

# FOX CITIES

GREATER APPLETON WI



2025

FOX CITIES CONVENTION & VISITORS BUREAU  
ANNUAL REPORT

MIRRORLESS PRODUCTIONS



# A Wickedly Good 2025

This year, the Fox Cities took center stage—proving the power of tourism for good in the Fox Cities. Like *Wicked*, our story is about perspective, partnership, and the power of working together to create something extraordinary.

Our Sports Marketing team proved that our destination is as *popular* as ever and helped events find a home where they could soar, booking 264 events that generated 34,060 room nights and \$14,168,960 in direct visitor spending, making 2025 a major win for venues, hotels, and local businesses alike.

*Working their magic*, the Meetings & Conventions team brought people together to exchange ideas and drive impact, securing 49 events, over 10,600 room nights, and \$3,446,733 in direct visitor spending for our community.

Through Tourism Development grants totaling \$705,500, we reinvested in partners and programs that elevate our destination and strengthen the visitor economy. This strategic investment helped pave the *yellow brick road* to a stronger economy, supporting initiatives such as Timber Rattlers Holiday Lights, A Very Neenah Christmas Market, the preservation of the Kimberly Point Lighthouse, and an acoustical study at the Fox Cities Exhibition Center.

Defying the idea that we live in a *bubble*, our dedicated volunteers played a starring role this season, contributing 198 hours to welcome guests and support local events. As true ambassadors for the Fox Cities, they worked alongside our staff, who assisted over 700

visitors and provided expert service to 102 groups.

Never ones to be *green with envy*, our Marketing Department generated 125 stories, nearly 400,000 website sessions, and grew our social media reach to over 20,000 followers across all channels, amplifying the Fox Cities on a national stage.

None of this happens without you. Thank you for your continued support of the Fox Cities Convention & Visitors Bureau and for championing tourism as a vital driver of jobs, growth, and community pride. Together, we're *defying gravity* and doing good for our community, making it a great place to live, work, play and visit.



*Pam Seidl*  
PAM SEIDL  
Executive Director



*P. Rank*  
PETER RANK  
Board of Directors Chair  
2025

# 2025

## AT A GLANCE

### 2025 OPERATIONS REVENUES & EXPENSES\*

#### REVENUES

Room Tax Income - Oper	\$1,688,664
Interest Income - Oper	\$143,105
Grants Income	\$16,756
Destination Guide Income	\$46,964
Special Events Income	\$46,086
<b>TOTAL REVENUES</b>	<b>\$1,941,575</b>

#### 2025 YEAR-END PROJECTED

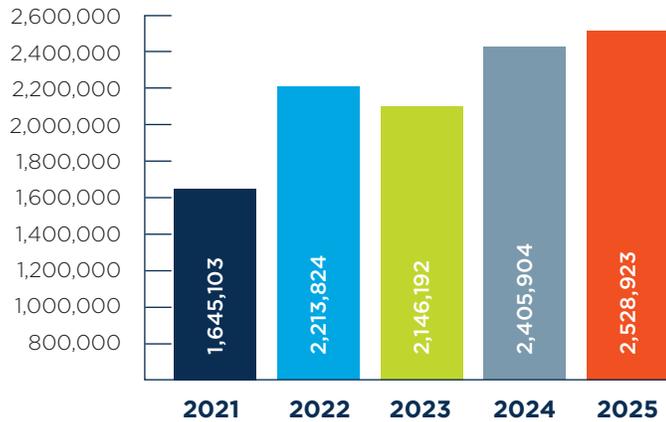
#### EXPENSES

Grant Expense	\$15,999
Salaries & Wages	\$637,444
Employee Benefits	\$106,134
Professional Development	\$31,461
Group & Visitor Svc	\$9,398
Trade Shows	\$47,768
Selling Expense	\$112,709
Sponsorships	\$106,375
Marketing	\$413,264
Destination Guide	\$49,856
Special Event Expenses	\$52,109
Research	\$39,821
Building Expense	\$106,839
Local Meetings	\$22,355
Office & Administrative	\$26,680
Professional Services	\$46,682
Memberships/Subscriptions	\$11,964
<b>TOTAL EXPENSES</b>	<b>\$1,836,857</b>

#### 2025 YEAR-END PROJECTED

\*Pre-Audit

### CVB GROSS ROOM TAX REVENUE



### MANAGEMENT & GENERAL EXPENSES



### GROUP SALES



Meeting and Convention Events



Room Nights



3,446,733

Direct Visitor Spending



Future Meeting and Convention Events



Future Estimated Room Nights



4,121,157

Future Estimated Direct Visitor Spending

### SPORTS MARKETING



Sporting Events



Room Nights



14,168,960

Direct Visitor Spending



Future Sporting Events



Future Estimated Room Nights



11,263,200

Future Estimated Direct Visitor Spending

### MARKETING, GRANTS & VISITOR SERVICES



Awarded in Tourism Development Grants



In Media and Publicity



Unique Website Visits



Volunteer Hours



Visitors Served at the Visitor Center



Groups Served



MOTION WORKS MEDIA

**2025 BOARD**

PETER RANK, *Chair*  
CopperLeaf Hotel + Spa

JEFF STURGELL, *Vice Chair*  
Village of Fox Crossing

NORB KARNER, *Treasurer*  
Village of Kimberly

DAVID KRESS, *Secretary*  
City of Appleton

RYAN BATLEY  
Best Western Premier Bridgewood  
Resort Hotel & Conference Center,  
Neenah

ABE WEBER, *Past Chair*  
Appleton International Airport

BEAU BERNHOFT  
Village of Little Chute

LINDA GARVEY  
Hilton Appleton Paper Valley

RICHARD DOWNEY  
Town of Grand Chute

AMANDA HEDTKE  
Fairfield Inn & Suites

MARK KLOEHN  
Holiday Inn, Appleton

MARIA VAN LAANEN  
Fox Cities Performing Arts Center

CHEF JEFF IGEL  
Fox Valley Technical College

RANDY KLIMENT  
Aileron Management

RYAN MOEDE  
Wisconsin Timber Rattlers

KELLY NIEFORTH  
City of Neenah

**FCCVB STAFF**

PAM SEIDL  
*Executive Director*

BRI DEPIES  
*Digital Marketing Manager*

ALISON HUTCHINSON  
*Senior Group Sales Manager*

ABBY MCDANIEL  
*Sports Marketing Manager*

FELICIA RODDY  
*Director of Finance & Administration*

LINDSEY SCHULTZ  
*Sales & Marketing Assistant*

MATT TEN HAKEN  
*Director of Sports Marketing*

CATHY TREBATOSKI  
*Marketing Communications Director*



FOX CITIES CONVENTION  
& VISITORS BUREAU  
213 S. Nicolet Road  
Appleton, WI 54914  
920.734.3358



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