

Discover Green Bay Annual Report

2021

discover
green
bay 
Beyond Legendary

Dear Community & Tourism Industry Stakeholders,

What a year we had in 2021! We began the year as the Greater Green Bay Convention and Visitors Bureau and ended it as Discover Green Bay. Though COVID-19 was certainly the biggest challenge our industry has ever faced, it did provide us a chance to pause, look at our mission and brand and realign with our community and stakeholders. We were thrilled with the response to our new logo, name and brand as a whole. We also leveraged this year to reevaluate our digital and content approach and launched new programs to reach more people through technology.



As our region's official Destination Marketing Organization, Discover Green Bay and our partners are excited to share our 2021 Annual Report. Once again, the region experienced the effects of the COVID-19 pandemic along with the challenges of growing economic impact, supply chain issues and labor shortages. Despite these challenges the hospitality industry faced – there was definitely a surge in tourism returning to near pre-pandemic levels.

As you look through the report, you'll see that tourism has returned to being a major economic driver in our community. This is because our industry partners found unique and creative solutions that made 2021 a year to remember.

Visitors once again filled the community. We welcomed 5.5 million visitors to Brown County in 2021. This is a more than 17 percent growth over 2020 and just 8 percent short of the pre-pandemic record set in 2019.

Additionally, direct visitor spending totaled \$632 million – up 33 percent from 2020 – and tourism had an overall economic impact of \$1.1 billion overall.

Tourism is coming back in Green Bay. Though we are thrilled to report on 2021 – a year of recovery – we are continually working to grow the tourism ecosystem throughout the Green Bay area. The future is bright in Green Bay!



Steve Ninham

Steve Ninham,
Discover Green Bay
Board Chair



Brad Toll

Brad Toll,
Discover Green Bay
President & CEO

Mission Statement

Inspiring people to experience Greater Green Bay for the economic benefit of our community.

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

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

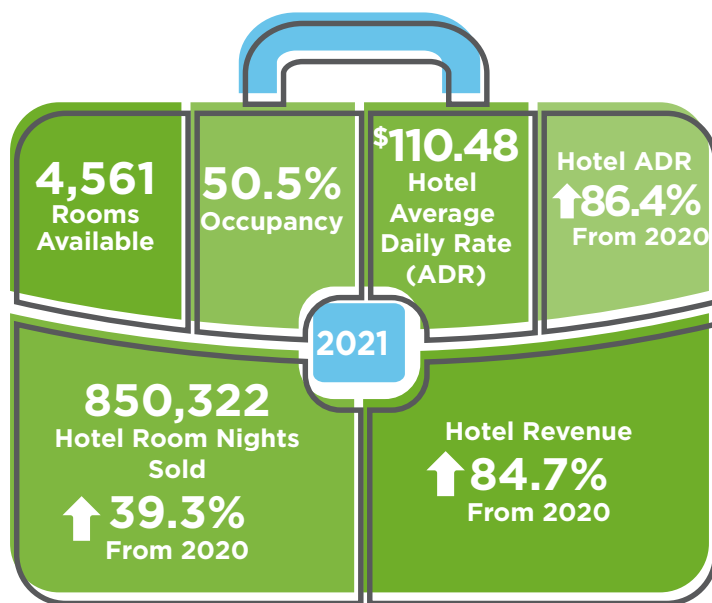


We are internationally accredited by Destinations International, the world's largest tourism trade association.

COVER: Family fun at the Green Bay Botanical Garden.



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



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**

- COVID-19 Recovery
- 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

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 \$1.1 billion generating \$86 million in state and local taxes. We are committed to sharing the impact the tourism industry has on our economy without state legislator, local government, community leaders and residents to ensure continued support for our industry partners. Discover Green Bay also communicated the challenges the industry faces to elevated officials.



In 2021 Brad Toll, Discover Green Bay CEO, had several meetings with elected officials to discuss tourism issue that affect Brown County. Please contact Discover Green Bay with any concerns you have regarding legislation/ordinances you feel impact the tourism industry.

How does Discover Green Bay operate?

Discover Green Bay is the "tourism entity" or official destination marketing organization (DMO) as the designated by the Brown County Room Tax Commission. The commission directs that a portion of the room tax collections be allocated to Discover Green Bay to support our overall operation activities are overseen by a 14-person board of directors made up of community business and tourism leaders. Discover Green Bay staff includes 13 full-time and 1 part-time employees.

2021 Tourism Impact

5.5 million people visited Brown County.

Total Economic Impact of **\$1.1 billion**



1.5 million

34% Overnight
Visits (+4.4%)



3.2 million

66% Day Visits
(+2.2%)



12,352

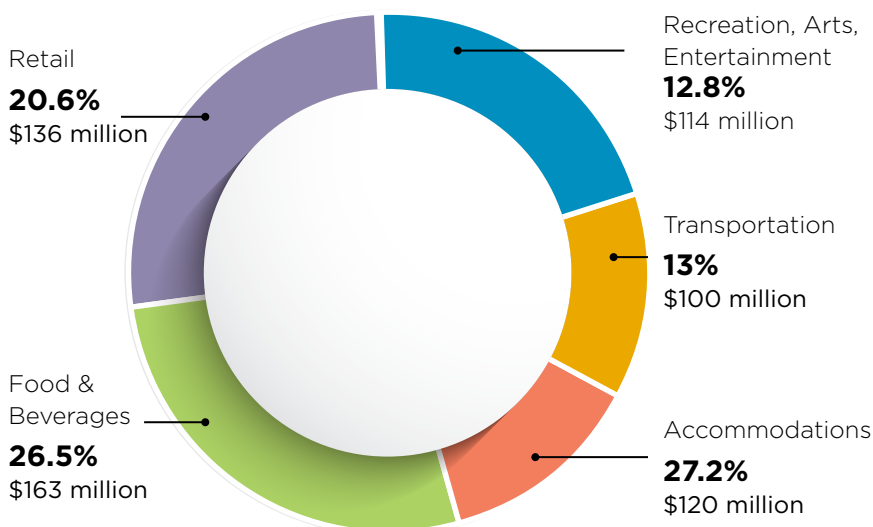
Tourism Jobs

\$494 million

Labor Income in Brown County

Brown County tourism generated **\$86 million** in local taxes.

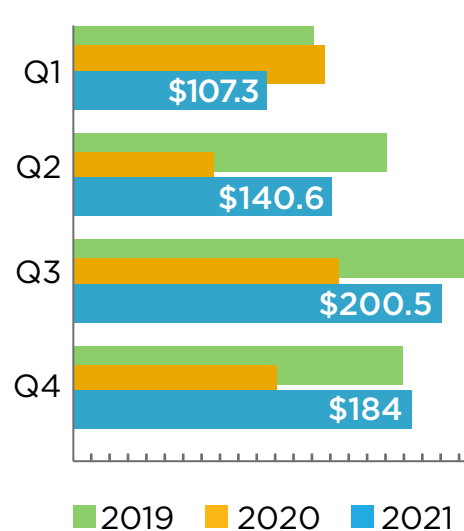
\$632 Million Direct Spending



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 **\$810** to maintain the current level of government services.



2021 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 and promotional materials.

Membership by Category

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

Hosted

23 PARTNER
EVENTS

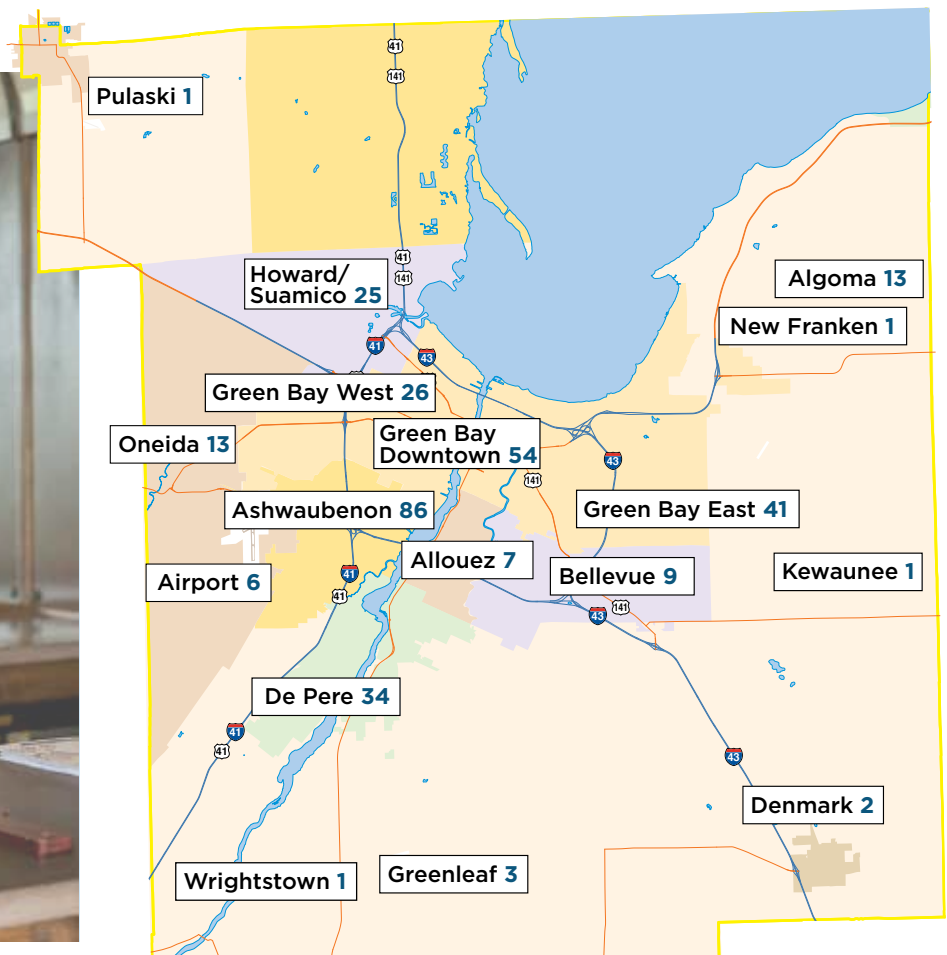
17 NEW
MEMBERS



840

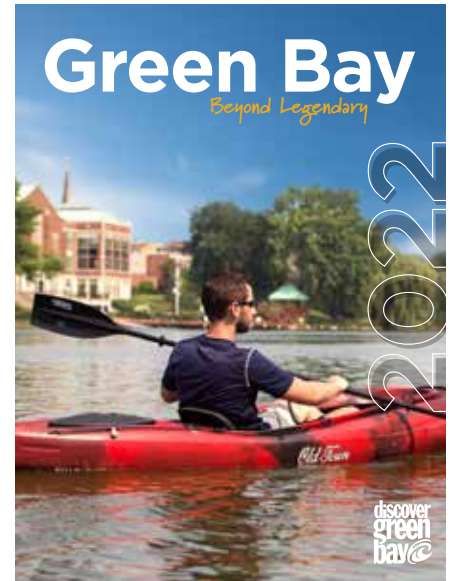
Attendees at
NETWORKING EVENTS

Business Memberships by Region BROWN COUNTY



Marketing

The Discover Green Bay marketing team is responsible for promoting the Green Bay region and heightening the brand awareness of the destination. This year was exhilarating as we introduced a new brand to all our markets, including leisure travel, convention sales, sports events, group travel, and international leisure tourism. In 2021 we not only underwent a brand redesign but also began planning and executing a plan to grow the region's awareness online and on social media.



The Green Bay Destination Guide is the main fulfillment piece for inquiries. While distribution of our guide to outlying market display racks slowed, online and print advertising boosted requests for the guide to be mailed direct to homes.



Digital Brand

6.3 Million ↓21.6%

SOCIAL MEDIA IMPRESSIONS



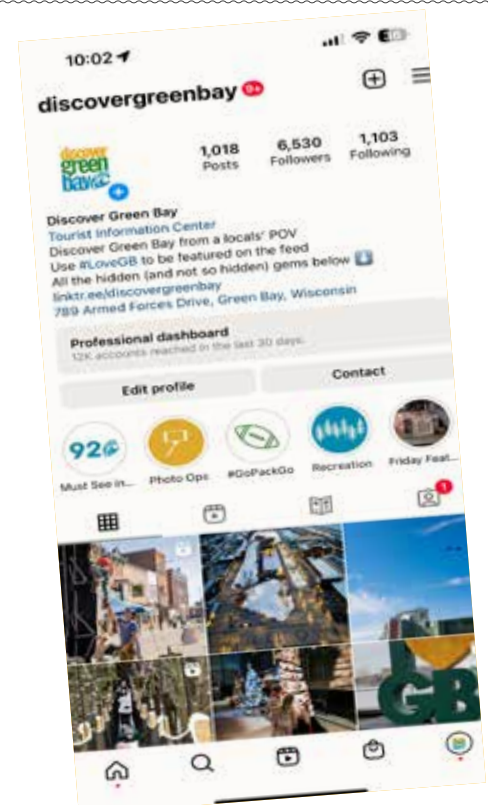
TOTAL

WEBSITE VISITORS

494,077
↑47.3%

WEBSITE PAGE VIEWS

1,206,157
↑63.4%



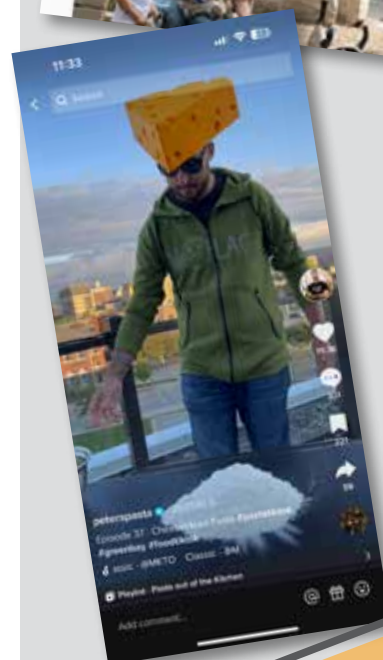
Communications

Discover Green Bay returned to hosting domestic journalists, 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.

While traditional media messaging continued to be strong, in 2021 - 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 form video like TikTok targeted niche groups like moms, beer lovers or Packers fans 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.

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



85
STORIES

600 STORY
PITCHES

\$3.4M
PUBLICITY VALUE



99 INTERVIEWS
↓ 34%

Convention Sales

Our sales staff travels throughout the state and nationally, searching for business that is a good match for our destination. Though - much like 2020 - 2021 was a challenging year for the business travel and trade show industry.

Despite the many cancellations due to the continuing COVID-19 pandemic, our community still safely welcomed some significant events. Like the Wisconsin Library Association. With over 1000 attendees and 860 room nights this great event had an economic impact of more than one million dollars.

Unlike last year, our team was able to travel and attend some trade shows seeking new leads for future events. We welcomed back guests for site visits in 2021 as well - pivoting away from virtual fam tours, a welcome development.

With these planners in our community, we were able to showcase small and large event spaces, entertainment and the hospitality that attendees can expect if they book in Greater Green Bay.



Sales Team Attended **9** TRADE SHOWS

HOSTED **136** guests for site visits

2021 Convention Highlights

Wisconsin Chiefs of Police Association

400 people

1,300 room nights

\$447,818 economic impact

Wisconsin Library Association

1000 people

860 room nights

\$1,011,946 economic impact

Wisconsin League of Municipalities

600 people

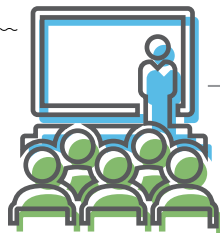
850 room nights

\$721,277 economic impact



59,852 Room Nights confirmed for future years, generating economic impact of **\$47 million**

Total Impact of conventions held in 2021 was **\$52 million**



Leads sent have the potential economic impact of **\$55 million**



Sports Sales

Sports Surges Back

Sports Sales led the way in the 2021 recovery year and these events had a massive impact on the local economy. Organizers realized the amenities and facilities in Green Bay are above and beyond their expectations. WE were excited to welcome these events back. In fact – sports sales were very close to pre-pandemic numbers.

Events that we've never hosted in Green Bay found a home here. For example, when Dane County could not host WIAA State Softball, our partners stepped up and found a safe home to crown a champion. Wisconsin Gymnastics were also on the street, unable to find a home. Green Bay excitedly welcomed them in with open arms for three events and they were equally thrilled upon touring the newly opened Resch Expo.

76,420

ROOM NIGHTS for events held in 2021

GENERATING **\$35** MILLION
ECONOMIC IMPACT
in calendar year 2021

HOSTED **20** DIFFERENT SPORTS



2021 Sports Highlights

WI State USBC Youth Bowling

\$1.3 million

500+ teams of four bowlers

USA Hockey

Boys 18-Under Tier II National Championships

\$1.38 million

34 teams from 20+ states

WAMO Dart

\$3.18 million

First sports event in all three halls of Resch Expo

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.

95

Events
Serviced

316,997

Brochures
Distributed

14

Mobile
Visitor Center
Event Days



(Phone,
Web, Email,
Walk-ins)

20,087

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

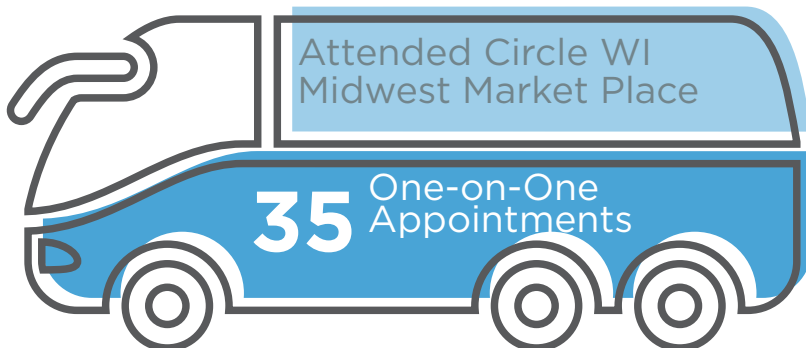


278

Volunteer Hours



Selling Our Destination



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.



Financial Statement

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

FY2021 Audited Revenue

11% OTHER REVENUE

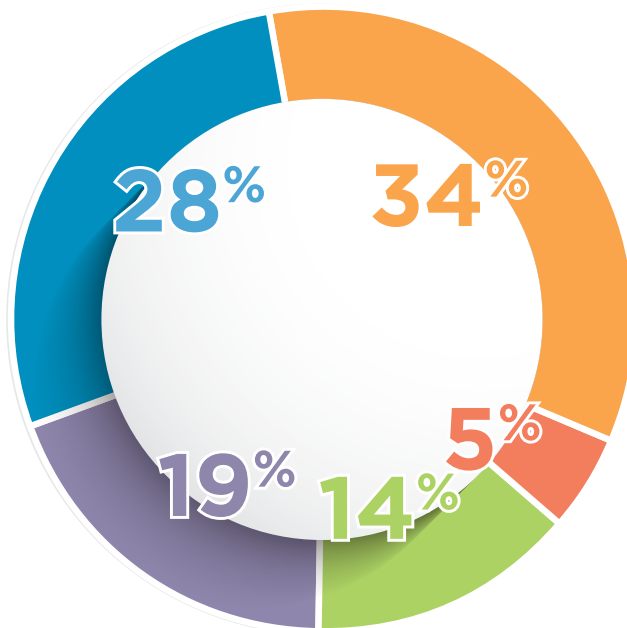
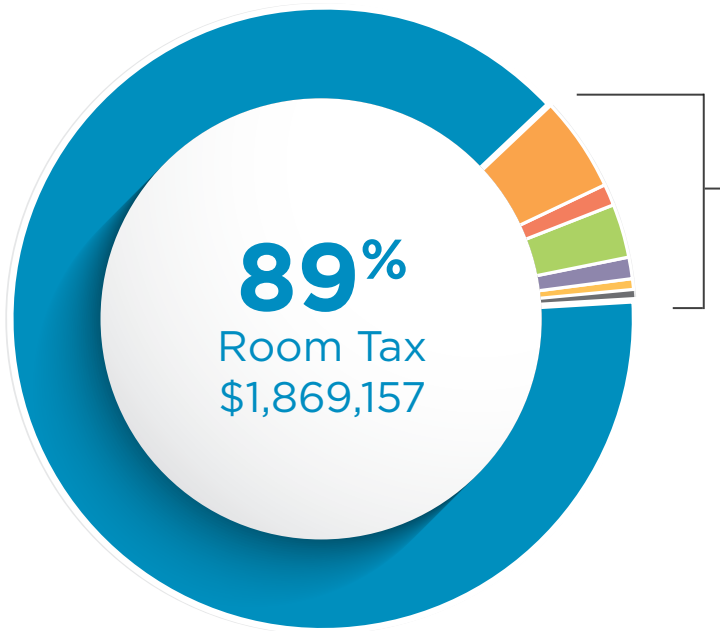
Advertising	\$110,705	5%
Grant Revenue	\$15,000	1%
Business Development	\$64,639	3%
Bureau Services (Housing, Tours, etc.)	\$33,320	1%
Restaurant Week	\$6,500	.5%
Interest	\$8,218	.5%

Total **\$2,107,539**

FY2021 Audited Expenses

Sales	\$589,253	35%
Marketing & Communications	\$708,256	25%
Tourism Sales & Bureau Services	\$404,697	19%
Administration	\$300,102	12%
Business Development	\$101,394	8%

Total **\$2,103,703**



Other revenue added in 2021 due to pandemic funding included \$355,226 in Paycheck Protection Forgiveness and \$114,885 Employee Retention Tax Credit.



Board of Directors

Jason Hager
*General Manager, Tundra Lodge
Resort & Conference Center*

Ken Weinaug
*Executive Director,
Algoma Chamber of Commerce*

Josh Moon
*Athletic Director,
University of Wisconsin - Green Bay*

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

Ron Antonneau
Retired Executive

Susan Finco
*Owner, Leonard & Finco PR, Lead
Director & VP, Green Bay Packers
Board of Directors*

Lu Ellen Oskey
Human Resources Manager, Schneider

Michelle Tressler
Co-Owner and VP, Hinterland Brewery

Executive Committee

CHAIR

Steve Ninham
*General Manager, Radisson Hotel &
Conference Center*

IMMEDIATE PAST-CHAIR

Pat Olejniczak
*Hotel Manager, Kress Inn -
St. Norbert College*

VICE CHAIR

Kristine Hall
*General Manager, Hyatt Regency Hotel -
KI Convention Center*

SECRETARY

Susan Garot
*Executive Director,
Green Bay Botanical Garden*

TREASURER

Debbie Bukouricz
Principal, CLA (CliftonLarsonAllen LLP)

AT LARGE

Geoff Lacy
Partner, Renning, Lewis & Lacy

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Staff

ADMINISTRATION

Brad Toll, President / CEO

Ashley French, VP of Finance and
Administration

Laurie Long, Executive Assistant

BUSINESS DEVELOPMENT

Elizabeth Scheckel, Business Development
& Community Engagement Manager

MARKETING & COMMUNICATION

Nick Meisner, VP of Marketing
and Communications

Amanda Schmidt, Marketing Manager

SALES AND SERVICES

Beth Ulatowski, VP of Sales and Services

Denise Humphrey, Senior Sales Manager

Joel Everts, Sports Manager

Patti Drabes, Sales and Services Manager

VISITOR EXPERIENCES

Cameron Teske, VP of Visitor Experiences

Julie Gerczak, VP of Tourism

Sally Graham, Tourism Manager

Jeremy O'Hearn, Visitor Services Assistant

Randy Breecher, Brochure Distribution



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