



Economic Impact Assessment

Powered by the Canadian Sport Tourism Alliance

Economic Impact | An Overview

Economic Impact Assessment (EIA) studies measure the 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, 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.

The Canadian Sport Tourism Alliance (CSTA) has developed two tools called steam^{2.0} and steam pro^{2.0} that collect, measure and analyze data across these three primary channels.

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.

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.

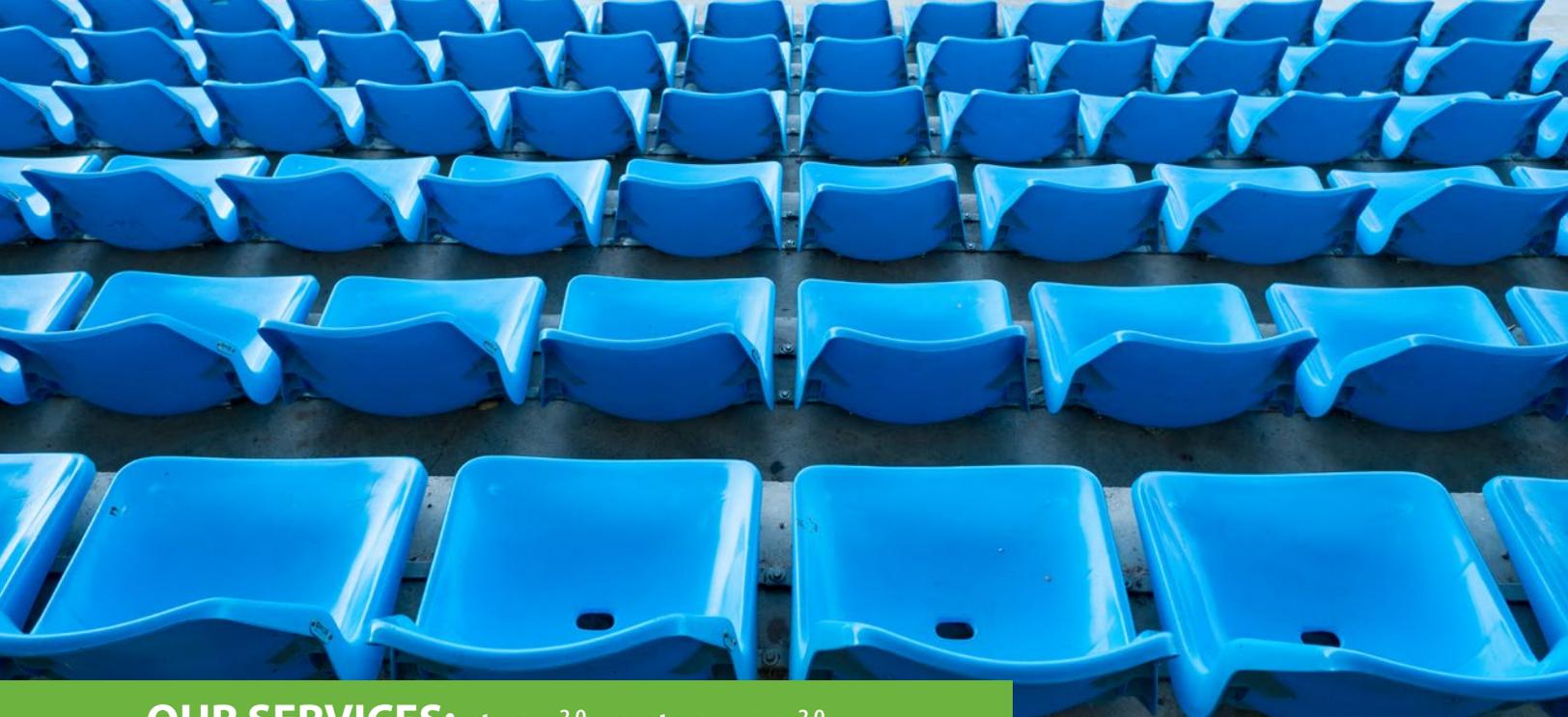
Advocate effectively for business development and new facilities.

Demonstrate the value of your event property.

Strong Data Drives Decisions!

Today's decision-makers need credible data when assessing funding requests. STEAM (Sport Tourism Economic Assessment Model) can accurately estimate and quantify your projects, which is critical information for municipal, provincial, and federal government funding applications and financial support.





OUR SERVICES: steam^{2.0} vs. steam pro^{2.0}

We offer two types of services:

steam^{2.0} | Strength in Numbers

Members of the CSTA 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^{2.0} uses standardized visitor expenditure profiles that have been developed with primary data (30,000 event-related surveys) collected by the CSTA, 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 event as a pre-event projection which is calculated based on the assumptions of the event organizer.

steam^{2.0} Fees

steam^{2.0} is available on a complimentary basis for CSTA members. CSTA provides full access to its members and it's a self-serve tool. Training is offered periodically via webinar or in-person at Sport Events Congress annually.

If you prefer to have CSTA input the data and run the report for you, the fee is \$3000 per event (+ applicable taxes).



steam pro^{2.0} | Real Data in Real Time

Our steam pro^{2.0} service builds on the information that is outputted by steam^{2.0}, but offers a more in-depth and technical analysis.

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?



ECONOMIC IMPACT ASSESSMENT SUMMARY

2015 Tamarack Ottawa Race Weekend generated \$34.4 million in economic activity for Ontario

The Tamarack Ottawa Race Weekend is the largest running weekend in Canada and one of the largest annually occurring events in the National Capital. The 2015 edition (May 23-24, 2015) was the largest in the event's history, attracting a total of 49,439 participants, a growth of 2,000 runners over the previous year, and generating \$34.4 million in economic impact for the province of Ontario.

Using an email survey distributed to 8,900 participants, the Canadian Sport Tourism Alliance determined that 38,200 participants and spectators attended the event from outside of the National Capital Region, of which 87% spent one or more nights in Ottawa. An economic impact analysis showed that together, visitor and operational spending reached \$15.1 million, supporting a total of \$34.4 in economic activity for the province, and \$23.1 million for the City of Ottawa.

The numbers:



For more information, please visit: canadiansporttourism.com



How does it work?

Using on-site surveyors who capture the data on tablets, steam pro^{2.0} collects data by interviewing event spectators at your event. We capture the data vis-à-vis a customized survey conducted one-on-one with your visitors - event surveyors input the information into tablets or smart phones on the go in real time! This allows us to create a more accurate visitor expenditure profile. We'll find out where and how your event spectators are spending their money while in town, where they're staying, and where they're from, to produce an in-depth economic impact assessment report specific to your event. We can also include additional questions on the survey to collect data for you related to market research, event awareness and satisfaction, civic pride, and awareness of event sponsors and more! CSTA's experienced sport tourism economists clean the data, then tabulate the results. The aggregate visitor expenditures, along with the operational and capital spending made by the local host committee event organizer and others are inputted into the model which measures the economic impacts in terms of total output, GDP, jobs, employment and taxes. We use this information to produce an in-depth economic impact assessment report. We can also include additional questions on the survey related to market research, event awareness and satisfaction levels, civic pride, awareness of event sponsors and more!

The results?

You receive a detailed final report based on actual data from your actual event attendees. The report will specify everything from the average spending per person to the # of jobs supported in the province to the dollar value of the economic impact. Plus, clients have the option of adding up to 4 additional non-EI-related questions to the survey.

steam pro^{2.0} Fees

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 the CSTA to provide its trained staff to help manage this piece allowing event organizers to focus primarily on event operations.	
Package A: <ul style="list-style-type: none"> Up to 4 tablets and/or 4 licences (keys)¹: pre-loaded with the survey and shipped to the client's address or event location A one-hour telephone training session for surveyors (done via phone) if required and a copy of CSTA's Surveyor Training Guide 	\$500
Package B: <ul style="list-style-type: none"> Up to 8 tablets and/or 8 licences (keys)¹: pre-loaded with the survey and shipped to the client's address or event location A one-hour telephone training session for surveyors (done via phone) if required and a copy of CSTA's Surveyor Training Guide 	\$725
Package C: <ul style="list-style-type: none"> Up to 4 tablets and/or 4 licences (keys)¹: pre-loaded with the survey and shipped to the client's address or event location An in-person onsite surveyor training session and one day of field supervision support and troubleshooting onsite during the event² On-call field supervision support³ (provided virtually – by phone, email or text) for up to 4 additional days 	\$2,100
Package D: <ul style="list-style-type: none"> Up to 8 tablets and/or 8 licences (keys)¹: pre-loaded with the survey and shipped to the client's address or event location An in-person onsite surveyor training session and one day of field supervision support and troubleshooting onsite during the event² On-call field supervision support³ (provided virtually – by phone, email or text) for up to 4 additional days 	\$2,300
Package E: <ul style="list-style-type: none"> Up to 8 tablets and/or 8 licences (keys)¹: pre-loaded with the survey and shipped to the client's address or event location Daily in-person onsite surveyor training and up to 5 days of onsite surveyor field supervision and troubleshooting support provided by CSTA² 	\$3,300
Provision of Surveyors CSTA 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. CSTA 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 ⁴	\$1,500
Impact Modules ⁵	TBA

*All prices noted are subject to tax.

¹ A licensed key is required for authorized access to the survey software. One key per device.

² Onsite field supervision by CSTA 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.

³ 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.

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

⁵ 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 the EI services for all of your events resulting in a discounted per event pricing. Bundling 2-3 events is typically a 10% discount while bundling 3-4 events is typically a 20% discount.

Why CSTA?

The CSTA is the most experienced and knowledgeable onsite economic impact service provider in Canada. Since, 2002, we've conducted over 200 EI assessments from small-town hockey to big city multi-sport and international events.

steam^{2.0} and **steam pro^{2.0}** 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 steam^{2.0} Different?

The biggest difference between the original STEAM tools and the new steam^{2.0} and steam pro^{2.0} is the incorporation of Government Revenue Attributable to Tourism Study (GRATS) data into the new 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 modelling changes that the CSTA has made in 2017 ensure that all new economic impact results generated from steam^{2.0} or steam pro^{2.0} 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 the CSTA.

Questions?

For more information or for a specific quote on your event, contact us! Use our handy EI intake form to submit your inquiry at www.canadiansporttourism.com.

