



# CITY OF APPLETON

## MEMORANDUM

**Date:** June 5, 2026

**To:** Finance Committee

**From:** Kara Homan, AICP, Director of Community Development

**Subject:** Request to approve new Management Agreement for FCEC, with Appleton Hotel Holdings, LLC

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### Background

The City and hotel Operator executed a Memorandum of Understanding (“MOU”) establishing the framework for a new Fox Cities Exhibition Center (“FCEC”) Management Agreement on April 16, 2026 (see Common Council action item [26-0437](#)). The MOU was subsequently amended, extending the expiration date to July 1, 2026 (see Common Council Action item [26-0672](#)).

Working with the City's consultant, CSL International and City Attorney's office, staff has successfully negotiated a comprehensive Management Agreement (“Agreement”) that preserves the terms and business objectives outlined in the MOU.

The Agreement transitions the FCEC to a performance-based management model that better aligns operator incentives with facility performance while protecting the City's long-term interests. Key provisions include revenue sharing dedicated to a capital reserve fund, operator responsibility for operating shortfalls, enhanced reporting and booking transparency, market-based pricing flexibility, and expanded opportunities for sponsorship and ancillary revenue generation.

The Agreement is intended to improve the long-term financial sustainability of the facility, increase booking activity, and establish a dedicated funding source to support future capital needs.

### Action Requested

Staff recommends approval of the Fox Cities Exhibition Center Management Agreement between the City of Appleton and Appleton Hotel Holdings, LLC.

Cc: Tom Flick, Director of Parks & Recreation