



City of Appleton

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

Meeting Agenda - Final

Appleton Redevelopment Authority Exhibition Center Advisory Committee

Monday, March 3, 2025

1:00 PM

Council Chambers

1. Call meeting to order

2. Pledge of Allegiance

3. Roll call of membership

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](#)

5. **Public Hearing/Appearances**

[25-0148](#) 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](#)

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

[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](#)

[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](#)

- [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

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.



City of Appleton

100 North Appleton Street
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Meeting Minutes - Final Appleton Redevelopment Authority Exhibition Center Advisory Committee

Wednesday, November 8, 2023

11:00 AM

Council Chambers

1. Call meeting to order

Meeting called to order by Chair Mayor Woodford at 11:02 a.m.

2. Pledge of Allegiance

3. Roll call of membership

Mike Vanden Berg arrived at 11:07 a.m.

George Dearborn arrived at 11:15 a.m.

Present: 12 - Mayor Woodford, Gifford, Wilde, Kuen, Vanden Berg, Dearborn, Benz, Hedtke, Seidl, Patza, Antoine and Homan

Excused: 6 - Van Laanen, Reader, Rugland, Downs, Stevenson and Vanden Boom

Others present:

Martino DeStefano, Hilton Appleton Paper Valley

Linda Garvey, Hilton Appleton Paper Valley

Dean Gazza, Director of Parks, Rec & Facilities Management

Tom Flick, Deputy Director of Parks, Rec & Facilities Management

David Kress, Deputy Director of Community & Economic Development

Matt Rehbein, Economic Development Specialist

4. Approval of minutes from previous meeting

[23-1323](#)

ARA Exhibition Center Advisory Committee Minutes from 9-6-22

Attachments: [ARA Exhibition Center Advisory Committee Minutes 9-6-22.pdf](#)

Seidl moved, seconded by Antoine, that the Minutes be approved. Roll Call.

Motion carried by the following vote:

Aye: 8 - Gifford, Wilde, Kuen, Benz, Hedtke, Seidl, Patza and Antoine

Excused: 8 - Van Laanen, Reader, Vanden Berg, Dearborn, Rugland, Downs, Stevenson and Vanden Boom

5. Public Hearing/Appearances

[23-1324](#) Public Participation

There was no public participation.

6. Action Items

7. Information Items

[23-1325](#) Welcome new appointments:
Todd Stevenson, City of Neenah representative, replacing Dean Kaufert
Brad Vanden Boom, Hotelier representative, replacing Laura Dietz
Kara Homan, City of Appleton Community & Economic Development
Director, replacing Karen Harkness

Attachments: [ARA Exhibition Center Advisory Committee-Apr 2023.pdf](#)

The new appointments were presented.

[23-1327](#) Pam Seidl of the Fox Cities Convention & Visitors Bureau providing
updates on tourism in general and specific to the Fox Cities

Attachments: [CVB Update to ARA Advisory Committee_10.31.23.pdf](#)

This information was presented by Pam Seidl.

[23-1326](#) Martino DeStefano of the Hilton Appleton Paper Valley providing Hilton
and Fox Cities Exhibition Center updates

Attachments: [FCEC ARA Presentation Nov 2023 v2.pdf](#)

This information was presented by Martino DeStefano and Linda Garvey.

8. Adjournment

**Kuen moved, seconded by Antoine, that the meeting be adjourned at 11:50
a.m. Roll Call. Motion carried by the following vote:**

Aye: 10 - Gifford, Wilde, Kuen, Vanden Berg, Dearborn, Benz, Hedtke, Seidl, Patza
and Antoine

Excused: 6 - Van Laanen, Reader, Rugland, Downs, Stevenson and Vanden Boom

ARA Exhibition Center Advisory Committee Appointments Updated February 2025

Term Started	Term Expires	Committee Member	Represents	Address	Phone	Email
June 2024	2 years January 2026	Nadine Miller (2024)	City of Appleton	914 N. Fox St. Appleton WI 54911	920-858-9550	nadinemiller914@gmail.com
January 2025	2 years January 2027	Mike Patza (2021)	Town of Grand Chute	1900 W. Grand Chute Blvd. Grand Chute WI 54913	920-832-1599	michael.patza@grandchute.net
March 2023	2 years January 2025	Mark Ellis (2024)	City of Neenah	211 Walnut St. Neenah WI 54956	920-722-5440	mellis@neenahwi.gov
February 2025	2 years January 2027	Chuck Kuen (2016)	Village of Kimberly	132 S. Willow St. Kimberly WI 54136	920-716-4502	ckuen@valleymanagement.com
January 2024	2 years January 2026	Kelli Antoine (2022)	City of Kaukauna	144 W. Second Street Kaukauna WI 54130	920-284-0265	kelli.antoine@kaukauna-wi.org
February 2024	2 years January 2026	Mike Vanden Berg (2016)	Village of Little Chute	427 Sanitorium Rd. Kaukauna WI 54130	920-851-4983	presidentvandenberglittlechutewi.org
March 2023	2 years January 2025	Thomas Wilde (2016)	Town of Neenah	163 Kuettel Ct. Neenah WI 54956	920-725-0014	twilde@new.rr.com
February 2024	2 years January 2026	George Dearborn (2016)	Village of Fox Crossing	2000 Municipal Dr. Neenah WI 54956	920-720-7105	gdearborn@foxcrossingwi.gov
April 2023	2 years January 2025	Chuck Gifford (2016)	City of Menasha	1229 Beechwood La. Menasha WI 54952	920-730-3800	cgifford@wiscohoteles.com
April 2024	2 years January 2026	Bob Benz (2016)	Village of Sherwood	N7639 Lower Cliff Rd. Sherwood WI 54169	920-989-1760	bobmarbenz7@aol.com
February 2025	2 years January 2027	Ryan Batley Best Western Premier Bridgewood (2024)	Hotelier	1000 Cameron Way Neenah WI 54956	920-720-8000	ryanbatley@bwneenah.com
February 2024	2 years January 2026	Amanda Hedtke Fairfield Inn & Suites (2019)	Hotelier	130 S. Nicolet Rd. Grand Chute WI 54914	920-418-0288	amanda.hedtke@brandthq.com
February 2025	2 years January 2027	Maria Van Laanen President of PAC (2016)	Community Member	400 W. College Ave. Appleton WI 54911	920-730-3787	mvanlaanen@foxcitiespac.com
May 2024	2 years January 2026	Jeff Nooyen (2024)	Community Member	1754 N. Winesap Ln. Appleton WI 54914	920-738-7724	jtnooyen@hotmail.com
February 2024	2 years January 2026	Marissa Downs (Vice Chair) (2016)	ARA Member	2520 E. Apple Hill Blvd. Appleton WI 54913	920-602-6679	marissadowns@gmail.com
		Pam Seidl	FCCVB Executive Director	213 S. Nicolet Rd. Appleton WI 54914	920-734-3358	pseidl@foxcities.org
Non-voting Advisory		Kara Homan	Community Development Director	100 N. Appleton St. Appleton WI 54911	920-832-6408	kara.homan@appletonwi.gov

Non-voting Advisory member		Jake Woodford (Chair)	Appleton Mayor	100 N. Appleton St. Appleton WI 54911	920-832-6400	mayor@appletonwi.gov
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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⁽¹⁾⁽²⁾

DEBT SERVICE AFTER MANDATORY REDEMPTIONS⁽¹⁾⁽²⁾

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 ⁽¹⁾⁽²⁾				DEBT SERVICE AFTER MANDATORY REDEMPTIONS ⁽¹⁾⁽²⁾				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)
Total	\$31,865,000		\$31,711,795	\$63,576,795	\$28,000,000		\$27,265,945	\$55,265,945	(\$3,865,000)	(\$4,445,850)	(\$8,310,850)

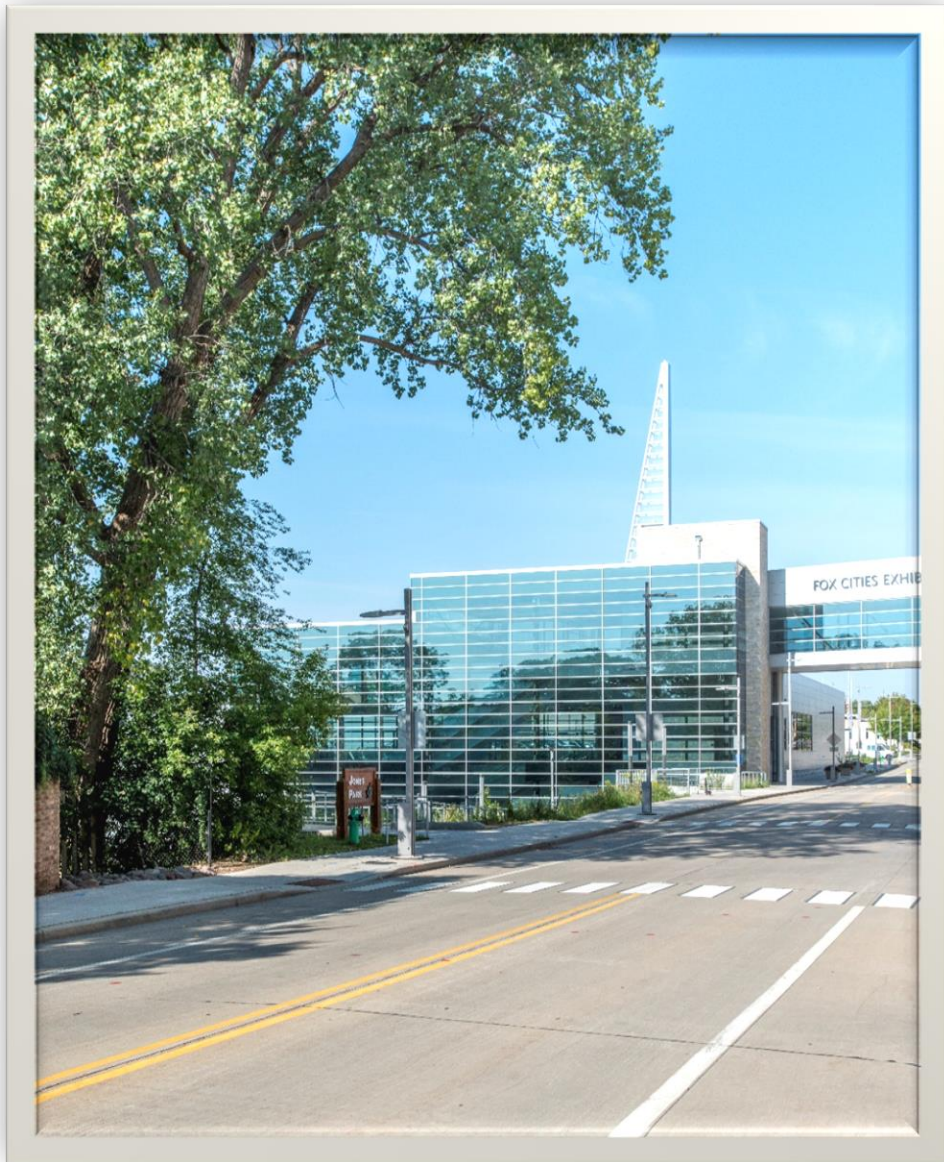
Term Bond
Callable
Mandatory Redemptions

- * 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

Fox Cities Exhibition Center									
Statement of Operations									
Twelve Months Ended December 31, 2024									
Reported as of January 14, 2025									
Account #	Ac	Actual	YTD %/Per Rm	Budget	Budget Variance	%/Per Rm	Prior Year	Prior Year Variance	%/Per Rm
Departmental Revenue									
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%
Total Revenue		393,248	100.0%	360,475	32,773	100.0%	350,371	42,877	100.0%
Departmental Costs & Expenses									
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%
Total Departmental Expenses		99,106	25.2%	33,540	(65,566)	9.3%	70,042	(29,064)	20.0%
Gross Contribution		294,142	74.8%	326,935	(32,793)	90.7%	280,329	13,813	80.0%
General & Unapplied Expenses									
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%
Total General & Unapplied Expenses		429,825	109.3%	404,282	(25,543)	112.2%	411,076	(18,749)	117.3%
House Profit		(135,683)	-34.5%	(77,347)	(58,336)	-21.5%	(130,747)	(4,936)	-37.3%
Other Operating Expenses									
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%
Total Other Operating Expenses		25,723	6.5%	29,136	3,413	8.1%	28,712	2,990	8.2%
Net Operating Income		(161,406)	-41.0%	(106,483)	(54,923)	-29.5%	(159,459)	(1,946)	-45.5%
									0
Other Expenses		1,256	0.3%	0	(1,256)	0.0%	94	(1,161)	0.0%
Net Profit		(162,661)	-41.4%	(106,483)	(56,178)	-29.5%	(159,554)	(3,108)	-45.5%

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

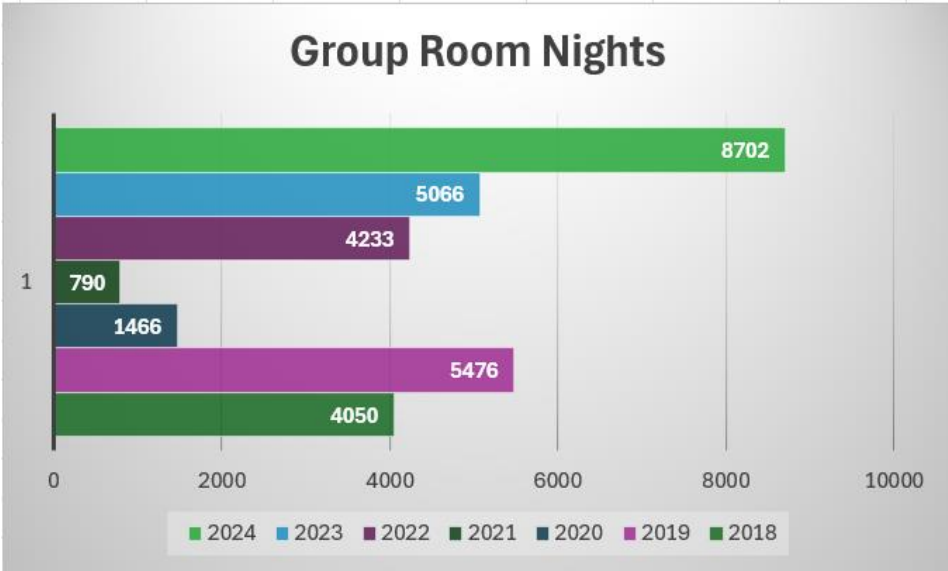
	2024	2023	YOY Variance
Groups / Functions	51	42	+9
Attendance	56,272	53,620	+2,652
Room Night Contribution	8,702	5,240	+3,462

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

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