



A year in review.

#### FCCVB STAFF

**Executive Director** Pam Seidl **Director of Finance & Administration** Kim Tisler **Marketing Communications Manager** Maddie Uhlenbrauck **Marketing & Visitors Information Specialist** Ryan Harvot  
**Director of Sports Marketing** Matt Ten Haken **Sports Marketing Manager** Adam Schanke **Group Sales Manager** Amy Rivera **Group Sales Manager** Alison Hutchinson

#### 2019 BOARD OF DIRECTORS

**Jim March, Chair** Town of Grand Chute **Amanda Hedtke, Vice-Chair** Fairfield Inn & Suites **Ryan Batley, Secretary** Best Western Premier Bridgewood Resort Hotel **Dale Youngquist, Treasurer** Village of Fox Crossing  
**Chuck Gifford, Past-Chair** Comfort Inn & Suites **Matt Carpenter** The History Museum at the Castle **James Fenlon** Village of Little Chute **Peter Gianopoulos** Retired Thrivent Executive **Karen Harkness** City of Appleton **Chris Haese** City of Neenah  
**Deb Johnson** CopperLeaf Boutique Hotel **Randy Kliment** Hampton Inn **Norb Karner** Village of Kimberly **Jane Lang** Neenah Historical Society **Dana Reader** Reader Restaurant Group **Abe Weber** Appleton International Airport **Zach Zinsli** Home2Suites



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

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## 2020 ANNUAL REPORT





## 2020 changed the game for the tourism industry globally and locally.

Normally we at the Fox Cities Convention & Visitors Bureau would be welcoming you to our annual Tourism Breakfast. While we are not able to gather at this time, it is more important than ever that I share this message with all of you.

I'm sure you are aware the Covid-19 pandemic has hit the tourism industry exceptionally hard. Tourism's economic losses in Wisconsin are significant, but inconsistent. The pandemic has created winners and losers in many areas, and tourism is no exception.

Here in the Fox Cities, unfortunately, we were on the losing end. Our tourism economy is driven by large group meetings, conventions and sports tournaments. Even our leisure tourism relies on large "mass gathering" type events and attractions. Coupled with a significant reduction in business travel, the Fox Cities saw a perfect storm of economic damage due to Covid-19.

Closures and cancellations due to the pandemic have resulted in the loss of more than 160 convention and sporting events that would have driven nearly \$10 million in visitor spending. This spending vanished from our economy in 2020.

Our hotel partners continue to bear the brunt of the economic hardships for our industry. Hotel occupancy for all of 2020 was 34%, a decline of more than 40% compared to 2019. Hotel revenue losses exceeded \$40 million.

These revenue losses directly impact the collection of local room taxes. 2020 room tax collections are down nearly 55% compared to 2019. Room tax not only provides the CVB with its operating revenue, but also funds the bond payments on the Fox Cities Exhibition Center and Community First Champion Center Fox Cities.

Despite the incredible adversity of this year, CVB staff was always focused on our mission. Rescheduling events, securing business for the future and maintaining awareness of the Fox Cities as a tourism destination to ensure a solid base on which to build our recovery.

## There are brighter days ahead.

### 2020 AT A GLANCE

I have never been prouder of this organization. Through sound fiscal planning and reserves from a record-setting 2019, we were able to retain our staff, and they worked tirelessly to adapt our messaging during a time when we couldn't promote travel. We joined our local economic development partners in encouraging residents to support local business through these difficult times.

Tourism will take time to rebound; some industry experts estimate it will be 2024 before a full recovery happens. The return of business travel and the ability to hold large group events along with reigniting consumer confidence – to travel, to dine out, to visit the theater, to attend a sporting event or convention when the time is right are all critical to our local recovery.

I applaud our partners who found a way to "CAN" and I encourage all of you to continue to identify what we can do to continue our operations and ensure our customers remain healthy. Please continue to support all public health best practices. As our local health situation evolves, I will be calling upon all of you to join us in building back consumer confidence and welcoming back visitors to our area.

The Fox Cities Convention & Visitors Bureau is an economic development organization that strengthens the local economy by investing in and promoting our community. Our dedicated staff and board are committed to our mission and work hard every day to represent our 19-community region with professionalism and integrity.

**Thank you for your on-going support of tourism in the Fox Cities and the Fox Cities Convention and Visitors Bureau. There are brighter days ahead and we look forward to rebuilding our local tourism economy with you.**



*Pam Seidl*

**PAM SEIDL**  
EXECUTIVE DIRECTOR

### LOSS DUE TO COVID

#### MEETINGS & CONVENTIONS

**47**  
events



**11,126**

Room Nights



**\$2,792,626**

Direct Visitor Spending

#### SPORTS

**111**  
events



**20,139**

Room Nights



**\$6,491,836**

Economic Impact

### 2020 GROUP BUSINESS

#### CONVENTION EVENTS

**20**  
events

Meeting & Convention Events Held



**\$365,456**

Direct Visitor Spending



Future Meeting & Convention  
Events Secured



**\$1,791,638**

Estimated Direct Visitor Spending

#### SPORTING EVENTS

**112**

Sporting Events Held



**\$4,424,544**

Direct Visitor Spending



Future Sporting  
Events Secured



**\$11,981,844**

Estimated Direct Visitor Spending

### 2020 OPERATIONS REVENUES & EXPENSES\*

#### REVENUES

Room Tax Income - Oper 716,442.00  
Interest Income - Oper 11,360.00  
Grants Income 42,128.00  
Covid Stimulus Grants 439,000.00  
Visitor Guide Income 30,400.00  
Tourism Dvlp Admin Reimb 20,000.00

#### TOTAL REVENUES

#### 2020 YEAR-END

1,259,330.00

#### EXPENSES

Salaries/Wages 509,195.00  
Employee Benefits 137,095.00  
Professional Dvlp 4,187.00  
Convention Event Svcs 2,617.00  
Trade Shows 10,691.00  
Selling Exp 42,011.00  
Marketing 196,476.00  
Visitor Guide 25,640.00  
Research 7,900.00  
Rent/Utilities/Taxes 72,693.00  
Equipment Leases 2,689.00  
Travel/Mileage 2,554.00  
Local Meetings 9,422.00  
Office Supplies 6,129.00  
Postage/Shipping 6,249.00  
Telephone 5,989.00  
Property/Casualty Insurance 6,100.00  
Professional Services 19,333.00  
Memberships 8,844.00

#### TOTAL EXPENSES

**\$1,075,815.00**

\* Audited

### MARKETING & VISITOR SERVICES



**\$725,000+**  
in earned media coverage  
as a result of public relations  
and media outreach



Launched Fox Cities  
Original brand



Collaborated with six local  
economic development  
partners to launch COVID19  
health habits/support local  
messaging



Provided services to  
**80 groups**



Coordinated 71+ volunteer hours  
to support area events



**\$286,109**  
awarded in grants through  
FCCVB Tourism Development  
Grant Program

### CONNECT WITH US!

@FoxCitiesWi / FoxCities.org / #ExploreFoxCities

