

GREATER **FOX**
CITIES
APPLETON WI



2023
FOX CITIES CONVENTION
& VISITORS BUREAU
ANNUAL REPORT



Reflecting on 2023



Looking in the rearview mirror, 2023 had a little bit of everything. Strong demand in the first quarter cooled as the threat of recession loomed. Although hotel occupancy and room revenue lagged slightly behind 2022, room revenue was ultimately stronger than 2019.

CVB staff worked directly with 42 convention events and collaborated with our hotel partners

the group meetings market.

We continue to knock it out of the park with sports tourism. The Fox Cities hosted 235 tourism-generating events, the most ever in a calendar year, and we are on track to exceed that number in 2024 with 254 future sporting events booked. The Community First Champion Center hosted 64 tourism-generating events

accounting for an estimated 13,120 hotel roomnights alone.

We launched a new website in the summer of 2023 to reflect our updated brand. The new site features stronger graphics, easier navigation and an overall voice that tells our story and showcases our originality. In 2024, the CVB team will

continue to build out new content for the site including seasonal itineraries, accessibility guides, and captivating photo galleries.

More than \$534,000 were awarded in Tourism Development Grants and we updated our grant

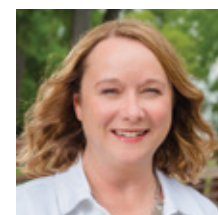
program to prioritize initiatives in our Destination Master Plan. To address the initiative focused on enhancing outdoor recreation opportunities, we developed a kayak rental station grant that will help fund 7 new stations opening to the public in the coming year.

In 2024, the CVB will be allocating 33% of room tax revenues into our Tourism Development Grant fund. These dollars will allow us to continue investing in the Fox Cities' tourism infrastructure and plan for new initiatives driven by our Destination Master Plan.

As always, we thank you for your ongoing support of tourism in the Fox Cities and the Fox Cities Convention & Visitors Bureau.



to secure another 54 events for the future. The Fox Cities Exhibition Center facility and walkability of Downtown Appleton continue to reflect positively with convention attendees. Looking ahead, 2024 should be a very strong year for



Pam Seidl
PAM SEIDL
Executive Director



Ryan Batley
RYAN BATLEY
2023 Board of Directors Chair

2023 OPERATIONS REVENUES & EXPENSES*

REVENUES

Room Tax Income - Oper	\$1,411,738
Interest Income - Oper	\$37,650
Grants Income	\$14,760
Destination Guide Income	\$63,127
Restaurant Week Income	\$3,900

TOTAL REVENUES **\$1,531,175**

EXPENSES

Salaries & Wages	\$539,553
Employee Benefits	\$128,836
Professional Devel	\$22,589
Group & Visitor Services	\$6,320
Trade Shows	\$37,424
Selling Exp	\$134,208
Marketing	\$327,303
Destination Guide	\$62,063
Restaurant Week	\$4,138
Research	\$28,532
Rent/Utilities/Taxes	\$112,871
Equipment Leases	\$2,609
Travel/Mileage	\$5,563
Local Meetings	\$12,273
Office Supplies	\$13,664
Postage & Shipping	\$7,018
Telephone	\$9,858
Property/Casualty Insurance	\$7,410
Professional Services	\$32,051
Memberships	\$12,666

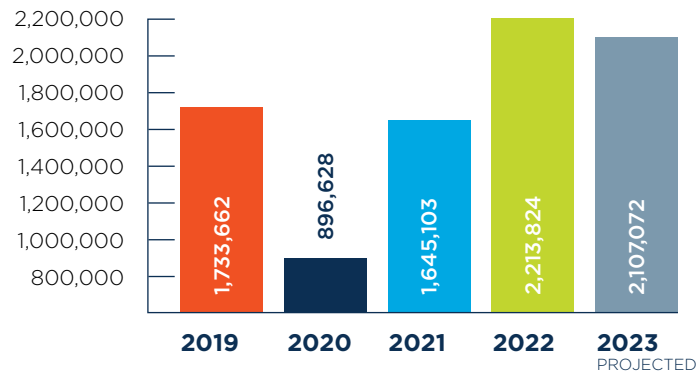
TOTAL EXPENSES **\$1,506,949**

*Pre-Audit

2023 YEAR-END PROJECTED

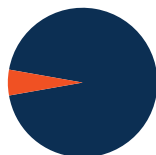
2023 YEAR-END PROJECTED

CVB GROSS ROOM TAX REVENUE



MANAGEMENT & GENERAL EXPENSES

Management/
General 5.69%



Program Services
93.29%

2023

AT A GLANCE

GROUP SALES



Meeting and
Convention Events



Room Nights



2,331,288
Direct Visitor Spending



Future Meeting and
Convention Events



10,125
Future Estimated
Room Nights



2,541,877
Future Estimated Direct
Visitor Spending

SPORTS MARKETING



235

Sporting Events



31,525
Room Nights



10,214,100
Direct Visitor Spending



254
Future Sporting
Events



32,775
Future Estimated
Room Nights



10,619,100
Future Estimated Direct
Visitor Spending

MARKETING, GRANTS & VISITOR SERVICES



305
Volunteer Hours



\$534,230
Awarded in Tourism
Development Grants



\$38M+
In Earned Media



885
Visitors Served at
the Visitor Center



82
Groups Served



2023 BOARD

RYAN BATLEY, *Chair*
Best Western Premier
Bridgewood Resort Hotel

ABE WEBER, *Vice Chair*
Appleton International Airport

MATT CARPENTER, *Secretary*
History Museum at the Castle

NORB KARNER, *Treasurer*
Village of Kimberly

CHRIS HAESE, *Past Chair*
City of Neenah

LINDA GARVEY
Hilton Appleton Paper Valley

BEAU BERNHOFT
Village of Little Chute

AMANDA HEDTKE
Fairfield Inn & Suites

CHUCK GIFFORD
Comfort Inn and Suites

DAVID KRESS
City of Appleton

CHEF JEFF IGEL
Fox Valley Technical College

RANDY KLIMENT
Hampton Inn

PETER RANK
CopperLeaf Boutique
Hotel & Spa

RYAN MOEDE
WI Timber Rattlers

JEFF STURGELL
Village of Fox Crossing

FCCVB STAFF

PAM SEIDL
Executive Director

KIM TISLER
Director of Finance & Administration

MADDIE JACK
Director of Marketing Communications

LEAH SZEWS
Social Media Marketing Specialist

CATHY TREBATOSKI
Visitor Experience Manager

MATT TEN HAKEN
Director of Sports Marketing

ABBY MCDANIEL
Sports Marketing Manager

ALISON HUTCHINSON
Senior Group Sales Manager

LISA GRASSMAN
Convention Services Coordinator



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