

**FOR IMMEDIATE RELEASE**

**Contact:** [Kelsea Williams](#)

**Tel:** 441-292-5570

**Email:** [kwilliams@bedc.bm](mailto:kwilliams@bedc.bm)

**Web:** [www.bedc.bm](http://www.bedc.bm)

**BEDC INVITES SPORTS CLUBS TO INFO SESSION FOR SECOND BUSINESS PLANNING INCUBATOR COHORT**

**Hamilton, Bermuda 12 March 2026** – The Bermuda Economic Development Corporation (BEDC) will host a free information session on Thursday, March 19, from 6:00 p.m. to 8:00 p.m. at the Devonshire Recreation Club, to introduce the second cohort of its Sports Club Business Planning Incubator.

The session is open to sports club executives and board members interested in learning how the Incubator is structured, what support BEDC provides to participating clubs, and how the program helps strengthen operations and create new revenue opportunities. Attendees will hear directly from graduates of the first cohort, clubs that collectively received \$80,000 in grant funding to support their growth initiatives.

The Sports Club Incubator equips clubs with practical business strategies and tools to diversify income and build long-term sustainability. Club executives who join the full program will learn together on a weekly basis, develop a business plan for greater impact, and commit to new revenue strategies tailored to their organisation.

William Spriggs, Director of Economic & Cooperative Development at BEDC, spoke to the significance of the program entering its second year. “As we enter the second year of the Sports Club Business Planning Incubator, we are proud to build on the momentum of our first cohort. Sports clubs are more than venues for competition. They are community anchors, platforms for youth development, and critical parts of Bermuda’s social fabric.” He continued, “Helping them become more financially resilient is an investment in the island’s broader wellbeing, and we look forward to welcoming the next group of clubs into this program.”

That view is shared by clubs that participated in the first cohort. Western Stars Sports Club, a graduate of the first Incubator cohort, spoke to the impact the program had on their organisation.

Kelly Smith of Western Stars Sports Club, had this to say about her club’s experience in the Incubator, “The support given to our sports club has been truly transformational. Through education and guidance, we were encouraged to think beyond day-to-day operations and develop a strong business mindset, one that values sustainability, leadership, and long-term impact. This shift has empowered our club to grow with clarity and confidence, while staying grounded in our purpose.”



The evening will also include professional headshots available between 6:00 p.m. and 7:00 p.m., food by B's Soul Food, and one complimentary drink ticket per attendee.

*Knowledgeable  
Progressive  
Supportive  
Professional  
Innovative*

The Sports Club Business Planning Incubator Information Session takes place on Thursday, March 19, 2026, from 6:00 p.m. to 8:00 p.m. at Devonshire Recreation Club. The event is free and open to all sports club executives and representatives. To register or obtain more information, visit [www.bedc.bm](http://www.bedc.bm) or contact Chelsea Warren at [cwarren@bedc.bm](mailto:cwarren@bedc.bm).

#### **About BEDC**

Bermuda Economic Development Corporation (BEDC) is Bermuda's premier source of free confidential business advice for entrepreneurs. The mission is to serve Bermuda's local business community with the highest degree of professionalism by providing, authoritative business advice, counsel and financial support. Bermuda Business Starts Here! For more information, visit [www.bedc.bm](http://www.bedc.bm).

- END -

*Growing  
Bermuda one  
Business at  
a time*