

# • VISIT BELOIT | 2024 ANNUAL REPORT



Visit Beloit  
656 Pleasant St., Beloit, WI  
Wisconsin Welcome Center - Beloit  
I-39 NB / I-90 WB, Rest Area 22, Beloit, WI

## A WORD FROM OUR CEO



Every so often, a moment comes along that changes everything—and Beloit is experiencing several of them at once. From the seasonal events that entice visitors and excite residents to transformative projects breaking ground, the energy here is undeniable. One of the most significant developments is the \$700 million Ho-Chunk Gaming Beloit project, set to become one of the region's largest employers and a major tourism driver. This project alone will bring in thousands of construction jobs, increase our hotel capacity by more than 50%, and place Beloit firmly on the map as a Midwest destination for conventions and leisure.

Meanwhile, Visit Beloit underwent its own transformation, renovating our historic downtown property into a new

event venue for both our own programming and rentals by the public. This marks a significant milestone—our first permanent home and a deeper investment in the community we serve.

2024 also brought exciting milestones for the destination: the commissioning of the USS Beloit, the opening of Henry Dorrbacker's entertainment venue, the Garden Hotel demolition paving the way for renewal, and planning for the Edwards Ice Arena, among other sports facility projects. These initiatives reflect a community on the rise—welcoming, innovative, and ready for what's next.

Beloit is not just growing; it's thriving. The momentum is real, and the best is yet to come.

From my desk to yours,  
Celestino Ruffini  
CEO, Visit Beloit

## VISITOR DATA

### 2024 CITY OF BELOIT LODGING DATA

		% change from 2023
Rooms Available	690	-10%
Occupancy	57.9%	+1.8%
Average Daily Rate	\$117.30	+\$0.27
Room Nights Sold	146,106	+0%
Lodging Revenue	\$17,643,433	+1.03%

### 2024 CITY OF BELOIT HOTEL TAX DATA

		% change from 2023
First Quarter	\$259,819	-3.8%
Second Quarter	\$401,107	+8.5%
Third Quarter	\$443,872	-1.4%
Fourth Quarter	\$299,206	-4.2%
Total Room Tax Revenue	\$1,404,004	+0.14%

## FINANCIALS

REVENUES	2023	2022	% CHANGE
Hotel/Motel Tax (Beloit & South Beloit)	\$1,142,299	\$1,056,707	+8.1%
Grants	\$83,550	\$341,401	-75.5%
Welcome Center Sponsorships	\$22,713	\$25,948	-12.5%
Other Income	-\$1,824	\$30,847	-105.9%
Interest	\$9,629	\$1,062	+806.7%
Total Revenue	\$1,256,367	\$1,455,965	-13.7%

EXPENSES			
Program Services	\$988,618	\$1,007,096	-1.8%
Supporting Services	\$134,364	\$126,853	+5.9%
Total Expenses	\$1,122,982	\$1,133,949	-1%

### 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.

# THE 1914 AT VISIT BELOIT



## VISIT BELOIT EVENTS VENUE

Visit Beloit's brand-new event space, The 1914 at Visit Beloit, is open! This unique venue, which can hold up to 150 guests, has been transformed from a historic church, then a museum, to now feature a large, picturesque window with views of the Rock River.

Be sure to catch a comedy show or concert for an unforgettable experience or rent it for your next event.

## 2024 BOARD

### VISIT BELOIT, INC.

Spencer Waite, *Chair*  
TRICOR Insurance

Roy Ward, *Vice Chair*  
Home2 Suites by Hilton

Jeff Vohs, *Secretary*  
CBI Bank & Trust

Jonathan Webster, *Treasurer*  
Geronimo Hospitality Group/HCP

Aimee Thurner, *Ex Officio*  
Greater Beloit Chamber of  
Commerce

Drew Pennington, AICP  
Greater Beloit Economic  
Development Corporation

Gloria Bradley  
Beloit College

Jacquelyn Jackson  
Blackhawk Technical College

Jan Smith  
Fairfield Inn and Suites

Jerry Gabrielatos  
City of Beloit

Jesse Seykora  
Geronimo Hospitality Group/HCP

Maria Elena White  
La Voz de Beloit

Marty Densch  
City of Beloit Councilor

Patricia Diduch  
Village of Rockton

Sonya Hoppes  
City of South Beloit

### BELOIT CONVENTION AND VISITORS BUREAU CHARITABLE FOUNDATION, INC.

Ron Whitley, *Chair*  
Father & Sons Cleaning

Julie Uram, *Vice Chair*  
Nature At The Confluence

Celestino Ruffini  
Visit Beloit

Danielle Marx  
Stateline Family YMCA

Erick Williams  
Eddr Foundation

Jessica Santillan-Reyes  
Kishwaukee College

Spencer Waite  
TRICOR Insurance

## NEW PARTNERS

608 Social Venue  
Avon Bottoms State Natural Area  
Beloit Field Archers  
Capt'n Lou's And Mrs. Pat's  
CloudHaven Dispensary  
Crown Beauty  
Dunkin' Donuts  
Henry Dorrbacker's Pub & Play  
Home Decor & Gifts  
Hospital Hill Snow Sledding  
ICONIQ Barbershop & Beauty  
Jerry and Kathy Busse Prairie  
Preserve on Raccoon Creek  
JMKAB  
Kwik Star  
La Croute Bakery Cafe  
Lost Flora Fen on Raccoon Creek  
Northern Illinois Fear Fest  
Pentagono Restaurant  
Pick Your Own Pumpkin Farm  
Stateline Shuttle  
The Club Tavern  
Victoria Lake Disc Golf Course

## VB STAFF

Celestino Ruffini  
*Chief Executive Officer*

Matthew Bosen  
*Director of Sales & Servicing*

Terri White  
*Director of Visitor Services*

Tracy Bliss  
*Director of Marketing &  
Public Relations*

Savannah Schindler  
*Public Relations Specialist*