



Quarterly Report July - September, 2009

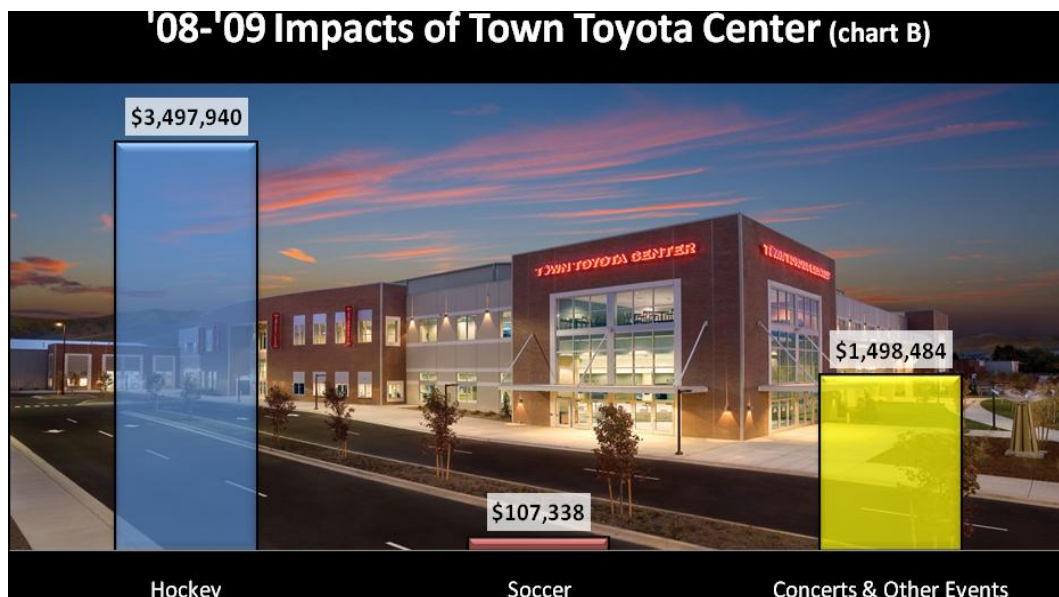
Despite the growing unemployment and reduction in travel across the Pacific Northwest, the Wenatchee Valley Sports Tourism market saw an 11.5-percent gain this summer compared to 2008 numbers. Between July and September, 9,651 sports participants and their entourage came from more than 100-miles away for a sports event lasting more than a day. That compares to 7,988 a year ago, even though the overall offerings were down by two major bike rides; Hot August Days and Tour De Vine. Additionally, strides were made in the general sports market to help both locals and visitors. A group known as "More Than A Trail?" polled nearly 2,000 trail users and formulated land-use criteria for the east side of the Apple Capital Recreation Loop Trail. The Greater Wenatchee Regional Public Facilities District, owners of the Town Toyota Center, voted to oust Global Entertainment and took over control of the arena itself. In addition, the group spent two months finding a new general manager. A nationally-renown tournament organizer named Triple Crown Sports announced in September that it would locate a baseball tournament in the Wenatchee Valley in 2010. So, bucking the national trend yet again, the Wenatchee Valley Sports scene saw another bump upward and work toward future projects to improve the sports community as a whole was quite successful.

Numbers Remain Positive, Despite Economy

Just think if Hot August Days and Tour de Vine had hung on! Even without the expected \$68,000 economic impact from those two bike rides, the Wenatchee Valley saw 11.5% growth (chart A) in the third quarter of 2009. 29 events in July pulled in \$814,176 of economic impact, a 24% improvement over 2008, more than making up for the 13% loss in August. September was up 15% over last year, thanks in large part to the Wenatchee Wild playing some home games at the Town Toyota Center locally in 2009 versus 2008. With three months still to go, the sports impact numbers for this year are only \$200,000 less than for all of 2008.

3rd Quarter Impact Numbers (chart A)					
	Visiting Participants	Visiting Coaches	Visiting Fans	Room Night Factor	Economic Impact
July	1,766	91	2,231	4,136	\$814,176
August	1,314	9	1,718	1,695	\$468,864
September	696	6	913	630	\$312,048
3 rd Qtr. Impacts	3,776	106	4,862	6,461	\$1,595,088

Specifically referencing (chart B) the Town Toyota Center, the estimated economic impact of the arena fell short of the anticipated \$8-million in its first year of operation by nearly \$3-million. Noting the absence of an entire indoor soccer season and fewer events that anticipated, the multi-purpose events center is expected to bounce back in 2009-2010 under new management.



3rd Quarter Sports Council Activities

July 8th - Fishing with Dave Graybill and Travel Writer Crai Bower

Nationally recognized travel writer Crai Bower made a stop in the Wenatchee Valley for a few days in July this year, and was treated to a fishing trip on the Columbia River. Sports Council board member and “Fishin’ Magician” Dave Graybill took Bower and SC Director of Marketing Eric Granstrom out for a few hours on the water. It gave Eric and Dave a chance to educate Bower on the recreational opportunities in the Wenatchee Valley from the river’s perspective. Although no Chinook salmon were caught, Bower came away impressed by what he saw with the promise of positive articles in his future writings about the Wenatchee Valley.

July 14th Meeting - 5 Apply for Open Board Seat

With the departure of Scott Paton from the Sports Council Board; applications came in from throughout the community to fill his spot. A veritable who's-who applied, including Wenatchee Wild General Manager Bill Stewart, Wenatchee businessman and football official Jerry Anderson and women's hockey instructor Tekka Parks. But in the end, former NFL quarterback and retired NCAA Division One athletic director Pete Liske was chosen. Liske and his wife moved to Wenatchee in retirement in 2007 and the council looks forward to using the insight and knowledge of a man with 30-plus year experience in sports fundraising and administration.

August 11 Meeting - Sports Council Meets at Ohme Gardens

Tightening the budget, the Sports Council board of directors decided to no longer eat on the company's dime in July, so the August meeting was a brown-bag lunch at Ohme Gardens. The SC welcomed newly elected board member Pete Liske as well as a returner from Wenatchee Valley College, Marco Azurdia. Azurdia was taking over the role that had been held for nearly two years by Bob Rust. Rust retired as associate athletic director at the college in the spring. A good roundtable discussion was held about the future of the AppleSox and Recreation Park. AppleSox co-owner and board member Ken Osborne was able to shed light for Azurdia and fellow board member Mark Madland, who represents American Legion Baseball interests. The fear by Legion folks was that the 'Sox were going to move to Rec. Park in 2010 and leave the youth baseballers without a home. However, Osborne and Azurdia were able to dispel the rumor and said the move probably won't happen for another two years.

August 11-12 - Triple Crown Given Tour of Wenatchee Valley Baseball Facilities

Western Baseball Director Drew Reiners came to Wenatchee in August and was provided a tour of all the baseball facilities over a two day period. Triple Crown Sports is a nationally-renown tournament organizer that has hosted tournaments in Tri Cities and Everett. In addition, SC Director of Marketing Eric Granstrom arranged meetings for Reiners with local facility managers and users, including youth baseball interests throughout the valley. A month later, Triple Crown announced it would locate a multi-age tournament in Wenatchee in April of 2010.

August 15-16 - 34th Annual O'Terry's Lads & Lasses co-ed Softball Tournament

The Wenatchee Valley Sports Foundation, in conjunction with the Wenatchee Valley Sports Council, hosted the annual O'Terry's softball tournament for the third summer in August. This long-running tournament had been the brainchild of Pat Terry, but Terry asked the Sports Council to take it over in 2007. 36-teams participated in the two-day event, 25 of which from Western Washington. This year's tournament included a reception on Friday, August 14th at the Red Lion, a beer garden at Walla Walla Point Park on Saturday and home run derby Saturday night. The fundraiser netted \$2,560 for the Sports Foundation's scholarship fund.

August 31 & September 9 - Webinar Introduces Housing Software to Valley Hoteliers

SC Director of Marketing Eric Granstrom researched various tournament housing agencies around the country and focused in on Attendeez out of Omaha, Nebraska. Eric was provided a personal webinar August 31st. He then arranged another webinar September 9th to include the major hoteliers in the valley (three of which on the CVB Board) to introduce the concept of a centralized reservation system for sports tournaments. The reception was warm and future investigation would be needed to see if this arrangement would suit the needs of the Wenatchee Valley. Consideration would also have to be made to find funding, to the tune of about \$10,000 a year.

September 8th Meeting - The Budge Process Begins

2010 budget planning came to the forefront of the Sports Council meeting in September at a Rotary Park. SC Marketing Director Eric Granstrom proposed a \$3,500 increase in spending overall for the SC budget in 2010, despite revenue expected to curtail by 15%. Granstrom said he would like to see more electronic marketing in the future and an updated website, rather than spending so much money on print advertising.

Wenatchee Valley Sports Foundation News

The Foundation received wonderful news in September, as a \$3,000 grant had been awarded it by the Community Foundation of North Central Washington. The grant is to be used to help with administrative costs associated with the hire of Kristy Mannin to do website work. Speaking of, a redesigned website was debuted in September in time to announce a new round of scholarship applications available. The Foundation is also involved in the planning for December's Scholarship Shootout and January's 5th Annual Coaches of Inspiration Awards.

Hotel Assistance In High Gear

As more local sports events organizers realize the services the Sports Council offers, the more requests for help we receive. Such was the case in the third quarter for Request for Proposals for area hotel rooms for events scheduled in 2010. A significant amount of the rooms requested came from Mission Ridge Ski & Board Resort for five ski races slated for this winter. The Red Lion Hotel was among many hotels who responded to the RFP request and were given the bid to be the host hotel for all five events.

Date	Event	Dates for Event	Rooms Requested
August 20, 2009	Big 9 District Wrestling	February 5, 2010	68
August 27, 2009	Big 9 District Golf	May 16, 2010	60
August 27, 2009	Big 9 District Tennis	May 14 & 16, 2010	120
August 28, 2009	Apple Cup Ski Race	Jan. 8-9, 2010	550
August 28, 2009	Collegiate Ski Race	Feb. 5-6, 2010	180
August 28, 2009	Hampton Cup Ski Race	March 12-13, 2010	400
August 28, 2009	J3 Finals Ski Race	March 25-27, 2010	540

August, 28, 2009	Western Region Ski Race	April 7-12, 2010	1,080
Sept. 8, 2009	Sterling Invite Softball Tourney	May 29-30, 2010	440
Sept. 9, 2009	Triple Crown Baseball Tourney	April 9-11, 2010	180
	Total Room Requests for 3 rd Qtr.		3,618

Web & Electronic Media

Newsletter - Impressions are everything when it comes to electronic media. How many times can you get your logo or name out there is key. For the Sports Council, it all hinges on the monthly newsletters and weekly reminders through Constant Contact. In the third quarter of 2009, 19,927 recipients received the newsletters and reminders. That's 14,068 weekly reminder and 5,859 monthly newsletter readers. Avid readership dropped as low as 17% over the summer, which is typical when people are spending more time outdoors and less time behind the computer. But die-hard readership was on the rebound by the end of the quarter with over 25% hardcore consumers back.

Website - Typically, fewer visitors find their way to the Wenatchee Valley Sports Council's website during summer. And such was the case again this summer; however more visits were recorded than the third quarter last year (chart C).

3rd Quarter Website Analysis (chart C)

www.wenatcheevalleysports.com

Dashboard

Jul 1, 2009 - Sep 30, 2009

Comparing to: Jul 1, 2008 - Sep 30, 2008



Overall, the 2,576 visits were up nearly 5% over 2008 numbers. However page views and new site visitors were both down, 2.5 and 4.8 percent respectively. The most popular page visited continues to be the Sports Directory, which lists contact information for all local sports-minded organizations and leagues.

Summary

The story of sports tourism in the Wenatchee Valley continues to be a good one. While unemployment figures are up, housing sales are down and the agriculture industry is faced with more product and lower prices, the sports economy continues to sing right along. What's more is that an 11.5% increase in the third quarter comes in spite of losing two major events. Although we will not rest here, as the Sports Council recognizes it's only through promotion, development and enhancement of all facets of the sports industry in the Wenatchee Valley that we can continue to grow sports tourism and feel the positive economic effects it brings.