

FOX CITIES ORIGINAL

MY BRAIN IS THE KEY THAT OPENS MY MIND  
THAT'S THE KEY THAT OPENS MY MIND  
MY MIND IS THE KEY THAT OPENS MY MIND  
THAT'S THE KEY THAT OPENS MY MIND  
HOUDINI

"Reading not only gives us pleasure, it also brings the outside world into us"  
Ellen Kort

Fox Cities Convention & Visitors Bureau  
2008 Annual Report

Perhaps too much of every-  
thing is as bad as too little"  
Edna Ferber

Fox Cities  
of Wisconsin

Wisconsin's  
Shopping  
Place®

The Wisconsin Department of Tourism has  
brand platform of "originality makes a difference"  
our Annual Report this year. Certainly the  
Bureau believes the Fox Cities have every  
unique personalities and attractions that make  
up the local visitor experience. On this page,  
you will find quotes from some truly original  
people who have roots in the Fox Cities. We  
encourage you to go to our website and vote  
for more Fox Cities originals.

## PARTNERSHIPS DEFINE 2008

Fox Cities Convention & Visitors Bureau board and staff members often talk about the importance of "community partners," and 2008 highlighted the critical value those partnerships can deliver.

By joining forces with the Appleton Soccer Club, De Pere Select Soccer Club and the Greater Green Bay CVB, we bid successfully for the 2011 US Youth Soccer Midwest Regional Championship. A partnership with the Fox Cities Sports Authority, an affiliate of the Community Foundation for the Fox Valley Region, made it possible for the Bureau to lure the Badger State Games away from Madison, where they'd been for 24 years.

We made major strides in our efforts to implement a regional system of wayfinding signs, a project that has required strong relationships with local municipalities. We're excited to announce that Appleton, Grand Chute, Kaukauna, Kimberly, Neenah and the Town of Menasha will install their signs in 2009, and we're optimistic that others will soon follow suit.

An unusual partnership with the Fox Cities Chamber of Commerce & Industry brought a convention center feasibility study to fruition after many years of discussion. The study provides a solid foundation of information, and we're committed to continuing to facilitate this challenging decision-making process.

Our relationships with community leaders are no less critical, and we sincerely appreciate your continued support of the economic development work the Bureau does. Although the last few months have brought little in the way of good economic news, we believe you'll find plenty to be optimistic about when you read this annual report.



John Burgland  
2008 Board Chair



Lynn R. Peters  
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.*

## Fox Cities Convention & Visitors Bureau, Inc. 2008 Board of Directors

### **Ted Bauer**

CTB Consulting

### **Michelle Bauer**

Johnson Bank

### **Lori Bayer**

Country Inn & Suites  
Little Chute

### **Terry Bergman**

Fox Cities Chamber of  
Commerce & Industry

### **Tom Brown**

Kimberly-Clark Corporation

### **Bob Buckingham**

City of Neenah

### **John Burgland**

Fox River Mall

### **Bob Dove**

Best Western Bridgewood  
Resort Hotel & Conf. Center

### **Charles Gifford**

Comfort Suites

### **Mike Kriegl**

Culver's Frozen Custard

### **John Lambie**

**Bill Lecker**  
City of Appleton

### **Jeff Nooyen**

Jeff Nooyen Photography

### **Sue Peck**

**Al Schaefer**  
Village of Kimberly

### **Jay Schumerth**

Radisson Paper Valley Hotel

### **Jan Smith**

Bergstrom-Mahler Museum

### **Mike VanAsten**

Liberty Hall/Hilton Garden Inn

### **Janet Versteegen**

Village of Little Chute

### **Cheryl Zaug Casey**

## ORGANIZATION

The Fox Cities Convention & Visitors Bureau, Inc., is a private, non-stock corporation with a 20-member board of directors. The board consists of an equal number of municipal representatives, hotel managers and owners and community leaders who review and approve Bureau policy, program and budget.

The Bureau staff includes: Lynn Peters, executive director; Chris Church, bureau services manager; Tami Hoff, group sales representative; Mae Ibe, director of convention sales; Kim Kozak, operations director; Ginny Rochon, visitor services coordinator; Pete Scheuppert, sports sales manager; Pam Seidl, director of marketing & community relations; Karen Trembl, office assistant; and three weekend visitor aides. Dozens of volunteers also help the Bureau with its work.

The Bureau is funded primarily with room tax collected by 18 municipalities in the Fox Cities.

## 2008 IN REVIEW

### HOTEL OCCUPANCY

Hotel occupancy in 2008 was flat most of the year, but an exceptionally soft November and December brought the final tally to 2 percentage points behind 2007.

### SPORTS SALES

- Successfully bid to host the Badger State Summer Games for June of 2009-2011. The event has estimated annual visitor spending of \$920,000.
- Partnered with the Greater Green Bay CVB on the winning bid for the 2011 US Youth Soccer Midwest Regional Championship. Estimated visitor spending for this event is \$2,400,000.
- Secured the ASA 12U Northern Nationals for August of 2010, an event with estimated visitor spending of \$843,000.
- Made 208 sales calls and booked 36,715 future room nights.
- Hosted two meetings for Fox Cities sports planners for the purpose of networking, sharing valuable knowledge and getting to know businesses that serve the sports market.
- Attended the National Association of Sports Commissions' annual event-owner tradeshow.

### CONVENTION SALES

- Successfully bid on the Future Business Leaders of Wisconsin State Convention for 2011 & 2014. The event will bring an estimated \$306,600 of visitor spending each year.
- Received a commitment from the National Button Society Convention to return to the Fox Cities for the third time. Visitor spending for the event is estimated at \$273,750.
- Made 981 sales calls and booked 22,717 future room nights.
- Hosted a well-attended luncheon with meeting planners in Madison.
- Presented a seminar on "How to Plan a Military Reunion" for local veterans.

### BUREAU SERVICES

- Provided services to 182 conventions and sports tournaments.
- Filled 254 volunteer opportunities providing visitor information to convention and tournament attendees. These volunteers committed a total of 745.75 hours.

### MARKETING

- Received an \$18,000 Joint Effort Marketing (JEM) grant to promote room/ticket packages for the Wisconsin premiere of WICKED at the Fox Cities Performing Arts Center.
- Completed research in the leisure market that provided a wealth of knowledge on target consumers, awareness, brand identity and competitive set.
- Allocated additional advertising dollars in key "shopping" markets as well as increasing our online advertising presence.

### DESTINATION DEVELOPMENT

- Joined forces with the Fox Cities Chamber of Commerce & Industry to complete a feasibility study which will help community leaders decide whether a convention center makes sense.
- Moved forward with its wayfinding signage project, awarding six municipalities Capital Development Grants to help them fabricate and install their signs in 2009.
- Completed a four-year initiative to install visitor information kiosks throughout the Fox Cities. When the final kiosk is installed in early 2009, there will be 13 of them.

### VISITOR SERVICES

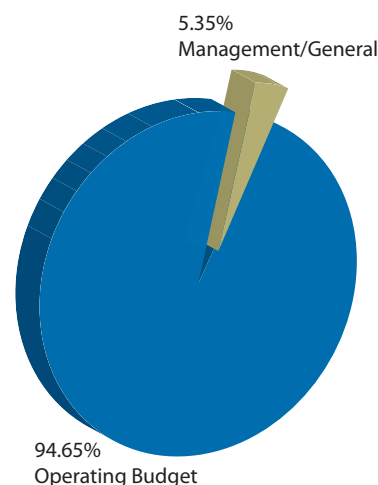
- Provided personal assistance to 6,646 visitors at its Visitor Center, and at temporary off-site locations during EAA.

## 2009 OPERATING BUDGET

	2008 Year-End Actual	2009 Budget
<b>REVENUES</b>		
Room Tax Income - Oper	\$879,145	\$821,000
Interest Income - Oper	6,441	5,500
Grants Income	17,787	3,000
Sponsorship/Incidental	13,879	15,000
Cap Devel Admin Reimb	22,825	23,750
<b>TOTAL REVENUES</b>	<b>\$940,077</b>	<b>\$868,250</b>
<b>EXPENSES</b>		
Salaries & Wages	\$354,165	\$374,000
Employee Benefits	91,814	104,400
Professional Development	8,092	6,500
Convention/Event Services	3,655	5,400
Tradeshows	5,727	6,000
Selling Expenses	22,453	51,000
Marketing	211,441	200,000
Research	16,363	2,200
Wayfinding Signage	1,761	1,000
Rent/Utilities/Tax	89,852	94,800
Capital Equipment Expense	1,823	0
Equipment Leases	9,190	9,150
Automobile Expenses	8,063	8,600
Local Meetings	9,039	9,375
Office Supplies	6,109	6,000
Postage & Shipping	11,690	14,200
Telephone	5,531	6,200
Property/Casualty Insurance	5,591	6,500
Professional Services	7,198	8,500
Memberships/Subscriptions	6,890	6,800
<b>TOTAL EXPENSES</b>	<b>\$876,448</b>	<b>\$920,625</b>

## MANAGEMENT & GENERAL

The Bureau is proud to report that in 2008 our auditors calculated our management/general costs to be just 5.35% of the Bureau's total operating budget.



## 2009 PLAN OF WORK

- Keep advertising and sales levels as high as in 2008.
- Continue to build the "Wisconsin's Shopping Place" brand, using emerging technologies as well as traditional advertising mechanisms.
- Provide assistance to planners of major events, including the Harley Owners Group (HOG) Rally, Badger State Games and the Babe Ruth 14-Year-Old World Series.
- Continue work on a consistent system of wayfinding signs throughout the Fox Cities. Assist communities that are ready to install their signs in 2009.
- Provide support and leadership to the group studying the possibility of a convention center in the Fox Cities.
- Control costs and accomplish as much as possible with every room tax dollar received.

## LONG-RANGE GOALS

- Cement the "Wisconsin's Shopping Place" brand in the minds of all kinds of travelers.
- Continually strengthen our competitiveness in sports and convention markets, and develop niche markets well-suited to our community.
- Actively develop the leisure travel market, making it a significant part of the community's tourism mix.
- Be a leader in the development of the Fox Cities as a tourism destination.
- Consistently "tell the story" of the Fox Cities Convention & Visitors Bureau and its importance to economic development.
- Be a good steward of room tax dollars, accomplishing the greatest amount possible with them.



Notes from the Bureau's annual Board & staff planning retreat took on a new look.



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## 2008 GRANTS

Truly original in concept, the Capital Development Fund was built into the Bureau's structure at its inception. We are the only CVB in the state to have an ongoing formal process for capital grant-making. One-third of room tax dollars collected by the Bureau are invested in the Fund.

The Fox Cities Convention & Visitors Bureau made its first Capital Development Grant in 1987. Since that time, the Bureau has made grants of nearly \$6 million, helping build and expand Fox Cities visitor attractions. In 2008, the Bureau made \$302,647 in grants.

The Building for Kids*	\$83,333
Fox River Locks*	\$100,000
Convention Center Feasibility Study	\$34,314
Appleton Memorial Park	\$85,000
<b>TOTAL</b>	<b>\$302,647</b>

\*Final payment of multi-year grant



Ron Vincent, CEO Wisconsin Sports Development Corporation, addresses media and tourism partners during the news conference announcing the move of the Badger State Summer Games to the Fox Cities.



Many local dignitaries helped us convince the Wisconsin HOG Rally that the Fox Cities was a great place to ride.