



Event Economic Impact Assessments

Powered by Sport Tourism Canada (in partnership with the Canadian Tourism Research Institute at The Conference Board of Canada)

Economic Impact | An Overview

Economic Impact Assessments (EIAs) measure the change in economic activity resulting from hosting a festival, exhibition, concert or other special event in a specific city/town in Canada. There are three key input elements:

1. the spending of out-of-town visitors, 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.

Sport Tourism Canada (STC) has created a service called **FESTPRO** that enables us to collect, measure and analyze data across these three input elements. Our **FESTPRO** model contains the latest input/output tables and multipliers from Statistics Canada making it the most up-to-date and reliable model on the market today.

Why Do You Need This Data?

Explain why your community should invest in bidding or hosting events such as festivals, exhibitions, concerts or other special events.

Outline the impact 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. STC's **FESTPRO** tool (**F**ramework for **E**conomic **S**tatistics and **T**rends) accurately quantifies the economic impact of your event. This is critical information for municipal, provincial, and federal government funding applications, grants and all types of private sector financial support.



Our FESTPRO Service

Using a variety of Canadian data sources, your **FESTPRO** assessment combines data and event information that attendees and organizers provide to us, combined with what we already know about similar events and similar communities.

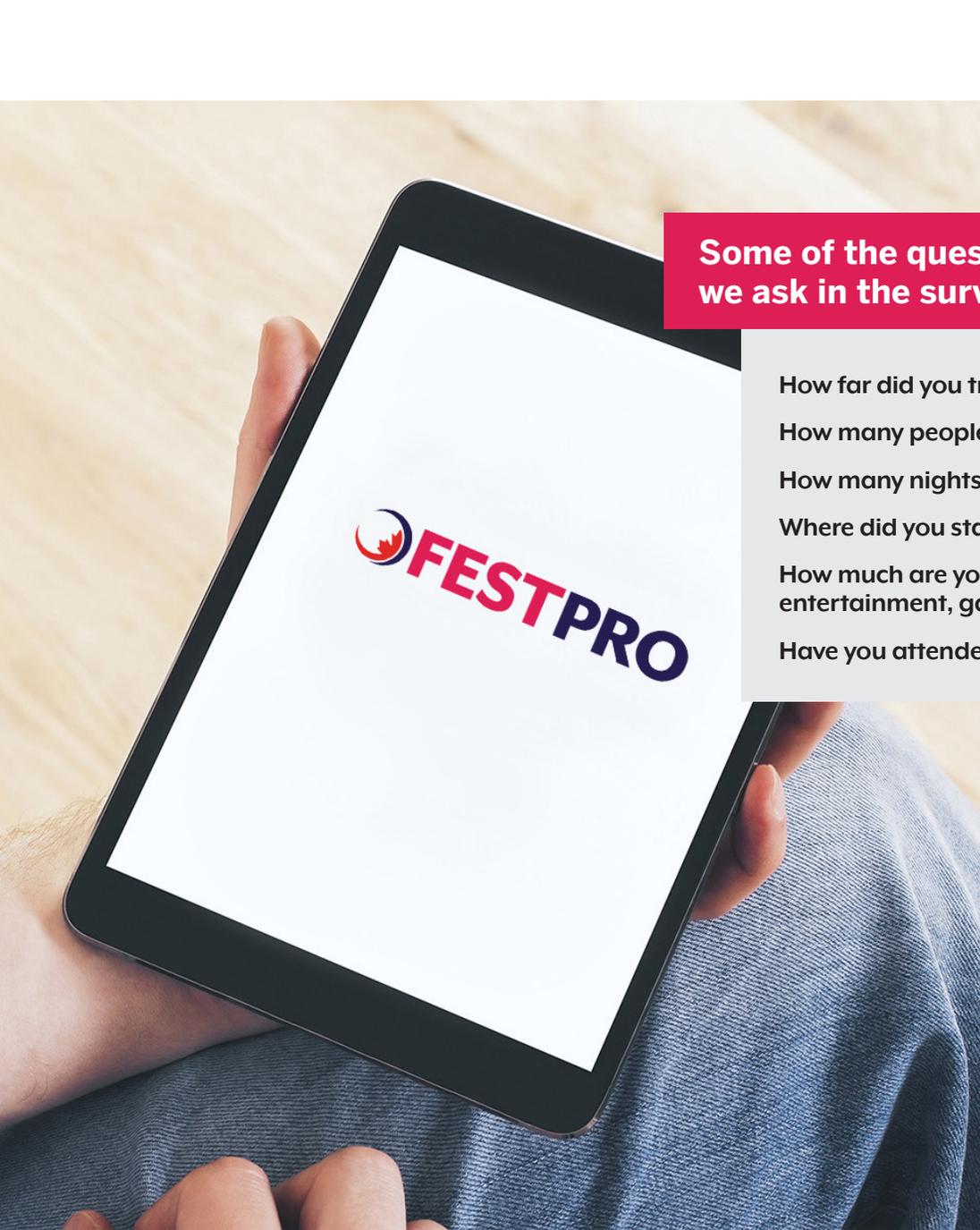
How it Works – 3 Steps

Step 1: Attendee Surveys

Our onsite surveyors use tablets to collect data from event attendees, asking 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 much your event attendees 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 **FESTPRO** model and tabulating the results.

A person is holding a tablet computer. The screen of the tablet displays the FESTPRO logo, which consists of a stylized red and blue circular icon followed by the text 'FESTPRO' in a bold, sans-serif font. The background of the image is a light-colored, textured surface, possibly a wall or a piece of fabric.

**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 are you spending on food,
entertainment, gas, shopping, etc.?

Have you attended this event in the past?

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, STC produces a detailed report that provides clients with an economic impact assessment in terms of total output, GDP, jobs, employment and taxes.

The model contains 100% Canadian data and directly reflects what took place at your event in your community.

Service Fees: FESTPRO

Our **FESTPRO** service includes a team of economic impact consultants who work with event organizers to develop a customized survey plan for your specific event.

Fees are based on two components that comprise the study:

Fee #1: Basic FESTPRO EI Service Fee

Basic EI Service includes a **FESTPRO** assessment, professional service fees for one or more Economic Impact Consultants, a customized event survey designed specifically for your event, and a detailed post-event report with the findings.

Price: starting at \$7500 (CAD) + applicable taxes

Fee #2: Data Collection Services

Data collection is the most important part of the study that requires a good cross-section of data and a robust sample size to ensure that the findings are statistically valid. Clients may choose to handle data collection activities on their own or engage STC to perform this task.

Price: Starting at \$500 (CAD) + applicable taxes

Note: Data Collection Package options are outlined in the following section. STC will provide a recommendation and quote on data collection services for all clients based on the specifics of your event.



DATA COLLECTION SERVICES & SURVEYOR SUPPORT

There are various options and levels of support that the client may choose from, but we recommend you consider engaging STC to provide its trained staff to help manage this piece allowing event organizers to focus primarily on event operations. Prices are in CAD funds and are exclusive of tax.

<p>Package A:</p> <ul style="list-style-type: none"> Up to 4 tablets and/or 4 licences 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 STC's Surveyor Training Guide 	\$500
<p>Package B:</p> <ul style="list-style-type: none"> Up to 8 tablets and/or 8 licences 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 STC's Surveyor Training Guide 	\$725
<p>Package C:</p> <ul style="list-style-type: none"> Up to 4 tablets and/or 4 licences 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
<p>Package D:</p> <ul style="list-style-type: none"> Up to 8 tablets and/or 8 licences 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
<p>Package E:</p> <ul style="list-style-type: none"> Up to 8 tablets and/or 8 licences 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 STC². 	\$3,300
<p>Provision of Surveyors</p> <p>STC 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. STC handles all payroll and associated administration for sub-contracting surveyors.</p>	\$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

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

² Onsite field supervision by STC 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.

El of Sport Events vs. All Other Events

In addition to STC's **FESTPRO** model, STC also conducts El assessments of sport events using its **STEAMPRO^{2.0}** model. Both models operate similarly with one focused specifically on sport events and sport event spending profiles and the other dedicated to non-sport events.

Clients can now use STC's economic impact services for all types of events and make a direct comparison on the economic impact of all types of events – from music festivals to softball tournaments to marathons to parades – we can measure it all!

Need a Bundle?

If you have multiple events taking place within a calendar year, we can bundle the El services for all of your events resulting in a discounted per event pricing. Bundling discounts range from 10-20% (on basic El service fees only). Bundles can be applied for both **FESTPRO** studies and studies using **STEAMPRO^{2.0}**.

Why STC?

STC is the most experienced and knowledgeable onsite economic impact service provider in Canada. Since 2002, we've conducted over 300 El assessments from small-town gatherings to big city multisport and international events.

STEAMPRO^{2.0} has become the economic impact measurement standard for the sport events industry in Canada and now **FESTPRO** is available with the same level of expertise for festivals, exhibitions, concerts, and other special events.

STC is your trusted partner in measuring the economic impact of your event. With an expert team of economic impact specialists across the country, we will assign the most qualified crew to your project to protect the integrity of the data to ensure that we are producing a final report that is accurate and meets with your needs and expectations.

Questions?

For more information or for a specific quote on your event, contact us at research@sporttourismcanada.com or use our handy El online form to [request a quote](#).

