



# Economic Impact Assessment

## Final Report – 2020 BC Winter Games – Fort St. John, BC

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# WHAT IS EI?

Economic Impact Assessment (EIA) studies measure the positive change in economic activity resulting from hosting an event in a specific city/town. There are three factors:

1. the spending of out-of-town visitors while they attend the event;
2. the expenditures of the event organizers in producing the event;
3. capital construction costs that are directly attributed to hosting the event.

An EI study calculates the amount of new money being spent in the host community as a direct result of hosting the event, and then the impact these new monies have on the regional, provincial and national economy as a whole.



# HOW DO WE MEASURE EI?

Sport Tourism Canada (formerly the Canadian Sport Tourism Alliance) has developed three tools called **STEAM<sup>2.0</sup>**, **STEAMPRO<sup>2.0</sup>** and **FESTPRO** to predict, collect, measure and analyze event data across the three primary channels.

**STEAM<sup>2.0</sup>** is designed specifically as a predictive model to determine the expected economic impact of hosting a sport event, while **STEAMPRO<sup>2.0</sup>** is utilized to generate the economic impact from actual spending data during the sport event itself.

STC's latest tool, called **FESTPRO**, is the sister model to **STEAMPRO<sup>2.0</sup>**. It measures the economic impact of non-sport events like festivals, exhibitions and fairs using actual spending data collected during the event.

Our economic impact services empower event organizers and host cities to accurately assess economic impact resulting from hosting a specific event in a specific location.



# MODEL OUTPUTS

The elements (outputs of the model) used to measure the economic impacts are:

- Gross Domestic Product (GDP)
- Wages & Salaries
- Employment
- Taxes
- Industry Output

STC's **STEAMPRO<sup>2.0</sup>** measures the direct, indirect & induced effects for each of these elements.



# RELIABILITY OF THE MODEL

In order to produce economic contribution assessments that are robust and reliable, STC has partnered with the **Canadian Tourism Research Institute (CTRI)** at **The Conference Board of Canada**. The CTRI serves the travel and tourism industry in providing sound economic forecasts and models with timely and insightful interpretation of data specifically relevant to travel.

The findings in this report make use of the most current and most detailed input-output tables and multipliers available from Statistics Canada and leverages the credibility and robustness of sector specific tax data available from Statistics Canada's Government Revenues Attributable to Tourism (GRAT) report.



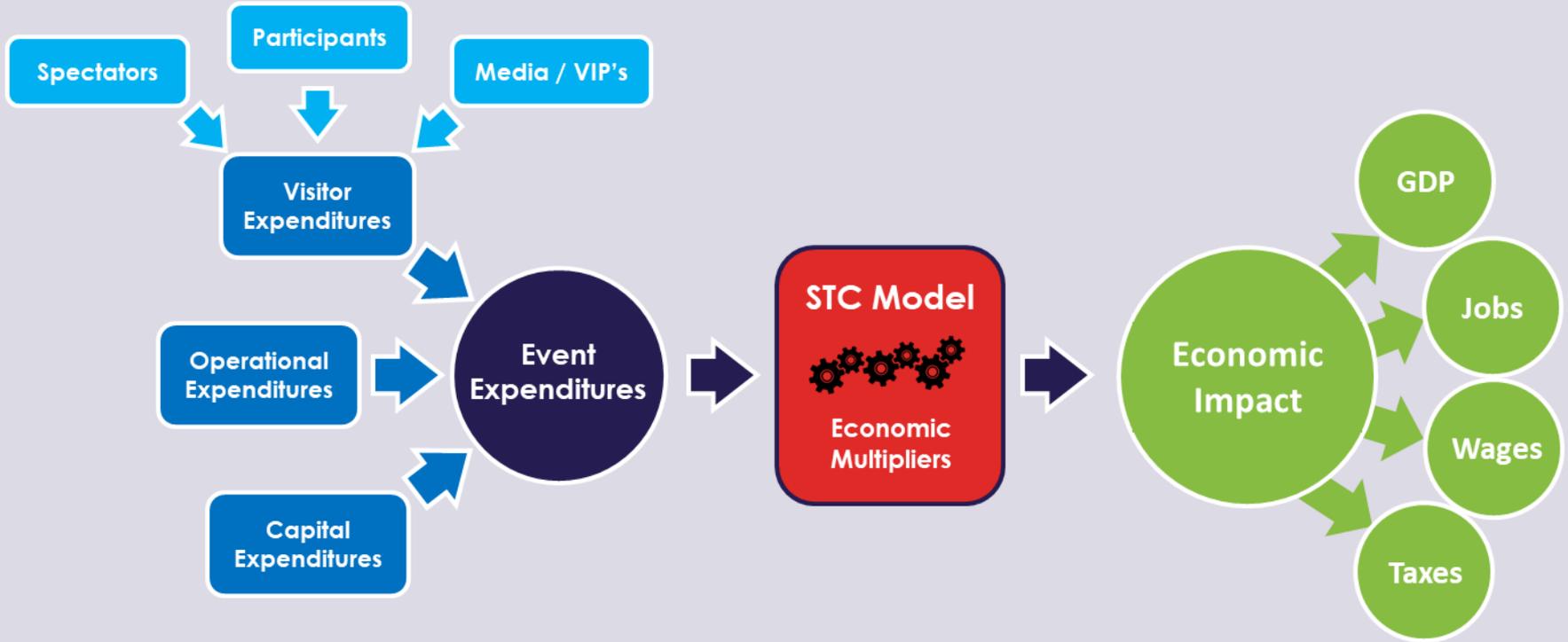
# RELIABILITY OF THE DATA

For this study, event organizers opted to engage STC to manage the onsite data collection process during four (4) days of the event. Surveyors were recruited by STC, and supervised and trained by STC's Field Supervisor.

As a result of having a member of the STC Economic Impact Team on the ground during the event, Sport Tourism Canada is able to validate the data records that were generated that underpins this analysis.



# HOW IT WORKS



# THE METHODOLOGY

The visitor statistics cited in this report were derived from an on-site intercept survey that was conducted over four (4) days of the event. The survey was developed by STC specifically for this event and was administered by a team of surveyors on tablet computers running STC's survey software.

A total of **347** valid responses were collected during this event.

The survey included a variety of questions for the spectators with regards to their age, place of residence, days attended, etc., while respondents from out-of-town were asked about their length of stay in the local area, the amount of money spent in various categories while in the area, as well as the importance of this event in their decision to travel to the area.



# 2020 BC WINTER GAMES

From February 20-23, 2020 Fort St. John welcomed nearly 1,500 athletes, coaches, and officials participating in 15 sporting events at the BC Winter Games. Additionally, the athletes had great support with an additional 1,500 friends, family members, and fans of the Games who were in Fort St. John to enjoy the competition and cheer on the athletes.

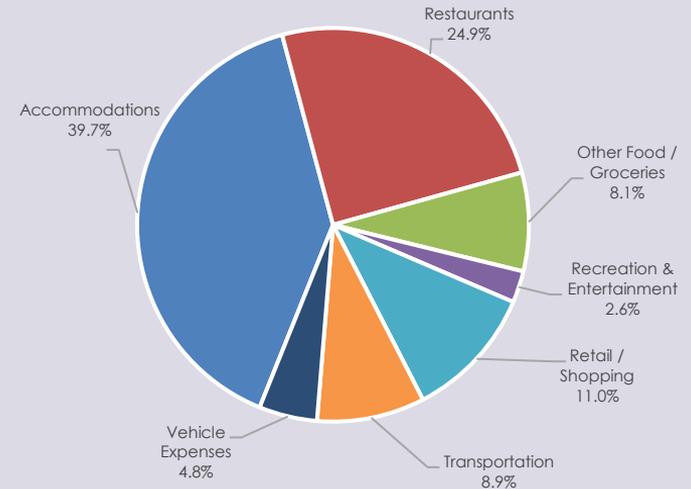
The BC Winter Games are British Columbia's biennial celebration of sport and community bringing together British Columbia's best emerging high-performance athletes, trained coaches, and certified officials for four days of competition. This experience is an important development opportunity and stepping-stone towards higher level sport competitions.



# VISITOR SPENDING

|                            | Per Party       | Overall          |
|----------------------------|-----------------|------------------|
| Accommodations             | \$393.58        | \$181,978        |
| Restaurants                | \$246.79        | \$116,793        |
| Other Food / Groceries     | \$80.62         | \$38,153         |
| Recreation & Entertainment | \$25.39         | \$12,016         |
| Retail / Shopping          | \$108.99        | \$51,580         |
| Transportation             | \$87.62         | \$41,466         |
| Vehicle Expenses           | \$47.73         | \$22,588         |
| <b>Total</b>               | <b>\$990.72</b> | <b>\$464,574</b> |

Aggregate visitor spending was just under \$465,000



Note: Category breakdown (%) is based on per party spend, not overall \$ value



# VISITOR SPENDING – SCALED BY IMPORTANCE

|                            | Per Party       | Overall          |
|----------------------------|-----------------|------------------|
| Accommodations             | \$375.87        | \$173,789        |
| Restaurants                | \$235.68        | \$111,538        |
| Other Food / Groceries     | \$76.99         | \$36,437         |
| Recreation & Entertainment | \$24.25         | \$11,475         |
| Retail / Shopping          | \$104.09        | \$49,258         |
| Transportation             | \$83.68         | \$39,600         |
| Vehicle Expenses           | \$45.58         | \$21,572         |
| <b>Total</b>               | <b>\$946.14</b> | <b>\$443,668</b> |

**Visitor spending directly attributable to this event was just over \$443,000**

Visitors to the area were asked about the importance of the BC Winter Games in their decision to travel to the area using a scale of 1-10 (with 1 meaning 'not at all important' and 10 meaning it was 'the primary reason for travel').

The results show that the BC Winter Games was the primary driver for most respondents, with an average importance of **9.6 / 10**



# OPERATIONAL & CAPITAL EXPENDITURES

In hosting the 2020 BC Winter Games, the event organizers spent nearly **\$660,000** on various **goods and services** to ensure the successful operation of the event, along with almost **\$150,000** of capital investments for both this and future events.



## Operational Expenditures

|                                  |                  |
|----------------------------------|------------------|
| Salaries, Fees and Commissions   | \$221,368        |
| Marketing & Advertising Services | \$20,000         |
| Professional Services            | \$89,572         |
| Insurance                        | \$2,022          |
| Facility, Venue, and Office Rent | \$42,492         |
| Communication                    | \$10,187         |
| Other Supplies                   | \$6,383          |
| Food and Beverages               | \$133,409        |
| Accommodations                   | \$12,000         |
| Merchandise and Retail           | \$19,533         |
| Travel                           | \$8,000          |
| Transportation and Storage       | \$49,750         |
| Other Expenses                   | \$42,578         |
| <b>Total</b>                     | <b>\$657,295</b> |

# THE EI RESULTS

The combined spending of out-of-town participants, delegates, spectators and other people who visited Fort St. John for the BC Winter Games, in combination with the expenditures made by the organizers of the event, totaled almost \$1.4 million, supporting over \$2.1 million in overall economic activity in British Columbia, including nearly \$1.8 million of economic activity in the Fort St. John area.

These expenditures supported \$828,886 in wages and salaries in the province through the support of 8.5 jobs, of which 6.2 jobs and \$643,648 in wages and salaries were supported locally.

The total net economic activity (GDP) generated by the 2020 BC Winter Games was:

- \$1.3 million for Canada as a whole
- \$1.2 million for the province of British Columbia
- \$0.9 million for the city of Fort St. John

The 2020 BC Winter Games supported tax revenues totaling \$336,112 across Canada.

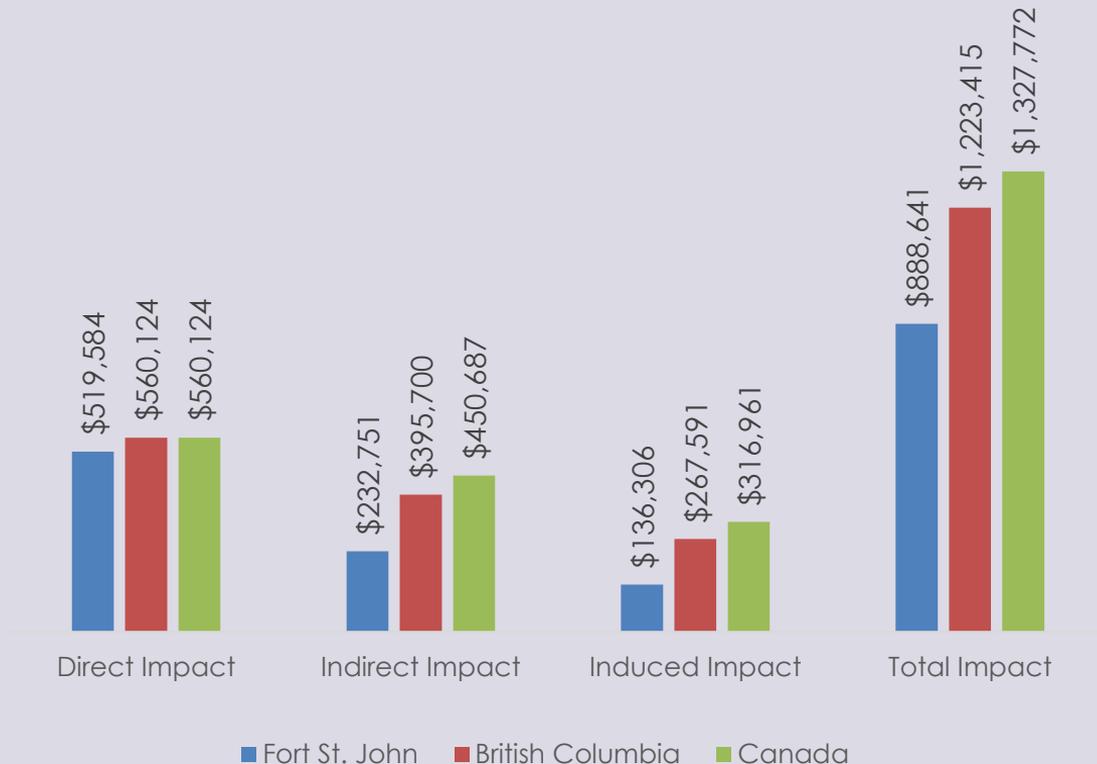
|                        | Fort St. John      | British Columbia   | Canada             |
|------------------------|--------------------|--------------------|--------------------|
| Initial Expenditure    | \$1,355,184        | \$1,355,184        | \$1,355,184        |
| GDP                    | \$888,641          | \$1,223,415        | \$1,327,772        |
| Wages & Salaries       | \$643,648          | \$828,886          | \$886,665          |
| Employment             | 6.2                | 8.5                | 9.3                |
| Total Taxes            | \$238,586          | \$314,459          | \$336,112          |
| Federal                | \$111,141          | \$145,963          | \$156,693          |
| Provincial             | \$104,950          | \$139,690          | \$144,351          |
| Municipal              | \$22,496           | \$28,806           | \$35,069           |
| <b>Industry Output</b> | <b>\$1,763,798</b> | <b>\$2,135,298</b> | <b>\$2,356,835</b> |



# GROSS DOMESTIC PRODUCT

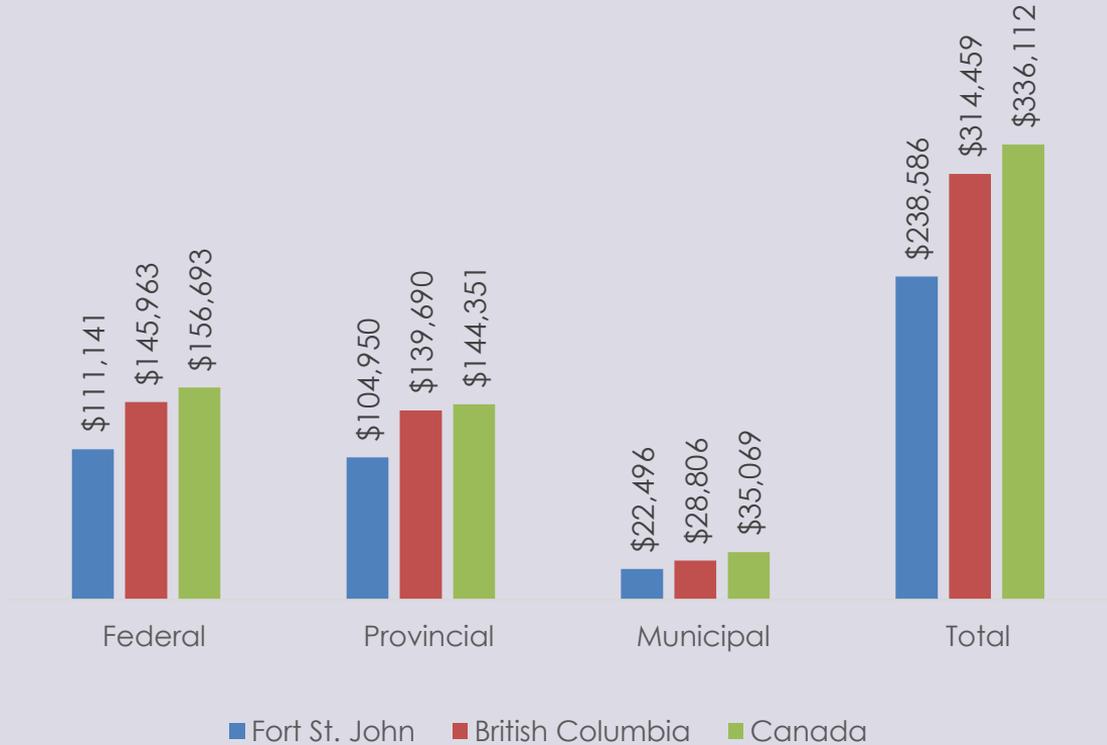
## GPD (at basic prices)

The **2020 BC Winter Games** in Fort St. John contributed just over **\$1.3 million** in GDP to the Canadian economy through direct and spin-off impacts.



# TAXES

The **2020 BC Winter Games** contributed **\$336,112** in federal, provincial, and local taxes through direct and spin-off effects throughout Canada.



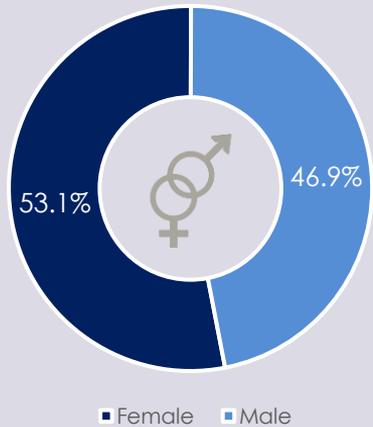
# ADDITIONAL QUESTIONS

The following slides summarize the results from questions that were included as part of the survey, but were not all necessarily required for the economic impact analysis calculations.

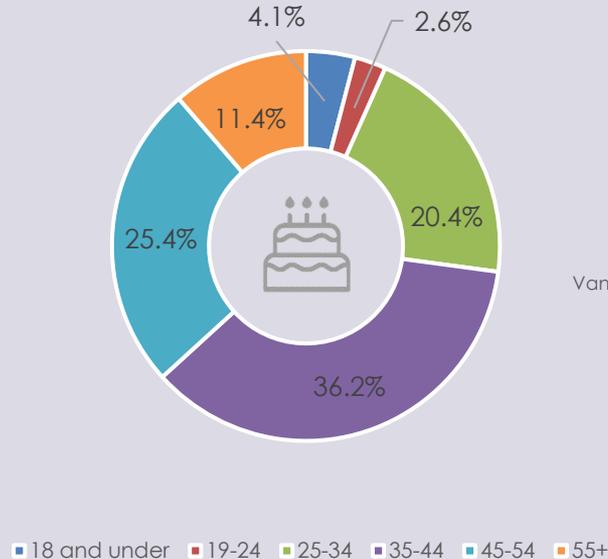


# DEMOGRAPHICS

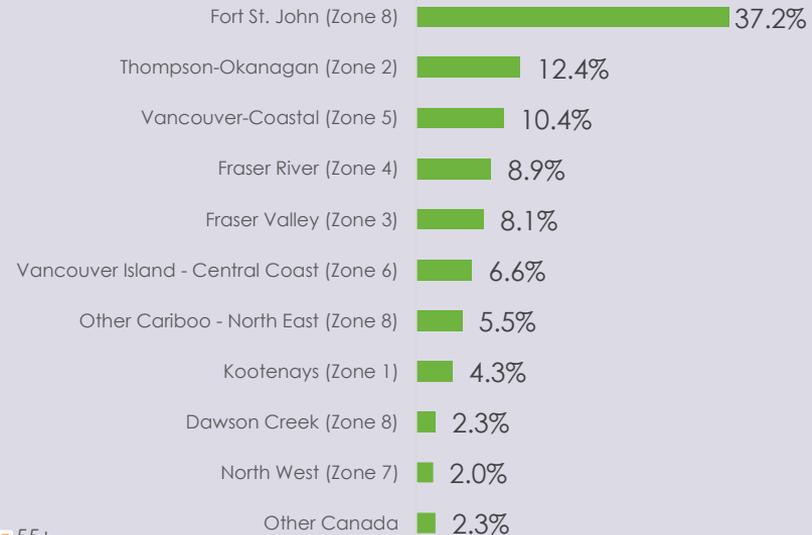
## Gender



## Age Range

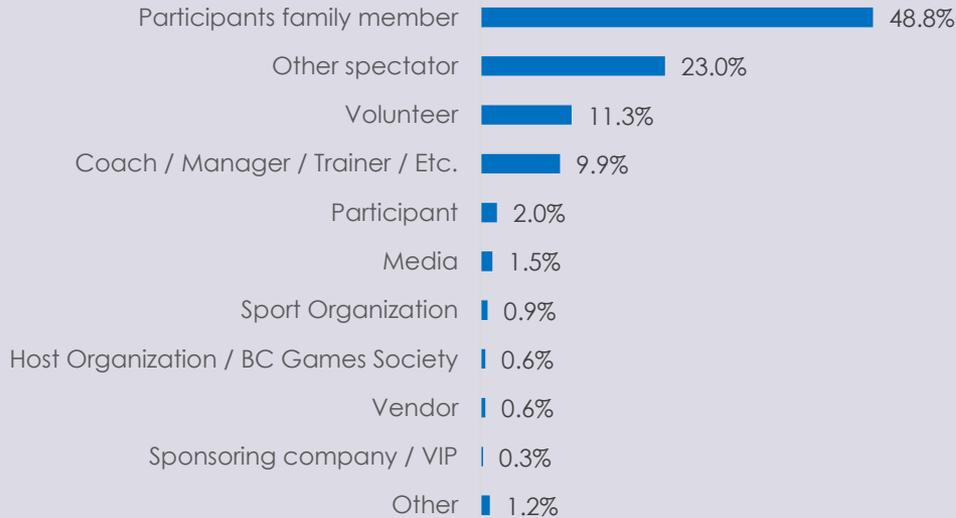


## Place of Residence

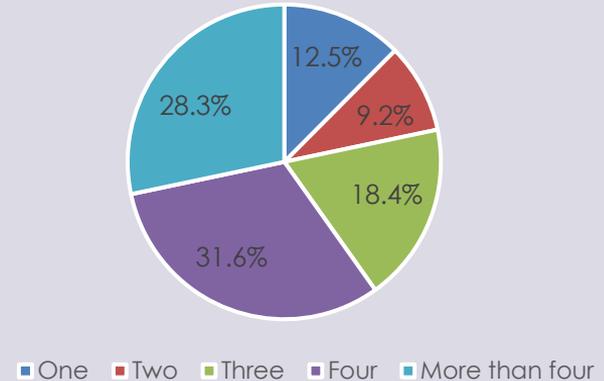


# ATTENDANCE CHARACTERISTICS

## Role at Event



## Days Attending



**Average days attending = 3.5**

# EVENT ATTENDANCE



35%



30%



29%



21%



16%

|               |       |
|---------------|-------|
| Speed Skating | 35.2% |
| Karate        | 29.7% |
| Ringette      | 29.4% |
| Archery       | 20.5% |
| Gymnastics    | 15.9% |

|                         |       |
|-------------------------|-------|
| Basketball – Wheelchair | 15.3% |
| Curling                 | 15.3% |
| Rhythmic Gymnastics     | 15.3% |
| Judo                    | 14.1% |
| Diving                  | 12.1% |

|                        |      |
|------------------------|------|
| Skiing - Cross Country | 9.5% |
| Figure Skating         | 8.1% |
| Badminton              | 3.5% |
| Biathlon               | 2.0% |
| Skiing - Alpine        | 1.4% |

*\* Please keep in mind that surveyors may not have visited all venues and therefore an accurate estimation of event attendance should also utilize other data sources (i.e. ticketing, venue counts, etc.)*



# TRAVEL CHARACTERISTICS

**98%** of out-of-town attendees stayed overnight during their visit to Fort St. John



Of those staying overnight...

- **63%** Stayed in a hotel
- **14%** Stayed with friends/family
- **2%** Used a short term rental
- **21%** Made other arrangements

Average travel party size = **2.0** people



Average nights in Fort St. John = **3.6**

**IMPORTANT**

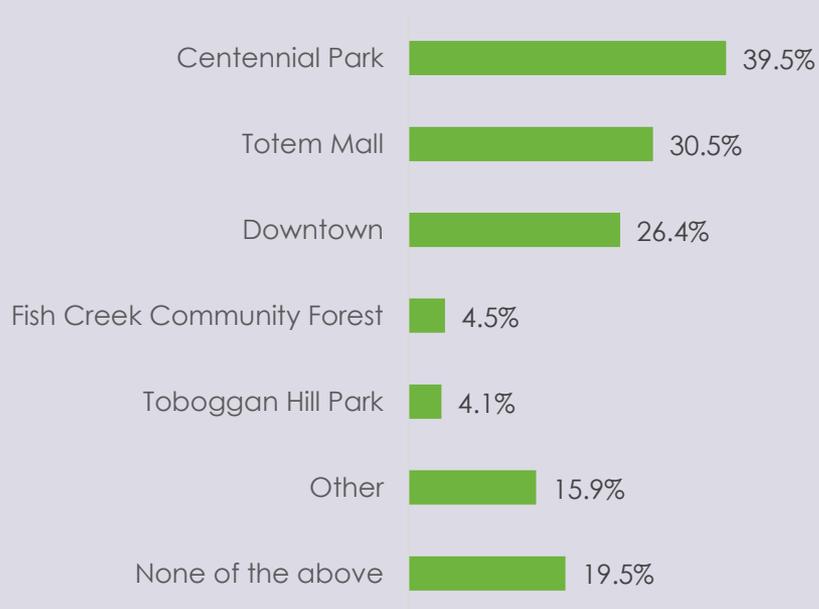
**84%** of attendees indicated that this event was the sole reason for their visit to Fort St. John.

Overall, the importance of this event in influencing visitation to Fort St. John was **9.6/10**.



# FORT ST. JOHN TOURISM

## Places Visited While in Fort St. John



# SUMMARY | BY THE NUMBERS

## 2020 BC Winter Games – Key Facts & Figures

|   |  |  |  |
|---|--|--|--|
| <b>\$1.36 Million</b><br>of initial expenditures          | <b>\$551,661</b><br>of visitor spending<br>attributable to event | <b>6.2</b><br>local jobs supported<br>by the event       | <b>\$2.1 Million</b><br>overall economic<br>activity in the province |
| <b>2,450</b><br>out of town visitors*<br>in Fort St. John | <b>\$643,648</b><br>of wages and salaries<br>supported locally   | <b>\$1.2 Million</b><br>total boost to<br>provincial GDP | <b>\$336,112</b><br>in taxes supported<br>across Canada              |

\* Visitors derived from attendance figures provided by event organizers and combined with results from the survey.



# QUESTIONS?

If you have any questions concerning the findings in this report, please contact:

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If you would like to conduct another EI study using **STEAMPRO<sup>2.0</sup>** on a future sport event (or **FESTPRO** on any other type of event), please contact [research@sporttourismcanada.com](mailto:research@sporttourismcanada.com)

