

**Proposed Edmonton Multi-Use  
Field Sport Tournament  
and Recreation Site:  
Economic Impact Analysis**

Presented to:

**City of Edmonton**

by:



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**Multi-Use Field Sport Tournament and Recreation Facility – Economic Impact  
Analysis**

**Table of Contents**

	Page
Executive Summary	2
Acknowledgements	6
Introduction	7
Facility, Cost, and Visitor Scenarios	9
Economic Impact Methods	15
Results	19
Conclusions	24
References	25
Appendix A – Comparison of Estimated Costs of Option A (Extensive Facility) and Option B (Limited Scope Facility)	26
Appendix B – Determination of Visitor Nights and Spending by Sport	27

## **Executive Summary**

In June of 2000, representatives of the City of Edmonton Community Services Department, the Edmonton Sport Council and other interested parties began meeting to discuss the perceived need for field tournament sites within the city of Edmonton. During the course of discussion, it was identified that a formal field tournament site needs assessment and a study on the economic impact of such a facility were necessary. It was identified that the Edmonton Sport Council intended to complete a formal study on the "Economic Significance of Amateur Sport and Active Recreation in the city of Edmonton in 2000" and that synergies would exist between the three reports. In addition, it was common agreement that a report independent of the City of Edmonton Community Services Department would lend additional credibility. Consequently, the Edmonton Sport Council was contracted by the City of Edmonton Community Services department to conduct a formal field tournament site needs assessment.

In March of 2001, Caminata Consulting was retained by the Edmonton Sport Council to conduct an assessment to determine the need for multi-use field sport tournament and recreation sites in Edmonton. That study concluded that the demand for such a facility in Edmonton is likely to be sustainable for the foreseeable future. The report recommended two possible design options of a multi-use field sport tournament and recreation site for consideration: Option A (an extensive facility) and Option B (a facility with more limited scope). This economic impact analysis provides estimates of the potential for economic activity in Edmonton being generated as a result of the development of a multi-use field sport tournament and recreation facility in the city.

Based on a similar facility that exists in Surrey, British Columbia, it is estimated that approximately 150 acres of land would be required for the larger of the proposed field tournament and recreation sites. If this land were to be purchased in Edmonton, the cost would range from approximately \$3.75 million to \$9.0 million (based on estimated land values of between \$25,000 and \$60,000 per acre, depending on location and servicing). Construction costs were estimated for each of the two design options recommended in the needs assessment. For each of these scenarios, the economic impacts associated with two projected levels of induced sport tourism in Edmonton that could reasonably be attributed to the development of the facility option under consideration were evaluated. These economic impact estimates were derived from Economic Development Edmonton's model of Edmonton's economy that identifies the direct and secondary impacts associated with autonomous injections into the local economy.

The overall estimated economic impact is stated as a one-time construction impact, an annual tourism impact, and lifestyle impacts as follows:

## Multi-Use Field Sport Tournament and Recreation Facility – Economic Impact Analysis

### *Multi-Use Facility Construction Impacts*

‘Option A’ (extensive facility) construction impacts are projected as follows:

- Initial construction costs were estimated at \$9.65 million (not including land costs or site preparation), which would result in a GDP impact on Edmonton of \$6.83 million during construction.
- Approximately 142.1 person years of employment would be sustained in the construction phase of Option A.
- Taxation revenues of \$3.07 million would accrue to three levels of government during construction.

‘Option B’ (limited scope facility) construction impacts were estimated as follows:

- Initial construction costs were estimated at \$7.22 million (not including land costs or site preparation), which would result in a GDP impact on Edmonton of \$5.11 million during construction.
- Approximately 106.5 person years of employment would be sustained in the construction phase of Option B.
- Taxation revenues of \$2.30 million would accrue to three levels of government during construction.

### *Annual Sport Tourism Impacts*

Over the projected thirty-year lifespan of the project, it is quite feasible that Edmonton sport groups will be more successful in their ability to bid for tournament events in some years than they would be in other years. Thus, the following scenarios provide a range of facility utilization rates (together with a range of the associated projected annual visitor nights).

Design Option A (extensive facility):

Higher-utilization impact (69 tournaments held over 37 days<sup>1</sup>) – Annual effects

- The facility operating at a high capacity with a reasonable number of tournaments is estimated to be able to attract a total of 58,245 visitor nights to Edmonton annually. Over the projected 30-year lifespan of the project, the total number of visitor nights would amount to 1,747,350.
- This would generate an annual GDP impact on the Edmonton economy of \$3.30 million. The 30-year GDP impact would total \$98.92 million
- The yearly employment impact on Edmonton’s economy would be 93.7 person years. The 30-year employment impact would be 2,811 person years.
- The total taxation revenues associated with these visitors would be \$1.57 million per year. The 30-year taxation revenues would be \$47.10 million

Design Option A (extensive facility):

Lower-utilization impact (57 tournaments held over 16 days) – Annual effects

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<sup>1</sup> See Appendix B for breakdown of tournaments by sport

## **Multi-Use Field Sport Tournament and Recreation Facility – Economic Impact Analysis**

- The facility operating at a moderate capacity with a relatively small number of visiting tournament participants would generate 15,103 visitor nights to Edmonton annually. The 30-year projection for visitor nights would be 453,090.
- This would generate an annual GDP impact on the Edmonton economy of \$0.89 million. The 30-year GDP impact would total \$26.7 million
- The yearly employment impact on Edmonton’s economy would be 25.3 person years. The 30-year employment impact would be 759 person years.
- The total taxation revenues associated with these visitors would be \$0.42 million per year. The 30-year taxation revenues would be \$12.6 million.

Design Option B (limited scope facility):

Higher-utilization impact (58 tournaments held over 25 days)– Annual effects

- The facility operating at a high capacity with a reasonable number of tournament participants would generate a total of 36,057 visitor nights to Edmonton annually. The 30-year projection for visitor nights would be 1,081,710.
- This would generate an annual GDP impact on the Edmonton economy of \$2.03 million. The 30-year GDP impact would total \$60.9 million.
- The yearly employment impact on Edmonton’s economy would be 57.6 person years. The 30-year employment impact would be 1,728 person years.
- The total taxation revenues associated with these visitors would be \$0.97 million per year. The 30-year taxation revenues would be \$29.1 million.

Design Option B (limited scope facility):

Lower-utilization impact (49 tournaments held over 14 days)– Annual effects

- The facility operating at a moderate capacity with a relatively small number of visiting tournament participants would generate a total of 11,983 visitor nights to Edmonton annually. The 30-year projection for visitor nights would be 359,490.
- This would generate an annual GDP impact on the Edmonton economy of \$0.72 million. The 30-year GDP impact would total \$21.6 million.
- The yearly employment impact on Edmonton’s economy would be 20.6 person years. The 30-year employment impact would be 618 person years.
- The total taxation revenues associated with these visitors would be \$0.34 million per year. The 30-year taxation revenues would be \$10.2 million.

### ***Lifestyle Impacts***

The development of a multi-use sport tournament and recreation complex would also provide intangible benefits to the community in terms of lifestyle improvements. Quality of life is playing an increasing role in business relocation decisions and, in keeping with the Greater Edmonton Competitiveness Strategy, a development that would improve quality of life for current and future citizens of Edmonton will enhance the city’s ability to attract and retain businesses. While these intangible yields are likely to be considerable over the

**Multi-Use Field Sport Tournament and Recreation Facility – Economic Impact  
Analysis**

projected lifespan of a multi-use sport tournament and recreation facility, no estimate has been placed on the dollar value of such benefits in this report.

In order to fully capitalize on the opportunities that would be presented to Edmonton should such a facility be developed, it is recommended that a citywide strategy be developed to maximize the potential economic impact of sport tourism. This strategy could encourage Edmonton tournament organizers to maximize the potential for sport tourism at the proposed new facility, as well as at several existing facilities in the city.

## **Acknowledgements**

The support of the following agencies for this study is recognized:

- City of Edmonton
- Economic Development Edmonton
- Edmonton Sport Council
- Imperial Oil

## Introduction

Over the past several years, a variety of City of Edmonton Community Services committees have identified the expressed need for a permanent multi-use field sport tournament and recreation site to be located within the city of Edmonton. However, until recently, no definitive study had been conducted to either confirm or refute this conclusion. Furthermore, as part of its efforts to promote the value of sport in the city of Edmonton, the Edmonton Sport Council (ESC) wanted to ascertain the overall contribution that amateur sport and active recreation makes to Edmonton's economy.

Consequently, the ESC retained Caminata Consulting in March 2001 to conduct three inter-related studies. The first of these was an investigation of the economic significance of amateur sport and active recreation in Edmonton. This study was completed in early October 2001 (Caminata Consulting, 2001a). The second study involved the assessment of the need for a multi-use field sport tournament and recreation facility in Edmonton. That study was submitted to the ESC in January 2002 (Caminata Consulting, 2002). The third element of the research, which is addressed in this report, was to provide an estimate of the economic benefits that would accrue to the city if such a multi-use facility were to be developed.

In the opinion of the consultant, the aforementioned needs assessment determined that the current supply of quality fields and diamonds in Edmonton does not meet existing demand from user groups. Projected increases in demand are likely to exacerbate this shortage in the future. It was concluded that the unmet needs of a variety of current user groups could be met most cost efficiently through the development of a multi-use sport tournament and recreation field facility. Three potential design scenarios were presented as possible means of meeting the needs identified in the report. This economic impact assessment focuses on the two most preferred choices: 'Option A' and 'Option B'. These alternatives would involve the development of a multi-use sport and recreation facility to complement existing single-use (and limited multi-use) sites that already exist in Edmonton. A third choice ('Option C') was also identified in the needs assessment. This involved the upgrading and expansion (where possible, in some cases) of existing facilities. While this option would not create several of the benefits that are associated with a multi-use tournament facility, it would serve to alleviate the current shortage of quality fields and diamonds in Edmonton. However, it was argued that this should be seen as a short-term solution and is by far the least favoured option for a variety of reasons. Since the scope of this economic impact study was limited to a multi-use sport tournament and recreation facility, the only impacts considered here are those associated with the development of Option A or Option B.

The measurable economic impact of the development of a multi-use field sport tournament and recreation facility is linked to a variety of assumptions that have been made regarding both the construction costs of the facility, and the sport-community's ability to attract additional sport-tourist visitors to Edmonton over the lifespan of the facility. The accuracy of these assumptions depends partly on the community's desire to develop the

### **Multi-Use Field Sport Tournament and Recreation Facility – Economic Impact Analysis**

sport-tourism market. It should be stressed that the construction costs used in this analysis do not include costs associated with land acquisition or site preparation. While the former costs may be considerable, depending on the current ownership of potential sites for the proposed facility (should it, in fact, be developed), they should not be included in an economic impact statement. This is because any transfer of funds related to acquiring land in Edmonton would merely represent a redistribution of money within the Edmonton economy.

However, to provide some idea of the actual outlay that could be required to acquire the land holding needed for the proposed facility, it was estimated that approximately 150 acres of land would be required for the larger version (Option A). This estimate is based on the size of a facility of similar scope that is located in Surrey, British Columbia. As a rough guideline, the estimated cost of 150 acres of City-owned land, at prevailing market values of approximately \$25,000 to \$60,000 per acre (depending on location and level of servicing) would be between \$3.75 million and \$9.0 million.

## **Facility, Cost, and Visitor Scenarios**

This section of the report outlines the various assumptions that were used in determining the appropriate inputs for the economic impact statement. In order to evaluate the economic impact associated with the construction of a new facility, an estimate of the development costs for each of the two facility options was determined. In order to estimate the annual tourism benefits that could accrue to Edmonton if either of the facility options were developed, estimates were made of the number of visitors from out of Edmonton who would be attracted to the city in order to participate in events conducted at the new facility.

### **Facility Options**

#### ***Option A (Extensive Facility)***

Of the two facility scenarios considered in this economic impact analysis, Option A was the set-up most likely to fully meet the stated needs of current user groups. It also represents the alternative with the most potential for generating tournament visitors to Edmonton. The suggested features of the multi-use facility under Option A included the following features:

- 8 Softball / Slow-pitch / Fast-pitch diamonds (including 4 ‘full-featured’ diamonds with lighting, bleachers, scoreboards, dug outs, etc.)
- 4 Baseball diamonds (including 2 ‘full-featured’ diamonds)
- 12 Rectangular fields [Soccer / Football / Field hockey / Ultimate] (including 2 ‘full-featured’ with lighting, 500-seat bleachers, irrigation, etc.)
- Speed skating / cricket – oval (lit)
- Cross country ski and bike trails (lit)
- Paved bicycle trails
- Amenity / community building (including change-rooms & meeting rooms)
- Playground
- 4 Beach volleyball courts
- Disc golf course
- Skateboard park
- Picnic areas (barbeques, etc.)
- Parking

In order to conduct an economic impact assessment of the construction phase of the project at this stage, it was necessary to make some broad assumptions regarding the possible costs associated with developing the facility. Based on discussions with engineering and architectural firms with extensive experience in the development of similar facilities elsewhere in North America, estimates were made for the various components of site development. For Option A, these are presented in Table 1. It should be noted that these figures are merely ‘best-estimates’ at this stage of the project and should not be taken as quotes for the development of such a facility. These cost estimates, and design

### Multi-Use Field Sport Tournament and Recreation Facility – Economic Impact Analysis

options, were included in the needs assessment that the ESC accepted from the consultant (Caminata Consulting, 2002). The actual construction and development costs may be considerably higher (or lower), depending (among other factors) on the amount of site preparation required, the proximity of existing utility services, and the precise nature of each element of the site (e.g. lighting, quality of playing surface, types of amenities provided, etc.). It should also be noted that these construction cost estimates do not include any costs that might be incurred in acquiring suitable land holdings for the development of a field tournament facility and associated amenities. As is indicated elsewhere in this report, such expenditures would merely represent a redistribution of resources within the Edmonton economy and so would not contribute to any economic impact resulting from developing or operating the facility.

As a means of comparison with these cost-estimates, Edmonton Parks and Recreation conducted a similar preliminary planning exercise in November 1998 for developing a diamond-only facility at Grand Trunk (“Onion Park”) in Edmonton (127 Avenue between 113A Street and 109 Street). The total cost-estimate (in 1998) for a six-diamond facility, including an amenity centre, park and parking lot was \$6.277 million, which included approximately \$426,000 per diamond.

**Table 1**  
**Construction Cost Inputs for ‘Option A’ Used in Analysis<sup>2</sup>**

Component	Units	Cost per Unit (\$)	Total Cost (\$)	
Softball Diamonds	High quality diamond	4	400,000	1,600,000
	Medium quality diamond	4	120,000	480,000
Baseball Diamonds	High quality diamond	2	400,000	800,000
	Medium quality diamond	2	120,000	240,000
Rectangular Fields	High quality field	2	500,000	1,000,000
	Medium quality field	10	80,000	800,000
Maintenance Equipment (@10% of above facilities)		10%	4,920,000	492,000
Trails / Walkways		1	500,000	500,000
Amenity Building	1000m sq	1	1,200,000	1,200,000
Furniture/Fixtures (@15% building cost)		15%	1,200,000	180,000
Playground, picnic, courts		1	250,000	250,000
Parking		400	1,250	500,000
Subtotal				8,042,000
Management/Contingency		20%		1,608,400
			TOTAL	9,650,400

Note: All costs are stated in 2001 dollars

#### **Option B (Limited Scope Facility)**

<sup>2</sup> A comparison table highlighting the relative estimated costs of Option A and Option B is provided in Appendix A.

### Multi-Use Field Sport Tournament and Recreation Facility – Economic Impact Analysis

If a suitably large site is not available for developing Option A, or if funding is limited, a multi-use site could be developed, with additional single site developments to meet certain needs (most notably for baseball). The facility, referred to as Option B, would include the following features, with baseball being located elsewhere in Edmonton at a stand-alone facility:

- 4 Softball / Slow-pitch / Fast-pitch diamonds (all ‘full-featured’ as in Option A)
- 8 Rectangular fields (including 2 ‘full-featured’ as in Option A)
- Speed skating / Cricket – oval (lit)
- Cross country ski and bike trails (lit)
- Paved bicycle trails
- Amenity / community building (as in Option A)
- Playground
- 4 Beach volleyball courts
- Disc golf course
- Skateboard park
- Picnic areas (barbeques, etc.)
- Parking

The construction cost estimates that were used in the analysis for Option B are presented in Table 2. The same disclaimer regarding the accuracy of these estimates that was made for the cost estimates for Option A applies to these figures. Similarly, the estimates do not account for any expenditures that might be needed to acquire suitable land holdings for developing the facility.

**Table 2**  
**Construction Cost Inputs for ‘Option B’ Used in Analysis**

Component	Units	Cost per Unit (\$)	Total Cost (\$)	
Softball Diamonds	High quality diamond	4	400,000	1,600,000
Rectangular Fields	High quality field	2	500,000	1,000,000
	Medium quality field	6	80,000	480,000
Maintenance Equipment (@10% of above facilities)	10%	3,080,000	308,000	
Trails / Walkways	1	500,000	500,000	
Amenity	1	1,200,000	1,200,000	
Furniture/Fixtures (@15% building cost)	15%	1,200,000	180,000	
Playground, etc.	1	250,000	250,000	
Parking	400	1,250	500,000	
Subtotal				6,018,000
Management/Contingency	20%			1,203,600
<b>TOTAL</b>				<b>7,221,600</b>

Note: All costs are stated in 2001 dollars

It should be noted that the precise make-up of facilities available under Option A and Option B would be subject to revision after a more formal community consultation process. However, in order to conduct an economic impact analysis at this early stage of

## **Multi-Use Field Sport Tournament and Recreation Facility – Economic Impact Analysis**

the planning process, it was necessary to limit the scope of the investigation to one or two precise configurations of multi-use facility.

### **Visitor Estimates**

In assessing the ongoing annual economic impact that could arise from the development of the multi-use sport tournament and recreation site, it was necessary to estimate the number of additional visitors that such a facility would bring to Edmonton on an annual basis. The estimates for visitor numbers were determined from a combination of survey data results from existing user-groups (as outlined in the 'Needs Assessment' study) and from information obtained from the operators of similar facilities located elsewhere in western Canada. In addition, projected demand for the sports affected by the proposed facility was estimated in the following manner.

A total of 79 potential user groups for a tournament site (or sites) that incorporates diamond sports and/or rectangular field sports was identified from the database of sport groups provided by the Edmonton Sport Council. The overall database includes over 1000 groups or individuals involved in amateur sport in the city of Edmonton. Only recognized sport groups (as opposed to individuals) were identified as valid contacts for inclusion in this study. Given the team nature of all field and diamond sports, this was felt to be a reasonable means of reducing the number of survey recipients. In order to be included in the sample used for this study, the nature of the group must have been such that it uses diamonds or rectangular fields for sport participation. The sports involved included: baseball, softball, slo-pitch, fastball (diamond sports); and soccer, rugby, football, field lacrosse, field hockey, 'ultimate' Frisbee, and cricket (rectangular field sports). In order to capture as wide a variety of views as possible, provincial sport associations of sports using diamonds or fields with offices in Edmonton were also included in the survey. The purpose of this was to identify whether provincial or national tournaments organized by provincial associations might be attracted to a new site in Edmonton. This process resulted in a total of 79 Edmonton-based potential user groups being identified and contacted during the summer of 2001. A total of 37 sport groups returned surveys and provided an indication of the types of event that they would expect to host if a suitable field tournament site were to be developed in Edmonton.

For each sport that would benefit from the development of a multi-use tournament facility, the potential for hosting additional tournaments in Edmonton was estimated. Based on the responses of survey conducted with current user groups, the following information was projected for each sport:

- Average number of tournaments that could be hosted annually
- Length of tournament
- Number of teams participating
- Number of players per team
- Number of others associated with each team (officials, coaches, parents, etc.) who would attend

### Multi-Use Field Sport Tournament and Recreation Facility – Economic Impact Analysis

- Proportion of players and other participants (including spectators) who are ‘minors’ (under-18)
- Proportion of ‘visiting’ patrons for the tournaments (i.e., those travelling more than 80km<sup>3</sup>)

In each case a ‘high-impact’ estimate and a ‘moderate-impact’ estimate for visitor numbers was determined. In the ‘high-impact’ scenario, it was also assumed that 10% of all participants from Edmonton would have gone outside the city to participate in a tournament in the absence of the Edmonton facility. Although the inclusion of some spending by local residents represents a departure from accepted practice in conducting economic impact studies, there is a sound rationale. According to survey responses, currently some Edmonton residents are forced to travel outside the city to participate in events because of an absence of suitable facilities in the city. If such facilities were available in Edmonton, those residents would be able to divert spending that is currently being made elsewhere (effectively an ‘import’ drain on activity within the city’s economy) to spending within the city. All such spending in Edmonton may not necessarily take place during the event that local residents attend. However, because these local residents would not spend disposable income outside the city by attending events elsewhere, it is reasonable to assume that a large proportion of the additional disposable income would ultimately be spent in the city. For the ‘moderate-impact’ scenario for each of the facility options, it was assumed that there was no such ‘diverted’ local impact.

The ‘high-impact’ and ‘moderate-impact’ annual visitor figures for site Option A and site Option B that were employed in the economic impact statement are summarized in Tables 3 and 4 respectively. The specific assumptions made for each sport in each scenario are outlined in Appendix A.

**Table 3**  
**Estimated Annual Visitor Figures for Site ‘Option A’**

Scenario	Tournaments		Adult Visitor Nights		Minor Visitor Nights		‘Diverted Visitor’ Nights	
	High	Mod.	High	Mod.	High	Mod.	High	Mod.
Diamond Sports	31	24	23,823	5,696	5,751	1,984	5,670	0
Rect. Field Sports	17	15	6,300	2,343	6,616	2,247	2,860	0
Other	21	18	3,716	1,708	2,064	1,125	1,445	0
<b>Total</b>	<b>69</b>	<b>57</b>	<b>33,839</b>	<b>9,747</b>	<b>14,431</b>	<b>5,356</b>	<b>9,975</b>	<b>0</b>

<sup>3</sup> The 80km distance is a standard measure used in economic impact studies to distinguish between ‘local’ and ‘visiting’ patrons.

**Multi-Use Field Sport Tournament and Recreation Facility – Economic Impact Analysis**

**Table 4**  
**Estimated Annual Visitor Figures for Site ‘Option B’**

Scenario	Tournaments		Adult Visitor Nights		Minor Visitor Nights		‘Diverted Visitor’ Nights	
	High	Mod.	High	Mod.	High	Mod.	High	Mod.
Diamond Sports	20	16	12,800	4,800	2,560	960	3,840	0
Rect. Field Sports	17	15	4,074	1,743	3,850	1,647	1,708	0
Other	21	18	3,716	1,708	2,064	1,125	1,445	0
<b>Total</b>	<b>58</b>	<b>49</b>	<b>20,590</b>	<b>8,251</b>	<b>8,474</b>	<b>3,732</b>	<b>6,993</b>	<b>0</b>

The total number of visitor nights used for the economic impact statements under each scenario for each design option was the sum of adult visitor nights, minor visitor nights, and ‘diverted’ visitor nights. Thus for the high-impact scenario under design Option A, the estimated total number of visitor nights was 58,245. For the same design option, the moderate-impact scenario estimated that a total of 15,103 visitor nights could be attributed to the development of the facility. The total number of visitor nights for Option B was estimated at 36,507 for the high-impact scenario, and 11,983 for the moderate-impact scenario. From these figures, a range of possible annual tourism economic impacts associated with tournament use at the proposed multi-use sport tournament and recreation facility was determined.

Based on data provided by Economic Development Edmonton, it was estimated that each adult visitor would spend an average of \$85.00 per day on items such as accommodation, meals, transport, retail shopping, etc. Each minor visitor was estimated to spend an average of \$56.00 per day. It was assumed that minor visitors would not spend money on accommodation. Clearly this is a simplification, as some minor visitors would incur accommodation costs. However, the effect of this is to underestimate the total expenditures associated with minor tournament participants. For the ‘diverted visitors’, the figure of \$56.00 per day was also assigned.<sup>4</sup> Again, this is because these individuals would not spend money on accommodation while in Edmonton. However, the figure does represent money that it is estimated would be spent in Edmonton that would otherwise have been spent outside the region by Edmonton residents who would be participating in tournaments elsewhere in the absence of the proposed facility in Edmonton. As is indicated above, it is not necessarily assumed that the entire ‘diverted visitor’ expenditure would occur during events held in Edmonton, but this amount of additional spending in Edmonton could reasonably be attributed to the development of the proposed facility.

<sup>4</sup> This figure is based on the amount that could reasonably be expected to be spent in the Edmonton economy as a result of increased disposable income of participants who do not travel elsewhere to partake in events. It is recognized that the actual figure could be slightly higher or lower than this, depending on actual ‘diverted’ spending patterns of local participants.

## **Economic Impact Methods**

The impacts quantified in this report refer to two sets of effects related to the development of a multi-use sport tournament and recreation facility would have on the economic activity in the census metropolitan area (CMA) of Edmonton. These are the impacts associated with construction, and the impacts associated with ongoing incremental sport tourism in Edmonton.

### **Definitions**

The economic impact of the field tournament site under consideration here is defined as: *“The net change in economic activity in the host economy as a result of autonomous spending attributed to the design, construction and operation of the facility.”*

Certain elements of this definition are explained as follows:

- The ‘host economy’ here is the Edmonton census metropolitan area (CMA). This definition of Edmonton was selected primarily because it enabled the use of the detailed model of the region’s economy that was made available by Economic Development Edmonton.
- The term ‘autonomous spending’ is an important element of economic impact statements. In assessing the effect of a project or event on a local economy, it is essential that only those expenditures that would not have occurred in the absence of the project or event should be considered. In this analysis the following elements of initial expenditures are assumed to be autonomous: all costs associated with construction and design, and induced visitor spending associated with facility patrons from out of the local region. The assumption that all construction expenditures are autonomous may be an oversimplification if, for example, municipal government resources are diverted toward the development and away from other recreation and sport projects. However, it appears to be a reasonable assumption that such a facility would not be developed without considerable external funding in the form of provincial government grants, corporate donations, and contributions from sport organizations and partners.
- ‘Economic activity’ can be taken to mean a number of different things. In this study, the most relevant measure of the impact of the development and operation of the sport and recreation facility under consideration is the effect that it has on the gross domestic product (GDP) of the local economy (i.e., Edmonton). This is the measure of the total value of production of goods and services in the economy that result from the initial spending under consideration. It provides an indication of the impact of the project on the overall economic well being of the capital region.

### **Multi-Use Field Sport Tournament and Recreation Facility – Economic Impact Analysis**

- Another measure of economic activity that is reported is the wage and salary impacts in Edmonton associated with the increases in autonomous spending. This provides an indication of the extent to which Edmonton residents are better off in terms of their household incomes.
- The employment impact shows the total number of jobs (full-time equivalent) that would be generated by the initial expenditures. These estimates are determined from the interactions in the Edmonton economy that are accounted for in the EDE model.
- The taxation impacts identify the extent of tax revenues that the model predicts would result from the initial expenditures. These are broken down into the three levels of government (federal, provincial, and local). For example, the federal government receives GST on goods and services, the local government receives business and property taxes, and the federal and provincial governments receive payroll taxes.

Other (social and lifestyle) benefits are not quantified in this analysis. However, it is important to note that the ‘lifestyle impacts’ could have positive effect on overall economic activity in the region through attracting new businesses via relocation.

Any negative impacts (such as taxation to fund construction and operation) are not accounted for in this analysis. It is assumed that construction would be funded by ‘new money’ that would not otherwise have been allocated to Edmonton (e.g. provincial government grants, corporate sponsorship, etc.) Operating costs are not considered as a positive impact, but could be a negative one if facility is not operated on a ‘break-even’ basis.

### **Economic Model and Approach**

The impact results are generated using an input-output model of the greater Edmonton economy provided by Economic Development Edmonton. The model was developed by the Conference Board of Canada and was tailored to the specific elements of the Edmonton economy by EDE. It has been used extensively by EDE to determine the economic impacts associated with a variety of economic stimuli such as hosting events and new construction projects. The model employs a number of assumptions regarding the interactions between different elements and sectors of Edmonton’s economy. Based on the inputs provided to EDE by the Consultant, as outlined in the previous section of this report, the model captures the direct, indirect, and induced impacts associated with these initial autonomous expenditures.

The model identifies the direct impacts and the secondary impacts (or ‘indirect’ and ‘induced’ impacts) associated with autonomous injections into the local economy. The ‘direct’ effects are those associated with initial purchases of goods and services for the construction component of the project and by sport tourists to Edmonton. ‘Indirect’

## **Multi-Use Field Sport Tournament and Recreation Facility – Economic Impact Analysis**

effects are the purchases made by suppliers in order to sustain the direct expenditures. ‘Induced’ effects are those that occur when employees in the sectors of the economy stimulated by the direct and indirect effects spend their additional incomes on goods and services within the local economy. The results reported in this analysis refer to the overall impacts (i.e., direct, indirect, and induced) associated with autonomous spending on construction and by sport tourists.

### **Key Assumptions**

The results contained in this report are estimates of the economic impact associated with the construction and operation elements of the proposed facility. They are based on a number of key assumptions, which include the following:

- The construction portion of the project represents an autonomous injection into the Edmonton economy (i.e. is not money diverted from other projects in the city).
- Visitor number estimates are demand side inputs based on responses of survey participants, and various assumptions regarding the number and size of events that could reasonably be hosted at a multi-use facility.
- All visitors considered in the analysis would be in Edmonton for the prime purpose of participating in sporting/active recreation events associated with the new facility.
- Visitor numbers represent ‘new’ visitors, not demand diverted from existing tournaments hosted in Edmonton.
- Visitors from less than 80km away are not included in the impact statement, but, in the ‘high-usage’ scenarios only, visitor numbers include a small portion of diverted demand by Edmonton or other local residents who would otherwise have traveled elsewhere to participate in tournament play.
- Direct spending by visitors is assumed at the following rates: \$85 per night for adult visitors and \$56 per night for ‘minor’ visitors and ‘diverted’ Edmonton-visitors. These expenditures are based on data provided by EDE for amateur sport tourists. EDE arrived at these figures through a detailed analysis of spending patterns of visitors to the city over recent years.

### **Limitations**

In interpreting the results of this analysis, a number of limitations of the study should be borne in mind.

- While all due care and attention has been paid to predicting the accuracy of both cost and visitor estimates, the preliminary nature of this study does not allow for estimates of construction costs or visitor numbers to be verified.
- The data employed here were generated from a variety of sources, which were deemed reliable.
- The results of the impact statement are estimates based on Economic Development Edmonton’s model of the regional economy. This model assumes certain interactions and relationships exist between different sectors of the economy.

**Multi-Use Field Sport Tournament and Recreation Facility – Economic Impact Analysis**

Such inter-relationships are liable to vary somewhat over the 30-year lifespan of the project.

- Therefore, any analysis of these results should make some allowance for a margin of error in the underlying model of the local economy, and also margin of error in the construction and visitor estimates.
- By concentrating on the economic impacts of the proposed facility, potential expenditure and revenue effects related to fees and charges associated with operating the facility are not considered.

Given the preliminary nature of this study, the Consultant is unable to assume responsibility for errors or omissions that could not reasonably have been determined within the project's scope.

## Results

This section provides a summary of the estimated impact on the Edmonton economy associated with the development and operation of a new multi-use field sport tournament and recreation facility.

### Initial Construction Impacts

The construction impacts resulting from the development of ‘Option A’, with an initial cost estimated at \$9.65 million are projected as follows. For each of the figures presented here, the results represent the overall economic impacts on the greater Edmonton region after accounting for leakages and the effects of direct, indirect, and induced impacts. These results are derived from use of Economic Development Edmonton’s version of the Tourism Economic Assessment Model (TEAM) – a computer model developed by the Canadian Tourism Research Institute, a subsidiary of the Conference Board of Canada. The model reflects the unique nature of the Edmonton economy, and uses input-output analysis to determine how initial expenditures in one sector affect output of all other sectors of the local economy.

The construction phase of ‘Option A’ would result in the following:

- An increase of Edmonton’s GDP (value added) of \$6.83 million during construction.
- Wage and salary impacts of \$4.88 million in Edmonton during construction.
- Approximately 142.1 person years of employment would be sustained in Edmonton during the construction phase.
- Taxation revenues in excess of \$3.07 million would accrue to all three levels of government during construction. Of this amount, the federal share would be \$2.00 million, the provincial share would be \$0.79 million, and the local government share would be \$0.29 million.<sup>5</sup>

The construction impacts resulting from the development of ‘Option B’, with an initial construction cost estimated at \$7.22 million are projected as follows. Again, the results represent the overall economic impacts on the greater Edmonton region.

The construction phase of ‘Option B’ would result in the following:

- An increase of Edmonton’s GDP (value added) of \$5.11 million during construction.

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<sup>5</sup> All impact results are rounded to two decimal places: as a result, totals may not add precisely.

### **Multi-Use Field Sport Tournament and Recreation Facility – Economic Impact Analysis**

- Wage and salary impacts of \$3.65 million in Edmonton during construction
- Approximately 106.5 person years of employment would be sustained in Edmonton during the construction phase.
- Taxation revenues of \$2.30 million would accrue to all three levels of government during construction. Of this amount, the federal share would be \$1.50 million, the provincial share would be \$0.59 million, and the local government share would be \$0.21 million.

### **Annual Sport Tourism Impacts**

Over the projected 30-year lifespan of the facility, the utilization rate of the proposed facility is likely to vary from year to year. In part this is because certain tournaments (such as national championships, or international events) are unlikely to be awarded to a single city on an ongoing basis. In addition, from year to year, even ongoing tournaments will attract different numbers of visiting teams to Edmonton. Thus, for each design option, a range of estimates of projected annual sport tourism impacts is provided here, as described in the section of the report entitled ‘Facility, Cost, and Visitor Scenarios’.

#### ***Option A***

Higher-utilization impact (69 tournaments held over 37 days<sup>6</sup>) – Annual effects

The facility operating at a high capacity with a reasonable number of tournaments is estimated to be able to attract a total of 58,245 visitor nights to Edmonton annually.

- This would generate a positive GDP (value-added) impact on the Edmonton economy of \$3.30 million. This is the degree to which the Edmonton economy is projected to grow as a result of initial expenditures made by the visitors (after accounting for leakages).
- The positive impact on wages and salaries in Edmonton would be \$2.20 million.
- The positive employment impact on Edmonton’s economy would be 93.7 person years.
- The positive taxation revenues associated with these visitors would be \$1.57 million for the three levels of government. Of this amount, the federal government share would be \$1.02 million, the provincial government share would be \$0.30 million, and the local government share would be \$0.26 million.

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<sup>6</sup> See Appendix B for breakdown of tournaments by sport

**Multi-Use Field Sport Tournament and Recreation Facility – Economic Impact Analysis**

Lower-utilization impact (57 tournaments held over 16 days) – Annual effects

The facility operating at a moderate capacity with a relatively small number of tournament participants would generate 15,103 visitor nights to Edmonton annually.

- This would generate a positive GDP impact on the Edmonton economy of \$0.89 million.
- The positive impact on wages and salaries in Edmonton would be \$0.59 million.
- The positive employment impact on Edmonton’s economy would be 25.3 person years.
- The positive taxation revenues associated with these visitors would be \$0.42 million for the three levels of government. The federal government share would be \$0.27 million, the provincial government share would be \$0.08 million, and the local government share would be \$0.07 million.

***Option B***

Higher-utilization impact (58 tournaments over 25 days) – Annual effects

The facility operating at a high capacity with a reasonable number of tournament participants would generate a total of 36,057 visitor nights to Edmonton annually.

- This would generate a positive GDP impact on the Edmonton economy of \$2.03 million.
- The positive impact on wages and salaries in Edmonton would be \$1.35 million.
- The positive employment impact on Edmonton’s economy would be 57.6 person years.
- The positive taxation revenues associated with these visitors would be \$0.97 million. The federal government share would be \$0.63 million, the provincial government share would be \$0.19 million, and the local government share would be \$0.15 million.

Lower-utilization impact (49 tournaments over 14 days) – Annual effects

The facility operating at a moderate capacity with a relatively small number of tournament participants would generate 11,983 visitor nights to Edmonton annually.

- This would generate a positive GDP impact on the Edmonton economy of \$0.72 million.

## **Multi-Use Field Sport Tournament and Recreation Facility – Economic Impact Analysis**

- The positive impact on wages and salaries in Edmonton would be \$0.48 million.
- The positive employment impact on Edmonton's economy would be 20.6 person years.
- The positive taxation revenues associated with these visitors would be \$0.34 million. The federal government share would be \$0.22 million, the provincial government share would be \$0.07, and the local government share would be \$0.06 million.

It should be noted that these visitor impact figures are annual examples of the kind of economic effect that the operation of the proposed facility could have on Edmonton. Over the 30-year lifespan of the project, it is likely that in some years the actual number of visitor nights of sport tourists attracted to Edmonton because of the site's development would be closer to the 'high-impact' figures, while in other years the number of visitor nights could be closer to the 'moderate-impact' figures.

In certain years, the actual impact could be considerably higher than the figures stated here if, for example, a large number of tournaments were hosted that attracted out-of-town participants. The projected additional GDP impact on Edmonton associated with an additional 1000 adult visitor nights is approximately \$70,400. For an additional 1000 minor visitor nights, the GDP impact on Edmonton would be approximately \$37,500.

### **Lifestyle Impacts**

The development of a multi-use field sport tournament and recreation complex would also provide intangible benefits to the Edmonton community in terms of lifestyle improvements. Quality of life is playing an increasing role in business relocation decisions and, in keeping with Economic Development Edmonton's 'Greater Edmonton Competitiveness Strategy', as well as direction provided by City Council and the City Administration, a development that would improve quality of life for current and future citizens of Edmonton will enhance the city's ability to attract and retain businesses.

The 'quality of life' available to residents of a city is unlikely to be the major deciding factor in corporate site selection deliberations. However, where all other factors (such as taxation rates, proximity to major markets, transportation access, etc.) are equal between competing cities, quality of life for management, employees, and their families becomes a factor.

It is difficult to define the term 'quality of life' and almost impossible to quantify it in monetary terms. For different demographic groups, different aspects of lifestyle will be more important than others. However, a number of indicators of quality of life are relatively stable components. These include public schools, health services, climate,

### **Multi-Use Field Sport Tournament and Recreation Facility – Economic Impact Analysis**

availability and cost of housing, traffic congestion, arts/culture/entertainment, crime rates, community pride, and the availability of recreational facilities and activities.

The provision of a multi-use field sport tournament and recreation facility could contribute to the quality of life for Edmonton residents in each of the latter four factors cited above. In addition to the proposed facility's providing a superior outdoor sport and recreational venue, the multi-use amenity building could be used to enhance the availability of arts/culture/entertainment activities. Furthermore, youth involved in sport and active recreation have been shown to experience a lower incidence of crime. In addition, as has occurred in other municipalities with similar facilities, the proposed facility could act as a central focus for community pride.

While these intangible yields are likely to be considerable over the projected 30-year lifespan of a multi-use sport tournament and recreation facility, no estimate has been placed on the dollar value of such benefits in this report. However, based on the brief qualitative analysis provided here, as well as the fact that Edmonton currently lags behind its competitors in the provision of quality outdoor sport and recreation facilities, the development of a multi-use field sport tournament and recreation facility would contribute considerably to the quality of life available for current and future residents of Edmonton.

In fact, the potential for quality of life improvements for Edmonton could be a major selling feature of the proposed facility that might carry considerable weight in any decision-making process. However, the scope of this economic impact analysis does not extend to a detailed discussion of the extent of these likely benefits of the facility. This is not meant to imply that these benefits should be discounted, or ignored, but merely to highlight that such 'intangible' returns to the community have not been included in the probable economic returns reported here. Thus, the actual payback to the community is likely to be considerably higher than those represented by the results of this economic impact statement.

## **Conclusions**

The development of a multi-use field sport tournament and recreation facility in Edmonton is likely to result in significant economic impacts for the city during both the construction and operational phases of the project.

The construction phase of the project is estimated to have a GDP impact of between \$5.11 million and \$6.83 million on the Edmonton economy. While the precise impacts are liable to some revision, based on the actual construction costs associated with the project, the effects of construction on local economic activity are likely to be considerable.

The tourism impact is likely to fluctuate from year to year over the 20 to 30 year project life span. However, even based on the most conservative estimates for visitor numbers and tournaments presented here (i.e. moderate use for design option B), the overall 20-year projected GDP impact would be \$14.42 million in addition to the initial construction impact of \$5.11 million. For the most optimistic estimates presented here (i.e. high-use for design option A), the overall 30-year projected GDP impact would be \$98.92 million in addition to the \$6.83 million GDP construction impact. It should be stressed again that even the most optimistic estimates included here could be exceeded if the project were to proceed.

In order for Edmonton to fully benefit economically from the development of a multi-sport field tournament and recreation facility, it is suggested that a formal strategy to enhance the city's ability to attract major and minor amateur sports events be initiated and implemented. Such a strategy could provide local sport groups and event organizers with some direction and support in their efforts to attract events to the city in the future.

In addition to the economic impacts associated with the construction and operation of the facility that are quantified in the report, there would be considerable 'lifestyle' impacts associated with the project. Although not specifically quantified, this factor is likely to be a major issue in the decision-making process that would determine whether the project should proceed, and therefore it should not be underestimated.

## **References**

Caminata Consulting (2001). The Economic Significance of Amateur Sport and Active Recreation in Edmonton in 2000. Report submitted to the Edmonton Sport Council.

Caminata Consulting (2002). Multi-Use Field Sport Tournament and Recreation Facility Needs Assessment. Report Submitted to the Edmonton Sport Council.

## Appendix A

### Comparison of Estimated Costs of Option A (Extensive Facility) and Option B (Limited Scope Facility)

#### Construction Cost Inputs for 'Option A' Used in Analysis

Component	Cost per Unit (\$)	Option A	Total Cost	Option B	Total Cost
		Units	Option A (\$)	Units	Option B (\$)
Softball Diamonds	400,000	4	1,600,000	4	1,600,000
High quality diamonds	120,000	4	480,000	0	0
Medium quality diamonds	400,000	2	800,000	0	0
Baseball Diamonds	120,000	2	240,000	0	0
High quality diamonds	500,000	2	1,000,000	2	1,000,000
Rectangular Fields	80,000	10	800,000	6	480,000
High quality fields	4,920,000	10%	492,000	10%	308,000
Medium quality fields	500,000	1	500,000	1	500,000
(@ 10% of above facilities)	1,200,000	1	1,200,000	1	1,200,000
Maintenance Equipment	1,200,000	15%	180,000	15%	180,000
Trails / Walkways	250,000	1	250,000	1	250,000
Amenity Building	1,250	400	500,000	400	500,000
Furniture / Fixtures					
1000m sq.					
(@ 15% building cost)					
Playground, picnic, courts					
Parking					
Subtotal			8,042,000		6,018,000
Management / Contingency		20%	1,608,400	20%	1,203,600
<b>TOTAL</b>			<b>9,650,400</b>		<b>7,221,600</b>

## Multi-Use Field Sport Tournament and Recreation Facility – Economic Impact Analysis

## Appendix B

### Determination of Visitor Nights and Spending by Sport

High Impact A	Tournaments	Days	Teams	Adult		Players		Other		All Players		Adult	Diverted		
				Players	Others	Adult	Minor	Adult	Minor	Adult	Minor			Visitors	% Visitors
Softball (medium)	12	2	32	20	10	11,520	7,680	19,200	3,840	0.4	7,680	1,536	0.1	2,304	
Softball (large)	2	4	64	20	10	10,240	5,120	15,360	0	0.8	12,288	0	0.1	1,536	
Softball (small)	6	2	16	20	10	1,920	1,920	3,840	1,920	0.4	1,536	768	0.1	576	
Baseball (medium)	6	2	20	20	10	480	2,400	2,880	4,320	0.4	1,152	1,728	0.1	720	
Baseball (large)	1	5	10	20	10	0	500	500	1,000	0.9	450	900	0.1	150	
Baseball (small)	4	2	16	20	10	512	1,280	1,792	2,048	0.4	717	819	0.1	384	
Soccer (medium)	8	2	32	20	10	2,560	5,120	7,680	7,680	0.4	3,072	3,072	0.1	1,536	
Soccer (small)	1	5	12	20	10	0	600	600	1,200	0.9	540	1,080	0.1	180	
Soccer (large)	1	3	64	20	10	960	1,920	2,880	2,880	0.5	1,440	1,440	0.1	576	
Football	3	2	10	40	20	800	1,200	2,000	1,600	0.4	800	640	0.1	360	
F.Hockey / LaX	4	2	10	16	10	320	800	1,120	960	0.4	448	384	0.1	208	
Disc Golf	2	2	1	100	25	0	400	500	0	0.4	200	0	0.1	50	
Ultimate	4	2	20	20	10	0	3,200	4,800	0	0.4	1,920	0	0.1	480	
Other	15	2	1	250	55	0.688	2,340	3,990	5,160	0.4	1,596	2,064	0.1	915	
<b>TOTAL</b>	<b>69</b>	<b>37</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>35,252</b>	<b>31,890</b>	<b>63,152</b>	<b>27,448</b>	<b>N/A</b>	<b>32,243</b>	<b>12,367</b>	<b>N/A</b>	<b>9,060</b>

For each 'adult' visitor night, a spending amount of \$85 was assumed. For each 'minor' visitor night (and each 'diverted Edmonton visitor), a spending amount of \$56 was assumed.

Days: Days per tournament

Teams: Teams per tournament

Players: Players per team

Adult Others: Adult others per team

Players % Minor: proportion of minor players participating in tournament

Players Adult: Number of adult players ((Teams x (1-%minor))

Other Adult: Number of other adults (Teams x Adult Others)

All Adult: Players Adult + Other Adult

Players Minor: Tournaments x Days x Teams x Players x % Minor

Visitors %: Proportion of teams from out of town

Adult Visitors: All Adult x Visitors %

Minor Visitors: Players Minor x Visitors %

Diverted Edmonton: Number of local participants diverted

Diverted Visitors: (All Adult + Minor Players) x Diverted

## Multi-Use Field Sport Tournament and Recreation Facility – Economic Impact Analysis

## Moderate Impact

A

	Tournaments	Days	Teams	Players	Adult Others	Players % Minor	Players Adult	Other Adult	All Adult	All Players Adult	Visitors %	Adult Visitors	Minor Visitors	Diverted Edmontons	n
Softball	16	2	24	20	10	0.25	11,520	7,680	19,200	3,840	0.25	4,800	960	0	0
Baseball	8	2	16	20	10	0.8	1,024	2,560	3,584	4,096	0.25	896	1,024	0	0
Soccer	10	2	24	20	10	0.75	2,400	4,800	7,200	7,200	0.25	1,800	1,800	0	0
Football	2	2	10	40	20	0.67	533	800	1,333	1,067	0.25	333	267	0	0
F.Hockey / LaX	3	2	10	16	10	0.75	240	600	840	720	0.25	210	180	0	0
Disc Golf	2	2	1	100	25	0	400	100	500	0	0.25	125	0	0	0
Ultimate	3	2	16	20	10	0	1,920	960	2,880	0	0.25	720	0	0	0
Other	13	2	1	250	56	0.69	2,000	1,450	3,450	4,500	0.25	863	1,125	0	0
<b>TOTAL</b>	<b>57</b>	<b>16</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>20,037</b>	<b>18,950</b>	<b>38,987</b>	<b>21,423</b>	<b>NA</b>	<b>9,747</b>	<b>5,356</b>	<b>0</b>	<b>0</b>

For each 'adult' visitor night, a spending amount of \$85 was assumed. For each 'minor' visitor night (and each 'diverted Edmonton visitor'), a spending amount of \$56 was assumed.

Days: Days per tournament

Teams: Teams per tournament

Players: Players per team

Adult Others: Adult others per team

Players % Minor: proportion of minor players participating in tournament

Players Adult: Number of adult players ((Teams x (1-%minor))

Other Adult: Number of other adults (Teams x Adult Others)

All Adult: Players Adult + Other Adult

Players Minor: Tournaments x Days x Teams x Players x % Minor

Visitors %: Proportion of teams from out of town

Adult Visitors: All Adult x Visitors %

Minor Visitors: Players Minor x Visitors %

Diverted Edmonton: Number of local participants diverted

Diverted Visitors: (All Adult + Minor Players) x Diverted

## Multi-Use Field Sport Tournament and Recreation Facility – Economic Impact Analysis

High Impact B	Tournaments	Days	Teams	Players	Players		Other	All		Adult	Minor	Diverted	Diverted	
					Adult	Minor		Adult	Adult					
					Others %	Minor	Adult	Adult	Minor	Visitors	%	Visitors	Edmonto	Visitors"
Softball (medium)	16	2	32	20	10	0.25	15,360	10,240	25,600	5,120	0.4	10,240	2,048	3,072
Softball (small)	4	4	16	20	10	0.25	3,840	2,560	6,400	1,280	0.4	2,560	512	768
Soccer (medium)	8	2	16	20	10	0.75	1,280	2,560	3,840	3,840	0.4	1,536	1,536	768
Soccer (small)	1	5	12	20	10	0.75	300	600	900	900	0.9	810	810	180
Soccer (large)	1	2	32	20	10	0.75	320	640	960	960	0.5	480	480	192
Football	3	2	10	40	20	0.67	800	1,200	2,000	1,600	0.4	800	640	360
F.Hockey / LaX	4	2	10	16	10	0.75	320	800	1,120	960	0.4	448	384	208
Disc Golf	2	2	1	100	25	0	400	100	500	0	0.4	200	0	50
Ultimate	4	2	20	20	10	0	3,200	1,600	4,800	0	0.4	1,920	0	480
Other	15	2	1	250	55	0.688	2,340	1,650	3,990	5,160	0.4	1,596	2,064	915
<b>TOTAL</b>	<b>58</b>	<b>25</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>28,160</b>	<b>21,950</b>	<b>50,110</b>	<b>19,820</b>	<b>NA</b>	<b>20,590</b>	<b>8,474</b>	<b>6,993</b>

For each 'adult' visitor night, a spending amount of \$85 was assumed. For each 'minor' visitor night (and each 'diverted Edmonton visitor), a spending amount of \$56 was assumed.

Days: Days per tournament

Teams: Teams per tournament

Players: Players per team

Adult Others: Adult others per team

Players % Minor: proportion of minor players participating in tournament

Players Adult: Number of adult players ((Teams x (1-%minor))

Other Adult: Number of other adults (Teams x Adult Others)

All Adult: Players Adult + Other Adult

Players Minor: Tournaments x Days x Teams x Players x % Minor

Visitors %: Proportion of teams from out of town

Adult Visitors: All Adult x Visitors %

Minor Visitors: Players Minor x Visitors %

Diverted Edmonton: Number of local participants diverted

Diverted Visitors: (All Adult + Minor Players) x Diverted

## Multi-Use Field Sport Tournament and Recreation Facility – Economic Impact Analysis

### Moderate Impact

#### B

	Tournaments	Days	Teams	Players	Adult		Players	Other		All	Players	Visitors	Adult	Minor	Diverted	Diverted
					Others %	Minor		Adult	Adult							
Softball	16	2	24	20	10	0.25	11,520	7,680	19,200	3,840	0.25	4,800	960	0	0	0
Soccer	10	2	24	20	10	0.75	2,400	4,800	7,200	7,200	0.25	1,800	1,800	0	0	0
Football	2	2	10	40	20	0.67	533	800	1,333	1,067	0.25	333	267	0	0	0
F.Hockey / LaX	3	2	10	16	10	0.75	240	600	840	720	0.25	210	180	0	0	0
Disc Golf	2	2	1	100	25	0	400	100	500	0	0.25	125	0	0	0	0
Ultimate	3	2	16	20	10	0	1,920	960	2,880	0	0.25	720	0	0	0	0
Other	13	2	1	250	56	0.69	2,000	1,450	3,450	4,500	0.25	863	1,125	0	0	0
<b>TOTAL</b>	<b>49</b>	<b>14</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>19,013</b>	<b>16,390</b>	<b>35,403</b>	<b>17,327</b>	<b>NA</b>	<b>8,851</b>	<b>4,332</b>	<b>NA</b>	<b>NA</b>	<b>0</b>

For each 'adult' visitor night, a spending amount of \$85 was assumed. For each 'minor' visitor night (and each 'diverted Edmonton visitor), a spending amount of \$56 was assumed.

Days: Days per tournament

Teams: Teams per tournament

Players: Players per team

Adult Others: Adult others per team

Players % Minor: proportion of minor players participating in tournament

Players Adult: Number of adult players ((Teams x (1-%minor))

Other Adult: Number of other adults (Teams x Adult Others)

All Adult: Players Adult + Other Adult

Players Minor: Tournaments x Days x Teams x Players x % Minor

Visitors %: Proportion of teams from out of town

Adult Visitors: All Adult x Visitors %

Minor Visitors: Players Minor x Visitors %

Diverted Edmonton: Number of local participants diverted

Diverted Visitors: (All Adult + Minor Players) x Diverted