



# Economic Impact Assessment

**Final Report – 2019 Encana Events Centre– Dawson Creek, 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(s);
2. the expenditures of the event organizers in producing the event(s);
3. capital construction costs that are directly attributed to hosting the event(s).

An EI study calculates the amount of new money being spent in the host community as a direct result of hosting the event(s), 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.

**Note:** For this project, due to the variety of events taking place at the Encana Events Centre, Sport Tourism Canada utilized a combination of all three models to calculate the overall economic impact.

# 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>** and **FESTPRO** measures the direct, indirect & induced effects for each of these elements.



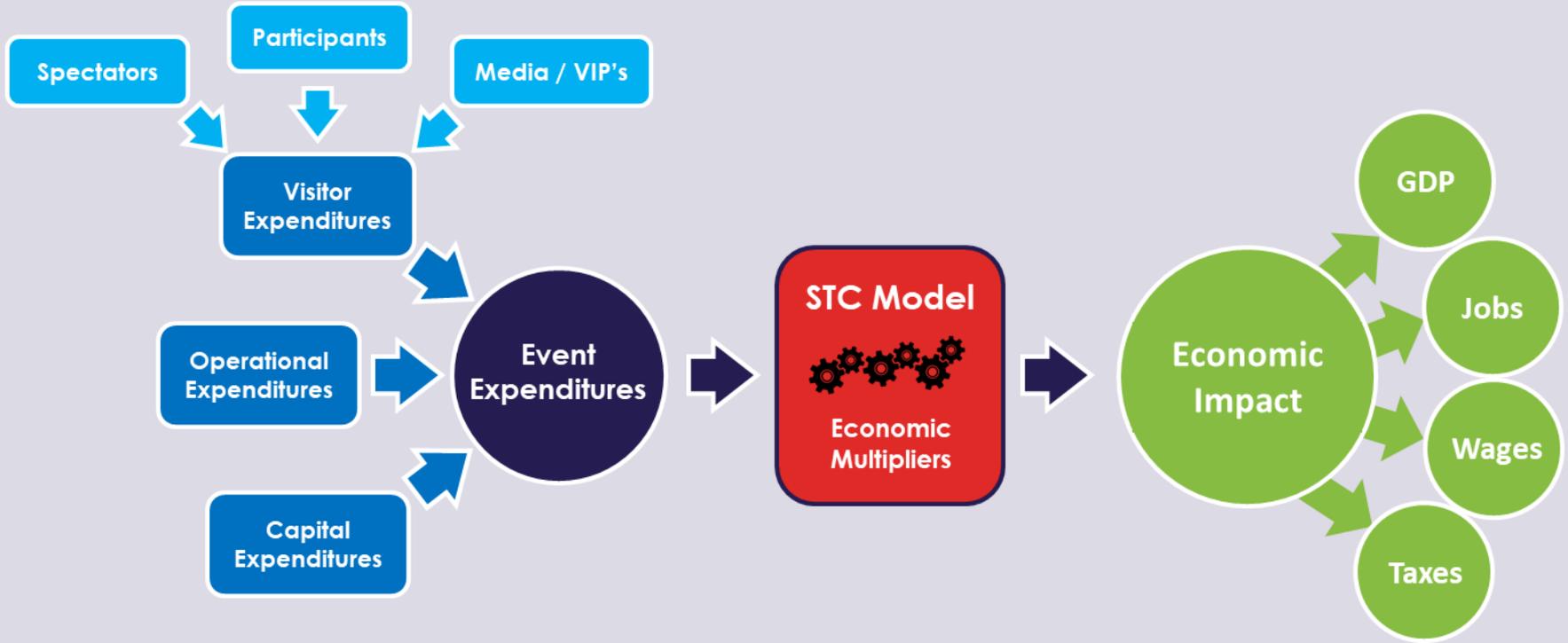
# RELIABILITY OF THE MODEL

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.



# HOW IT WORKS



# THE PROJECT

The main objective of this project was to determine the overall economic impact the Encana Events Centre (EEC) has on the community of Dawson Creek by hosting various events throughout the year, as well as from the overall operation of the venue.

The methodology developed for this project (see “Methodology” on page 9) is unique in the sense that we are incorporating both visitor spending data from primary survey data, in combination with estimates built into the STC **STEAM<sup>2.0</sup>** model for other constituent groups, along with operational expenditures from the facility itself over a twelve-month period.

STC worked with EEC staff throughout this project to gather as many surveys as possible, to make logical assumptions for some unknown metrics, to gather attendance figures for each event, to determine which events would comprise the analysis, and to group events into relevant categories to assist in the overall data extrapolation process.



# THE METHODOLOGY

The visitor statistics cited in this report were derived from a series of post-event on-line surveys that were conducted from 25 different events held at the Encana Events Centre (EEC). The survey was developed by STC in conjunction with EEC staff specifically for this project that incorporated both standard economic impact questions as well as the standard EEC event satisfaction questions. The survey was sent out to the attendee database via email immediately following each event by EEC staff.

A total of **1,478** valid responses were collected during this process.

The survey included a variety of questions for the attendees with regards to their age, place of residence, days attended, satisfaction with various aspects of the venue. Additionally, 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.



# RELIABILITY OF THE DATA

For this study, an online survey was sent out to the attendee database via email immediately following each event by Encana Events Centre (EEC) staff. As a result of not having a member of the STC Economic Impact Team on the ground during the events or involved with the distribution of the email containing the survey link, Sport Tourism Canada is not able to validate the data records that were generated that underpins this analysis.

That being said, STC worked closely with EEC staff to modify and update the survey on a regular basis, monitor survey responses, cleanse the data in regular intervals, as well as removing duplicate and frivolous responses to ensure a clean and reliable data sample for the analysis and economic impact figures utilized in this report.

*\* A special exemption to both the reliability of the data and the overall analysis of this project is the 2019 World Junior A Hockey Challenge. For this event, STC staff were onsite collecting surveys during the event, and a full economic impact analysis was conducted. The findings from that report have been incorporated where appropriate to demonstrate the overall impact of the Encana Events Centre.*



# LIMITATIONS

Economic impact studies for events typically include visitor spending from spectators, participants, media, and VIP's. They also include operational expenditures incurred by the event producer to put on or host the event (see "How it Works" on page 7). In this case, through the nature of this study and the method of collecting visitor spending, we were not able to capture visitor spending from any of the constituent groups other than spectators or attendees. We were also not able to collect operational expenditures from the event producers, which typically constitutes a significant spend in the local area.

Therefore, there is a significant amount of initial expenditures that were not available to be inputted into the model to generate operational output, other than the monies directly spent by the Encana Events Centre to operate the building itself or for goods and services directly provided by the Encana Events Centre.

It is not advisable to make any assumptions for the event-related operational expenditures, as in our experience, those costs can be far ranging depending on the type and size of event, as well as the amount of equipment event producers bring with them versus purchasing or renting in the local market.



# SPECIAL CIRCUMSTANCES

The Encana Events Centre was the host venue for the **2019 World Junior A Challenge**, an annual under-20 international ice hockey tournament which saw close to 11,000 attendees over the nine-day event. For the purposes of this report, this event is considered an anomaly in terms of the size, scope, and length of the event compared to other events typically held at the EEC. For that reason, we have incorporated the overall economic indicators separately so as to avoid skewing the extrapolation process for the other “sporting events” utilized in this analysis.

Average nights in  
Dawson Creek = **6.2**

Average per party  
spend = **\$1,750**

## 2019 World Junior A Challenge – Key Facts & Figures

|  |  |  |  |
|--|--|--|--|
| <b>\$1.3 Million</b><br>of initial expenditures          | <b>\$622,898</b><br>of visitor spending<br>attributable to event | <b>8</b><br>local jobs supported<br>by the event         | <b>\$2.1 Million</b><br>overall economic<br>activity in the province |
| <b>1,019</b><br>out of town visitors*<br>in Dawson Creek | <b>\$460,716</b><br>of wages and salaries<br>supported locally   | <b>\$1.1 Million</b><br>total boost to<br>provincial GDP | <b>\$316,994</b><br>in taxes supported<br>across Canada              |





Dawson Creek, a city of approximately 13,000 people, is home to the Encana Events Centre - a state-of-the-art, multi-events centre with 4,500 permanent seats, and 27 VIP Luxury Suites, that is the premier entertainment facility for the entire British Columbia and Alberta Peace Region.

Since opening in 2008, the Encana Events Centre has hosted hundreds of events ranging from local to international sporting event, to concerts, trade and convention shows, and numerous other community related events.



# EVENTS

In 2019, the Encana Events Centre hosted **67** events ranging from local to international sporting event, to concerts, trade and convention shows, along with other special and community related events. For the purpose of this study, *local or community events\** are not part of this assessment as they were unlikely to draw attendees from outside the Dawson Creek area.

Of the 67 events hosted at the EEC, we have included **29** of those events to conduct the analysis necessary for this economic impact assessment. Of all the events surveyed during this project, we have sufficient samples from **18** events in the various categories to utilize towards our extrapolation process in determining the overall event impact.

Attendance figures provided by the EEC will be utilized to determine both the average per person (or per party) spending at each type of event and then again utilized in the extrapolation process to determine overall visitor spending.

*\* It should be noted that the Encana Events Centre plays very important role for the community by hosting local or community events for social and community impact as well as potential capacity building to allow Dawson Creek to bid on and host larger-scale events.*

# EVENT BREAKDOWN



Meetings

28%



Special Events

22%



Banquets

13%



Concerts

12%



Sports

12%



Trade Shows

12%

Meetings comprised 28% of all the events held at the Encana Events Centre, while Special Events were second with 22%, and Banquets third at 13%.

43%

of the events hosted at the Encana Events Centre comprise the analysis in this report



# VISITORS

The 'visitor expenditures' attributable to the economic impact related to events held at the Encana Events Centre (EEC) is compiled from various constituent groups (i.e. participants, spectators, vendors, media, etc.) that travel from outside the local area specifically for that event (see slide 7 – How it Works).

To calculate the number of visitors at each event, attendance numbers were acquired from the EEC and then reduced to the number of people residing outside the local area (derived from questions contained in the survey). Within the survey, visitors to the area were then asked about their length of stay, what form of accommodations were utilized, and how much money they spent in ten (10) different categories.

Visitors to the area were also asked about the importance of the event they attended 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'). Overall, the results show that the attended event was the primary driver for most respondents, with an average importance of **9.4 / 10** across all the events surveyed.

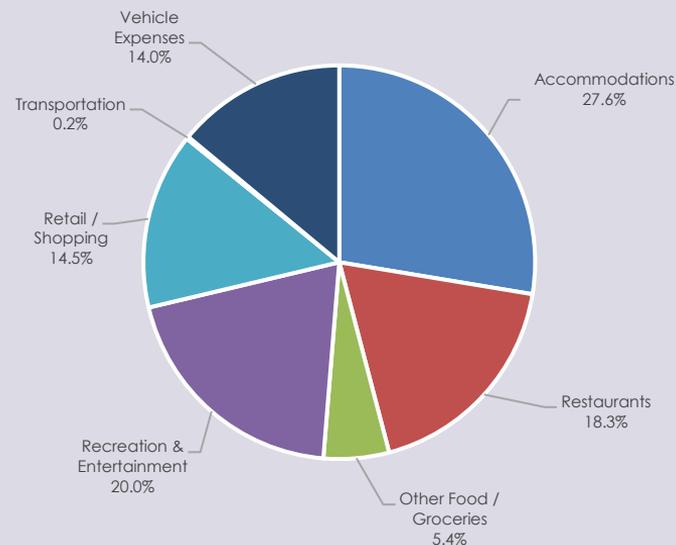
**Through these calculations, it was determined that 24,606 people were visitors to Dawson Creek specifically to attend an event at the Encana Events Centre in 2019.**

**Overall visitor spending directly attributable to the 29 events was just under \$6.7 Million**

# OVERALL VISITOR SPENDING

|                            | Per Party *     | Overall ^          |
|----------------------------|-----------------|--------------------|
| Accommodations             | \$153.79        | \$877,717          |
| Restaurants                | \$101.83        | \$1,277,630        |
| Other Food / Groceries     | \$30.09         | \$426,543          |
| Recreation & Entertainment | \$111.18        | \$2,183,414        |
| Retail / Shopping          | \$80.40         | \$1,047,218        |
| Transportation             | \$0.39          | \$61,297           |
| Vehicle Expenses           | \$77.92         | \$804,365          |
| <b>Total</b>               | <b>\$556.37</b> | <b>\$6,678,184</b> |

Overall visitor spending was just under **\$6.7 Million**



Note: Category breakdown (%) is based on overall \$ value

Notes:

\* Per Party spending is an overall average per party spend across the five event types, but does not include the World Junior A Hockey Challenge

^ Overall visitor spending is the sum of all events and event types



# AVERAGE VISITOR SPENDING – BY EVENT TYPE (PER PARTY)

|                                 | Sports *        | Concerts        | Trade Shows     | Banquets        | Special Events  | Overall * (Average) |
|---------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|---------------------|
| Accommodations                  | \$161.74        | \$168.59        | \$121.88        | \$162.76        | \$154.00        | \$153.79            |
| Restaurants                     | \$94.40         | \$111.85        | \$77.93         | \$108.74        | \$116.25        | \$101.83            |
| Other Food / Groceries          | \$16.19         | \$38.82         | \$30.73         | \$48.19         | \$16.50         | \$30.09             |
| Recreation & Entertainment      | \$187.59        | \$251.90        | \$35.65         | \$80.75         | \$0             | \$111.18            |
| Retail / Shopping               | \$26.38         | \$107.39        | \$85.66         | \$55.07         | \$127.50        | \$80.40             |
| Local Transportation            | \$0.41          | \$4.11          | \$0.25          | \$1.07          | \$0             | \$1.17              |
| Vehicle Expenses                | \$64.96         | \$65.17         | \$65.65         | \$115.49        | \$78.34         | \$77.92             |
| <b>Total</b>                    | <b>\$551.66</b> | <b>\$747.82</b> | <b>\$417.74</b> | <b>\$572.05</b> | <b>\$492.59</b> | <b>\$556.37</b>     |
| <b>Average Number of Nights</b> | <b>1.4 *</b>    | <b>1.2</b>      | <b>1.5</b>      | <b>1.8</b>      | <b>1.5</b>      |                     |

\* World Junior A Hockey Challenge not included in these numbers but are included in all the overall economic output calculations and figures.



# VISITOR SPENDING – BY EVENT TYPE (OVERALL)

|                            | Sports *           | Concerts           | Trade Shows      | Banquets         | Special Events   | Overall            |
|----------------------------|--------------------|--------------------|------------------|------------------|------------------|--------------------|
| Accommodations             | \$141,478          | \$401,724          | \$64,734         | \$63,459         | \$21,633         | <b>\$877,717</b>   |
| Restaurants                | \$255,657          | \$679,908          | \$138,886        | \$43,263         | \$32,660         | <b>\$1,277,630</b> |
| Other Food / Groceries     | \$43,858           | \$235,979          | \$54,769         | \$19,172         | \$4,636          | <b>\$426,543</b>   |
| Recreation & Entertainment | \$508,017          | \$1,531,246        | \$63,530         | \$32,128         | \$0              | <b>\$2,183,414</b> |
| Retail / Shopping          | \$71,436           | \$652,795          | \$152,663        | \$21,908         | \$35,820         | <b>\$1,047,218</b> |
| Local Transportation       | \$1,100            | \$24,960           | \$445            | \$424            | \$0              | <b>\$61,297</b>    |
| Vehicle Expenses           | \$175,910          | \$396,137          | \$116,997        | \$45,947         | \$22,008         | <b>\$804,365</b>   |
| <b>Total</b>               | <b>\$1,197,457</b> | <b>\$3,922,749</b> | <b>\$592,024</b> | <b>\$226,302</b> | <b>\$116,756</b> | <b>\$6,678,184</b> |
| <b>Number of Events</b>    | <b>5 *</b>         | <b>8</b>           | <b>7</b>         | <b>4</b>         | <b>5</b>         | <b>29</b>          |

\* World Junior A Hockey Challenge not included in these numbers but are included in all the overall economic output calculations and figures.



# TRAVEL CHARACTERISTICS & OVERALL SPENDING

## (BY EVENT TYPE)

|                          | Concerts           | Sports             | Trade Shows      | Banquets         | Special Events   |
|--------------------------|--------------------|--------------------|------------------|------------------|------------------|
| Travel Party Size        | 2.1                | 2.4                | 2.0              | 2.0              | 1.8              |
| Days Attended            | 1.0                | 1.1                | 1.4              | 1.7              | 1.4              |
| Locals                   | 25.1%              | 41.1%              | 68.1%            | 40.9%            | 79.3%            |
| Stayed Overnight *       | 42.3%              | 26.0%              | 36.4%            | 96.2%            | 58.3%            |
| Nights in Dawson Creek * | 1.3                | 1.5                | 1.6              | 1.8              | 1.8              |
| Day Trips *              | 1.0                | 1.0                | 1.4              | 1.0              | 1.2              |
| <b>Total Spending</b>    | <b>\$3,922,749</b> | <b>\$1,820,354</b> | <b>\$592,024</b> | <b>\$226,302</b> | <b>\$116,756</b> |

\* People from out-of-town only



# EVENT IMPACT (\$)



Meetings

0%



Special Events

1.7%



Banquets

3.4%



Concerts

58.7%



Sports

27.3%



Trade Shows

8.9%

Concerts comprised 59% of the overall visitor spending for events held at the Encana Events Centre, while sports were second with 27%, and trade shows third at 9%.

9.3%

The World Junior A Hockey Challenge alone comprised 9.3% of all visitor spending



# OPERATIONAL EXPENDITURES

On an annual basis (2019), the Encana Events Centre spent just over **\$3.1 million** on various **goods and services** to ensure the successful operation and maintenance of the building, along with the staging and/or hosting of **67** different events.

These operational expenditures include, but are not limited to salaries, fees and commissions, marketing services, professional and financial services, insurance, communications, energy and utilities, office supplies, food and beverage, accommodations, and repairs.



# CAPITAL EXPENDITURES

In 2019 the Encana Events Centre contributed **\$904,236** of capital investment for both the maintenance of the building and for necessary equipment to stage future events.

| Capital Expenditures      |                  |
|---------------------------|------------------|
| Buildings and Renovations | \$893,851        |
| Machinery and Equipment   | \$0              |
| Furniture and Fixtures    | \$10,385         |
| Transportation Equipment  | \$0              |
| Other Supplies            | \$0              |
| Other Services            | \$0              |
| <b>Total</b>              | <b>\$904,236</b> |



# THE EI RESULTS

The combined spending of out-of-town participants, delegates, spectators and other people who visited Dawson Creek for the various events in 2019, in combination with the expenditures made by the Encana Events Centre, totaled almost \$11.3 million, supporting over \$17.6 million in overall economic activity in British Columbia, including \$14.2 million of economic activity in the Dawson Creek area.

These expenditures supported \$6.5 in wages and salaries in the province through the support of 87 jobs, of which 69 jobs and \$5.0 million in wages and salaries were supported locally.

The total net economic activity (GDP) generated by the 2019 Encana Events Centre was:

- \$10.6 million for Canada as a whole
- \$9.4 million for the province of British Columbia
- \$6.7 million for the city of Dawson Creek

In 2019, the Encana Events Centre supported tax revenues totaling over \$2.8 million across Canada.

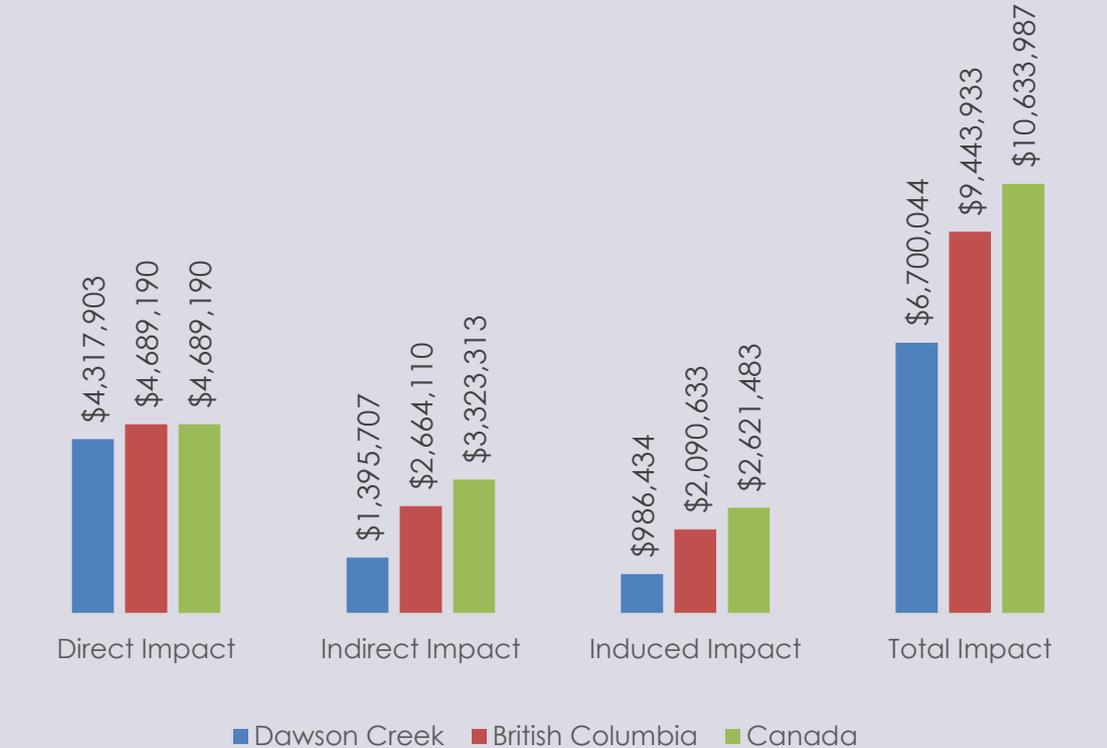
|                        | Dawson Creek        | British Columbia    | Canada              |
|------------------------|---------------------|---------------------|---------------------|
| Initial Expenditure    | \$11,265,911        | \$11,265,911        | \$11,265,911        |
| GDP                    | \$6,700,044         | \$9,443,933         | \$10,633,987        |
| Wages & Salaries       | \$4,972,760         | \$6,456,724         | \$7,112,052         |
| Employment             | 68.7                | 87.0                | 96.0                |
| Total Taxes            | \$1,949,199         | \$2,585,683         | \$2,829,555         |
| Federal                | \$997,406           | \$1,288,191         | \$1,407,837         |
| Provincial             | \$800,948           | \$1,084,676         | \$1,161,095         |
| Municipal              | \$150,845           | \$212,816           | \$260,623           |
| <b>Industry Output</b> | <b>\$14,236,567</b> | <b>\$17,619,626</b> | <b>\$20,089,697</b> |



# GROSS DOMESTIC PRODUCT

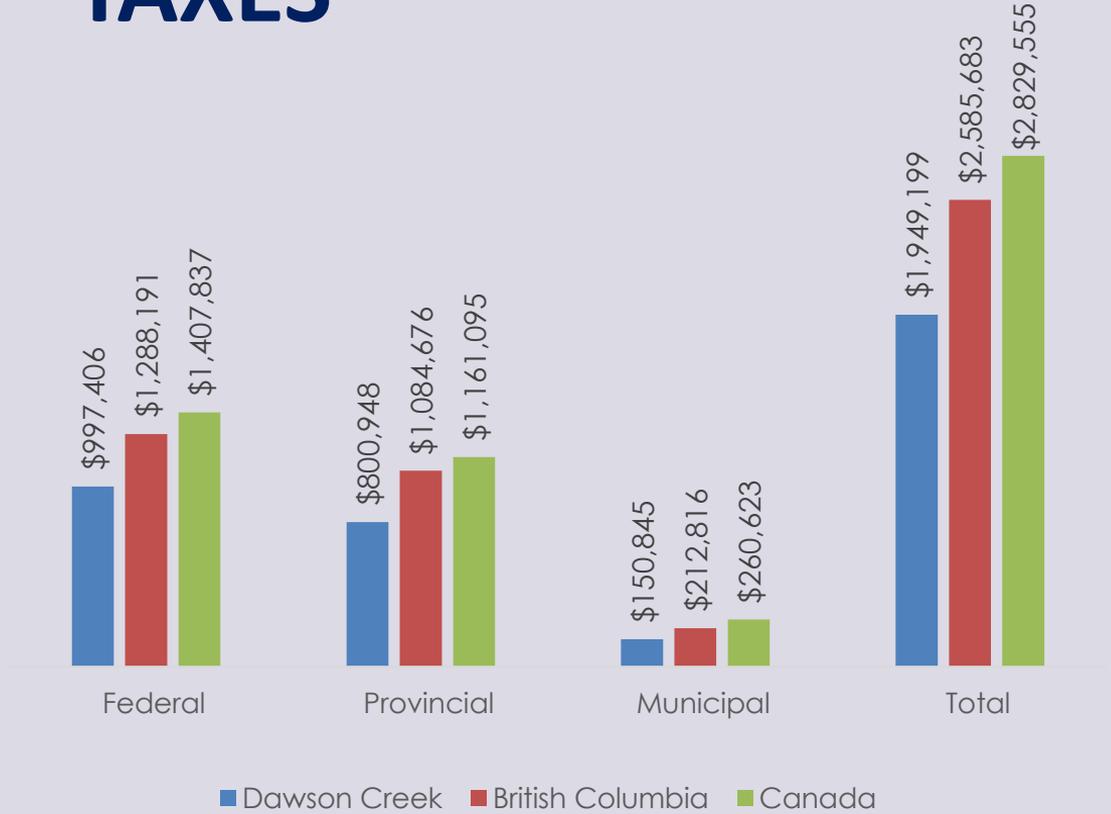
## GPD (at basic prices)

By hosting various events, the **Encana Events Centre** in Dawson Creek contributed just over **\$10.6 million** in GDP to the Canadian economy through direct and spin-off impacts.



# TAXES

Events hosted at the **Encana Events Centre** contributed just over **\$2.8 million** in federal, provincial, and local taxes through direct and spin-off effects throughout Canada.



# TRAVEL CHARACTERISTICS (OVERALL)

44%

of out-of-town attendees  
stayed overnight during their  
visit to Dawson Creek



Of those staying overnight...

- 77% Stayed in a hotel
- 13% Stayed with friends/family
- 1% Used a short-term rental
- 9% Made other arrangements



56% made an average  
of 1.1 day-trips

Average travel party  
size = 2.1 people



1.5

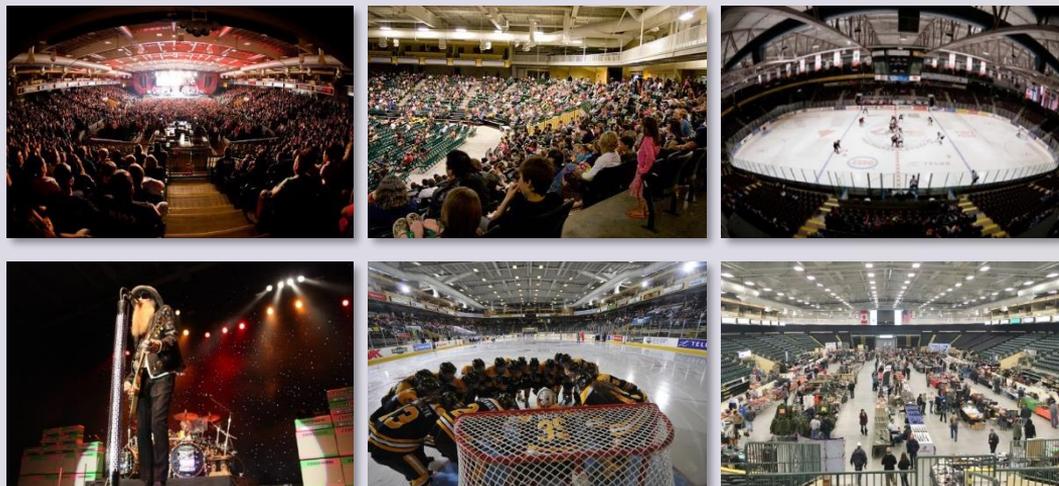
Average nights in  
Dawson Creek

\* World Junior A Hockey Challenge not included in these numbers as the event was an outlier in terms of length of the event, length of stay, money spent, etc..



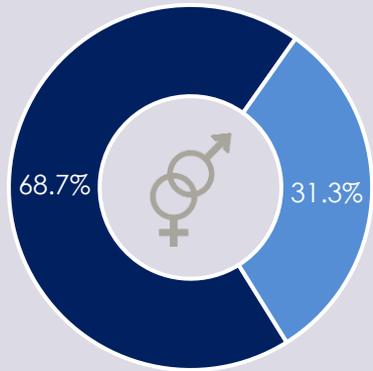
# ADDITIONAL QUESTIONS

The following slides summarize the results from questions that were included as part of regular Encana Events Centre attendee survey but were not required for the economic impact analysis calculations.



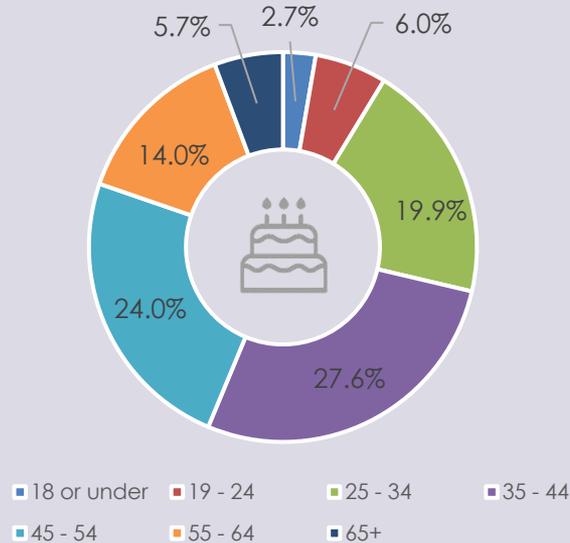
# DEMOGRAPHICS - OVERALL

## Gender



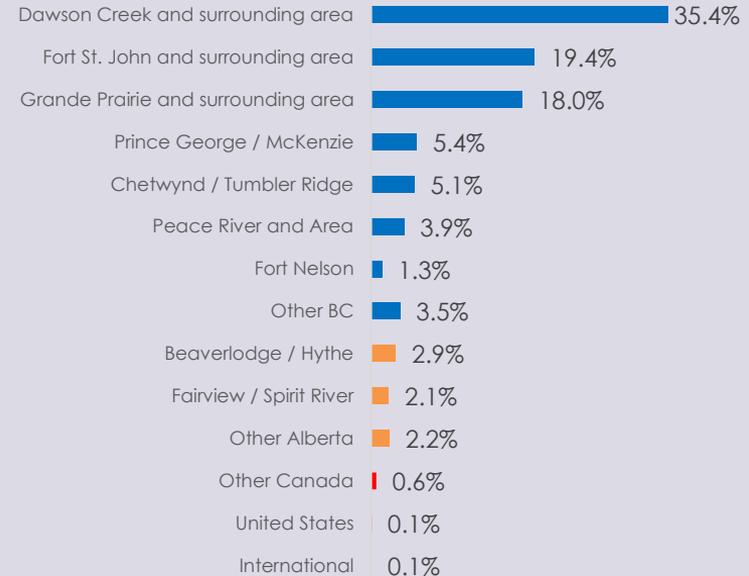
■ Female ■ Male

## Age Range



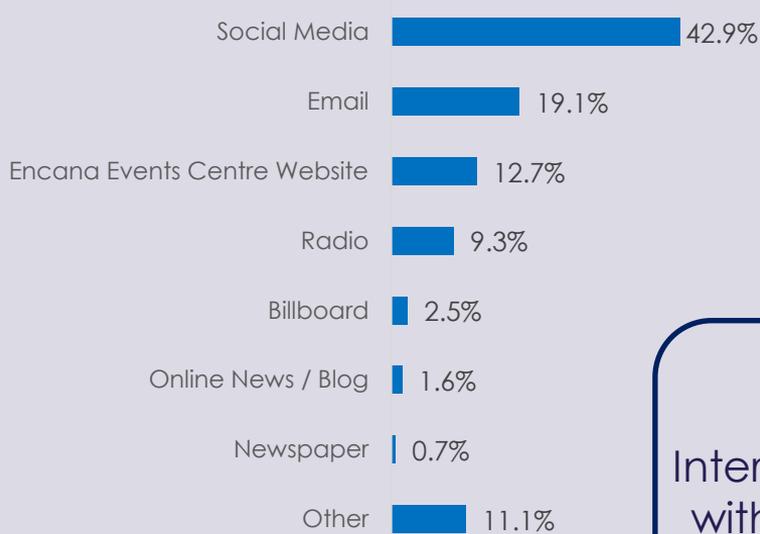
■ 18 or under ■ 19 - 24 ■ 25 - 34 ■ 35 - 44  
 ■ 45 - 54 ■ 55 - 64 ■ 65+

## Place of Residence

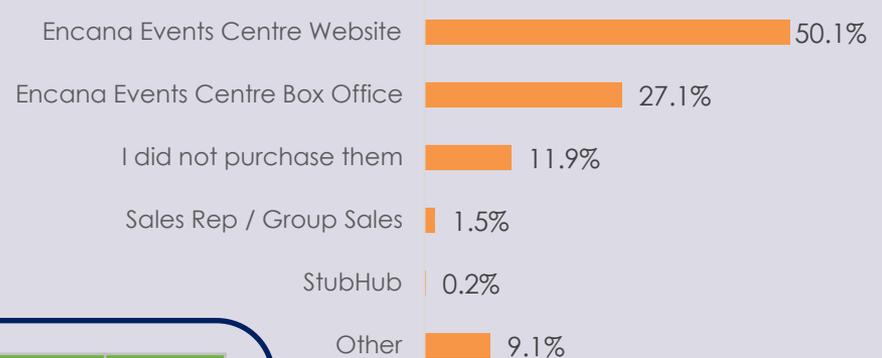


# EVENT RELATED - OVERALL

## Heard About Event



## Ticket Purchase



## Interaction with Staff

|           |       |
|-----------|-------|
| Excellent | 67.2% |
| Good      | 27.2% |
| OK        | 5.0%  |
| Poor      | 0.5%  |
| Very Poor | 0.2%  |

# EVENT SATISFACTION - GROUPED

4.71



Special Events

|           |       |
|-----------|-------|
| Excellent | 76.8% |
| Good      | 17.9% |
| OK        | 5.4%  |
| Poor      | 0%    |
| Very Poor | 0%    |

4.73



Banquets

|           |       |
|-----------|-------|
| Excellent | 78.4% |
| Good      | 17.0% |
| OK        | 3.4%  |
| Poor      | 1.1%  |
| Very Poor | 0%    |

4.55



Concerts

|           |       |
|-----------|-------|
| Excellent | 67.2% |
| Good      | 24.7% |
| OK        | 4.8%  |
| Poor      | 2.6%  |
| Very Poor | 0.6%  |

4.65



Sports

|           |       |
|-----------|-------|
| Excellent | 69.9% |
| Good      | 26.0% |
| OK        | 3.3%  |
| Poor      | 0.8%  |
| Very Poor | 0%    |

4.14



Trade Shows

|           |       |
|-----------|-------|
| Excellent | 40.0% |
| Good      | 41.5% |
| OK        | 12.8% |
| Poor      | 4.2%  |
| Very Poor | 1.5%  |

Mean scores calculated on a 5-point scale (with 5 being 'excellent' and 1 being 'very poor')



# SUMMARY | BY THE NUMBERS

## 2019 Encana Events Centre – Key Facts & Figures

|   |   |  |   |
|---|---|--|---|
| <b>\$11.3 Million</b><br>of initial expenditures          | <b>\$6.7 Million</b><br>of visitor spending<br>attributable to events | <b>69</b><br>local jobs supported<br>by the events       | <b>\$17.6 Million</b><br>overall economic<br>activity in the province |
| <b>24,600</b><br>out of town visitors*<br>in Dawson Creek | <b>\$5.0 Million</b><br>of wages and salaries<br>supported locally    | <b>\$9.4 Million</b><br>total boost to<br>provincial GDP | <b>\$2.8 Million</b><br>in taxes supported<br>across Canada           |

\* Visitors derived from attendance figures provided by Encana Events Centre and combined with results from the surveys.



# QUESTIONS?

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

Derek Mager, STC EI Consultant  
derek@thedatajungle.com  
604.787.3605

If you would like to conduct another EI study using **STEAMPRO<sup>2.0</sup>** or **FESTPRO** on any other type of event, please contact  
research@sporttourismcanada.com

