



EXECUTIVE SUMMARY

STEAMPRO^{2.0} Economic Impact Assessment

Report Prepared by Derek Mager, El Consultant, Sport Tourism Canada
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2020 BC Winter Games – Fort St. John, BC

From February 20-23, Fort St. John welcomed nearly 1,500 athletes, coaches, and officials participating in 15 sporting events at the BC Winter Games. Additionally, the athletes had great support with an additional 1,500 friends, family members, and fans of the Games who were in Fort St. John to enjoy the competition and cheer on the athletes.

The BC Winter Games are British Columbia's biennial celebration of sport and community bringing together British Columbia's best emerging high-performance athletes, trained coaches, and certified officials for four days of competition. This experience is an important development opportunity and stepping-stone towards higher level sport competitions.

The combined spending of out-of-town participants, delegates, spectators, and other people who visited Fort St. John for the BC Winter Games, in combination

with the expenditures made by the organizers of the event totaled almost \$1.4 million, supporting over \$2.1 million in overall economic activity in British Columbia, including nearly \$1.8 million of economic activity in the Fort St. John area.

These expenditures supported \$828,886 in wages and salaries in the province through the support of 8.5 jobs, of which 6.2 jobs and \$643,648 in wages and salaries were supported locally.

The total net economic activity (GDP) generated by the 2020 BC Winter Games was:

- \$1.3 million for Canada as a whole
- \$1.2 million for the province of British Columbia
- \$0.9 million for the city of Fort St. John

The 2020 BC Winter Games supported tax revenues totaling \$336,112 across Canada.

By the Numbers

2020 BC Winter Games – Key Facts & Figures

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| \$1.36 Million of initial expenditures | \$551,661 of visitor spending attributable to event | 6.2 local jobs supported by the event | \$2.1 Million overall economic activity in the province |
| 2,450 out of town visitors* in Fort St. John | \$643,648 of wages and salaries supported locally | \$1.2 Million total boost to provincial GDP | \$336,112 in taxes supported across Canada |

* Visitors derived from attendance figures provided by event organizers and combined with results from the survey.