



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: October 6, 2025

Item Title: Consider and take action to approve print ads from The Greater Valley Guide

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

The Greater Valley Guide (TGVG) has been an outlet in which the Tourism Commission has previously purchased ads for. The TGVG publication is distributed in northeast Wisconsin, specifically the Fox Valley area that includes Appleton, Oshkosh, and Fond du Lac. In 2024, the organization went on hiatus to undergo a succession process. Staff did not renew ads in 2025 and took advantage of free early 2025 ads placement.

Now that the company is back in operation, staff have been contacted about renewing ads in 2026. This would start with the TGVG's winter edition covering November 2025 through January 2026, followed by rotation of print publications with a spring edition (Feb. – Apr.), summer edition (May – July), and fall edition (Aug. – Oct.). The TGVG has 6,000 copies distributed in the Fox Valley area and includes a targeted online distribution to over 2,500 families each month.

Staff would be interested in possibly purchasing the Community Connector ad package that includes both print and digital ads, a featured article, and a Facebook post for an annual cost of \$675.

List all Supporting Documentation Attached:

TGVG Media Kit

Action Requested of the Tourism Commission:

Either purchase an ad package for up to the listed amount in the media kit or reject the solicitation from The Greater Valley Guide