1:00 PM

Council Chambers

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1. Call meeting to order

Meeting called to order at 1:02 p.m.

2. Roll call of membership

**Present:** 16 - Reader, Downs, Scott, Kaufert, Kuen, Meyerhofer, Vanden Berg, Wilde, Gifford, Benz, Batley, Stankowski, Van Laanen, Seidl, Dearborn and Harkness

**Excused:** 1 - Rugland

*Others present:*

*Mike Kemmeter, WHBY*

*Lisa Cruz, Red Shoes PR*

*Kristen Schremp, Red Shoes PR*

*Madeleine Behr, Post-Crescent*

*Jack Blume, Zimmerman Architectural Studios*

*John Sabinash, Zimmerman Architectural Studios*

*Dean Gazza, Appleton Director of Parks & Rec, Facilities & Grounds*

*Jay Schumerth, Radisson Paper Valley*

*Jen Bauer, Miron Construction*

*Kurt Wolfgram, Miron Construction*

*Josh Michalkiewicz, Miron Construction*

*Steve Tyink, Miron Construction*

*City of Appleton Mayor Tim Hanna*

*Chad Doran, Communications Coordinator, Appleton Mayor's Office*

*Appleton Alderperson Christine Williams, District #10*

3. Approval of minutes from previous meeting

[16-1346](#)

ARA Exhibition Center Advisory Committee Minutes from 8-4-16

**Attachments:** [ARA Exhibition Center Advisory Committee Minutes 8-4-16.pdf](#)

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

**Motion carried by the following vote:**

**Aye:** 15 - Reader, Downs, Scott, Kaufert, Kuen, Meyerhofer, Vanden Berg, Wilde, Gifford, Benz, Batley, Stankowski, Van Laanen, Seidl and Dearborn

**Excused:** 1 - Rugland

Recused: 1 - Harkness

#### 4. Public Hearings/Apearances

[16-1347](#)

Any Public Participation

There was no public participation.

#### 5. Action Items

[16-1357](#)

Review and approval of alternative Fox Cities Exhibition Center design concept

**Attachments:** [ARA EC Advisory FCEC Presentation.pdf](#)

*Kuen moved, seconded by Benz, to approve the park concept design up to \$31 million contingent on movement of the property improvement plan (PIP) at the Radisson Paper Valley Hotel to address the functional conveyance and renovation schedule presented to this committee by November 30, 2016. Roll Call. Motion carried by the following vote: 15 Aye, 1 Excused (Rugland), 1 Recused (Harkness)*

*Meyerhofer moved to amend the motion to include the stipulation that the City of Appleton pursue other revenue streams, but not the Fox Cities Convention & Visitors Bureau grants, to offset this \$2 million increase. Kaufert seconded the amendment. Roll Call. Amendment carried by the following vote: 13 Aye, 1 Nay (Van Laanen), 1 Abstained (Seidl), 1 Excused (Rugland), 1 Recused (Harkness)*

**Kuen moved, seconded by Benz, that the Report Action Item be approved as described above. Roll Call. Motion carried by the following vote:**

**Aye:** 15 - Reader, Downs, Scott, Kaufert, Kuen, Meyerhofer, Vanden Berg, Wilde, Gifford, Benz, Batley, Stankowski, Van Laanen, Seidl and Dearborn

**Excused:** 1 - Rugland

**Recused:** 1 - Harkness

#### 6. Information Items

#### 7. Adjournment

**Van Laanen moved, seconded by Benz, that the meeting be adjourned at 2:53 p.m. Roll Call. Motion carried by the following vote:**

**Aye:** 15 - Reader, Downs, Scott, Kaufert, Kuen, Meyerhofer, Vanden Berg, Wilde, Gifford, Benz, Batley, Stankowski, Van Laanen, Seidl and Dearborn

**Excused:** 1 - Rugland

**Recused:** 1 - Harkness







RADISSON PAPER VALLEY HOTEL

**EMBARGOED FOR RELEASE UNTIL 8 A.M. WEDNESDAY, JANUARY 18, 2017**

For More Information, Contact: Jay Schumerth, Senior General Manager, Radisson Paper Valley Hotel;  
Ph: (920)733-8000, x1660, Email: [jschumerth@radissonpapervalley.com](mailto:jschumerth@radissonpapervalley.com)

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## **NEWS RELEASE**

### **RADISSON PAPER VALLEY HOTEL ANNOUNCES LOCAL FIRM SIGNS FIRST CONTRACT WITH FOX CITIES EXHIBITION CENTER**

#### **Pierce Manufacturing to Paint the Fox Cities Fire Engine Red**

**APPLETON, WI** – The Radisson Paper Valley Hotel has announced it has secured the first contract for the Fox Cities Exhibition Center, which is slated to open late this year.

Jay Schumerth, Radisson Paper Valley Hotel senior general manager, has announced that Pierce Manufacturing will hold its North American sales meeting in the exhibition center and Radisson Paper Valley Hotel from January 25-28, 2018. The event, which is anticipated to draw approximately 500 attendees, will bring more than 1,000 room nights to the area and carry with it an estimated overall economic impact of \$250,000.

Appleton Mayor Tim Hanna said, "The goal behind building the Fox Cities Exhibition Center was to attract just this kind of event that previously could not be held in the Fox Cities due to lack of exhibition space. We're even more excited to see that a local company like Pierce Manufacturing, who has been supportive of the project from the beginning, will be impacting the local economy in this positive way."

"The Fox Valley has been home to Pierce Manufacturing for more than a century and, over the course of a typical year, our dealers and their customers cumulatively spend many thousands of nights at the exhibition center's adjoining Radisson Paper Valley hotel," said Pierce Manufacturing's Matt McLeish, senior vice president of Sales and Marketing of the Fire & Emergency segment. "This new facility is a vitally important resource for the entire region, and we're proud to support its mission."

McLeish added, "It's only through access to the exhibition center that we'll be able to host our entire North American sales meeting – and its related events – at one venue so close to our corporate home."

– More –

## **RADISSON PAPER VALLEY ANNOUNCES FIRST EXPO CENTER CONTRACT, page 2 and final**

We can't wait for next January when the bold LED-lit tower glows in fire engine red to signify the center's first official major event!"

Schumerth acknowledged the firm's strong presence in the Fox Cities and their early and ongoing support for the exhibition center, saying, "Pierce Manufacturing has long been a great business partner with the local hotel industry. We've looked forward to this day when we can accommodate their North American sales meeting in the community where they are located. This contract is further confirmation of the need and the potential that the Fox Cities Exhibition Center provides to the Fox Cities."

The Fox Cities Exhibition Center is being constructed by the City of Appleton and is being funded by a previously approved increase in the hotel room tax collected by various Fox Cities municipalities.

The Exhibition Center is being managed by the Radisson Paper Valley Hotel. For more information and booking inquiries, go online to [www.fcexhibitioncenter.com](http://www.fcexhibitioncenter.com) or contact Linda Garvey at the Radisson Paper Valley Hotel by calling 920-733-8000, x1655.

### **About the Fox Cities Exhibition Center**

The Fox Cities Exhibition Center, currently under construction on Lawrence Street across from the Radisson Paper Valley Hotel, will be owned by the City of Appleton and be managed by the Radisson staff. The center will have 30,000 square feet of indoor exhibition space, in addition to 7,300 square feet of "pre-function" space and a 17,000 square-foot outdoor plaza. The structure will be integrated into the hillside of Jones Park, and feature an 82-foot-tall LED tower. The lighted tower will serve as a symbol of the Fox Cities' historical connection to hydroelectric power.

### **About the Radisson Paper Valley Hotel**

The Radisson Paper Valley Hotel is a 388-room full service hotel in the heart of Downtown Appleton, the largest of the 13 municipalities known as the Fox Cities of Wisconsin. The Radisson Paper Valley Hotel offers a variety of accommodations with its spacious guest rooms, concierge service, a 24-hour fitness center, indoor swimming pool with spa tub, free Wi-Fi, attached covered parking, complimentary airport transportation, and 38,000 sq. ft. of flexible meeting space of its own. The hotel's dining options include its signature Vince Lombardi's Steakhouse, The Clubhouse, the Orchard Restaurant, Intermezzo, and Jo ala Mode. For information and booking inquiries, visit <https://www.radisson.com/appleton>.

—END—