

Feature Member

Organization: Saskatchewan Baseball Hall of Fame and Museum
Name: Jane Shury

What role does sports tourism play in the Battlefords?

"Sports tourism plays an important role in this community," says Shury. There are many Battlefords and area sporting organizations that contribute to the overall economy and visitor numbers throughout the year.

How do you see sports tourism evolving in the Battlefords?

"It will continue to be a force, now and into the future, especially with the addition of the new multipurpose facility" says Shury. Also, with an increasing focus on the benefits of a healthy lifestyle, more and more young people are encouraged to participate in sport for exercise.

What's in store for the SK Baseball Hall of Fame and Museum?

The museum has several long-term goals that they would like to see accomplished in the near future. After completing the wall mural on an exterior wall last year, the Baseball Hall of Fame is looking at an even bigger project – literally. Shury said that they would like to see a giant baseball bat erected just outside the museum's entrance. Museum patrons would walk under the bat to enter the museum. In addition, they would like to increase awareness and promote the museum by continuing to educate school groups, developing relationships with local and provincial minor baseball associations and senior's groups.

Members are drawn at random. Battlefords Tourism has 90 members.



Marketing

New Lure Brochure

Battlefords Tourism has a new lure brochure. More than 1,000 brochures are distributed each year to various locations and groups including: school groups, Good Sam Clubs, Alberta and Saskatchewan Seniors Clubs and CAA Agencies.

2010 Website Stats

Battlefords Tourism showed a 16% increase in unique person visits to battlefordstourism.com last year; from 56,000 in 2009 to 65,000 in 2010. Also, page views increased from 130,000 in 2009 to 150,000 in 2010.

CONGRATULATIONS!!!

Stacey McKay from Porta Bella Restaurant has won the \$1000 STEC credit! All 2010-2011 memberships paid by December 31, 2010 were entered into a draw to win a \$1000 credit sponsored by Battlefords Tourism and STEC.

Membership/Admin

New Office for Battlefords Tourism!

Battlefords Tourism's office is now located at Suite 502 - 1101 101st Street (5th Floor, Royal Bank Tower).

Director's Corner

Name: Denis Lavertu, Director of Business Development
Organization: City of North Battleford
Director Since: 2006/2007

What fun project would you like to see happening with Tourism in the Battlefords?

As far as projects, the Battlefords has amazing recreation opportunities that sometimes us locals take for granted. If we can create more excitement and use of, for example, the river valley trails and fantastic downhill mountain biking trails that already exist, I think we could attract some new young visitors. I've been told we have the best trails on the Prairies!

What is the single most important issue facing tourism in the Battlefords today?

The most important issue facing tourism today in the Battlefords is our own perception and identifying tourism leadership arising within the community. We need a community of ambassadors that can influence travel to North Battleford and recognize them for their efforts.

Where do you see Battlefords Tourism in 10 years?

I see Battlefords Tourism as the primary agency that markets the Battlefords region, champions new ideas for events and product development and expands our economy through tourism. The recreation and event opportunities are endless and I expect over the next 10 years we will see significant success as we continue to build this portfolio.

Contact Us

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LISTEN: Tourism Radio 100.5FM

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Contest Winner!

Congratulations to Colleen Redlick of Biggar! She was the Blue Mountain Outdoor Adventure Contest Winner drawn on December 31st, 2010. The contest ran in our 2010 Visitor Guide and on-line for a 12 month period. Colleen has not yet been to Blue Mountain to experience what is on offer, saying "I'm excited by the zipline!" Now working full time in Regina, Colleen had been working in North Battleford at the time she entered into the contest – "I will be back up to North Battleford for sure," she says. Once again, congratulations Colleen and we look forward to having you here in the Battlefords! **Thank you to Stan and Sheila Dudek of Blue Mountain Outdoor Adventure Centre for donating the prize.**

Events: January 2011

Week One

1 Happy New Year!

Week Three

22 *January Jamboree* at the WDM. Featuring local entertainment; including old tyme, country and bluegrass music, beginning at noon.

22 *Robbie Burns Night* will feature highland dancers and pipe bands from around the province. In addition, dinner and entertainment will be provided at the Gold Ridge Centre.

23 *Music for the Soul – 2011 Winter Recital Series* celebrates classical music with violin and piano.

Week Four

29 *Prairie Women on Snowmobiles* is an evening out in support of breast cancer research. The event includes cocktails, supper, a silent auction and door prizes at the Gold Ridge Centre.

For more information on these or any other Battlefords and area events, please visit www.battlefordstourism.com/events