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2007 Chippewa Valley Outdoor Games Wins National Award

Eau Claire, WI – The Chippewa Valley Outdoor Games was recognized with a first place award from the National Association of Sports Commissions (NASC) at the 2008 NASC Sports Event Symposium in Omaha on April 21-23.

The NASC – the leading amateur sports association in the United States – recognized eight member organizations with four national awards.

According to NASC executive director Don Schumacher, the eight members selected for the 2008 awards “stood out from more than 500 member organizations that represent approximately 350 cities within the sports events industry.” The Association first established their awards program in 2002 to recognize the work that NASC members conduct in their communities, including the economic impact realized through community events.

The Chippewa Valley Outdoor Games won the “Outstanding Locally Created Event/ Program, Budget Under \$200,000” category.

Criteria for the Outstanding Event award included having a budget of less than \$200,000 and demonstrating how the event served the community and met its goals and objectives. A third criterion looked at shelf life of the event, for example can it be held annually.

Hosted by the Chippewa Valley Sports Commission and the Eau Claire Rod & Gun Club, the Chippewa Valley Outdoor Games was designed to showcase the great outdoors through demonstrations, competitions, clinics, and exhibitions.

According to Linda Adler, executive director of the Chippewa Valley Sports Commission and Chippewa Valley Convention & Visitors Bureau, the Chippewa Valley Outdoor Games was a partnership between the Sports Commission and the Eau Claire Rod & Gun Club.

“The goal of our organizations was to create an event that would educate the general public on many different activities available in the outdoors, and especially to expose children to the events in order to foster awareness and interest in these non-traditional youth sports.”

The Chippewa Valley Outdoor Games, held August 10-12, 2007 at the Eau Claire Rod & Gun Club, attracted over 600 competitors and 8,000 spectators. The Chippewa Valley Convention & Visitors Bureau estimated the economic impact to the area at \$273,000.

“We are obviously very honored to have the Chippewa Valley Outdoor Games recognized through this award,” said Adler. “It not only reflects the quality of the event, but as a national award it also creates visibility and interest in the Chippewa Valley.”

The Chippewa Valley Outdoor Games is the first proprietary event of the Chippewa Valley Sports Commission.

“Through our partnership with the Eau Claire Rod & Gun Club and support from sponsors, it can continue to be a great opportunity to showcase western Wisconsin,” said Adler.