



# City of Appleton

100 North Appleton Street  
Appleton, WI 54911-4799  
www.appletonwi.gov

## Meeting Agenda - Final Appleton Redevelopment Authority

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Wednesday, March 12, 2025

9:00 AM

Council Chambers, 6th Floor

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1. Call meeting to order
2. Pledge of Allegiance
3. Roll call of membership
4. Approval of minutes from previous meeting

[25-0217](#) ARA Minutes from 2-12-25

**Attachments:** [ARA Minutes 2-12-25.pdf](#)

### 5. Public Hearing/Apearances

### 7. Information Items

[25-0218](#) Comprehensive Plan / Sub Area Planning: Exercise and Next Steps

**Attachments:** [Plan Appleton March Workshop Flyer.pdf](#)

[25-0219](#) Report on March 3, 2025 meeting of the ARA Exhibition Center Advisory Committee

**Attachments:** [ARA Exhibition Center Advisory Committee Minutes 3-3-25.pdf](#)

[FCEC StructureOverview.pdf](#)

[Presentation Book Appleton Redevelopment Authority 02.12.25.pdf](#)

[FCEC Presentation 2024 Year End.pdf](#)

[25-0220](#) Requests for Future Agenda Items

### 8. Adjournment

*Notice is hereby given that a quorum of the Common Council may be present during this meeting, although no Council action will be taken.*

*Any questions about items on this meeting are to be directed to Kara Homan, Director, Community Development Department at 920-832-6468.*

*Reasonable Accommodations for Persons with Disabilities will be made upon Request and if Feasible.*





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## Meeting Minutes - Final Appleton Redevelopment Authority

---

Wednesday, February 12, 2025

9:00 AM

Council Chambers, 6th Floor

---

1. Call meeting to order

Vice Chair Van Dyke called the meeting to order at 10:00 a.m. (Meeting started late due to Board of Health meeting running long.)

2. Pledge of Allegiance

3. Roll call of membership

*Chair Downs was present before the meeting started but needed to leave at 9:45 a.m.; therefore, she was not able to participate in the meeting due to the late start.*

**Present:** 5 - Van Dyke, Brokl, Higgins, Carpenter and Meltzer

**Excused:** 2 - Downs and Fisher

*Others present:  
Bradley Viegut, Baird*

4. Approval of minutes from previous meeting

[25-0055](#)

ARA Minutes from 12-11-24

**Attachments:** [ARA Minutes 12-11-24.pdf](#)

**Meltzer moved, seconded by Carpenter, that the Minutes be approved. Roll Call. Motion carried by the following vote:**

**Aye:** 5 - Van Dyke, Brokl, Higgins, Carpenter and Meltzer

**Excused:** 2 - Downs and Fisher

5. Public Hearing/Appearances

6. Action Items

[25-0056](#)

Request to approve reappointments to the ARA Exhibition Center Advisory Committee

**Attachments:** [ARA ECAdvCom Hotelier + Comm Member Re-Appts Memo 2-12-25.pdf](#)  
[ARA Exhibition Center Advisory Committee 2016 Appointments-Feb 2025.pdf](#)

**Brokl moved, seconded by Meltzer, that the reappointments be approved. Roll Call. Motion carried by the following vote:**

**Aye:** 5 - Van Dyke, Brokl, Higgins, Carpenter and Meltzer

**Excused:** 2 - Downs and Fisher

## 7. Information Items

[25-0057](#)

Update on bonds for the Fox Cities Exhibition Center by Baird

**Attachments:** [Presentation Book Appleton Redevelopment Authority 02.12.25.pdf](#)

**This item was presented by Brad Viegut of Baird.**

[25-0058](#)

Update on 222 N. Oneida Street

**This item was presented and discussed.**

[25-0059](#)

Requests for Future Agenda Items

**This item was presented.**

[25-0060](#)

Upcoming Meetings & Events

- ARA Exhibition Center Advisory Committee (March 3 at 1:00 pm in Council Chambers)
- Comprehensive/Sub Area Plans, Community Workshop (March 18 from 4:00 - 7:00 pm at the Appleton Public Library, 200 N. Appleton Street, Mary Beth Nienhaus Community Meeting Room (upper level))

**This item was presented.**

## 8. Adjournment

**Higgins moved, seconded by Carpenter, that the meeting be adjourned at 10:20 a.m. Roll Call. Motion carried by the following vote:**

**Aye:** 5 - Van Dyke, Brokl, Higgins, Carpenter and Meltzer

**Excused:** 2 - Downs and Fisher

Plan   
*Appleton*

## Save the Date

In 2016, you asked for a renovated library – we listened! **Now, we want to hear from you again.**

Come check out the renovated library and provide input for Appleton’s future at our second family friendly workshop for Plan Appleton. We’ll share what we have learned since our open house last November, dive deeper into opportunities, and test recommendations. Presentations will be given at the top of every hour followed by activities to learn more from you. See you there!



Check out the project website to learn more by scanning the QR code or visiting [www.planappleton.org](http://www.planappleton.org)

### DATE

**March 18<sup>th</sup>, 2025**

### TIME

**Join us for any of the following times**

- 4-5 pm
- 5-6 pm
- 6-7pm

### LOCATION

**Appleton Public Library**  
**200 N Appleton St**  
Mary Beth Nienhaus  
Community Meeting Room  
(upper level)





# City of Appleton

100 North Appleton Street  
Appleton, WI 54911-4799  
www.appletonwi.gov

## Meeting Minutes - Final Appleton Redevelopment Authority Exhibition Center Advisory Committee

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Monday, March 3, 2025

1:00 PM

Council Chambers

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1. Call meeting to order

**Meeting called to order by Chair Mayor Woodford at 1:00 p.m.**

2. Pledge of Allegiance

3. Roll call of membership

**Present:** 14 - Mayor Woodford, Gifford, Wilde, Kuen, Seidl, Patza, Homan, Vanden Berg, Dearborn, Benz, Hedtke, Downs, Batley and Nooyen

**Excused:** 4 - Van Laanen, Antoine, Ellis and Miller

*Others present:*

*Brad Viegut, Baird*

*Linda Garvey, Hilton Appleton Paper Valley*

*Erin Marquez, Hilton Appleton Paper Valley*

*Amy Rivera, Hilton Appleton Paper Valley*

*Tim M., Hilton Appleton Paper Valley*

*Rachel Gonzalez, Hilton Appleton Paper Valley*

*Walter Blank, Appleton Concerned Taxpayers*

*Dean Gazza, Director of Parks, Recreation & Facilities Management*

*David Kress, Deputy Director of Community Development*

*Lily Paul, Economic Development Specialist*

4. Approval of minutes from previous meeting

[25-0147](#)

ARA Exhibition Center Advisory Committee Minutes from 11-8-23

**Attachments:** [ARA Exhibition Center Advisory Committee Minutes 11-8-23.pdf](#)

**Vanden Berg moved, seconded by Kuen, that the Minutes be approved. Roll Call. Motion carried by the following vote:**

**Aye:** 12 - Gifford, Wilde, Kuen, Seidl, Patza, Vanden Berg, Dearborn, Benz, Hedtke, Downs, Batley and Nooyen

**Excused:** 4 - Van Laanen, Antoine, Ellis and Miller

## 5. Public Hearing/Appearances

[25-0148](#) Public Participation

There was no public participation.

## 6. Action Items

## 7. Information Items

[25-0149](#) Welcome new appointments:  
Nadine Miller, City of Appleton representative, replacing Dana Reader  
Mark Ellis, City of Neenah representative, replacing Todd Stevenson  
Ryan Batley, Hotelier representative, replacing Brad Vanden Boom  
Jeff Nooyen, Community Member representative, replacing Walter  
Rugland

**Attachments:** [ARA Exhibition Center Advisory Committee 2016 Appointments-Feb-2025.pdf](#)

The new members were welcomed to the committee.

[25-0154](#) Overview of Fox Cities Exhibition Center ownership, management and funding structure

**Attachments:** [FCEC\\_StructureOverview.pdf](#)

*Director Homan provided a document showing the operating structure overview for the Fox Cities Exhibition Center. This document was distributed to the members at the meeting and is attached.*

This item was presented.

[25-0150](#) Update on bonds for the Fox Cities Exhibition Center by Brad Viegut of Baird

**Attachments:** [Presentation Book Appleton Redevelopment Authority 02.12.25.pdf](#)

This item was presented and discussed.

[25-0152](#) Linda Garvey of the Hilton Appleton Paper Valley providing Hilton and Fox Cities Exhibition Center updates

**Attachments:** [FCEC Presentation 2024 Year End.pdf](#)

This item was presented and discussed.

[25-0155](#)

Update on City of Appleton approved American Rescue Plan Act (ARPA) funding for the Fox Cities Exhibition Center Repositioning and Tourism Recovery Project; authorization to hire management consultant and next steps

**This item was presented.**

8. Adjournment

**Benz moved, seconded by Downs, that the meeting be adjourned at 1:30 p.m.**

**Roll Call. Motion carried by the following vote:**

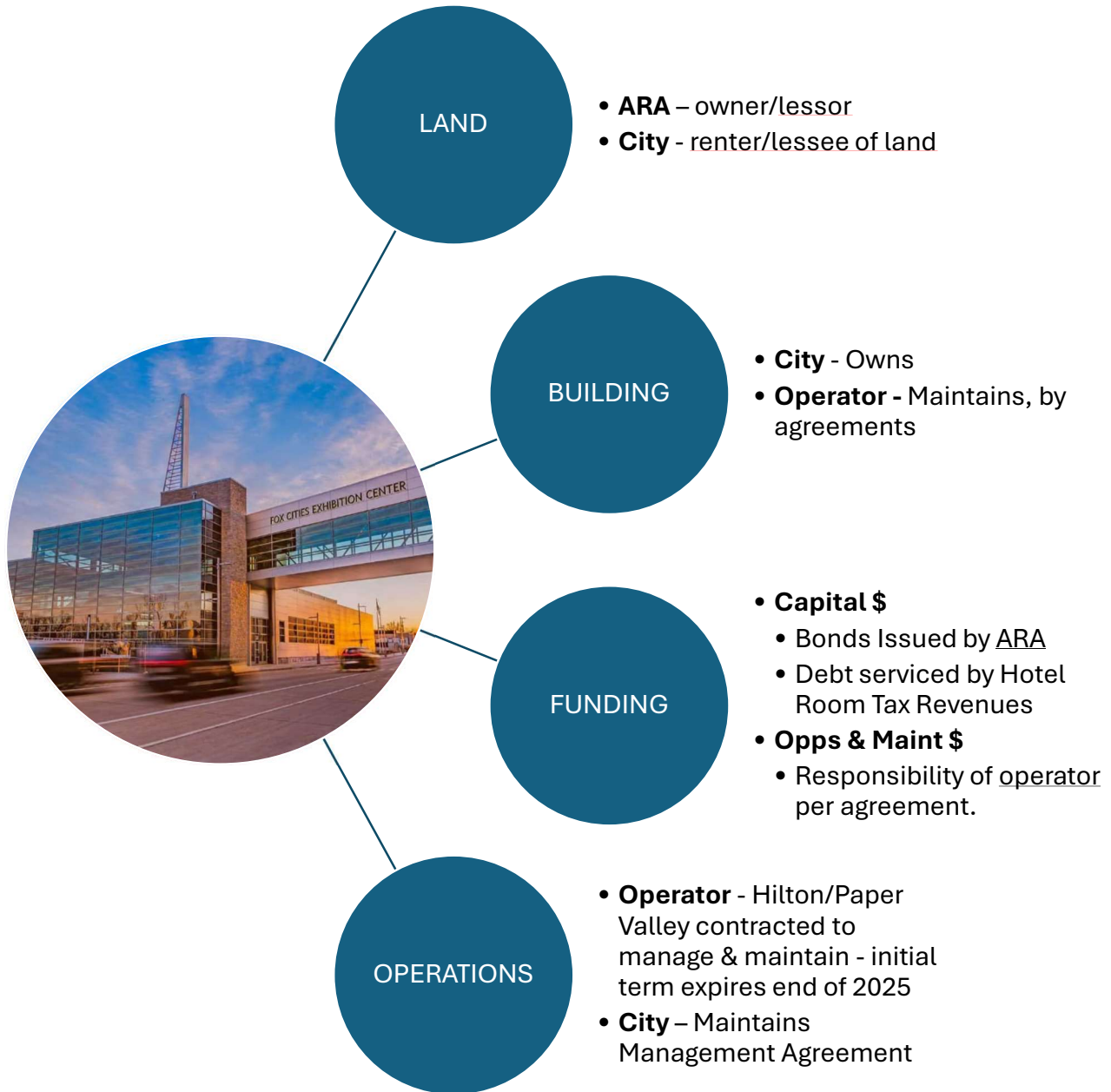
**Aye:** 12 - Gifford, Wilde, Kuen, Seidl, Patza, Vanden Berg, Dearborn, Benz, Hedtke, Downs, Batley and Nooyen

**Excused:** 4 - Van Laanen, Antoine, Ellis and Miller



# Fox Cities Exhibition Center (FCEC)

## Overview of Operating Structure



**ARA** = Appleton Redevelopment Authority



BAIRD

# Redevelopment Authority of the City of Appleton, Wisconsin

February 12, 2025

## Summary of Mandatory Redemptions of Outstanding Debt

Bradley Viegut  
Managing Director  
414-298-7540  
bviegut@rwbaird.com

Discover the *Baird Difference*

## Taxable Lease Revenue Bonds, Series 2018

- Fox Cities Exhibition Center
  - Through April 1, 2025
    - Mandatory Redemptions of Principal: \$3,865,000
    - Includes scheduled \$915,000 mandatory redemption on April 1, 2025
    - Gross Debt Service Savings: \$8,310,850

# Appleton Debt Service Comparison

## ORIGINAL DEBT SERVICE<sup>(1)(2)</sup>

## DEBT SERVICE AFTER MANDATORY REDEMPTIONS<sup>(1)(2)</sup>

## DEBT SERVICE CHANGE

Callable: 27-'51 Callable 4/1/2026 @ Par

Mandatory redemptions can occur on 4/1 or 10/1

Calendar Year	ORIGINAL DEBT SERVICE <sup>(1)(2)</sup>				DEBT SERVICE AFTER MANDATORY REDEMPTIONS <sup>(1)(2)</sup>				DEBT SERVICE CHANGE		
	PRINCIPAL (4/1)	RATE	INTEREST (4/1 & 10/1)	TOTAL	PRINCIPAL	RATE	INTEREST (4/1 & 10/1)	TOTAL	PRINCIPAL	INTEREST	TOTAL
2018			\$546,626	\$546,626			\$546,626	\$546,626	\$0	\$0	\$0
2019			\$1,311,904	\$1,311,904			\$1,311,904	\$1,311,904	\$0	\$0	\$0
2020	\$100,000	2.800%	\$1,310,504	\$1,410,504	\$100,000	2.800%	\$1,299,804	\$1,399,804	\$0	(\$10,700)	(\$10,700)
2021	\$100,000	2.890%	\$1,307,659	\$1,407,659	\$100,000	2.890%	\$1,286,259	\$1,386,259	\$0	(\$21,400)	(\$21,400)
2022	\$125,000	3.090%	\$1,304,282	\$1,429,282	\$125,000	3.090%	\$1,282,882	\$1,407,882	\$0	(\$21,400)	(\$21,400)
2023	\$150,000	3.150%	\$1,299,989	\$1,449,989	\$150,000	3.150%	\$1,260,934	\$1,410,934	\$0	(\$39,055)	(\$39,055)
2024	\$200,000	3.300%	\$1,294,326	\$1,494,326	\$200,000	3.300%	\$1,203,055	\$1,403,055	\$0	(\$91,271)	(\$91,271)
2025	\$225,000	3.410%	\$1,287,190	\$1,512,190	\$225,000	3.410%	\$1,141,349	\$1,366,349	\$0	(\$145,841)	(\$145,841)
2026	\$270,000	3.510%	\$1,278,615	\$1,548,615	\$270,000	3.510%	\$1,113,193	\$1,383,193	\$0	(\$165,422)	(\$165,422)
2027	\$315,000	3.620%	\$1,268,175	\$1,583,175	\$315,000	3.620%	\$1,102,753	\$1,417,753	\$0	(\$165,422)	(\$165,422)
2028	\$360,000	3.720%	\$1,255,778	\$1,615,778	\$360,000	3.720%	\$1,090,356	\$1,450,356	\$0	(\$165,422)	(\$165,422)
2029	\$410,000	3.820%	\$1,241,251	\$1,651,251	\$410,000	3.820%	\$1,075,829	\$1,485,829	\$0	(\$165,422)	(\$165,422)
2030	\$465,000	3.870%	\$1,224,422	\$1,689,422	\$465,000	3.870%	\$1,059,000	\$1,524,000	\$0	(\$165,422)	(\$165,422)
2031	\$520,000	3.920%	\$1,205,232	\$1,725,232	\$520,000	3.920%	\$1,039,810	\$1,559,810	\$0	(\$165,422)	(\$165,422)
2032	\$580,000	3.970%	\$1,183,527	\$1,763,527	\$580,000	3.970%	\$1,018,105	\$1,598,105	\$0	(\$165,422)	(\$165,422)
2033	\$645,000	4.020%	\$1,159,050	\$1,804,050	\$645,000	4.020%	\$993,628	\$1,638,628	\$0	(\$165,422)	(\$165,422)
2034	\$800,000	4.030%	\$1,129,965	\$1,929,965	\$800,000	4.030%	\$964,543	\$1,764,543	\$0	(\$165,422)	(\$165,422)
2035	\$875,000	4.030%	\$1,096,214	\$1,971,214	\$875,000	4.030%	\$930,792	\$1,805,792	\$0	(\$165,422)	(\$165,422)
2036	\$950,000	4.030%	\$1,059,440	\$2,009,440	\$950,000	4.030%	\$894,018	\$1,844,018	\$0	(\$165,422)	(\$165,422)
2037	\$1,030,000	4.030%	\$1,019,543	\$2,049,543	\$1,030,000	4.030%	\$854,121	\$1,884,121	\$0	(\$165,422)	(\$165,422)
2038	\$1,115,000	4.030%	\$976,321	\$2,091,321	\$1,115,000	4.030%	\$810,899	\$1,925,899	\$0	(\$165,422)	(\$165,422)
2039	\$1,115,000	4.130%	\$930,829	\$2,045,829	\$1,115,000	4.130%	\$765,407	\$1,880,407	\$0	(\$165,422)	(\$165,422)
2040	\$1,210,000	4.130%	\$882,818	\$2,092,818	\$1,210,000	4.130%	\$717,396	\$1,927,396	\$0	(\$165,422)	(\$165,422)
2041	\$1,315,000	4.130%	\$830,677	\$2,145,677	\$1,315,000	4.130%	\$665,255	\$1,980,255	\$0	(\$165,422)	(\$165,422)
2042	\$1,420,000	4.130%	\$774,199	\$2,194,199	\$1,420,000	4.130%	\$608,777	\$2,028,777	\$0	(\$165,422)	(\$165,422)
2043	\$1,535,000	4.130%	\$713,178	\$2,248,178	\$1,535,000	4.130%	\$547,756	\$2,082,756	\$0	(\$165,422)	(\$165,422)
2044	\$1,655,000	4.230%	\$646,477	\$2,301,477	\$1,655,000	4.230%	\$481,055	\$2,136,055	\$0	(\$165,422)	(\$165,422)
2045	\$1,785,000	4.230%	\$573,721	\$2,358,721	\$1,785,000	4.230%	\$408,299	\$2,193,299	\$0	(\$165,422)	(\$165,422)
2046	\$1,920,000	4.230%	\$495,361	\$2,415,361	\$1,920,000	4.230%	\$329,939	\$2,249,939	\$0	(\$165,422)	(\$165,422)
2047	\$2,060,000	4.230%	\$411,184	\$2,471,184	\$2,060,000	4.230%	\$245,762	\$2,305,762	\$0	(\$165,422)	(\$165,422)
2048	\$2,215,000	4.230%	\$320,767	\$2,535,767	\$2,215,000	4.230%	\$155,345	\$2,370,345	\$0	(\$165,422)	(\$165,422)
2049	\$2,375,000	4.280%	\$223,095	\$2,598,095	\$2,375,000	4.280%	\$57,673	\$2,432,673	\$0	(\$165,422)	(\$165,422)
2050	\$2,545,000	4.280%	\$117,807	\$2,662,807	\$160,000	4.280%	\$3,424	\$163,424	(\$2,385,000)	(\$114,383)	(\$2,499,383)
2051	\$1,480,000	4.280%	\$31,672	\$1,511,672	\$0	4.280%	\$0	\$0	(\$1,480,000)	(\$31,672)	(\$1,511,672)
<b>Total</b>	<b>\$31,865,000</b>		<b>\$31,711,795</b>	<b>\$63,576,795</b>	<b>\$28,000,000</b>		<b>\$27,265,945</b>	<b>\$55,265,945</b>	<b>(\$3,865,000)</b>	<b>(\$4,445,850)</b>	<b>(\$8,310,850)</b>

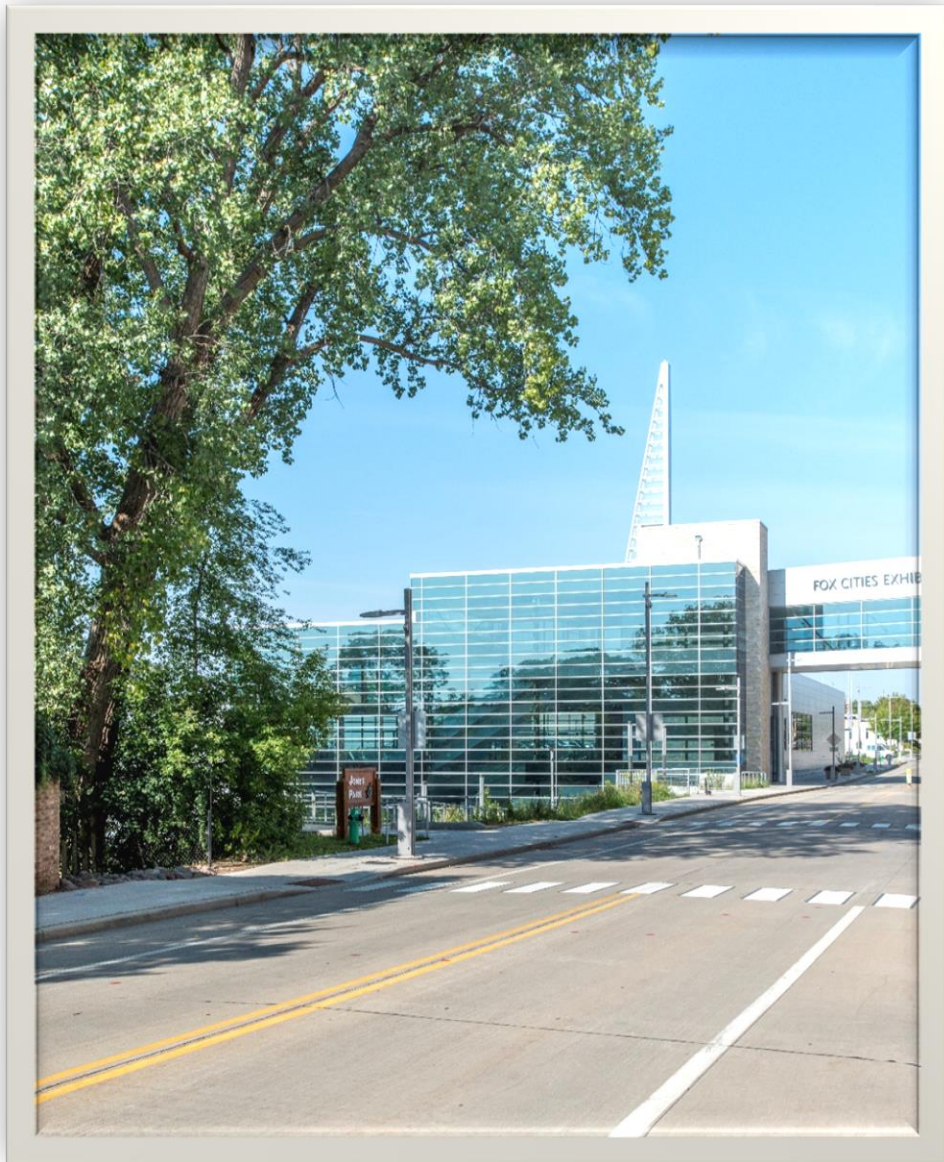
Term Bond
Callable
Mandatory Redemptions

- \* 2051 maturity reflects \$500,000 mandatory redemption on April 1, 2020.
- \* 2051 maturity reflects \$825,000 mandatory redemption on April 1, 2023.
- \* 2051 maturity reflects \$155,000 mandatory redemption on October 1, 2023.
- \* 2050 maturity reflects \$250,000 mandatory redemption on October 1, 2023.
- \* 2050 maturity reflects \$805,000 mandatory redemption on April 1, 2024.
- \* 2050 maturity reflects \$415,000 mandatory redemption on October 1, 2024.
- \* 2050 maturity reflects scheduled \$915,000 mandatory redemption on April 1, 2025.

(1) The bonds are subject to mandatory redemption at par from surplus Exhibition Center Room Taxes.

(2) DSRF of \$2,414,308.66 and stabilization fund of \$900,000 will be applied to final payment.

# FOX CITIES EXHIBITION CENTER



2024 Year End Report

## Fox Cities Exhibition Center 2024 Financial P & L

<b>Fox Cities Exhibition Center</b>									
<b>Statement of Operations</b>									
<b>Twelve Months Ended December 31, 2024</b>									
Reported as of January 14, 2025									
Account #	Ac	Actual	YTD %/Per Rm	Budget	Budget Variance	%/Per Rm	Prior Year	Prior Year Variance	%/Per Rm
<b>Departmental Revenue</b>									
Food		251,328	63.9%	255,475	(4,147)	70.9%	200,552	50,776	57.2%
Beverage		141,358	35.9%	105,000	36,358	29.1%	147,819	(6,460)	42.2%
Other Operating Sales		562	0.1%	0	562	0.0%	2,000	(1,438)	0.6%
<b>Total Revenue</b>		<b>393,248</b>	<b>100.0%</b>	<b>360,475</b>	<b>32,773</b>	<b>100.0%</b>	<b>350,371</b>	<b>42,877</b>	<b>100.0%</b>
<b>Departmental Costs &amp; Expenses</b>									
Rooms		0	0.0%	0	0	0.0%	1,765	1,765	0.0%
Food		16,472	6.6%	10,440	(6,032)	4.1%	4,921	(11,551)	2.5%
Beverage		56,645	40.1%	23,100	(33,545)	22.0%	56,937	293	38.5%
Other Operating Expenses		25,989	4628.2%	0	(25,989)	0.0%	6,419	(19,570)	320.9%
<b>Total Departmental Expenses</b>		<b>99,106</b>	<b>25.2%</b>	<b>33,540</b>	<b>(65,566)</b>	<b>9.3%</b>	<b>70,042</b>	<b>(29,064)</b>	<b>20.0%</b>
<b>Gross Contribution</b>		<b>294,142</b>	<b>74.8%</b>	<b>326,935</b>	<b>(32,793)</b>	<b>90.7%</b>	<b>280,329</b>	<b>13,813</b>	<b>80.0%</b>
<b>General &amp; Unapplied Expenses</b>									
General & Administration		13,359	3.4%	8,848	(4,511)	2.5%	14,563	1,204	4.2%
Information and Telecom Systems		31,759	8.1%	19,044	(12,715)	5.3%	14,701	(17,058)	4.2%
Advertising & Promotion		65,151	16.6%	62,386	(2,765)	17.3%	66,091	939	18.9%
Repairs & Maintenance		161,662	41.1%	149,048	(12,614)	41.3%	151,767	(9,895)	43.3%
Utilities		157,894	40.2%	164,956	7,062	45.8%	163,954	6,060	46.8%
<b>Total General &amp; Unapplied Expenses</b>		<b>429,825</b>	<b>109.3%</b>	<b>404,282</b>	<b>(25,543)</b>	<b>112.2%</b>	<b>411,076</b>	<b>(18,749)</b>	<b>117.3%</b>
<b>House Profit</b>		<b>(135,683)</b>	<b>-34.5%</b>	<b>(77,347)</b>	<b>(58,336)</b>	<b>-21.5%</b>	<b>(130,747)</b>	<b>(4,936)</b>	<b>-37.3%</b>
<b>Other Operating Expenses</b>									
Insurance		723	0.2%	4,140	3,417	1.1%	3,712	2,990	1.1%
Property & Other Taxes		25,000	6.4%	24,996	(4)	6.9%	25,000	0	7.1%
<b>Total Other Operating Expenses</b>		<b>25,723</b>	<b>6.5%</b>	<b>29,136</b>	<b>3,413</b>	<b>8.1%</b>	<b>28,712</b>	<b>2,990</b>	<b>8.2%</b>
<b>Net Operating Income</b>		<b>(161,406)</b>	<b>-41.0%</b>	<b>(106,483)</b>	<b>(54,923)</b>	<b>-29.5%</b>	<b>(159,459)</b>	<b>(1,946)</b>	<b>-45.5%</b>
									0
Other Expenses		1,256	0.3%	0	(1,256)	0.0%	94	(1,161)	0.0%
<b>Net Profit</b>		<b>(162,661)</b>	<b>-41.4%</b>	<b>(106,483)</b>	<b>(56,178)</b>	<b>-29.5%</b>	<b>(159,554)</b>	<b>(3,108)</b>	<b>-45.5%</b>

### Current Year P&L Variance Analysis

#### Revenue Overview

Food (Rental fees) only off goal by \$4147

Food (Rental fees) \$50,776 over the previous year

Beverage sales budget goal was \$105,000 and we exceeded that by \$36,358 coming in at \$141,358.

Total revenue of \$393,248 exceeded budgeted goal of \$360,475 by \$32,773.

## Expense Overview

### Total labor and related expenses \$154,555

Labor was over budget by \$18,357 and over last year by \$11,744; the primary reason was additional maintenance hours. This covers all hourly labor associated with the exhibition center and one salary manager.

### Administrative & General Other Expense

Total in this category of \$10,438 compared to budget of \$8,848 and last year at \$11,596.

Items in this category include licenses & taxes, credit card commissions, bank charges and payroll processing. We saw savings in all areas except bank charges and payroll processing increased year over year.

### PILOT

Payment in lieu of taxes; same amount as previous years at \$25,000

### IT expenses \$31,759

\$4,938 telephone

\$2,185 internet

\$24,636 computer svc (website) new in 2024

### Utilities \$157,894

Electricity \$120,167 slightly under last year by \$2,533

Gas / Fuel \$26,616 slightly under last year by \$1,717

Water & Sewage \$8,354 slightly under last year by \$629

Waste Removal \$2,757 under last year by \$1,182

### Maintenance & Repair \$93,328

NAMI heating & cooling \$13,716.33

- New PM Contract in place for 2025 - \$3,900 per QTR went into effect Q4, remainder of spend in 2024 was repair work.

Otis Elevator \$55,345.08

- Maintenance agreement is \$52,585.08 annually, the remainder of spend was repair work.

Suburban (card reader repairs) \$1,845.08

Movable wall service \$3,735

Arrow Audio \$2,734

## YTD Overview

### Annual Overview

	2024	2023	YOY Variance
Groups / Functions	51	42	+9
Attendance	56,272	53,620	+2,652
Room Night Contribution	8,702	5,240	+3,462

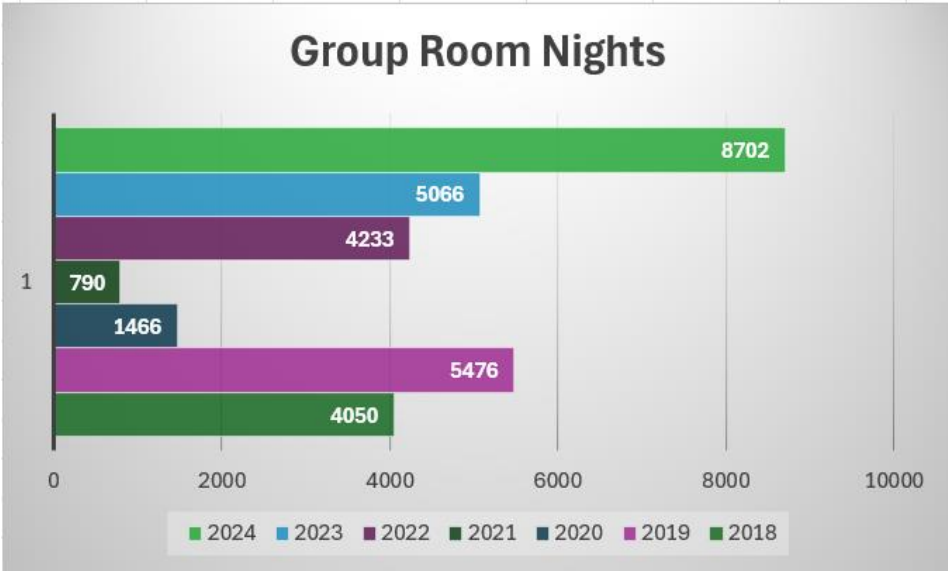
### 2025 On the Books / In Pipeline

	2025
Groups / Functions	29
Attendance	32,118
Room Night Contribution	4,088

At the time of the facility opening, a goal of 4,000 room nights was established for 2018, 6,000 room nights in 2019 and 8,000 room nights in 2020. This is commonly referred to as the 'ramp up' period. After the pandemic, the ramp up period started over as business built back with the softening of travel restrictions and people beginning to meet in-person again. The graph below depicts the tracked room nights for the center.

*Success of the Fox Cities Exhibition Center was noted as contributing 8,000 overnight stays in the Fox Cities each year.*





\*Room night totals are those that are reserved at the Hilton Appleton Paper Valley. City-wide totals may be obtained from the Fox Cities Convention and Visitor’s Bureau.

Booking Windows

>300 rooms per night x 2+ nights	Unlimited
150-299 rooms per night x 2+ nights	Inside of 24 months
75-150 rooms per night x 2+ nights	Inside of 18 months
Less than 75 rooms per night	Inside of 12 months
Events with no guest rooms	Inside of 6 months

2024 Segmentation

- 23 events in corporate or association segments.
- 6 events in the sports segment.
- 18 events in the non-profit and/or space-only segment.

2025 Segmentation

- 10 events in corporate or association segments.
- 9 events in the sports segment.
- 10 events in the non-profit and/or space-only segment.

### Trade Organizations

Meeting Planners International – WI Chapter  
Wisconsin Society of Association Executives  
Wisconsin Business Travel Association

### Marketing Spend

Budget for 2025: \$58,375 (absorbed by hotel, shared ads)

- Cvent Diagramming Software \$8,900 annually
- Meeting Planners International Membership \$600 annually
- Global Business Travel Association Membership \$500 annually
- WI Society of Associational Executives Membership \$325 annually
- Midwest Meetings directory and two full-page ad placements \$6,000
- WI Meetings four full-page ad placements \$7,200
- Appleton Downtown Inc. Directory \$1,500 annually
- Cvent 2 Diamond Listing \$7,500 annually
- RFP Navigator \$2,750 annually
- GDS / Sabre advertising \$9,600 annually
- Elevate / OTA advertising \$7,500 annually
- Meta / Google Ads \$6,000 annually

### Trade shows

Small Market Meetings in Buffalo, NY Sep 16-19, 2025 \$2,500 plus travel  
Destination Midwest in Toledo, OH August 18-20, 2025 \$2,500 plus travel

### Webpage

Website \$2,020 per month, \$24,240 annually

### AD Example, both digital and print:



## YOUR EVENT, OUR EXPERTISE

The Hilton Appleton Paper Valley is a beautifully updated hotel in the heart of vibrant downtown Appleton. Enjoy three exceptional onsite restaurants: Harvest Kitchen & Pantry, Clubhouse Kitchen & Bar, and the renowned Vince Lombardi's Steakhouse. With 388 guest rooms and a direct connection to the Fox Cities Exhibition Center, we're at the center of it all.

### Meeting Spaces

The Hilton Appleton Paper Valley boasts 38,000 square feet of beautifully remodeled event space, ideal for conferences, meetings, and social gatherings. With 27 versatile and unique venues, we can accommodate events ranging from intimate groups of 5 to grand celebrations of up to 1,000 guests!

### Fox Cities Exhibition Center

Our event space is thoughtfully designed to host conventions, trade shows, banquets, meetings, and entertainment. Featuring over 38,000 square feet of flexible indoor space and a 17,000-square-foot outdoor plaza, it offers seamless access to the Hilton Appleton Paper Valley via a convenient skywalk.



TAKE A VIRTUAL TRIP:



333. West College Ave.  
Appleton, WI 54911  
[appletonpapervalley.hilton.com](http://appletonpapervalley.hilton.com)

## COMPETITIVE SET IN WISCONSIN- SWOT Analysis in marketing plan

The competitive set is a grouping of likewise facilities that the Fox Cities Exhibition Center competes with in the marketplace to book business. The following six facilities are what we consider our competition.

- Kalahari Resort and Waterpark-Wisconsin Dells
- KI Center-Green Bay
- LaCrosse Center-LaCrosse
- Monona Terrace-Madison
- Oshkosh Convention Center-Oshkosh
- Resch Expo – Green Bay
- Brookfield Conference Center – Brookfield