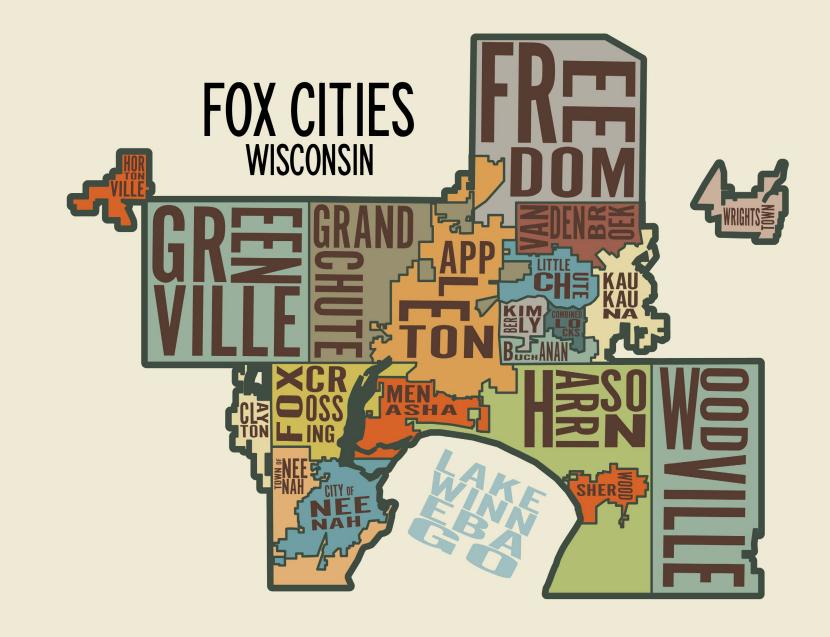


Who We Serve





Economic Impact of Tourism in the Fox Cities 2024



\$603.2M

Direct Visitor Spending



\$787.6M

Total Economic Impact



6,945

Total Jobs Supported



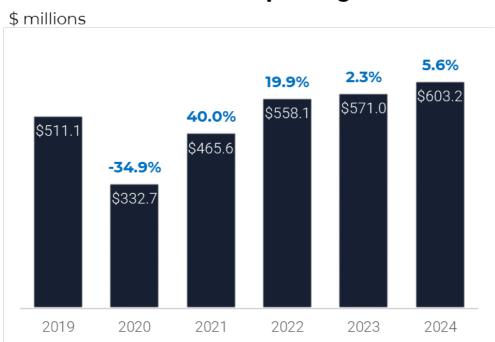
\$66.7M

State & Local Taxes Generated



Direct Visitor Spending

Fox Cities Direct Visitor Spending



Source: Tourism Economics





Visitor Spending by Category



Fox Cities Direct Visitor Spending

\$ millions

	2019	2020	2021	2022	2023	2024	2024 Growth
Total visitor spending	\$511.1	\$332.7	\$465.6	\$558.1	\$571.0	\$603.2	5.6%
Food & beverage	\$155.7	\$105.5	\$143.2	\$165.3	\$171.5	\$180.5	5.3%
Lodging	\$116.4	\$50.0	\$91.1	\$122.5	\$122.4	\$131.6	7.5%
Retail	\$105.5	\$85.5	\$106.8	\$119.1	\$120.8	\$126.6	4.8%
Rec/Entertainmnet	\$73.7	\$48.2	\$68.6	\$82.6	\$86.6	\$91.6	5.8%
Transportation	\$59.8	\$43.4	\$55.9	\$68.6	\$69.6	\$72.8	4.6%

Source: Tourism Economics

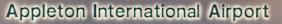
Note: Lodging includes all accommodation types, and transportation includes both ground and air transportation.



Tourism = Quality of Life

 Each household in Fox Cities would need to be taxed an additional \$633 per year to replace the tourism taxes received by state and local governments.









Fox Cities Sports Development

- 501c3
- Separate but "aligned" organization with the CVB
- Common Board to CVB



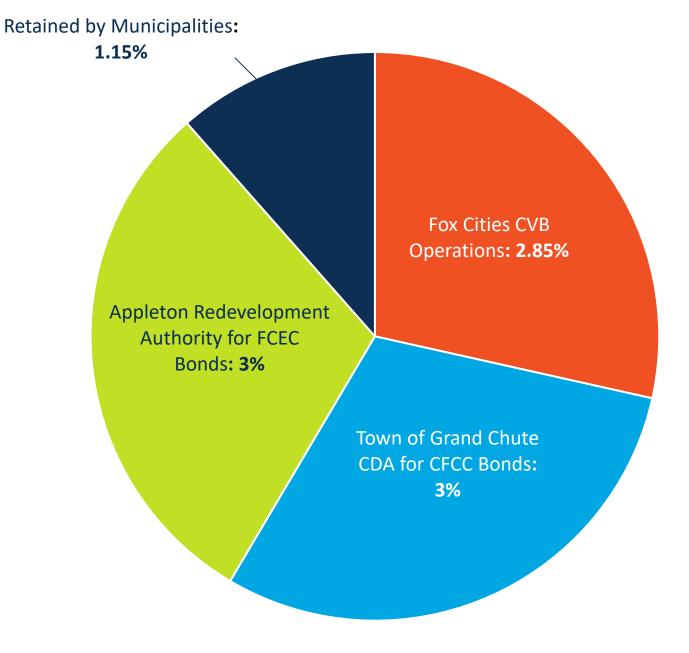






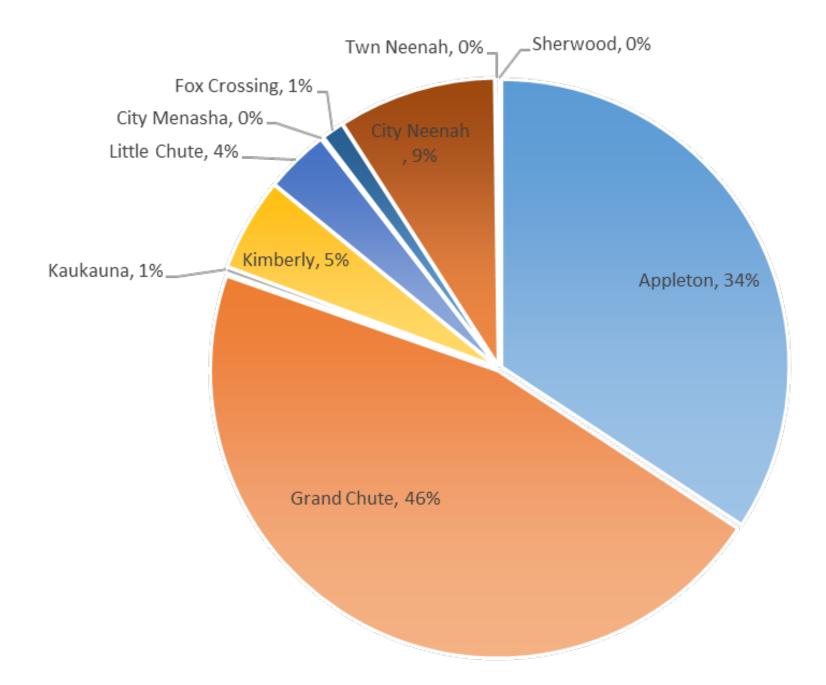
Fox Cities Room Tax Allocations

Total = 10% Tax





Fox Cities Room Tax Generation





Recent Room Tax Funded Projects

	Fox Cities Exhibition Center	Community First Champion Center		
Cost	\$31 million	\$30 million		
Opened	January 2018	November 2019		
Building Owned By	City of Appleton	Town of Grand Chute		
Operated By	Hilton Appleton Paper Valley	Fox Cities Sports Development		
Annual Economic Impact (est.)	\$6 million	\$8 million		
FCCVB Role	Sales/marketing support	Administrator Sales/marketing support		







Fox Cities Exhibition Center 2024 Year in Review*

- 51 Groups/ Functions
- 56,272 total attendance
- 8,702 hotel room nights

*Information provided by Hilton Appleton Paper Valley Hotel





Community First Champion Center 2024 in Review

- 74 tournaments that generated more than \$6,256,640 million in direct visitor spending at businesses in the Fox Cities
 - 48,180 Athletes
 - 82,400 Spectators
- Tournaments and games took place on 50 of 52 weekends
- Roughly 98% of the participants are 18 years old or younger
- "Home Teams" = NHM Hockey, Valley Figure Skating,
 Lawrence University Women's Hockey
- Local Impact
 - 8,062 Practice hours
 - 59,000 Practice participants
 - 128 Sports camps









Thank you!

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