



## Quarterly Report April - June, 2010

As expected, four new, major events in April and May helped boost the Sports Scene in the Wenatchee Valley over the second quarter. Specifically, the Western Region Spring Ski Series at Mission Ridge, Triple Crown Baseball Tournament, Robertson Cup Hockey Tournament and Washington High School Equestrian Teams State Meet each contributed significantly to a rebound in sports tourism from three consecutive down quarters. In addition, the Wenatchee Valley Sports Council achieved a milestone in the spring with the roll out of its brand, new website. So, needless to say, the spring of 2010 was HUGE in the world of Wenatchee Valley Sports!

### 2<sup>nd</sup> Quarter Economic Impact Numbers

Sports tourism impacted the Wenatchee Valley economy by an estimated \$2.9-million between the first of April and end of June. And a large portion of that impact was made by four events. Between Mission Ridge's Western Ski Series, Town Toyota Center's Robertson Cup Hockey Tournament, Triple Crown's Baseball Tournament and Appleatchee's Washington High School Equestrian Team State Meet, the four events accounted for over \$800,000 of all new sports tourism economic impact.

2010 Wenatchee Valley Sports Tourism Economic Impact							
	January	February	March	April	May	June	YTD
Visiting Athletes	1,084	1,297	2,259	2,379	2,506	2,661	12,186
Accompaniment	1,636	2,235	2,296	3,359	3,526	3,705	16,757
Total	2,720	3,532	4,555	5,738	6,072	6,366	28,983
Room Night Factor	1,243	1,357	3,508	4,286	3,884	2,968	17,245
Economic Impact	\$392,312	\$484,036	\$798,188	\$992,339	\$985,595	\$924,066	\$4,576,535
Impact by Quarter	1 <sup>st</sup> Quarter - \$1,674,536			2 <sup>nd</sup> Quarter - \$2,901,999			
Number of Events	10	10	10	15	20	25	90

The question is where we rate in comparison to 2009? The \$1.6-million impact of the 1<sup>st</sup> quarter was 16-percent down from last year. But second quarter's \$2.9-million was only one percent behind last year's numbers. So for the year, we're still down from 2009 but

seeing an uptrend. The first half of 2009, which was extremely prosperous as far as sports tourism goes, saw an estimated impact of \$4,929,507. Conversely, the 1<sup>st</sup> half of 2010 impact measured \$4,576,535, about 7-percent behind last year's mark.

## **1<sup>st</sup> Quarter Sports Council Activities**

### **April**

10-11 - The first-ever Wenatchee Valley Kickoff Baseball Tournament presented by Triple Crown Sports was a smash success. 72 teams competed with 62 coming from outside the area. Approximately 1,080 players, 144 coaches and 1,400 parents were involved in the two-day tournament. The tournament was the result of the Wenatchee Valley Sports Council promoting the valley to Triple Crown, conducting a site tour, organizing facilities and managers, blocking hotels and organizing a team/coach reception at Town Toyota Center on April 9<sup>th</sup>. Triple Crown was incredibly impressed with the Wenatchee Valley and is planning a return trip in 2011.

12-16 - Eric Granstrom attended the National Association of Sports Commissions Symposium in Columbus, Ohio. Eric participated in the Certified Sports Executive Seminar working closer on his certification. He also gathered information for possible future events that could be hosted in the Wenatchee Valley and attended seminars on social media, economic impact templates and best practices for small-market sports commissions.

20<sup>th</sup> - The monthly Sports Council Board of Directors meeting was held at the Washington State Apple Commission office at Olds Station. Eric provided a review of the Triple Crown Tournament, his trip to Columbus and Sally Brawley discussed the success of the Western Region Spring Ski Series at Mission Ridge. She said 260 skiers from around the world competed. The Board approved a motion to again host a US Olympic Day event on June 23<sup>rd</sup> and to provide assistance on Wenatchee Valley Tourism night during the Robertson Cup Championship on May 5<sup>th</sup>. Eric also informed the group that he'd raised \$4,500 toward the reprint of the Trips and Trails Guide but needed about \$8,000 to go to press.

27<sup>th</sup> - Eric met with representatives of the Chelan Warriors FC to discuss their upcoming season, youth camps and how to best promote their soccer organization to the Wenatchee Valley. The organization is based out of Chelan but will share games in the National Star Soccer League between Sargent Field in Chelan and Wildcat Field in East Wenatchee. They wanted to know if the Sports Council could help promote their games and organization.

### **May**

2-9 - Wenatchee Valley Sports Council and Visitors Bureau were heavily involved in the Robertson Cup NAHL Hockey Tournament at Town Toyota Center. The Tourism Promotion Assessment Committee agreed to sponsor a night, May 5<sup>th</sup>, as tourism night, where night stays were given away. The Sports Council and Visitors Bureau also provided content and financial backing for the official tournament program.

11<sup>th</sup> - The Sports Council Board of Directors Meeting was held at the Wenatchee Parks and Recreation Office, hosted by President Caryl Morrell. A moment of silence was observed in honor of Jan Holder, a longtime employee of the Parks Department who had passed away the previous week. Eric provided the results of his 1<sup>st</sup> quarter report and laid

out the plans for the website redesign project with Brad Fitzgerald of APT Design. The plan was to roll out a new website by June 4<sup>th</sup>. The Board was also asked for its support of the attempt to bring Sprint Boat Racing to East Wenatchee. Eric reported that signups were underway for the O'Terry's Softball tournament in August and expected another great turnout.

11<sup>th</sup> - Eric attended the East Wenatchee City Council meeting and spoke on behalf of efforts to establish a Sprint Boat Race Track in East Wenatchee and host two events a year there. Eric provided a brief on anticipated economic impact of the event and spoke publicly before the Council in support of the race track.

13<sup>th</sup> - Eric met with Steve Reed and Dave Riggs with NSA Washington about a planned baseball tournament for the spring of 2011. They inquired about marketing support from the Sports Council and how the SC could help with various factors of the tournament.

17<sup>th</sup> - Eric and Roger Clute met with Chelan-Douglas Land Trust personnel to address public relations concerns regarding the Day Drive parking lot and trail head. The Visitors Bureau offered up its Public Relations Firm Green-Rubino and Erin Petrie on a conference call during the meeting. Controversy had swirled around the Land Trust's plans for the trail head parking lot amid accusations and dissatisfaction with neighbors. The summation of the meeting was to have Land Trust Executive Director Bob Bugert do a guest editorial in the Wenatchee World and to request letters of support from key community organizations, such as the Visitors Bureau and Sports Council, to the Chelan County Commissioners.

1-31 - Eric worked closely and fervently with Brad Fitzgerald on the new website for the Wenatchee Valley Sports Council. On Eric's behalf, this meant countless hours, day after day, of inputting data into the new website. By month's end, Eric had helped to create 52-pages of information for the website in time for a rollout in the first week of June.

## **June**

6<sup>th</sup> - This marked a momentous day for the Wenatchee Valley Sports Council with the launch of the Council's new website with APT Design and Brad Fitzgerald. Total cost for the development of the new site was under \$2,200 and it looks great! Eric worked closely with Brad and three SC Board members to adapt the site to suit the needs of the sports public as well as the wishes of the SC Board lined out in January. Brad did a fantastic job with the site and it's now fully functional with changes occurring all the time made by Eric Granstrom, who will act as the webmaster.

8<sup>th</sup> - The Sports Council Board of Directors meeting was held at Ohme Gardens and hosted by SC Vice President Sally Brawley. Eric acted as photographer, snapping updated photos of board members for the website and a group shot. A guest at the meeting included Roger Clute (Executive Director of the Wenatchee Valley Visitors Bureau) who briefed the Board on the City of Wenatchee's RFP process for food service at the Convention Center and Town Toyota Center and what may come later that could involve marketing or management of the Convention Center by the Visitors Bureau. The SC Board also voted unanimously to replace Linda Haglund on the Board with Ernie Rodriguez, Marketing Manager for Town Toyota Center. The Board turned down the opportunity to host the World Harmony Torch Relay because of a lack of time and manpower. The Board also voted to assist in the process of finding backers for Columbia Colstor's project of repainting the murals facing the Columbia River. The Board also

agreed to write a letter of support to Chelan County Commissioners on behalf of the Chelan-Douglas Land Trust for their trail head parking lot plans at the top of Day Drive in Wenatchee.

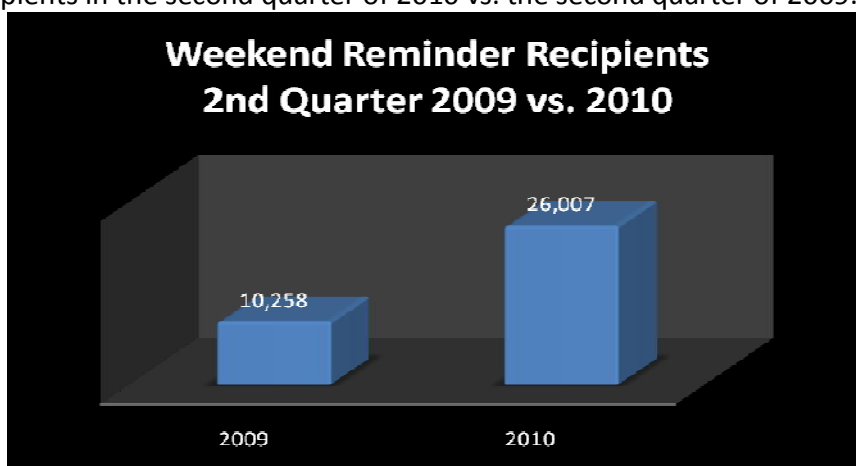
23<sup>rd</sup> - Over 50 kids turned out for the 2<sup>nd</sup> Olympic Day Fun Run/Walk at Walla Walla Point Park. In addition, about 30-adults to part in the one or two mile jaunt along the Apple Capital Loop Trail. Wenatchee native Laura Valaas was the guest of honor and spoke to the gathering about her experience of competing in cross country skiing around the world and for the US Olympic Ski Team. The Wenatchee Valley Sports Foundation picked up the tab for the insurance, decorations and printing of the official certificates of participation.

## Web & Electronic Media

**Newsletter** - The attempt to let as many people possible know what's happening in the world of Sports in the Wenatchee Valley continued over the 2<sup>nd</sup> quarter. The monthly newsletter recipients increased 33% over the second three months of 2009.



In addition, the weekly reminder recipient numbers went way up with over twice as many recipients in the second quarter of 2010 vs. the second quarter of 2009.



**Website** - We kept watching a diminishing return on the Sports Council's website over the past year. That initiated our effort to design a new website, which was launched in early June. But even with the imminent demise of the old site, new events in the Wenatchee Valley in the spring brought more and more people to the website.

According to Google Analytics™, the Sports Council website saw a 27% increase in Visits, 24% increase in Page Views and 3% increase in time spent on the site. According to the statistics, 4,821 people visited the site between April and June with 8,975 page views. Now that the new site is up, it will be interested to track trends going from one site to the other.

## **Summary**

The future is looking brighter. More and more people are coming to the Wenatchee Valley for sports-related activities. We continue to market to the state and work with local facility owners/managers to add to opportunities for our out-of-town guests. The addition of Town Toyota Center has been a good start, but more is needed. Word has it that Malaga is working on a new soccer/softball facility. The Wenatchee Parks Department has applied for grant funding to put in three more baseball fields at Lincoln Park. The State Parks Department is pushing forward with plans to develop a trail extension linking the Apple Capital Loop Trail with Lincoln Rock State Park. Planning and forward progress is being made. The addition of the Sports Council's new website will be a great way to help market the Wenatchee Valley and all it has to offer. We'll see how things warm up with the sunshine through the rest of summer.