

Sport Brampton

Sport Tourism Economic Assessment Model (STEAM)

“Sport Tourism is the fastest growing segment of the tourism industry with approximately \$5.2 billion in annual spending in Canada” (Rick Traer, CEO Canadian Sport Tourism Alliance).

The Canadian Sport Tourism Alliance (CSTA) mandate is to promote sport tourism as an economic development initiative at the community level. In association with Sport Canada, the Canadian Tourism Commission, the Canadian Tourism Research Institute/The Conference Board of Canada and the Canadian Association of Convention & Visitors Bureaux, CSTA developed and supports the Sport Tourism Economic Assessment Model (STEAM).

STEAM has been created using a sophisticated input/output methodology and econometric modeling techniques and utilizes the latest data available from Statistics Canada incorporating the local and provincial tax structure of communities. The STEAM model is only accessible to CSTA members, which Sport Brampton is a member of.

Sport Brampton has adapted the STEAM model to make it more user friendly for our sport organizations and has agreed to assist these groups in completing the attached STEAM forms and entering the data into the CSTA STEAM model. The software will generate event economic impact reports which Sport Brampton will review with event organizers. Copies of these reports will be retained by Sport Brampton for reference in reports

It is very important for event organizers to understand that **STEAM** is **not** to be used as event budget software. It is software that **estimates** the economic impact of your event on the community. It will tell you the combined estimated total spending of participants, spectators and media who come to your event from **out of town** (>100km one way) and the overall economic activity your event generates in our community including employment, taxes and wages. It generates quantitative numbers that can be used by event organizers when approaching sponsors, city officials, etc. and evaluating the impact of their event over time. A sample of a sport tourism event report generated from STEAM is attached in Appendix C & D.

Please complete the form in its entirety and if you require clarification, please refer to the Appendices or contact the Sport Tourism Unit. Once you have completed the form, please send it to the attention of Rob Torrone or Linda Oliner in the Sport Brampton, Sport Tourism Unit for processing. Your STEAM results and report will be sent to you within 10 days of submission. Thank you for hosting your event in the City of Brampton and we look forward to welcoming your participants to our city.

Linda Oliner
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Please Print

Name of organization hosting the event _____

Name of individual completing STEAM _____

Email of individual completing STEAM _____

Date of completion of STEAM _____

Event Overview

Name of your event _____

Event dates (month/day/year) _____

Event type (local, regional, provincial, national, international) _____

What city will the event be hosted in? _____

What facility(s) do you plan to use for the event? _____

What hotel(s) do you plan to use for your event? _____

Event Visitor Profile	Participants (athlete, coach, official)	Spectators	Media &VIP's
1. How many people will be attending your event?	#	#	#
2. How many people will be travelling more than 100 km one way to your event?	#	#	#
Overnight Accommodation			
3. What percentage of people travelling more than 100 km one way to your event (question #2) will be staying overnight (0-100%)?	%	%	%
Profile of Overnight Accommodation Guests – NOTE: Questions 4, 5, 6 must add up to 100%			

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4. What percentage of the people travelling more than 100km one way and staying overnight (question #3) are from Canada?	%	%	%
5. What percentages of people travelling more than 100 km one way and staying overnight (question #3) are from the US?	%	%	%
6. What percentage of people travelling more than 100 km one way and staying overnight (question #3) are from overseas?	%	%	%
Overnight Accommodation Average Length of Stay			
7. What will be the average overnight length of stay for your event (# nights)?	#	#	#
Distance Traveled - People travelling >100km one way (Question #4) NOTE: Questions 8, 9, 10 must add up to 100%	Participants (athlete, coach, official)	Spectators	Media &VIP's
8. What percentage of people identified in question 4, will be traveling up to 320 km , one way, to your event regardless of province of origin?	%	%	%
9. What percentage of people identified in question 4, that reside in the same province as the event (Ontario) will be traveling more than 320 km one way to your event?	%	%	%
10. What percentage of people identified in question 4, that reside in a different province than the event and will be traveling more than 320 km one way to the event?	%	%	%
Same Day Event Trips	Participants (athlete, coach, official)	Spectators	Media &VIP's
11. What is the average number of day trips people travelling more than 100 km will make to the event over the duration of the event? (e.g. # of times people that travelled 100km+ will travel to the arena each day for the hockey tournament).	#	#	#

Age of Out of Town Event Participants

12. What % of out of town participants under 19 yrs.? _____%

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13. What % of out of town participants 19-44 yrs.? _____ %

14. What % of out of town participants 45 and over? _____ %

NOTE: Questions 12, 13, 14 must add up to 100%

15. What % of participants under 19 yrs. that have travelled >100km on way to the event, will be staying in commercial accommodations/residences? _____ %

NOTE: Do not include participants that are being sponsored, if applicable.

Capital Expenditures – include **expenditures made by the organizing committee** on construction or improvements to physical facilities in the areas of buildings and renovations, machinery and equipment, furniture and fixtures, transportation equipment, supplies and services. Capital expenditures to an economist refers to items that will last more than one year and are often referred to as “legacy items” left for others, post event.

NOTE – you may not have expenses in all or any categories, so put a zero in these line items

Capital Expenditures	Dollars
Building and Renovations – additions and changes to the physical building	
Machinery and Equipment – something you can remove from the building without damaging it, e.g. zamboni	
Furniture and Fixtures	
Transportation Equipment – maintenance vehicles	
Other Supplies – landscaping, etc.	
Other Services – feasibility/environmental studies, etc.	
Enter the % of construction costs that are attributed to local firms	%

Operating Expenditures – these are cash transactions made by the organizing committee; they do not include “value-in-kind”, donations of goods and/or services. Value-in-kind is not traditional economic transactions and will overstate the economic impact of your event.

Every effort should be made to break the data down into its applicable areas. For example: a \$100K expense for ceremonies should be broken down as follows:

- Wages paid to employees of organizing committee – (\$30k) – salaries, fees and commissions
- Purchase of medals & awards – (\$10k) – other supplies
- Catering of reception (\$50k) – other business services

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Rent of facility (\$10k) – rent/lease

NOTE – if you do not have expenses in all categories, please put a zero in the applicable field.

Operating Expenditures	Dollars
Salaries, Fees and Commissions – wages of employees hired for the event	
Advertising Services – marketing and advertising to promote your event	
Professional Services – costs of consultants, architects, etc. hired for the	
Financial Services – fees, commissions paid to accountants, bankers, etc.	
Insurance – costs associated with the event	
Rent/Lease – costs for renting or leasing office space, event venues	
Laundry and Cleaning Services – costs for laundry, cleaning or related	
Other Services – other costs not accounted for i.e. security, sanitation, website, catering, trophies, gifts, ceremonies, uniforms	
Communication – phone, fax, courier, mail costs	
Energy and Other Utilities – utilities, probably N/A	
Guest Room Supplies – guest room supplies, probably N/A	
Office Supplies – costs to run the event office	
Kitchen Supplies – probably N/A	
Other Supplies – miscellaneous supplies	
Repairs – to equipment, venues	
Food and Beverages – Organizing Committee – food and beverage purchased for organizing committee or volunteers	
Food and Beverages – Participants – food and beverage purchased by the event organizers for participants	
Food and Beverages – Media/VIP – food and beverage purchased by the event organizers for Media/VIP	
Accommodation – Organizing Committee – costs of accommodations purchased for the organizing committee	
Accommodation – Participants – costs for accommodations purchased for sponsored participants	
Accommodation – Media/VIP – costs for accommodations purchased for sponsored media/VIP's	

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Merchandise and Retail – costs of good purchased and resold by event organizers	
Personal Travel – cost of travel undertaken by organizing committee only	
Transportation and Storage – transportation or storage costs e.g. shuttle bus service. Expenses paid for services rendered to the organizing committee only. Do not include commercial intercity transportation fares paid on behalf of participants	

Taxes - tax revenues that the event organizers pay directly to the government, e.g. ticket sales, merchandise, concessions. This will not apply to most local sport organization events.	Dollars
Property Taxes	
Corporate Taxes	
HST	
Other Indirect Taxes (municipal)	
TOTAL EXPENDITURES ITEMIZED ABOVE INCLUDING ALL TAXES	
Revenues – must be greater than or equal to total expenditures	Dollars
TOTAL REVENUES	
OPERATING SURPLUS CALCULATED	
Employment – If you hire someone for the event, determine the numbers of employment hours they will work and equate that to a full time job estimated at 2000 hours(e.g. 500 hours = .25 of a full time job)	Number
Enter direct employment (in equivalent fulltime job)	
Transportation	Yes or No
Does all of the transportation spending occur in the local area? Yes or No	
Organizing Committee Sponsorship	Percentage
% of out of unique participants (>100km one way) that are being sponsored	

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% of out of unique media/VIP's (>100km one way) that are being sponsored	
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APPENDIX A

Key Definitions and Helpful Hints

Participants/Spectators/Media/VIP's – are defined in two ways; those that attend the event despite where they come from. The second definition refers to **Unique Out of Town People which are defined as those travelling 100km or more, one way to the event.** The STEAM model focuses on the **Unique Out of Town (>100km one way) People** (Participant/spectator/media/VIP's) that will have a higher likelihood of staying overnight for the sport event. Participants include athletes, coaches and officials).

Capital Expenditures – include **expenditures made by the organizing committee** on construction or improvements to physical facilities in the areas of buildings and renovations, machinery and equipment, furniture and fixtures, transportation equipment, supplies, services, feasibility/environmental studies, etc. Capital expenditures generally refers to items that will last more than one year and are often referred to as “legacy items” left for others, post event. NOTE: your event does not have to have capital expenditures in order to have an analysis conducted with the STEAM model.

Operating Expenditures – these are cash transactions made by the organizing committee; they do not include “value-in-kind (VIK)”, donations of goods and/or services. Value-in-kind is not traditional economic transactions and will overstate the economic impact of your event, thus VIK expenditures must be excluded from the figures you enter here.

- Other Supplies – include such items as awards, thank you gifts, etc.
- Enter Taxes – any tax revenues that the event organizers pay directly to the government, e.g. ticket sales, merchandise, concessions. (This will not apply to most local sport organizations.)
- Total Revenue – revenue must be equal or greater than your operating expenditures
- Direct Employment – if you plan to hire someone to assist with your event, please complete this field. The number should be equivalent to that of a full time job (e.g. 2000 hrs = 1 full time). So if you hire someone for 500 hours, that would = approximately .25 of a job annually. Enter .25 in the field.

Entering Expenditures – every effort should be made to break your operational expenditures into the categories listed n pages 5 and 6. For example: a \$100K expense for ceremonies should be broken down as follows:

- Wages paid to employees of organizing committee – (\$30k) – salaries, fees and commissions
- Purchase of medals & awards – (\$10k) – other supplies
- Catering of reception (\$50k) – other business services
- Rent of facility (\$10k) – rent/lease

NOTE – if you do not have expenses in all categories, please put a zero in the applicable field.

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APPENDIX B

Glossary of Terms

- 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. An example of this would be the supply and production of bed sheets to a hotel.
- 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 investments) that benefited either directly or indirectly from the initial expenditures under analysis. An example of induced consumer spending would be the impacts generated by hotel employees on typical consumer items such as groceries, shoes, cameras, etc. An example of induced business investment would be the impacts generated by the spending of retained earnings, attributable to the expenditures under analysis, on machinery and equipment.
- 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)
- Wages & Salaries – this figure represents the amount of wages and salaries generated by the initial expenditure. This information is broken down by the direct, indirect and induced impacts
- Employment – figure represent the employment generated by the initial expenditures and includes both part-time and full-time work in ratios consistent with the specific industries.
- Industry Output – these figures represent the direct and 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 GDP figure includes only the net total of all economic activity (i.e. considers on 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. This information is broken down by the direct, indirect and induced impacts.
- Imports – these figures indicate the direct, indirect and induced final demand and intermediate production requirements for imports both outside the province and internationally.

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APPENDIX C

Sample STEAM Report

The combined total of visitor, capital, and operational spending as a result of hosting the *event name* are estimated to total (*1 - Initial Expenditure*) dollars. These expenditures generate a total of (*7 - Industry Output*) dollars of economic activity in the province, of which (*7A - Industry Output*) is in the city of *city name*. The *event name* provided a total of (*4A - Employment*) jobs for *city name* and an additional (*4B - Employment*) jobs for the remainder of the province. These jobs supported a total of (*3 - Wages & Salaries*) dollars in wages and salaries for *province name* as a whole. The net increase in economic activity in the province as a result of the initial expenditures of the event is (*2 - Gross Domestic Product*).

The total level of taxes supported by *event name* is estimated at (*6 - Total taxes*). Of this, (*6 - Federal taxes*) is allocated to the federal government, (*6 - Provincial taxes*) to the provincial government, and (*6 - Municipal taxes*) to municipal governments across the province. The level of municipal taxes supported within *city name* is estimated to be (*6A - Municipal Taxes*).