



CONSULTING SERVICES

ECONOMIC IMPACT ANALYSIS

FINAL REPORT

MOHAWK SPORTS PARK INITIATIVE

HAMILTON, ON

MARCH 25, 2025

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SPORT TOURISM

WHAT IS SPORT TOURISM?

Definition of Tourism

According to the United Nations World Tourism Organization (UNWTO), tourism is articulated as “the movement of people for personal or professional purposes outside of their “usual environment” (UNWTO, 2014). This definition has evolved from the previous definition of tourism of “individuals who have travelled more than 50km with at least one (1) overnight stay...”. This new definition recognizes the benefits of overnight visitors, weekend excursionists, residents and non-residents alike visiting from local through international destinations (UN Statistics, 2023).

Definition of Sport Tourism

Sport Tourism Canada defines sport tourism more specifically, stating “sport tourism is any activity in which people are attracted to a particular location as a sport event participant, an event spectator, or to attend sport attractions or sport-related business meetings” (Sport Tourism Canada, 2017).

Sport tourism encompasses various categories or subsegments, each with distinct characteristics. Recognizing these categories is important as communities may wish to engage in only some or one category of sport tourism. The following outlines these categories:

- Leisure / Recreation Activities
- Sport Competition
- Mass Participation Sport Events
- Sport-Related Festivals
- Ancillary Events & Sport Business Meetings
- High-Performance Training Facilities
- Relocation of a Sport Governing Body
- Attraction of a Semi-Professional or Professional Sport Franchise

WHY SPORT TOURISM?

Sport Tourism Market Size in Canada

While sport tourism brings numerous benefits to a community, one of the most significant measures of its success is economic impact and growth of the local visitor economy. As the fastest growing segment in the global tourism industry, sport tourism plays a pivotal role in driving economic growth, fostering community prosperity, and enhancing social cohesion. It is also among the most resilient sectors during economic downturn, representing a \$7.4 billion CAD market in Canada (Sport Tourism Canada, 2021).

Potential Benefits of Sport Tourism

Sport tourism presents a significant opportunity for a community to strengthen its local economy, enhance community engagement, and elevate its profile as a sport host destination. Investing in sport tourism can bring a host of benefits to the city, supporting local businesses, increasing visitor spending, and fostering a vibrant, active and engaged community. Some of these benefits include (but are not limited to):

- Diversification of Tourism Revenue
- Economic Impact
- Hotel and Hospitality Growth
- Job Creation
- Increased Facility Utilization
- Community Engagement and Pride
- Increased Brand Recognition
- Sport Development
- Infrastructure Investment and Alignment with Regional Growth Strategies

By capitalizing on these benefits, a community has the potential to establish itself as an emerging sport tourism destination. A focused effort on attracting and hosting sport events will not only drive economic and social benefits but also establish or reinforce the reputation as a welcoming, active and engaged community, solidifying and promoting a high quality of life, and many other benefits.

SPORT TOURISM READINESS

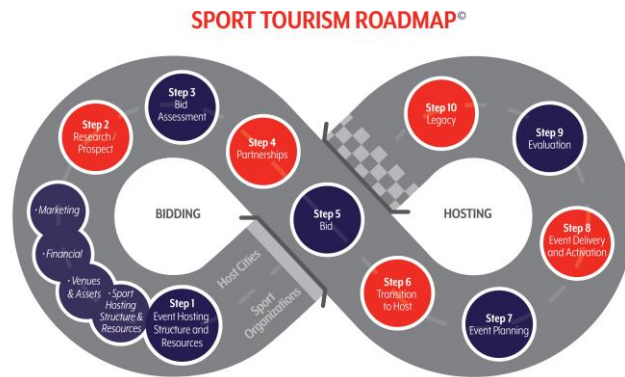
Sport Tourism Readiness Assessment

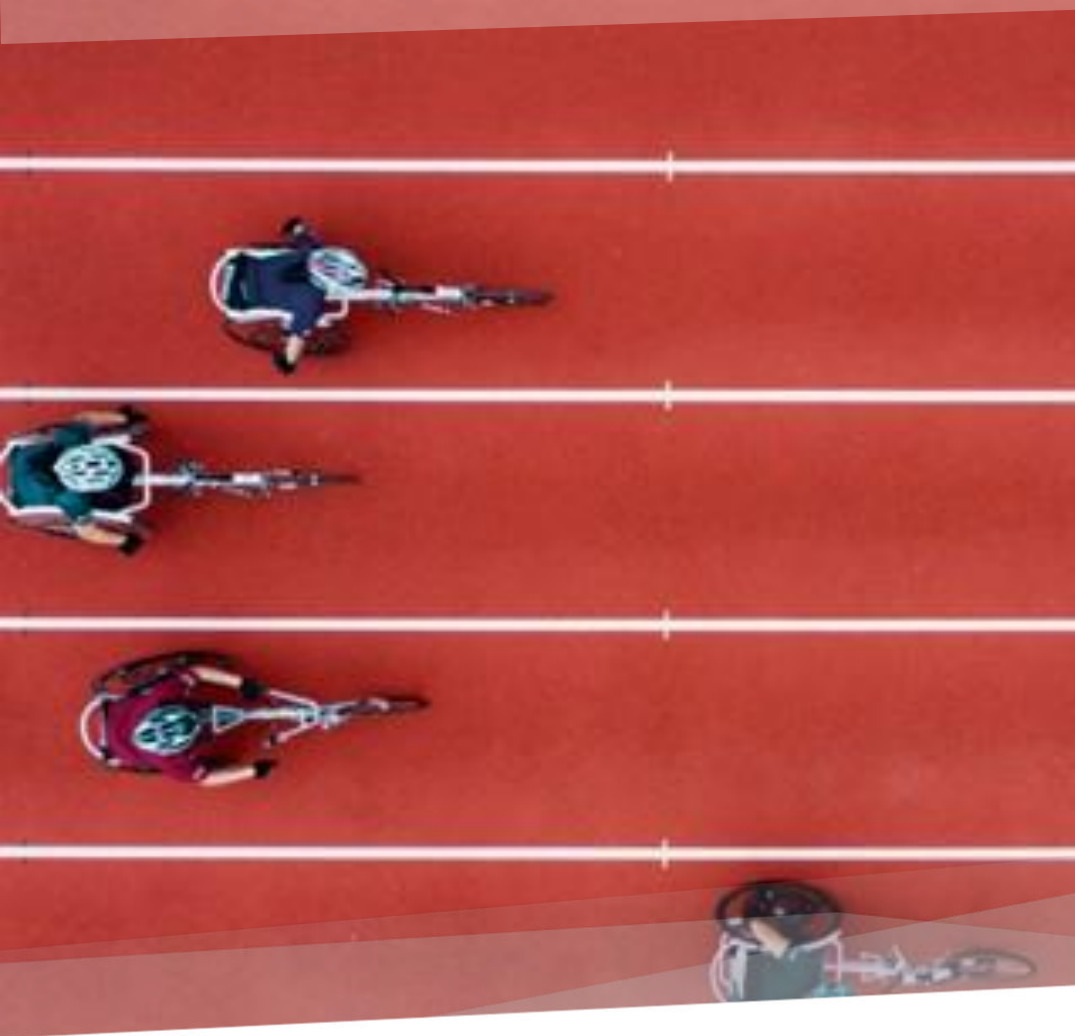
A Sport Tourism Readiness Assessment evaluates a community's ability to effectively plan, manage, and deliver sport tourism events and support tourism products and services. "Community" refers to the local sport host ecosystem, including the city, any regional or provincial destination management organizations (DMO), sport venues, local sport organizations, volunteers, hotels, restaurants, and attractions. "Sport tourism readiness" means having the necessary resources, skills, knowledge, and systems in place to meet the needs and expectations of the sport event rights holders and visitors, as well as to achieve the goals of the key partners involved in sport tourism.

Sport tourism readiness takes a range of factors into account (in alignment with the STC Sport Tourism Roadmap©), including:

- Sport Host Structures and Human Resources
- Venues and Assets
- Financial
- Marketing
- Other

By strengthening sport tourism readiness, Mohawk Sports Park, the City of Hamilton and supporting organizations in the sport tourism ecosystem can improve their ability to meet the needs and expectations of sport event rights holders, organizers, volunteers, participants, and spectators to compete provincially and nationally, and to contribute to the economic and social well-being of the City of Hamilton and its residents.





THE PROJECT



THE PROJECT

Mohawk Sports Park Sports Council contracted Sport Tourism Canada to consult on the economic impact related to the overall feasibility study being conducted for the proposed revitalized Mohawk Sports Park (Hub) initiative (The Project).

The main objective of this project is to estimate the overall economic impact the revitalized Mohawk Sports Park would have on the city of Hamilton, and the province of Ontario, through the construction of the facility, the overall operation of the proposed facility on an annual basis, as well as from hosting various events (sport & cultural) and indoor & outdoor competitions throughout the year.

The proposed hub is rooted in sport and driven by the community's needs. It builds upon Mohawk Sports Park's existing identity as a destination for outdoor sports and layers it with new, varied, and complimentary uses. Through the vehicles of sport and play, and in addition to economic impact, the hub will generate broad social outcomes and city-wide benefits, giving an otherwise seasonal park year-round life.

THE PROJECT – BACKGROUND *

Project Overview

The Mohawk Sports Park Revitalization Project was initiated based on the needs identified by park stakeholders and has grown into a comprehensive plan aimed at enhancing park offerings while improving the overall community experience. Our project is focused on creating a safe, inclusive, and accessible public space that meets the varied needs of the community, guided by the principles of Inclusion, Diversity, Equity, and Accessibility.

Project Objectives

Our goal is to actively involve diverse groups and individuals who are often underserved or classified as equity-deserving. This includes women, seniors, Francophones, youth, Black individuals, racialized communities, newcomers, persons with disabilities, individuals with lower incomes, Indigenous peoples, and LGBTQ+ individuals. Engaging these groups is essential to gather important feedback that will shape the development of public spaces, making them safer, more inclusive, and accessible for all.

Project Activities

The Mohawk Sports Park Revitalization Project will prioritize addressing key needs and guiding its strategic initiatives. By taking a multi-disciplinary approach, we will emphasize community engagement and partnership building. Our project will include a tailored program and service model, conduct an environmental impact assessment, and prioritize Indigenous reconciliation by amplifying Indigenous voices. To ensure efficiency and evaluate community benefits, we will also perform a building cost analysis and an economic impact assessment, all with the aim of creating a sustainable sports park that caters to diverse community interests.

THE PROJECT – BACKGROUND *

Project Results

We strive to develop a community program and service delivery model specifically designed to support equity-deserving populations while revitalizing an underutilized public park. A focal point of our initiative is to enhance sports and recreation opportunities for Indigenous youth, aligning with Actions #33 and #34 of the City of Hamilton's Urban Indigenous Strategy and reinforcing our commitment to Truth and Reconciliation.

Community Engagement

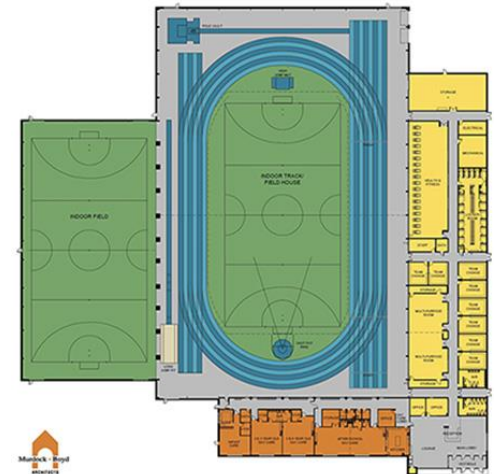
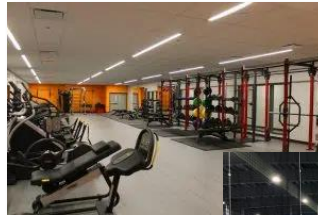
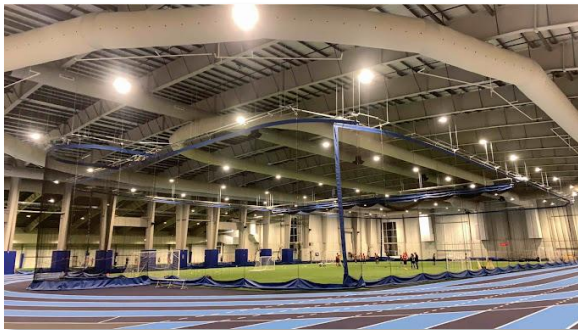
To gather feedback on our proposed project, we reached out to community members, organizations, and stakeholders, as summarized in the attached Community Engagement Summary. This includes a comprehensive list of municipal, provincial, and federal participants, as well as regional service providers, educational institutions, and private-sector partners.

We employed various strategies to capture input, including online stakeholder meetings, public information events, personal interviews, targeted surveys, and community questionnaires. Each of these methods aimed to gather diverse perspectives, inform our understanding of programming and facility needs, and lay the groundwork for the project's successful implementation.

THE PROJECT – BACKGROUND » IRVING OIL FIELD HOUSE

Much of the conceptual vision for the revitalized Mohawk Sports Park Hub was based on the design and operation of the Irving Oil Field House in Saint John, New Brunswick and will offer a similar design as well as programming and operational similarities.

The Irving Oil Field House is a 110,000 sq. ft. indoor track, turf, and fitness facility. It features two indoor turf fields, a 200-metre track, and a fully-outfitted fitness centre. The Field House offers sports and recreation programs and clubs, along with trainer-led group fitness classes in HIIT (high-intensity interval training), boot camp, yoga, and much more. It also serves as a community centre for locals, with childcare, after-school programming, and newcomer services.



THE PROJECT – ECONOMIC IMPACT

The economic impact of an event refers to the positive net change in economic activity in a host community that results directly from hosting the event and then the impact these new monies have on the local, provincial, and national economies. This includes both the immediate financial benefits, such as increased spending in the local economy, as well as the longer-term impacts, such as job creation, infrastructure development, and tourism growth.

Economic impact is typically measured by assessing various factors, including:

1. Direct Spending
2. Indirect Spending
3. Induced Spending

The economic impact of an event is typically reported through outputs such as:

- Gross Domestic Product (GDP)
- Wages and Salaries
- Employment (full-time equivalency)
- Tax Contribution
- Overall Industry Output

The economic benefits of hosting an event can have both an immediate and long-lasting effect in the local community. Immediate benefits can be easily seen and realized by frontline businesses in the form of people booking various types of accommodations, dining at local restaurants, purchasing groceries, buying souvenirs, clothing, and other retail items, along with utilizing local transportation and personal vehicle expenses while attending the event. Longer term effects can be realized by investment in infrastructure to host more events in the future, with the creation of new jobs, and with the re-spending of the initial expenditures by both businesses and employees.

THE PROJECT – STC APPROACH & METHODOLOGY

Considering the main objective for this project is to determine the overall estimated annual impact the proposed Mohawk Sports Park Project could have on the community; our approach took into account the following aspects:

1. The estimated capital / construction expenditures
2. The estimated annual operating expenditures
3. The proposed / estimated events taking place in a typical year (with growth strategy year-over-year)

All three of these aspects were examined in detail to build out a model that encapsulates all the necessary parameters for input into the STC economic impact model (STEAM). The following pages outline the details of what was considered for input and the corresponding outputs / indicators in terms of Initial Expenditures, GDP, Wages & Salaries, Employment Equivalencies, Taxes (at all three levels of government), and overall Economic Activity.

Mohawk Sport Park Sports Council was instrumental in providing all the various facts, figures, and assumptions required to develop the parameters and inputs to make this analysis possible.



CAPITAL EXPENDITURES



CAPITAL EXPENDITURES

Based on the latest building plans and layout, almost **\$44.5 million** is estimated to be spent on the **capital projects** related to the construction of the proposed Mohawk Sports Park facilities.



CAPITAL

\$44.5M

These capital expenditures include, but are not limited to, the overall construction of the facility, machinery & equipment, furniture & fixtures, and other capital related expenditures.

CAPITAL EXPENDITURES – THE EI RESULTS

The current estimated construction costs to build the new Mohawk Sports Park facilities are expected to total nearly \$44.5 million, supporting over \$78.2 million in overall economic activity in province, including over \$62.2 million of economic activity in the Hamilton area.

These expenditures are expected to support \$25.1 million in wages and salaries in the province through the support of 314 jobs, of which 239 jobs and over \$18.6 million in wages and salaries expected to be supported locally.

The total net economic activity (GDP) expected to be generated by the construction of the new Mohawk Sports Park facilities are:

- **\$41.2 million for Canada as a whole**
- **\$37.0 million for the province of Ontario**
- **\$26.5 million for the City of Hamilton**

The construction of the new Mohawk Sports Park facilities are expected to support tax revenues totaling over \$15.0 million across Canada.

	Hamilton	Ontario	Canada
Initial Expenditure	\$44,447,000	\$44,447,000	\$44,447,000
GDP	\$26,542,138	\$36,962,796	\$41,150,641
Wages & Salaries	\$18,622,466	\$25,144,428	\$27,591,631
Employment	238.8	314.1	350.0
Total Taxes	\$10,086,211	\$13,616,986	\$15,028,010
Federal	\$4,789,132	\$6,415,585	\$6,974,654
Provincial	\$4,470,766	\$6,058,172	\$6,792,552
Municipal	\$826,314	\$1,143,229	\$1,260,804
INDUSTRY OUTPUT	\$62,230,771	\$78,221,650	\$86,168,813

CAPITAL EXPENDITURES - GROSS DOMESTIC PRODUCT

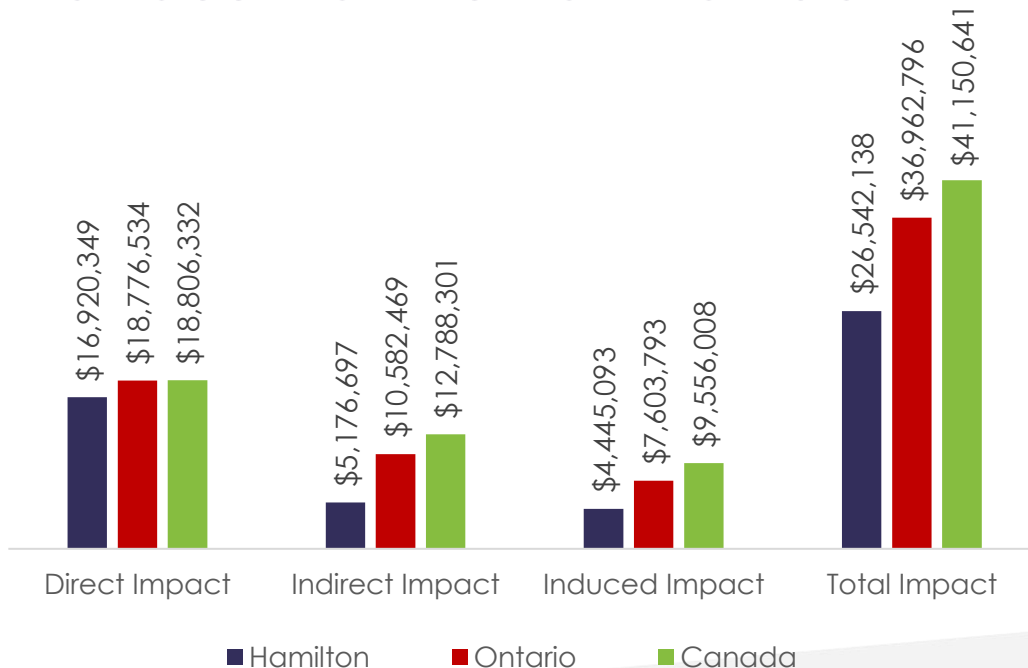
GDP (at basic prices)

The construction of the new **Mohawk Sports Park** facilities in **Hamilton** are expected to contribute nearly **\$41.2 million** in GDP to the Canadian economy through direct and spin-off impacts.



IN GROSS DOMESTIC
PRODUCT (GDP)

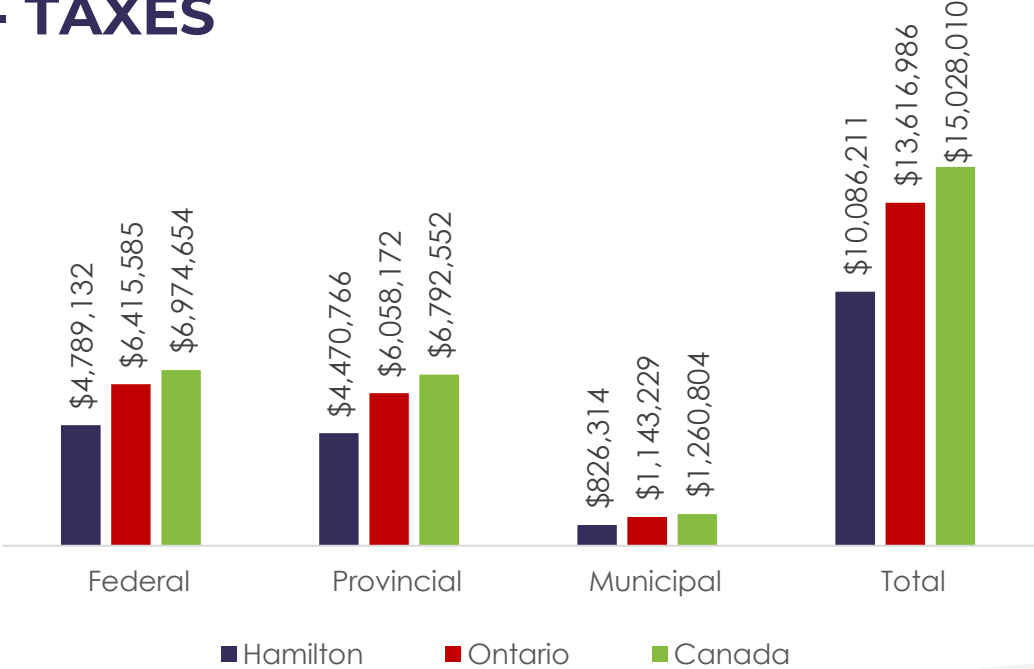
\$41.2 M



CAPITAL EXPENDITURES - TAXES

The construction of the new **Mohawk Sports Park** facilities in **Hamilton** are expected to contribute over **\$15.0 million** in federal, provincial, and local taxes throughout Canada.


In federal, provincial
& Local
\$15.0 M





OPERATIONAL EXPENDITURES



OPERATIONAL EXPENDITURES

To ensure the ongoing and successful annual operation of the revitalized **Mohawk Sports Park**, the combined purchase of **goods and services** by the facility operators are expected to be **\$1.13 million** annually under the current operating plan.



OPERATIONAL
\$1.13 M

These operational expenditures are expected to include, but are not limited to staff salaries, fees, and commissions, professional services, insurance, communication, utilities, management fees, equipment, supplies, property taxes, and other operating related expenses.

OPERATIONAL EXPENDITURES – THE EI RESULTS

Based on the current operating plan / structure, the anticipated annual operating expenses for the revitalized Mohawk Sports Park are expected to total \$1.13 million, supporting over \$1.5 million in overall economic activity in Ontario, including almost \$1.4 million of economic activity in the Hamilton area.

These expenditures are expected to support nearly \$813,000 in wages and salaries in the province through the support of 8.4 jobs, of which 5.2 jobs and nearly \$730,000 in wages and salaries are expected to be supported locally.

The total net economic activity (GDP) expected to be generated by the annual operation of the revitalized Mohawk Sports Park is:

- **\$1.4 million for Canada as a whole**
- **\$1.1 million for the province of Ontario**
- **\$0.9 million for the City of Hamilton**

The Mohawk Sports Park Project is expected to support annual tax revenues totaling nearly \$436,000 across Canada.

	Hamilton	Ontario	Canada
Initial Expenditure	\$1,130,806	\$1,130,806	\$1,130,806
GDP	\$942,682	\$1,099,620	\$1,421,669
Wages & Salaries	\$729,364	\$812,729	\$998,067
Employment	4.2	5.2	8.4
Total Taxes	\$253,945	\$306,993	\$435,598
Federal	\$93,856	\$119,531	\$165,256
Provincial	\$79,994	\$103,066	\$177,460
Municipal	\$80,096	\$84,396	\$92,882
INDUSTRY OUTPUT	\$1,377,180	\$1,520,087	\$2,078,807

OPERATIONAL EXPENDITURES - GROSS DOMESTIC PRODUCT

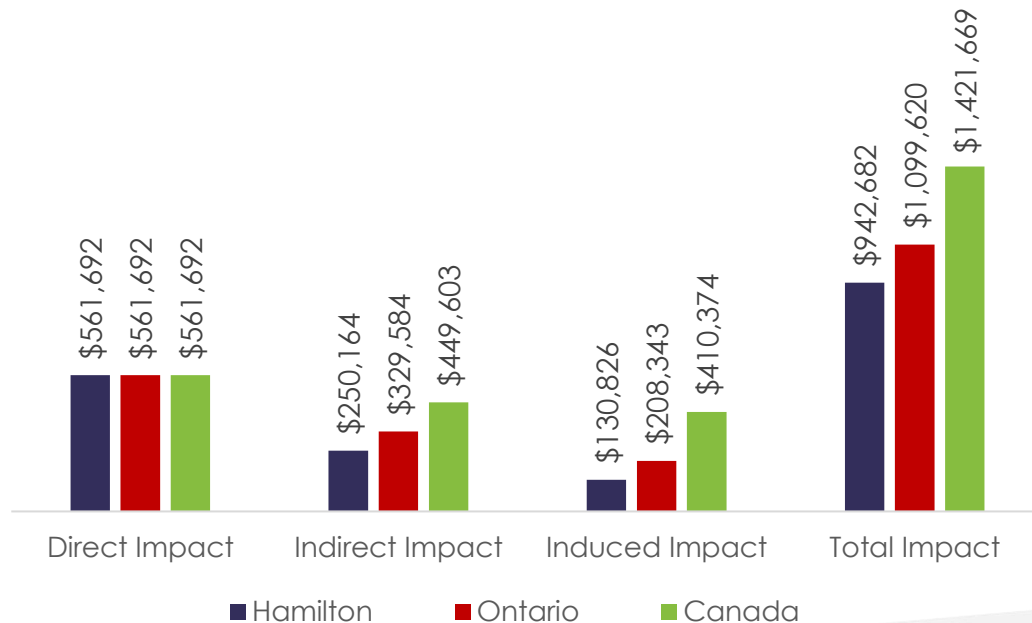
GDP (at basic prices)

As it is currently planned, the operation of the revitalized **Mohawk Sports Park** in **Hamilton** is expected to contribute over **\$1.4 million** annually in GDP to the Canadian economy through direct and spin-off impacts.



IN GROSS DOMESTIC
PRODUCT (GDP)

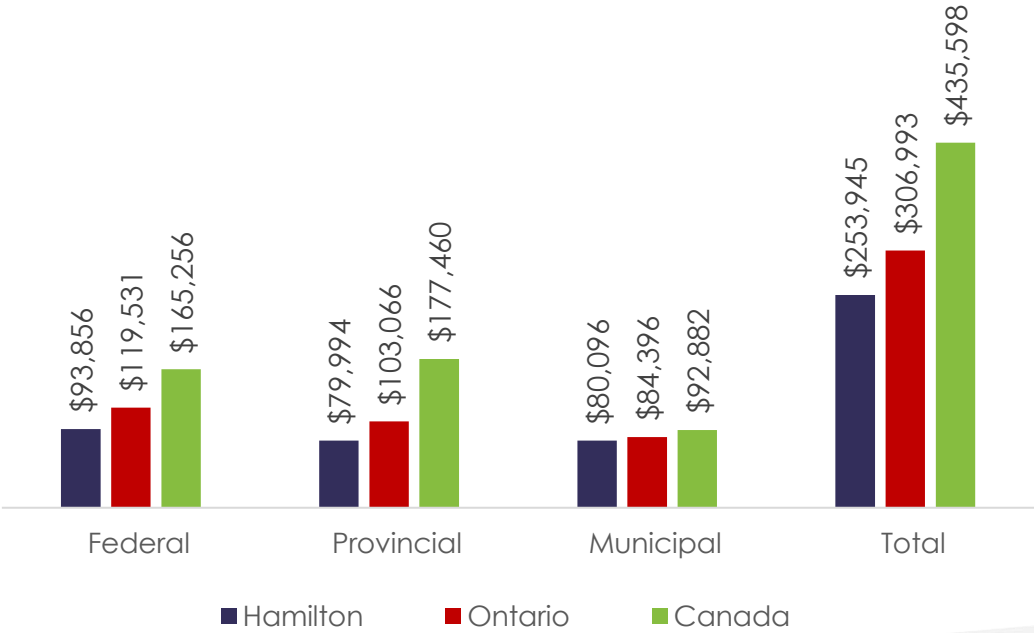
\$1.4 M



OPERATIONAL EXPENDITURES - TAXES

The operation of the revitalized **Mohawk Sports Park** in **Hamilton** is expected to contribute almost **\$436,000** annually in federal, provincial, and local taxes through direct and spin-off effects throughout Canada.


In federal, provincial
& Local
\$436 K





EVENTS



EVENTS

Upon completion, the revitalized **Mohawk Sports Park** is certain to be a popular destination for hosting various sporting events of all types and sizes (both indoor & outdoor). Sport competitions and tournaments will be able to increase in size and significance after demonstrating successful completion of smaller events and building both capacity and reputation to host regional, provincial, national, and possible international events.

In addition, the revitalized Mohawk Sports Park will be a popular hub for local and community events – which would include sport, recreation, and cultural events.

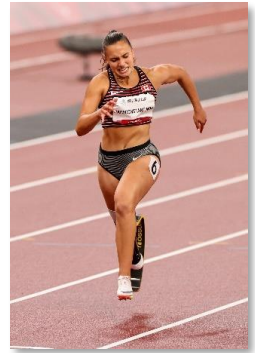


EVENTS - BENEFITS

The economic impact of an event refers to the positive net change in economic activity in a host community that results directly from hosting the event and then the impact these new monies have on the local, provincial, and national economies.

The economic benefits of hosting an event can have both an immediate and long-lasting effect in the local community. Immediate benefits can be easily seen and realized by frontline businesses in the form of people booking various types of accommodations, dining at local restaurants, purchasing groceries, buying souvenirs, clothing, and other retail items, along with utilizing local transportation and personal vehicle expenses while attending the event. Longer term effects can be realized by investment in infrastructure to host more events in the future, with the creation of new jobs, and with the re-spending of the initial expenditures by both businesses and employees.

To illustrate the economic impact of a sport event, let's look at the list of projected / optimistic events provided by the Mohawk Sports Parks Sports Council to demonstrate the potential visitor spending from different types and sizes of sport and cultural events.



EVENTS - ANALYSIS

Mohawk Sports Park, in conjunction with its Project Management Committee and Facility Stakeholders, were able to develop a list of potential and desired sport and sport related events that could be hosted immediately upon opening and then building out a one-, three-, and five-year strategy for potential hosting opportunities.

The list of events (see next page) demonstrates a sample of what is possible at the revitalized Mohawk Sports Park and realistically outlines what could take place in the short, medium, and long term.

Each event on this list that was utilized as part of the analysis was researched to determine the type, size and scope of each event, the number of participants and spectators likely to attend, as well as the geographic makeup of attendees to determine the estimated travel characteristics so that realistic and conservative spending profiles could be developed for each stakeholder group.

The following pages will provide realistic and conservative outcomes in terms of estimated visitor spending generated during an event and then demonstrate the full economic impact from that visitor spending. Without having the event operations budgets available, we can only demonstrate the potential of visitor spending but have also included a couple case studies from other events in other cities to demonstrate the overall economic impact from a range of events.



EVENT LIST

It should be noted that none of these events are confirmed, but Mohawk Sports Park Council has been in discussions with both the potential host club and the event's governing body.

EVENT	TYPE	DAYS	DATE(S)	PARTICIPANTS	SPECTATORS	HOST ORGANIZATION	Event Possibility by Year		
							Year 1-2	Year 3-5	Years 5+
National Coaching Certification Program (NCCP) Clinic.	Clinic	2	January	30	-	Monte Cristo Track & Field Club.	X	X	
National Coaching Certification Program (NCCP) Clinic.	Clinic	2	July	30	-	PACK Running Club.		X	X
Ontario Athletics Officiating Clinic.	Clinic	2	August	25	-	Steel Town Athletic Club.	X	X	X
Pre-Season Indoor Rugby Clinic.	Clinic	1	March	100	-	Hamilton Hornets Rugby Club.	X	X	X
Regional Technical Development Clinic.	Clinic	2	February	20	-	Golden Horseshoe Track & Field Council.	X	X	X
Indoor Cricket Development Tournament.	Cricket	1	February	100	-	Hamilton District Cricket Association.	X	X	X
Indigenous Pow Wow Celebration Event.	Cultural	1	March/April	150	300	Mohawk Sports Park Council.	X	X	X
Hamilton Caribbean Games.	Multi-Sport	2	August	500	2500	Steel Town Athletic Club.	X	X	X
Ontario 55+ Summer Games.	Multi-Sport	3	August	1,000	2,500	Mohawk Sports Park Council.		X	
Ontario Francophone Games.	Multi-Sport	2	July/August	480	1200	Welcoming Francophone Community of Hamilton.		X	
Ontario Summer Games.	Multi-Sport	4	August	3,500	7,000	Mohawk Sports Park Council.			X
Ontario Summer Indigenous Games.	Multi-Sport	4	July	500	1,500	Mohawk Sports Park Council.			X
Special Olympics Ontario Provincial Summer Games.	Multi-Sport	4	July	750	1,500	Hamilton Special Olympics.		X	
All-in-Rugby Cup.	Rugby	1	August	200	300	Hamilton Hornets Rugby Club.			X
Men's Rugby Championship Cup.	Rugby	1	August	75	500	Hamilton Hornets Rugby Club.			X
U12 Regional Rugby Festival.	Rugby	1	August	400	800	Hamilton Hornets Rugby Club.	X		
U16 Boys Regional Rugby Championships.	Rugby	1	August	200	500	Hamilton Hornets Rugby Club.		X	
U8 & U10 Minor Regional Rugby Festival.	Rugby	1	July	300	600	Hamilton Hornets Rugby Club.	X		
91 st Highlanders Elementary School Outdoor Track & Field Meet.	Track & Field	1	June	150	300	91 st Highlanders Athletic Association.	X	X	X
Athletics Ontario Indoor Track & Field Championships.	Track & Field	2	February	500	950	Golden Horseshoe Track & Field Council.	X	X	X
Athletics Ontario Outdoor Track & Field Championships.	Track & Field	2	July/August	450	800	Golden Horseshoe Track & Field Council.	X		
Canadian Masters Indoor Track & Field Championships.	Track & Field	1	March	150	100	Golden Horseshoe Track & Field Council.	X		
Canadian National Indoor Track & Field Championships.	Track & Field	2	March	500	1,000	Golden Horseshoe Track & Field Council.		X	
Golden Horseshoe Invitational Indoor Track & Field Meet.	Track & Field	1	November	250	200	Golden Horseshoe Track & Field Council.	X	X	X
Golden Horseshoe Invitational Outdoor Track & Field Meet.	Track & Field	1	June	250	350	Golden Horseshoe Track & Field Council.	X	X	X
Hamilton Indoor Games.	Track & Field	2	February	1,050	2,500	91 st Highlanders Athletic Association.	X	X	X
OFSAA Outdoor Track & Field Championships.	Track & Field	3	June	3,925	5,000	Golden Horseshoe Track & Field Council.	X		
Ontario Para Athletics Indoor Championships.	Track & Field	1	December	150	350	Golden Horseshoe Track & Field Council.		X	
Ontario University Athletics (OUA) Indoor Track & Field Championships.	Track & Field	2	February	100	250	Redeemer University.		X	
OUA Invitational Indoor Track & Field Meet.	Track & Field	1	January	250	500	Redeemer University.	X	X	X
Royal Canadian Legion District Outdoor Track & Field Championships.	Track & Field	1	June	150	300	Golden Horseshoe Track & Field Council.		X	
Royal Canadian Legion Indoor Track & Field Championships.	Track & Field	1	January	400	500	Golden Horseshoe Track & Field Council.	X	X	X
Hamilton Francophone Games	Multi-Sport	2	June/July	250	350	Hamilton Francophone Welcoming Committee	X	X	X
Secondary School Invitational Indoor Track & Field Meet	Track & Field	1	March	200	150	Hamilton Public School Board	X	X	X
Regional Fencing Tournament (Spooky Foil)	Fencing	1	October	100	200	Westdale Fencing Club	X		
Fencing Officiating Clinic	Fencing	1	July	25	-	Westdale Fencing Club		X	
Fencing Coaching Clinic	Fencing	1	August	25	-	Westdale Fencing Club	X		
Provincial Fencing Championships	Fencing	2	March	1,000	800	Westdale Fencing Club			X
Canada Games Fencing Qualifier	Fencing	2	March	300	200	Westdale Fencing Club		X	
Ontario Games Fencing Qualifier	Fencing	2	March/April	300	200	Westdale Fencing Club		X	

EVENTS – EI EXAMPLES

Examples of different events / event types and what a type / size of event can produce in terms of visitor spending.

Coaching Clinic



30

Participants



0

Spectators



1.5

Average Nights



75%

Out-of-Town



\$11,000

Visitor Spending

Regional Fencing Event



100

Participants



200

Spectators



1.0

Average Nights



95%

Out-of-Town



\$50,000

Visitor Spending

EVENTS – EI EXAMPLES

Examples of different events / event types and what a type / size of event can produce in terms of visitor spending.

Provincial Track & Field Championships



500

Participants



1,000

Spectators



1.8

Average Nights



90%

Out-of-Town



\$450,000

Visitor Spending

Major Indoor Games



1,000

Participants



2,500

Spectators



2.2

Average Nights



80%

Out-of-Town



\$1,000,000

Visitor Spending

EVENTS – EI EXAMPLES

Examples of different events / event types and what a type / size of event can produce in terms of visitor spending.

Multi-Sport Games



Cultural Event



EVENTS – EI OUTPUT EXAMPLES

Four different examples of what a range of visitor spending can produce in terms of economic output.

VISITOR SPENDING - \$11,000

	Hamilton	Ontario	Canada
GDP	\$6,838	\$8,330	\$9,533
Wages & Salaries	\$4,264	\$5,040	\$5,675
Employment	0.1	0.1	0.1
Total Taxes	\$2,871	\$3,360	\$3,741
INDUSTRY OUTPUT	\$15,174	\$18,013	\$20,487

VISITOR SPENDING - \$50,000

	Hamilton	Ontario	Canada
GDP	\$30,242	\$36,985	\$42,440
Wages & Salaries	\$19,138	\$22,661	\$25,613
Employment	0.5	0.5	0.5
Total Taxes	\$12,567	\$14,787	\$16,552
INDUSTRY OUTPUT	\$68,254	\$81,074	\$92,610

VISITOR SPENDING - \$450,000

	Hamilton	Ontario	Canada
GDP	\$271,674	\$332,643	\$380,860
Wages & Salaries	\$174,468	\$206,322	\$232,520
Employment	4.1	4.5	4.9
Total Taxes	\$112,530	\$132,609	\$148,262
INDUSTRY OUTPUT	\$615,957	\$731,681	\$833,483

VISITOR SPENDING - \$1,000,000

	Hamilton	Ontario	Canada
GDP	\$583,820	\$714,786	\$821,388
Wages & Salaries	\$377,129	\$445,496	\$502,666
Employment	9.1	9.9	10.7
Total Taxes	\$254,235	\$297,378	\$331,597
INDUSTRY OUTPUT	\$1,357,099	\$1,605,077	\$1,827,902

EVENTS – EI CASE STUDIES

The **Canadian Slo-Pitch Championships** held in Leduc, AB hosted 1,800 participants from across Canada which saw average travel parties of 2.7 people stay an average of 7.4 nights generating over \$1.6 million in visitor spending.



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

The **Dynamite Volleyball Challenge** held in Dawson Creek, BC hosted 360 U15 to U18 participants which saw average travel parties of 2.7 people stay an average of 1.4 nights generating just under \$57,000 in visitor spending.



2019 Dynamite Challenge Volleyball Tournament – Key Facts & Figures			
\$61,087 of initial expenditures	\$56,787 of visitor spending attributable to event	0.4 Dawson Creek jobs supported by event	\$95,361 overall economic activity in the province
432 estimated out of town visitors in Dawson Creek	\$20,928 of wages and salaries supported locally	\$43,166 total boost to provincial GDP	\$16,430 in taxes supported across Canada

EVENTS – EI CASE STUDIES

The **Ontario 55+ Summer Games** held in Brantford, ON hosted over 1,400 participants from across Ontario which saw average travel parties of 1.4 people stay an average of 1.9 nights generating almost \$202,000 in visitor spending.



**Brantford
County of Brant
2023**

Ontario 55+
Summer Games
Jeux d'été de
l'Ontario 55+

2023 Ontario 55+ Summer Games – Key Facts & Figures			
\$670,400 of initial expenditures	\$201,757 of visitor spending	6.2 local jobs supported by the event	\$1.1 million overall economic activity in the province
1,242 out of town visitors* in Brantford / County of Brant	\$282,586 of wages and salaries supported locally	\$549,886 boost to provincial GDP	\$206,078 in taxes supported across Canada

The **Canadian Ultimate Championships Masters** held in Waterloo Region, ON hosted over 800 participants from across Canada which saw average travel parties of 1.6 people stay an average of 2.9 nights generating just under \$380,000 in visitor spending.



2024 Canadian Ultimate Championships Masters – Key Facts & Figures			
\$450,000 of initial expenditures	\$379,000 of visitor spending	3.6 local jobs supported by the event	\$721,000 overall economic activity in the province
935 out of town visitors* in the Waterloo Region	\$162,000 of wages and salaries supported locally	\$349,000 boost to provincial GDP	\$148,000 in taxes supported across Canada

EVENTS – SUMMARY

While it is impossible to accurately project at this time exactly which events would take place at the revitalized Mohawk Sports Park, the previous pages clearly demonstrate the power of events and the economic impact they can have on the host community.

Upon completion of the facility, Mohawk Sports Park, along with various community stakeholders and sport organizations, will have to develop a solid hosting strategy and strategic relations to be able to bid for and host events. The successful completion of smaller events will provide the necessary experience to bid and host larger events. Capacity building (operations, volunteers, technical expertise, etc.) will be a crucial step along the path of “Sport Tourism Readiness”.

Considering the strategic partners already in place, the relationships Mohawk Sports Park – Sports Council has developed, and the excitement in the community around this long-awaited facility, the revitalized Mohawk Sports Park is sure to be an attractive venue for the hosting of events of all sizes and in a variety of sports, cultural, and business activities.

From the visitor expenditure analysis and the EI case studies above, it is easy to predict that with even a small number of events in the first couple years events can generate hundreds of thousands of dollars (maybe even more) for the community and within a few more years be the driver of a multi-million-dollar economic catalyst for the city of Hamilton, province of Ontario, and Canada.





APPENDIX

- What is EI?
- How do we Measure it?
- Reliability of the Model
- Model Outputs
- How it Works
- Glossary of Terms
- Contact Information



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:



OUT-OF-TOWN VISITORS SPENDING

The spending of out-of-town visitors while they attend the event.



EVENT ORGANIZERS EXPENDITURES

The expenditures of the event organizers in producing the event(s)



CAPITAL CONSTRUCTION COSTS

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

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



JOBS (FTE)



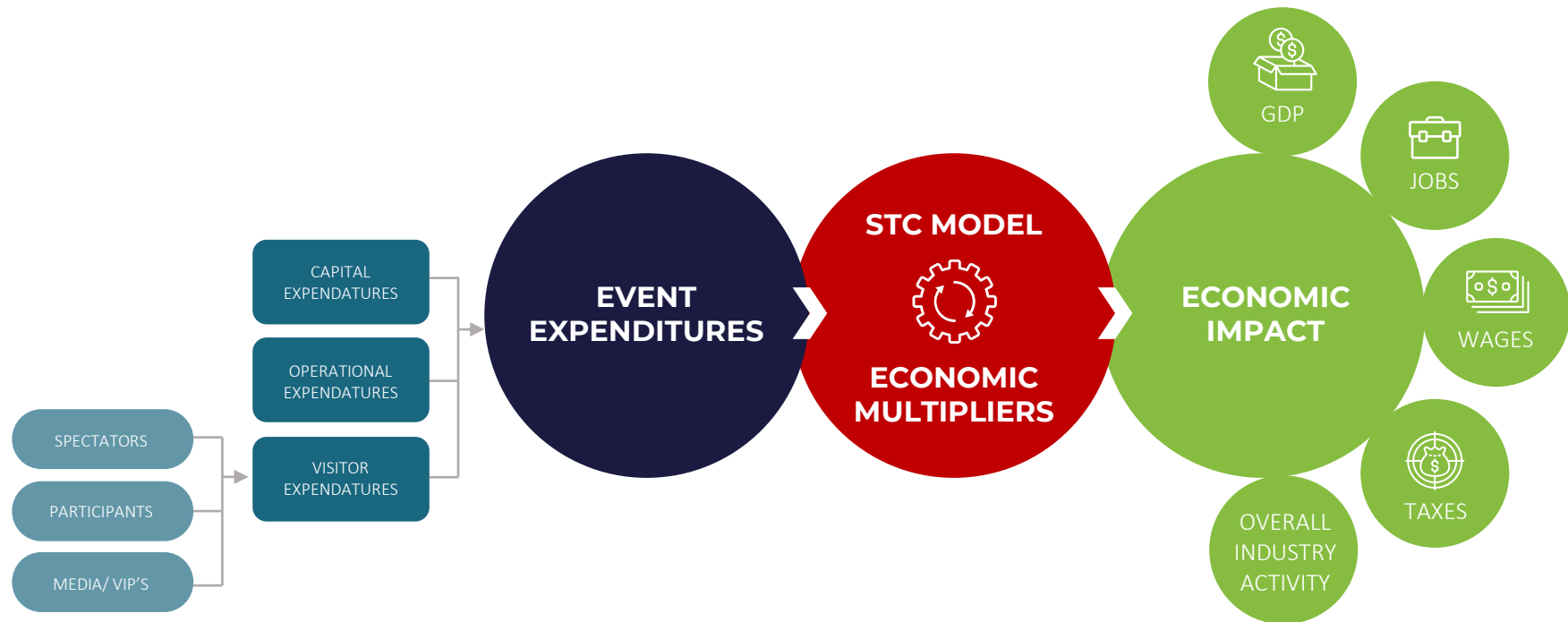
TAXES



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



GLOSSARY OF TERMS

Initial Expenditure - This figure indicates the business 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 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.



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