

MEETINGS & SPORTS MARKETING INITIATIVES

To ensure we keep Green Bay top of mind as planners begin to think about returning to in-person events again, the Greater Green Bay CVB has developed new digital content to reach planners for both the meetings and sports markets.

Blogs, videos and new web pages have been developed to promote the reasons why both meeting planners and sports teams love Green Bay. To reinforce this new messaging, paid advertising campaigns have been executed to reach planners on Facebook, YouTube, search and on various publishers websites that reach planners in our drive market.

In addition we have created COVID-19 tools and resources to put planners minds at ease as they plan for the future. This includes a Zero Attrition & Zero Cancellation promotion that five properties agreed to take part in.

Our hope is that with continuing the conversation online, we will become a top destination when they are ready to come together to meet or compete again.



All Together Hospitality & Tourism Grant Update

The Green Bay All Together Hospitality & Tourism Grant has awarded eight local businesses money totaling \$8,000 to be used to assist with the challenges brought on during the early days of the pandemic. The grant was created by the Greater Green Bay Convention & Visitors Bureau to provide \$1,000 in relief efforts to each of its recipients. Nearly 50 hospitality and tourism businesses in the Greater Green Bay area applied for this grant.

Grantees:

- Aunt Ethel's Adult Emporium, De Pere
- Gather On Broadway, Green Bay
- Kavarna Café & Coffee, Green Bay
- Let Me Be Frank Productions, Green Bay
- National Railroad Museum, Ashwaubenon
- On Broadway, Inc., Green Bay
- The Abbey Bar, De Pere
- The Children's Museum of Green Bay

Grant funds were raised in just the last two months through the sale of All Together Beer brewed by two local breweries, Badger State Brewing Company and Noble Roots Brewing Company. Both joined a global brewing initiative to support local businesses. More than 850 breweries from around the world brewed this open-source beer recipe, started by Other Half Brewing in New York City, to support their respective local hospitality and tourism industry amid the devastating COVID-19 pandemic.

ANNUAL USHL COMBINE HELD AT CORNERSTONE

The United States Hockey League (USHL) held their annual USHL Combine at Cornerstone Community Ice Center, July 23-26. Players with a birth year of 2005 were invited to showcase their skills while playing five (5) games in front of USHL coaches and scouts, as well as NCAA coaches.

This will be the group of players selected in the 2021 USHL Draft. The event gave players a chance to talk with USHL Coaches and General Managers as they prepare for their first year of USHL Draft eligibility. Players were also given classroom presentations to help them better understand what it takes to play in the USHL.

Numerous COVID-19 guidelines were in place for players, coaches and parents. The event was moved to Green Bay, as it is one of the few venues in a USHL-community that has three sheets of ice available under one roof.

A total of 430 players attended the four-day combine.

SIGNIFICANT CONVENTION AND SPORTS EVENTS HELD IN JULY

- De Pere High School Baseball – 10U & 11U
- Republican State Convention, WI
- United States Hockey League Combine Event
- Bay Port Baseball Tournament – 8U to 12U

July conventions and sporting events accounted for **2,100** room nights and an economic impact of **\$1,734,100**.

CVB Monthly Scorecard

Sales	JULY	YTD 2020	% of Goal	2020 GOAL	YTD 2019
Future Meetings & Events Sales					
Leads	6	78	31.8%	245	148
Future Room Nights from Leads	2,414	50,624	37.5%	135,000	83,269
Future Potential Economic Impact from Leads	\$1,973,210	\$37,199,954	39.2%	\$95,000,000	\$53,319,463
Tracked Future Room Nights	10,295	85,116	33.4%	255,000	148,926
Tracked Economic Impact	\$6,592,611	\$49,141,531	27.3%	\$180,000,000	\$85,544,488
Motorcoach Sales					
Contacts	36	438	43.8%	1,000	470
Marketing/Media	JULY	YTD 2020	% of Goal	2020 GOAL	YTD 2019
Electronic Marketing					
Total Web Visitors	42,957	217,175	43.4%	500,000	324,283
Pageviews	88,908	456,613	20.8%	2,200,000	1,652,583
E-newsletter Database	121,401	121,401	101.2%	120,000	121,153
Social Media Impressions	736,764	5,199,978	98.1%	5,300,000	3,491,286
Media Relations - Earned Media					
Media Interviews	8	61	50.8%	120	88
Media Pitches	2	630	105.0%	600	547
Editorial Stories	15	103	NA	NA	86
Publicity Value	\$78,061	\$403,120	NA	NA	\$145,387
Services	JULY	YTD 2020	% of Goal	2020 GOAL	YTD 2019
Convention/Sports Services					
Events Serviced	3	56	24.9%	225	146
Online Housing Reservations	0	847	NA	NA	1,329
Visitor Inquiries	726	3,887	13.0%	30,000	15,485
Destination Guide Mailings	483	20,468	68.2%	30,000	23,420
Brochure Distribution	18,323	160,054	30.5%	525,000	359,173
Mobile Visitor Center Events	0	2	6.7%	30	18
MVP Volunteer Hours	0	65	8.1%	800	460
Partnerships	JULY	YTD 2020	% of Goal	2020 GOAL	YTD 2019
New Partners	1	7	28.0%	25	13
Renewing Partners	14	96	48.0%	200	116
Revenue	\$5,449	\$38,991	54.2%	\$72,000	\$38,611

Hotel Occupancy Report

AREA	JUNE 2020				YEAR-TO-DATE			
	OCC	CHANGE	ADR	CHANGE	OCC	CHANGE	ADR	CHANGE
GREEN BAY	34.4%	-45.5%	\$72.53	-29.7%	32.4%	-39.2%	\$86.66	-7.1%
Wisconsin	37.4%	-44.3%	\$88.18	-24.2%	33.7%	-37.4%	\$90.63	-13.2%
Milwaukee	34.4%	-55.6%	\$79.91	-35.9%	37.0%	-42.5%	\$89.76	-19.2%
Madison	30.7%	-56.6%	\$74.16	-38.2%	34.1%	-42.8%	\$92.09	-21.0%
Appleton/Oshkosh	33.1%	-51.2%	\$72.55	-28.2%	33.8%	-41.0%	\$82.51	-10.8%
Door County	43.8%	-28.3%	\$109.27	-3.4%	30.3%	-33.2%	\$98.64	-0.2%
Eau Claire	37.9%	-42.7%	\$77.90	-19.5%	32.7%	-36.0%	\$79.54	-10.8%
La Crosse	39.9%	-38.4%	\$75.97	-21.1%	34.5%	-38.5%	\$80.66	-14.2%
Wisconsin Dells	38.8%	-36.4%	\$97.25	-19.6%	31.9%	-33.1%	\$92.07	-8.6%
Wausau/Stevens Point	37.6%	-40.0%	\$74.81	-19.9%	34.2%	-30.3%	\$85.40	-9.0%

Most Recent Data from Smith Travel Research OCC = Hotel Occupancy ADR = Average Daily Rate



CVB CREATES VIRTUAL GO 92.0 CHALLENGE

The Greater Green Bay Convention & Visitors Bureau has created a virtual race called GO 92.0. The CVB is inviting outdoor enthusiasts to join this virtual 92.0-mile run, walk or bike challenge that begins September 1, 2020 and ends September 30, 2020.

Participants choose how to trek the 92.0 miles, while keeping tabs on progress using a favorite tracker app. For every 9.20 miles completed, participants will earn a virtual "badge" to celebrate their accomplishment. The CVB's "virtual road team" plans to keep motivating those participating in the GO 92.0 by highlighting fun facts about Green Bay landmarks and tourist attractions.

This virtual challenge can be done anywhere, whether you are at home or on the road. We've even created a version for our youngest athletes. There's a 9.20 Kids Movement Challenge.

All proceeds from the challenge will support our local hospitality and tourism industry where participants can give to the Experience Greater Green Bay Visitor Center or the All Together Grant.

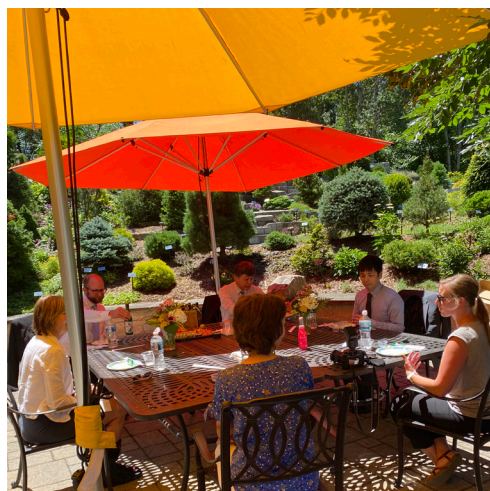
Help us spread the word and get our community active in the month of September.

Visit ExperienceGreenBayWI.org/go-92-0-challenge/ to learn more.

CONSUL GENERAL OF JAPAN VISITS GREEN BAY

Green Bay had the honor of hosting Consul General Okada and his assistant Yuki who are with the Japanese Consulate in Chicago. They had never been to Green Bay and were very excited to visit some of Green Bay's attractions which included the Botanical Garden, Lambeau Field and Bay Beach Amusement Park.

They also had the opportunity to meet with the mayor and some of his staff who joined our two guests for lunch at the Botanical Garden. The CVB arranged the itinerary for the visit and toured with them at some of the attractions.



CVB PARTNERS

NEW

- Zambaldi Beer

RENEWING

- De Pere Area Chamber
- Country Inn & Suites East
- National Railroad Museum
- Neville Public Museum
- Von Stiehl Winery
- The Bottle Room
- Stadium View
- Pizza Ranch EAST
- Pizza Ranch WEST
- Bark & Brew
- Heartland Pizza
- NEW Zoo
- The Candy Bar LLC
- DigiCopy

CRISIS COMMUNITY INVOLVEMENT

As the critical events of 2020 continues to decimate a number of our local organizations, communities, and neighbors, the CVB found this to be an excellent opportunity to get out, volunteer, strengthen our legacy and demonstrate our value to our great city!

To achieve this, the CVB activated a Crisis Community Involvement Committee. The focus of the committee is to research, circulate, and coordinate charitable efforts the CVB staff can donate their time to focus on diversity and the impact of COVID-19 in our communities.

In July, the staff participated in the first organized activity from the newly formed committee and volunteered with the Howe Community Resource Center, making slime with the kids at Navarino Park.

Department Activities

EVENTS & ACTIVITIES

Thursdays

Noon – 6 PM

Oneida Farmers Market
Oneida Business Park

Thursdays

3-7 PM

Downtown De Pere
Farmers Market
George Street Plaza

Thursdays

3-7 PM

Market on Military
Green Bay Plaza

Saturdays

11 AM – 1 PM

Sangria Saturdays
Captain's Walk Winery

August 19-23

Brown County Fair
Brown County
Fairgrounds/De Pere

A complete listing of events and things to do can be found by visiting the CVB's website at www.greenbay.com.

Sales Projects

- Zero Attrition, Zero Cancellation Fee promotion
- Virtual FAM tour of hotels project
- Covid-19 Toolbox for meeting planners
- Destinations International virtual convention
- Servicing, rebooking, cancellations tracking on events
- Servicing for events still hosting in 2020
- Hunden/Feasibility Kickoff
- USHL Combine services assistance
- State Youth Bowling discussion
- Ryder Cup/PGA housing discussions

Future Convention and Sports Events Commitments

- WIAA State Volleyball – November, 2020
- Midwest Chapter of Western Dredging Association – March, 2021
- Untitled Town Book & Author Festival – April, 2021
- Wisconsin Swimming Association – April, 2021
- Professional Insurance Agents of Wisconsin – September, 2021
- Wisconsin Department of Justice – September, 2021
- Wisconsin Police Chiefs Association – August, 2024

Marketing/Advertising

- E-newsletter distribution - Leisure (2), Partnerships
- Daily and weekly social media posts on all channels
- Facebook ads - Travel inspiration and plan your trip messaging
- Joint Effort Marketing Grant Project execution, reporting and optimization
- Ads: WSAE Directory, Green Bay Booyah Program
- Ad creative updates for digital campaigns
- Daily website updates, new meetings web pages and promotions
- Restaurant Week administration
- Update 2020 Marketing Plan
- Green Bay Weekend Getaway contest planning and execution

Media/Public Relations

- Blogs Written: 2 new, 1 updated
- August Journalist FAM administration
- Wisconsin Meetings Magazine fall pitch
- All Together grant press release

Visitor Services

- Howard Suamico Business & Professional Association board meeting
- Welcomed a motorcoach group from Michigan that spent three evenings in Green Bay
- Delivered Destination Guides and Coupon Books to hotels that were hosting the USHL Combine
- Toured Bay Beach with the Consul General from Japan and his assistant along with Green Bay Park staff
- Brochure distribution updates
- Victory Cruise site visit
- Continued follow-up with bus groups who are looking to reschedule and others who still plan to come in 2020
- Getting caught up on databases and sending out visitor inquiry mailings
- Keeping calendars updated
- BAMVS meeting and virtual meeting with the Wisconsin Volunteer Coordinators Association

