



Economic Impact Assessment: Sport Events

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, host cities and venues 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. CSTA'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^{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 sport event as a pre-event projection. The results are calculated based on the assumptions of the event organizer.

steam^{2.0} Fees

steam^{2.0} is available on a complimentary basis for members of the CSTA. 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^{2.0} as a member of the CSTA or who require help and support to generate an accurate and realistic steam^{2.0} prediction for their event, can hire CSTA's EI Team to produce a detailed steam^{2.0} report. The fee is \$3000 CAD per event + applicable taxes.



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

Our steam pro^{2.0} services use primary data collected from event attendees that is analyzed by one of CSTA'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?



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 Ontario 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 in the province, and \$23.1 million for the City of Ottawa.

The numbers:



For more information, please visit: canadiansporttourism.com



How it Works – 3 Steps

Step 1: Spectator Surveys

Our onsite surveyors use tablets to collect data from event attendees. They ask 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 your event spectators 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. This is then supplemented with data from Statistics Canada.

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, CSTA produces a detailed report that provides clients with an economic impact assessment in terms of total output, GDP, jobs, employment and taxes. The model is 100% based on Canadian data for sport events that are held in Canadian communities and directly reflects what took place at your event in your community.

steam pro^{2.0} Fees

The steam pro^{2.0} 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 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 EI services for all of your events (both sport and non-sport). From music festivals to softball tournaments to marathons to conventions we can measure it all with either steam^{2.0}, steam pro^{2.0} or CSTA's newest tool designed specifically for festivals, fairs and conventions - fest pro. Bundling discounts range from 10% to 20% off basic service fees.

Why CSTA?

The CSTA 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.

CSTA's three EI tools - **steam^{2.0}**, **steam pro^{2.0}** and **fest pro** 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 CSTA's Tools Different?

CSTA 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 steam pro underwent a major update in 2017 to produce version 2.0 of both tools. The biggest difference between the original STEAM tools and the new ones 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 modeling changes that the CSTA 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 any type of event, contact us! Use our handy EI intake form to submit your inquiry at www.canadiansporttourism.com.

