

FOX CITIES

GREATER APPLETON WI



2024

FOX CITIES CONVENTION & VISITORS BUREAU
ANNUAL REPORT



PHOTO BY CHAD MAZUR

A Few Fun Facts for 2024

2024 was a showstopper—from big games to Broadway and beyond.

The Fox Cities CVB Sports Marketing team was on fire in 2024, lighting up the scoreboard with 257 events, 33,340 room nights, and \$13.8 million in direct visitor spending. The team already scored some future wins, securing 269 events, over 37,000 room nights, and an estimated \$15.7 million in visitor spending for events in future years.

But it's not all fun and games in the Fox Cities—we take our meetings and conventions pretty seriously. In 2024, our Group Sales team brought 57 meetings and conventions to the Fox Cities. Those events filled over 12,600 room nights and generated an impressive \$4 million in direct visitor spending. With 50 more events already on the books for future years bringing an estimated 10,645 room nights and \$3.5 million in future visitor spending, the meetings and convention market is gaining plenty of steam.

Part of our mission is to fuel the Fox Cities by awarding tourism development grants to places and spaces that promote tourism and bring people to our community. In 2024, we awarded \$1.6 million in tourism development grants, supporting attractions like the

Building for Kids' Food to Grow exhibit and kayak rental kiosks in five municipalities - making it easier and more affordable for people to enjoy our beautiful waters."

To be memorable, you have to deliver memorable experiences—and we couldn't do it without the hard work and dedication of our amazing staff and volunteers. Together we welcomed thousands of visitors, directly supported 89 groups, and logged 208 volunteer hours.

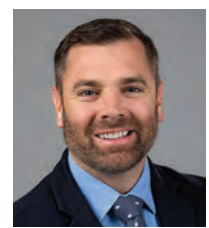
We worked hard to get our name in lights and tell the story of the Fox Cities as a destination, producing 98 feature stories and generating more than 230,000 unique website visits.

It's the people behind the scenes who make the Fox Cities unforgettable - one visitor, group, or story at a time. You're the true headliners of this story!

As always, we thank you for supporting tourism in the Fox Cities and the Fox Cities Convention & Visitors Bureau.



Pam Seidl
PAM SEIDL
Executive Director



Abe Weber
ABE WEBER
Board of Directors Chair
2024

2024 OPERATIONS REVENUES & EXPENSES*

REVENUES

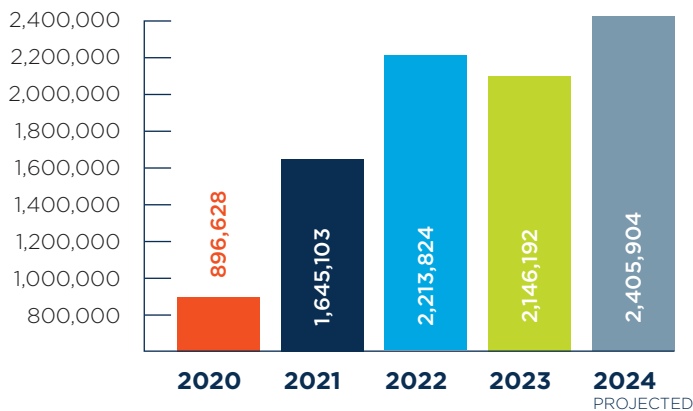
Room Tax Income - Oper	\$2,232,212
Interest Income - Oper	\$43,127
Grants Income	\$4,550
Visitor Guide Income	\$59,738
TOTAL REVENUES	\$2,339,627

EXPENSES

Salaries & Wages	\$588,895
Employee Benefits	\$148,166
Professional Devel	\$25,000
Group & Visitor Services	\$7,514
Trade Shows	\$38,236
Selling Exp	\$61,457
Marketing	\$345,000
Visitor Guide	\$48,369
Research	\$104,000
Rent/Utilities/Taxes	\$113,578
Equipment Leases	\$2,212
Travel/Mileage	\$5,966
Local Meetings	\$20,000
Office Supplies	\$4,500
Postage & Shipping	\$8,750
Telephone	\$13,811
Property/Casualty Insurance	\$7,372
Professional Services	\$29,500
Memberships	\$14,563
TOTAL EXPENSES	\$1,586,889

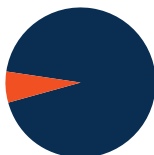
*Pre-Audit

CVB GROSS ROOM TAX REVENUE



MANAGEMENT & GENERAL EXPENSES

Management/
General 6.72%



Program Services
93.28%

2024

AT A GLANCE

GROUP SALES



Meeting and
Convention Events



Room Nights



4,081,105

Direct Visitor Spending



Future Meeting and
Convention Events



10,645
Future Estimated
Room Nights



3,438,335
Future Estimated Direct
Visitor Spending

SPORTS MARKETING



257

Sporting Events



33,340

Room Nights



13,869,440

Direct Visitor Spending



269

Future Sporting
Events



37,830

Future Estimated
Room Nights



15,737,280

Future Estimated Direct
Visitor Spending

MARKETING, GRANTS & VISITOR SERVICES



\$1.6M

Awarded in Tourism
Development Grants



98 stories
In Media and Publicity



230,593
Unique Website Visits



208

Volunteer Hours



777

Visitors Served at
the Visitor Center



89

Groups Served



2024 BOARD

ABE WEBER, *Chair*
Appleton International Airport

PETER RANK, *Vice Chair*
CopperLeaf Boutique Hotel & Spa

NORB KARNER, *Treasurer*
Village of Kimberly

BEAU BERNHOFT, *Secretary*
Village of Little Chute

RYAN BATLEY,
Immediate Past Chair
Best Western Premier
Bridgewood Resort Hotel

RICHARD DOWNEY
Town of Grand Chute

LINDA GARVEY
Hilton Appleton Paper Valley

CHUCK GIFFORD
Comfort Inn & Suites

CHRIS HAESE
City of Neenah

AMANDA HEDTKE
Fairfield Inn & Suites

CHEF JEFF IGEL
Fox Valley Technical College

RANDY KLIMENT
Aileron Management

DAVID KRESS
City of Appleton

RYAN MOEDE
Wisconsin Timber Rattlers

JEFF STURGELL
Village of Fox Crossing

MARIA VAN LAANEN
Fox Cities Performing
Arts Center

FCCVB STAFF

PAM SEIDL
Executive Director

ALISON HUTCHINSON
Senior Group Sales Manager

ABBY MCDANIEL
Sports Marketing Manager

FELICIA RODDY
Director of Finance & Administration

LINDSEY SCHULTZ
Sales & Marketing Assistant

LEAH SZEWS
Social Media Specialist

MATT TEN HAKEN
Director of Sports Marketing

CATHY TREBATOSKI
Marketing Communications Director



FOX CITIES CONVENTION
& VISITORS BUREAU

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