

Welcome to the Fox Cities



FREEDOM



APPLETON



LITTLE CHUTE



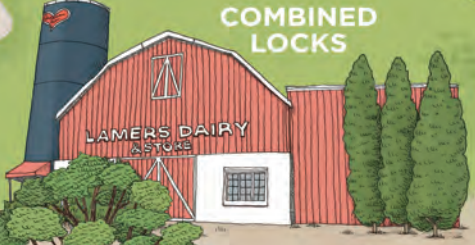
GRAND CHUTE



KAUKAUNA

KIMBERLY

COMBINED LOCKS



20

22

MENASHA



SHERWOOD



GREATER FOX CITIES APPLETON WI

FOX CITIES CONVENTION & VISITORS BUREAU ANNUAL REPORT



Our Take on 2022

We opened 2022 with our move to a new Visitor Center. The vibrant space allows us to set visitor experience expectations and make a strong first impression. Digital displays allow for a 21st century approach to showcasing the many original experiences in the Fox Cities.

Our main strategic focus for 2022 was the creation of the Fox Cities Destination Master Plan - a year-long effort to identify the “next big things” for our area and the steps needed to fulfill our destination vision: a vibrant, year-round destination with a mix of experiences. We look forward to bringing our stakeholders and partners together to lead and advocate for accomplishing the plan’s goals and objectives:

- Strengthen the brand through iconic festivals
- Develop communities as experiences
- Enhance outdoor recreation opportunities
- Expand strategic regional collaboration
- Improve access and connectivity

Visitation in each of our three market segments (leisure travel, sports, and meetings and conventions) showed positive momentum this past year. Led by extremely strong sports tournament and leisure travel business, hotel occupancy is trending at pre-pandemic levels. Nearly every month in 2022 delivered the highest room revenues on record, exceeding our record setting 2019.

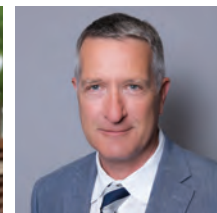
As much of this revenue increase is inflation induced, with work force and materials costs driving the need to charge more for rooms, we continue to monitor larger economic forces that could impact continued growth.

2022 room tax revenues were 30% above budget expectations, putting the CVB on solid financial ground, with reserves and cash to invest in our programs. Our 2023 budget focuses on driving meeting and convention business, developing a new website and continued brand asset development. The CVB will be allocating 33% of 2023 room tax revenues into our Tourism Development Grant fund to invest 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.



Pam Seidl
PAM SEIDL
Executive Director



Chris A. Haese
CHRIS HAESE
2022 Board of Directors Chair

2022

AT A GLANCE

2022 OPERATIONS REVENUES & EXPENSES

REVENUES

Room Tax Income - Oper	\$1,409,457
Interest Income - Oper	\$16,640
Grants Income	\$41,250
Miscellaneous Income	\$3,953
Grants Income Dest Mkt	\$652,088
TOTAL REVENUES	\$2,123,388

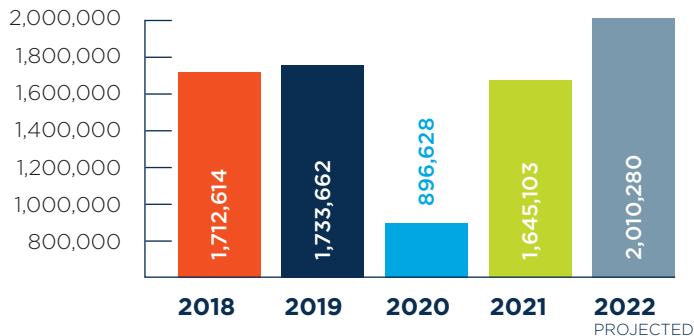
2022 YEAR-END PROJECTED

EXPENSES

Salaries & Wages	\$495,381
Employee Benefits	\$117,013
Professional Devel	\$12,542
Convention Event Svcs	\$3,496
Trade Shows	\$43,872
Selling Exp	\$108,455
Marketing	\$314,478
Research	\$170,872
Rent/Utilities/Taxes	\$80,633
Equipment Leases	\$2,693
Travel/Mileage	\$3,708
Local Meetings	\$9,953
Office Supplies	\$9,094
Postage & Shipping	\$9,809
Telephone	\$6,775
Property/Casualty Insurance	\$7,073
Professional Services	\$24,700
Memberships	\$12,162
TOTAL EXPENSES	*\$1,432,709

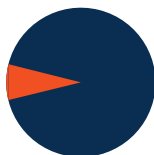
*Pre-Audit

CVB GROSS ROOM TAX REVENUE



MANAGEMENT & GENERAL EXPENSES

Management/
General 5.61%



Program Services
97.50%

GROUP SALES



Meeting and
Convention Events



Room Nights



2,391,779

Direct Visitor Spending



Future Meeting and
Convention Events



8,863

Future Estimated
Room Nights



2,224,613

Future Estimated Direct
Visitor Spending

SPORTS MARKETING



228

Sporting Events



Room Nights



9,844,740

Direct Visitor Spending



Future Sporting
Events



32,430

Future Estimated
Room Nights



10,507,320

Future Estimated Direct
Visitor Spending

MARKETING, GRANTS & VISITOR SERVICES



Volunteer Hours



Awarded in Tourism
Development Grants



\$16M+
In Earned Media



Visitors Served at
the Visitor Center



Groups Served



2022 BOARD

- CHRIS HAESE, *Chair*
City of Neenah

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

- MATT CARPENTER, *Secretary*
History Museum at the Castle

- ABE WEBER, *Treasurer*
Appleton International Airport

- AMANDA HEDTKE, *Past Chair*
Fairfield Inn & Suites

- LINDA GARVEY
Hilton Appleton Paper Valley

- BEAU BERNHOFF
Village of Little Chute

- CHUCK GIFFORD
Comfort Inn and Suites

- KAREN HARKNESS
City of Appleton

- CHEF JEFF IGEL
Fox Valley Technical College

- NORB KARNER
Village of Kimberly

- RANDY KLIMENT
Hampton Inn

- PETER RANK
CopperLeaf Boutique
Hotel & Spa

- JANE LANG
Mayor of Neenah

- JIM MARCH
Town of Grand Chute

- JEFF STURGELL
Village of Fox Crossing

FCCVB STAFF

- PAM SEIDL
Executive Director

- KIM TISLER
Director of Finance & Administration

- MADDIE JACK
Marketing Communications Manager

- 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



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