



comeplayinwelland.com

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

September 2011

Message from the Board

The WSTA Board met on September 6, 2011 at the Best Western Rose City Suites in Welland. The following is a report on that meeting and progress made on activities.

Welcome

Lynn Goulet welcomed Steve Larson and Dave Stark from the Welland Curling Club; and Chris Charlebois and Bram Cotton from the Niagara Sport Commission.

Announcements

- Lynn mentioned that the WSTA Management Guidelines are on the comeplayinwelland.com web site under "About Us".
- Janice will be attending the Sons and Daughters event on September 10th at the Welland Historical Museum.
- Sue has accepted a part time position with the Niagara Sport Commission as the Interim Executive Director.
- Discussion on the letters sent to the Welland Tribune from local restaurants on the successes of the recent events.

Business Arising

- Sport Tourism Rebate Fee Program. Sue will meet with M.T. Bellies, Ye Old Squire Restaurant, Boston Pizza and Seaway Mall to identify the most effective way to promote and track spending by sport participants.
- Deb will contact Café Moccachino about the comeplayinwelland.com web site.
- Sue advised that the North BIA is very supportive of our initiatives and looking forward to assisting with the sport tourism pilot project.

Advertising

Sue is arranging for a reprint of the rack card and intends to have a new summer and winter sport photo.

Facebook Page

Greg will be asking sport groups to include the WSTA logo on their websites. This could increase hits on our

site and promote the upcoming Symposium and encourage sport groups to attend. Sue mentioned that as she was researching Welland sport groups on the internet she noticed that several did have a Facebook page and assume that is how they communicate with their members. It may be appropriate to have an intern assist with the project and/or partner with the NSC on this.

Symposium October 19th

The group decided that the first meeting of sport groups and local sport tourism stakeholders will be a Sport Tourism Symposium. There is a lot of work to do to bring everyone to the same level of understanding on the role of sport tourism. The meeting will be held on October 19th from 6:30pm to 8:30pm at the Welland Arena; registration is at 6:15pm and meeting to start at 6:30pm, with refreshments. The intent is to include all hotels, restaurants, retail merchants, and elected officials in order to link everyone who can benefit from visiting athletes.

Topics about extra revenue in Welland should be brought to light such as the example of CanoeKayak Canada National Championships hosting social events at a local golf course and at the Ukrainian Hall. These venues had to purchase products locally and this revenue should be accounted for. The first invite will be sent by September 20th; the second by October 4th; and a follow-up by October 13.

Sport FAM Tour

Bram is assisting Visit St. Catharines hotelier group and the city in organizing a sport FAM tour on October 2 to 4. Invitations have been extended to Provincial Sport Organizations for a familiarization tour of facilities in Welland and St Catharines. There will also be a trip to Niagara Falls to give a perspective on how close it is to

everything. The intent is to work with these organizations to find out about potential bids.

Newsletter

Deb Zahra mentioned that she had received good comments on the work that she did with the Paille family when he visited which was featured in a recent newsletter.

Niagara College journalism student

There was a discussion about arranging for a student to write our newsletter and information on this possibility will be pursued.

Niagara Sport Commission

- NSC submitted two bids for fencing events at Brock and/or Niagara Falls.
- The NSC is working with the Winter Festival of Lights and local sport organizations on a "sport fest" weekend in January. This will be an annual event to celebrate sport and increase room occupancy in January all over Niagara. They have secured some sport groups so far including gymnastics, baseball, curling and possibly fencing.

PanAm

The NSC has been tasked by the region to develop a few projects pre PanAm.

- a facility inventory on our web site will promote the assortment of inventory in Niagara
- The NSC is also working on a promotion for "Acclimatization" for teams to come to Niagara to train prior to the games and to create marketing collateral about Niagara's role as a sport destination in general. This collateral is meant to attract teams and events to choose Niagara over other destinations for sport and also includes a marketing piece to recruit 1500 volunteers for PanAm. Niagara Region is hosting three events during the Games and expects visitors from other sporting events to the region.

Community Programs

The NSC has developed a few new community sport programs:

- Working with the DSBN Academy in Welland to develop a physical activity program called SPARK. The NSC will be bringing in different sport groups to teach students skills in different sports and encouraging activity among the students. NSC staff will be working with the Brock interns to develop curriculum and ethical decision-making processes with the students and encourage fun activities.
- Another program offered by the NSC is working with Eastdale High school students to be certified coaches and mentors.
- NSC interns are working on the volunteer marketing and recruitment management which involves promoting volunteerism in sport and developing a

volunteer data base which can be useful for all sport clubs and event management in Niagara pre and post PanAm.

- Working with potential Lacrosse U19 provincial championships which may be held in Welland October 23-24.
- The NSC has also been bidding on events such as Ultimate Frizbee and Fencing championships. Niagara is limited in venue space which can accommodate these two events however the NSC is working to find suitable accommodations for these events. It would be great to position Niagara as a fencing destination to add to the selection of sports. It seems that Niagara is the only region bidding for fencing in Ontario and could become a leader in Ontario for fencing.

Sport Accord Conference in Quebec

Quebec City is hosting the Sport Accord International Convention which allows international sport federations to increase efficiency by holding all their annual general meetings at the same place and same time. The group felt that we should send a representative and so we will investigate this possibility.

This weekend: Baseball and PanAm canoe/kayak trials this weekend 80 athletes.

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

Next Meeting

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

Did You Know?

Race Walking is an Olympic Sport, and a race walking competition takes place every year in the month of September.

It is a long-distance athletic event. Although it is a foot race, it is different from running in that one foot must appear to be in contact with the ground at all times. Stride length is reduced, so to achieve competitive speeds, racewalkers must attain cadence rates comparable to those achieved by Olympic 400-metre runners—and they must do so for hours at a time since the Olympic events are the 20 kilometre race walk and 50-kilometre (31 mi) race walk.

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