

ECONOMIC IMPACT ASSESSMENT

BRAMPTON BEAST

Background

The Brampton Beast is the only Canadian franchise in the ECHL. The Beast is an affiliate of the National Hockey League's (NHL) Montreal Canadiens and the American Hockey League's (AHL) St. John's IceCaps. The team started in 2013 and has made a significant economic impact to the community.

The Brampton Beast's economic impression on the City of Brampton is measured in numerous ways. The Team has made a mark for many local businesses and community organizations through numerous community donations and through its commercial relationships with local suppliers. From an overall economic impact point of view, the key drivers for the impact the Team makes in Brampton are the thousands of fans from Brampton, the Greater Toronto Area and from Visiting Teams. The number of fans that attend each game provides the most direct, measureable impact for the City of Brampton.

This Economic Impact Assessment focused on the Brampton Beast organization and their economic impact on the city of Brampton for the 2015-2016 season. This opinion report summarizes the methodology used to assess the economic significance, a summary of the findings and factors to consider from the research findings.

Methodology

The Sport Tourism Economic Assessment Model (STEAM) was developed by the Canadian Sport Tourism Alliance (CSTA) to generate credible and cost-effective economic impact studies. The primary purpose of this model is to measure the economic activity of a specific sporting events. The CSTA achieved this by controlling the multipliers consistently estimated across Canada and standardized the visitor expenditure model.

The STEAM model uses three core factors to measure economic impact:

- Fan / Visitor Attendances
- Capital Cost
- Operational Expenditures

This assessment contains data from the 2015-2016 season. This allows for the measurement of the total economic impact since the organization started in 2013 and projection of future seasons' impact.



Economic Impact Summary

The Numbers



400K

Dedicated to Local Suppliers



576

Jobs Created Since 2013



4,680

Out of Town Visitors



470K

Visitor Accommodations



3,780

Visitors stayed overnight



\$1.5M

In Salaries in Brampton



\$3.7M

Economic Impact for the City of Brampton



\$5.5M

Economic Impact for the Province of Ontario

This STEAM model assessment is based on a full Brampton Beast season, with data from all 36 home games. Results show the economic impact of the 2015-2016 season in Brampton.

During the 2015-2016 hockey season, the Beast organization will have a significant economic impact in the city of Brampton.

Highlights of some of the impact:

- Over \$400,000 spent in commercial transactions with local business/suppliers.
- Since moving to Brampton in 2013, over 576 jobs created within the organization.
- Within a full season, the team attracts 4,680 out-of-town visitors and roughly 80% stay overnight. This represents over \$470,000 spent on accommodations alone.

The expenditures associated with Brampton Beast season is a combined total of \$2,520,103. This includes visitor spending (\$668,988), capital spending (\$310,000) and operational expenditures (\$1,541,115).

Having the Beast hockey organization in Brampton results in an increase in Gross Domestic Product (GDP) of over \$2M for the city of Brampton and overall an increase of over \$3M for the province of Ontario. A \$1.5M increase in wages and salaries will be seen within Brampton and a total of 19.9 full year jobs are created with each season the Beast play in Brampton.

The economic impact resulting from one season of play in Brampton, is \$3,700,000 for the City of Brampton and \$5,500,000 within the Province of Ontario. The total annual tax revenue estimated impact across all levels of government is over \$842,000, including \$396,000 in Federal, \$314,000 in Provincial and \$131,000 in Municipal.





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