



2007 ANNUAL REPORT

Year in Review

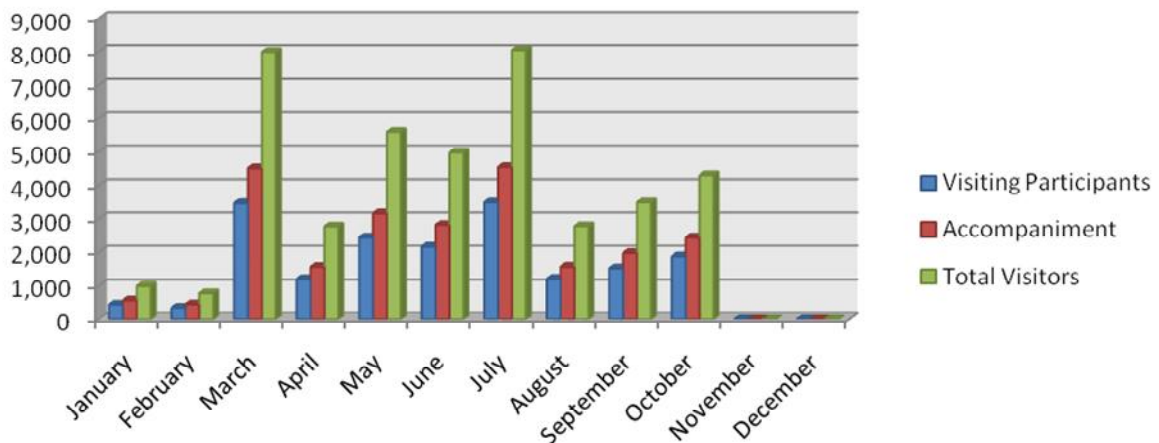
The Wenatchee Valley Sports Council came under new leadership in 2007. Linda Haglund left to take a job with the new Greater Wenatchee Regional Events Center. Hired on was, yours truly, Eric Granstrom. I came to the Sports Council following a 17-year radio career where I'd most-recently been the Morning Host and Sports Director of KPQ Radio. Through an agreement with the Sports Council Board and CVB Executive Director Roger Clute and KPQ Radio, I was able to continue hosting the Mornings on KPQ from February through my resignation at KPQ in October.

Linda left large shoes to fill, but I was quickly up to the challenge. I used my connections through KPQ as Sports Director to add different variations to the outlook of the Sports Council as a whole. My personal and professional interest in hunting, fishing and enjoying the Great Outdoors soon became an added focus of the Sports Council and its advertising. In addition, I began working on a project to fund and produce a comprehensive trail map for the Wenatchee Valley (see Marketing).

It became quickly apparent that there needed to be a tracking system developed to determine how sports events impact the Wenatchee Valley economy. I used my contacts through KPQ to develop a database. Between February and December, I tracked 121 sports events held in the Wenatchee Valley that attracted people from outside the area and most likely resulted in a hotel stay. I came about a formula to determine economic impact through research with the National Association of Sports Commissions and its publication, "Sports Events Magazine," as well as the Washington State Association of Sports Councils. I determined that, on average, sports tourists spend \$99 per day on food, entertainment and hotels when traveling to the Wenatchee Valley for sports events.

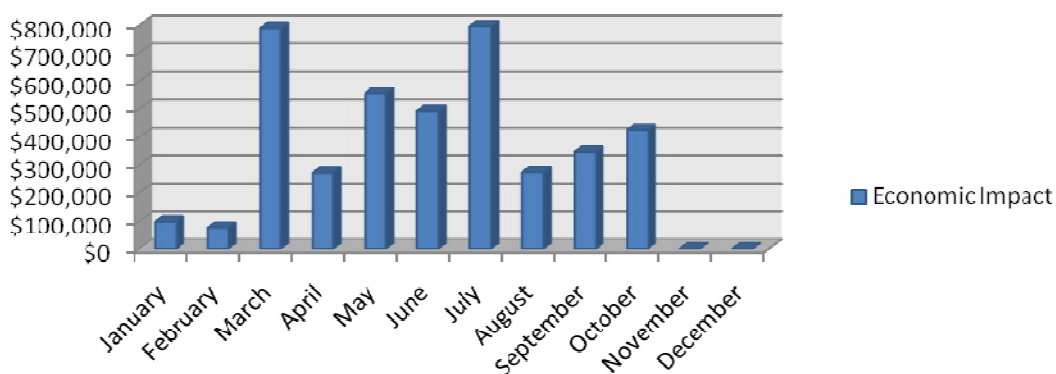
A total of 95,659 people participated in, coached, volunteered for, staffed or watched a sports event in the Wenatchee Valley in 2007. Of those, 18,136 traveled to the valley to participate, bringing with them another 23,576 people.

Measuring Sports Tourists



Measure the economic impact of those sports visitors using the \$99/day multiplier and sports tourism generated over \$4.1-million directly to the Wenatchee Valley economy in 2007. March and July were the biggest months in sports tourism in 2007. 37 events brought in 16,022 sports tourists, bringing in nearly \$1.6-million to the Wenatchee Valley economy. Of the individual sports genres, softball proved king. 15 different softball tournaments between March and September lured 5,980 people from outside the area. That's an impact of \$592,020! Cycling and multi-sport events were next, with 3,872 travelers coming to the Wenatchee Valley for 13 events, totaling \$383,328 of economic impact.

Economic Impact



It should be said that the numbers quoted here are just part of the story. What isn't tracked is the number of people who travel into Wenatchee just to watch sports who aren't affiliated with the participants. The numbers also don't reflect the amount of money spent by locals on goods and services related to the sports events that take place.

The amount of activity in the sports climate in the Wenatchee Valley was also reflected in the **Request for Proposals** that went out to area hotels. We were contacted by organizations putting on 14 different events in 2007. Requests for rooms went out to Wenatchee Valley hotels for a total of 1,498 room nights.

Event Recap

The Wenatchee Valley Sports Council was incredibly busy promoting various sports and recreation events and activities in 2007. Through advertising, promotion, trade shows, news releases, newsletters and web-postings, the Sports Council was able to promote more events than it ever had since its establishment in 1999.

The following are the events and activities the Wenatchee Valley Sports Council promoted in 2007:

- | | |
|----------|--|
| January | 19 th - Annual Wenatchee AAU Basketball Invitational - Boys
*24 th - 2 nd Annual Coaches of Inspiration Awards
26-27 - Skookum Cup Slalom Race at Mission Ridge
28 th - Ice Skating Exhibition at Wenatchee Ice Arena |
| February | 3-4 - Hampton Cup Giant Slalom Ski Races at Mission Ridge
23-24 - Eastmont Winter Classic Basketball Tournament |
| March | 2-3 - Taco Del Mar Spring Fling Racquetball Tournament-WRAC |

- 1-3 - Special Olympics Winter Games
 9-10 - 19th Annual Wenatchee AAU Basketball Invitational - Girls
 *24th - **Eastmont Junior High School Fun Run**
 *31st - **Wenatchee Valley Duathlon**
 31st - Dummy Downhill at Mission Ridge
- April *14th - **Alcoa Ridge to River Relay Race**
 20-21 - BPA Youth Baseball Spring Bash
 *21st - **Wenatchee World Jr. Ridge to River Relay Race**
 21st - Kids Fishing Day at Rock Island Pond
 *21st - **MS Walk & Fun Run at Confluence State Park**
 Wenatchee Valley Rams Football - April-June
 *22nd - **Wenatchee Marathon**
 26-30 - Northwest Crank Bicycle Series
 28th - General Lake Trout Fishing Opener in Washington State
 Wenatchee Valley's Super Oval - April/September
- May *5th - **Apple Blossom Run**
 *12-13 - **Omnium Stage Races and Twilight Criterium**
 16th - Ride of Silence bike ride in downtown Wenatchee
 18th - Relay for Life at Eastmont High School
 18-19 - Washington High School Equestrian Teams State Finals
 19 - North Central Washington Coaches Clinic at Wenatchee High
 19th - Pheasants Forever Dog Training Seminar
 19th - Raider Rumble Men's Softball Tournament
 25-26 - WIAA State Baseball and Softball Championships
 26-28 - Sterling Invite Softball Tournament
 26-28 - 18th Wenatchee Memorial Day Volleyball Tournament
- June 1-2 - Fireball Invitational Youth Baseball Tournament
 *9th - **Wenatchee Sunrise Rotary Apple Century Bike Ride**
 9-10 - Free Fishing Weekend in Washington State
 9-10 - Grip It and Rip It Softball and Baseball Tournaments
 9-10 - Wenatchee River Festival
 15-17 - East Wenatchee Rotary Club's 15th Pikeminnow Derby
 16-17 - Explosion Invite Fastpitch Softball Tournament
 22-24 - 14U Baseball State Championships
 23-24 - HummBabes XVII Men's Softball Tournament
 23rd - Solar Drag Races at Confluence Technology Center
 29-30 - NSA Girls Fastpitch State Tournament
- July 9-13 - Wenatchee High School Volleyball Camp
 14-15 - Power Ball VIII Men's & Women's Softball Tournaments
 *21-22 - **Cycle Washington Memorial Ride**
 21-22 - Eastmont Classic co-ed Softball Tournament
 21st - Paddle to Spanish Castle - Wenatchee Row & Paddle Club
 21-26 - Wenatchee High School Summer Football Camp
 22nd - Bridge & Back Challenge - Wenatchee Row & Paddle Club
- August 4-5 - NW East Semi Rec Softball Championships

	11-12 - NSA E State Men's Softball Tournament
	*18-19 - 32nd Annual O'Terry's Lads & Lassies Softball Tournament
	*18th - Hot August Days Tour of the Columbia Basin bike ride
	*19th - Apple Capital Triathlon at Daroga State Park
September	1-3 - Labor Day Volleyball Tournament
	*15th - Tour deVine Bike and Wine Tour
	23 rd - Guano Rocks Tour - Wenatchee Row and Paddle Club
	*29th - Dam2Dam Thumbs Up! Bike Tour
October	12-13 - Apple Soccer Cup Tournament
November	23 rd - Opening Day at Mission Ridge Ski and Snowboard Resort
December	1-2 - Holiday Open Racquetball Tournament - WRAC

***those events listed in bold received extra promotion and advertising through WVSC**

Special Funds

Two charitable funds continued to provide assistance to the sports community in the Wenatchee Valley in 2007. Separate from Sports Council funding as part of the Wenatchee Valley Convention and Visitors Bureau Budget, the **Scholarship Fund** and **Charlotte Martin Fund** are operated through the Community Foundation of North Central Washington.

Specifically, the purpose of the WVSC **Scholarship Fund** is to provide funding to deserving athletes, teams and coaches who require additional monetary support to continue their athletic achievement. The program strives to enhance the social values associated with participation in athletics and believes that our community's quality of life can be attributed to the active lifestyles of our citizens. The primary focus of the program is financial support for youth sports athletes who are in need. This year, the fund was able to support Jake McArthur's bike racing quest in Europe as well as Christian Clerc's airfare to Las Vegas to officiate the Far West Soccer Championships. In addition, \$1,100 went to Wenatchee Valley Lacrosse to assist in their Shootout Jamboree and help athletes pay to play lacrosse during league season. The Scholarship Fund also benefited from a \$2,000 donation from Arlberg Sports out of proceeds for this year's Tour deVine Bike and Wine Tour. Overall, the Sports Council Scholarship Fund has helped 74 individuals and groups participate in sports by providing entry fees, registration costs, sports physicals, and transportation. A total of over \$19,000 has been granted to Wenatchee Valley athletes and athletic organizations out of the Scholarship Fund since 2000.

Shortly after the creation of the Scholarship Fund, the Wenatchee Valley Sports Council was awarded a \$25,000 grant from the **Charlotte Martin Foundation**. The money was used to create a Special Projects Fund to conduct coach's clinics and provide assistance for coaching education. In the last three years, the Charlotte Martin Fund has funded the Annual Coaches of Inspiration Awards. This program was developed by former Director Linda Haglund, who wanted to pay tribute to those volunteer coaches in the area who give so much of their time and energy to coach youth athletics.

The main focus of the Charlotte Martin Fund again supported the **3rd Annual Coaches of Inspiration Awards**. 37 coaches were nominated and all honored during the Ice Cream Social on January 23rd. Over 200 coaches, players and families came to hear Megan (Franza) Carlson speak and to see coaches honored in 9 sports. And, for the first time, we created the "Legends

Award” to honor coaches who have retired, including Lee Bofto and Paul Preston, who were both present at the awards night. Considerable help came in the form of co-sponsorship for Coaches of Inspiration this year from the Wenatchee World. The World agreed to put nomination form flyers (14,000 of which) in its December 10th distribution. In addition, the World matched advertising dollars with a minimum of \$277 purchased. We hope to continue the relationship with the Wenatchee World well into the future of Coaches of Inspiration. Since its inception, 92 coaches have been honored. All told, the Charlotte Martin Fund has allowed the Wenatchee Valley Sports Council to provide over \$38,000 in coaching grants, clinics and awards.

Between the two funds, the Wenatchee Valley Sports Council has been able to do over \$57,000 worth of charitable work toward the betterment of the sports community in the Wenatchee Valley. At year’s end, the Sports Council was working to create the Wenatchee Valley Sports Foundation, a separate 501(c)3 organization to oversee the Scholarship and Charlotte Martin Funds.

Marketing

The marketing effort for 2007 actually began prior to the end of 2006. Linda Haglund had already placed several ads in sports publications and planning guides as well as formulated the look and copy for the **Annual Sports Events & Activities Guide and Wenatchee Valley Visitors Guide**.

14 separate events were highlighted in the 2007 Sports Events & Activities Guide. Those events were also subject of ads placed in Race Center Northwest Magazine, Northwest Outdoors Magazine, and the Bicycle Paper’s Annual Event Guide. In addition, the Wenatchee Valley Sports Council was heavily involved in promoting the 1st-ever **Cycle Washington Memorial Ride**.

Cycle Washington was created in honor of those who were killed riding bicycles on Washington Highways, specifically, Jill Wood Spanjer, the former Director of the Wenatchee Valley Convention and Visitors Bureau. The ride’s focus was on bicycle safety and sharing the road. It began in Redmond at Marymoor Park and continued East on highways and byways up over Snoqualmie Pass to Cle Elum. Following an overnight stay at Cle Elum High School, riders rode over Blewett Pass and down the Wenatchee Valley into Linden Tree Park to finish. We had small numbers turn out for the inaugural ride, mostly because of poor timing with another huge ride, Seattle to Portland the week before. But those who did participate had glowing reviews of the ride, the organization and safety. We look forward to even more riders in 2008 as we’ve moved the ride up a month to June to occur before STP.

A focus beyond ball sports and strenuous races took place in 2007, with an open eye toward **outdoor recreation**. Through a radio advertisement during Dave Graybill, “The Fishin’ Magician’s” show on KVI in Seattle, the Puget Sound was introduced to the outdoor recreation opportunities in North Central Washington and the Wenatchee Valley. We covered everything from fishing the lakes and streams to hunting the hills to hiking the mountains to skiing both water and snow in the advertisements.

Our proudest moment of the year came in October with the completion of the **Wenatchee Valley Trips and Trails Guide**. What began as an idea in May of 2007 came to fruition by fall. With considerable donations from the Chelan County Commission, Chelan Port District, Wenatchee Valley Medical Center, Arlberg Sports and the Wenatchee Racquet and Athletic Club, we were able to produce 15,000 of these maps of trips and trails throughout the Wenatchee Valley. Andy Dappen of WenatcheeOutdoors.org provided the content while Chris Thorsen of

Cascade Graphics provided the maps and production work. These year-round guides began flying off our shelves upon arrival and it's expected we'll have to do another printing in 2008.

Projects and Programs

The first project undertaken in 2007 was a much-needed updating of the **Wenatchee Valley Sports Council's website**; www.wenatcheevalleysports.com. A comprehensive directory to area sports organizations and groups was added in March.

The next task was to create an outdoor facilities index for both the website and in hard-copy, catalog form. We contracted with Terry Loss Photography and chartered a flight with Wings of Wenatchee to take aerial photos of our outdoor sports facilities in the Wenatchee Valley. By June, the **Outdoors Sports Facilities Index** was on-line and in hand.

The website remained a focus into June on the tracking side. We enlisted the services of **Google Analytics** and encoded pages of the website to track visitors to the site. By year's end, we tracked 5,395 visits and 11,053 page views. The most-visited pages on the site were the newly added Facilities Page and the updated Sports Directory.

A new year also marked the return of the **Wenatchee Valley Sports Council monthly newsletter** in 2007. Missing since 2001, the newsletter was resurrected to inform and educate readers of Sports Council happenings, sports activities around the Wenatchee Valley and drive people to the website. By year's end, the newsletter was being created through the services of Constant Contact and had a distribution of over 1,000.

Another project that provided great returns was the **Wenatchee Valley Trips & Trails Guide**, as described previously in our Marketing report. The Trips and Trails experience is one that will undoubtedly lead us toward additional similar projects in the future. I also discovered a fold-out map that was created in the early 90's by the CVB that highlighted Outdoor Recreation that I'd like to recreate in 2008.

The Wenatchee Valley Sports Council worked hand-in-hand with the Retired Senior Volunteer Center in planning and implementing the first **Cycle Washington Memorial Ride**. Considerable time and effort was put into planning, permitting, plotting and actually working the ride weekend in July. Through the Sports Council's efforts, sponsorship was attained from the Wenatchee Valley Medical Center, Coca-Cola, KPQ Radio and Cashmere Valley Bank. The Sports Council also attained the permits at various State and Forest Service Parks for the ride route and contracted portable toilets for various rest stops along the way. The effort created a wonderful working report with RSVP's around the state, particularly in Kittitas and King Counties.

At the request of Pat Terry, the Wenatchee Valley Sports Council also teamed with Special Olympics to put on the O'Terry's co-ed softball tournament in 2007. The tournament, in its 32nd year, attracted 34-teams, 31 of which were from outside the area. The August event will be a fundraiser for the Scholarship Fund and Special Olympics. This year, the two organizations split \$4,000 in proceeds. The goal is to grow the proceeds in the future to become a significant fundraiser for the Sports Council's Scholarship Fund.

As a result of a housing-crunch faced over Memorial Day Weekend in 2007, the Washington Interscholastic Activities Association (WIAA) approached the Sports Council about a solution. Besides the three tournaments hosted in Wenatchee by the WIAA that weekend, there was also a huge girl's fastpitch softball tournament that soaked up available rooms. After meeting with WIAA executives and discussing it with area hotel managers and the Wenatchee Valley Sports Council Board of Directors, the **Wenatchee Valley Tournament Authority Board** (TAB) was created. The WV TAB would act as a hotel booking agent for teams participating in WIAA tournaments in Wenatchee. The Wenatchee Valley Hotel/Motel

Association voted its support of Wenatchee Valley TAB. However, shortly after TAB's creation, it was determined a serious shortfall of rooms still existed for the 2008 WIAA tournaments, and the Sports Council recommended the WIAA move the tournaments out of Wenatchee for one year. The hope is that the three tournaments will return to Wenatchee in 2009.

Summary

While the Wenatchee Valley Sports Council came under new leadership in 2007, I believe we not only continued what Linda Haglund began, but improved and expanded on it. From the additions to the website to the resurrection of the newsletter, expanded communication and added information were key in 2007.

The addition of tracking data for Sports Tourism will loom large as the Wenatchee Valley plans for future facilities enhancements and additions. Reaching out into the community to serve and assist athletes and organizations through charitable donations and events such as Cycle Washington Memorial Ride and Coaches of Inspiration do wonders for public relations.

Assisting organizations and becoming the liaison between groups and hotels with the creation of the Wenatchee Valley Tournament Authority Board will help us attract sports events in the future. Providing tools such as the Sports Facilities Index and a comprehensive sports directory will enhance our presence in the minds of sports groups both inside and outside the Wenatchee Valley.

Producing valuable material such as the Wenatchee Valley Trips and Trails Guide as well as the annual Sports Events & Activities Guide and Visitors Guide will continue to provide the Sports Council a vehicle to display what we can do for the valley and invite sports tourism on the fields, the courts as well as in the great outdoors. Targeted ad placement in industry magazines and reaching out via radio commercials will also attract sports visitors from all facets to the Wenatchee Valley.

Being actively involved in events such as Cycle Washington Memorial Ride and the O'Terry's co-ed softball tournament will help raise money for non-profit charities and be a good outreach and publicity gatherer for the Wenatchee Valley Sports Council. By year's end, the Sports Council was in the process of creating the Wenatchee Valley Sports Foundation, a separate 501(c) 3. Operated through the Community Foundation of North Central Washington, the Sports Foundation would continue to manage the Scholarship and Charlotte Martin Funds. The goal is to have the Sports Foundation create other possible fundraisers in the community.

2007 was a banner year in sports for the Wenatchee Valley. The excitement over the building of the Greater Wenatchee Regional Events Center has radiated beyond the valley and throughout the Northwest. More and more people are discovering the Wenatchee Valley as a sports and recreation playground. The Sports Council will continue to ride that wave in 2008 and work to assist organizations hosting events attracting sports visitors, help provide the catalyst to create new events, help place travelers in hotels, expand communication of sports happenings throughout the valley and foster good planning among municipalities to maintain and create new sports venues.

Respectfully Submitted,

Eric Granstrom - Director of Marketing
Wenatchee Valley Sports Council