

# 2019

## ANNUAL REPORT





## Dear Community & Tourism Industry Stakeholders,

The Greater Green Bay Convention & Visitors Bureau (CVB) Board of Directors, management and staff are pleased to provide you with our 2019 Annual Report. It provides you a comprehensive understanding of the work performed by our staff and the Brown County tourism industry last year. It reflects the commitment we have to excellence. We are proud and are greatly appreciative of the strong partnerships we cultivate with our stakeholders and tourism partners.

Greater Green Bay's tourism industry continued to grow in 2019 with a 3.1% increase in direct spending by visitors, which followed an increase of 3.91% in 2018. Attractions expanded their programming for visitors, and the Hotel Northland returned adding new hotel rooms to the market. Investments made by attractions and venues provide more reasons to visit, which is crucial in filling the new hotel rooms. Everything needs to work in unison to successfully build a stronger tourism economy.

The reopening of the historic Hotel Northland on February 14 was significant, as it has played a very important role in our community's history. After first opening on March 21, 1924, it was the largest hotel in Wisconsin and tabbed "most modern in Wisconsin." As a nod to its significance, Hotel Northland is on the National Park Service's National Register of Historic Places.

The Brown County Veterans Memorial Arena served our community for more than 60 years, but in 2019 the building came down and we broke ground on Resch Expo, a spectacular new 125,000 square foot event space. Resch Expo provides Greater Green Bay with new opportunities in the exposition/tradeshows and sports markets, generating a projected \$13 million of economic impact annually.

The CVB has worked very hard the past four years developing a visitor center. While marketing and sales efforts attract visitors, it is equally important to interact and engage visitors once they arrive! Our Mobile Visitor Center was parked at Packers Training Camp for 14 practices (about 2 ½ hours each). We spoke to 12,000 visitors from 49 states and 26 countries sending them to all corners of our county, encouraging them to stay longer, spend more and visit again. Imagine the impact we will have when we can talk to visitors every day! The CVB has raised \$4 million and is working with the Wisconsin legislature to secure an interest free loan to close the remaining funding gap. Construction on the visitor center will begin in 2020. Opportunities for sponsorship and naming rights remain.

The CVB is often seen as the "face" of our community's tourism and hospitality industry, but we are just 14 of the 12,352 people providing our visitors with experiences that will create life-long memories. Working together, with our partners, Greater Green Bay is poised to see continued tourism growth for many years to come.



*Pat Olejniczak*

Pat Olejniczak,  
CVB Board Chair



*Brad Toll*

Brad Toll,  
CVB President & CEO

## MISSION Statement

The Greater Green Bay Convention & Visitors Bureau is the regional destination marketing organization committed to improving the visitor experience, and increasing the economic impact of tourism for its communities to enhance the quality of life for all residents.

We use these values and guiding principles to deliver on customer promises.

- Professionalism
- Accountability
- Community-based
- Partnership-oriented
- Innovation
- Dedication
- Effectiveness
- High Ethics



We are internationally accredited by Destinations International, the world's largest tourism trade association.

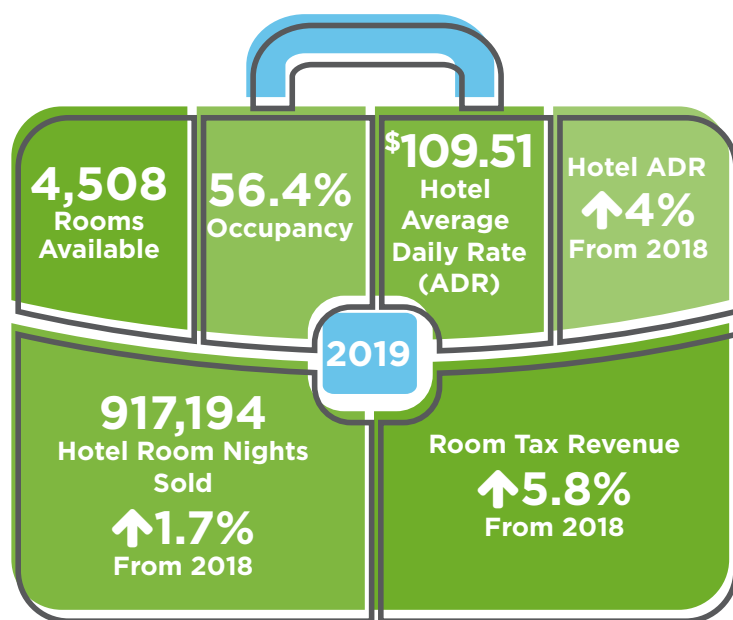
COVER: CVB staff welcomed Wisconsin Tourism Secretary-Designee Sara Meaney and Lt. Governor Mandela Barnes to The Automobile Gallery during National Travel and Tourism Week.



# 2019 LODGING INDUSTRY GROWTH



Major renovations at three lodging properties brought an opportunity for an upgraded visitor experience. Our area saw an increase in the average daily room rate, and a cumulative two-year increase of 10.5% in room tax revenue



## Advocacy

The tourism industry in Brown County and the State of Wisconsin is an economic powerhouse and one of the top three industries. Visitors to Brown County alone had



a total impact of just more than \$1.2 billion generating over \$100 million in state and local taxes. We are committed to sharing the impact the tourism industry has on our economy with our state legislators, local government, community leaders and residents to ensure continued support for our industry partners. The CVB also communicates the challenges the industry faces to elected officials.

In 2019, the CVB CEO had 64 meetings with elected officials (federal, state and local) to discuss tourism issues that affect Brown County. Please contact the CVB with any concerns you have regarding legislation/ordinances you feel impact the tourism industry.

## How does the CVB operate?

The CVB is the "tourism entity" or official destination marketing organization (DMO) as designated by the Brown County Room Tax Commission. The commission directs that a portion of the room tax collections be allocated to the CVB to support our overall operation and sales and marketing efforts. The organization's activities are overseen by a 14-person board of directors made up of community business and tourism leaders. The CVB staff includes 14 full-time and 2 part-time employees.

CVB STAFF  
HOLDS **15**  
positions on Boards

CVB HOLDS  
MEMBERSHIP  
with Industry Associations  
and Local Organizations

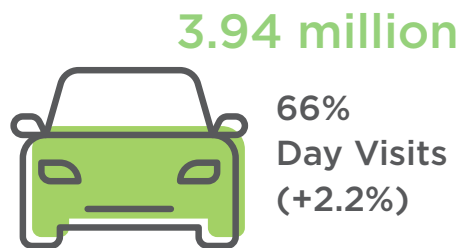
**15** **15** **13**  
National State Local

## 5 TOURISM ISSUES

- Visitor Center Funding Support
- Technical Changes to Room Tax Collection Compliance
- Increase State Tourism Marketing Funding
- Support Creative Economy Grant Program
- Maintain Room Tax Law

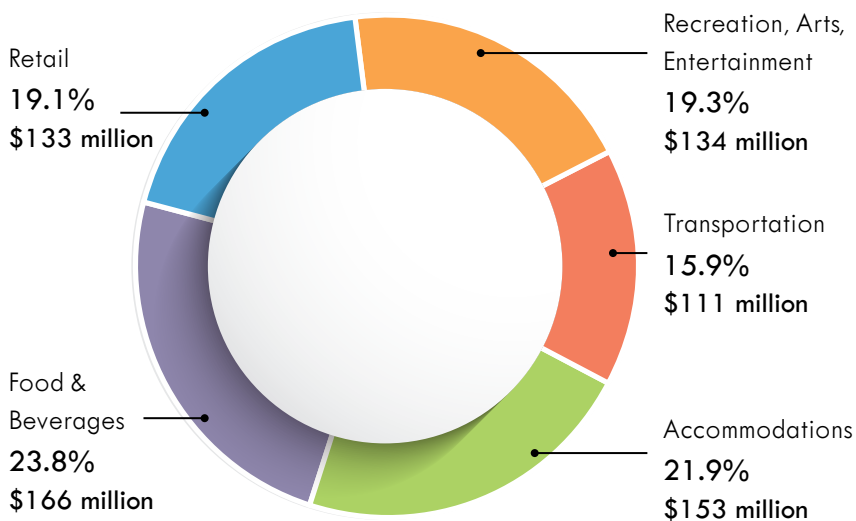
# 2019 TOURISM IMPACT

**6 Million** people visited Brown County



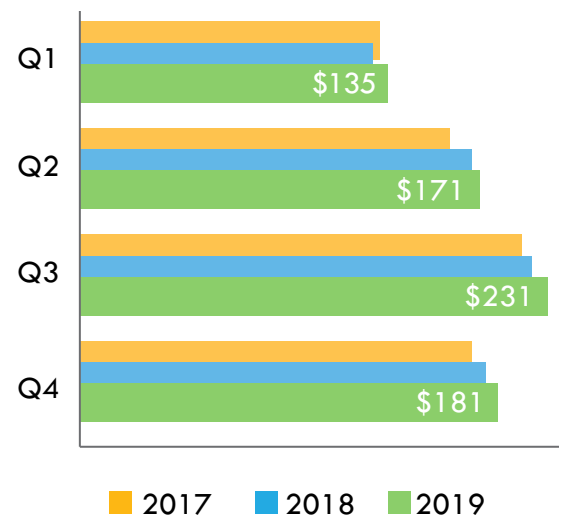
Brown County tourism generated **\$45.4 million** in local taxes.

## **\$718 Million** (+3.1%) Brown County Visitor Expenditures



Direct Visitor Spending includes hotels, retailers, restaurants, attractions, transportation services and other businesses, and supports jobs in Brown County.

## Brown County Visitor Spending by Season \$ Millions



Brown County ranks **#5** for visitor spending in Wisconsin following Milwaukee, Dane, Sauk and Waukesha counties.

Without taxes generated by tourism, each Brown County household would need to pay **\$960** to maintain the current level of government services.

greater  
**green bay**  
convention & visitors bureau

2019 Research Provided by Tourism Economics,  
Wayne, Pennsylvania.



# BUSINESS DEVELOPMENT

The CVB is a membership-based organization. Businesses that join want to promote themselves to out-of-town guests. We provide business referrals, sales leads, media recognition, networking and education opportunities. Our staff keeps tourism partners in front of the traveling public. Businesses who are members of the CVB are featured in advertising, national media stories, [www.greenbay.com](http://www.greenbay.com) and promotional materials.

## Membership by Category

	Culinary	34%
	Attractions & Entertainment	34%
	Accommodations	18%
	Shopping & Retail	12%
	Nightlife	2%

Hosted

**20** PARTNER  
EVENTS

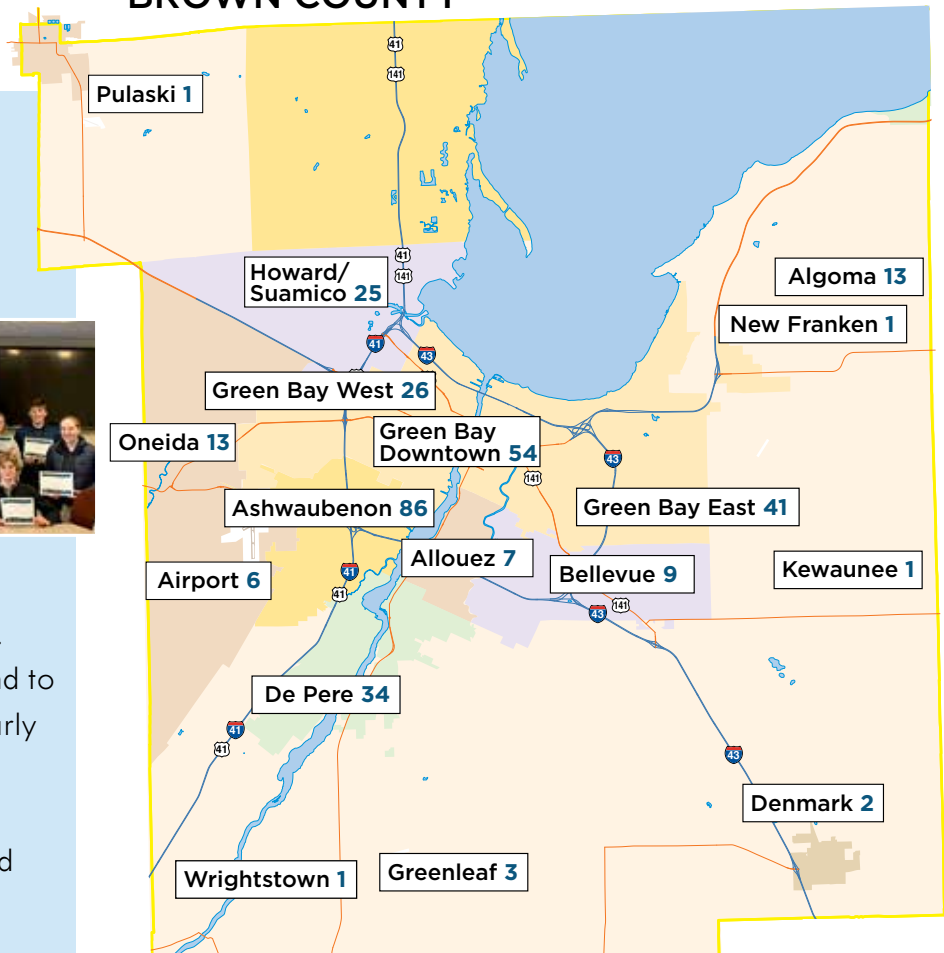
**17** NEW  
MEMBERS



**1,040** Attendees at  
NETWORKING EVENTS

## Business Memberships by Region

### BROWN COUNTY



The Tourism Insider Program promotes hospitality readiness in our community. There were six classes held in 2019, and to date the CVB team has graduated nearly 500 Tourism Insiders! This educational opportunity is open to any industry front line staff, community members and attraction volunteers.



# MARKETING

This CVB marketing team is responsible for promoting Greater Green Bay and heightening the brand awareness of the destination. The markets we work in are leisure travel, convention sales, sports events, group travel, cruising and international leisure tourism. We produce promotional materials, secure paid advertising, oversee several websites and manage 16 social media channels.

## Website Traffic



**2,061,865**

PAGE VIEWS (All sites)

TOTAL WEB VISITORS

**501,201**



**5,212,955**

SOCIAL IMPRESSIONS

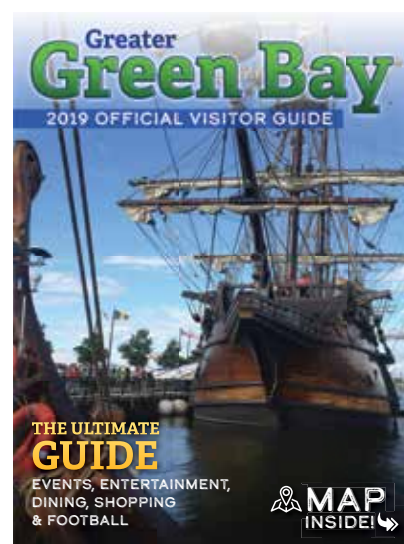
**↑255%**



Our E-newsletter lists include Leisure, Meetings, Sports and Partners totaling

**118,060**

E-NEWS RECIPIENTS



**175,000**

COPIES OF THE OFFICIAL DESTINATION GUIDE were printed and distributed throughout the United States and 19 countries, with the most international requests coming from Canada.



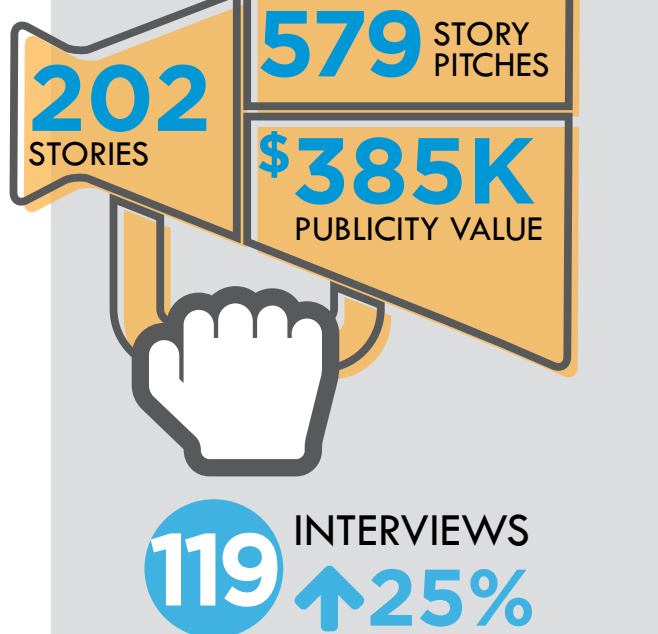
# COMMUNICATIONS

The CVB hosted domestic and international journalists, international travel agents and social media influencers for storytelling of our destination and to compliment marketing efforts. Publicity aimed at securing magazine articles, radio and television interviews and newspaper stories for Greater Green Bay tourism businesses has been a goal for many years. We saw growth of a different kind in 2019. While traditional media messaging continued to be strong, blog and social media posts about our destination became popular. Efforts to capture the Green Bay experience in a photo for an Instagram post, or short paragraphs accompanied by photos directed to niche groups like moms, beer lovers or roller coaster enthusiasts was the trend.



We leveraged photography and editorial from all our journalists in our own social media posts, passing along those positive impressions of our destination to prospective travelers around the world.

CVB partners were amazing hosts, offering tours, admissions, dining, hotel stays and entertainment to showcase the best of Greater Green Bay.



# CONVENTION SALES

Our sales staff travels throughout the state and nationally, searching for business that is a good match for our destination. The qualified leads generated are shared with event and convention facilities. Our team works closely with hotels to book business in our community.

In September, Small Market Meetings Conference was held in Green Bay. This was a conference for people who plan meetings. With over 200 planners in our community, we were able to showcase small and large event spaces, our Signature Experiences, entertainment and the hospitality that attendees can expect if they book in Greater Green Bay. We rolled out the red carpet and highlighted major attractions, did an airport welcome table with treats and concierge services, offered motor coach tours of the city and worked with several tourism partners to share Green Bay made products.

This event was a major accomplishment led by the CVB sales team. Efforts are ongoing to book business from planners who attended the event.

Sales Team Attended  
**11** TRADE  
SHOWS

**HOSTED**  
**140** guests for  
site visits

## 2019 Convention Highlights

### Future Business Leaders of America

3,000 people  
2,200 room nights  
\$1.4 Million Economic Impact

### Wisconsin Conference of the United Methodist Church

900 people  
1,000 room nights  
\$1 Million Economic Impact

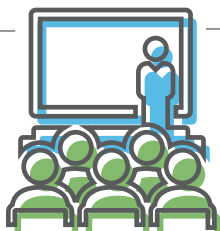
### Tavern League of Wisconsin

900 people  
1,350 room nights  
\$700,000 Economic Impact



245,734 Room Nights confirmed  
for future years, generating  
economic impact of \$117 million

Total Impact of  
conventions held in 2019  
was \$144 million



Leads sent have the potential  
economic impact of \$84 million





# SPORTS SALES

Our sports sales staff has a hands-on approach with planners of youth, amateur and professional sports considering Green Bay. Tournaments and championships love to hold events in sports-minded cities. Our community's fields, courts, ice and lanes all play an important role of winning sports business.

## ROOM NIGHTS

Confirmed for future years

# 76,385

## GENERATING ECONOMIC IMPACT

# \$37

MILLION



BIATHLON  
BILLIARDS  
BASEBALL  
POOL  
VOLLEYBALL  
CHESS  
SOCCER  
BIKING  
FISHING  
DUATHLON  
ICE RACING  
WRESTLING  
SOFTBALL  
HOCKEY  
BASKETBALL  
DANCE  
TENNIS  
FOOTBALL  
TRACK & FIELD  
CURLING  
DRAGON BOAT  
RODEO  
GYMNASTICS  
RUGBY  
CHEERLEADING

## HOSTED 30 DIFFERENT SPORTS



## 2019 Sports Highlights

### WIAA State Volleyball

First time combined boys and girls tournament  
20 Girls Teams / 8 Boys Teams  
24,000+ tickets sold  
\$839,000 Economic Impact

### WAMO State Pool Tournament

2,000 players  
\$1.4 Million Economic Impact

### International Softball Congress World Tournament

Week-long Event in Denmark  
56 teams  
3,000 Hotel Nights  
\$2.5 Million Economic Impact

### WI USA Gymnastics Xcel State Meet

25 clubs  
\$600,000 Economic Impact

# DESTINATION EXPERIENCE

Whether visiting for a convention or on a family vacation, our staff offers travel assistance and shares local knowledge with visitors to make their experience memorable. Helping convention planners, sports event organizers and the traveling public is all in a day's work for the CVB team.

**11,145**

Event  
Packets

**476,983**

Brochures  
Distributed

**226**

EVENTS  
SERVICED

(Phone,  
Web, Email,  
Walk-ins)

**29**

Mobile  
Visitor Center  
Event Days

**26,281**

Visitor Inquiries



## Group Services Provided

- Name badges
- Welcome packets
- On-site registration assistance
- Online housing reservation system
- Assistance with speakers, entertainment and guest/spouse programs



**692** Volunteer Hours

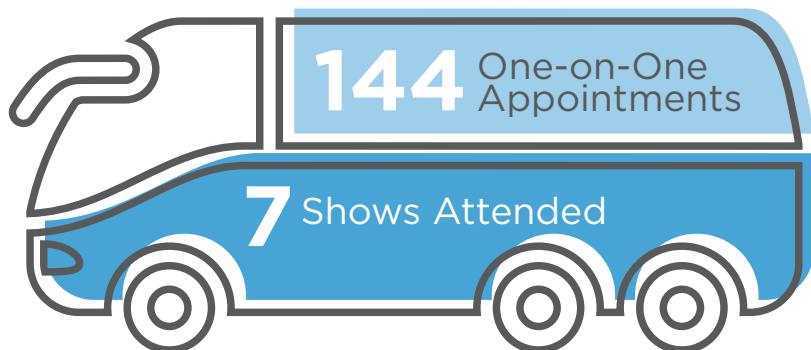


## MOTOR COACH TOURS

Building relationships is a key component to the motor coach industry. Because coaches travel to multiple cities during a tour, Wisconsin destinations often work together to earn the business of bus companies. Each destination is unique which creates an amazing experience for the traveler. Green Bay has Lambeau Field, National Shrine of Our Lady of Good Help, Signature Experiences that can only be done in Green Bay and amazing group-friendly attractions. Every coach group that visits our destination is met with enthusiasm and great Green Bay hospitality.



## SELLING OUR DESTINATION

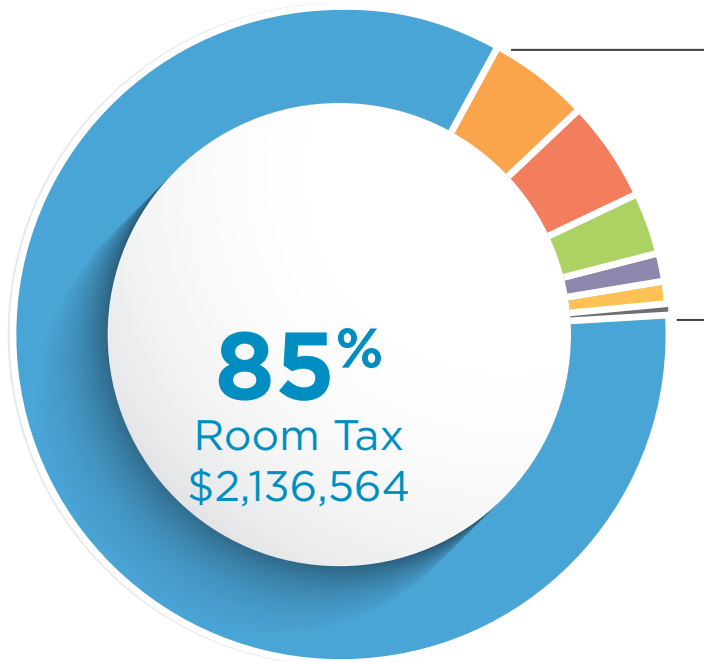




# FINANCIAL STATEMENT

The majority of the CVB's revenue comes from a tax added to hotel room stays, so the visitors we bring here help fund our marketing efforts.

## FY2019 Audited Revenue

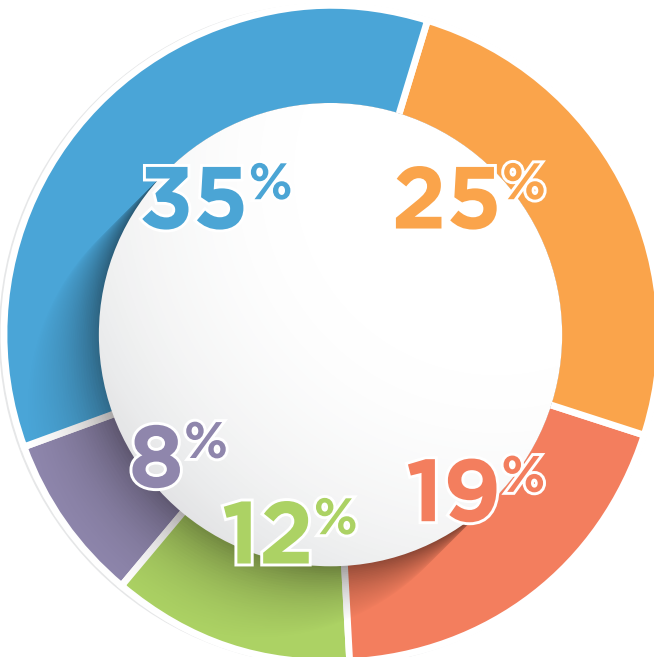


### 15% OTHER REVENUE

Advertising	\$129,070	5%
Grant Revenue	\$136,630	5%
Business Development	\$74,526	3%
Bureau Services (Housing, Tours, etc.)	\$32,773	1%
Restaurant Week	\$13,000	1%
Interest	\$4,950	.25%

**Total** **\$2,527,513**

## FY2019 Audited Expenses



Sales	\$745,305	35%
Marketing & Communications	\$526,617	25%
Tourism Sales & Bureau Services	\$412,023	19%
Administration	\$263,325	12%
Business Development	\$175,507	8%

**Total** **\$2,122,777**

The change in net assets of \$404,736 was due to an unbudgeted surplus of room tax that grew through the second half of the year. The additional revenue will be applied to sales and marketing in 2020.



## Board of Directors

Susan Garot

*Executive Director,  
Green Bay Botanical Garden*

Charles Guthrie

*Athletic Director,  
University of Wisconsin – Green Bay*

Kristine Hall

*General Manager, Hyatt Regency Hotel  
– KI Convention Center*

Sara Krouse

*Executive Director,  
Algoma Chamber of Commerce*

Tom Olson

*Retired Executive*

Ed Policy

*Chief Operating Officer and General  
Counsel, Green Bay Packers*

Jason Hager

*General Manager, Tundra Lodge  
Resort & Conference Center*

## Executive Committee

### CHAIR

Pat Olejniczak

*Hotel Manager, Kress Inn –  
St. Norbert College*

### IMMEDIATE PAST-CHAIR

Bruce Wolf

*Owner, Comfort Suites/Rock Garden/  
1951 West*

### VICE CHAIR

Steve Ninham

*General Manager, Radisson Hotel &  
Conference Center*

### SECRETARY

Carol Van Vreede

*CEO, Skyline Exhibit Resource*

### TREASURER

Debbie Bukouricz

*Principal, CLA (CliftonLarsonAllen LLP)*

### AT LARGE

Geoff Lacy

*Partner, Strang, Patterson, Renning,  
Lewis & Lacy*

## Staff

### ADMINISTRATION

Brad Toll, President / CEO

Cameron Teske, Visitor Center Director

Laurie Long, Office Coordinator

Ashley French, Business Operations  
Administrator

### BUSINESS DEVELOPMENT

Toni Jaeckels, Director of Partnerships &  
Community Engagement

### MARKETING & COMMUNICATION

Brenda Krainik, Director of Marketing  
& Communications

Amanda Schmidt, Marketing Manager

### SALES AND SERVICES

Beth Ulatowski, Director of Destination Sales

Denise Humphrey, Senior Destination Sales  
Manager

Ben Cahall, Destination Sales Manager

Joel Everts, Destination Sports Manager

Patti Drabes, Destination Services Manager

### VISITOR EXPERIENCES

Julie Gerczak, Director of Visitor Experiences

Sally Graham, Visitor Experiences  
Coordinator

Jeremy O'Hearn, Visitor Services Assistant

Randy Breecher, Brochure Distribution



789 Armed Forces Drive, P.O. Box 10596  
Green Bay, WI 54307-0596

888-867-3342 | 920-494-9507

[www.greenbay.com](http://www.greenbay.com)



REPRESENTING ALGOMA, ALLOUEZ, ASHWAUBENON, BELLEVUE, DE PERE, GREEN BAY,  
HOWARD, ONEIDA NATION, PULASKI AND SUAMICO.