

# Economic Impact

St. John's Sports and  
Entertainment Ltd.

# Economic Impact Tracking

St. John's  
Sports and  
Entertainment  
Ltd.

- SJCC Tactical Plan
- KPI: Operating Grant vs. Economic Impact
- DSJ Partnership
- Economic Impact Calculator (EIC)

# Benefits of EIC Software

St. John's  
Sports and  
Entertainment  
Ltd.

- Credible Industry Standard
- Localized
- Comprehensive

# How does the EIC work?

St. John's  
Sports and  
Entertainment  
Ltd.

## EVENT PARAMETERS

-  Type of Event
-  Length of Event
-  Number of Attendees
-  Hotel Rate

## EVENT SPENDING / ROOM DEMAND

-  By Industry
-  By Sector

## EVENT IMPACTS

-  Total Business Sales
-  Labor Income
-  Employment
-  Taxes
-  ROI

# EIC Modules

St. John's  
Sports and  
Entertainment  
Ltd.

## MEETINGS

Conferences  
Tradeshows

Not open to the  
public

Extensive travel  
Overnight visits  
Restaurants, bars,  
entertainment

## SPORTS

Professional, youth  
and adult amateur,  
university, one-off

Open to the public

Limited travel  
Day visits  
Limited overnights

## FESTIVALS & CULTURAL EVENTS

Multi-day -  
Performing and  
visual arts, food,  
culture

Open to the public

Limited travel  
Day visits

## LOCAL & PUBLIC EVENTS

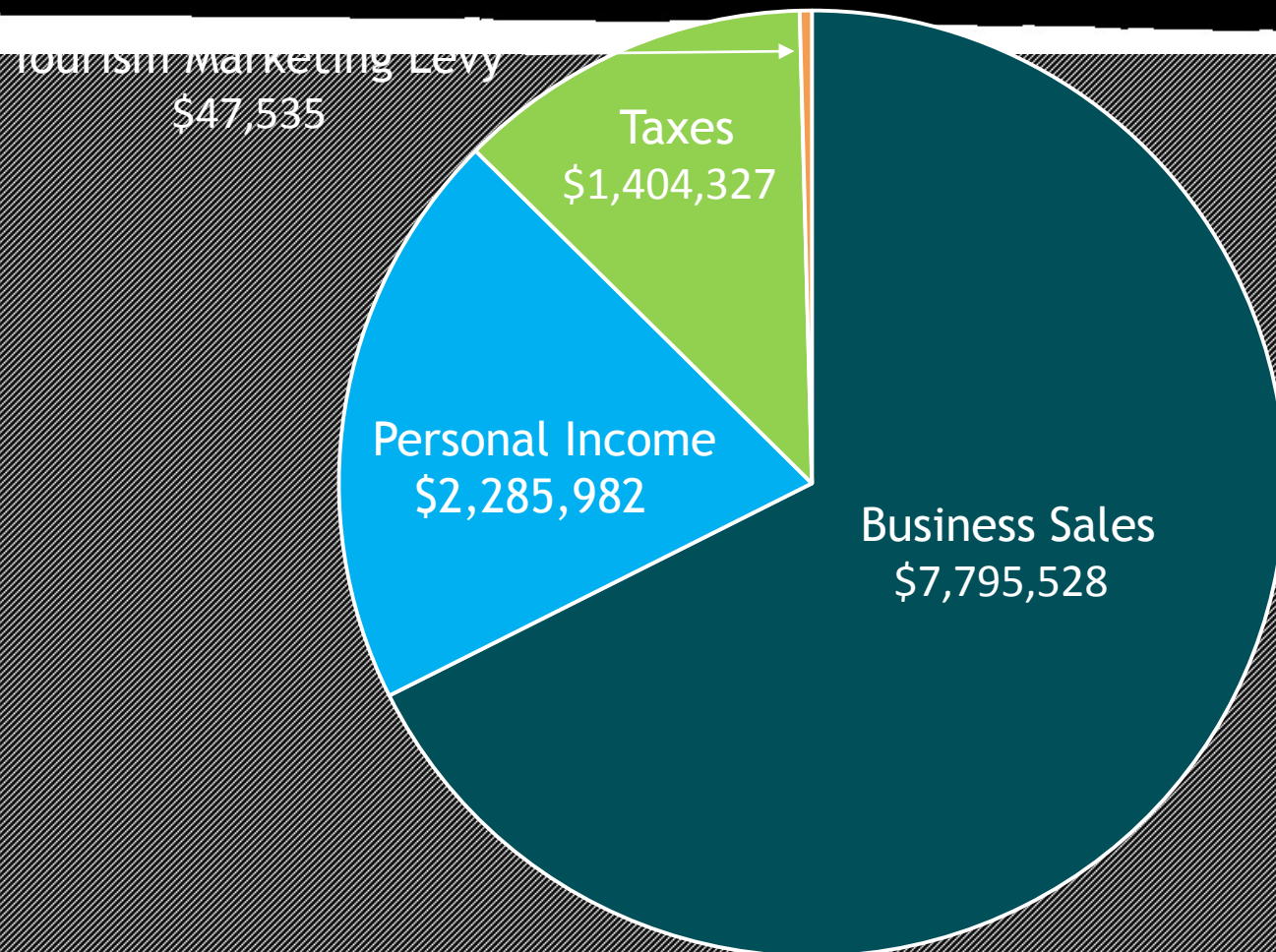
Consumer shows,  
concerts, parties,  
galas, education,  
community

Open to the public

Limited travel  
Day visits

# SJCC Economic Impact

June - December 2018



Total Jobs Supported - 3338

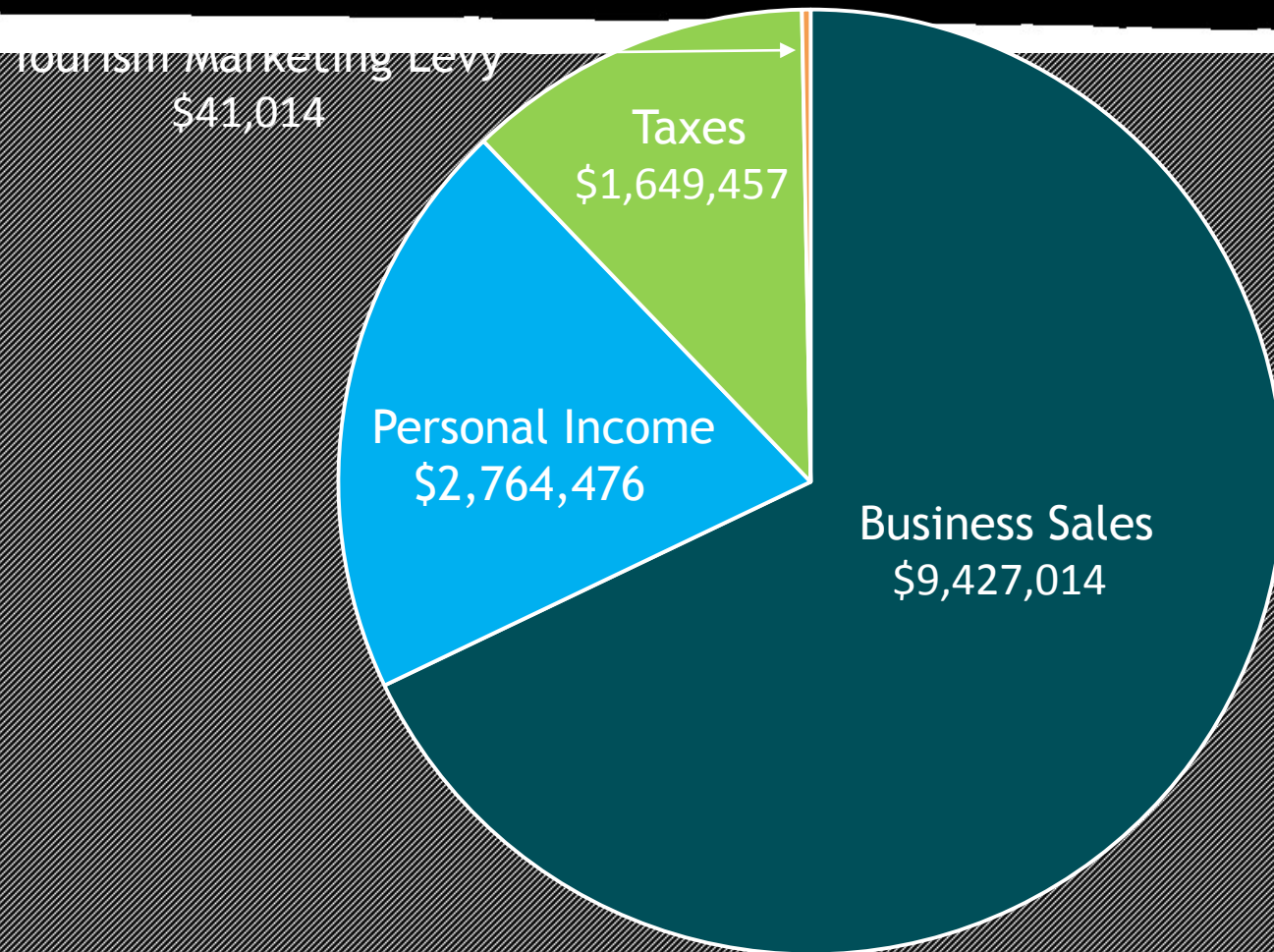
Total Room Nights - 7080

Total Visitor Days - 10,334

Total Economic Impact  
**\$11,533,372**

# SJCC Economic Impact

January - December 2019



Total Jobs Supported - 4401

Total Room Nights - 6923

Total Visitor Days - 10,041

Total Economic Impact  
**\$13,881,960**

# SJCC Economic Impact

June 2018 - December 2019



Total Jobs Supported - 7739

Total Room Nights - 14,003

Total Visitor Days - 20,375

Total Economic Impact  
**\$25,415,332**



# SJCC Operating Grant ROI

Year	Actual Subsidy	Prorated Subsidy	Economic Impact	Return on Investment
2018 (June-Dec)	\$714,845	\$416,993	\$11,533,372	2766%
2019 (Jan-Dec)	\$631,044	\$631,044	\$13,881,960	2200%

# SJCC Future

- Investment Decisions
  - Single Events
  - Marketing
  - Capital
- Aligning Actual vs Perceived Value

# MOC Economic Impact - Sport

## Edge Basketball

- 2017-18: 20 regular; 5 playoff
- 2018-19: 20 regular; 8 playoff
- 2019-20: 18 regular (played 8)

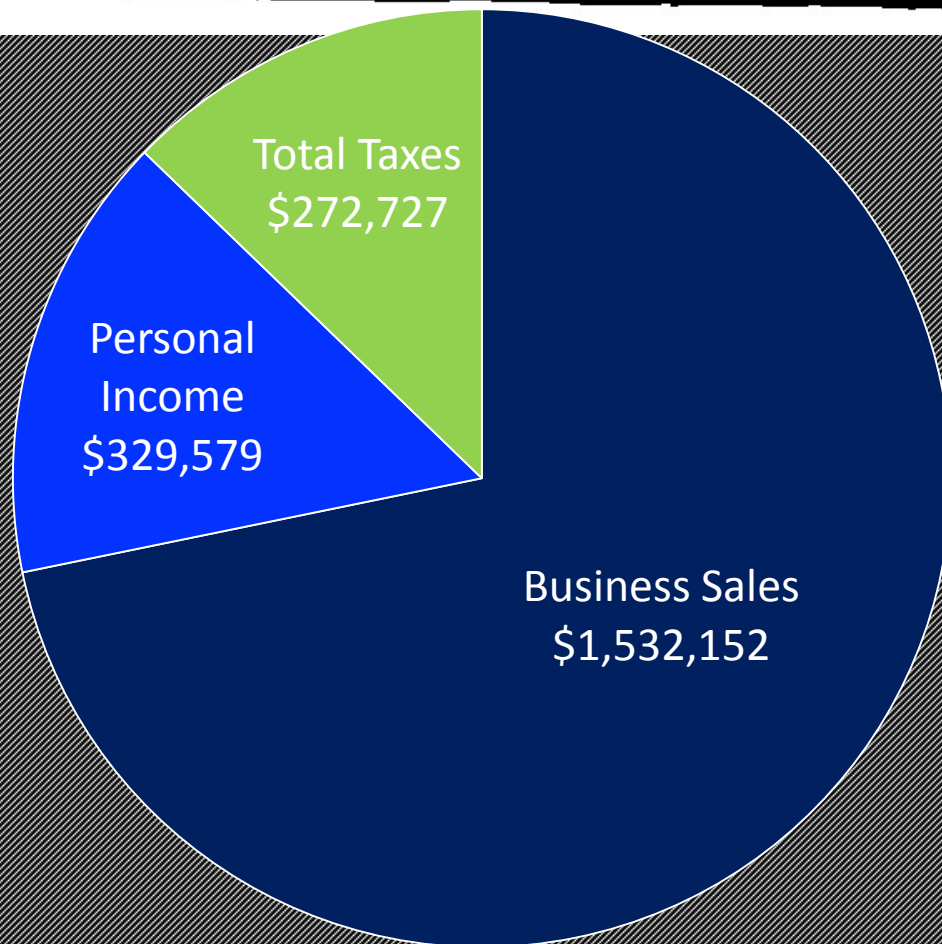


## Growlers Hockey

- 2018-19: 36 regular; 12 playoff
- 2019-20: 36 regular (played 30)



# Edge - 2017-2018



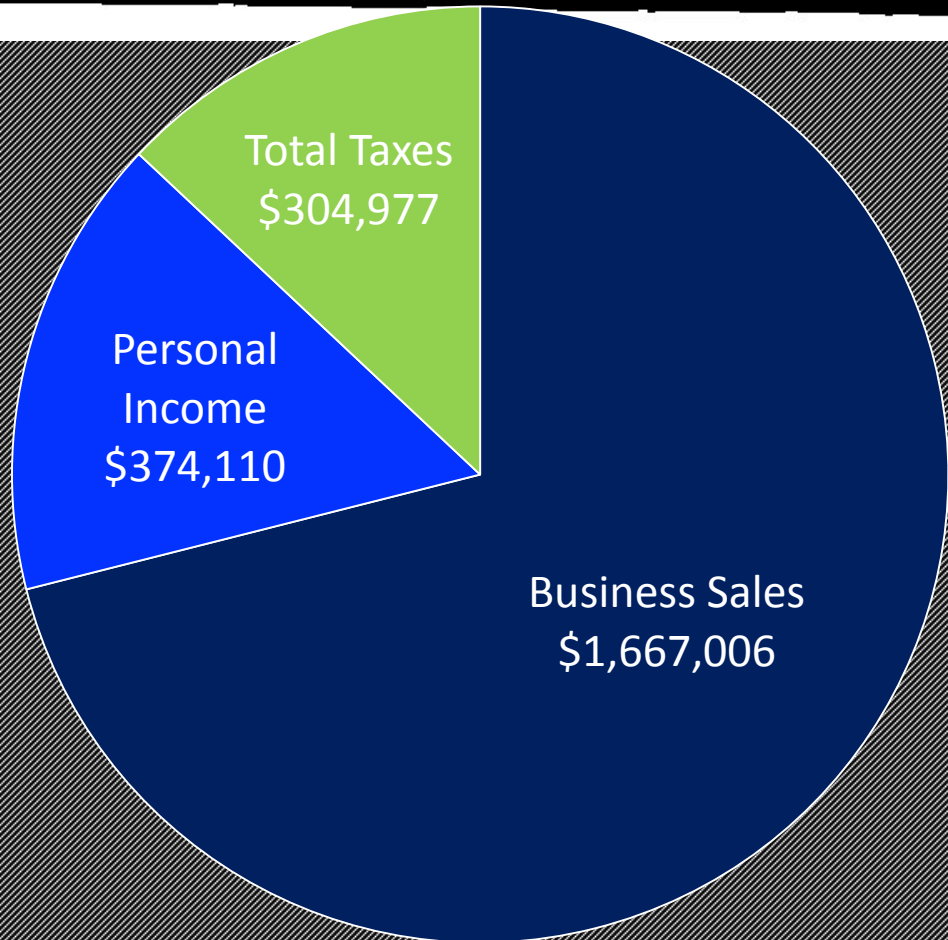
Total Jobs Supported - 698

Total Room Nights - 217

Total Visitor Days - 3249

Total Economic Impact  
**\$2,134,458**

# Edge - 2018-2019



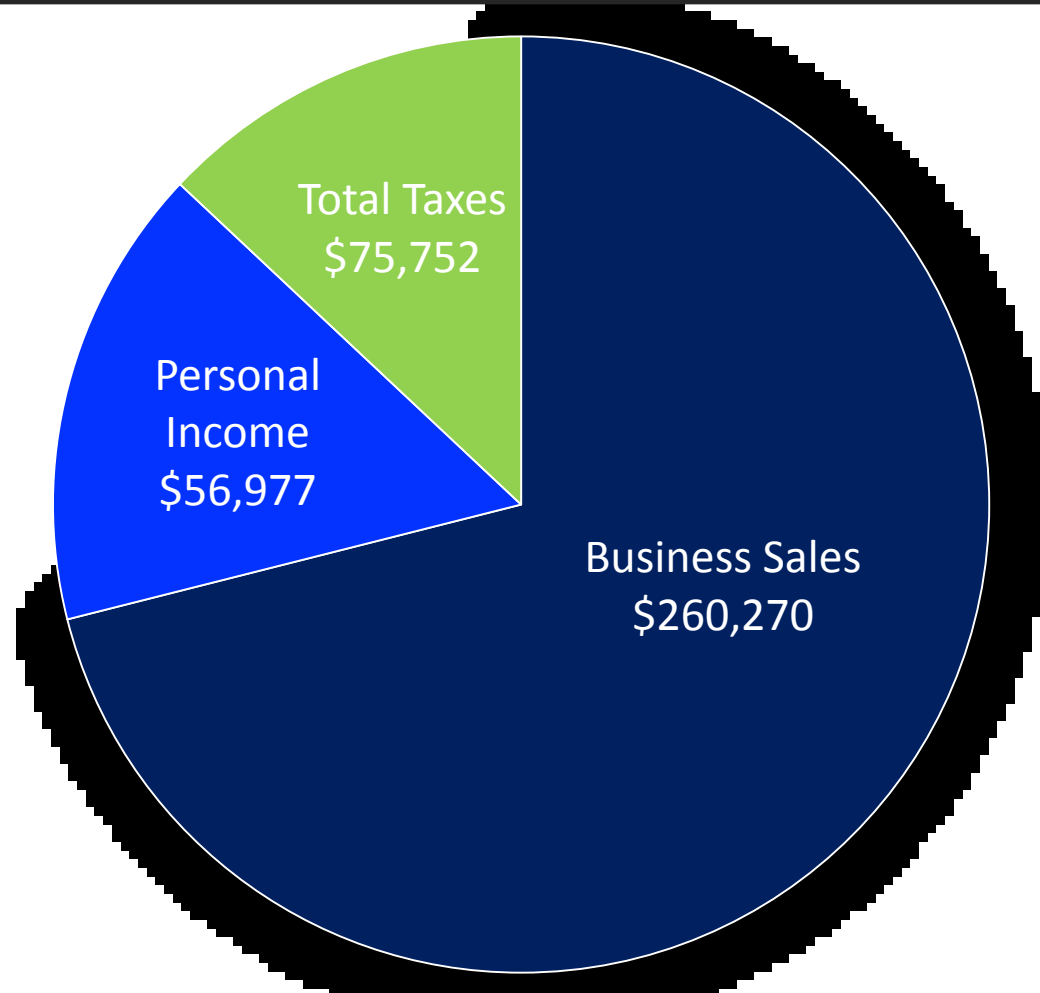
Total Jobs Supported - 775

Total Room Nights - 221

Total Visitor Days - 3736

Total Economic Impact  
**\$2,346,093**

# Edge - 2019-2020



Total Jobs Supported - 115

Total Room Nights - 44

Total Visitor Days - 523

Total Economic Impact

**\$392,999**

# The Edge - Total Economic Impact



Total Jobs Supported - 1588

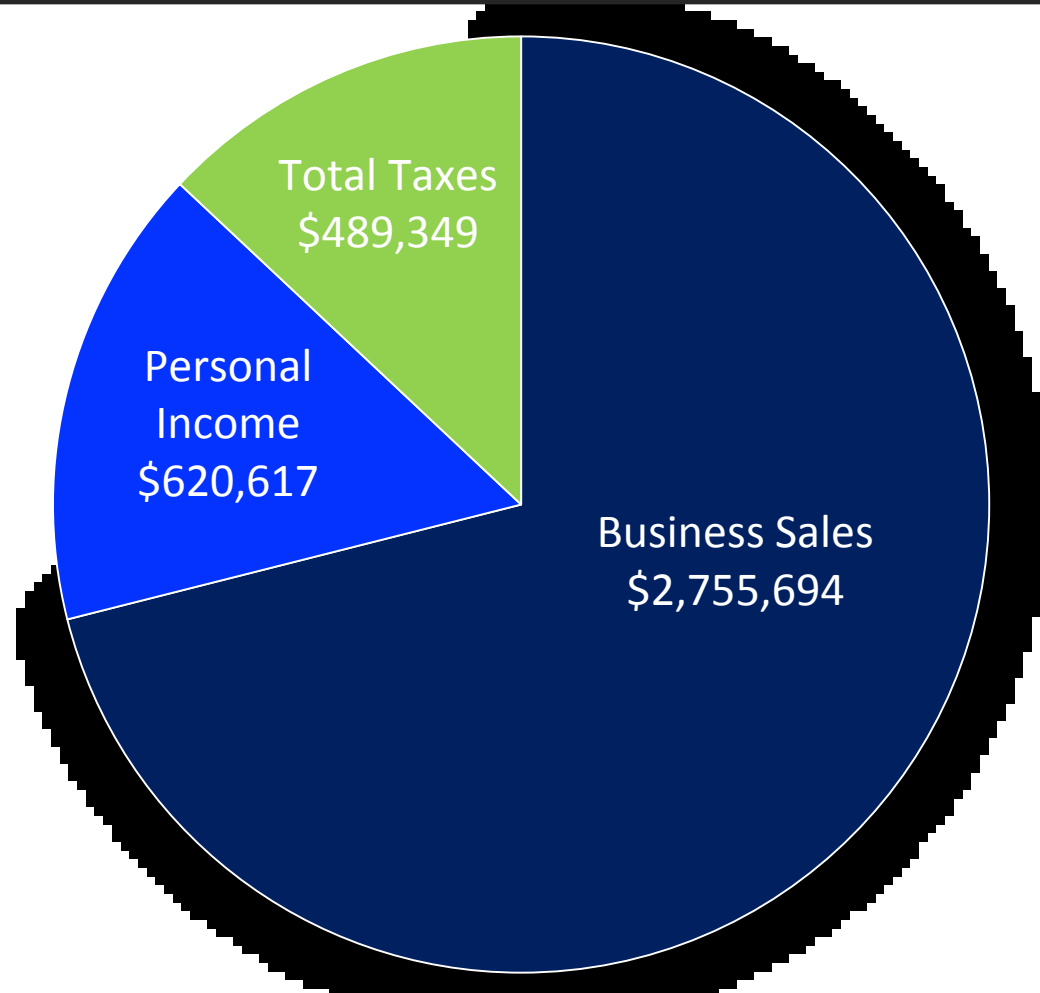
Total Room Nights - 482

Total Visitor Days - 7508

Total Economic Impact  
\$ 4,873,550



# Growlers - 2018-2019



Total Jobs Supported - 1290

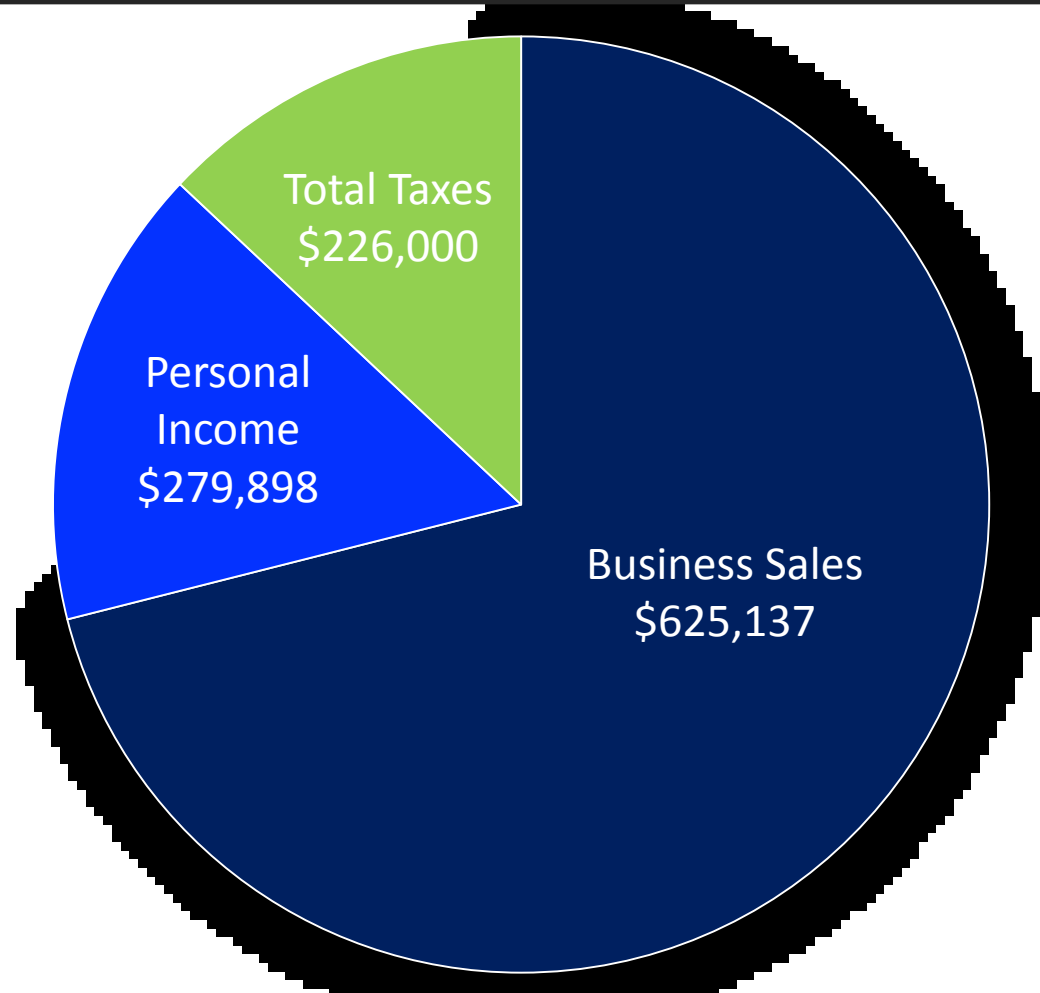
Total Room Nights - 346

Total Visitor Days - 6154

Total Economic Impact  
**\$3,874,660**



# Growlers - 2019-2020



Total Jobs Supported - 575

Total Room Nights - 176

Total Visitor Days - 2612

Total Economic Impact  
**\$1,131,035**

# Growlers - Total Economic Impact



Total Jobs Supported - 1865

Total Room Nights - 522

Total Visitor Days - 8766

Total Economic Impact  
\$ 5,005,695



# Economic Impact Summary

St. John's  
Sports and  
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Ltd.

Category	SJCC June 2018-Dec 2019	Edge 2017-2020	Growlers 2018-2020
Actual # Events	164	61	78
Jobs Supported	7739	1588	1865
Room Nights	14,003	482	522
Visitor Days	20,375	7508	8766
Impact	\$25,415,332	\$4,873,550	\$5,005,695
ROI - Operating Grant	~2500%	-	-

# Economic Impact

St. John's Sports and  
Entertainment Ltd.

Questions?