



Quarterly Report July - September, 2010

The Wenatchee Valley was down 8-events in the summer of 2010, and it definitely had a negative impact. Softball fields sat empty, bike riders sat tapping their toes and area hotels and businesses went wanting as well. While the overall economic impact of a down summer won't be realized until year's end, it was definitely felt locally. The good news is that there are several local groups who tried to put on first-ever events and others who are looking at creating new events in 2011.

3rd Quarter Economic Impact Numbers

After adjusting the numbers and receiving additional information regarding the 2nd quarter of 2010, the great news to report is that we were up 15-percent in the second three months of the year. However, the latest numbers show the third quarter down by 7-percent from 2009.

According to research gathered and prepared by the Wenatchee Valley Sports Council, the estimated economic impact of sports tourism in the 2nd quarter of 2010 was \$3.3-million. That compares with \$2.9-million for the same period in 2009. Third quarter numbers show an estimated impact of \$1.2-million for the third quarter of this year, down from \$1.3-million a year ago. For the year, sports tourism trails 2009 figures by eight percent.

2010 Wenatchee Valley Sports Tourism Economic Impact							
	April	May	June	July	August	September	YTD
Visiting Athletes	2,507	3,010	3,337	1,742	826	740	16,802
Accompaniment	3,523	4,181	4,740	2,689	1,099	1,087	23,486
Total	6,028	7,231	8,117	4,431	1,925	1,827	40,366
Room Night Factor	4,431	4,334	3,844	2,516	907	886	23,026
Economic Impact	\$1,035,404	\$1,144,960	\$1,184,090	\$687,741	\$280,368	\$268,587	\$6,275,686
Impact by Quarter	2 nd Quarter - \$3,364,454			3 rd Quarter - \$1,236,696			

1st Quarter Sports Council Activities

July

13th - SC Board Meeting - Our July meeting of the Sports Council Board of Directors was held at Paul Thomas, Sr. Baseball Field, home of the Wenatchee AppleSox. We were hosted by board member Ken Osborne and AppleSox owner Jim Corcoran. They showed us the day-to-day operations of the team and what goes on to put on a game day.

15th - Roger Clute and Eric Granstrom held a **conference call** with Drew Reiners of Triple Crown Sports regarding better planning for the 2011 tournament in Wenatchee, including relationship building with area hotels.

21st - We were present at the **Douglas County Commissioners hearing** regarding the conditional use permit for the Sprint Boat Race scheduled for just outside East Wenatchee September 4th. The Board voted unanimously to approve the permit.

23rd - The Sports Council and WVVB began active involvement on the **Sprint Boat Race committee**, which held its first official meeting on this date to map a strategy for the September 4th race. We also came up with a name for the event, Thunder Swamp, and began development of the website, www.thunderswamp.com.

It was in July that the SC Director also completed a **report** on the estimated **economic impacts of the Town Toyota Center** since it opened in October of 2008. The report was completed at the request of the Town Toyota Center, City of Wenatchee and Greater Wenatchee Regional Public Facilities District Board. The report showed an estimated impact of about \$13-million since the building opened.

August

9th - Roger Clute and Eric Granstrom met with Jerri Barkley of Mission Ridge Ski & Board Resort to help **plan marketing for the upcoming ski season**. Jerri and Eric also continued talks of their plans for the Ski Fever Show slated for October in Seattle.

10th - SC Board Meeting - Our August meeting was held at the Wenatchee Golf and Country Club in East Wenatchee. It happened to coincide with the American Junior Golf Association's event at the Country Club, where it was officially announced that this would be the last year for the tournament in East Wenatchee. Funding and sponsorship issues cost tournament organizers to pull the event from East Wenatchee. It was at this meeting that the board officially welcomed Ernie Rodriguez as Linda Haglund's replacement on the board. The Board also voted to change its meeting dates to the third Tuesday of the month from the second, accommodating those who had scheduling conflicts. Also, the Board was given the first draft of the 2011 budget proposal.

12th - Eric Granstrom met with Steve Robinson of the Wenatchee World to help the World improve its reach in the community, especially in regard to sports.

17th - Eric Granstrom represented the Sports Council and Sports Foundation at a **Wenatchee Parks Board meeting** discussing the roll of the SC and its foundation. The discussion centered on a dog-walking park and baseball park expansion plans at Lincoln Park and whether the Sports Foundation could be a partner in future fundraising efforts.

20-22 - Eric Granstrom acted as tournament director for the 35th Annual O'Terry's Lads & Lasses co-ed softball tournament. 40-teams registered and played during two days of tournament action, making it the largest co-ed softball tournament in the State of Washington. It was the largest draw since the Sports Council became involved in 2006.

25th - The Sports Council and Visitors Bureau ***budgets*** were reviewed and discussed during a staff meeting in the WVVB Board Room.

August also saw considerable effort paid by Eric Granstrom on behalf of the Sports Council toward the ***development of the Thunder Swamp*** Spring Boat races scheduled for September 4th in East Wenatchee. Eric worked countless hours creating and updating the Thunder Swamp website.

September

1st, 3-4 - Thunder Swamp, the 1st-ever Sprint Boat Race in East Wenatchee was held. Eric Granstrom worked hours and hours on actual setup preparation for the race. In all, the Sports Council provided 67-hours of Eric's time for manual labor, planning, creative and web mastering for the sprint boat race.

21-25 - ***Sangster Motors*** conducted a 5-day ***community sales event*** with a portion of the proceeds benefitting the Wenatchee Valley Sports Foundation. In all, Sangster's donated \$1,650 to the Foundation out of the event.

22nd - Eric met with local hoteliers and Mission Ridge's Jerri Barkley to ***plan*** for the upcoming ***Ski Fever*** show in Seattle. The local buy in this year was fantastic!

23rd - Eric ***met with Ryan Baker and Ray Heit at the Chelan County PUD*** regarding a proposed fee increase for use of Walla Walla Point Park and Kirby Billingsley Hydro Park in 2011. The proposal nearly doubled the rate baseball and softball tournament organizers would have to pay to use the fields. Eric suggested it was incredibly too high and that the PUD should meet with tournament directors to get their feedback before implementing the fee structure. Eric warned the PUD that many tournaments would go away if the new fees were instituted as proposed.

28th - The Sports Council and Visitors Bureau spoke on behalf of Dawn Collings and the Thunder Swamp event during ***East Wenatchee's City Council Meeting***. We provided first-hand knowledge on this year's race, feedback and the positive potential for years to come.

30th - Eric attended the ***Wenatchee City Council Meeting*** to speak to his report regarding estimated economic impact of the Town Toyota Center during discussion of a possible sales tax increase to help pay construction bonds on the arena. Eric only discussed the numbers in his report, emphatically stating the report did not speak to the arena's ability to be financially viable, ***ONLY*** the estimated impact of the arena since it opened in the fall of 2008.

Special Projects

Trips & Trails - Eric Granstrom worked closely with Andy Dappen and Cascade Graphics on edits to "Wenatchee Valley Trips and Trails, an Outdoor Guide to the Wenatchee Valley." The group tweaked several of the trips and included new information on the Chelan-Douglas Land Trust's Horse Lake Trailhead and Viewpoint. It was hoped the guide would go to print in late September. Eric also obtained funding assistance from the Port of Chelan County; Wenatchee Valley Medical Center; Wenatchee Racquet and Athletic Club; Mission Ridge and the Chelan County PUD for the reprint.

Columbia Colstor Mural Preservation - Eric Granstrom worked closely with Columbia Colstor between June and September on finding sponsors to help preserve the Ridge to River murals on the side of Colstor's warehouse on Riverside Drive in Wenatchee. Eric

was able to secure \$1,000 contributions from Mission Ridge; Coca-Cola Bottling; Columbia River Media Group; BioSports Physical Therapy; Sangster Motors and Bill Asplund of the now-closed Asplund's Sporting Goods to preserve the murals. In addition and as a thank you, Colstor offered to put the Sports Council's logo on the side of the building.



Web & Electronic Media

As we've seen over the years, the important thing when marketing any product is a consistent message over time. That's exactly what we're trying to do with the Wenatchee Valley Sports Council. Through our new website, the weekly electronic reminders and monthly newsletters, we're trying to keep the Sports Council top-of-mind for those with an interest in the Wenatchee Valley. Our work continued in that regard during the third quarter by getting the message, the vision and the logo in front of as many eyes as possible. And they all really play into each other. The more effort put forward on the reminders and newsletters to drive people to the website, the more traffic we see on all ends.

Website traffic was up 28-percent for the third quarter of 2010 over the same period in 2009. A total of 3,591 new visitors came to the newly-designed website in July, August and September and viewed a total of 6,963 pages. Since the new site was launched in June, we're seeing ever-increasing numbers of new visits, visitors, page views and time on site, which is exactly what we were looking for.

Our three newsletters over the quarter found their way into the hands of 6,580 people, an 11-percent increase over the third quarter of 2009. One way to track to see if readers are skimming the newsletter or actually reading it is by way of "click throughs." This is when a newsletter recipient clicks on a link to take them away from the article they're reading into a new website or other information relating to the top before them. The third quarter saw an incredible 80-percent jump in "click throughs" over the 2nd quarter of 2009.

One of the biggest feedback items we've received is the addition of area restaurants to our Weekend Reminder. This idea actually came to us from someone at the PUD who had a conversation with a waitress at an area establishment on a particularly busy Saturday night. The restaurant was understaffed and mentioned to the PUD employee,

“if we’d only known about this tournament going on, we could have staffed properly.” Well, thanks to that idea, we’re now providing area restaurants with the same information the hotels get regarding direct information about weekend events. It comes in email form, a fax and an electronic newsletter. This has also enabled us to expand the readership of the weekly reminders. In the 3rd quarter of 2010, weekly reminders went out to a total of 21,647 people. Add it all up, and the “message” from the Wenatchee Valley Sports Council was seen by 31,818 in the third quarter alone this year. That’s what I call “pounding home the message.”

Summary

Work needs to continue on finding and developing new sports events for the Wenatchee Valley. Work needs to continue on behalf of local event and tournament organizers to maintain what we have. These two messages really came home during the third quarter of 2010. We saw a distinct drop in sports tourism because of the loss of several softball tournaments and bike rides. We saw an uptick because of new events with the Thunder Swamp sprint boat race and Run Wenatchee’s River Run during Harvest Festival. It is the Sports Council’s obligation to keep working toward this end as the year dwindles and the lights flicker on a new one. That is our message and THE message we carry forward. Hopefully there are eager eyes and ears out there to consume the message, digest it, understand it, and be willing to assist in our efforts as we move forward.