CVB Hosts 100 Meeting Planners to Boost Convention Business

Green Bay, WI - The Greater Green Bay Convention & Visitors Bureau is bringing a huge business-building event to Green Bay. The event is the Small Market Meetings Conference, and it’s not just any conference. Professional meeting planners will gather September 24-26 at the KI Convention Center for one-on-one meetings with small city representatives looking to host conventions in their destinations.

One hundred planners are visiting from all over the United States and Canada, so the CVB is rolling out the red carpet along with several community partners to offer the highest hospitality. “Our team will welcome attendees at the airport, man shuttles to hotels, act as city tour guides and be wayfinding experts. It’s what we do best. Our entire staff has been involved in the planning process and will be working the event,” says Beth Ulatowski, Director of Destination Sales for the CVB.

“This is very different than most conferences that are held here,” says Ulatowski. “As the host city, we have the opportunity to take attendees on several tours throughout the community and showcase many of our facilities and attractions. Our goal is to impress them and convince them that Green Bay is the best place to host their upcoming conference.” In addition to several meetings venues the CVB is offering tour stops including the Green Bay Botanical Garden, National Railroad Museum, Lambeau Field, The Automobile Gallery and the Oneida Cultural Heritage Village.

Why is this such a big deal? In 2018, conventions in greater Green Bay generated an economic impact of $100 million. By the end of 2018, the CVB sales team had confirmed over 165,000 room nights for future conventions, putting $132 million of planned business on the books.

“Tourism is an economic driver,” states Brad Toll, president of the CVB. “Our team is passionate about telling our community story and highlighting the great experiences we offer to visitors. Meetings, conventions and very soon, large expos will have a considerable impact. Our local tourism industry supports over 12,000 jobs here in Brown County and generates $43.5 million in local taxes. Each Brown County household would need to pay $940 in additional taxes every year to maintain current services without the dollars brought to our community by visitors! The opportunity to host this convention couldn’t be passed up,” added Toll.

Photo Opportunities:

**Tuesday 9/24:**
8:30 a.m. – 12 noon Green Bay Austin Straubel - Welcome table at Baggage Claim, Shuttle Busses – CVB staff on site
7:00 p.m. Opening Reception KI Convention Center Ballroom (upstairs) with 7:45 Welcome from Brad Toll, Mayor Genrich and Kristine Hall (Hyatt)

**Wednesday 9/25:**
10:30 a.m. – 1:15 p.m. One-on-one appointment and Marketplace downstairs KI Convention Center – lots of activity
2:30-2:45 p.m. Attendees board 7 motor coaches to depart on city tours. Busses depart at 2:45. Adams Street next to KI

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