



City of  
**Peterborough**

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**TO:** Members of the Arenas Parks and Recreation Advisory Committee

**FROM:** Rob Anderson, Recreation Coordinator

**MEETING DATE:** January 19, 2010

**SUBJECT:** Report APRAC10-001  
National Wakeboard Championships - Economic Impact

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## **PURPOSE**

A report to inform the Arenas Parks and Recreation Advisory Committee of the economic impact to the City of Peterborough from hosting the 2009 National Wakeboard Championships.

## **RECOMMENDATION**

That the Arenas Parks and Recreation Advisory Committee approve the recommendation outlined in Report APRAC10-001 dated January 19, 2010, of the Recreation Coordinator, as follows:

That report APRAC10-001 be received for information.

## **BUDGET AND FINANCIAL IMPLICATIONS**

There are no budget or financial implications as a result of approving the recommendation in report APRAC10-001

## **BACKGROUND**

On May 4, 2009 City Council adopted the resolution to provide a City grant in the amount of \$10,000 to KawarthaFEST as the organizer of the 2009 National Wakeboard Championships. The funds were drawn from the City's 2009 General Contingency fund.

The championships took place on Little Lake at the Beavermead Park venue from August 26<sup>th</sup> to 30<sup>th</sup>. Attendance was approximately 8,000 people over the duration of the four-day event. Due to the unseasonably cold weather, Sunday's attendance was lower than expected.

The event organizer, KawarthaFEST has provided the following economic impact assessment:

- The Holiday Inn reported near capacity on all four nights of the event
- Otonabee Inn, Motel 6 and Super 8 all reported good occupancy during the event
- The bars that supported and advertised the event had sold out evenings both Friday and Saturday.
- \$15,000 was distributed to Local service clubs for their efforts
- Approximately 25% of attendees came from out of town, resulting an estimated \$750,000 being injected into the local economy.

The City received National media exposure and a documentary was produced and broadcast by an Extreme Sport Channel from Toronto. This exposure has helped Peterborough gain recognition as a premier location for Water Boarding events.

KawarthaFEST wishes to pass on their appreciation for the helpfulness and support provided by the Recreation Division, Beavermead Staff, Police Services, Fire Protection, Emergency Services, Public Works, Transportation Division, and a special thanks to Ellen Stewart, who acted as the direct communication to City Hall.

Submitted by,

Rob Anderson  
Recreation Coordinator

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