

FOR IMMEDIATE RELEASE

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Fox Cities Convention & Visitors Bureau launches Bring It Home Fox Cities initiative*Initiative aims to keep business local by encouraging residents to host meetings, events in the Fox Cities*

GRAND CHUTE, Wis. (September 14, 2020) – The Fox Cities Convention & Visitors Bureau (FCCVB) has launched a campaign to support the local hospitality industry and economy by bringing more events, meetings and convention groups to the Fox Cities. “Bring It Home Fox Cities” is an initiative that invites and inspires local residents and business leaders from the 19 communities across the Fox Cities to encourage their colleagues, organizations, companies and connections to keep the Fox Cities top of mind for future events and to host upcoming meetings and events when they’re ready in the Fox Cities.

“Meetings and events mean business for the Fox Cities,” FCCVB Group Sales Manager Amy Rivera said. “With the recent economic challenges and hit to the hospitality industry because of coronavirus and business travel restrictions, what better way to support our economy and showcase the Fox Cities than hosting colleagues and clients here in the Fox Cities when the time is right?”

By generating meeting and events, the Fox Cities can increase hotel occupancy, generate more spending in local businesses, stimulate the Fox Cities economy and help create a stronger economic recovery. Meeting and event business, in turn, also helps open the door to non-tourism development, improves quality of life and shows community pride and passion.

The FCCVB provides free resources for event planning, outreach, and more information online at www.foxcities.org/bringithome to assist residents and business leaders in their outreach and efforts to host events in the Fox Cities.

The initiative officially launches September 14 with an integrated outreach, marketing and sales campaign. As COVID19 group size restrictions are lifted and business and group travel increase over time, the campaign will evolve to support and include outreach encourage locals to utilize their connections to also host larger convention and events in the Fox Cities.

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The Fox Cities Convention & Visitors Bureau strengthens the local economy by investing in and promoting our community. In the Fox Cities, which includes 19 communities, visitor spending totaled more than \$511 million in 2019. The Fox Cities Convention & Visitors Bureau estimates this direct spending supported more than 5,850 jobs and \$114 million in income for Fox Cities residents.