

2020



annual report.





On the road to recovery.

CVB tapped into a number of **Covid recovery programs**, including the federal employee retention tax credit, PPP loan, and several state grants that provided us with more than \$250,000 in 2021.

We were also excited to receive a **significant Destination Marketing Organization Grant** from the State of Wisconsin that will support our 2022 operating efforts.

Effects of the pandemic are still with us as meetings and conventions and business travel have been sluggish in their return. We remain hopeful that we can gain ground in these areas in 2022 and we continue to be vigilant in monitoring the short and long-term impacts of the pandemic on our tourism industry.

With a **new sense of optimism**, the CVB Board and Staff looked to the future of the organization and acted on a long-held discussion of moving the CVB office and Visitor Center. The goal of the relocation was twofold: enhance the visitor experience in the Fox Cities and improve the ease of access to the Visitor Center.

As the first point of contact for many travelers entering the area, it's important for the Fox Cities Visitor Center to provide a **high-quality first impression** of our region. Our new office space and Visitor Center will ensure CVB staff are equipped to best serve an increasing number of travelers as the tourism industry continues to rebound.

We are looking forward to continue driving the tourism recovery in the Fox Cities from our new location and plan to welcome all of our stakeholders to our new facility sometime in 2022. We have many exciting things planned for the upcoming year, including a Tourism Master Plan for the entire region, as we work to put the pandemic in the rear-view mirror and advance our tourism economy forward.

As always, we thank you for your ongoing support of tourism in the Fox Cities and the Fox Cities Convention & Visitors Bureau.

At the close of 2020, we were determined to focus on brighter days ahead. We looked forward to rebuilding our tourism economy following the most challenging year the tourism industry had ever faced. With the support of our industry partners throughout the Fox Cities, the tourism economy over the last year showed signs of a **solid recovery**. Led by our youth sports tournament market, we watched visitation, room tax revenues and consumer confidence all trending up.

Hotel occupancy **returned to a normal annual trend**, if not completely back to pre-pandemic levels. The market ended the year 46% above 2020 occupancy levels, just 16% lower than our record-setting 2019.

Hotel revenues **increased considerably**, rising 92% over 2020 and only 13% behind 2019. As revenues directly correlate to room tax collections, the CVB was pleased to see our room tax revenue increase this year.

Through resourceful planning and active research, the



Pam Seidl

PAM SEIDL
EXECUTIVE DIRECTOR



Amanda K Hedtke

AMANDA HEDTKE
2021 BOARD OF
DIRECTORS CHAIR

2021 OPERATIONS REVENUES & EXPENSES*

REVENUES

	2021 YEAR-END PROJECTED
Room Tax Income - Oper	\$1,138,957
Interest Income - Oper	5,975
Grants Income	38,973
Miscellaneous Income	126,083
Covid-19 Business Grants	0
Visitor Guide Income	58,505
Restaurant Week Fox Cities Income	4,950
Other Income - SSBA PPP	129,670

TOTAL REVENUES

\$1,503,112

EXPENSES

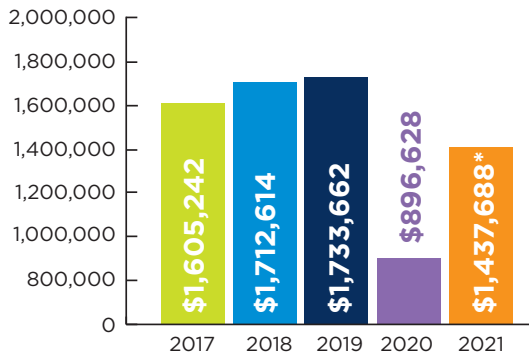
	2021 YEAR-END PROJECTED
Salaries/Wages	\$487,750
Employee Benefits	123,170
Professional Development	2,013
Convention Event Services	1,422
Trade Shows	8,516
Selling Expenses	31,633
Marketing	301,213
Visitor Guide	64,313
Restaurant Week Fox Cities	5,932
Research	14,700
Rent/Utilities/Taxes	71,658
Building Construction	430,598
Equipment Leases	2,690
Travel/Mileage	3,498
Local Meetings	4,015
Office Supplies	12,287
Postage & Shipping	7,603
Telephone	6,411
Property/Casualty Insurance	6,455
Professional Services	37,157
Memberships	7,766

TOTAL EXPENSES

\$1,630,797

* Pre-Audit

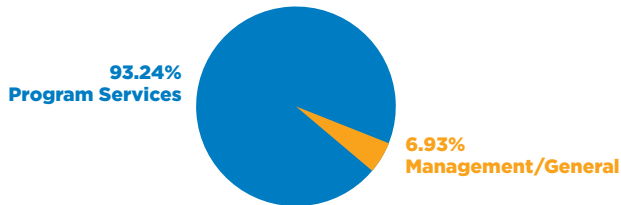
CVB GROSS ROOM TAX REVENUE



* Projected

MANAGEMENT & GENERAL EXPENSES

Our 2021 audit is projected to show management/general expenses to be 6.93% of the CVB's total operating budget.



2021 at a glance.

CONVENTION SALES



Meeting and
Convention Events



Room Nights



Direct Visitor Spending



Future Meeting and
Convention Events



Future Estimated
Room Nights



Future Estimated Direct
Visitor Spending

SPORTS MARKETING



Sporting Events



Room Nights



Direct Visitor Spending



Future Sporting
Events



Future Estimated
Room Nights



Future Estimated Direct
Visitor Spending

MARKETING, GRANTS & VISITOR SERVICES



\$1,229,822
in Earned Media



\$403,245
Awarded in Tourism
Development Grants



**VOLUNTEER
HOURS**



615 VISITORS
Served at the
Visitor Center

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FCCVB STAFF

Executive Director Pam Seidl **Director of Finance & Administration** Kim Tisler
Director of Sports Marketing Matt Ten Haken **Sports Marketing Manager** Abby McDaniel
Marketing Communications Manager Maddie Uhlenbrauck **Marketing Specialist** Cathy Trebatoski
Group Sales Manager Amy Rivera **Group Sales Manager** Alison Hutchinson

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Matt Carpenter History Museum at the Castle **Chef Jeff Igel** Fox Valley Technical College



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

Fox Cities Convention & Visitors Bureau

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