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WSTA is a volunteer group of sports and business people sharing a common interest  
– promoting sports and tourism in Welland.

October 2011

### ***Message from the Board***

The WSTA Board met on October 4, 2011 at the Best Western Rose City Suites in Welland. The following is a report on that meeting and progress made on activities.

#### **Announcements**

Lynn Goulet advised that the WSTA would be presenting at City Council on November 15<sup>th</sup> and that the December 6<sup>th</sup> meeting would be a social event held at Boston Pizza.

#### **Inclusion of Restaurants Sport Tourism Fee Rebate Program**

Deb will set up Café Moccachino and Ye Old Squire on the WSTA website.

Sue advised that she met with both Downtown and Northtown BIA to include local restaurants in the pilot project for the sport tourism rebate. The primary piece is to identify incremental revenue from restaurants. Sue also met with the Seaway Mall and three Welland restaurants to identify what marketing method could be developed to properly capture incremental revenue from sport tourism and how to include it in the tourism rebate fee. Deb suggested providing a flyer to athletes and participants with coupons that could be redeemed at selected restaurants; this method of promotion was recently used at the triathlon and at canoe/kayak events. Branding is important. The group talked about QR codes but Deb didn't feel that the redemption rate would be good. Tracking is simple and can be easily recorded.

#### **Advertising plan/ update**

Greg has been encouraging sport groups in Welland to use the WSTA logo on their website. As some groups communicate through Facebook he created a Facebook page and has mirrored the news on our site to increase hits on the web site.

Sue recommends that the WSTA purchase plastic bags so that event organizers can include local coupons and information for athletes, i.e., the Welland Historical Museum is interested in opening their doors to participants. Canoe/Kayak had an information kiosk and it would have been helpful to have bags to put the promo flyers and brochures for visitors. Jean Vanier will be hosting three events where a total of 1700 students will participate in basketball and volleyball tournaments. Sue will get prices for plastic bags.

#### **Niagara Sport Commission Update**

Chris Charlebois provided an update:

- a) The design of the program at DSBN Academy is to invite different sports to showcase their sport at the school. For example, DSBN was able to secure Bullet Proof Baseball to talk to students and give them insight of skills needed for this sport;
- b) Ontario Senior Games Association is looking to recruit core volunteers to run a Niagara Region District 24 for senior games;
- c) Sue mentioned that the job posting for the Executive Director closes on October 26<sup>th</sup>.

#### **Sport Accord, May 2012, Quebec City**

Sue advised that Sport Accord would not be affordable for the WSTA or the NSC and is for organizations such as the Canadian Olympic Committee and other big policy development organizations.

The Canadian Sport Tourism Alliance event will be held in British Columbia in April 2012 and hopefully the NSC will be able to attend on behalf of Niagara stakeholders.

### **Sport Promotion Committee**

There will be a call for nominations for the 2011 WSTA Award and the Economic Impacts studies will help with choices.

### **WSTA Sport Tourism Symposium**

Sue has been working with Professor Laura Cousens to provide Council with local economic impact assessments of Niagara events. This information will be available at the Symposium on October 19<sup>th</sup>; it would be beneficial to have this information at the presentation to the Council on November 15<sup>th</sup> to show positive results of sport tourism. Sport Tourism also provides job opportunities which have an impact on the economy. Judy felt that Welland was reinventing itself through sport and this could create a positive experience for guests as a tourism draw. Marketing is important.

Lynn provided a draft agenda for the Sport Tourism Symposium for discussion and finalization. Greg Higginbotham would moderate; Lynn will give a quick overview of WSTA programs; Sue will provide an update on what the role of the NSC in Niagara and Chris Charlebois would provide a quick review of League Toolbox; a panel discussion on sport tourism with panellists Judy Tutty from CanoeKayak Canada, Lisa Burland from NOTL to attend on behalf of sport groups using League Toolbox, Matt from Ontario Seniors Games Association, Deb Zahra from Boston Pizza, Dr. Laura Cousens from Brock University on the topic of STEAM and economic impact assessments and Bill Fenwick on the use of facilities for events.

Attendees will be asked to complete a survey about the Symposium, future events and topics they would want to discuss. The Sport Tourism Symposium is a positive vent and there is a lot of energy round this event.

### **City Update**

- Bill Fenwick has a meeting in Toronto with the 17 PanAm municipalities. He will report at next meeting.

- River Road multi sport complex has been approved by the municipality and region. Sod turning will be held at the end of October and the facility will open in November 2012. The new facility includes indoor FIFA soccer, 4 tennis courts, 2 outdoor artificial soccer and 2 natural soccer pitches. There will be more fields and an opportunity for Kirby beach volley ball courts in the future. The venue will offer opportunities to use indoor facilities and artificial fields and possibility indoor golf at some point. There is potential for football, Lacrosse and Rugby. Newstadia will manage this venue and pay back the debenture leaving the City debt free on this project. The intent is to move soccer over to River Road and sell the Rice Road location to offset cost. A concern is that Woodlawn Road area will need a hotel.
- On October 18<sup>th</sup> there will be a motion before Council to hire architect-for-design services for the Human Performance Center along the Flatwater Center. If approved that building will proceed as well.
- The "Hockey House" organization has signed an agreement and will move in to the arena. They are transitioning in to the front of the arena by end of October 2011 and Bill feels that this will be a financial gain to hockey leagues.
- The Wellness Corridor is a positive change in Welland and offers solar energy and LED companies which have created jobs. When the Human Performance Center is finished it is going to be part of the Health Science Center.

Thanks to Best Western Rose City Suites for hosting the meeting.

### **Next Meeting**

The next meeting is scheduled for November 1, 2011, 4:30 pm, at the Best Western Rose City Suites.

### **Contact Information**

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