



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 3rd-7th 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 8th.
- 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

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