



Quarterly Report January - March, 2011

Great strides were accomplished by the Wenatchee Valley Sports Council in the first quarter of 2011, including hosting the first-ever Wenatchee Valley Youth Sports Fair. Over 1,000 people attended the one-day event at the Wenatchee Convention Center as 33 area youth sports and recreation organizations gathered to provide information and take registrations. In addition, the first quarter of 2011 jumped off the chart in terms of economic impact. Early figures indicate a 39-percent jump over the first three months of 2010 to \$2.3-million. Hosting State B playoffs in Wenatchee and East Wenatchee and adding events at Town Toyota Center helped jump-start the year. The Sports Council also enjoyed increased numbers in visitors to its website and consuming information about the Wenatchee Valley Sports Council. The hope is to continue this hot start to 2011 throughout the rest of the year.

1st Quarter Economic Impact Numbers

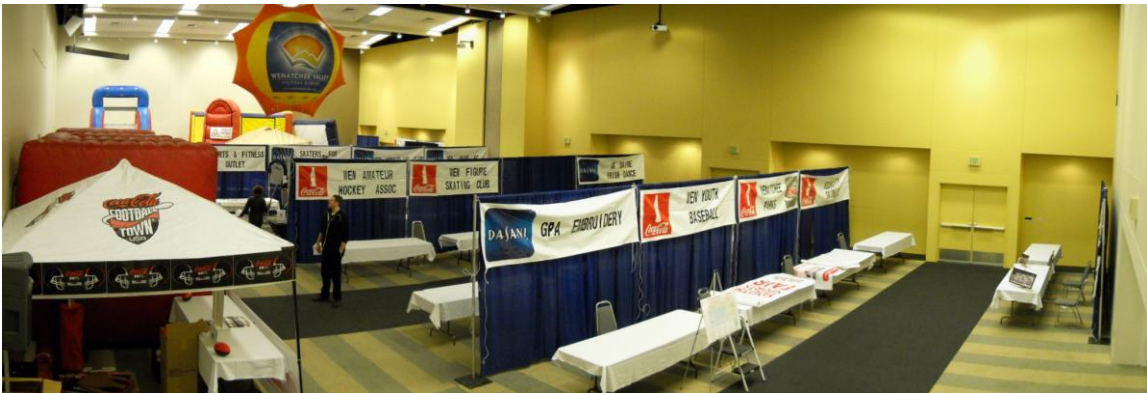
State B basketball playoffs, Special Olympics Winter Games and youth hockey and basketball tournaments were the fuels that lit the fire in the first quarter economically in the Wenatchee Valley. The estimated economic impact of the 30 events was \$2.3-million. That's up 39-percent over the first quarter of 2010 and 14-percent higher than the previous record set in 2009.

	Visiting Participants	Visiting Coaches	Visiting Fans	Room Night Factor	Economic Impact
January	909	120	1,203	1,036	\$323,532
February	1,737	293	4,316	2,349	\$860,805
March	2,379	453	3,488	5,155	\$1,136,050
1st Quarter Totals	5,025	866	9,007	8,540	\$2,320,387

We saw several events in February that brought new dollars to the valley, including State B basketball playoffs (\$200,000) and Smucker's Stars on Ice (\$92,000). Add in about \$455,000 in economic impact from youth hockey tournaments and it quickly adds up.

1st Quarter Sports Council Activities

Board Meeting - Jan. 18th - The future of the Sports Council Board of Directors was discussed following a November retreat when some questioned whether to continue since the Sports Council is officially a department of the Visitors Bureau and not a separate organization. It was agreed that the Board wished to continue working on specific projects and help distribute aid through the Sports Foundation.



Wenatchee Valley Youth Sports Fair - Jan. 21st - For the first time in the Wenatchee Valley, youth sports and recreation organizations were under one roof at one time at the Wenatchee Convention Center. The Sports Council organized and put the event on to allow families a one-stop option for obtaining information and register for various youth sports opportunities. 33 different organizations had booths and over 1,000 people attended. It was co-sponsored by the Wenatchee Valley Sports Foundation and Coca-Cola. Following the Youth Sports Fair, all exhibitors' updated information was distributed on the Sports Council's website.

Special Olympics Meeting with City of Wenatchee - Feb. 10th - The Sports Council had a part in a meeting between officials with Special Olympics Washington and the City of Wenatchee in February to discuss the future of the Winter Games. The CEO of Special Olympics Washington stated that a local effort would need to emerge to help with rising local facility costs or the Games would be put out to bid to other communities. The City agreed to help facilitate a meeting between Mission Ridge and Special Olympics to work out differences. The Sports Council reiterated to the City the estimated economic impact of nearly \$8-million over the 20-year history of hosting the Winter Games in the Wenatchee Valley.

Board Meeting - March 15th - It was agreed at its March meeting that the Executive Committee of the Wenatchee Valley Sports Council Board of Directors (President, Vice President & Secretary) meet monthly and that the entire board would meet every other month. In addition, committees were filled for marketing, budgeting, special events, facilities and intelligence/information. The Sports Council Board also welcomed Gary Looney to its ranks, replacing the outgoing Mark Madland after Mark's six years on the board. Looney is very involved with youth baseball locally and led a fundraising effort to build a new clubhouse at Morris Little League Park. The Board also announced that Bruce Bennett had stepped down and would look for his replacement.

Director Activities

Triple Crown Tournament - I continued my work to avoid accommodation problems during the busy weekend coming up in April for the Triple Crown Sports Wenatchee Valley Season Opener baseball tournament and the Western Elite Spring Ski Series at Mission Ridge. I worked tirelessly on updating hotel availability locally and searching out other availability in Leavenworth, Chelan, Crescent Bar and Quincy. I provided the updated list to Mission Ridge and our local hotels who were already full, inviting them to have inquiries come my direction. As we neared the tournament, I also made final arrangements with facility partners for the event, obtained donations for players and organized the Opening Ceremony slated for the Wenatchee Convention Center. It was anticipated that 100 teams would participate in this year's tournament, up from 72 last year.

Hydroplane Racing - I had been in contact since last fall with folks from the Unlimited Lights Hydroplane Racing Association about the potential of racing in the Wenatchee Valley on the Columbia River. These discussions continued into the first quarter of 2011 with face-to-face meetings with the hydroplane folks as well as our local facility owners. The Chelan County PUD and local law enforcement were in favor of having a race on the desired weekend by the racing folks: Apple Blossom. The sticking point, however, came with Confluence State Park. Because of severe budget cuts, the local Parks Ranger said no new events could occur in 2011. He added that a discussion about an event Apple Blossom Weekend would be welcomed for 2012. Added to the discussion were the Grand Prix West Hydroplane Circuit, who run a race the weekend prior to Apple Blossom Festival in Moses Lake. They too wanted to be considered for a possible event in Wenatchee. I determined early on that a local service club would have to step up to take this on and run it, rather than an outside body, for it to be successful. Talks will continue through the rest of the year about a possible race in 2012.

Live 4 Adventure Race - I became involved in helping promote a new race in the Wenatchee Valley called Live 4 Adventure. Organized by Michael Hansen at Biosports Physical Therapy, it is considered an alternative for athletes of all ages who miss Ridge to River and are too old for Junior Ridge to River. The Sports Foundation is the umbrella organization for the event and I handled all billing and monies. In addition, I developed the website for the race and continue as its webmaster.

Thunder Swamp - I continue meeting with the organizing committee for Thunder Swamp Sprint Boat Races in East Wenatchee with their Events Board and Dawn Collings. We meet monthly and I continue to be the webmaster for that event. Race dates were set for this year for July 9th and August 13th.

Lodging Tax Advisory Committee - I continued representing the Sports Council and Visitors Bureau on the LTAC Committee investigating the best use for lodging tax dollars in the City of Wenatchee. We met a total of 5 times in the first quarter and spent considerable time interviewing representatives from Visitor Bureaus throughout the state and country on how they operate and where their monies come from. The LTAC Committee has until July to make a recommendation to the City of Wenatchee.

Special Olympics Winter Games - Besides attending and contributing to a meeting between Special Olympics Washington and the City of Wenatchee in February, I also emceed the Special Olympics Polar Bear Plunge at Walla Walla Point Park February 19th and the Opening Ceremonies for the Winter Games at Town Toyota Center March 4th. Our close relationship to the Winter Games and local organizers were a harbinger of things to come in April regarding an effort to keep in the Games in the Wenatchee Valley.

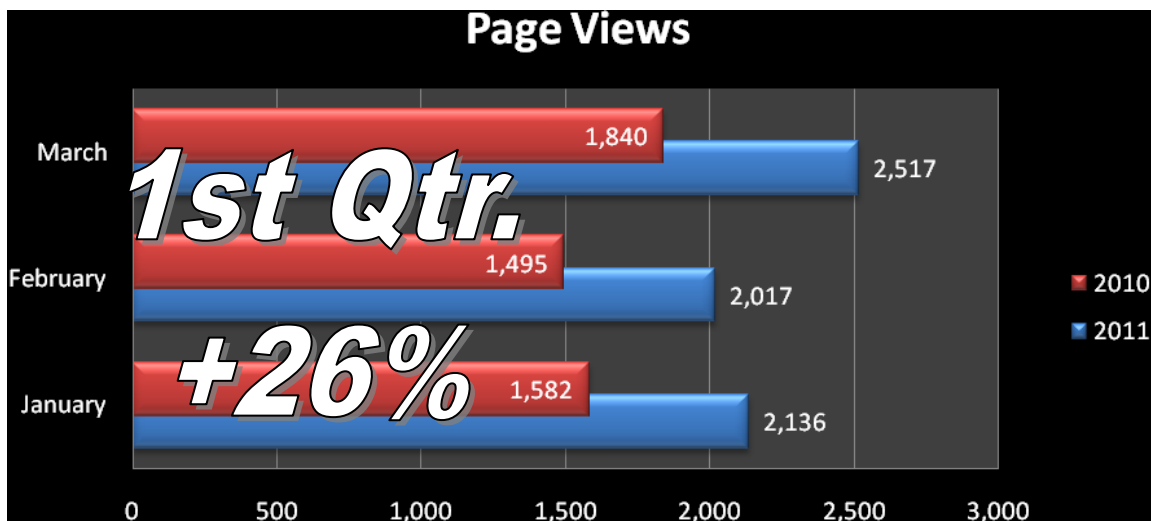
Presentations & Appearances - I was the featured program at Wenatchee North Rotary's lunch meeting January 5th talking about the Sports Council, Visitors Bureau and the year in tourism for 2010. I made a trophy presentation to Quincy High School in January 11th to cap off the North Central Washington Scholarship Shootout through our Sports Foundation. I was on with KPQ January 17th and 18th on different shows promoting the Wenatchee Valley Youth Sports Fair. I emceed the Wenatchee Sportsmen's Association annual banquet February 19th. I also put together all the promotional material and registration information to distribute for the 36th O'Terry's Lads and Lasses co-ed softball tournament.

Web & Electronic Media

Newsletter - 26,002 people received the weekly weekend sports reminders and monthly newsletters in the first three months of 2011. Readership is up 15% over the first quarter of last year. Now, these numbers are just for the Constant Contact distribution. In addition, 237 people directly receive an abridged email version of the Weekend Reminder from the Sports Council. That's another 2,844 recipients of information from the Wenatchee valley Sports Council. And we don't stop there. We're really trying to focus on social media in 2011 through Facebook and Twitter.

As we move into the future, the use of social networking via the internet is key. That's why we're paying more attention to our Facebook and Twitter accounts. In the first quarter of 2011, "Fans" to our Facebook page grew 32.9%. We had 1,407 Post Views and 3,107 Active Monthly Users. Interestingly, the Facebook metrics show females age 35-44 as our number 1 demographic; followed by men age 35-44 and men age 45-54 respectively. Over the first three months of 2011, we sent out 27 new "Tweets" on Twitter and gathered 14 new followers.

Website - The new website for the Wenatchee Valley Sports Council is really paying dividends. Visitors, unique visits and page views were all up substantially in the first three months of the year.



The Sports Council continues to hone the website with tweaks here and there and hopes to really provide a valuable one-stop-shop for all things sports in the Wenatchee Valley in 2011.

Summary

Usually, a step back and deep breath is allowed during the first part of the year due to a slower pace. This was definitely NOT the case this year. And while the pulse quickened with all the activity, considerable strides were made in improving the Wenatchee Valley Sports Council over the first three months of 2011 and, in turn, the sports landscape for the area. It is our hope that these considerable improvements can continue not only for the rest of the year, but for years to come.