



Board:	City Commission
Agenda Date:	7/14/2025
Department:	Recreation
Presenter:	Wendy Taavola

Staff Report

Agenda Item Title:

National Walleye Tour 2026 Venue Proposal

Background:

The City of Gladstone has been asked by the Delta Area Chamber of Commerce to host a 2026 National Walleye Tour Qualifying Event the week of June 15, 2026, with registration on Wednesday, June 17, and competition days on June 18 and 19, 2026.

Fiscal Effect:

\$12,000 – Host Fee
Maximum of 55 Hotel Rooms (The Chamber will apply for grants to cover)
Volunteers and Ice for fish care, as needed

Supporting Documentation:

National Walleye Tour 2026 Venue Proposal

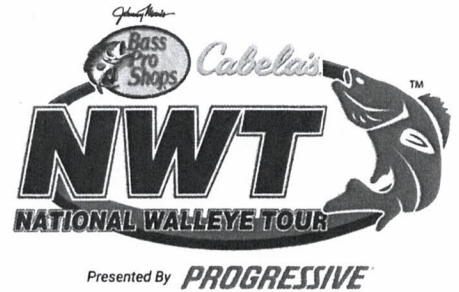
Recommendation:

Commission approval of the proposal to host the National Walleye Tour Qualifying Event on June 17-19, 2026.

NATIONAL WALLEYE TOUR 2026

VENUE PROPOSAL

Between National Walleye Tour and Delta Area Chamber of Commerce hereafter "Site Host"



NWT Commitments:

1. NWT will hold a 2026 National Walleye Tour Qualifying event in the Site Host area the week of June 15, with registration on Wednesday June 17, and competitions days on June 18,19, 2026.
2. NWT will encourage teams to utilize hotel accommodation in the Site Host area. Accommodation will be promoted via the NWT website, eBlasts, registration materials and angler packets.
3. The NWT will provide the Site Host with a logo/sponsor link and venue information on the NWT web site – www.nationalwalleyetour.com (logos/links provided by the Site Host.)
4. NWT will promote the Site Host event on all NWT social media and tag the Site Host in each post.
5. The NWT will supply all anglers with information regarding the area at time of registration and during the Registration/Pairing Meeting (flyers and information provided by the Site Host).
6. The NWT will acknowledge and recognize the Site Host as the venue sponsor on the PA announcements and introduce a representative from the area at the angler meeting and both days of the event.
7. The NWT will prominently display the Site Host Logo or banners at the Registration/Meeting and Weigh In site if feasible (banners provided by site host).
8. The NWT will run a live leaderboard, live weigh in feed from the NWT website and live weigh in feed from the NWT Facebook page during the 2-day event.
9. Production crews will travel to the Site Host area to do video specific coverage featuring the area, fishing in the area, and an interview with a representative from the area. The Site Host will be able to provide directions on landmarks or specific areas to video.
10. The Site Host will be featured within one (1) half-hour episodes that will air nationally and regionally – these airings will be streamed on several television networks and streaming platforms.

11. The National Walleye Tour Series has extensive coverage of NWT events each season on multiple platforms: Nearly 100 total airings on the Pursuit Channel, Plus airings on NBC Sports Chicago, Bally Great Lakes, Action Channel, RNTV as well as <http://www.nationalwalleyetour.com/> and airings on Wild TV. The NWT will also be seen on: Outdoor Action and Pursuit Up streaming Channels as well as all associated platforms that stream to those channels.

12. The Site Host will have the opportunity to do a direct mailing or email to all NWT members to promote the area. The Site Host must provide approved mail/email contents and postage; NWT will process the direct mailings. All content must meet with NWT approval.

13. NWT will promote the Site Host area event via eBlasts announcing the host location with reminders to register for the event and to book recommended accommodation. This information will also be shared on all social media pages for NWT.

Delta Area Chamber of Commerce Commitments:

In consideration of the above commitments by NWT, the Site Host would agree to the following:

1. The Site Host will provide a Complimentary Pairing Meeting/Reception room on the evening prior to the NWT event, location and food provided at no charge.
2. The Site Host will provide adequate launch facility and weigh in sites during all the days of the event at no charge. (bathrooms, electricity & internet line drop (if available), trash cans, etc.)
3. The Site Host agrees to provide complimentary housing for the NWT staff and camera crew (55 total room nights max - normally will be much less)
4. The Site Host will locate discounted/preferred hotel rates to advertise to the NWT anglers.
5. The Site Host agrees to provide volunteers (as needed) and complimentary ice (for fish care during the event as needed).
6. The Site Host agrees to pay the NWT a host fee of \$12,000.

This agreement shall be binding on both parties involved and is constructed to benefit both the National Walleye Tour and Site Host.

In witness thereof, the parties hereby agree on the terms as stated above.

Site Host Agreed: _____ Agreed:

Print Name: _____ Print Name: Robert L. Cartlidge

Date: _____ Date:

Address: _____ Email: Robert@federationangler.com

City, St., Zip: _____

Ph.: _____

Email: _____

Federation National Office * 5998 N Pleasant View Rd * Ponca City, OK 74601 * 580.765.9031 * Fax:
580.765.2890

NWT Estimated Economic Impact

Estimated number of guests in town:

Anglers	250
Family	50
Staff/Sponsors	25
Total	325



Accommodations:

Other Rooms	25 nights @ \$100.00/room average	\$2,500.00
Angler Rooms	1,037 nights @ \$100.00/room average	\$103,700.00
	111x7nights	
	65Co x4nights	

Vehicles:

Rental Cars	5 cars @ \$200.00/rental	\$1,000.00
Boats (fuel)	125 boats x 15 Gallons @ \$3.00/gallon x 7 days	\$39,375.00
Tow Vehicles	125 vehicles x 1.5 tank @ \$75.00/tank	\$14,062.50

Meals:

383 persons x \$40.00 per day x 5 days average	\$65,000.00
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Miscellaneous

Tackle / Supplies	250 persons average x \$50.00/person	\$12,500.00
Grocery / Drug Items	250 persons average x \$50.00/person	\$12,500.00

•Television Coverage:

One (1) nationally televised 30-minute shows featuring the event with positive reference to the Tournament Host area, including an in-show vignette and a special feature highlighting your community; professionally produced and edited by CarecoTV.

\$50,000.00

Total Estimated Community Revenues

\$300,637.50**

***This estimate does not include future economic impact generated by media exposure.*

NWT Viewership Data

The National Walleye Tour television series provides exposure to millions of viewers each year.

Pursuit Channel

Q1 – January thru March – 13 Weeks of airings /
3 airings per week



World Fishing Network

Q4 – October thru December – 13 Weeks of airings
3 airings per week



Wild TV Canada

Q1-Q2 – January thru June – 26 Weeks of airings
3 airings per week



NBC Sports Chicago

Q1 – January thru March – 13 Weeks of airings /
1 airing per week



Digital Platforms:

*Outdoor Action™ Roku Channel, AppleTV & Amazon Fire

*Outdoor Action™ *G.O.N.E. (Great Outdoors Network Entertainment)

*Dedicated NWT YouTube Channels



5 TELEVISED EVENTS PER YEAR

50,214

Followers on Social Media

7.25M

Average Annual Television Audience

350+ Airings on **6** networks