



FIRST QUARTER REPORT

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January-March 2025

A WORD FROM OUR CEO



Onward and upward.

What a start to 2025 across the board. We have been on the road (picking up a few accolades along the way), sharing our passion for our work, moving forward on some large events, and celebrating the reopening of our office.

On March 27, we officially opened The 1914 at Visit Beloit. The building at 656 Pleasant Street, that has been our

corporate home since 2021, is now Beloit's newest events venue. The structure, which was originally built in 1914, served as St. Paul's Catholic Church for 75 years and then as The Angel Museum for 20 years with a brief period of vacancy in between. Visit Beloit, via our charitable foundation, purchased the building in 2020 and long had a plan to create a new events venue for up to 200 people in downtown Beloit. In addition to hosting our own programming and functions, it is available to be rented by the public.

On day one, we went right into serving as a venue for the 20th anniversary of the Beloit International Film Festival. It was the perfect event to get our feet under us, but to also showcase what a marvelous transformation the space went through. Lots of impressed visitors. We encourage you to come by and tour it yourself. Perhaps you may have an event in mind that we would be the perfect fit for.

The team picked up two honors early this year. First, at the Wisconsin Governor's Conference on Tourism in La Crosse, Wis. (see photo) we were honored as a nominee for the Bright IDEA (Inclusivity, Diversity, Equity, and Accessibility) award for our work with Native American tribes throughout the state. Thanks to the Ho-Chunk Nation for submitting a nomination on our behalf. Second, at the Downtown Beloit Association's annual dinner we were honored with the Best Placemaking award for our financial support and

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Pictures of The 1914 at Visit Beloit during the Beloit International Film Festival





Wisconsin Governors Conference on Tourism

Industry Education
La Crosse, WI
March 9-11



2024 Best Placemaking Project Award

Presented by Downtown Beloit Association. Received for funding of five electrical boxes located downtown that have been wrapped in art.

(Continued from page 1)

leadership of the utility box vinyl wrap project. If you haven't seen these creative utility boxes, they bring a new artful flair of inspiration to downtown Beloit.

We took a few opportunities to engage with the future leaders in hospitality and tourism (see below) because we firmly believe that our industry needs to invest in our own local talent. We shared stories about our work promoting and selling Beloit, our own personal career journeys, and the pros and cons of working in the travel industry. Moreover, we continue to be very involved with the growth of the BACH (Business, Arts, Community, Hospitality) Academy at Beloit Memorial High School and the growth of the associate's degree in hospitality management at Blackhawk Technical College. A major positive occurred when we offered our table at the Greater Beloit Chamber of Commerce's annual dinner to students from South Beloit High School, Beloit Memorial High School, and Blackhawk Technical College. They absolutely loved attending the event and it sounds like a new annual tradition may have begun!

Lastly, planning for major events is well underway. We are bringing back the Beloit Kubb Open for another year at Pohlman Field. Get your wood blocks out and set up a pitch in the backyard to begin preparing for another fun day under the sun. Speaking of sun, a new twist to this year's event as we moved it later in the day to conclude under the stadium lights at Pohlman. Also, Make Music Day returns for a third year to Beloit on June 21. Celebrate all things music at venues throughout the region. Performances can be found at makemusicday.org/beloit.

What is fabulous is that there is more in the works! A flurry of activity to start the year. Hop along and enjoy the ride.

From my desk to yours,

Celestino Ruffini
CEO, Visit Beloit

STUDENT OUTREACH



Welcome Center Tour

We hosted South Beloit High School and homeschool students at our Welcome Center in early March. These Hendricks CareerTek students learned about careers in hospitality and tourism and saw firsthand how the Welcome Center helps bring visitors to our area.



Beloit Memorial High School and Turner High School Panels

We spoke to students enrolled in the BACH (Business, Art, Communication, and Hospitality) Academy at Beloit Memorial High School. And we also spoke to students at Turner High School who are interested in hospitality. Students gained valuable insights into hospitality careers across the Beloit Community and Stateline Area through engaging panel discussion.



Sports Careers Panel

These lucky students, passionate about sports and eager to pursue careers in the industry after high school, had the incredible opportunity to attend an inspiring Sports Careers Panel that included Matt.

LODGING DATA

The lodging industry took a skip ahead in the first quarter of 2025 compared to the prior year. Occupancy rates in 2025 were 45.1% in January, 50.5% in February, and 54.2% in March compared to 45.8%, 45.4%, and 55.6% in 2024, respectively. The average daily rate slipped in the quarter averaging \$107.32 versus \$110.17 in 2024. Lastly, total revenue generated by lodging properties had an uptick of 4.3% in the quarter with \$3,380,819 compared to \$3,240,100 in 2024.

FINANCIALS

As of December 31, 2024, Visit Beloit, Inc.'s total assets equaled \$1,346,684.98 which includes \$1,271,667.00 in current assets, \$44,769.63 in fixed assets, and \$30,248.35 in other assets. Total liabilities are \$26,714,72, therefore total organizational equity equaled \$1,319,970.26.

MARKETING & PUBLIC RELATIONS

PRESS RELEASES

- Visit Beloit in February to Beat The Winter Blues
- Claim Your Spot and Register for The Beloit Kubb Open Hosted by Visit Beloit
- Visit Beloit in March for Festive Events
- Calling All Musicians and Venues for Make Music Day – June 21, 2025
- Visit Beloit in April for Spring Time Events

BLOGS

- 2025 Draft (381 views)
- Discover the Best of Beloit with Friends (110 views)
- Beloit & Beyond Beers & Cheers Passport (36 views)

NEWS

- Travel Wisconsin: What's New in Tourism – WTMJ Radio
- Beloit Major tournament returns to Rock Co. – WMTV 15 News
- Things to do around Wisconsin – Spectrum News 1
- Cornhole competition draws 150 players to Beloit – Beloit Daily News
- Experience These Spectator Sports in Wisconsin – Leisure Group Travel
- 3-Day Itinerary for South Central Crossroads in Wisconsin – Leisure Group Travel
- Visit Beloit seeking liquor license – Beloit Daily News
- Top 5 romantic winter getaways in Wisconsin – Racine County Eye
- Visit Beloit renovation nearing completion – WISC-TV
- Visit Beloit: Four Seasons For Your Next Adventure – Outdoor Adventure Series
- Think You Can Master Kubb? Prove It At The 2025 Beloit Kubb Open – 97ZOK
- Travel Wisconsin: Sports Lovers

TV & RADIO

- What's Happening – WCLO (every second Friday of each month)
- The Morning Mess – Big FM 93.7 in Monroe every Friday morning (not recorded)
- Experience Wisconsin - WTMJ
- Beloit Community Events (January, February, and March) – WIFR

7 IN-PERSON PARTNER MEETINGS

- CloudHaven Dispensary
- Casey's Bell Ray Tavern
- The Culture Lounge
- Dita's Westside Pub & Grill
- Eggsquisite Café
- Pentagono Restaurant
- Crown Beauty

PASSPORT TRAILS

- New Passport Trail e-newsletter sent out quarterly.
- Distributed new posters to all partners on the trails.
- Completed Beers & Cheers photoshoot.

SWEEPSTAKES

The "Win a Getaway to Beloit with Friends" brought in 1630 leads.

HIGHLIGHTS

- Savannah earned a free, one-year five minute live segment every third Wednesday of each month with WIFR.
- Revamped highlights on Instagram profile.
- Tracy attended International Media Marketplace (IMM) in New York City to pitch Beloit to travel writers from all over the country.

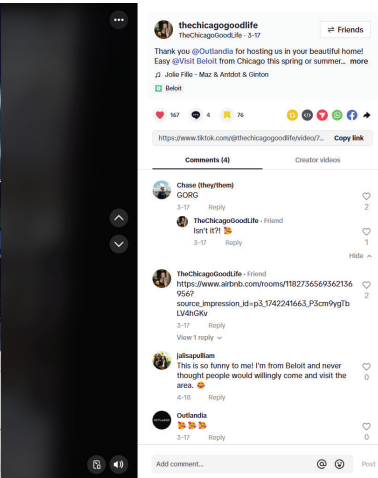
READ PRESS RELEASES
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TO NEWS, TV, & RADIO



2025 VISITOR GUIDE

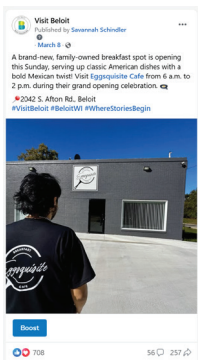
The annual Visit Beloit Visitor Guide is the signature marketing piece for the region and tells the story of our community. Pick up a guide and share it in your office or with family and friends. You can also request it online at visitbeloit.com.



THE CHICAGO GOOD LIFE

Showcasing our community through travel influencers offers an authentic glimpse into the experiences available while reaching new audiences. We partnered with Christine of The Chicago Good Life for quarter one, who resides in Chicago. During her visit with her husband and two young children, they visited Henry Dorrbacker's Pub & Play, Northwoods Premium Confection, Tin Dog Records, Bushel & Peck, and Bagels & More. Through one TikTok post, we reached 5,937 people or 33.5% of her followers.

SOCIAL MEDIA AND WEB STATS

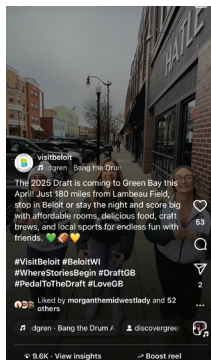


Facebook

Eggsquisite Café
67,265 reach
1,023 interactions
235 shares

19,869

Followers

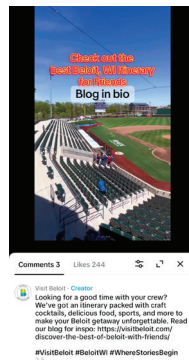


Instagram

NFL Draft
9,697 views
54 interactions
2 shares

3,816

Followers



TikTok

Travel w/ Friends
5,124 views
247 interactions

1,014

Followers

WEBSITE REPORT

Page Views: 77,740
Event Count: 259,531
Active Users: 29,728
Avg. Engagement Time: 59 seconds

TOP VISITED PAGES

Sweepstakes
Home Page
Calendar of Events
Things To Do
Events

92.8%

of website traffic is from outside of Beloit

TOP CITIES

of website traffic: Chicago, Janesville, Rockford, Milwaukee, Minneapolis



Madison Magazine
February - 1/6 Page Ad



Milwaukee Magazine
March - 1/4 Page Ad



Our Wisconsin
February/March - 1/6 Page Ad



La Voz de Beloit
First Quarter Newsletter Ad



Northwest Living - Chicagoland
March - 1/2 Page Ad



Visit Milwaukee Visitor Guide
Annual Publication - 1/3 Page Ad



WHLA Directory
Annual Directory - 1/6 Page Ad



Travel Wisconsin Spring Traveler
Annual Publication - 1/2 Page Ad



See Wisconsin
Annual Publication -
Full Page Spread



Rock County Guide
Annual Publication - Full Page Ad

SALES & SERVICING

CONFERENCES AND TRADESHOWS



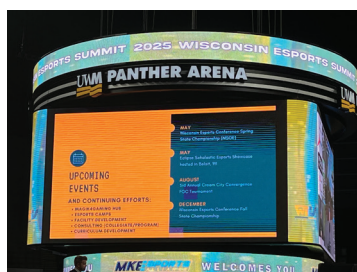
Circle Wisconsin Annual Meeting

Motor Coach Sales
Stevens Point, WI
January 23-24



Sports Wisconsin Sales Mission

Sports Sales
Colorado Springs, CO
February 24-26



Milwaukee Esports Summit

Sports Sales
Milwaukee, WI
March 3

EVENTS



American Cornhole Organization Tournament

Beloit Major
Eclipse Event Center
January 10-11



Verona Senior Center Motor Coach Group

Downtown Museums
and shopping
March 18

SITE VISIT



American Junior Golf Association

Beloit Club
February 4

PASSPORT TRAILS

Beers & Cheers
Loved by Locals
Historical Walking
Outdoor Art

316

Digital Check-ins

32

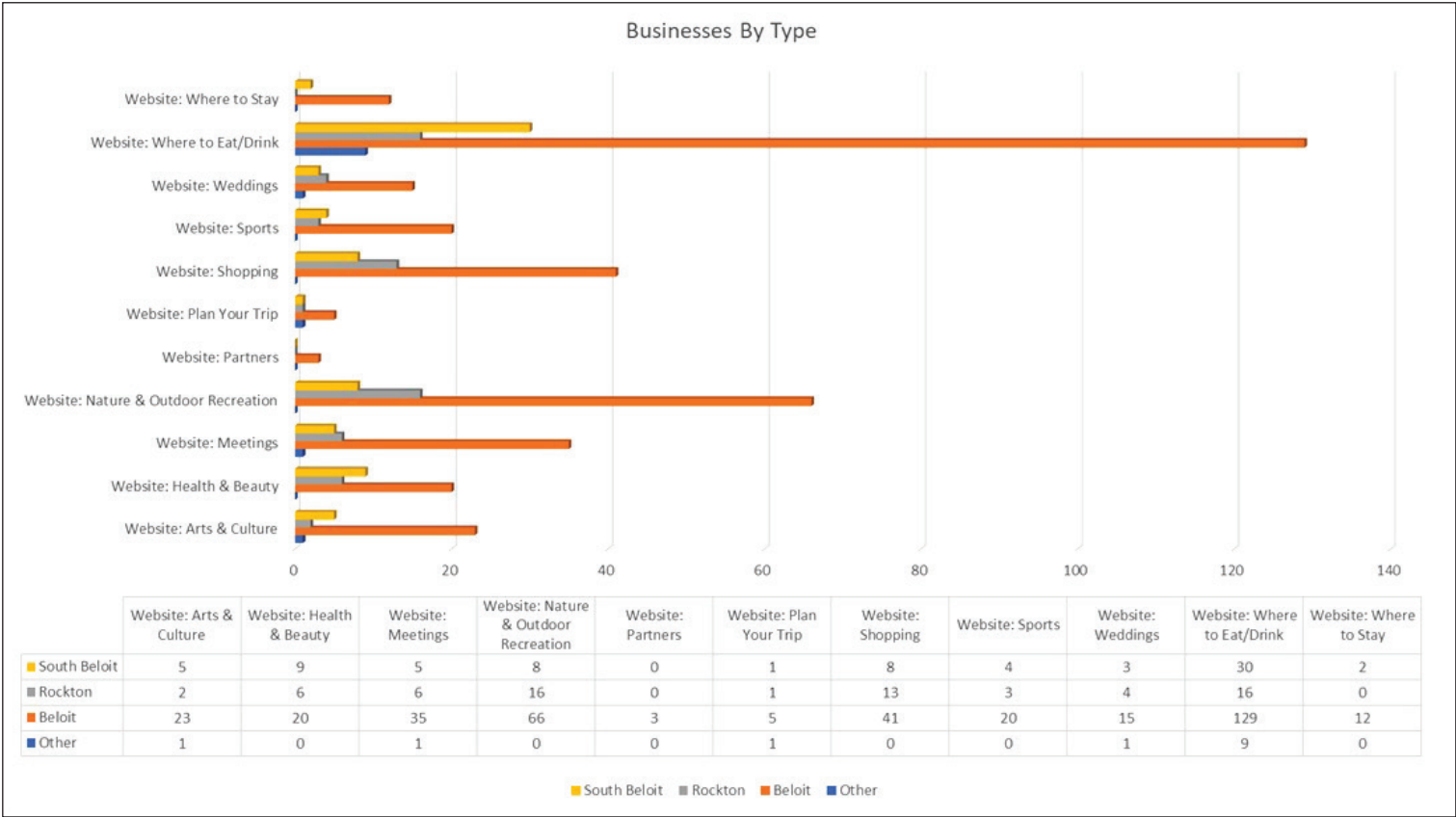
Prize Redemptions

HOTEL RACK DISTRIBUTION

- 1) Visit Beloit Map/Trails/Calendar of Events (1,026)
- 2) Visit Beloit Visitor Guide (376)
- 3) Travel Wisconsin Guide (361)
- 4) Rock County Guide (297)
- 5) Downtown Beloit Association Brochure (256)

Total 2025 distribution = 3,580

VISIT BELOIT PARTNERS



VISITOR SERVICES

TEAM DAY

Team Days at the Welcome Center are designed to give our team an experience of an area attraction so we are better equipped to chat with visitors about the attraction.

The Welcome Center had our first Team Day of 2025 in February, traveling to Monroe WI. Celestino, our CEO, surprised us and met us at Baumgartner’s where we had lunch. He had the famous Limburger Cheese sandwich! We then went on a tour at Alp & Dell, who provides us with cheese for all of our visitors May through October.

The Welcome Center Team Days continued in March at Beloit’s newest attraction, Henry Dorrbacker’s Pub & Play. The team played duckpin bowling and we talked over some great pizza. One of our team members, Jeff, could not be with us so we made sure to include him.



OUR 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.