

# VISIT BELOIT

*Thrive With Us*



## A YEAR IN PERSPECTIVE

In 2025, Visit Beloit experienced a dynamic year marked by growth, innovation, and community impact. The year began with strong momentum, highlighted by the official opening of The 1914 at Visit Beloit, our newly renovated historic events venue designed to host events and strengthen downtown engagement. This space quickly proved its value by hosting major gatherings, including the Beloit International Film Festival, while also being utilized by the public.

Throughout the year, Visit Beloit earned recognition for its leadership and creativity, receiving nominations and awards for initiatives in placemaking and inclusive tourism. The team also remained deeply committed to community enrichment, supporting public art installations and organizing signature events such as Make Music Day Beloit and the Beloit Kubb Open, both of which continued to draw regional participation.

A strong emphasis was placed on workforce development and education. Visit Beloit expanded its involvement with local schools and colleges, supporting programs in hospitality and tourism while creating new opportunities for students. A standout achievement was the launch of the Professional in Destination Management certificate program at Beloit Memorial High School; a first of its kind education partnership globally for high school students.

Visit Beloit also secured a major sporting event, the CDW Girls Junior All-Star Championship presented by the ANNIKA Foundation in partnership with the American Junior Golf Association and continued our philanthropic efforts, including Beloit Bundle Up, our annual winter clothing drive. Altogether, 2025 reflected a year of strategic advancement, community collaboration, and forward-looking leadership for the organization.

**Onward and upward,**  
Celestino Ruffini  
CEO, Visit Beloit



# ANNUAL REPORT 2025

## VISITOR DATA

### 2025 CITY OF БЕЛОIT LODGING DATA

		% change from 2024
Rooms Available	690	0%
Occupancy	60%	+2%
Average Daily Rate	\$119.33	+\$1.99
Room Nights Sold	151,039	+3.5%
Lodging Revenue	\$18,596,188	+5.49%

### 2025 CITY OF БЕЛОIT HOTEL TAX DATA

		% change from 2024
First Quarter	\$273,125	+5.1%
Second Quarter	\$411,777	+2.7%
Third Quarter	\$455,594	+2.9%
Fourth Quarter	\$331,492	+10.8%
Room Tax Revenue	\$1,471,988	+4.8%

## FINANCIALS

These audited financials reflect Visit Beloit, Inc. and subsidiary operations and are presented one year in arrears.

REVENUES	2024	2023	% CHANGE
Hotel/Motel Tax (Beloit & South Beloit)	\$1,135,238	\$1,142,299	-0.06%
Grants	\$130,963	\$83,550	+56.7%
Welcome Center Sponsorships	\$25,320	\$22,713	+11.5%
Other Income	\$7,905	-\$1,824	+533.4%
Interest	\$11,984	\$9,629	+24.5%
<b>Total Revenue</b>	<b>\$1,311,410</b>	<b>\$1,256,367</b>	<b>+4.4%</b>

### EXPENSES

Program Services	\$1,077,294	\$988,618	+9.0%
Supporting Services	\$141,050	\$134,364	+5.0%
<b>Total Expenses</b>	<b>\$1,218,344</b>	<b>\$1,122,982</b>	<b>+8.5%</b>

## KEY DEVELOPMENTS



### 1914 EVENTS VENUE

Opened in 2025, Visit Beloit's event space, The 1914 at Visit Beloit, offers a unique setting for gatherings of up to 150 guests. Once a historic church and later a museum, the space now features a large, picturesque window overlooking the Rock River. Attend a comedy show or concert, or rent the venue for your next event!

### AMERICAN JUNIOR GOLF ASSOCIATION

Visit Beloit successfully recruited the American Junior Golf Association (AJGA) to host the prestigious CDW Girls Junior All-Star Championship at the Beloit Club in 2025. The tournament welcomed elite junior golfers from across the country and internationally, showcasing Beloit as a premier sports destination. Following a highly successful inaugural year, the event will return in 2026.





## MISSION

We are Greater Beloit's tourism champion using our expertise to generate positive economic impact and to create a vibrant community for residents and visitors.

## VISION

Continuing to transform the Greater Beloit area as an extraordinary place to live and as a preferred travel destination in the Midwest.

## DIVERSITY STATEMENT

Visit Beloit is committed to fostering an inclusive and welcoming environment. We embrace the identities and backgrounds of those who live, work, learn, and visit in the greater Beloit region.



We are proud to hold accreditation through the Destination Marketing Accreditation Program (DMAP), a globally recognized mark of excellence in destination marketing and management - reflecting our commitment to quality, transparency, and impact.

### 2025 BOARD VISIT BELOIT, INC.

Spencer Waite, *Chair*  
TRICOR Insurance

Roy Ward, *Vice Chair*  
Home2 Suites by Hilton

Gloria Bradley, *Treasurer*  
Beloit College

Jeff Vohs, *Secretary*  
CBI Bank & Trust

Marty Densch  
City of Beloit Councilor

Mark Henderson  
Village of Rockton

Sonya Hoppes  
City of South Beloit

Jacquelyn Jackson  
Blackhawk Technical College

Jamie Keraka  
Hendricks Commercial Properties

Elizabeth Krueger  
City of Beloit

Drew Pennington, AICP  
Greater Beloit Economic  
Development Corporation

Jesse Seykora  
Geronimo Hospitality Group/HCP

Jan Smith  
Fairfield Inn and Suites

Kari Swirth, Ex Officio  
Greater Beloit Chamber of  
Commerce

Maria Elena White  
La Voz de Beloit

### NEW PARTNERS

Against the Grain Barbershop  
All to the Glory of God Catholic Gift Shoppe  
Backyard Barbecue  
Buddies Bar and Music Venue  
Craft + Foster  
Downtown Den Tavern and Pizza  
Eggsquisite Bakery  
Eggsquisite Café  
E. Grand Ave Beauty Co.  
La Jaiba Loca  
Loom Home + Gifts  
Mr. Basic's Unlimited  
Noble Nostalgics  
Outlandia, LLC  
Panela Coffee  
Prairie Street Mercantile  
Q & W Food Vibes  
Rockton Hardware  
Sizzlin' Suzie's  
Sound of Terror Haunted House  
Superb Skateshop  
Taco Boy  
Terra Cottage Play Café  
The 1914 at Visit Beloit  
The Beloit Haus  
The Cypress Room  
The Rogue Bookshop  
The Surf Shack LLC  
Thriftique Consignment  
VS Sports Cards 608  
Walt Williamson Pool  
Wicked Sweets by Kate  
Woodlands Park

### BELOIT CONVENTION & VISITORS BUREAU CHARITABLE FOUNDATION, INC. BOARD

Julie Uram, *Vice Chair*  
Nature At The Confluence

Miranda Becker  
Kerry

Danielle Marx  
Stateline Family YMCA

Celestino Ruffini  
Visit Beloit

Jessica Santillan-Reyes  
Kishwaukee College

Roy Ward  
Home2 Suites by Hilton

Erick Williams  
Eddr Foundation

### VISIT BELOIT STAFF

**Matthew Bosen**  
Director of Sales & Servicing

**Celestino Ruffini**  
Chief Executive Officer

**Savannah Schindler**  
Director of Communications

**Taylor Stuehler**  
Director of Marketing

**Terri White**  
Director of Visitor Services

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**Visit Beloit**  
656 Pleasant St., Beloit, WI

**Wisconsin Welcome Center - Beloit**  
I-39 NB / I-90 WB, Rest Area 22, Beloit, WI