

ANNUAL REPORT

2019



A YEAR IN REVIEW

2019

MISSION BEING ACCOMPLISHED

We strengthen the local economy by investing in and promoting our community.

The Fox Cities Convention & Visitors Bureau Board and Staff came together last fall to develop the new Fox Cities CVB mission statement above. It's a slight revision from our previous statement, but it presents a new perspective on our work. It focuses on our community and how we impact it because, in the end, the work we do and why we do it is about making a positive impact on our community.

Some might be surprised to read it. It doesn't mention hotels, or "heads in beds," or tourism at all. While they are the core of how we do our work and critical to our daily operations, they are the means by which we achieve the mission. They are the HOW, not the WHAT or WHY. This new mission statement helps us tell our story locally in a more meaningful way.

2019 gave us many impactful stories to tell. One was the November opening of the Community First Champion Center Fox Cities. A prime example of investing in our community, this facility opened to much excitement and awe. The state-of-the-art facility and top-notch experience it provides, for visitors and locals, exemplify our mission.

We also spent 2019 reinvigorating the way we promote the Fox Cities. We launched a new website and developed a new brand, Fox Cities Originals, that showcases the places, people, and experiences you can only get in the Fox Cities.

We would like to thank the CVB's Board of Directors, committees, and staff, along with our municipal, hotel, and other tourism business partners for their contributions to our success this year. We gratefully accept your ongoing financial and vocal support and look forward to working with you on continuing to accomplish our mission.



Pam Seidl

PAM SEIDL
EXECUTIVE DIRECTOR



Chuck Gifford

CHUCK GIFFORD
2019 BOARD OF
DIRECTORS CHAIR

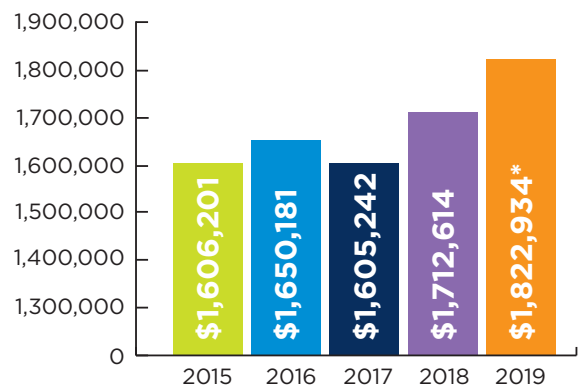
2019 OPERATIONS REVENUES & EXPENSES*

| REVENUES | 2019 YEAR-END PROJECTED |
|--------------------------|-------------------------|
| Room Tax Income - Oper | \$1,306,142.00 |
| Interest Income - Oper | 20,305.00 |
| Grants Income | 4,890.00 |
| Visitor Guide Income | 48,075.00 |
| Tourism Dvlp Admin Reimb | 20,000.00 |
| TOTAL REVENUES | 1,399,412.00 |

| EXPENSES | 2019 YEAR-END PROJECTED |
|-----------------------------|-------------------------|
| Salaries/Wages | \$513,196.00 |
| Employee Benefits | 123,424.00 |
| Professional Dvlp | 15,765.00 |
| Convention Event Svcs | 3,843.00 |
| Trade Shows | 21,145.00 |
| Selling Exp | 77,790.00 |
| Marketing | 280,550.00 |
| Visitor Guide | 50,560.00 |
| Research | 58,114.00 |
| Rent/Utilities/Taxes | 85,600.00 |
| Equipment Leases | 4,063.00 |
| Travel/Mileage | 6,136.00 |
| Local Meetings | 7,977.00 |
| Office Supplies | 7,633.00 |
| Postage/Shipping | 7,988.00 |
| Telephone | 6,582.00 |
| Property/Casualty Insurance | 6,153.00 |
| Professional Services | 31,646.00 |
| Memberships | 10,704.00 |
| TOTAL EXPENSES | \$1,318,869.00 |

* Pre-Audit

CVB GROSS ROOM TAX REVENUE



* Projected

CONVENTION SALES



Meeting and convention events



Room nights



\$4,370,663

Direct visitor spending



Future meeting and convention events



12,860

Future estimated room nights



\$3,227,860

Future estimated direct visitor spending

SPORTS MARKETING



Sporting events



Room nights



\$6,280,740

Direct visitor spending



Future sporting events



27,325

Future estimated room nights

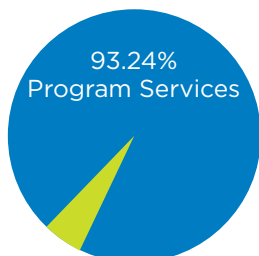


\$8,854,222

Future estimated direct visitor spending

MANAGEMENT & GENERAL EXPENSES

Our 2019 audit is projected to show management/general expenses to be 6.11% of the Bureau's total operating budget.



6.11%
Management/General

VISION

To be the destination of choice by elevating the visitor experience and enhancing quality of life.

MISSION

The Fox Cities Convention & Visitors Bureau strengthens the local economy by investing in and promoting our community.

STRATEGY

- Foster a positive market for tourism destination development
- Ensure the success of new tourism-generating facilities
- Work for the Fox Cities to be recognized as one of the premier destinations in Wisconsin
- Ensure organizational sustainability and success

MARKETING



PRESS

\$500,000+
in earned media



\$675,000
awarded in grants

VISITOR SERVICES



Provided services to
77 groups



VOLUNTEER HOURS
to support area events

2019 BOARD OF DIRECTORS

Chuck Gifford Comfort Suites Appleton Airport
James Fenlon Village of Little Chute
Ryan Batley BWP Bridgewood Resort Hotel
John Burgland Fox River Mall
Matt Carpenter History Museum at the Castle
Chris Haese City of Neenah
Karen Harkness City of Appleton
Amanda Hedtke Fairfield Inn & Suites by Marriott, Appleton
Deb Johnson Copperleaf Boutique Hotel & Spa
Norb Karner Village of Kimberly
Randy Kliment Hampton Inn Appleton
Jim March Town of Grand Chute
Dada Reader Reader Restaurant Group
Jan Smith Bergstrom-Mahler Museum of Glass
Abe Weber Appleton International Airport

FCCVB STAFF

Executive Director Pam Seidl
Director of Finance & Administration Kim Tisler
Director of Marketing Communications Beth Knapinski
Visitor Experience Manager Lorna Stephens
Administrative & Marketing Assistant Ryan Harvot
Director of Sports Marketing Matt Ten Haken
Sports Marketing Manager Adam Schanke
Group Sales Manager Amy Rivera
Group Sales Manager Alison Hutchinson



Appleton | Buchanan | Clayton | Combined Locks | Fox Crossing | Freedom | Grand Chute | Greenville | Harrison | Hortonville
 Kaukauna | Kimberly | Little Chute | Menasha | Neenah | Sherwood | Town of Neenah | Vandebroek | Woodville

Fox Cities Convention & Visitors Bureau
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