



# Sport Event Economic Impact Assessments

Powered by Sport Tourism Canada (in partnership with the Canadian Tourism Research Institute at The Conference Board of Canada)

## Economic Impact | An Overview

Economic Impact Assessments (EIAs) measure the change in economic activity resulting from hosting a sport event in a specific city/town. There are three factors:

1. the spending of out-of-town visitors, athletes/participants, visiting media and dignitaries;
2. the expenditures of event organizers in producing and hosting/running the event;
3. capital construction costs that are directly attributed to hosting the event.

Sport Tourism Canada has developed two tools called **STEAM<sup>2.0</sup>** and **STEAMPRO<sup>2.0</sup>** that enables us to collect, measure and analyze data across these three input elements.

Our models contain the latest input/output tables and multipliers from Statistics Canada making these tools the most up-to-date and reliable models on the market today.

## Why Do You Need This Data?

**Explain** why your community should invest in bidding or hosting sport events.

**Outline** the impact sport events will have on the local economy.

**Calculate** the spending of your out-of-town visitors.

**Build** a business case and gain support for hosting a future event.

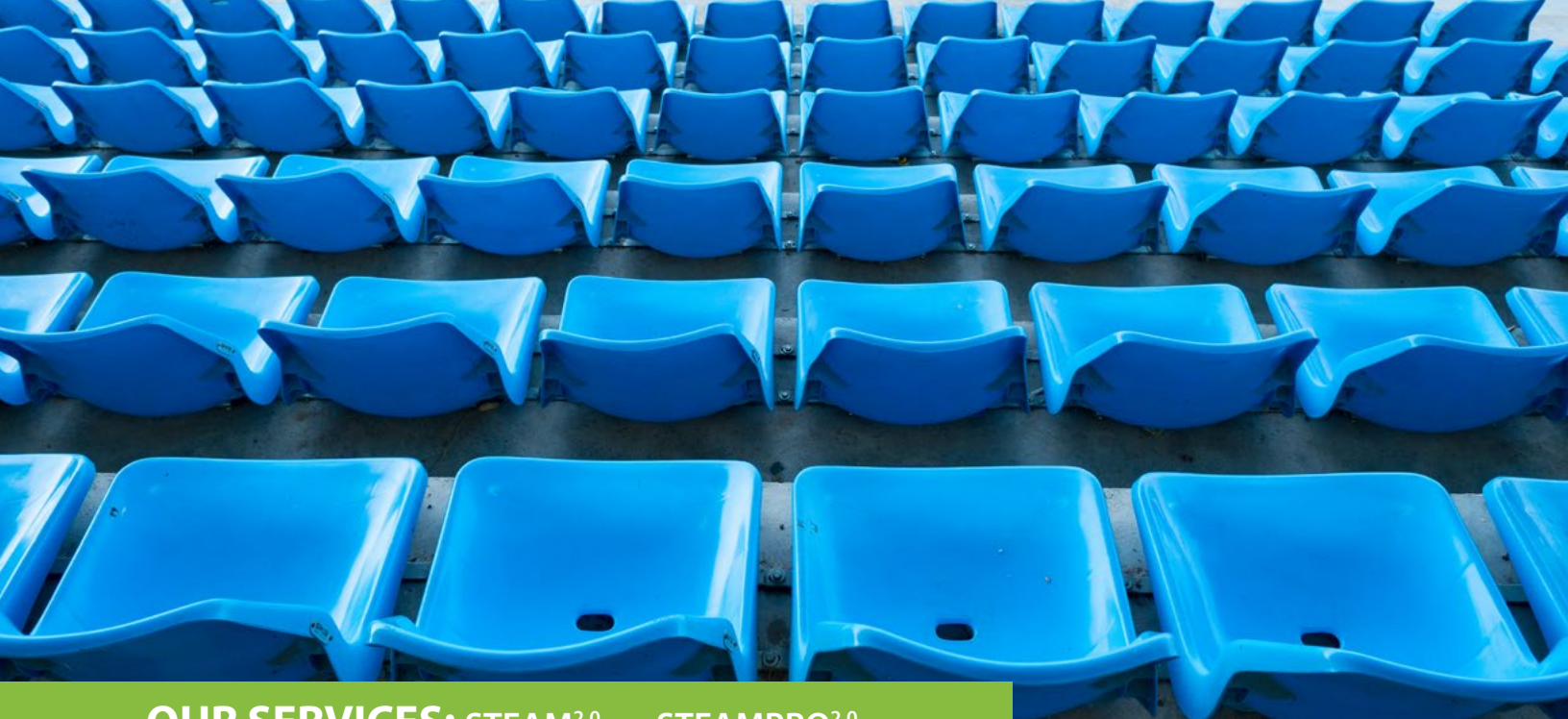
**Advocate** effectively for business development and new facilities.

**Demonstrate** the value of your event property.

## Strong Data Drives Decisions!

Today's decision-makers need credible data when assessing funding requests. STC's Sport Tourism Economic Assessment Model (STEAM) accurately quantifies the economic impact of your sport event. This is critical information for municipal, provincial, and federal government funding applications, grants, and all types of private sector financial support.





## OUR SERVICES: STEAM<sup>2.0</sup> vs. STEAMPRO<sup>2.0</sup>

We offer two types of services:

### STEAM<sup>2.0</sup> | Strength in Numbers

Members of STC have access to our online self-serve tool that is user-friendly and web-based. Using a secure portal, you input budgetary data, participant and spectator demographics and information typically contained in the event's business plan. Our model analyzes the data and predicts the expected economic impact of hosting your particular event in a specific city.

#### How does it work?

STEAM<sup>2.0</sup> uses standardized visitor expenditure profiles that have been developed with primary data (30,000 event-related surveys) collected by STC, which is then supplemented with data from Statistics Canada. The model makes adjustments to the expenditure profile used in the preparation of the impact assessment based on these demographic characteristics, as well as the location of the event. This spending estimate is then combined with capital and operations expenditures to produce an overall estimate of the expenditures associated with the event, which is then entered into the economic impact assessment component of the model.

#### The results?

The model produces an estimate on the economic impact associated with hosting the sport event as a pre-event projection. The results are calculated based on the assumptions of the event organizer.

#### STEAM<sup>2.0</sup> Fees

STEAM<sup>2.0</sup> is available on a complimentary basis for members of STC. Access is available via the members only portal online. It's a self-serve tool with training offered via webinar or in-person. A user guide is also provided.

Event organizers or destinations/venues who do not have free access to STEAM<sup>2.0</sup> as a member of STC or who require help and support to generate an accurate and realistic STEAM<sup>2.0</sup> prediction for their event, can hire STC's EI Team to produce a detailed STEAM<sup>2.0</sup> report. The fee is \$3000 CAD per event + applicable taxes.



## STEAMPRO<sup>2.0</sup> | Real Data in Real Time

Our STEAMPRO<sup>2.0</sup> services use primary data collected from event attendees that is analyzed by one of STC's Economic Impact Consultants to provide a more in-depth and technical analysis of the actual economic impact of the event.

### Some of the questions we ask in the survey are:

- How far did you travel to attend this event?
- How many people are in your group?
- How many nights are you staying?
- Where did you stay?
- How much money are you spending on food, entertainment, gas, shopping, etc.?
- Have you attended this event in the past?



STEAMPRO<sup>2.0</sup>



### How it Works – 3 Steps

#### Step 1: Spectator Surveys

Our onsite surveyors use tablets to collect data from event attendees, asking a variety of questions via face-to-face intercept surveys conducted live onsite at the event and/or via a follow-up post-event email survey. This allows us to create a spending profile of your event attendees, volunteers, media, sponsors, etc. We find out where and how much your event attendees are spending while in town, where they're staying, and their place of origin. We can also include additional questions on the survey related to market research, event awareness and satisfaction, civic pride, awareness of event sponsors, and more.

#### Step 2: Tabulating the Results

Our economic impact consultants review and clean the data before running the data through the model and tabulating the results.

#### Step 3: Analysis & Reporting

Visitor spending is then combined with capital and event operational expenditures to produce an overall determination of the expenditures associated with the event.

When all of this data and information is combined, STC produces a detailed report that provides clients with an economic impact assessment in terms of total output, GDP, jobs, employment and taxes. The model contains 100% Canadian data and directly reflects what took place at your event in your community.



## STEAMPRO<sup>2.0</sup> Fees

The STEAMPRO<sup>2.0</sup> service fees consist of two elements: basic service fees and data collection support. See details below.

THE BASIC SERVICE	
BASE SERVICE – SMALL TO MEDIUM-SIZED SINGLE SPORT EVENT	\$5,000 - \$9,500
BASE SERVICE – MULTI-SPORT / MULTI-VENUE OR MAJOR EVENTS	\$10,000 - \$25,000
ENHANCED SERVICE – MAJOR EVENTS	Price provided upon request
DATA COLLECTION SERVICES & SURVEYOR SUPPORT	
There are various options and levels of support that the client may choose from, but we recommend you consider allowing STC to provide its trained staff to help manage this piece allowing event organizers to focus primarily on event operations.	
<b>Package A:</b> <ul style="list-style-type: none"> <li>Up to 4 tablets and/or 4 licences<sup>1</sup> pre-loaded with the survey and shipped to the client's address or event location</li> <li>A one-hour telephone training session for surveyors (done via phone) if required and a copy of STC's Surveyor Training Guide</li> </ul>	\$500
<b>Package B:</b> <ul style="list-style-type: none"> <li>Up to 8 tablets and/or 8 licences<sup>1</sup> pre-loaded with the survey and shipped to the client's address or event location</li> <li>A one-hour telephone training session for surveyors (done via phone) if required and a copy of STC's Surveyor Training Guide</li> </ul>	\$725
<b>Package C:</b> <ul style="list-style-type: none"> <li>Up to 4 tablets and/or 4 licences<sup>1</sup> pre-loaded with the survey and shipped to the client's address or event location</li> <li>An in-person onsite surveyor training session and one day of field supervision support and troubleshooting onsite during the event<sup>2</sup></li> <li>On-call field supervision support<sup>3</sup> (provided virtually – by phone, email or text) for up to 4 additional days</li> </ul>	\$2,100
<b>Package D:</b> <ul style="list-style-type: none"> <li>Up to 8 tablets and/or 8 licences<sup>1</sup> pre-loaded with the survey and shipped to the client's address or event location</li> <li>An in-person onsite surveyor training session and one day of field supervision support and troubleshooting onsite during the event<sup>2</sup></li> <li>On-call field supervision support<sup>3</sup> (provided virtually – by phone, email or text) for up to 4 additional days</li> </ul>	\$2,300
<b>Package E:</b> <ul style="list-style-type: none"> <li>Up to 8 tablets and/or 8 licences<sup>1</sup> pre-loaded with the survey and shipped to the client's address or event location</li> <li>Daily in-person onsite surveyor training and up to 5 days of onsite surveyor field supervision and troubleshooting support provided by STC<sup>2</sup></li> </ul>	\$3,300
<b>Provision of Surveyors</b> STC will recruit surveyors, schedule them and pay them on behalf of the client. Fee range depends on the # of venues involved, the complexity of the scheduling and the # of surveyors needed. In addition to the flat rate, the client is billed at a rate of \$30 per hour for surveyor wages. STC handles all payroll and associated administration for sub-contracting surveyors.	\$2500- \$5000 + surveyor wages
OPTIONAL ADD-ONS	
Additional days of on-site field supervision added to package C, D or E	\$550 per day
Additional days of on-call virtual field supervision support added to package C, D or E	\$350 per day
Comparative Analysis <sup>4</sup>	\$1,500
Impact Modules <sup>5</sup>	TBA

\*All prices noted are subject to tax.

<sup>1</sup> A survey license is required for authorized access to the survey software (one per device).

<sup>2</sup> Onsite field supervision by STC ensures proper training of surveyors, ensures that the data sample is achieved, preserves the integrity of the data and limits liability and risk regarding devices. Travel costs are not included and will be billed back to the client at the end of the project based on actual costs incurred.

<sup>3</sup> Virtual on-call support means our Field Supervisor is only a phone call away to help you troubleshoot problems or adjust the survey sampling plan on the fly.

<sup>4</sup> Is your event reoccurring? We can provide a comparative analysis from one year to the next as part of the final report.

<sup>5</sup> See Impact Modules Rate card for a description of these services and pricing.



## Need a Bundle?

If you have multiple events taking place within a calendar year, we can bundle EI services for all of your events (both sport and non-sport). From music festivals to softball tournaments to marathons to exhibitions we can measure it all with either STEAM<sup>2.0</sup>, STEAMPRO<sup>2.0</sup> or STC's newest tool designed specifically for festivals, fairs and conventions - FESTPRO. Bundling discounts range from 10% to 20% off basic service fees.

## Why STC?

STC is the most experienced and knowledgeable onsite economic impact service provider in Canada. Since, 2002, we've conducted over 300 EI assessments from small-town hockey to big city multi-sport and international events.

STC's three EI tools - **STEAM<sup>2.0</sup>**, **STEAMPRO<sup>2.0</sup>** and **FESTPRO** have become the economic impact measurement standard for the events industry in Canada. We are your trusted partner in measuring the economic impact of your event. We have a pool of EI consultants across Canada. We will assign the most qualified person to your project to protect the integrity of the data and to ensure that we are producing a final report that meets with your needs and expectations.

## What Makes Version 2.0 of STC's Tools Different?

STC is continuously upgrading and updating its economic impact tools to ensure the latest Statistics Canada input/output tables and multipliers are being used to measure economic impact.

Both STEAM and STEAMPRO underwent a major update in 2017 to produce version 2.0 of both tools. The biggest upgrade was the incorporation of Government Revenue Attributable to Tourism Study (GRATS) data into the newer versions of the models.

This framework (developed by Statistics Canada for Destination Canada), is used to determine the economic and fiscal impact of the tourism industry for Canada as a whole. Thus the modeling changes that STC made in 2017 ensure that all new economic impact results generated from STEAM<sup>2.0</sup> or STEAMPRO<sup>2.0</sup> are consistent with this measure. The GRATS framework reduces the amount of induced economic activity and taxation that is considered to be attributable to tourism, particularly at the municipal level. Full details regarding the model changes are available by contacting STC.

## Questions?

For more information or for a specific quote on any type of event, contact us! Use our handy EI intake form to submit your inquiry at [www.sporttourismcanada.com](http://www.sporttourismcanada.com).

