Dear Community & Tourism Industry Stakeholders,

The Greater Green Bay Convention & Visitors Bureau (CVB) Board of Directors, management and staff take great pride in our efforts to serve the many businesses and governments who rely on us to positively impact our community’s tourism economy. It is our hope you will see our passion and commitment to excellence reflected in the 2016 Annual Report to the Community. This report will provide you with a broad understanding of our organization’s work, and the strong partnerships we cultivate with our stakeholders.

The CVB is often the focal point or “face” of our community’s tourism and hospitality industry. Together, with our partners, Greater Green Bay is poised to see tremendous tourism growth over the next 2-5 years. The CVB team is prepared to meet and take full advantage of the opportunities this growth will create. Our team consists of a dedicated Board of Directors and a staff that was just named, “The Most Helpful CVB in Wisconsin,” by Wisconsin Meetings Magazine from a survey of their meeting planner readership.

A new Strategic Destination Plan has been developed with community leader surveying, board discussions and staff meetings. The plan provides the organization the direction and focus needed to grow tourism’s economic impact in Brown County.

The CVB is committed to working with our partners to create engaging and immersive experiences essential to drive visitation and create a competitive advantage. Visitors who have a memorable experience are the best brand ambassadors for Greater Green Bay. The CVB will continue efforts in developing a full-service visitor center that is devoted to extending visitor stays, and increasing the economic impact of each visit.

Thank you for another fantastic year. Your support is appreciated and we look forward to making 2017 another year of growth and success!

Bruce Wolf, CVB Board Chair

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 photo courtesy Chippewa.com
Greater Green Bay added 103 new rooms to its hotel inventory in 2016, bringing our community-wide total room count to 4,219 at 47 lodging establishments. We saw continued investment in refreshing and renovating existing hotel properties.

2016 LODGING INDUSTRY GROWTH

How does the CVB operate?

The CVB has been designated by the Brown County Room Tax Commission as the area’s “Tourism Entity” or official destination marketing organization. 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 12 full-time and 2 part-time employees.

Advocacy

The tourism industry in Brown County and the State of Wisconsin is an economic powerhouse. Sharing that message with our state legislators, local government and community members helps them understand the work a convention and visitor bureau does, as well as the challenges our industry faces.

CVB STAFF HOLDS 15 positions on Boards

CVB HOLDS MEMBERSHIP with Industry Associations and Local Organizations

15 National

16 State

18 Local

4 Tourism Issues
- State Tourism Marketing Funding
- Room Tax Law/Use
- School Start Date
- Creative Economy Grant Program
5.55 Million people visited Brown County

1.9 million
34%
Overnight Visits (+4.2%)

3.6 million
66%
Day Visits

11,588 Jobs Supported in Brown County

Brown County tourism generated $39.8 million in local taxes.

$638 Million (+4%) Brown County Visitor Expenditures

- Recreation, Arts, Entertainment: 18.6%, $119 million
- Transportation: 15.3%, $98 million
- Accommodations: 22.6%, $144 million
- Food & Beverages: 23.9%, $153 million
- Retail: 19.5%, $125 million

Brown County Visitor Spending by Season

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td></td>
<td></td>
<td>$122</td>
</tr>
<tr>
<td>Q2</td>
<td></td>
<td></td>
<td>$143</td>
</tr>
<tr>
<td>Q3</td>
<td></td>
<td>$205</td>
<td></td>
</tr>
<tr>
<td>Q4</td>
<td></td>
<td></td>
<td>$168</td>
</tr>
</tbody>
</table>

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

Without taxes generated by tourism, each Brown County household would need to pay $875 to maintain the current level of government services.

Businesses that want traffic from out-of-town guests look to the CVB for referrals, recommendations, social media mentions, networking, business leads and advice. Our staff keeps tourism-friendly local businesses 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

<table>
<thead>
<tr>
<th>Category</th>
<th>Members</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants &amp; Caterers</td>
<td>110</td>
<td>32%</td>
</tr>
<tr>
<td>(includes Catering &amp; Banquet Facilities)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attractions &amp; Entertainment</td>
<td>91</td>
<td>27%</td>
</tr>
<tr>
<td>Accomodations</td>
<td>49</td>
<td>15%</td>
</tr>
<tr>
<td>Shopping &amp; Retail</td>
<td>38</td>
<td>11%</td>
</tr>
<tr>
<td>Professional Services</td>
<td>25</td>
<td>7%</td>
</tr>
<tr>
<td>(includes Transportation)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agencies &amp; Nonprofits</td>
<td>24</td>
<td>7%</td>
</tr>
<tr>
<td>Nightlife</td>
<td>4</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Hosted Events

- 30 PARTNER EVENTS
- 20 NEW MEMBERS
- 96% MEMBERSHIP Retention Rate

### Membership by Region

**BROWN COUNTY**
This CVB marketing team is responsible for promoting destination assets to travelers. The markets we work in are leisure travel, convention sales, sports events, group travel and international leisure tourism. We produce promotional materials, secure paid advertising, oversee 6 websites and manage 16 social media channels. GreenBay.com was completely re-designed and launched in March.

Website Traffic

1,952,750
PAGE VIEWS (All sites)

536,384
TOTAL WEB VISITORS

120,090
E-NEWS RECIPIENTS

225,000
COPIES OF THE OFFICIAL VISITORS GUIDE were printed and distributed throughout the United States.

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

MARKETING

From footpaths to football, we have it. September 10 Fall Harvest Fest Parallel 44 Vineyard & Winery - parallel44.com September 16-17 Wet Whistle Wine Fest von Stiehl Winery - vonstiehl.com October 8 Northeast WI Craft Beer Festival Shopko Hall - craftbeerfestivalgb.com

Free Visitors Guide

For a complete listing of Green Bay events, visit GreenBay.com.

Call for Your FREE Guide to Green Bay 888-867-3342

From footpaths to football. We have it. September 10 Fall Harvest Fest Parallel 44 Vineyard & Winery - parallel44.com September 16-17 Wet Whistle Wine Fest von Stiehl Winery - vonstiehl.com October 8 Northeast WI Craft Beer Festival Shopko Hall - craftbeerfestivalgb.com
Our CVB is known to be the expert in all matters relating to tourism. While we regularly respond to media requests, we have a very successful visiting journalist program. We invite travel writers to Greater Green Bay to write stories and capture images to tell the world about our destination. We began communicating with Packers fans from all over the world including Germany, Mexico, Italy and Ireland. Our online presence grew by leaps and bounds in 2016.

Green Bay – The Football City was produced and aired in April to 500,000 viewers in the upper Midwest and Canada. The 30-minute program shows just how important our football team is to the community, and showcases all the area’s green and gold activities. We premiered the episode at Lambeau Field with 100 of our tourism friends. It airs two additional times in 2017, reaching a total of 1.5 million viewers.
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.

**2016 Convention Highlights**

- **Wisconsin Rural Water Association**
  - 1,300 People
  - 3,600 Room Nights
  - $1.37 Million Economic Impact

- **Wisconsin Petroleum Marketers and Convenience Store Association**
  - 1,000 People
  - 1,200 Room Nights
  - $774,000 Economic Impact

- **Wisconsin Credit Union League**
  - 1,300 People
  - 1,180 Room Nights
  - $1.13 Million Economic Impact

**DURING AN ELECTION YEAR, IT WAS OUR HONOR TO HOST:**

- **Republican Party of Wisconsin State Convention**
  - 1,000 People
  - 1,250 Room Nights

- **Democratic Party of Wisconsin State Convention**
  - 1,200 People
  - 900 Room Nights

**ROOM NIGHTS**
confirmed for future years 226,141

generating economic impact $127.6 MILLION 13%↑ from 2015

**TOTAL IMPACT**
of conventions held in 2016 $124.5 MILLION

**LEADS SENT**
were up 32%↑ over 2015 with the potential economic impact of $50.9 MILLION

Sales Team
Attend attended 15 TRADE SHOWS

HOSTED
251 guests for site visits
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.

2016 Sports Highlights

Wisconsin Badgers vs. LSU Tigers Football Game
Lambeau Field
78,000 attendees
Nationally Televised
$14 Million Economic Impact

Professional Women’s Bowling Association
Ashwaubenon Bowling
400 Athletes
Nationally Televised

Wisconsin Amusement and Music Operators
Dart Tournament
Brown Co. Veterans Memorial Complex
7,500 Attendees
6,600 Room Nights
$3.1 Million Economic Impact

World Walleye Championships
Bay of Green Bay and the Fox River
550 Anglers
Live-streamed on the Internet

Great Northwest Basketball League
6th Grade Boys Tournament
83 Teams
1,130 Athletes
1,400 Room Nights

Wisconsin Interscholastic Athletic Association
Girls State Basketball Championships
37,562 Attendees
300 Athletes
$2.2 Million Economic Impact

78,000 Room Nights Booked
HOSTED 37 Different Sports

Sports Sales Manager, Joel Everts was recognized nationally for his efforts in the sports travel industry. He received the Connect Sports Game Changer Award, presented at the 2016 Connect Sports Marketplace in Grapevine, Texas.
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.

**Group Services Provided**

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

**Created by the CVB to promote hospitality readiness in Greater Green Bay, the Tourism Insider Program (TIPs) graduated 100 local professionals in 2016. This is an educational opportunity for any community member interested in providing a great visitor experience, no matter what industry they work in.**
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.

**FY2016 Audited Revenue**

<table>
<thead>
<tr>
<th>Revenue Source</th>
<th>Percentage</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room Tax</td>
<td>86%</td>
<td>$1,642,840</td>
</tr>
<tr>
<td>Advertising</td>
<td>8%</td>
<td>$143,093</td>
</tr>
<tr>
<td>Business Development</td>
<td>4%</td>
<td>$72,998</td>
</tr>
<tr>
<td>Bureau Services (Housing, Tours, etc.)</td>
<td>1%</td>
<td>$25,554</td>
</tr>
<tr>
<td>Restaurant Week</td>
<td>1%</td>
<td>$19,500</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>$1,903,985</td>
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**FY2016 Audited Expenses**

<table>
<thead>
<tr>
<th>Expense Category</th>
<th>Percentage</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing &amp; Communications</td>
<td>31%</td>
<td>$532,237</td>
</tr>
<tr>
<td>Sales</td>
<td>27%</td>
<td>$472,292</td>
</tr>
<tr>
<td>Tourism Sales &amp; Bureau Services</td>
<td>19%</td>
<td>$333,328</td>
</tr>
<tr>
<td>Administration</td>
<td>15%</td>
<td>$261,496</td>
</tr>
<tr>
<td>Business Development</td>
<td>8%</td>
<td>$129,396</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>$1,728,749</td>
</tr>
</tbody>
</table>

The change in net assets of $175,236 was added to the 2017 marketing promotions, and fulfill a board-mandated reserve for protection against unforeseen events and periodic economic swings. It can also be used for emergency or natural disaster expenses that require immediate action including the expenditure of non-budgeted funds.
Board of Directors
Susan Garot
Executive Director, Green Bay Botanical Garden
Mary Ellen Gillespie
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
Steve Ninham
General Manager, Radisson Hotel & Conference Center
Tom Olson
Retired Executive
Ed Policy
Vice President/General Counsel, Green Bay Packers
Judy Tullius
Manager, Bay Park Square Mall
Dilan Van Ryn
General Manager, Lodge Kohler

Executive Committee
CHAIR
Bruce Wolf
Owner, Comfort Suites/Rock Garden/1951 West
VICE CHAIR
Pat Olejniczak
Hotel Manager, Kress Inn — St. Norbert College
SECRETARY
Carol Van Vreede
CEO, Skyline Exhibit Resource
TREASURER
Debbie Bukouricz
Senior Manager, Schenck Business Solutions
AT LARGE
Geoff Lacy
Partner, Strang, Patterson, Renning, Lewis & Lacy

Staff
ADMINISTRATION
Brad Toll, President/CEO
Laurie Long, Office Coordinator
BUSINESS DEVELOPMENT
Jessica Diederich, Director of Business Development
MARKETING & COMMUNICATIONS
Brenda Krainik, Director of Marketing & Communications
Cameron Teske, Marketing Manager
SALES
Beth Ulatowski, Director of Sales
Denise Humphrey, Convention Sales Manager
Jolie LyFoung, Convention Sales Manager
Joel Everts, Sports Sales Manager
VISITOR EXPERIENCES
Julie Gerczak, Director of Services
Patti Drabes, Group Services Manager
Sally Graham, Visitor Services Coordinator
Jeremy O’Hearn, Visitor Services Assistant
Debbie Breecher, Brochure Distribution

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