



Economic Impact Assessment

Final Report – Canadian Slo-Pitch Championships – Leduc, AB

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October 18, 2024

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 economies as a whole.



HOW DO WE MEASURE EI?

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

STEAM is designed specifically as a predictive model to determine the expected economic impact of hosting a sport event, while **STEAMPRO** 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**. 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.

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 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.



The Conference Board
of Canada



Statistics
Canada



Government Revenues
Attributable to Tourism

MODEL OUTPUTS

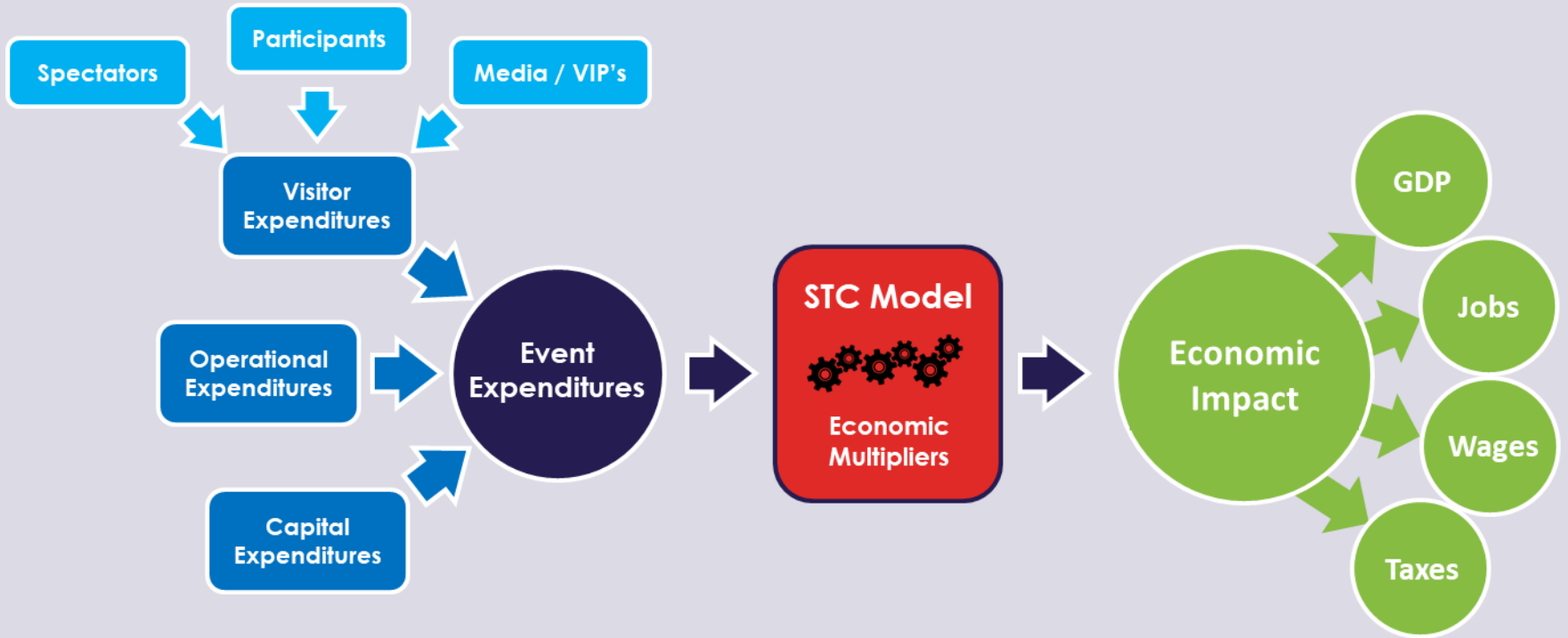
The elements (outputs of the model) used to measure the economic impacts are:

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

STC's **STEAMPRO** measures the direct, indirect & induced effects for each of these elements and the **total impacts** are conveyed throughout this report.



HOW IT WORKS



METHODOLOGY

The visitor statistics cited in this report were derived from an on-site survey that was conducted over the entire event. The survey was developed by STC, in conjunction with the client, specifically for this event and was administered onsite through a series of kiosks, by surveyors intercepting spectators onsite, and through the use of a QR code provided to allow respondents to complete at their leisure.



A total of **401** valid attendee responses were collected during this process which provides a margin of error of +/-4.9% at the 95% confidence level for the results contained in this report.



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



THE EVENT

From August 11-17, 2024, nearly 1,800 athletes, coaches, and officials from across Canada came to Leduc to compete in the 2024 Men's and Women's Canadian Slo-Pitch Championships. 20 men's teams and 18 women's teams from 8 provinces and 20 cities competed for the title of national champion.

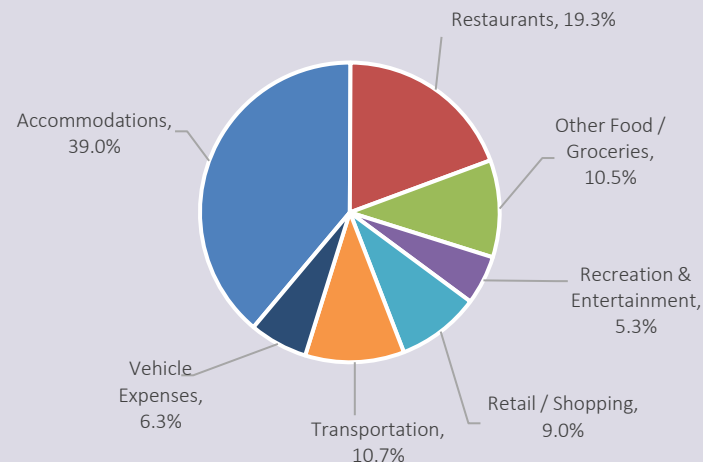
The men's champion was Team Proaxion/Horizon Santé from Québec. The women's champion was Home Run Sports/Miken Ladybirds from Ontario bringing home their 6th Canadian Slo-Pitch Championship!



VISITOR SPENDING

	Per Party	Overall
Accommodations	\$861.13	\$610,157
Restaurants	\$425.76	\$319,911
Other Food / Groceries	\$231.09	\$173,639
Recreation & Entertainment	\$115.99	\$87,150
Retail / Shopping	\$199.73	\$150,075
Transportation	\$235.52	\$176,968
Vehicle Expenses	\$139.43	\$104,766
Total	\$2,208.65	\$1,622,667

Aggregate visitor spending was just over **\$1.6 million**



* All spending figures shown in this report are those directly attributable to this event influencing visitation to the local area.

OPERATIONAL & CAPITAL EXPENDITURES

To ensure the successful operation and staging of this event, the combined purchase of **goods and services** by the event organizers were just under **\$63,000**.

Additionally, **\$2,000** was spent on **capital projects** related to the future of hosting events.

Operational

\$62,487

Capital

\$2,000

These operational expenditures include, but are not limited to staff salaries, facility rentals, professional services, insurance, communication, food and beverage, accommodations, merchandise, and travel.

THE EI RESULTS

The combined spending of out-of-town participants, delegates, spectators and other people who visited Leduc for the Canadian Slo-Pitch Championships, in combination with the expenditures made by the event organizers, totalled nearly \$1.7 million, supporting over \$2.5 million in overall economic activity in Alberta, including almost \$2.1 million of economic activity in the Leduc area.

These expenditures supported nearly \$740,000 in wages and salaries in the province through the support of 13 jobs, of which 12 jobs and nearly \$632,000 in wages and salaries were supported locally.

The total net economic activity (GDP) generated by the 2024 Canadian Slo-Pitch Championships was:

- \$1.6 million for Canada as a whole
- \$1.3 million for the province of Alberta
- \$1.1 million for the city of Leduc

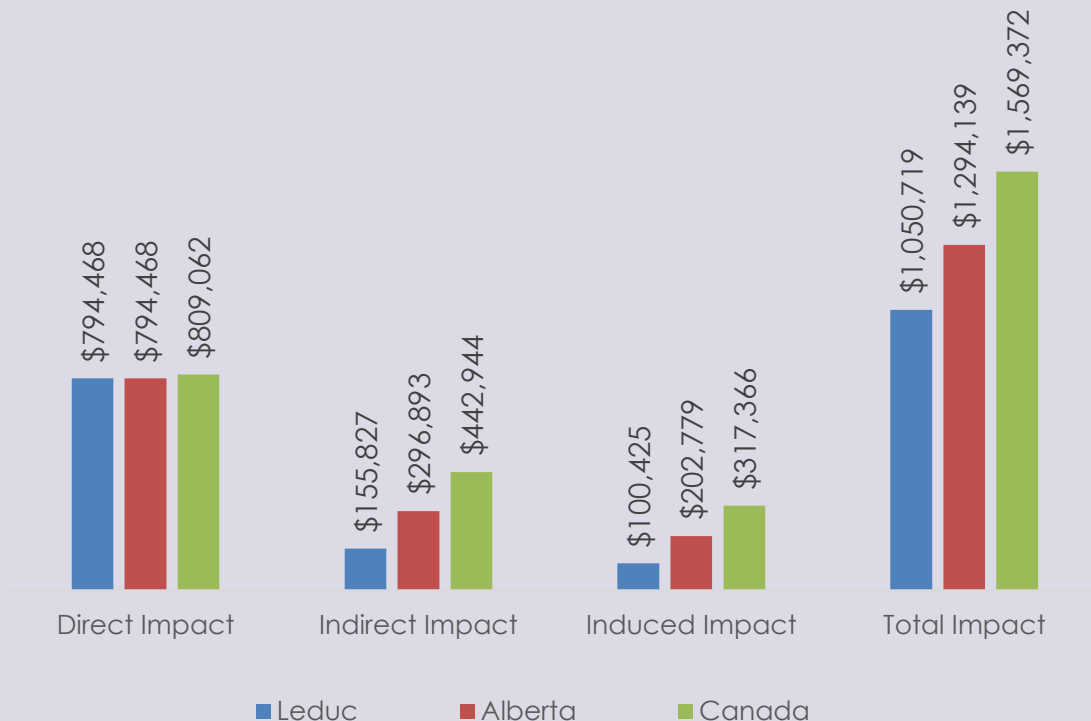
The 2024 Canadian Slo-Pitch Championships supported tax revenues totaling over \$501,000 across Canada.

	Leduc	Alberta	Canada
Initial Expenditure	\$1,687,153	\$1,687,153	\$1,687,153
GDP	\$1,050,719	\$1,294,139	\$1,569,372
Wages & Salaries	\$631,711	\$739,596	\$894,378
Employment	12.3	13.4	15.8
Total Taxes	\$350,023	\$413,499	\$501,098
Federal	\$188,151	\$220,740	\$260,260
Provincial	\$128,203	\$152,898	\$191,991
Municipal	\$33,669	\$39,860	\$48,847
Industry Output	\$2,083,957	\$2,529,824	\$3,149,013

GROSS DOMESTIC PRODUCT

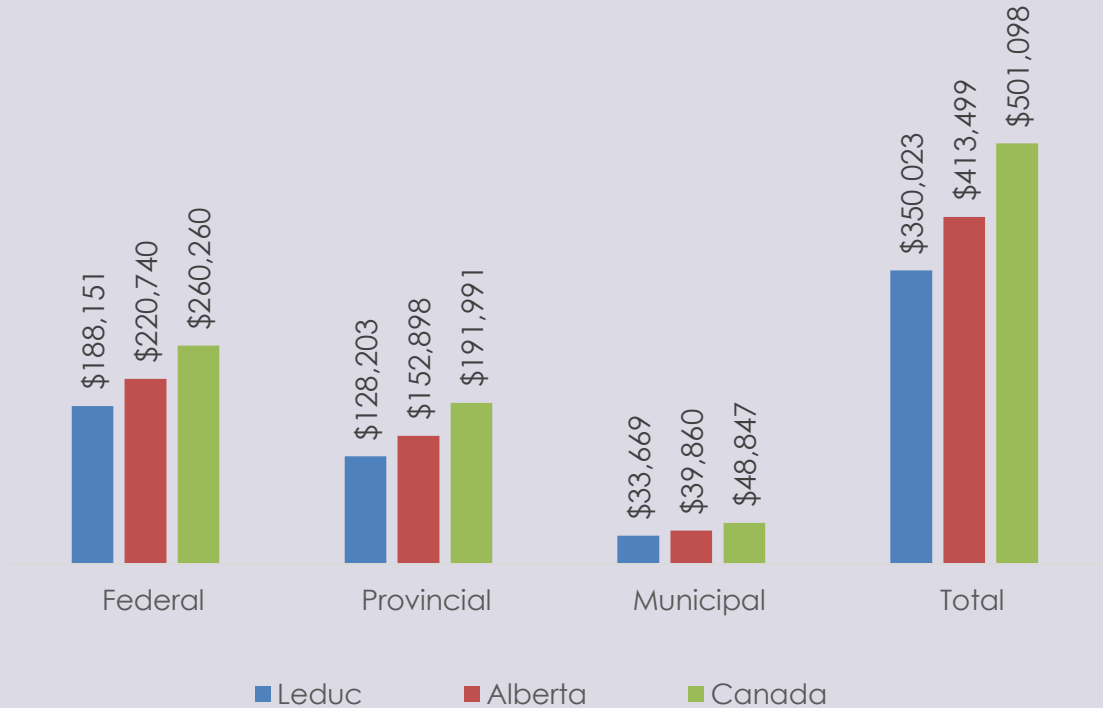
GDP (at basic prices)

The hosting of the **Canadian Slo-Pitch Championships** in Leduc contributed nearly **\$1.6 million** in GDP to the Canadian economy through direct and spin-off impacts.

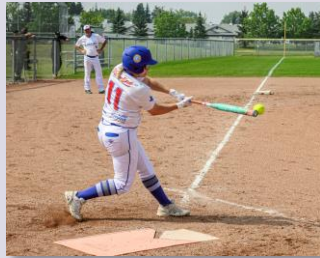


TAXES

The **2024 Canadian Slo-Pitch Championships** hosted in **Leduc** contributed over **\$500,000** in federal, provincial, and local **taxes** through direct and spin-off effects throughout Canada.



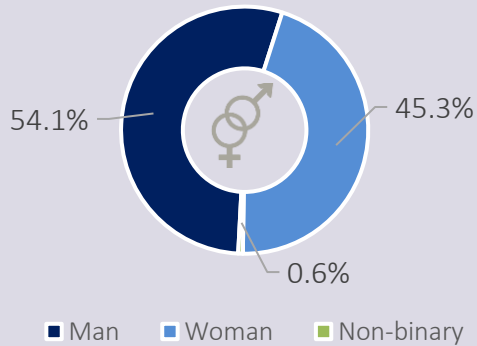
ADDITIONAL QUESTIONS



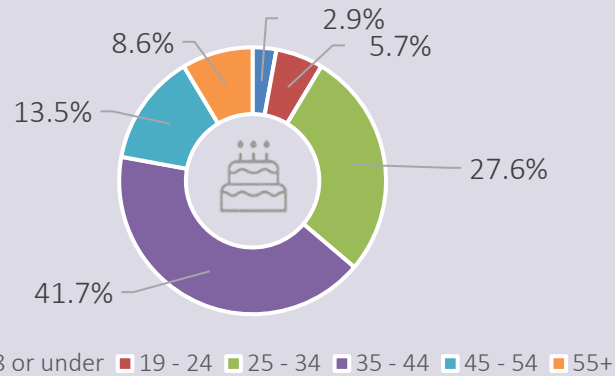
The following pages summarize the results from questions that were included as part of the survey but were not all necessarily required for the economic impact analysis calculations.

DEMOGRAPHICS

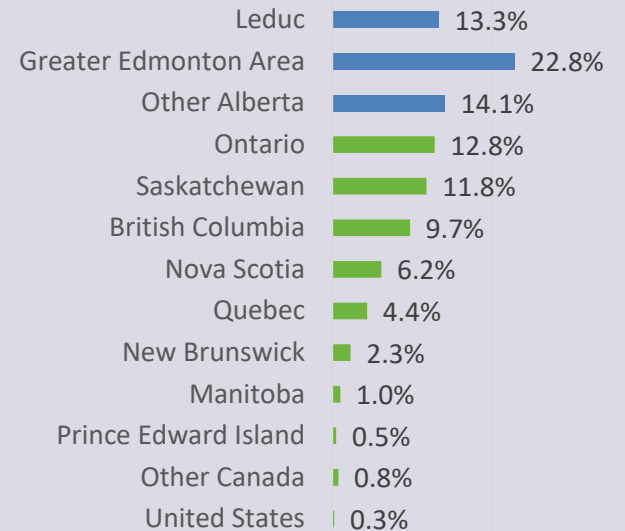
Gender



Age Range



Place of Residence



TRAVEL CHARACTERISTICS

94% of out-of-town attendees stayed overnight during their visit to Leduc



Of those staying overnight...

- **57%** Stayed in a hotel / motel
- **31%** Used a short-term rental
- **9%** Stayed with friends/family
- **2%** Camped
- **1%** Made other arrangements

Average nights in Leduc = **7.4**



Average travel party size = **2.7** people

IMPORTANT

74% of attendees indicated that this event was the sole reason for their visit to Leduc.

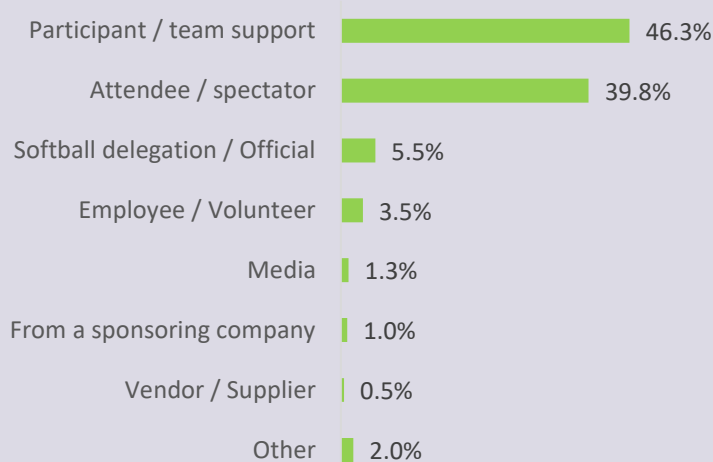
Overall, the importance of this event in influencing visitation to Leduc was **9.3/10**.



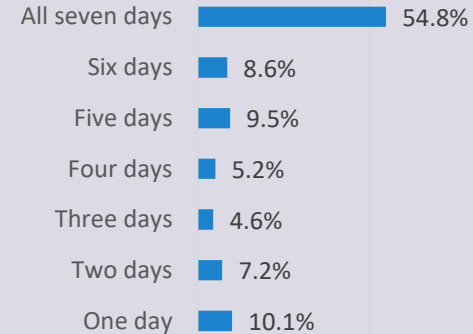
6% of out-of-town attendees made an average of **4.2** day-trips to Leduc

ATTENDANCE CHARACTERISTICS

Role at Event



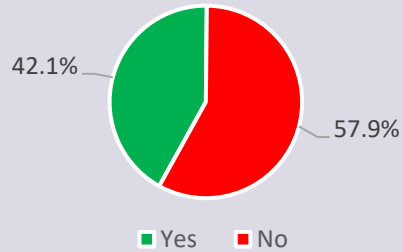
Days Attended



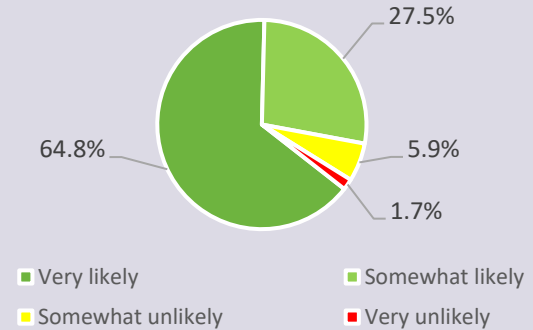
**Average days
at event = 5.4**

TOURISM RELATED

First Visit to Leduc

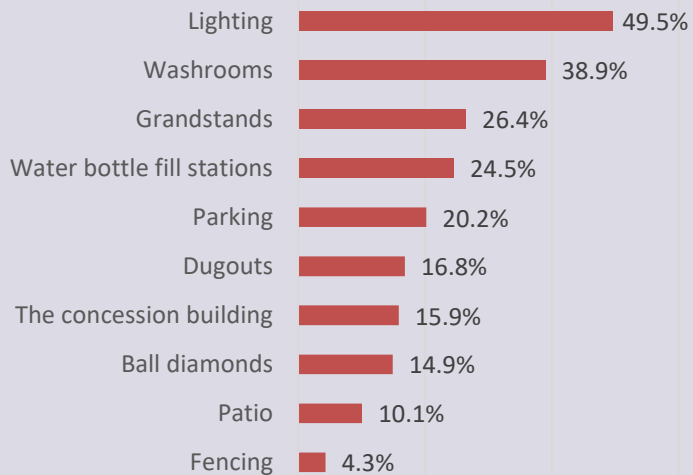


Likelihood of Returning to Leduc

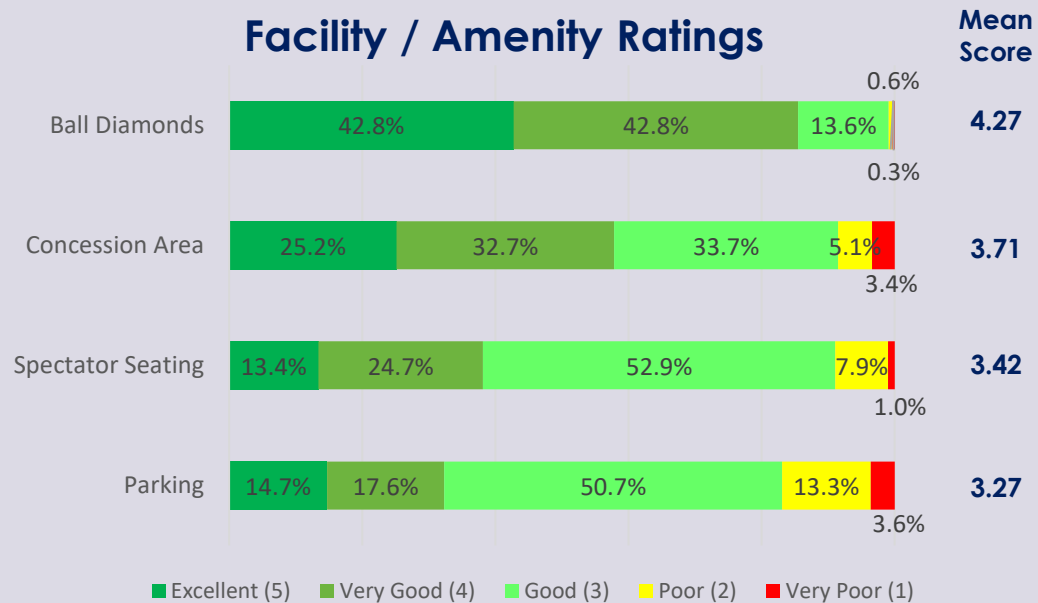


FACILITY RELATED

Facilities / Amenities in Need of Replacement / Improvement



Facility / Amenity Ratings



SUMMARY | BY THE NUMBERS

2024 Canadian Slo-Pitch Championships – Key Facts & Figures

\$1.7 of initial expenditures	\$1.6 million of visitor spending	12 local jobs supported by the event	\$2.5 million overall economic activity in the province
2,029 out of town visitors* in Leduc	\$632,000 of wages and salaries supported locally	\$1.3 million boost to provincial GDP	\$501,000 in taxes supported across Canada

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

APPENDIX – GLOSSARY OF TERMS

Initial Expenditure - This figure indicates the amount of initial expenditures used in the analysis. This heading indicates not only the total magnitude of the spending but also the region in which it was spent (thus establishing the "impact" region).

Direct Impact - Relates ONLY to the impact on "front-line" businesses. These are businesses that initially receive the operating revenue or tourist expenditures for the project under analysis. From a business perspective, this impact is limited only to that particular business or group of businesses involved. From a tourist spending perspective, this can include all businesses such as hotels, restaurants, retail stores, transportation carriers, attraction facilities and so forth.

Indirect Impact - Refers to the impacts resulting from all intermediate rounds of production in the supply of goods and services to industry sectors identified in the direct impact phase.

Induced Impact - These impacts are generated as a result of spending by employees (in the form of consumer spending) and businesses (in the form of investment) that benefited either directly or indirectly from the initial expenditures under analysis.

Gross Domestic Product (GDP) - This figure represents the total value of production of goods and services in the economy resulting from the initial expenditure under analysis (valued at market prices). **GDP (at factor cost)** - This figure represents the total value of production of goods and services produced by industries resulting from the factors of production. The distinction to GDP (at market prices) is that GDP (at factor cost) is less by the amount of indirect taxes plus subsidies.

Wages & Salaries - This figure represents the amount of wages and salaries generated by the initial expenditure. This information is presented by the aggregate of direct, indirect, and induced impacts.

Employment - Depending upon the selection of employment units (person-years or equivalent full-year jobs) these figures represent the employment generated by the initial expenditure. "Equivalent Full-Year Jobs", if selected, include both part-time and full-time work in ratios consistent with the specific industries.

Industry Output - These figures represent the direct & indirect and total impact (including induced impacts) on industry output generated by the initial tourism expenditure. It should be noted that the industry output measure represents the sum total of all **economic activity** that has taken place and consequently could involve some double counting on the part of the intermediate production phase. Since the Gross Domestic Product (GDP) figure includes only the net total of all economic activity (i.e. considers only the value added), the industry output measure will always exceed or at least equal the value of GDP.

Taxes - These figures represent the amount of taxes contributed to municipal, provincial, and federal levels of government relating to the project under analysis.

CONTACT INFORMATION

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 **STEAM**, **STEAMPRO** or **FESTPRO** on any other type of event, please contact research@sporttourismcanada.com

