



SECOND QUARTER REPORT

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April-June 2025

A WORD FROM OUR CEO



In July, I had the privilege of bringing the entire Visit Beloit leadership team to Chicago for the annual Destinations International convention. More than 2,000 professionals from across the U.S. and around the world gathered to exchange ideas, expand industry knowledge, network with peers, and draw inspiration from a powerful lineup of speakers.

Among the most impactful were two men whose stories are transforming lives through extraordinary paths.

Justin Wren, once a bullied child, rose to become an MMA champion, but his real fight began off the mat. After years battling addiction and depression, Justin reached a low point during a suicide attempt in Mexico. Through a series of life-changing events, he found healing while living with the Mbuti Pygmy people in Congo. That experience sparked a mission: serving marginalized communities. His nonprofit, Fight For The Forgotten, has since brought clean water to more than 52,000 people, secured land rights, planted forests, and built sustainable systems for healthcare, housing, and education. Justin's message is simple yet powerful; turn pain into purpose and struggles into service.

Andre Norman, known as the "Ambassador of Hope," grew up entrenched in gang life and was sentenced to more than 100 years in prison. But it was in solitary confinement that he had a turning point. Determined to change, he taught himself to read, earned his GED, studied law, and eventually

graduated from Harvard University. Today, he works with global organizations and at-risk communities, sharing how transformation is possible through self-discipline, vision, and compassion. His passion lies in second chances, mental health, and justice reform, all rooted in lived experience.



I share these stories because they challenge us to be resilient, to push against the status quo, and to seek joy and meaning in the one life we have. Each of us faces personal and professional hurdles, but as a destination community, we can rise and work

together. Both Wren and Norman reminded us that even small acts of support and empathy can spark lasting change and that everyone has the power to uplift others.

Their stories were deeply moving, and I encourage you to learn more about them: Justin Wren (<https://www.justinwrenspeaks.com/>) and Andre Norman (<https://andrenorman.com/>)

Let's continue building a stronger, more compassionate Beloit together.

Celestino Ruffini
CEO, Visit Beloit

LODGING DATA

The lodging industry remained unsettled through the first half of 2025. Occupancy rates in 2025 were 60.4% in April, 64.4% in May, and 70% in June compared to 62.6%, 62.6%, and 70% in 2024, respectively. The average daily rate was marginally ahead in the quarter, averaging \$123.56 versus \$122.84 in 2024. Lastly, total revenue generated by lodging properties was nearly even to year as it was up 0.96% in the quarter with \$5,164,629 compared to \$5,115,364 in 2024. Disclaimer: This data provided by STR, LLC is only to be used for analysis and is not inclusive of all lodging property types and is only relative to lodging properties in the city of Beloit.

FINANCIALS

As of June 30, 2025, Visit Beloit, Inc.'s total assets equaled \$1,323,992.49 which includes \$887,827.95 in current assets, \$417,162.04 in fixed assets, and \$19,002.50 in other assets. Total liabilities are \$63,490.56, therefore total organizational equity equaled \$1,260,501.93.

MARKETING & PUBLIC RELATIONS

PRESS RELEASES

- CDW Girls Junior All-Star Championship heads to Beloit Club for 2025
- Visit Beloit in May for Summer Kickoff Events
- Visit Beloit Celebrates National Travel & Tourism Week
- Visit Beloit in June for Markets & Music Events
- Successful Turnout for Third Annual Make Music Day – Beloit
- Visit Beloit in July for Big Outdoor Celebrations

BLOGS

- Solo Travel in Beloit is Good for the Soul (436 views)
- Shopping in Beloit (78 views)
- Beloit & Beyond Outdoor Art Trail (45 views)

NEWS

- Hit a Home Run with These Small-Town Baseball Venues – Wisconsin Meetings
- Beloit Club will host prestigious junior girls golf tournament – Beloit Daily News
- Girls junior golf championship to be held in Beloit – WIFR
- Will hotels hit a casino jackpot in 2025? – Beloit Daily News
- CDW Girls Junior All-Star Championship heading to Beloit, WI for 2025 – Sports Events Media Group
- 2025 Most Interesting People: Celestino Ruffini – Northwest Quarterly
- Partnerships Lead Latest Wave of Growth in Beloit – Northwest Quarterly
- Girls Junior Golf Championship To Be Played At Beloit Club This Summer – WCLO
- Celebrate A Day Dedicated To Music In Beloit – 96.7 The Eagle
- Attractions Bring Visitors To Beloit – Beloit Daily News
- 10 Unique Wisconsin Festivals Happening in June 2025 – Experience Wisconsin
- Make Music Beloit Artist Profile - Kristin Toon – Fox 47
- Bring on the music: Make Music Day is Saturday – Beloit Daily News
- Music fills the Stateline Area on Make Music Day – Beloit Daily News
- Visit Beloit construction work almost done – Beloit Daily News

TV & RADIO

- What's Happening – WCLO (every second Friday of each month)
- The Morning Mess – Big FM 93.7 in Monroe every Friday month (not recorded)
- Beloit Community Events (April, May, and June) – WIFR
- Beloit welcomes spring with multiple fun activities – WMTV 15 News
- Beloit will celebrate the summer solstice with music – Northern Public Radio
- Live music and free dance lessons! Several summer events coming up in greater Beloit area – WMTV 15 News
- Best of the Midwest: A lot of great things to do in Beloit! – WGN Radio
- Buzzed into Madison - WISC-TV

10 IN-PERSON PARTNER MEETINGS

Loom Home + Gifts
Thirsty Badger Bar & Grill
Jerry and Kathy Busse Prairie Preserve
Always & Forever Formal Wear
The Mouse
The Club Tavern
Haute the Luxe Beauty House
Ray's Family Restaurant
Alona's Alibi
Beloit Field Archers

SWEEPSTAKES

The "Win a Solo Getaway to Beloit" brought in 899 visitor contacts.

HIGHLIGHTS

Earned two 3-minute segments on Beloit community events at WMTV 15.

Attended the PRSA Travel & Tourism Section Annual Conference in Tampa, FL.

Successful National Travel & Tourism Week promotion.

PASSPORT TRAILS

Added new businesses to the Beloit & Beyond Beers & Cheers Trail

814

Digital Check-ins

135

Locations
Checked Into

39

Prize Redemptions

[READ PRESS RELEASES
AND BLOGS HERE](#)

[CLICK HERE FOR LINKS
TO NEWS, TV, & RADIO](#)



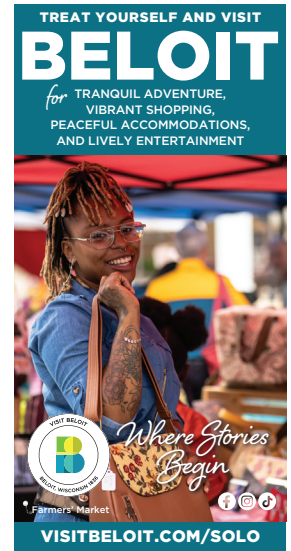
Madison Magazine
April - 1/6 Page Ad



Milwaukee Magazine
May - 1/4 Page Ad



Our Wisconsin
April/May - 1/6 Page Ad



Our Wisconsin
Jun/Jul - 1/6 Page Ad



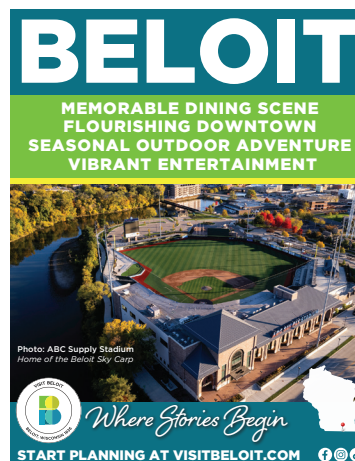
Northwest Living - Chicagoland
May - 1/2 Page Ad



NFL Draft Billboard
I-39/90 just south of the Shopiere exit, headed North
April 22 - 29



Beloit Sky Carp Program Book
2025 Season - 1/2 Page Ad

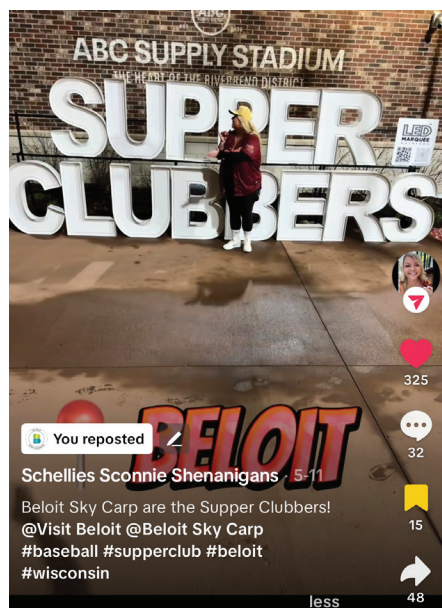


Midwest Living
Summer - 1/4 Page Ad



La Voz de Beloit
Second Quarter Newsletter Ad

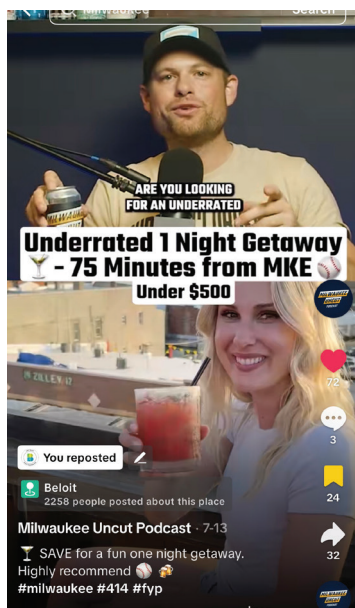
SOCIAL INFLUENCERS



Schellies Sconnie Shenanigans @schellie2385

Home based in Stevens Point, Schellie is known as the Supper Club queen as she travels the state showcasing Supper Clubs. Her night in Beloit consisted of a Sky Carp/Supper Clubber game, drinks at The 615 Club, dinner at The Butterfly, and Easter brunch at Benedetti's.

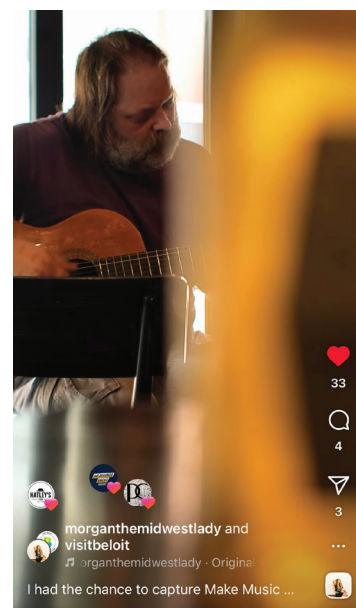
Facebook/Instagram/TikTok
Total views: 114,685



Milwaukee Uncut @milwaukeeuncutpod

Richie and Bre are a couple from Milwaukee with a podcast, newsletter, and large social following sharing all things Milwaukee. We brought them to Beloit to highlight an underrated couples road trip and it was a huge success!

Facebook/Instagram/TikTok
Total views: 177,491
Newsletter opens: 12,020



Morgan the Midwest Lady @morganthemidwestlady

Morgan is a social influencer that resides in Beloit. She has 64,000+ followers on Facebook, 51,000+ on Instagram, and 38,000+ on TikTok. We hired her to share content about Make Music Day Beloit on Instagram and we purchased 15 photos from her to use for future marketing campaigns.

Facebook/Instagram views: 8,425

SOCIAL MEDIA AND WEB STATS

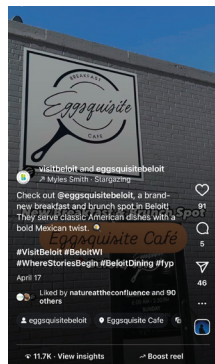


Facebook

Betting on Beloit
149,579 reach
1,010 interactions
233 shares

20,363

Followers



Instagram

Eggsquisite Café
11,701 views
131 interactions
46 shares

3,967

Followers



TikTok

Travel w/ Friends
1,627 views
75 interactions

1,050

Followers

WEBSITE REPORT

Page Views: 163,687
Event Count: 526,019
Active Users: 91,475
Avg. Engagement Time: 30 seconds

TOP VISITED PAGES

Solo Travel
Beloit Baseball
Home Page
Sweepstakes
Calendar of Events

93.3%

of website traffic is from outside of Beloit

TOP CITIES

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

EMAIL CAMPAIGNS

Newsletter Audience

23,054
subscribed

Newsletter Actual Opens

May = 7,608
June = 7,621
July = 9,112

Beloit Weekly Partners Audience

367
subscribed

Beloit Weekly Average Opens

April = 142
May = 142
June = 123

SALES & SERVICING

CONFERENCES AND TRADESHOWS



Circle Wisconsin Midwest Marketplace

Motor Coach Sales
Dubuque, IA
April 6-8



Sports ETA Symposium

Sports Sales
Tulsa, OK
April 14-18



Sports Wisconsin Summer Meeting

Industry Education
La Crosse, WI
June 10-11

EVENTS



Team World Horseshoes

Edwards Activity & Sports Center
May 16-17



Wisconsin Downtown Action Council Summit

Powerhouse, Visit Beloit,
ABC Supply Stadium March
May 20-22



E-Sports Event with MKE E-Sports

Eclipse Event Center
May 31



Learn to Kubb

Rock Bar & Grill
June 12 & June 19

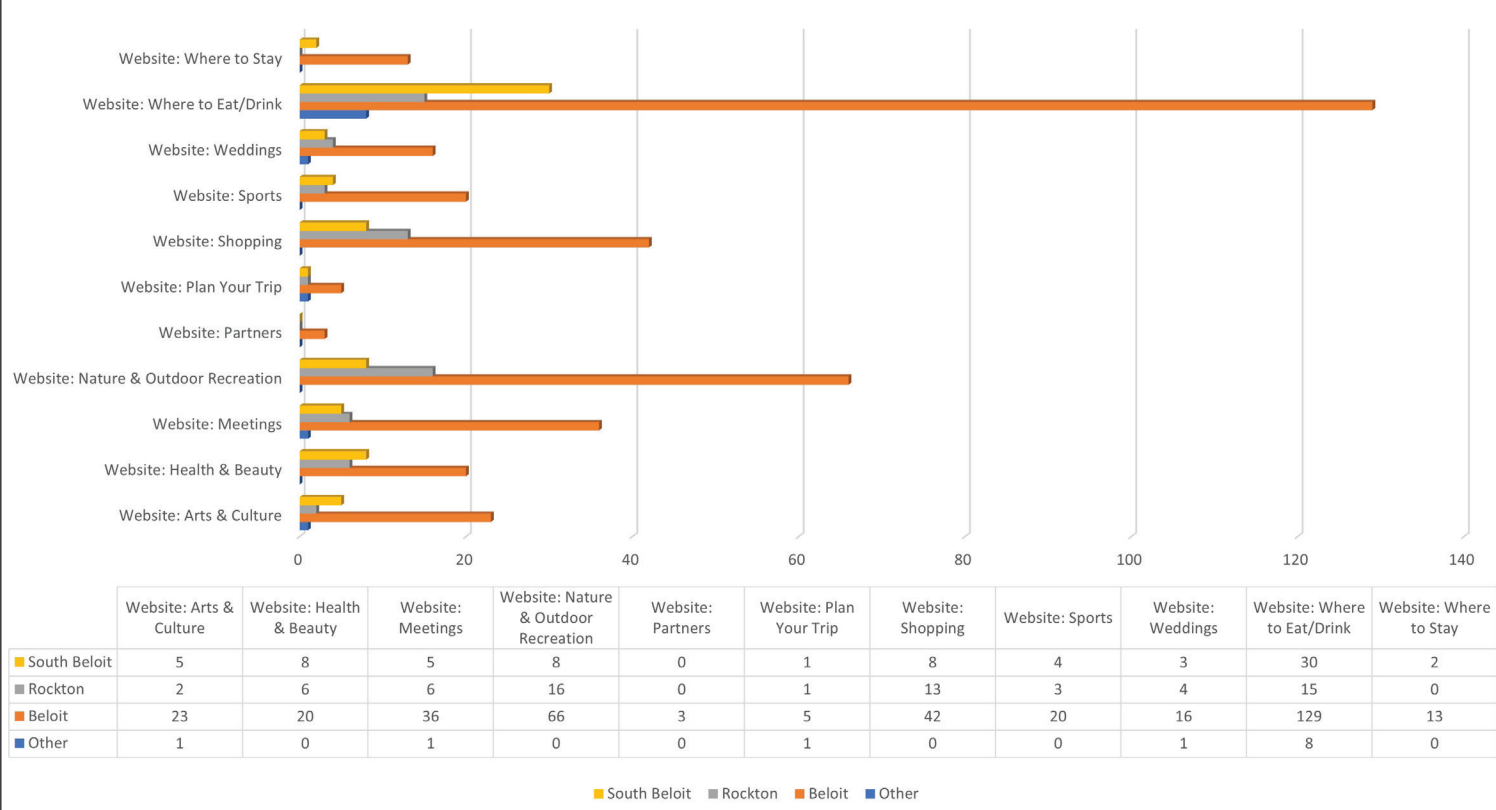
HOTEL RACK DISTRIBUTION

- 1) Visit Beloit Map/Trails/Calendar of Events (1,603)
- 2) Visit Beloit Visitor Guide (682)
- 3) Travel Wisconsin Guide (633)
- 4) Downtown Beloit Association Brochure (476)
- 5) Rock County Guide (463) **Total**

2025 distribution = 5,901

VISIT BELOIT PARTNERS

Businesses By Type



WELCOME CENTER

APRIL VISITORS
3,816

MAY VISITORS
6,852

JUNE VISITORS
8,774



NFL Draft

The NFL Draft was held in Green Bay on April 24-26 at Lambeau Field. Pens, pins, and stickers were handed out to visitors heading to the Draft. Some of the Welcome Center team went to Green Bay to volunteer their services. It was a huge success and a great time was had by all! Thank you to Karen, Julie, and Merla.



Team Day

The Welcome Center had it's last Team Day of the year on April 28 with a visit to Beckman Mill. Sheri Disrud and her volunteers gave us a wonderful tour of the area and explained the workings of the mill. It was fabulous place to visit and we learned alot!



Make Music Day

On June 21, Make Music Day was a fabulous day at the Welcome Center. We hosted Gabe Garza here to entertain visitors. Thank you, Gabe!

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.