

Annual Report

2016



FOX CITIES

GREATER APPLETON WISCONSIN

CONVENTION & VISITORS BUREAU

The Next 30 Years

Since its inception in 1986, the Fox Cities Convention & Visitors Bureau has worked to strengthen the economy of the Fox Cities through tourism. **We've seen much transformation over the last 30 years**, but none as significant as a room tax increase providing funding for the construction of the Fox Cities Exhibition Center and investments in sports facilities. With this came a fundamental change to the structure of oversight of room tax in the area: the development of a Tourism Zone/Room Tax Commission model in which the CVB is the designated Tourism Entity.

The work of planning being just as important as the establishment of funding, this year CVB staff settled into contributing industry knowledge and practical perspectives on the design and marketing of our Fox Cities Exhibition Center. **Our Sports Facilities Task Force continues to work on a plan to invest in projects that will attract additional sports tourism.**

These significant improvements in tourism infrastructure have the potential to **impact the area's tourism economy greatly and they also present new opportunities** for the CVB operationally. It was the perfect time to look ahead and begin planning for the next 30 years.

The Board and Staff set to work on updating our Strategic Plan. The process started in July with the DestinationNEXT survey in which local government officials, tourism industry partners, customers, community leaders and CVB Board and staff had the opportunity to assess the Fox Cities as a destination, as well as the level of local support for the CVB.

The Destination NEXT results were used to set the landscape for a Board and staff retreat where we looked to the future and identified strategic objectives that set the foundation for our future:

1. Fostering a positive market for tourism
2. Communicating the value proposition of the Fox Cities as a destination
3. Advocacy & education
4. Stewardship over room tax dollars
5. Develop & retain staff

We gratefully accept the financial and vocal support of our local municipalities, hotel and tourism industry partners. We look forward to conquering the challenges you have presented us and commit to delivering exceptional return on your investment.

Here's to the next 30 years.



Deb Johnson, Board Chair



Pam Seidl, Executive Director

MISSION

The Fox Cities Convention & Visitors Bureau is an economic development organization that strengthens the Fox Cities by attracting visitors in the convention, sports and leisure markets through sales, marketing and destination development.

LEADERSHIP VISION FOR THE ORGANIZATION

The Fox Cities Convention & Visitors Bureau:

- Is the independent expert source for tourism information on the Fox Cities.
- Is a catalyst for initiatives that have a positive impact on tourism.
- Works with other organizations to accomplish mutually beneficial goals.
- Embraces new ideas, best practices, creative thinking and technology that add value to our work.

2016 IN REVIEW

CONVENTION SALES

- Hosted 113 meeting and convention events that generated 18,063 room nights and \$4,533,813 worth of direct visitor spending
- Booked 101 future meeting and convention events that will draw an estimated 14,608 room nights and generate \$3,666,608 worth of estimated direct visitor spending
- Generated 145 leads, 51 of which were for new events
- Exhibited in 2 trade shows and attended 1 reverse trade show
- Hosted a Meeting Planner Event including lunch and a trade show involving 12 hotel and attraction partners and 24 meeting planners

SPORTS MARKETING

- Hosted 183 events that generated 20,840 hotel room nights and \$6,752,160 worth of direct visitor spending
- Booked 185 future sporting events that will draw an estimated 18,570 hotel room nights and generate \$6,016,680 worth of estimated direct visitor spending
- Completed 938 sales calls to current or potential clients including attending two tradeshow and one sales mission to Colorado Springs
- The Fox Cities CVB received the National Association of Sports Commissions (NASC) Sports Tourism Organization of the Year award (population under 250,000) for 2015

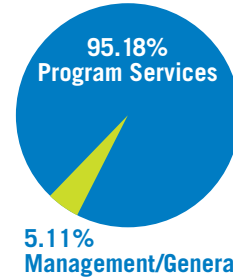
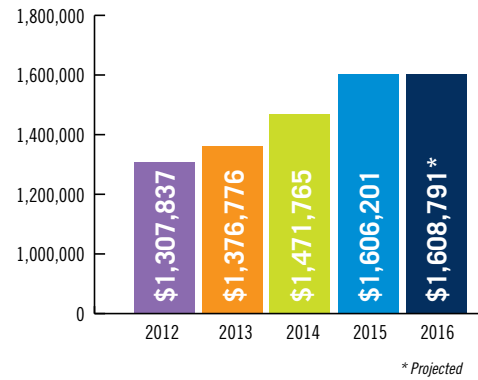
CONVENTION/SPORTS SERVICES

- Provided services to 102 groups
- Provided more than 594 volunteer hours for EAA, Mile of Music, Lawrence Welcome Week, NCAA D3 Baseball and many other area events

MARKETING

- Conducted two press tours with 16 professional travel journalists.
- Highlighted our Tourism Development Grant awards with public check presentations for grants totaling over \$22,000
- Hosted 6 free marketing-focused educational sessions attended by 120 total people from local businesses, attractions and lodging properties
- Launched an Instagram account for the Fox Cities CVB and included a photo contest. Winners of the contest had their photo featured in the 2017 Destination Guide

CVB ROOM TAX REVENUE



MANAGEMENT & GENERAL EXPENSES

Our 2015 audit showed management/general expenses to be 5.11% of the Bureau's total operating budget.

2016 OPERATIONS REVENUES & EXPENSES

REVENUES	2016 YEAR-END PROJECTED
Room Tax Income - Oper	\$1,106,250.00
Interest Income - Oper	4,000.00
Grants Income	0
Sponsorship/Incidental Income	0
Visitor Guide Income	55,000.00
Tourism Development Admin Reimb	20,000.00
TOTAL REVENUES	\$1,185,250.00

EXPENSES	2016 YEAR-END PROJECTED
Salaries & Wages	\$435,499.00
Employee Benefits	128,960.00
Professional Development	14,270.00
Convention Event Services	5,975.00
Trade Shows	12,155.00
Selling Expenses	69,374.00
Marketing	304,000.00
Visitor Guide	37,000.00
Research	11,000.00
Rent/Utilities/Taxes	90,100.00
Capital Equip Expenses	15,070.00
Equipment Leases	3,975.00
Automobile Expenses	5,500.00
Local Meetings	9,000.00
Office Supplies	5,800.00
Postage & Shipping	8,200.00
Telephone	6,400.00
Property/Casualty Insurance	6,300.00
Professional Services	22,148.00
Memberships	8,800.00
TOTAL EXPENSES	\$1,199,526.00



AREA ACCOLADES

- ✓ Most Over the Top Burger for Wisconsin: Spats Food & Spirits *Source: Yahoo Travel*
- ✓ These 10 Restaurants Serve the Best Butter Burger in Wisconsin: Mihm's Charcoal Grill #4 *Source: Only In Your State.com*
- ✓ 8 Wisconsin Spots for Dog-friendly Dining: The Source Public House *Source: TravelWisconsin.com*
- ✓ 10 Most Highly-Rated Restaurants in Wisconsin: Carmella's Italian Bistro #3 *Source: Only In Your State.com*
- ✓ Top 11 Waterfront Restaurants: Fratello's Riverfront Restaurant Appleton #7 *Source: Only In Your State.com*
- ✓ These 10 Candy Shops in Wisconsin will Make Your Sweet Tooth Explode: Crazy Sweet #4 *Source: Only In Your State.com*
- ✓ Top 10 Must-Visit Donut Shops in Wisconsin: Manderfield's Home Bakery *Source: Travel Wisconsin.com*
- ✓ 11 Mom & Pop Restaurants in Wisconsin that Serve Home-Cooked Meals to Die For: Mihm's Charcoal Grill #11 *Source: Only In Your State.com*
- ✓ Top 5 Beer Gardens to Visit this Fall: Stone Cellar Brewpub *Source: Milwaukee Journal Sentinel/Travel Wisconsin*
- ✓ 11 Places to eat in Wisconsin that are Often Overlooked but So Worth the Trip: Basil Café #9 *Source: Only In Your State.com*
- ✓ Top 9 Finest Grass Fields in Minor League Baseball: Wisconsin Timber Rattlers #3 *Source: Lawstarter.com*
- ✓ Best Half Marathons in Wisconsin: Fox Cities Half Marathon *Source: Runnersgoal.com*
- ✓ Top 10 Wisconsin Music Festivals worth the trip this Summer: Mile of Music *Source: Milwaukee Journal Sentinel*
- ✓ America's Top Scariest, biggest and best haunted houses: Burial Chamber #17 *Source: Haunted House Association*
- ✓ 7 Man-Made Wonders of East Central Wisconsin: Hearthstone Historic House Museum *Source: Travel Wisconsin.com*
- ✓ 25 Best Small College Towns: Lawrence University-Appleton #8 *Source: USA Today*
- ✓ Hidden Gems: 10 of Wisconsin's Most Underrated Towns: Neenah *Source: Discover Wisconsin*
- ✓ 50 Best Cities for Music Fans: Appleton #44 *Source: ValuePenquin.com*
- ✓ Best Places for Children: Appleton #9 (2nd year in top 10) *Source: SmartAsset.com*
- ✓ Best Places to Live: Appleton #24 *Source: Money Magazine, affiliated with Time Magazine*
- ✓ 2016 Best Places for Millennials in Wisconsin: Appleton #12 *Source: Local.niche.com*
- ✓ Top 10 Best Minor League Baseball Towns 2016: Appleton #5 *Source: SmartAsset.com*

OUR 2016 BOARD OF DIRECTORS

Deb Johnson, Chair
Copperleaf Boutique Hotel & Spa

Adam Hammatt, Vice-Chair
Village of Kimberly

John Burgland, Treasurer
Fox River Mall

Maria Van Laanen, Secretary
Fox Cities Performing Arts Center

Chris Haese, Past Chair
City of Neenah

Matt Carpenter
History Museum at the Castle

Bob Dove
Best Western Premier Bridgewood Resort Hotel & Conference Center

James Fenlon
Village of Little Chute

Chuck Gifford
Comfort Suites Appleton

Karen Harkness
City of Appleton

Randy Kliment
Hampton Inn Appleton

Jim March
Town of Grand Chute

Patrick Merklein
Days Inn Kaukauna

Dana Reader
Good Company

Jay Schumerth
Radisson Paper Valley Hotel

Jan Smith
Bergstrom-Mahler Museum of Glass

Char Stankowski
Country Inn & Suites of Little Chute

John Van Drunen
City of Kaukauna

David Viaene
The Valley Inn

BUREAU STAFF

Pam Seidl
Executive Director

Kim Tisler
Director of Operations

Mary Rhode
Marketing & Communications Manager

Jennifer Strom
Marketing Coordinator

Matt Ten Haken
Director of Sports Marketing

Adam Schanke
Sports Marketing Manager

Amy Karas
Convention Sales & Marketing Manager

Alison Hutchinson
Convention Sales & Marketing Representative

Jennifer Hecht
Convention Services Coordinator



FOX CITIES
GREATER APPLETON WISCONSIN

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

3433 W. College Ave. | Appleton, WI 54914 | Phone (920) 734-3358

FoxCities.org