

To: Council in Committee of the Whole

From: Stephanie Sinnott, Commissioner,  
Finance Services

Report Number: CNCL-20-146

Date of Report: July 8, 2020

Date of Meeting: July 13, 2020

Subject: Oshawa Generals Request for Support for 2021 Memorial Cup  
Bid

File: C-1000

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## **1.0 Purpose**

On February 7, 2020, the Mayor of the City of Oshawa issued a letter expressing the City's support, in principle, the Oshawa Generals Hockey Club bid for the 2021 Memorial Cup, Attachment 1.

On June 4, 2020, the Oshawa Generals officially requested financial support from the City of Oshawa for their bid to host the 2021 Memorial Cup Tournament as outlined in FIN-20-34, Attachment 2. The request is for the City to contribute \$350,000 of in-kind services and cash as well as some capital infrastructure upgrades to the Tribute Communities Centre in order to be able to host the event. The Region of Durham was also requested to contribute \$350,000 of in-kind services and cash.

At its meeting of June 22, 2020, City Council directed:

"That Correspondence FIN-20-34 from the Oshawa Generals requesting in kind and cash support for the 2021 Memorial Cup Bid be referred to staff for a report on the request including a projected breakdown of both in-kind and financial contributions, project revenues to the City from the event and the response from the Oshawa Generals regarding outstanding financial issues between the City and the Generals."

On June 29, 2020 additional correspondence, Attachment 3, was received from the Oshawa Generals indicating that through some new information they were revising their financial support request to \$250,000 from the City and \$250,000 from the Region of Durham.

The purpose of this report is to respond to the Council direction respecting the 2021 Oshawa Generals Memorial Cup Bid.

## **2.0 Recommendation**

It is recommended to City Council:

1. That the funding requests outlined in Report CNCL-20-146, dated July 8, 2020 be approved as follows:
  - a. 2021 budget funding in the amount of \$200,000 of in-kind services and \$50,000 cash, as outlined in Section 6.1 of this Report, to support the operating expenses of the Memorial Cup tournament;
  - b. 2021 capital budget funding in the amount of \$110,000 (including non-rebatable H.S.T.), as outlined in Section 6.2 of this Report, allocated from the TCC capital allocation to support capital upgrades for the Memorial Cup tournament; and,
2. That this Report and Council resolution be shared with the Region of Durham for information

## **3.0 Executive Summary**

Not Applicable

## **4.0 Input From Other Sources**

- Oshawa Generals
- Spectra Venue Management
- Other Municipal Memorial Cup Hosts

## **5.0 Analysis**

The Memorial Cup trophy symbolizes the championship of the Canadian Hockey League (C.H.L.). The Memorial Cup is known as one of the toughest sporting trophies to win, due to 60 teams participating and the age limit only being 16–21.

The Memorial Cup was established by Captain James T. Sutherland to honour those men who gave their lives during World War I. It was rededicated during the 2010 tournament to honour all soldiers who died fighting for Canada in any conflict.

The Oshawa Generals is one of the oldest and most decorated franchises in the Canadian Hockey League, and the oldest in the Ontario Hockey League (O.H.L.). In their 83-year history, the Generals have won the J. Ross Robertson Cup, which is awarded to the O.H.L. Champions, a record of 13 times. In addition, they have been crowned Memorial Cup Champions five times (the latest was in 2015). The organization is also known for their ability to develop junior hockey players into professional players. To date, the Generals have over 180 graduates to the National Hockey League.

## **5.1 Bid Guideline Requirements – Government and City Support**

The 2021 Memorial Cup Bid Guidelines outline the requirements for Government and City Support.

Specifically, the Bid Guidelines state:

“Creating a positive impression and legacy for the host city should be an element of the bid and should include a detailed plan of provincial/local government and city support around the Memorial Cup.

- The bid shall detail any and all planned support levels from provincial/local governments to host the Memorial Cup. Only the C.H.L. shall be permitted to approach the national government for any kind of funding.
- Outline of City support and activation plan (street cleaning, street closures, noise bylaws, garbage and recycling, parking, etc.)
- City tourism board involvement to track economic impact to ensure visitors enjoyment.
- Police and Fire involvement within the arena and at external events for security and safety.
- Such support may include among any other areas, promotional support for the overall event, individual game promotion, or any special events that you might wish to have during Memorial Cup week in your centre.”

## **5.2 Financial Support Request for the Oshawa Generals**

On June 4, 2020, the Oshawa Generals officially requested financial support from the City of Oshawa and the Region of Durham for their bid to host the 2021 Memorial Cup Tournament (FIN-20-34). The request is for the City to contribute \$350,000 of in-kind services and cash as well as some capital infrastructure upgrades to the Tribute Communities Centre in order to be able to host the event. The Region of Durham was also requested to contribute \$350,000 of in-kind services and cash.

On June 29, 2020 additional correspondence, Attachment 3, was received from the Oshawa Generals indicating that through some new information they were revising their financial support request to \$250,000 from the City and an additional \$250,000 from the Region of Durham.

The Oshawa Generals have provided a specific list of items that they are requesting from the local levels of government which is contained in Attachment 4.

## **5.3 Economic and Social Impacts**

Hosting a Memorial Cup tournament creates the potential for significant economic spin-off benefits to the City and the Region of Durham. Spin-off benefits are the secondary economic effects of the tournament such as increased visitors to local restaurants, additional hotel reservations, parking revenues, concession stand sales at the Tribute Communities Centre, etc. The table below is a 5-year outline of the estimated economic impacts of the tournament to host communities.

<u>Year</u>	<u>Host</u>	<u>Estimated Economic Impact</u>
2020 (Cancelled)	Kelowna, British Columbia	\$12M
2019	Halifax, Nova Scotia	\$15M
2018	Regina, Saskatchewan	\$11.2M
2017	Windsor, Ontario	\$10M to \$17M
2016	Red Deer, Alberta	\$13M

An estimated economic impact study was not prepared or provided to the City of Oshawa for the 2021 Memorial Cup; however the economic impact information for the 2019 tournament held in Halifax is contained in Attachments 5 and 6.

The estimates prepared for these communities were in years prior to the COVID-19 pandemic. The impact of COVID-19 may reduce the overall economic impact to the City and the Region depending on social distancing requirements and Provincial regulations.

Hosting a Memorial Cup tournament would provide opportunities for the recovery and/or growth of local businesses. As well, there are positive social impacts to the event by bringing the community together to get over the pandemic.

An event of this magnitude will have lasting effects in the community which will extend beyond the year of the tournament.

#### **5.4 Capital Infrastructure Upgrade at the Tribute Communities Centre**

There is a request from the Oshawa Generals to upgrade some of the capital infrastructure at the Tribute Communities Centre. Some of the requests are mandatory to meet the requirements of the bid guidelines while others are optional.

##### **5.4.1 Mandatory Requirements**

- 1) There are specific requirements for the Video Replay Room, as listed below, contained in the bid guidelines. In order to meet these requirements, the current Video Replay Room at the Tribute Communities Centre will need to be expanded.
  - Booth to be located with an unobstructed view of the playing surface, ideally in the press box area.
  - Booth should be enclosed and isolated from both the media and team access.
  - Booth should sit 3 comfortably (Technician, NHL Video Goal Judge and NHL Representative).
  - Two (2) Large LCD/ HD televisions. One screen will display a quad split screen to allow both over net cams, broadcast feed and clock feed. One screen will

display a continuous fee of the broadcast footage

- One receiver (NVR - Network Video Recorder) that will have both overhead feeds, broadcast feed and clock cam (if clock time is not burnt into the views). This system must allow the technician to pause, rewind, fast forward and view frame by frame either forward or backward. Ideally the system records at 60 frames per second.
- The 2nd receiver would be an HD cable box (PVR or Nexbox) with the live cable feed running through the box.
- Two phones are required, one dedicated line to the penalty box and a second dedicated outside line that must be able to make and receive calls from the Toronto NHL Situation Room.

The costs to upgrade the Video Replay Room are estimated at approximately \$30,000.

- 2) To meet the technical specifications of the bid guidelines the Tribute Communities Centre would need to install two countdown clocks for the visiting Team dressing rooms at an approximate cost of \$10,000.

#### **5.4.2 Optional Upgrades**

The Oshawa Generals have also requested:

- 1) An expansion of the media gondola (Press Box) that would be in the area where currently television and radio crews view the game from above the ice surface. This request would require an inspection of the facility by a structural engineer to determine if the request is feasible. Should the engineering specifications meet the standards to proceed with this request the estimate is in the range of \$150,000 to \$200,000.
- 2) The installation of metal detectors at the entrances and exits of the Tribute Communities Centre as a safety measure. This capital upgrade would also be useful for other events held at the facility. The number of units that would need to be procured is 11 at an approximate cost of \$70,000.

## 5.5 Municipal Contributions for Events

Hosting a Memorial Cup tournament requires an investment by the host community either in the form of cash, in-kind and/or capital infrastructure contributions. The table below is a 5-year outline of the municipal contributions made by the host communities.

<u>Year</u>	<u>Host</u>	<u>Municipal Contribution</u>
2020 (Cancelled)	Kelowna, British Columbia	\$225,000 (cash)
2019	Halifax, Nova Scotia	\$300,000 (cash)
2018	Regina, Saskatchewan	\$250,000 (\$200,000 cash & \$50,000 in-kind) plus \$1.3 million in capital upgrades to the facility
2017	Windsor, Ontario	\$1.0 million in capital upgrades to the facility
2016	Red Deer, Alberta	\$200,000 (cash) and some in-kind services

In 2016, through Report CM-16-28, dated October 3, 2016, Council approved financial support in the amount of \$200,000 of in-kind services for the Oshawa Generals 2018 Memorial Cup bid.

## 5.6 Revenue Generation by the City Of Oshawa

In addition to the economic impact to the local economy from hosting the tournament, the City will earn additional revenue from parking and concession stands. These revenues are difficult to estimate at this time due to a number of variables.

It should be noted that the Oshawa Generals do not make any money on the event as all profits go directly to the C.H.L.

## 6.0 Financial Implications

To assist with hosting a successful 2021 Memorial Cup tournament in the City of Oshawa the following contributions could be considered.

### 6.1 Operating Costs

Any applicable expenses as outlined in the contributions required from government, as provided by the Oshawa Generals (Attachment 3), are distributed between the City and Region. The results of a detailed review of the list received from the Oshawa Generals revealed that the following support for tournament costs could be provided, from the City.

### **6.1.1 In-Kind Contribution**

- A) Rental of Rinks 1 and 2 at the Tribute Communities Centre – approx. \$14,000
- B) All staffing costs for Ushers, Security, Concession Staff, Housekeeping, Building Cleaners and Operations (conversion team) – approx. \$177,500
- C) Relocation of Suite holder parking to the Mary Street Garage – approx. \$1,500
- D) Use of Delpark Homes Centre for team practices – approx. - \$7,000

The total in-kind services that could be offered to support the Memorial Cup tournament is \$200,000.

### **6.1.2 Cash Contribution**

Cash expenses to a maximum of \$50,000 could be provided to support the funding required for fan fest, the beer garden with entertainment or other ancillary expenses.

The cash funding is contingent upon award of the tournament to the Oshawa Generals.

The cash funding will not be disbursed by the City until:

- A) The commencement of the tournament; and,
- B) The team provides cost details (invoices or other documents constituting a paper audit trail) up to a maximum of \$50,000.

## **6.2 Capital Expenditures**

There are a number of capital upgrades requested to the facility, some of which are mandatory. The following capital upgrades to support the tournament costs could be provided:

- A) Video Replay Room Expansion – approx. \$30,000
- B) Installation of two countdown clocks – approx. \$10,000
- C) Installation of metal detectors – approx. \$70,000

The total capital upgrades that could be offered to support the Memorial Cup tournament is \$110,000.

## **6.3 Sources of Funding**

The in-kind and cash contributions to support the tournament can be funded through the operating budget. At the end of 2020 the City has 2 land leases (44 Simcoe Street & Tourism Information Centre at Simcoe Street and Bloor Street) expiring which will free up approximately \$150,000 of operating surplus that could be redirected to offset a portion of the cost.

The City is considering the implementation of a Municipal Accommodation Tax, as outlined in report CNCL-20-145. It is anticipated that the commencement date for the tax could be January 1, 2021. As directed by legislation a portion of the tax revenue generated must be

directed toward tourism activities. The additional revenue generated in 2021 could be used to support the City's portion of the tournament costs.

Any residual operating costs would be offset through City revenues generated by the tournament from ancillary sources such as parking and concession revenues.

It proposed that the capital upgrades in the amount of approximately \$110,000 be funded through the annual capital allocation of \$400,000 to the Tribute Communities Centre.

## **7.0 Relationship to the Oshawa Strategic Plan**

The recommendations in this report are consistent with the Oshawa Strategic Plan Goals of Accountable Leadership, Social Equity and Economic Prosperity & Financial Stewardship.

A handwritten signature in black ink, appearing to read 'S. Sinnott', with a long horizontal line extending to the left.

Stephanie Sinnott, Commissioner,  
Finance Services

Attachments





OSHAWA  
ONTARIO, CANADA

OFFICE OF THE MAYOR

CITY OF OSHAWA  
50 CENTRE STREET SOUTH  
OSHAWA, ONTARIO  
L1H 3Z7  
TELEPHONE (905) 436-5611  
FAX (905) 436-5642  
E-MAIL: [mayor@oshawa.ca](mailto:mayor@oshawa.ca)

**MAYOR DAN CARTER**

February 7, 2020

Roger Hunt  
Vice President/General Manager  
Oshawa Generals Hockey Club  
99 Athol Street East  
Oshawa, Ontario L1H 1J8

Dear Mr. Hunt,

On February 6, 2020 Oshawa City Council passed a motion to support the Oshawa Generals and assist where appropriate with the Club's bid to host the 2021 Memorial Cup. Oshawa City Council supports in principle, without any financial commitments at this time, the Oshawa Generals Hockey Club Bid for the 2021 Memorial Cup.

The City of Oshawa is one of the fastest growing cities in Canada and a city with great hockey support and military heritage. Bringing the Memorial Cup to Oshawa in 2021 will ensure that the event will be a great success, contribute to the growth and popularity of junior hockey and celebrate our local military contributions.

As host for the games, the City of Oshawa's Tribute Communities Centre (TCC) is one of Ontario's premier sport venues. Situated in the heart of the City's vibrant downtown core the TCC is surrounded by a diverse mix of businesses, hotels, entertainment and residential uses, including the downtown campus of Ontario Tech University.

As Mayor of this great city, I am proud to represent our community, our citizens, and Oshawa City Council, and as a long-time fan and supporter of the Oshawa Generals I am proud to support the Oshawa Generals and their bid to host the 2021 Memorial Cup Tournament.

Sincerely,

A handwritten signature in black ink, appearing to read "Dan Carter".

Dan Carter  
Mayor

**From:** Roger Hunt  
**Sent:** Thursday, June 4, 2020 11:37 AM  
**To:** Dan Carter <[DCarter@oshawa.ca](mailto:DCarter@oshawa.ca)>  
**Cc:** 'Rocco' ([rtullio@rockdevelopments.ca](mailto:rtullio@rockdevelopments.ca))' <[rtullio@rockdevelopments.ca](mailto:rtullio@rockdevelopments.ca)>  
**Subject:** 2021 Memorial Cup

Mayor Carter, I hope this email finds you and your family safe.

The purpose of this is to officially request the city of Oshawa provide the Oshawa Generals with \$350,000.00 in kind and cash value as we continue to move through the Memorial Cup bid process. This is in addition to your letter of support you've provided us for our bid. You will have also previously received the upgrades required to the TCC in order to be able to host this world class event.

As you have been made aware this is an excellent opportunity for the city to be able to provide our fans, the businesses of Oshawa and the region an excellent chance to reboot following this terrible time. Open up Oshawa and Durham to fans from around the world.

This will need to be addressed quickly as the tournament would be taking place within the next 11 months as it was originally scheduled.

Regards,

**Roger Hunt | Vice President | General Manager**



**MEMORIAL CUP CHAMPIONS**  
**1939 | 1940 | 1944 | 1990 | 2015**

**OSHAWA GENERALS HOCKEY CLUB**

**Tel:** 905.433.0900 ext 2229 | **Cell:** 905.431.0550

**Email:** [rhunt@oshawagenerals.com](mailto:rhunt@oshawagenerals.com)

**Web:** [www.oshawagenerals.com](http://www.oshawagenerals.com)

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**From:** Roger Hunt <[rhunt@oshawagenerals.com](mailto:rhunt@oshawagenerals.com)>  
**Sent:** Monday, June 29, 2020 10:17 AM  
**To:** Stephanie Sinnott <[ssinnott@oshawa.ca](mailto:ssinnott@oshawa.ca)>  
**Cc:** 'Rocco (rtullio@rockdevelopments.ca)' <[rtullio@rockdevelopments.ca](mailto:rtullio@rockdevelopments.ca)>  
**Subject:** RE: Update

Stephanie, please see attached the revised request from the Oshawa Generals regarding financial support as well as the CHL Bid Guidelines for the 2021 KIA Memorial Cup. Through some findings we have been able to reduce the ask to \$250,000 of in kind and financial services from the city and \$250,000 of in kind and financial services from the region of Durham.

Should you have any further questions, please feel free to contact me anytime.

**Roger Hunt | Vice President | General Manager**



**MEMORIAL CUP CHAMPIONS**  
**1939 | 1940 | 1944 | 1990 | 2015**

**OSHAWA GENERALS HOCKEY CLUB**  
**Tel:** 905.433.0900 ext 2229 | **Cell:** 905.431.0550  
**Email:** [rhunt@oshawagenerals.com](mailto:rhunt@oshawagenerals.com)  
**Web:** [www.oshawagenerals.com](http://www.oshawagenerals.com)

**From:** Stephanie Sinnott <[ssinnott@oshawa.ca](mailto:ssinnott@oshawa.ca)>  
**Sent:** Sunday, June 28, 2020 6:01 PM  
**To:** Roger Hunt <[rhunt@oshawagenerals.com](mailto:rhunt@oshawagenerals.com)>  
**Subject:** Update

Hi Roger,

As you know there was a meeting of the Region and City late Friday afternoon regarding the requests for financial support with respect to the Oshawa General's 2021 Memorial Cup bid.

In our call, immediately preceding that meeting, you and I spoke about some of the particulars we require to make more accurate projections on the value of in-kind and cash contributions. The Regional staff will be looking for similar information with respect to the requirements for Police, EMS and Transit.

I will be meeting with the Regional staff, virtually, on Tuesday morning (still pending confirmation), so any particulars I can share with them would be helpful.

I am out of the office on vacation this week so if you need to chat please call my cell.

Thanks,  
Stephanie



Stephanie Sinnott, Commissioner, Finance Services | City of Oshawa  
905-436-3311 ext. 3851 | 1-800-667-4292

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"Dedicated to serving our community."



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**Generals Hockey Inc.**

99 Athol Street East  
Oshawa, Ontario L1H 1J8  
Bus: 905-433-0900  
key Fax: 905-433-3967



Memorial Cup Champions  
1939-1940-1944-1990-2015



**2021 KIA Memorial Cup Bid Partnership between  
the Oshawa Generals and the City of Oshawa,  
Durham Region and the Province of Ontario**

- 1) Oshawa Generals (GHI) pay full Memorial Cup guarantee.
- 2) Oshawa Generals and the Tribute Communities Centre will split 50/50 on all concessions during the Memorial Cup tournament.
- 3) City / Government will cover the following expenses....
  - City covers the expenses related to securing the Host Organizing Committee Chairperson.
  - City will provide the database related to gathering volunteers for the Memorial Cup. (Please refer to Bid Guidelines)
  - All rent related to Memorial Cup Games, Practices for teams and on-ice officials. Building must be exclusive to the KIA Memorial Cup for the duration of the tournament. Tribute Communities Centre will provide all dressing rooms, coaches' rooms and storage areas which may be built on site. (Please refer to Bid Guidelines)
  - Tribute Communities Centre Rink 1 for all games (Potential for nine games).
  - Tribute Communities Centre Rink 1 for Pregame skates each day for 60 minutes per team for the teams playing at the TCC in the evening (2 Teams).
  - Dell Park Pad 1 each day for 90 minutes per team for practices (2 Teams)
  - Tribute Communities Centre Rink 2 for the entire tournament to be floored so it can be utilized for entertainment and beer garden. Concert each night will be the entertainment
  - All staffing costs with regards to Ushers, Security, Concession Staff and Other staff costs re: Housekeeping, Building Cleaners. Also all EMS and Ambulance coverage.
  - All expenses related to labour costs to host Memorial Cup. i.e. Conversion Team.
  - All expenses related to Memorial Cup events i.e. Fan Fest, Road / Street Closures, Parking and Policing. This will include Tent / Marquis Rentals that will be furnished and climate controlled for the appropriate time of year / season.
  - All expenses related to hosting a Memorial Cup golf tournament and Memorial Cup Gala / Banquet. Must have capacity to host a minimum of 500 people. Deer Creek in Ajax as a potential site for this. (Please refer to CHL Bid Guidelines)
  - All expenses related to CHL Awards Banquet. Facility must host a minimum of 180 people. (Please refer to CHL Bid Guidelines)



- All transportation required to host Memorial Cup. i.e. Charter flights for Incoming teams involved (Charter Fee to be paid to the CHL). Ground transportation for all teams and CHL required vehicles (Shuttle, Team Buses and Team Equipment vehicles) (Please refer to CHL Bid Guidelines)
- All expenses related to technical requirements required by CHL. All expenses related to upgrading current technology in order to meet CHL requirements. (Please refer to CHL Bid Guidelines)
- All accommodation expenses required to house Four CHL Teams, One for On-Ice Officials, One for CHL Delegates. A total of Six Hotels required. (Please refer to CHL Bid Guidelines)
- City secures Oshawa Sports Hall of Fame to be utilized for an additional room during the tournament. This room may be utilized as a Corporate Sponsored lounge area.
- Arrival of the Cup – Local and Provincial government support for HWY 401 (Highway of Heroes to honour the military) military vehicle escort / OPP / DRPS vehicles and street closure from 401 on Simcoe St. to Central Park or Regiment
- Charles St. to be closed to traffic for the entire tournament.
- Each team is assigned a police liaison officer for security. Home team and OHL team may have their own.



# Economic Impact Assessment Report | Key Findings

Prepared by Thomas McGuire, El Consultant, CSTA | October 23, 2019

## 2019 MEMORIAL CUP PRESENTED BY KIA HALIFAX (MAY 17 - 26)

The **2019 Memorial Cup Presented by KIA** took place at the Scotiabank Centre, Halifax, NS from May 17 until May 26, 2019 with additional festival activities taking place in downtown Halifax.

This event featured the Mooseheads as host team, along with the champions of the Quebec Major Junior Hockey League, Ontario Hockey League and the Western Hockey League. The four-team, round-robin format tournament included 160 participants and attracted 55,000 unique spectators.

The visitor statistics cited in this report were derived from an on-site intercept survey conducted during the **2019 Memorial Cup Presented by KIA**. The survey was developed for the event by the CSTA, specifically for this event and was administered by a team of volunteer surveyors recruited by, trained by, and supervised by **Events Nova Scotia**.

A total of **1,008 valid responses** were collected during this event.

The spending of out-of-town spectators, participants, media, sponsors, and others who visited Halifax for the **2019 Memorial Cup Presented by KIA**, in combination with expenditures by event organizers, totaled \$11.5 million, supporting \$17.3 million in economic activity (industry output) in Nova Scotia, including \$14.9 million in Halifax.

These expenditures supported \$5.2 million in wages and salaries in the province, including \$4.2 million in Halifax. The total net economic activity (GDP) generated by the **2019 Memorial Cup Presented by KIA** was:

- \$10.5 million for Canada as a whole
- \$8.6 million for the Province of Nova Scotia; and
- \$6.7 million for Halifax.

The **2019 Memorial Cup Presented by KIA** supported tax revenues totaling \$3.7 million across Canada.

## By the Numbers

### 2019 Memorial Cup Presented by KIA – Key Facts & Figures

<b>\$11,558,182</b> of initial expenditures	<b>\$9,117,741</b> of visitor spending attributable to event	<b>90</b> local jobs supported by the event	<b>\$21,333,508</b> overall economic activity in the province
<b>18,879</b> out of town visitors in Halifax	<b>\$4,215,626</b> of wages and salaries supported locally	<b>\$8,595,192</b> total boost to provincial GDP	<b>\$3,710,320</b> in taxes supported across Canada







Item: CNCL-20-146  
Attachment 6



# Economic Impact Assessment

FINAL REPORT – 2019 Memorial Cup Presented by KIA – Halifax (May 17 - 26)

Prepared by: Thomas McGuire, CSTA EI Consultant  
Date: October 23, 2019

# 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; and
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 the subsequent impact these new monies have on the regional, provincial and national economy as a whole.



# CSTA'S TOOL

The Canadian Sport Tourism Alliance (CSTA) has developed a tool called **steam pro<sup>2.0</sup>** that collects, measures and analyzes data across the three primary channels.

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.



# MODEL OUTPUTS

The elements (outputs of the model) used to measure the economic impacts are:

- Gross Domestic Product (GDP)
- Employment
- Taxes
- Industry Output
- Wages & Salaries

CSTA's **steam pro<sup>2.0</sup>** measures the direct, indirect & induced effects for each of these elements.

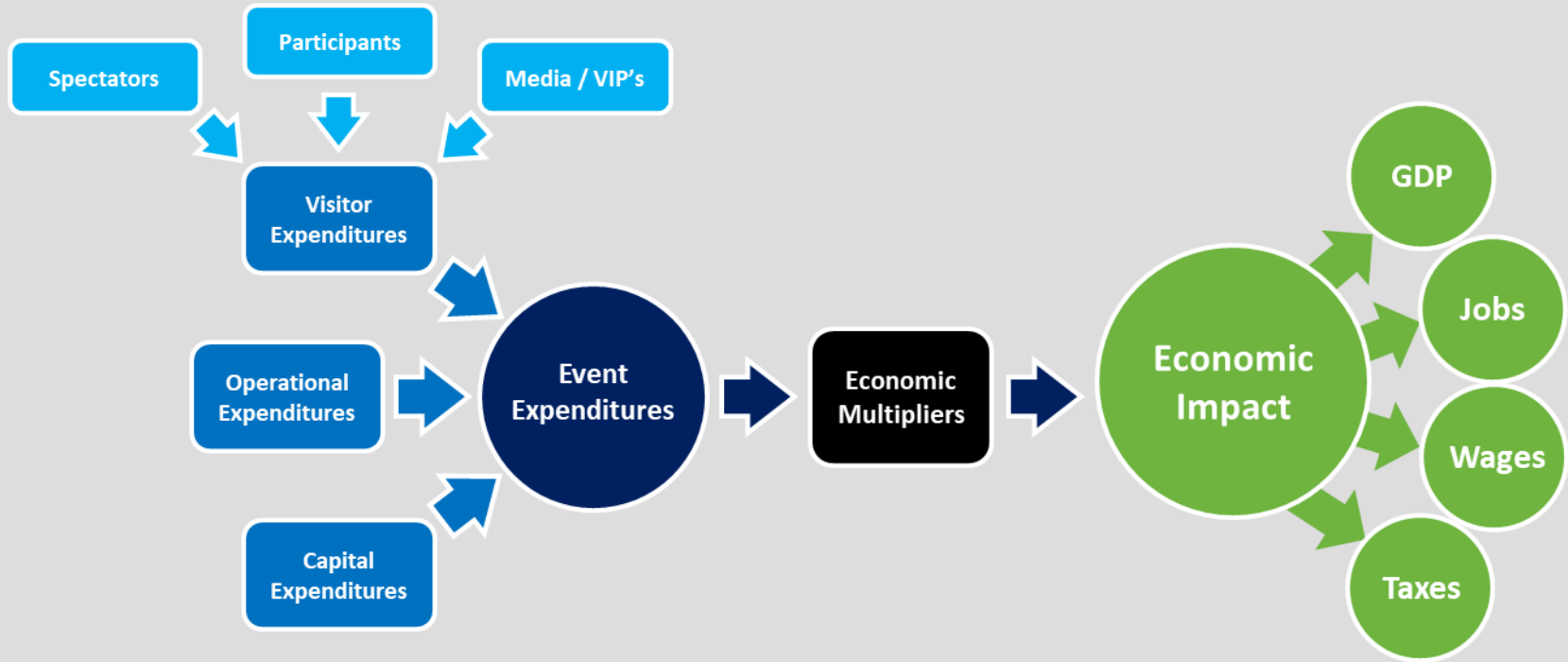
# RELIABILITY OF THE MODEL

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 MEMORIAL CUP PRESENTED BY KIA | MAY 17-26, 2019

The 2019 Memorial Cup Presented by KIA took place at the Scotiabank Centre, Halifax, NS from May 17 until May 26, 2019 and included festival sites in downtown Halifax.

This event featured the Mooseheads as host team, along with the champions of the Quebec Major Junior Hockey League, Ontario Hockey League and the Western Hockey League. The 2019 Memorial Cup was the tournament's 101<sup>st</sup> year and coincided with the Halifax Mooseheads' 25th anniversary. According to information provided by event organizers, the four-team, round-robin format tournament included 160 participants and attracted 55,000 unique spectators.



## MEDIA GUIDE GUIDE DE PRESSE

*Halifax 2019*

CHLMEMORIALCUP.CA



# THE METHODOLOGY

The visitor statistics cited in this report were derived from an on-site intercept survey, conducted during the **2019 Memorial Cup Presented by KIA**.

The survey was developed for the event by the CSTA, specifically for this event and was administered by a team of volunteer surveyors recruited by, trained by, and supervised by **Events Nova Scotia**.

Interviewers were stationed at key locations throughout the venue during the event and at the Fan Fest and Street Fest . The questionnaire covered residence, party size, participation in activities, among other topics. Out-of-town respondents were also asked about their length of stay in the Halifax area, spending on various categories, as well as the importance of this event in their decision to travel to the area.

A total of **1,008 valid responses** were collected during this event.





# VISITOR SPENDING

	Per Party	Overall
Accommodations	\$692.36	\$3,887,352
Restaurants/Bars (including concessions)	\$393.62	\$2,210,006
Groceries/Other food and beverage	\$103.73	\$582,399
Recreation/Entertainment	\$86.88	\$487,806
Public transportation (bus, shuttles, etc.)	\$8.36	\$46,947
Local transportation services (taxi, etc.)	\$25.40	\$142,586
Vehicle expenses (gas, parking, repairs, etc.)	\$80.11	\$449,805
Vehicle rentals	\$42.45	\$238,352
Clothing (including event merchandise)	\$105.10	\$590,107
All other shopping	\$85.92	\$482,382
<b>Total</b>	<b>\$1,623.93</b>	<b>\$9,117,741</b>

Visitor spending directly attributable to this event was just over **\$9.1 million**



Visitors were asked about the importance of the event in their decision to travel to Halifax. Their spending was weighted or adjusted by importance.

The results show that this event was the main driver for **96%** respondents and indicated an average importance of **9.6/10**.



# OPERATIONAL & CAPITAL EXPENDITURES

Event organizers spent approximately **\$3.4 million** on various goods and services to host the **2019 Memorial Cup Presented by KIA**.



Operational & Capital Expenditures	
Staff Salaries, Fees and Commissions	\$107,251
Marketing Costs	\$121,677
Professional Services	\$53,253
Insurance	\$11,828
Facility, Venue and Office Rental	\$212,886
Food and Beverages	\$223,118
Event Accommodation	\$202,971
Merchandise and Retail items	\$277,891
Personal Travel	\$1,002
Transportation and Storage	\$86,410
Other Expenses	\$1,084,831
<b>Total Operational Expense</b>	<b>\$2,383,117</b>

# THE EI RESULTS

The spending of out-of-town spectators, participants, media, sponsors, and others who visited Halifax for the **2019 Memorial Cup Presented by KIA**, in combination with expenditures by event organizers, totaled \$11.5 million, supporting \$17.3 million in economic activity (industry output) in Nova Scotia, including \$14.9 million in Halifax.

These expenditures supported \$5.2 million in wages and salaries in the province, including \$4.2 million in Halifax. The total net economic activity (GDP) generated by the **2019 Memorial Cup Presented by KIA** was:

- \$10.5 million for Canada as a whole
- \$8.6 million for the Province of Nova Scotia; and
- \$6.7 million for Halifax.

The **2019 Memorial Cup Presented by KIA** supported tax revenues totaling \$3.7 million across Canada.

	Halifax (CMA)	Nova Scotia	Canada
Initial Expenditure	\$11,558,182	\$11,558,182	\$11,558,182
GDP	\$6,700,406	\$8,595,192	\$10,525,824
Wages & Salaries	\$4,215,626	\$5,246,019	\$6,315,165
Employment	90	107	123
Total Taxes	\$2,809,772	\$3,282,682	\$3,710,320
<i>Federal</i>	\$1,010,044	\$1,192,368	\$1,370,299
<i>Provincial</i>	\$1,547,441	\$1,858,986	\$1,981,333
<i>Municipal</i>	\$252,288	\$231,328	\$358,687
Industry Output	\$14,885,386	\$17,335,256	\$21,333,508

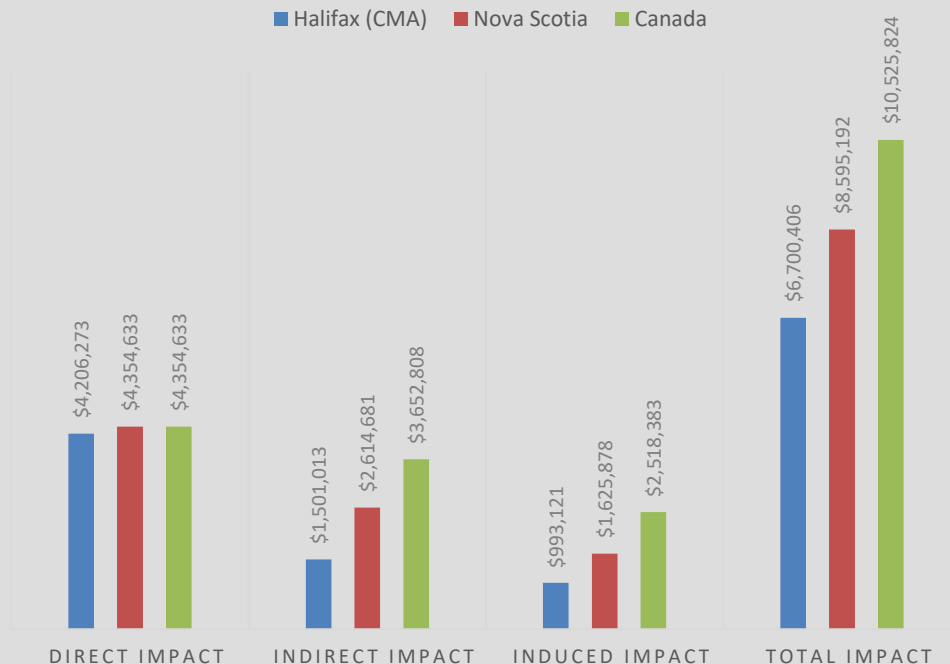
# GROSS DOMESTIC PRODUCT

## GROSS DOMESTIC PRODUCT (AT BASIC PRICES)

### GPD (at basic prices)

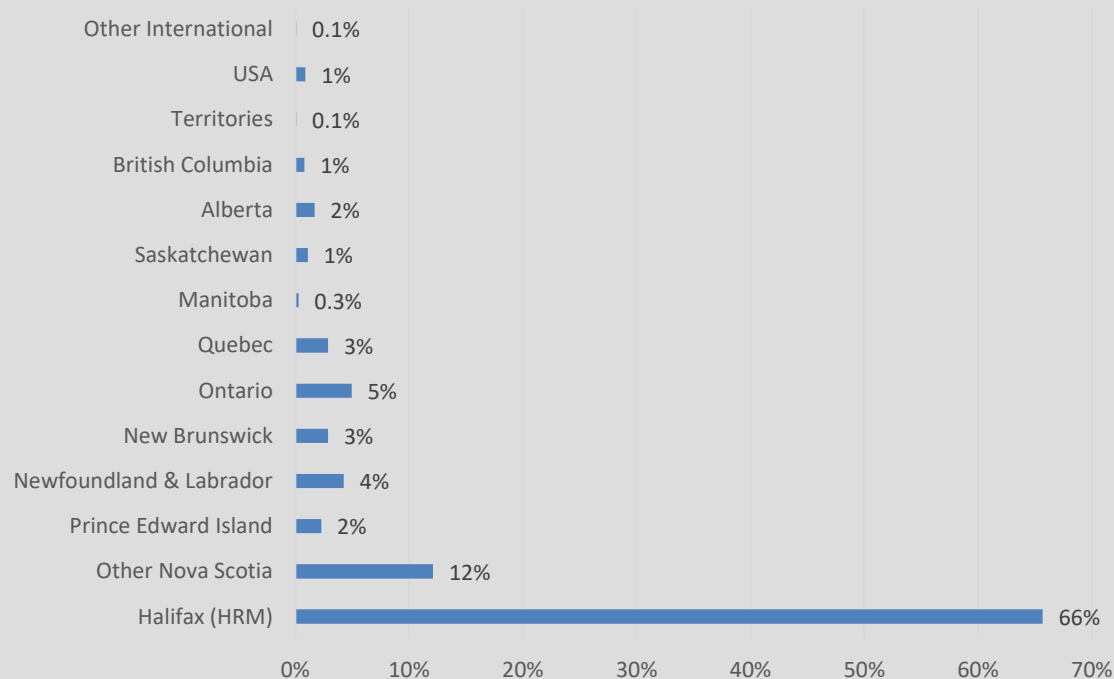
The 2019 Memorial Cup Presented by KIA contributed \$10.5 million in GDP to the Canadian economy through direct and spin-off impacts.

Of this, \$6.7 million (64%) accrued in the Halifax area, while 82% of the total GDP impact remained in Nova Scotia.



# PLACE OF RESIDENCE

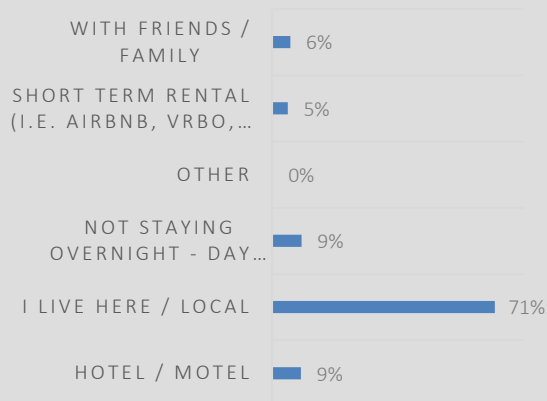
Where do you live?



# TRAVEL CHARACTERISTICS

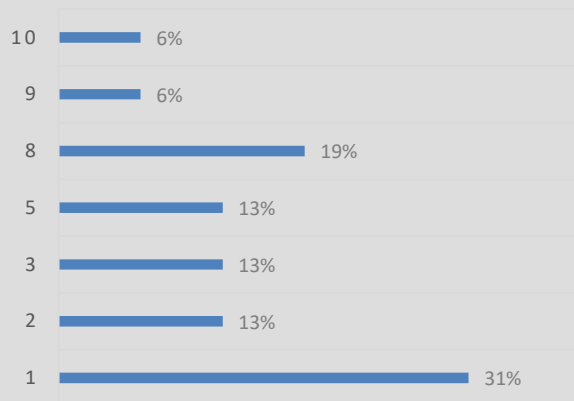


Where are you staying overnight while attending this event in Halifax?



Average number of nights in Halifax = 7.3

In total, how many day trips will you be making to Halifax for this event?



Average travel party (same household) size = 3.2 people



93% of those surveyed said their one-way daily commute to the event was less than 200 km

# ADDITIONAL QUESTIONS

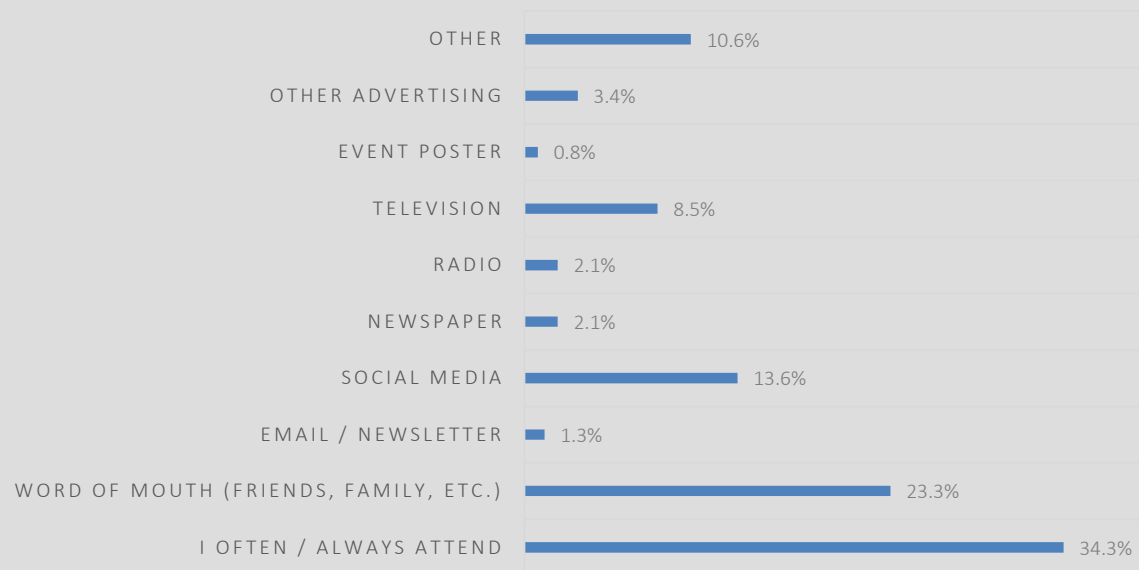
The following slides summarize the results from other survey questions unrelated to economic impact.





# AWARENESS & MOTIVATION

How did you find out about this year's  
2019 Memorial Cup Presented by KIA?

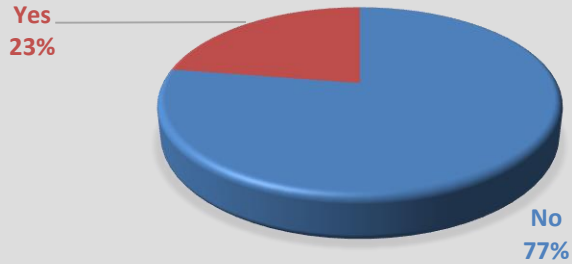


83% of attendees indicated that  
this event was the sole reason for  
their visit to Halifax.

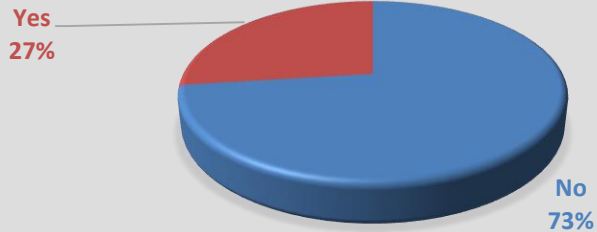
Overall, the importance of this  
event in influencing visitation to  
Halifax was 8.6/10.

# VISITOR EXPERIENCE

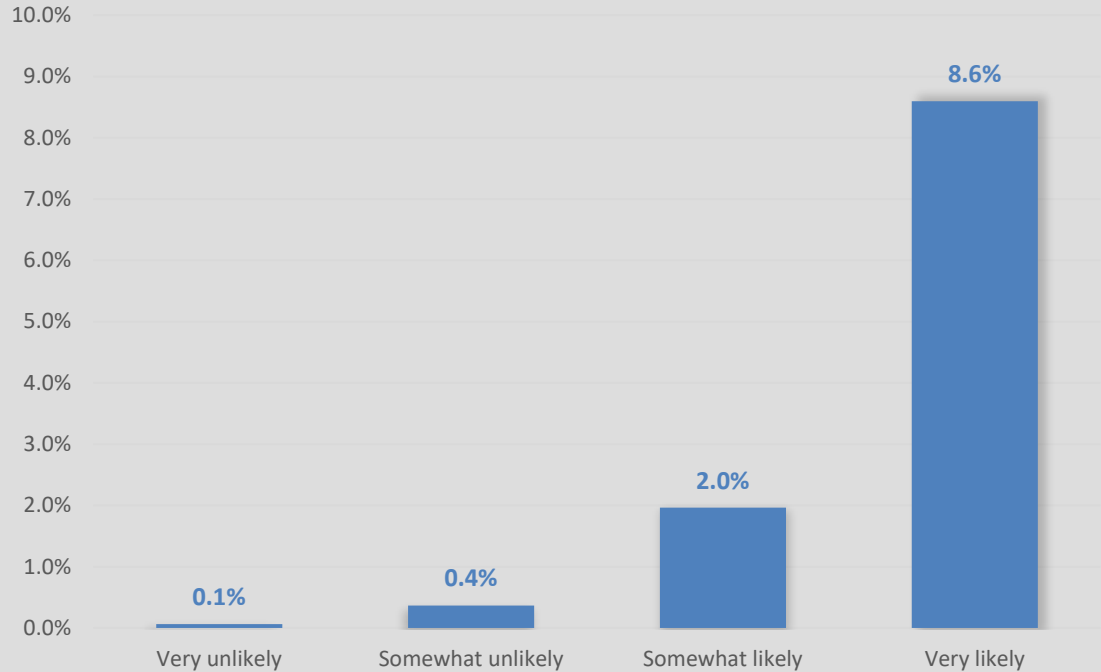
Is this your first visit to Nova Scotia?



Is this your first visit to Halifax?

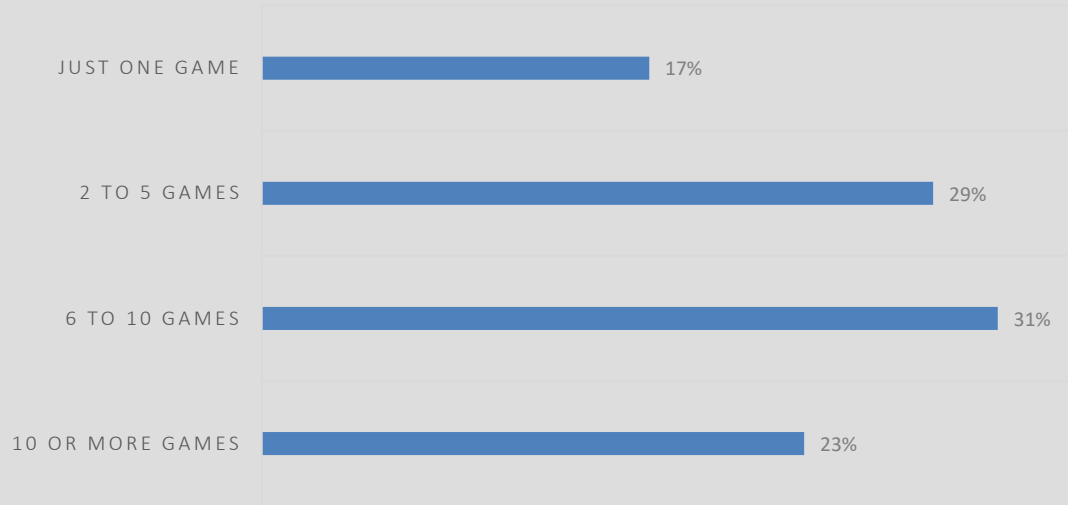


Based on your experience here in Halifax, how likely are you to return to Halifax again in the future?



# VISITOR EXPERIENCE

How many games are you planning on attending during the 2019 Memorial Cup Presented by KIA?



# SUMMARY | BY THE NUMBERS

2019 Memorial Cup Presented by KIA – Key Facts & Figures			
<b>\$11,558,182</b> of initial expenditures	<b>\$9,117,741</b> of visitor spending attributable to event	<b>90</b> local jobs supported by the event	<b>\$21,333,508</b> overall economic activity in the province
<b>18,879</b> out of town visitors in Halifax	<b>\$4,215,626</b> of wages and salaries supported locally	<b>\$8,595,192</b> total boost to provincial GDP	<b>\$3,710,320</b> in taxes supported across Canada

# GLOSSARY OF TERMS USED BY STEAM PRO<sup>2.0</sup>

- **Initial Expenditure** - This figure indicates the amount of initial expenditures or revenue 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 particular 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 involve 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.

# 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<sup>2.0</sup>** or **fest pro** on a future event, please contact [research@canadiansporttourism.com](mailto:research@canadiansporttourism.com)

