



EXECUTIVE SUMMARY

STEAMPRO^{2.0} Economic Impact Assessment

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September 7, 2022

Wild Rose Invitational – Leduc, AB

Hosted in Leduc for over a decade, the Wild Rose Invitational is a figure skating competition for all levels of Competitive and StarSkate competitors. Wild Rose is the kick off to figure skating's competitive season and attracts skaters from all over Canada, particularly the Western Provinces. The 2022 edition took place from July 29 – August 1 at the Leduc Recreational Centre.

The combined spending of out-of-town participants, staff, spectators, media, and other people who visited Leduc for the 2022 Wild Rose Invitational, in combination with the expenditures made by the event organizers, totalled \$437,535, supporting \$646,640 in overall economic activity in Alberta, including \$533,057 of economic activity in the Leduc area.

These expenditures supported \$185,423 in wages and salaries in the province through the support of 3.3 jobs, of which 2.9 jobs and \$151,336 in wages and salaries were supported locally.

The total net economic activity (GDP) generated by the 2022 Wild Rose Invitational was:

- \$400,564 for Canada as a whole
- \$327,274 for the province of Alberta
- \$246,918 for the city of Leduc

The 2022 Wild Rose Invitational supported tax revenues totaling \$128,484 across Canada.

By the Numbers

2022 Wild Rose Invitational – Key Facts & Figures

\$437,535 of initial expenditures	\$334,166 of visitor spending	2.9 local jobs supported by the event	\$646,640 overall economic activity in the province
1,816 out of town visitors* in Leduc	\$151,336 of wages and salaries supported locally	\$327,274 boost to provincial GDP	\$128,484 in taxes supported across Canada

* Visitors derived from attendance figures obtained from event organizers combined with results from the survey.