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 the 2017 Annual Report to the Community. The report provides a comprehensive understanding of the work performed by our staff last year. I hope you will see the commitment we have to excellence. We are proud of the strong partnerships we cultivate with our stakeholders and tourism partners.

Greater Green Bay’s tourism industry continued to grow in 2017 with a 5.25% increase in direct spending by visitors which followed an increase of 4% in 2016. Attractions expanded, additional events took place and new hotels entered our market. Continuing to give more reasons for visitors to come to Greater Green Bay is crucial to filling new hotel rooms. Everything needs to work in unison to successfully build a stronger tourism economy.

The CVB has worked very hard over the past two years developing a visitor center. Destinations work very hard to attract visitors to their communities. Equally important, is interacting and engaging with visitors once they arrive! Greater Green Bay has never had a visitor center that embodies the spirit and pride of our community. We seek to change that by building a state-of-the-art, highly interactive, fun and informative visitor center. The groundwork was laid in 2017, and the fundraising campaign is well underway. By fall, construction will begin on this spectacular showpiece to tell our community story. Every visitor that comes to see us could become an employee of one of our businesses, a student at one of our universities, a business owner . . . we just need a place to interact with them and share what a great community this is to live, work and play.

Experiential tourism is a hot topic for travelers. Our team has been working with our partners to create exciting experiences in Greater Green Bay. Visitors no longer want just “show and tell.” They are looking to be fully-immersed in an experience that emotionally moves them and excites their senses. We will begin rolling out Greater Green Bay experiences in 2018.

The CVB is often seen as the “face” of our community’s tourism and hospitality industry, but we are just 12 of the 11,879 individuals working hard to provide our visitors with experiences that will provide life-long memories. Working together, with our partners, Greater Green Bay is poised to see continued tourism growth for many years to come.

Brad Toll,  
CVB President & CEO

Bruce Wolf,  
CVB Board Chair
Greater Green Bay added 201 new rooms to its hotel inventory in 2017, bringing our community-wide total room count to 4,420 at 48 lodging establishments. We saw continued investment in refreshing and renovating existing hotel properties.

**2017 LODGING INDUSTRY GROWTH**

- **4,420 Rooms Available**
  - 5% from 2016
- **58.1% Occupancy**
  - .4% from 2016
- **$102.70 Hotel Average Daily Rate (ADR)**
  - .5% from 2016
- **906,336 Hotel Room Nights Sold**
  - 3.8% from 2016
- **Room Tax Revenue**
  - 4.3% from 2016

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. In 2017, the CVB hosted a Tourism Roundtable with US Congressman Mike Gallagher at Lambeau Field with regional and state tourism leaders in attendance.
2017 TOURISM IMPACT

5.7 Million people visited Brown County

- 1.94 million
  - 34%
  - Overnight Visits (+2.6%)

- 3.77 million
  - 66%
  - Day Visits (+2.6%)

11,877 Jobs Supported in Brown County

Brown County tourism generated $42.4 million in local taxes.

$671 Million (+5.2%)
Brown County Visitor Expenditures

Retail
- 18.8%
- $126 million

Food & Beverages
- 24.1%
- $161 million

Accommodations
- 22.2%
- $149 million

Transportation
- 16%
- $108 million

Recreation, Arts, Entertainment
- 18.9%
- $126 million

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

Q1: 2015: $130, 2016: $130, 2017: $130

Without taxes generated by tourism, each Brown County household would need to pay $900 to maintain the current level of government services.

Business Development

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>104</td>
<td>30%</td>
</tr>
<tr>
<td>(includes Catering &amp; Banquet Facilities)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attractions &amp; Entertainment</td>
<td>103</td>
<td>30%</td>
</tr>
<tr>
<td>Accomodations</td>
<td>50</td>
<td>15%</td>
</tr>
<tr>
<td>Shopping &amp; Retail</td>
<td>35</td>
<td>10%</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>25</td>
<td>7%</td>
</tr>
<tr>
<td>Nightlife</td>
<td>3</td>
<td>1%</td>
</tr>
</tbody>
</table>

Hosted 32 Partner Events

24 New Members

94% Membership Retention Rate

Membership by Region

BROWN COUNTY

[Map of Brown County with member distribution]

Pulaski 1
Howard/Suamico 28
Green Bay West 45
Oneida 11
Green Bay Downtown 59
Ashwaubenon 63
Airport 9
Green Bay East 57
Alouez 12
Bellevue 10
De Pere 31
Kewaunee 1
New Franken 1
Algoma 13
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

2,033,157
PAGE VIEWS [All sites]

565,985
TOTAL WEB VISITORS

113,243
E-NEWS RECIPIENTS

2,156,032
SOCIAL IMPRESSIONS

↑11%
INCREASE

225,000
COPIES OF THE OFFICIAL VISITORS GUIDE were printed and distributed throughout the United States.
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. In 2017, a record 80 journalists visited. They experienced over 50 attractions, restaurants and tours throughout Greater Green Bay. They wrote stories and captured images telling the world about our destination. In addition, we use social media to share inspiring photography, community stories and upcoming events with travelers. We are the perfect online resource for anyone who has urgent travel questions about Greater Green Bay.

Sharing Local News
Conventions and sporting events that are in town throughout the year make use of the free press release distribution services offered by the CVB. Our relationships with the local press help to generate stories on television, in print, online and over the airwaves. Some events are open to the public, and need assistance building local attendance. Others want to communicate ‘giving back’ service projects happening during their visit. This is also an opportunity for the CVB to communicate what types of events we work with and their economic impact. CVB staff did over 100 interviews in 2017.
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.

2017 Convention Highlights
Wisconsin Petroleum Marketers and Convenience Store Association
1,000 people
1,200 room nights
$774,000 Economic Impact

Antiques Roadshow – Summer Tour
5,000 people
3,000 room nights
$2 Million Economic Impact

International Association of Bomb Technicians and Investigators
366 people
1,374 room nights
$713,934.98 Economic Impact

ROOM NIGHTS 231,595
confirmed for future years

TOTAL IMPACT $128.3 MILLION
of conventions held in 2017

LEADS SENT $61.5 MILLION
have the potential economic impact of

Sales Team Attended 14 TRADE SHOWS
HOSTED 108 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.

**2017 Sports Highlights**

**WI State USBC Bowling Tournament**
- 17 Straight Weekends of Bowling
- 10,000+ bowlers

**Wisconsin Interscholastic Athletic Association**
**Girls State Basketball Championships**
- 39,956 Attendees – a new record
- $2.5 Million Economic Impact

**Wisconsin Amusement & Music Operators State Pool Tournament**
- Brown County Veterans Memorial Complex
- 1,900 Pool Players
- $1.6 Million Economic Impact

**Great Northwest Basketball League**
**6th Grade Boys Basketball**
- 92 Teams – a new record

**Spartan Race**
- Lambeau Field
- $1.8 Million Economic Impact

**Thornberry Creek LPGA Classic**
- Aired 12 hours on Golf Channel
- $4 Million Economic Impact
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.

**15,530** Event Packets  
**607,171** Brochures Distributed  
**213** EVENTS DISTRIBUTED  
**44** Mobile Visitor Center Event Days  
**27,131** Visitor Inquiries

<table>
<thead>
<tr>
<th>EVENT DAYS SERVICED</th>
<th>VISITOR INQUIRIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>210</td>
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**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 153 local professionals in 2017. 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.

**FY2017 Audited Revenue**

16% **OTHER REVENUE**

- Advertising $124,330 6%
- Grant Revenue $94,500 5%
- Business Development $68,401 3%
- Bureau Services (Housing, Tours, etc.) $25,739 1%
- Restaurant Week $24,400 1%

Total $2,065,561

**FY2017 Audited Expenses**

- Sales $610,036 30%
- Marketing & Communications $565,866 28%
- Tourism Sales & Bureau Services $369,831 18%
- Administration $362,718 18%
- Business Development $127,974 6%

Total $2,036,425

The change in net assets of $29,136 was added to 2018 marketing promotions.
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 Green Bay – 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
Dilan Van Ryn
General Manager, Lodge Kohler
Ron Antonneau
Advisory Member, Retired WPS Executive

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
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 Diedrich, 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
Ben Cahall, Convention Sales Manager
Joel Everts, Sports Sales Manager
VISITOR EXPERIENCES
Julie Gerczak, Director of Tourism & Bureau Services
Patti Drabes, Group Services Manager
Sally Graham, Visitor Services Coordinator
Jeremy O’Hearn, Visitor Services Assistant
Randy Breecher, Brochure Distribution

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