

# AGENDA

## FOX CITIES AREA ROOM TAX COMMISSION

March 18, 2024

3:00 p.m.

Fox Cities Convention & Visitors Bureau  
213 S. Nicolet Road, Grand Chute WI

1. Call to order	Jennifer Sassman
2. Roll call of membership	Jennifer Sassman
3. Approval of September 18, 2023 Meeting Minutes – <b>(ACTION)</b>	Jennifer Sassman
4. Financial Topics a. Status of Room Tax Collections – <b>(ACTION)</b> b. Investment of Discretionary Funds Update c. Mandatory Bond Redemptions	Pam Seidl Pam Seidl Jeri Ohman
5. CVB Report a. Audit b. Annual Report c. 2024 Plan of Work	Pam Seidl
6. Unfinished Business a. Hotels requesting refund of room tax dollars b. Invitations for other municipalities to join the Tourism Zone	Jennifer Sassman
7. New Business a. Third Party Rental Inquiry - Menasha	Jennifer Sassman
8. Adjournment	Jennifer Sassman

Upcoming meeting dates.

- September 16, 2024

All meetings will be held at the Fox Cities CVB: 213 S. Nicolet Rd., Grand Chute

REASONABLE ACCOMMODATIONS FOR PERSONS WITH DISABILITIES WILL BE MADE UPON REQUEST AND IF FEASIBLE.

**FOX CITIES AREA ROOM TAX COMMISSION  
MEETING MINUTES**

**DATE:** September 18, 2023

**TIME:** 3:00 p.m.

**PLACE:** Fox Cities CVB Board Room

**PRESENT:** Bob Benz, Beau Bernhoft, George Dearborn, Chuck Gifford, Kara Homan, Dave Kittle, Maggie Mahoney, Peter Rank, Vicky Rasmussen, Jennifer Sassman, Thomas Wilde

**ABSENT:** Amanda Hedtke, Jeff Ings, Jeri Ohman, Brad Schmidt, Brad Gehring, William Van Rossum, Jennifer Weyenberg

**STAFF:** Pam Seidl, Kim Tisler

**GUEST:** Brad Viegut, Baird

- I. **CALL TO ORDER:** Ms. Sassman called the meeting to order at 3:00pm.
- II. **ROLL CALL of MEMBERSHIP:** Ms. Tisler made note of those in attendance.
- III. **MINUTES:** Minutes of the March 20, 2023 meeting were included in the September meeting packet. **Mr. Benz moved approval of the March 2023 meeting minutes as presented. Second by Mr. Wilde. Motion carried.**
- IV. **FINANCIAL REPORT:**
  - a. Brad Viegut of Baird provided a summary document and an overview of the status of room tax funds available for bond payments, and brought Commission members up to date on the current state of the Annual Debt Service and Collection.
  - b. Ms. Seidl provided an overview of the September 2023 financial report, and gave an update on the status of 2023 room tax collections. A summary of 2016-2023 collections was included in the meeting packet. **Mr. Gifford moved to approve the September 2023 financial report as presented. Second by Mr. Benz. Motion carried.**
  - c. Commission members discussed the \$24,133.50 currently sitting in a noninterest-bearing account at BLC Community Bank in Little Chute. Ms. Seidl was directed to inquire as to options for investing the funds. **Ms. Rasmussen moved to approve investing \$20,000 in a certificate of deposit. Second by Ms. Sassman. Motion carried.**

- V. **CVB REPORT:** Ms. Seidl summarized the annual Fox Cities Visitor Spending research conducted by the CVB, noting that 2022 spending was higher than 2019. Inflation continues to drive higher hotel rates, which does generate more room tax. Ms. Seidl also shared the CVB is seeing a slowing of hotel occupancy due to lower business travel and leisure travel finally slowing down. She reported that convention business for the fall of 2023 and 2024 will pick up substantially.
- VI. **UNFINISHED BUSINESS:**
- a. Invitation for other municipalities to join the Tourism Zone: Ms. Seidl continues to monitor this topic and is currently looking at the Green Bay Area Room Tax Commission model to evaluate whether a something similar could be implemented in the Fox Cities.
- VII. **NEW BUSINESS:**
- a. The 2022 Annual Report of the Fox Cities Area Room Tax Commission was included in the September meeting packet. **Mr. Bernhoft moved approval of the annual report as presented. Second by Mr. Gifford. Motion carried.**
  - b. Election of officers: Nominations were taken for Commission officers. Ms. Homan and Mr. Dearborn were nominated for the Chair position. A paper ballot vote was conducted with Ms. Homan receiving the majority of votes. **Mr. Rank made a motion to approve officers as follows: Jennifer Sassman – Chair, Kara Homan – Vice Chair, George Dearborn – Secretary. Second by Mr. Benz. Motion carried.** Terms shall run through September 2024.
  - c. Appointment of hotel industry representatives: Ms. Sassman reappointed Mr. Gifford and Ms. Hedtke as hotel representatives to the Commission. Terms shall run through September 2024.
  - d. Bylaw Review: Proposed updates to the Commission bylaws were included in the September meeting packet. **Mr. Wilde moved to approve the bylaw updates as presented. Second by Ms. Homan. Motion carried.**
  - e. Request for refunds of room taxes by ownership group: An ownership group has requested reimbursement for overpayment of room tax dating back through 2021. Initial communication went to Associated Trust. The municipalities in which the hotels are located were contacted and municipal representatives have asked for documentation to back up the claim being made. As of today's meeting, the ownership group still hasn't responded to requests.
- VIII. **ADJOURNMENT: Mr. Benz moved for adjournment. Second by Mr. Wilde. Motion carried.**

**Next meeting date: Monday, March 18, 2024**

**Fox Cities Room Tax Commission**  
**Balance Sheet**  
**February 29, 2024**

	<b>Current Year</b>	<b>Prior Year</b>
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
<b>Cash</b>		
BLC Fox Cities Rm Tax Comm	3,133.50	23,133.50
Total Cash	3,133.50	23,133.50
<b>Investments</b>		
BLC 13 mo Cert Dep	20,000.00	0.00
Total Investments	20,000.00	0.00
<b>Receivables</b>		
Interest Receivable	228.99	0.00
Total Receivables	228.99	0.00
<b>Other Current Receivables</b>		
Total Other Curr Receivables	0.00	0.00
Total Current Assets	23,362.49	23,133.50
<b>Other Assets</b>		
Total Other Assets	0.00	0.00
Total Other Assets	0.00	0.00
<b>TOTAL ASSETS</b>	<b>\$ 23,362.49</b>	<b>\$ 23,133.50</b>
<b>LIABILITIES AND CAPITAL</b>		
<b>Current Liabilities</b>		
	\$ 0.00	\$ 0.00
Total Current Liabilities	0.00	0.00
<b>Long-term Liabilities</b>		
BLC Fox Cities Rm Tax Comm	23,286.16	23,133.50
Total Liabilities	23,286.16	23,133.50
<b>Fund Balances</b>		
Net Income	76.33	0.00
Total Fund Balances	76.33	0.00
<b>TOTAL LIABILITIES &amp; CAPITAL</b>	<b>\$ 23,362.49</b>	<b>\$ 23,133.50</b>

# **Fox Cities Room Tax Commission**

## **2023 Room Tax Receipts Reporting**









**2023 Hotel/Motel Room Tax Generated - 4th Quarter**

	Appleton	Grand Chute	Kaukauna	Kimberly	Little Chute	City Menasha	Vlg Fox Crossing	City Neenah	TwN Neenah	Sherwood	Total
Room Revenue for Quarter	\$ 4,921,505.70	\$ 8,598,005.90	\$ 48,186.90	\$ 942,551.10	\$ 647,089.10	\$ 24,176.40	\$ 353,490.40	\$ 1,658,059.40	\$ 22,813.10	\$ -	\$ 17,215,878.00
Room tax receipts for quarter	\$ 492,150.57	\$ 859,800.59	\$ 4,818.69	\$ 94,255.11	\$ 64,708.91	\$ 2,417.64	\$ 35,349.04	\$ 165,805.94	\$ 2,281.31	\$ -	\$ 1,721,587.80
CVB Allocation	\$ 140,262.91	\$ 245,043.17	\$ 1,373.33	\$ 26,862.71	\$ 18,442.04	\$ 689.03	\$ 10,074.48	\$ 47,254.69	\$ 650.17	\$ -	\$ 490,652.52
Exhibition Center allocation	\$ 147,645.17	\$ 257,940.18	\$ 1,445.61	\$ 28,276.53	\$ 19,412.67	\$ 725.29	\$ 10,604.71	\$ 49,741.78	\$ 684.39	\$ -	\$ 516,476.34
Sports Facilities allocation	\$ 147,645.17	\$ 257,940.18	\$ 1,445.61	\$ 28,276.53	\$ 19,412.67	\$ 725.29	\$ 10,604.71	\$ 49,741.78	\$ 684.39	\$ -	\$ 516,476.34
Municipality allocation	\$ 56,597.32	\$ 98,877.07	\$ 554.15	\$ 10,839.34	\$ 7,441.52	\$ 278.03	\$ 4,065.14	\$ 19,067.68	\$ 262.35	\$ -	\$ 197,982.60

CVB allocation	\$ 490,652.52
Exhibition Center allocation	\$ 516,476.34
Sports Facilities allocation	\$ 516,476.34
Total Amount retained by Municipality	\$ 197,982.60
<b>Total</b>	<b>\$ 1,721,587.80</b>

**\*\*3rd and 4th Quarter 2023 room tax is outstanding from (2) Town of Grand Chute lodging properties.**

**Additional funds received in 3rd Quarter:**

	Appleton	Grand Chute	Kaukauna	Kimberly	Little Chute	City Menasha	Vlg Fox Crossing	City Neenah	TwN Neenah	TwN Clayton
4thQ 2023										\$ 708.37
3rdQ 2023	\$ 11,910.28	\$ 26,907.24	\$ 6,220.89							

**2023 Hotel/Motel Room Tax Generated - Year to Date Summary by Municipality**

2023	Appleton	Grand Chute	Kaukauna	Kimberly	Little Chute	City Menasha	Vlg Fox Crossing	City Neenah	Twtn Neenah	Sherwood	Total
Cummulative Room Revenue	\$ 21,636,240.20	\$ 36,671,538.90	\$ 321,996.40	\$ 4,253,378.70	\$ 2,806,680.60	\$ 152,260.90	\$ 1,707,504.00	\$ 7,380,163.80	\$ 268,868.70	\$ -	\$ 75,198,632.20
Cummulative Room Tax receipts	\$ 2,163,624.02	\$ 3,667,153.89	\$ 32,199.64	\$ 425,337.87	\$ 280,668.06	\$ 15,226.09	\$ 170,750.40	\$ 738,016.38	\$ 26,886.87	\$ -	\$ 7,519,863.22
CVB Allocation	\$ 616,632.85	\$ 1,045,138.86	\$ 9,176.90	\$ 121,221.29	\$ 79,990.40	\$ 4,339.44	\$ 48,663.86	\$ 210,334.67	\$ 7,662.76	\$ -	\$ 2,143,161.02
Exhibition Center allocation	\$ 649,087.21	\$ 1,100,146.17	\$ 9,659.89	\$ 127,601.36	\$ 84,200.42	\$ 4,567.83	\$ 51,225.12	\$ 221,404.91	\$ 8,066.06	\$ -	\$ 2,255,958.97
Sports Facilities allocation	\$ 649,087.21	\$ 1,100,146.17	\$ 9,659.89	\$ 127,601.36	\$ 84,200.42	\$ 4,567.83	\$ 51,225.12	\$ 221,404.91	\$ 8,066.06	\$ -	\$ 2,255,958.97
Municipality allocation	\$ 248,816.76	\$ 421,722.70	\$ 3,702.96	\$ 48,913.86	\$ 32,276.83	\$ 1,751.00	\$ 19,636.30	\$ 84,871.88	\$ 3,091.99	\$ -	\$ 864,784.27

Net CVB allocation	\$ 2,143,161.02
Exhibition Center allocation	\$ 2,255,958.97
Sports Facilities allocation	\$ 2,255,958.97
Total Amount retained by Municipality	<u>\$ 864,784.27</u>
Total	\$ 7,519,863.22

*2023 Municipal Room Tax Generated Summarized by Quarter*

<b>2023</b>	<b>1st Quarter</b>	<b>2nd Quarter</b>	<b>3rd Quarter</b>	<b>4th Quarter</b>	<b>Total</b>
<b>CVB allocation</b>	\$ 455,300.16	\$ 525,201.48	\$ 672,006.86	\$ 490,652.52	\$ 2,143,161.02
<b>Exhibition Center allocation</b>	\$ 479,263.33	\$ 552,843.66	\$ 707,375.64	\$ 516,476.34	\$ 2,255,958.97
<b>Sports Facilities allocation</b>	\$ 479,263.33	\$ 552,843.66	\$ 707,375.64	\$ 516,476.34	\$ 2,255,958.97
<b>Municipality allocation</b>	\$ 183,717.61	\$ 211,923.40	\$ 271,160.66	\$ 197,982.60	\$ 864,784.27
<b>Total</b>	<b>\$ 1,597,544.42</b>	<b>\$ 1,842,812.21</b>	<b>\$ 2,357,918.79</b>	<b>\$ 1,721,587.80</b>	<b>\$ 7,519,863.22</b>

**Room Tax Generated Historical Summary**

<b>2016</b>	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total
CVB allocation	326,922.01	393,617.24	520,032.13	407,835.22	<b>1,648,406.60</b>
Exhibition Cnt allocation	344,128.43	414,333.94	547,402.25	429,300.23	<b>1,735,164.85</b>
Sports Fac allocation	114,709.49	138,111.31	182,467.42	143,100.08	<b>578,388.30</b>
PAC allocation	229,418.95	276,222.62	364,934.83	286,200.15	<b>1,156,776.55</b>
Municipal allocation	131,915.90	158,828.01	209,837.53	164,565.09	<b>665,146.53</b>
<b>Total</b>	<b>1,147,094.78</b>	<b>1,381,113.12</b>	<b>1,824,674.16</b>	<b>1,431,000.77</b>	<b>5,783,882.83</b>
<b>2017</b>	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total
CVB allocation	312,557.33	401,474.39	513,386.31	377,824.42	<b>1,605,242.45</b>
Exhibition Cnt allocation	329,007.70	422,604.61	540,406.66	397,709.94	<b>1,689,728.91</b>
Sports Fac allocation	109,669.23	140,868.20	180,135.55	132,569.98	<b>563,242.96</b>
PAC allocation	219,338.47	281,736.41	360,271.11	265,139.96	<b>1,126,485.95</b>
Municipal allocation	126,119.62	161,998.43	207,155.89	152,455.48	<b>647,729.42</b>
<b>Total</b>	<b>1,096,692.35</b>	<b>1,408,682.04</b>	<b>1,801,355.52</b>	<b>1,325,699.78</b>	<b>5,632,429.69</b>
<b>2018</b>	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total
CVB allocation	347,378.36	423,004.62	552,059.15	391,875.51	<b>1,714,317.64</b>
Exhibition Cnt allocation	365,682.68	445,268.03	579,321.61	412,500.53	<b>1,802,772.85</b>
Sports Fac allocation	121,887.14	445,268.03	579,321.61	412,500.53	<b>1,558,977.31</b>
PAC allocation	243,774.29	0.00	-	-	<b>243,774.29</b>
Municipal allocation	140,170.22	170,686.08	222,073.28	158,125.20	<b>691,054.78</b>
<b>Total</b>	<b>1,218,892.69</b>	<b>1,484,226.76</b>	<b>1,932,775.65</b>	<b>1,375,001.77</b>	<b>6,010,896.87</b>
<b>2019</b>	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total
CVB allocation	343,192.10	444,343.97	612,065.86	424,873.12	<b>1,824,475.05</b>
Exhibition Cnt allocation	361,254.84	467,730.50	661,129.03	447,234.86	<b>1,937,349.23</b>
Sports Fac allocation	361,254.84	467,730.50	661,129.03	447,234.86	<b>1,937,349.23</b>
Municipal allocation	138,481.02	179,296.69	253,432.79	171,440.03	<b>742,650.53</b>
<b>Total</b>	<b>1,204,182.80</b>	<b>1,559,101.66</b>	<b>2,187,756.71</b>	<b>1,490,782.87</b>	<b>6,441,824.04</b>

**Room Tax Generated Historical Summary**

	<b>2020</b>	<b>1st Quarter</b>	<b>2nd Quarter</b>	<b>3rd Quarter</b>	<b>4th Quarter</b>	<b>Total</b>
CVB allocation		317,362.13	110,452.77	226,406.32	173,420.84	<b>827,642.06</b>
Exhibition Cnt allocation		333,869.26	114,417.05	236,673.83	180,038.24	<b>864,998.38</b>
Sports Fac allocation		333,869.26	114,417.05	236,673.83	180,038.24	<b>864,998.38</b>
Municipal allocation		127,983.22	43,859.87	90,724.97	69,014.66	<b>331,582.72</b>
<b>Total</b>		<b>1,113,083.87</b>	<b>383,146.74</b>	<b>790,478.95</b>	<b>602,511.98</b>	<b>2,889,221.54</b>
	<b>2021</b>	<b>1st Quarter</b>	<b>2nd Quarter</b>	<b>3rd Quarter</b>	<b>4th Quarter</b>	<b>Total</b>
CVB allocation		226,104.43	370,603.12	583,362.03	465,254.48	<b>1,645,324.06</b>
Exhibition Cnt allocation		236,486.54	388,583.95	612,484.88	489,741.56	<b>1,727,296.93</b>
Sports Fac allocation		236,486.54	388,583.95	612,484.88	489,741.56	<b>1,727,296.93</b>
Municipal allocation		90,653.17	148,957.18	234,785.87	187,734.26	<b>662,130.48</b>
<b>Total</b>		<b>789,730.68</b>	<b>1,296,728.20</b>	<b>2,043,117.66</b>	<b>1,632,471.86</b>	<b>5,762,048.40</b>
	<b>2022</b>	<b>1st Quarter</b>	<b>2nd Quarter</b>	<b>3rd Quarter</b>	<b>4th Quarter</b>	<b>Total</b>
CVB allocation		410,292.15	552,716.64	697,356.26	549,875.18	<b>2,210,240.22</b>
Exhibition Cnt allocation		431,886.47	581,806.99	734,059.22	578,815.98	<b>2,326,568.66</b>
Sports Fac allocation		431,886.47	581,806.99	734,059.22	578,815.98	<b>2,326,568.66</b>
Municipal allocation		165,556.48	223,026.01	281,389.37	221,879.46	<b>891,851.32</b>
<b>Total</b>		<b>1,439,621.58</b>	<b>1,939,356.62</b>	<b>2,446,864.06</b>	<b>1,929,386.59</b>	<b>7,755,228.85</b>

**Room Tax Generated Historical Summary**

<b>2023</b>	<b>1st Quarter</b>	<b>2nd Quarter</b>	<b>3rd Quarter</b>	<b>4th Quarter</b>	<b>Total</b>
CVB allocation	\$ 455,300.16	\$ 525,201.48	\$ 672,006.86	\$ 490,652.52	<b>2,143,161.02</b>
Exhibition Cnt allocation	\$ 479,263.33	\$ 552,843.66	\$ 707,375.64	\$ 516,476.34	<b>2,255,958.97</b>
Sports Fac allocation	\$ 479,263.33	\$ 552,843.66	\$ 707,375.64	\$ 516,476.34	<b>2,255,958.97</b>
Municipal allocation	\$ 183,717.61	\$ 211,923.40	\$ 271,160.66	\$ 197,982.60	<b>864,784.27</b>
<b>Total</b>	<b>\$ 1,597,544.42</b>	<b>\$ 1,842,812.21</b>	<b>\$ 2,357,918.79</b>	<b>\$ 1,721,587.80</b>	<b>7,519,863.22</b>

**Summary 2016-2023 Collections**

CVB allocation	<b>\$ 13,618,809.10</b>
Exhibition Cnt allocation	<b>\$ 14,339,838.77</b>
Sports Fac allocation	<b>\$ 11,812,780.73</b>
PAC allocation	<b>\$ 2,527,036.79</b>
Municipal allocation	<b>\$ 5,496,930.05</b>
<b>Total</b>	<b><u>\$ 47,795,395.44</u></b>

**Member Contributions**

		2016 per		
	#members	date paid	member fee	total
Appleton	3	10.24.16	\$ 300.00	\$ 900.00
Grand Chute	3	11.04.16	\$ 300.00	\$ 900.00
Kaukauna	1	02.28.17	\$ 300.00	\$ 300.00
Kimberly	2	10.17.16	\$ 300.00	\$ 600.00
Little Chute	1	10.25.16	\$ 300.00	\$ 300.00
City Menasha	1	10.24.16	\$ 300.00	\$ 300.00
Vlg Fox Crossing	1	10.31.16	\$ 300.00	\$ 300.00
City of Neenah	2	12.19.16	\$ 300.00	\$ 600.00
Town Neenah	1	11.02.16	\$ 300.00	\$ 300.00
Vlg Sherwood	1	10.31.16	\$ 300.00	\$ 300.00
				<b>\$ 4,800.00</b>

		2017 per		
	#members	date paid	member fee	total
Appleton	3	2.28.17	\$ 300.00	\$ 900.00
Grand Chute	3	3.06.17	\$ 300.00	\$ 900.00
Kaukauna	1	2.28.17	\$ 300.00	\$ 300.00
Kimberly	2	2.20.17	\$ 300.00	\$ 600.00
Little Chute	1	7.6.17	\$ 300.00	\$ 300.00
City Menasha	1	6.7.17	\$ 300.00	\$ 300.00
Vlg Fox Crossing	1	2.13.17	\$ 300.00	\$ 300.00
City of Neenah	2	6.7.17	\$ 300.00	\$ 600.00
Town Neenah	1	1.10.17	\$ 300.00	\$ 300.00
Vlg Sherwood	1	2.28.17	\$ 300.00	\$ 300.00
				<b>\$ 4,800.00</b>

**\$ 9,600.00**

Herrling Clark Law 3.24.17 (2,079.00)  
 Invoice 33801-01M **\$ 7,521.00**

BLC Bank check payment transfer \$ (7,520.00)  
 Balance Acct 1192928 at 12.21.17 **\$ 1.00**

Herrling Clark Law 12.21.17 \$ 9,137.50  
 Invoice 44611-00M \$ (7,520.00)  
**\$ 1,617.50**

Herrling Clark Law \$ 250.00  
 Invoice 44611-00M 3.29.18 \$ 1,867.50 **Balance due**

1stQ2018 PAC rm tax held by Assoc Trust Deposit\*\*  
 5.22.18 \$ 25,000.00  
 Herrling Clark payment 5.30.18 \$ (1,867.50)  
\$ 1.00 Previous account balance  
**\$ 23,133.50**

BLC Cert Dep Purchase 11.20.23 \$ (20,000.00)  
\$ 3,133.50

BLC Cert Dep Value 12.31.23 \$ 20,076.33

\*\* \$25,000 is Room Tax Commission allotment of post bond closing remainder of PAC room tax revenue May 22, 2018.

2023 Third Party Lodging Room Tax

	1stQ2023	2ndQ2023	3rdQ2023	4thQ2023	Total 2023
<b>City Appleton 2023</b>					
Reported Room Revenue	\$ 557,247.80	\$ 786,907.10	\$ 839,687.40	\$ 503,818.40	\$ 2,687,660.70
Home Away	\$ 1,240.10	\$ 4,416.17	\$ 11,418.17	\$ 4,502.43	\$ 21,576.87
Evolve	\$ -	\$ 117.90	\$ 381.10	\$ 152.12	\$ 651.12
Agoda	\$ 639.84	\$ 1,926.56	\$ 1,736.68	\$ 806.04	\$ 5,109.12
Air B&B	\$ 53,844.84	\$ 72,230.08	\$ 70,432.79	\$ 44,921.25	\$ 241,428.96
<b>10% total collection</b>	<b>\$ 55,724.78</b>	<b>\$ 78,690.71</b>	<b>\$ 83,968.74</b>	<b>\$ 50,381.84</b>	<b>\$ 268,766.07</b>
<b>Town Grand Chute 2023</b>					
Reported Room Revenue	\$ 83,162.10	\$ 103,020.80	\$ 132,957.10	\$ 100,689.80	\$ 419,829.80
Air B&B	\$ 5,265.37	\$ 6,386.18	\$ 5,794.39	\$ 5,797.08	\$ 23,243.02
Agoda	\$ 2,957.64	\$ -	\$ 5,506.98	\$ 4,031.85	\$ 12,496.47
Alvara	\$ -	\$ -	\$ -	\$ -	\$ -
Evolve	\$ -	\$ 3,570.89	\$ -	\$ -	\$ 3,570.89
Home Away	\$ 93.20	\$ 345.01	\$ 1,994.34	\$ 240.05	\$ 2,672.60
<b>10% total collection</b>	<b>\$ 8,316.21</b>	<b>\$ 10,302.08</b>	<b>\$ 13,295.71</b>	<b>\$ 10,068.98</b>	<b>\$ 41,982.98</b>
<b>City of Neenah 2023</b>					
Reported Room Revenue	\$ 57,311.90	\$ 81,949.10	\$ 130,247.70	\$ 40,635.20	\$ 310,143.90
Home Away	\$ -	\$ 1,135.71	\$ 6,109.14	\$ 165.00	\$ 7,409.85
Agoda	\$ 294.07	\$ 215.48	\$ 384.48	\$ 447.70	\$ 1,341.73
Evolve	\$ 178.90	\$ 631.40	\$ 811.30	\$ 290.70	\$ 1,912.30
Air B&B	\$ 5,258.22	\$ 6,212.32	\$ 5,719.85	\$ 3,160.12	\$ 20,350.51
<b>10% total collection</b>	<b>\$ 5,731.19</b>	<b>\$ 8,194.91</b>	<b>\$ 13,024.77</b>	<b>\$ 4,063.52</b>	<b>\$ 31,014.39</b>
<b>City Kaukauna 2023</b>					
Reported Room Revenue	\$ 27,153.70	\$ 29,208.60	\$ 36,497.20	\$ 32,995.80	\$ 125,855.30
Home Away	\$ 119.50	\$ 434.60	\$ 1,326.33	\$ 696.61	\$ 2,577.04
Evolve	\$ -	\$ -	\$ 350.81	\$ -	\$ 350.81
Agoda	\$ 13.91	\$ 80.22	\$ 117.35	\$ 161.70	\$ 373.18
Air B&B	\$ 2,581.96	\$ 2,406.04	\$ 1,855.23	\$ 2,441.27	\$ 9,284.50
<b>10% total collection</b>	<b>\$ 2,715.37</b>	<b>\$ 2,920.86</b>	<b>\$ 3,649.72</b>	<b>\$ 3,299.58</b>	<b>\$ 12,585.53</b>
<b>Village Kimberly 2023</b>					
Reported Room Revenue	\$ 3,725.90	\$ 7,215.00	\$ 10,355.30	\$ 5,201.20	\$ 26,497.40
Home Away	\$ -	\$ -	\$ 397.61	\$ 124.01	\$ 521.62
Air B&B	\$ 372.59	\$ 721.50	\$ 637.92	\$ 520.12	\$ 2,252.13
<b>10% total collection</b>	<b>\$ 372.59</b>	<b>\$ 721.50</b>	<b>\$ 1,035.53</b>	<b>\$ 520.12</b>	<b>\$ 2,649.74</b>
<b>Village Little Chute 2023</b>					
Reported Room Revenue	\$ 23,229.00	\$ 43,345.60	\$ 69,758.90	\$ 28,517.40	\$ 164,850.90
Air B&B	\$ 1,405.16	\$ 3,138.15	\$ 2,766.17	\$ 874.53	\$ 8,184.01
Agoda	\$ 243.93	\$ 906.41	\$ 1,429.70	\$ 1,156.49	\$ 3,736.53
Evolve	\$ -	\$ -	\$ -	\$ 96.00	\$ 96.00
Home Away	\$ 673.81	\$ 290.00	\$ 2,780.02	\$ 724.72	\$ 4,468.55
<b>10% total collection</b>	<b>\$ 2,322.90</b>	<b>\$ 4,334.56</b>	<b>\$ 6,975.89</b>	<b>\$ 2,851.74</b>	<b>\$ 16,485.09</b>
<b>Town Neenah 2023</b>					
Reported Room Revenue	\$ 22,048.30	\$ 55,621.80	\$ 168,385.50	\$ 22,813.10	\$ 268,868.70
Air B&B	\$ 1,767.23	\$ 2,569.93	\$ 3,381.54	\$ 825.41	\$ 8,544.11
Evolve	\$ 178.90	\$ 509.90	\$ 352.60	\$ 84.20	\$ 1,125.60
Home Away	\$ 258.70	\$ 2,482.35	\$ 13,104.41	\$ 1,371.70	\$ 17,217.16
<b>10% total collection</b>	<b>\$ 2,204.83</b>	<b>\$ 5,562.18</b>	<b>\$ 16,838.55</b>	<b>\$ 2,281.31</b>	<b>\$ 26,886.87</b>
<b>Village Fox Crossing 2023</b>					
Reported Room Revenue	\$ 2,281.00	\$ 16,831.00	\$ 68,727.00	\$ 7,437.50	\$ 95,276.50
Evolve	\$ -	\$ -	\$ -	\$ 300.84	\$ 300.84
Home Away	\$ 228.10	\$ 1,683.10	\$ 6,872.70	\$ 442.91	\$ 9,226.81
<b>10% total collection</b>	<b>\$ 228.10</b>	<b>\$ 1,683.10</b>	<b>\$ 6,872.70</b>	<b>\$ 743.75</b>	<b>\$ 9,527.65</b>
<b>City Menasha 20223</b>					
Reported Room Revenue	\$ 23,365.80	\$ 32,300.80	\$ 44,775.80	\$ 8,901.00	\$ 109,343.40
Air BnB	\$ 1,809.71	\$ 2,122.82	\$ 2,570.78	\$ 372.60	\$ 6,875.91
Evolve	\$ -	\$ -	\$ -	\$ -	\$ -
Home Away	\$ 526.87	\$ 1,107.26	\$ 1,906.80	\$ 517.50	\$ 4,058.43
<b>10% total collection</b>	<b>\$ 2,336.58</b>	<b>\$ 3,230.08</b>	<b>\$ 4,477.58</b>	<b>\$ 890.10</b>	<b>\$ 10,934.34</b>
<b>Village Sherwood 2023</b>					
Reported Room Revenue	\$ -	\$ -	\$ -	\$ -	\$ -
Home Away	\$ -	\$ -	\$ -	\$ -	\$ -
<b>10% total collection</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>2023 Reported Room Revenue</b>	<b>\$ 799,525.50</b>	<b>\$ 1,156,399.80</b>	<b>\$ 1,501,391.90</b>	<b>\$ 751,009.40</b>	<b>\$ 4,208,326.60</b>
<b>2023 Room Tax Receipts</b>	<b>\$ 79,952.55</b>	<b>\$ 115,639.98</b>	<b>\$ 150,139.19</b>	<b>\$ 75,100.94</b>	<b>\$ 420,832.66</b>
<b>2023 CVB Allocation</b>	<b>\$ 22,786.48</b>	<b>\$ 32,957.39</b>	<b>\$ 42,789.67</b>	<b>\$ 21,403.77</b>	<b>\$ 119,937.31</b>
<b>2023 Exhibition Cntr Allocation</b>	<b>\$ 23,985.77</b>	<b>\$ 34,691.99</b>	<b>\$ 45,041.76</b>	<b>\$ 22,530.28</b>	<b>\$ 126,249.80</b>
<b>2023 Sports Facilities Allocation</b>	<b>\$ 23,985.77</b>	<b>\$ 34,691.99</b>	<b>\$ 45,041.76</b>	<b>\$ 22,530.28</b>	<b>\$ 126,249.80</b>
<b>2023 Municipality Allocation</b>	<b>\$ 9,194.54</b>	<b>\$ 13,298.60</b>	<b>\$ 17,266.01</b>	<b>\$ 8,636.61</b>	<b>\$ 48,395.76</b>
<b>AirBnB</b>	<b>\$ 72,305.08</b>	<b>\$ 95,787.02</b>	<b>\$ 93,158.67</b>	<b>\$ 58,912.38</b>	<b>\$ 320,163.15</b>
<b>Agoda</b>	<b>\$ 4,149.39</b>	<b>\$ 3,128.67</b>	<b>\$ 9,175.19</b>	<b>\$ 6,603.78</b>	<b>\$ 23,057.03</b>
<b>Alvara</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Evolve</b>	<b>\$ 357.80</b>	<b>\$ 1,259.20</b>	<b>\$ 1,895.81</b>	<b>\$ 442.82</b>	<b>\$ 3,955.63</b>
<b>HomeAway</b>	<b>\$ 3,140.28</b>	<b>\$ 11,894.20</b>	<b>\$ 45,909.52</b>	<b>\$ 8,660.92</b>	<b>\$ 69,604.92</b>
<b>10% total collection</b>	<b>\$ 79,952.55</b>	<b>\$ 112,069.09</b>	<b>\$ 150,139.19</b>	<b>\$ 74,619.90</b>	<b>\$ 416,780.73</b>



**Redevelopment Authority of the City of Appleton  
(Fox Cities Exhibition Center Project)**

Room Tax Collections Budget vs Actual						
Collection Year	Deposits Available for D/S	Collection Date	Quarterly Revenue Budget	Qtrly Rev Actual or Budget	Variance	Budget or Actual
2024	2025	2/15/2024	\$489,213	\$529,988	\$40,775	Actual
2024	2025	5/15/2024	\$489,213	\$489,213	\$0	Budget
2024	2025	8/15/2024	\$489,213	\$489,213	\$0	Budget
2024	2025	11/15/2024	\$489,213	\$489,213	\$0	Budget
Totals			\$1,956,850	\$1,997,626	\$40,775	

Debt Service	
Ending (10/1)	Debt Service*
2024*	\$1,420,282
2025*	\$1,438,146
2026*	\$1,474,571
2027*	\$1,509,131

\* Debt service after 10/1/23 redemptions

Activity		Funds Summary <sup>(1)</sup>		Mandatory Redemption Test <sup>(2)</sup>	
Date	Description	Amount	Balance	Amount	Balance
1/1/2024	Beginning Balance	1,425,683	1,425,683		805,000
2/15/2024	RT Deposits to Revenue Fund (Actual)	529,988	1,955,671		805,000
	Various Interest Earnings	11,104	1,966,775		805,000
4/1/2024	Mandatory Redemption of Excess 2023 Collections		1,966,775	(805,000)	0
4/1/2024	April 2024 Debt Service Payment	(811,791)	1,154,984		0
5/15/2024	RT Deposits to Revenue Fund (Budget)	489,213	1,644,196		0
8/15/2024	RT Deposits to Revenue Fund (Budget)	489,213	2,133,409		0
10/1/2024	October 2024 Debt Service Payment	(608,491)	1,524,918	1,524,918	1,524,918
Valuation Date	Required 2025 Debt Service Payment	(1,438,146)	86,772	(1,438,146)	86,772
Valuation Date	Potential Transfer to Redemption Fund <sup>(3)</sup>	(86,772)	0		86,772
10/1/2024	Mandatory Redemption of Excess 2024 Collections		0		86,772
11/15/2024	RT Deposits to Revenue Fund (Budget)	489,213	489,213		86,772
Valuation Date	Potential Transfer to Redemption Fund	(489,213)	0	489,213	575,985
4/1/2025	Potential Mandatory Redemption of Excess 2024 Collections		0	(575,000)	985

(1) Fund Summary includes Revenue and Bond Fund balances only.

(2) Amounts set aside for mandatory redemptions are determined after the following year's debt service is collected. Mandatory redemptions can occur on 4/1 or 10/1.

(3) Mandatory redemptions are in \$5,000 increments, minimum of \$100,000.

Summary as of February 15, 2024

**Community Development Authority of the Town of Grand Chute  
(Fox Cities Champion Center Project)**

Room Tax Collections Budget vs Actual						
Collection Year	Deposits Available for D/S	Collection Date	Quarterly Revenue Budget	Qtrly Rev Actual or Budget	Variance	Budget or Actual
2024	2025	2/15/2024	\$489,213	\$529,988	\$40,775	Actual
2024	2025	5/15/2024	\$489,213	\$489,213	\$0	Budget
2024	2025	8/15/2024	\$489,213	\$489,213	\$0	Budget
2024	2025	11/15/2024	\$489,213	\$489,213	\$0	Budget
Totals			\$1,956,850	\$1,997,626	\$40,775	

Debt Service	
Ending (10/1)	Debt Service*
2024*	\$1,550,297
2025*	\$1,582,934
2026*	\$1,613,859
2027*	\$1,647,939

\* Debt service after 10/1/23 redemptions

Activity		Funds Summary <sup>(1)</sup>		Mandatory Redemption Test	
Date	Description	Amount	Balance	Amount	Balance
1/1/2024	Beginning Balance	1,556,537	1,556,537		800,000
2/15/2024	RT Deposits to Revenue Fund (Actual)	529,988	2,086,525		800,000
	Various Interest Earnings	12,261	2,098,786		800,000
4/1/2024	Mandatory Redemption of Excess 2023 Collections		2,098,786	(800,000)	0
4/1/2024	April 2024 Debt Service Payment	(869,276)	1,229,510		0
5/15/2024	RT Deposits to Revenue Fund (Budget)	489,213	1,718,722		0
8/15/2024	RT Deposits to Revenue Fund (Budget)	489,213	2,207,935		0
10/1/2024	October 2024 Debt Service Payment	(681,020)	1,526,914		0
11/15/2024	RT Deposits to Revenue Fund (Budget)	489,213	2,016,127	2,016,127	2,016,127
	Valuation Date Required 2025 Debt Service Payment	(1,582,934)	433,193	(1,582,934)	433,193
	Valuation Date Potential Transfer to Redemption Fund	(433,193)	0		433,193
4/1/2025	Potential Mandatory Redemption of Excess 2024 Collections		0	(430,000)	3,193

(1) Fund Summary includes Revenue and Bond Fund balances only.

(2) Amounts set aside for mandatory redemptions are determined after the following year's debt service is collected. Mandatory redemptions can occur on 4/1 or 10/1.

(3) Mandatory redemptions are in \$5,000 increments, minimum of \$100,000.

Summary as of February 15, 2024



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

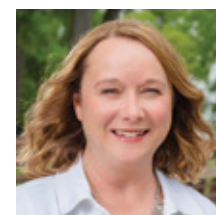
program to prioritize initiatives in our Destination Master Plan. To address the initiative focused on enhancing outdoor recreation opportunities, we developed a kayak rental station grant that will help fund 7 new stations opening to the public in the coming year.

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

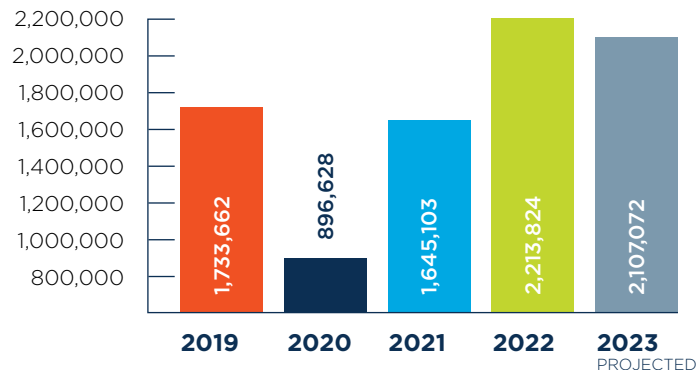
**TOTAL EXPENSES** **\$1,506,949**

\*Pre-Audit

**2023 YEAR-END PROJECTED**

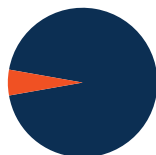
**2023 YEAR-END PROJECTED**

## 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*



FOX CITIES CONVENTION  
& VISITORS BUREAU  
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