



Economic Impact Assessment

Final Report – 2019 Tim Hortons Brier – Brandon, MB

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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;
2. the expenditures of the event organizers in producing the event;
3. capital construction costs that are directly attributed to hosting the event.

An EI study calculates the amount of new money being spent in the host community as a direct result of hosting the event, and then the impact these new monies have on the regional, provincial and national economy as a whole.



HOW DO WE MEASURE EI?

The Canadian Sport Tourism Alliance (CSTA) has developed three tools called **steam^{2.0}**, **steam pro^{2.0}** and **fest pro** to predict, collect, measure and analyze event data across the three primary channels.

steam^{2.0} is designed specifically as a predictive model to determine the expected economic impact of hosting a sport event, while **steam pro^{2.0}** is utilized to generate the economic impact from actual spending data during the sport event itself.

CSTA's latest tool, called **fest pro**, is the sister model to **steam pro^{2.0}**. 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.

STEAM VS. STEAM PRO

steam^{2.0} uses standardized visitor expenditure profiles that have been developed with primary data provided by the event organizer, 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 expected 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.

Using the same framework, **steam pro^{2.0}** is an enhanced version of **steam^{2.0}** featuring primary data collection on-site and detailed analysis. Its tag line *real data • real time* highlights the impact of live information collected directly from spectators and participants during the sport event which includes actual spending data.

For this project, the CSTA has used a combination of **steam^{2.0}** and **steam pro^{2.0}** to assess the economic impact that the 2019 Tim Hortons Brier had on the city of Brandon. No primary visitor data was collected onsite during the event, but actual budgets from other aspects of the event (i.e. operational expenditures) were utilized to produce the findings contained in this report.

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

CSTA's **steam pro^{2.0}** measures the direct, indirect & induced effects for each of these elements.



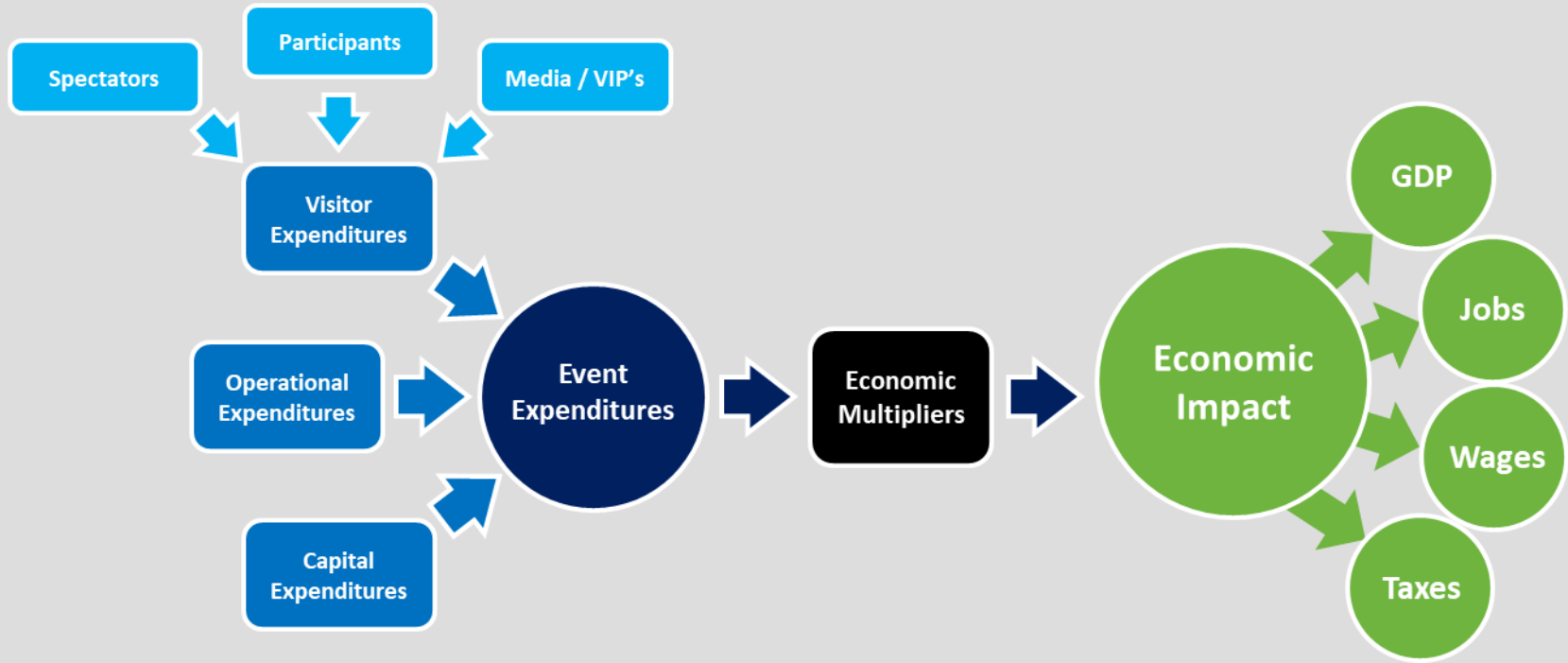
RELIABILITY OF THE MODEL

In order to produce economic contribution assessments that are **robust** and **reliable**, the CSTA 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 most 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.



HOW IT WORKS

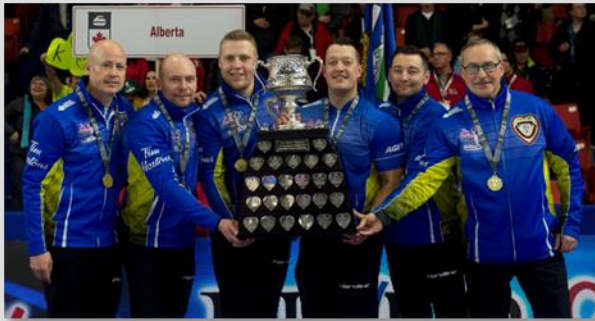


2019 TIM HORTONS BRIER

The 2019 Tim Hortons Brier, Canada's national men's curling championship, was held from March 2 to 10 at Westoba Place in Brandon, Manitoba. In the final, Kevin Koe of Alberta defeated Team Wildcard skipped by Brendan Bottcher 4–3 by scoring two in the tenth end to win.



March 2 - 10
Westoba Place
Keystone Centre



ASSUMPTIONS

The visitor spending aspects of this report have been compiled utilizing the CSTA's **steam^{2.0}** predictive model and populated with information provided by the event organizers. The data built into the **steam^{2.0}** model, combined with the conservative estimates in the table below, along with the operational budgets submitted, is what derives the economic impact outputs throughout this report.

The impacts are thus derived from a combination of qualified assumptions and actual data.

Place of Residence	
Brandon (locals)	24%
Day-Trippers (MB)	24%
Manitoba (overnight)	25%
Other Canada (overnight)	26%
USA (overnight)	1%

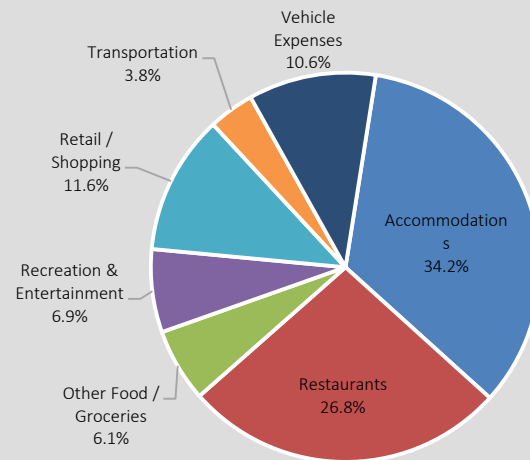
Attendance and Travel Characteristics	
Average Draws Attended	11.3
Average Nights in Brandon	6.6
Average Day-Trips to Brandon	3.7

Attendance and Unique Spectators	
Overall Reported Attendance	75,610
Unique People	6,691
People from Out-of-Town	5,086
People Staying Overnight	3,480

AGGREGATE VISITOR SPENDING

	Overall
Accommodations	\$969,238
Restaurants	\$760,776
Other Food / Groceries	\$173,004
Recreation & Entertainment	\$196,022
Retail / Shopping	\$330,216
Transportation	\$107,271
Vehicle Expenses	\$300,310
Total	\$2,836,837

Visitor spending attributable to this event was just over **\$2.8 million**



OPERATIONAL EXPENDITURES

In hosting the 2019 Tim Hortons Brier, the event organizers spent **\$2,283,334** on various **goods and services** to ensure the successful operation of the event.



Operational Expenditures	
Salaries, Fees and Commissions	\$171,917
Marketing & Advertising Services	\$554,882
Professional Services	\$242,636
Insurance	\$3,200
Facility, Venue, and Office Rent	\$518,461
Communication	\$19,203
Other Supplies	\$38,208
Food and Beverages	\$16,618
Accommodations	\$114,073
Merchandise and Retail	\$129,156
Travel	\$23,198
Other Expenses	\$328,130
Total	\$2,283,334

THE EI RESULTS

The combined spending of out-of-town participants, delegates, spectators, VIP's, and other people who visited Brandon for the event, in combination with the expenditures made by the organizers of the event, totaled over \$5.1 million, supporting \$7.4 million in overall economic activity in Manitoba, including \$6.3 million of overall economic activity in the Brandon area.

These expenditures supported \$2.3 million in wages and salaries in the province through the support of 42 jobs, of which 32 jobs and \$1.7 million in wages and salaries were supported locally.

The total net economic activity (GDP) generated by the 2019 Tim Hortons Brier was:

- \$4.5 million for Canada as a whole
- \$3.8 million for the province of Manitoba
- \$2.6 million for Brandon

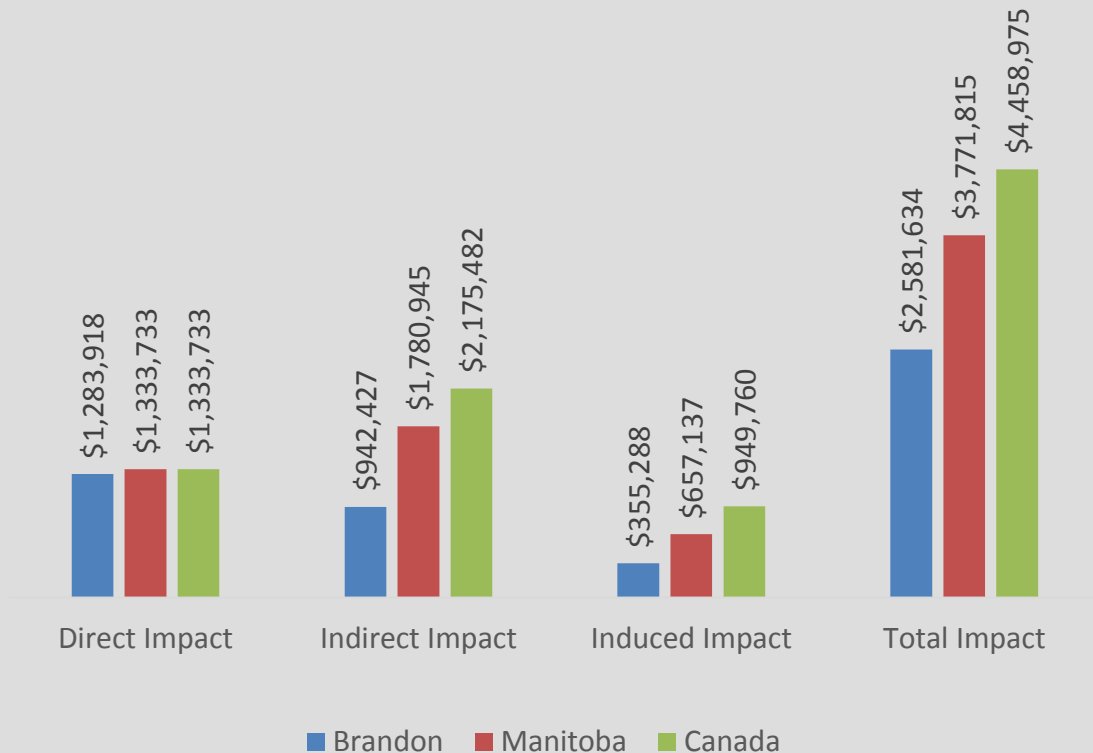
The 2019 Tim Hortons Brier supported tax revenues totaling \$1.4 million across Canada.

	Brandon	Manitoba	Canada
Initial Expenditure	\$5,120,170	\$5,120,170	\$5,120,170
GDP	\$2,581,634	\$3,771,815	\$4,458,975
Wages & Salaries	\$1,702,071	\$2,349,886	\$2,723,384
Employment	32.1	41.8	47.2
Total Taxes	\$956,754	\$1,250,251	\$1,396,581
Federal	\$376,243	\$497,062	\$558,009
Provincial	\$508,791	\$640,843	\$707,395
Municipal	\$71,720	\$112,251	\$131,177
Industry Output	\$6,303,112	\$7,390,082	\$8,793,650

GROSS DOMESTIC PRODUCT

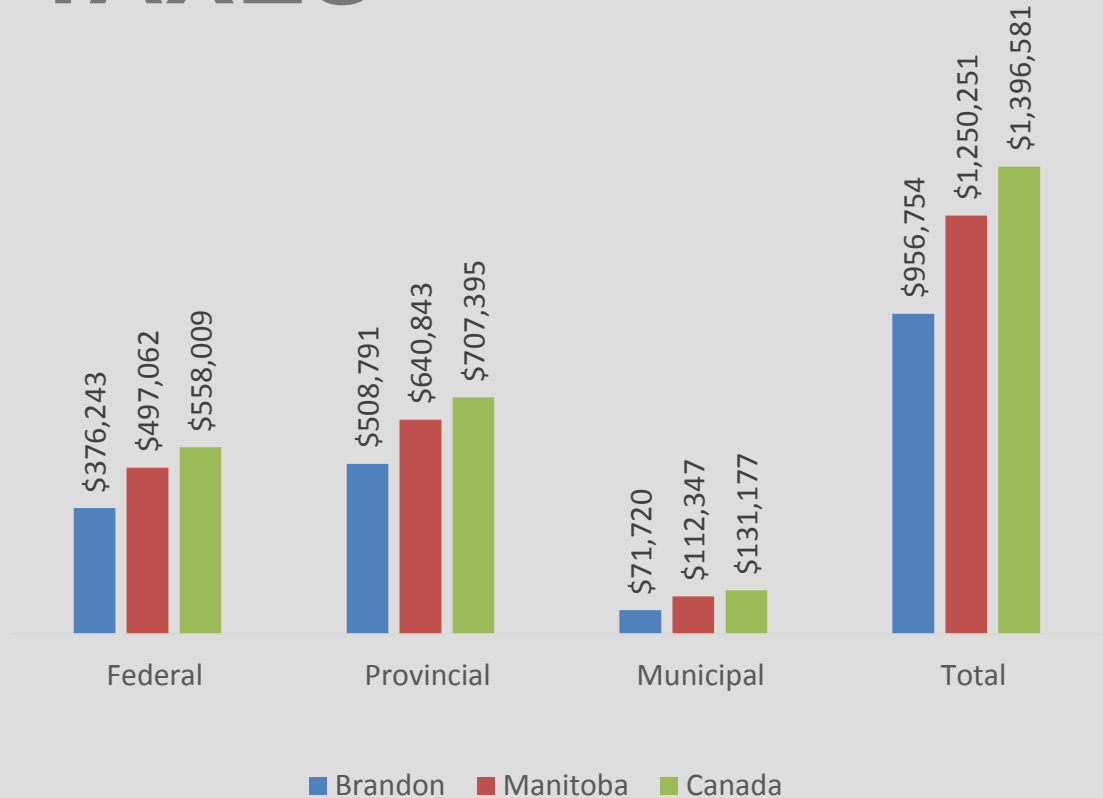
GPD (at basic prices)

The 2019 Tim Hortons Brier in Brandon contributed **\$4.5 million** in GDP to the Canadian economy through direct and spin-off impacts.



TAXES

The 2019 Tim Hortons Brier contributed **\$1.4 million** in federal, provincial, and local taxes through direct and spin-off effects throughout Canada.



SUMMARY | BY THE NUMBERS

2019 Tim Hortons Brier – Key Facts & Figures

\$5.1 Million of initial expenditures	\$2.8 Million of visitor spending attributable to event	32 local jobs supported by the event	\$7.4 Million overall economic activity in the province
5,086 out of town visitors* in Brandon	\$1.7 Million of wages and salaries supported locally	\$3.8 Million total boost to provincial GDP	\$1.4 Million in taxes supported across Canada

* Visitors derived from attendance figures provided by event organizers combined with the assumptions listed on page 9.

QUESTIONS?

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 pro^{2.0}** on a future sport event, please contact research@canadiansporttourism.com

