



Quarterly Report January - March, 2010

The first quarter of 2010 proved to be a continuation of the downward trend in the final three months of the previous year in the world of sports tourism in the Wenatchee Valley. The quarter couldn't hold up to the 1st three months of 2009, when the Wenatchee Wild and events at Town Toyota Center buoyed the economy. But even though the overall numbers were down in the first quarter, a cooperative relationship between the Sports Council and other area marketing and tourism organizations proved to be an unbelievable experience for this Director. A 17-day trip to Vancouver, B.C. for the 2010 Winter Olympics was a personal highlight as well as professionally rewarding experience that will prove dividends for years to come.

1st Quarter Economic Impact Numbers

Viewed close to the ground, a 22-percent drop in economic impact from 2009 to 2010 in the first quarter could be rather worrisome. But back up a little and get a broader view, and one can see that the numbers for the 1st quarter of 2010 mirror the 1st quarter of 2008, signifying that 2009 may have been an anomaly. According to reports from event managers in the Wenatchee Valley, 10,064 sports tourists came to the Wenatchee/East Wenatchee area between January and March, resulting in 15,793 room nights in area hotels. That's an estimated direct economic impact of \$1.5-million, compared to \$1.9-million in 2009.

| | Visiting Participants | Visiting Coaches | Visiting Fans | Room Night Factor | Economic Impact |
|---------------------------|-----------------------|------------------|---------------|-------------------|--------------------|
| January | 942 | 194 | 1,225 | 1,108 | \$343,382 |
| February | 716 | 128 | 2,107 | 1,357 | \$484,036 |
| March | 2,150 | 483 | 1,538 | 3,264 | \$736,016 |
| 1st Quarter Totals | 3,808 | 805 | 4,870 | 5,729 | \$1,563,433 |

The number of events in the quarter (28) was percentage points down almost exactly the same as the over economic impact (-24% in events; -22% in impact). The good news, looking ahead, is

that three brand new events hit the Wenatchee Valley in the second quarter of the year that should more than make up for the downward trend in the first quarter.

1st Quarter Sports Council Activities

Housing Help - Jan. 12th - The Civil Air Patrol Cadets came to the Wenatchee Valley Sports Council asking for help for their event scheduled for April 9-11. Over 100 boys aged 12-19 were scheduled for a conference at the Red Lion in Wenatchee over the weekend but couldn't find affordable housing. The SC Board suggested contacting local churches and the Wenatchee Valley Baptist Church came through. The Cadets and Civil Air Patrol were very happy for our assistance.

Election of Officers - Jan. 12th - The Sports Council held its annual election of officers in January. Caryl Morrell and Sally Brawley were re-elected to their posts as President and Vice President, respectively. The only change on the Board came at Secretary, where Bruce Bennett turned in his pen and was replaced by the unanimous vote for Trina Sanders.

Trips and Trails Reprint & Fundraising - The Sports Council began the process of updating copy and maps for the Wenatchee Valley Trips & Trails brochure. While funding for a reprint was budgeted for 2010, the estimated \$8,000 to reprint 10,000 copies came in too rich for the Sports Council alone. As a result, the SC put together a fundraising effort, bringing in partners to help get the job done. The Wenatchee Racquet and Athletic Club, Chelan County PUD and Mission Ridge stepped up right away to volunteer funding. The hope for the Sports Council is to have the reprint in hand by June.

E3NCW and Vancouver Olympics - SC Director of Marketing Eric Granstrom represented "Escape, Explore, Enjoy North Central Washington" for the duration of the Winter Olympics in Vancouver. Eric was there to promote North Central Washington by handing out trading pins, making contact with tourism bodies and video-taping his experience and broadcasting it on the E3 website. A volunteer group from North Central Washington also helped hand out the trading pins and video-tape their own experience at the Olympics. Eric also represented NCW and Washington State at a tourism trade show while in Canada.

Web & Electronic Media

Newsletter - It's all about making an impression...getting the Sports Council out to as many people as possible to let them know what we're doing and what's happening in the world of sports locally. That effort continued in the 1st quarter of 2010 with a total of 22,013 people receiving the SC newsletter and weekly reminders. Overall, the weekly reminder increased circulation from 9,331 in the 1st quarter in 2009 to 17,638 in the first three months of this year (a 47% increase). As far as the monthly newsletter, even with the producer of it not able to come out with a February issue, the overall recipients

increased from 3,968 in the 1st quarter of 2009 to 4,375 in the 1st quarter of 2010 (a 9% increase).

Website - Page visits were up slightly and page views were down slightly in the first quarter of 2010. According to Google Analytics™, www.wenatcheevalleysports.com had 2,857 visits in the first three months of 2010, compared with 2,725 in 2009 (+4.84%). Page Views were down from 2009 to 2010, falling from 5,061 to 4,917 (down 2.85%). Work began in the 1st quarter on planning for a redesign of the SC website in 2010. The SC Board had a chance to voice their opinion about mechanical changes and options for the website redesign. Brad Fitzgerald of APT Design was hired for the job and will begin construction of the site in May.

Summary

Things always look different with a step back and alternate perspective. Such was the case for the first quarter of 2009. Last year's 31% increase in economic impact of sports tourism now seems more of an anomaly than a trend. The 22% decrease for the first quarter of 2010 compared to 2009 actually gets us back to where we were in 2008. So, yes, perspective is everything.

Speaking of which, the perspective on things will become much rosier as we step into the second quarter of 2010 with three brand new sports events occurring in the Wenatchee Valley. These will surely make up for the decrease in the first quarter and hopefully provide a harbinger of things to come for the rest of the year. Internally, the SC is also looking forward to a "new look" of its website, which is hoped to increase traffic and visibility for the Sports Council as we move forward.