

Tourism Burlington

Sport Tourism Economic Assessment Model (STEAM)

“Sport Tourism is the fastest growing segment of the tourism industry with approximately \$2.4 billion in annual spending”(Rick Traer, CEO CSTA).

The Canadian Sport Tourism Alliance 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). The model is based on CTRI's TEAM model which is the pre-eminent economic impact assessment model in Canada. TEAM 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 of which Tourism Burlington is currently.

Tourism Burlington 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 Tourism Burlington will review with event organizers. Copies of these reports will be retained by Tourism Burlington for reference in their annual report.

It is very important for event organizers to understand the **STEAM** is **not** a 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 visitors who come to your event from **out of town** 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.

Please refer to these key definitions and helpful hints when completing these forms.

Participants/Spectators/Media/VIP's - refers to **OUT OF TOWN** participants, spectators, media and VIP's only traveling greater than 80km one way. Remember we are looking at the economic impact of bringing out of town visitors to our city for your event and therefore do not include any local participants, spectators, media or VIP's that may attend your event. If these people were not coming to your event, they would be doing other activities in the city that would have an economic benefit to the city. So remember, answer all the questions referencing only **out of town visitors only**.

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.

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.

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 1500 hours, that would = approximately .25 of a job annually. Enter .25 in the field

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Entering Expenditures - 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 - (\$35k) - salaries, fees and commissions
- Purchase of medals & awards - (\$10k) - other supplies
- Catering of reception (\$50k) - other business services
- Rent of facility (\$15k) - rent/lease

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

Need help, have a question, give me a call:

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E olimerl@burlington.ca

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Please Print

Name of Sport Organization _____

Name of individual completing STEAM _____

Email of individual completing STEAM _____

Date of completion of STEAM _____

Event Overview

Name of your event _____

Event date (month/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? _____

Accommodation/Distance Traveled	Participants	Spectators	Media &VIP's
1. How many visitors will be attending your event?	#	#	#
2. How many visitors will be coming from out of town (>80 km one way)?	#	#	#
3. How many out of town visitors are from Canada ?	#	#	#
Distance Traveled - questions 4,5,6 must add up to 100%	Participants	Spectators	Media &VIP's
4. What percentage of Canadian out of town visitors (refer to #3) will be traveling more than 320 km, one way, to your event?	%	%	%
5. What percentage of Canadian out of town visitors (refer to #3) that reside in the same province as the event will be traveling more than 320 km one way to your event?	%	%	%
6. What percentage of Canadian out of town visitors (refer to #3) that reside in a different province than the event will be traveling more than 320 km one way to your event?	%	%	%

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Overnight Accommodation - questions 9,10,11 must add up to 100%	Participants	Spectators	Media &VIP's
7. What will be the average overnight length of stay for your event (# nights)?	#	#	#
8. What percentage of out of town visitors (question #2) will be staying overnight (0-100%)?	%	%	%
9. What percentage of out of town overnight visitors are from Canada?	%	%	%
10. What percentage of out of town overnight visitors are from the US?	%	%	%
11. What percentage of out of town overnight visitors are from oversees?	%	%	%
Same Day Event Trips	Participants	Spectators	Media &VIP's
12. What is the average number of trips out of town visitors will make to the event over the course of the event? (e.g. # of trips to the arena over the duration of the hockey tournament)	#	#	#

Age of Out of Town Event Participants

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

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

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

NOTE: Questions 13, 14, 15 must add up to 100%

16. What % of out of town participants under 19 yrs will be staying in commercial accommodations? ____

NOTE: Do not include out of town participants that are being sponsored

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

Capital Expenditures	Dollars
Building and Renovations	
Machinery and Equipment	
Furniture and Fixtures	
Transportation Equipment	
Other Supplies	
Other Services	
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 - (\$35k) - salaries, fees and commissions
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NOTE - you may not have expenses in all categories, so put a zero in these line items

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 event	
Financial Services - fees, commissions paid to accountants, bankers, etc.	
Insurance - costs associated with the event	

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Rent/Lease - costs for renting or leasing office space, event venues	
Laundry and Cleaning Services - costs for laundry, cleaning or related services	
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 participants	
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	
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 carrier fares paid on behalf of participants	

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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 organizations.	Dollars
Property Taxes	
Corporate Taxes	
Provincial Sales Tax	
Federal Sales Tax	
Other Indirect Taxes (municipal)	
TOTAL EXPENDITURES	
Revenues - must be >= total expenditures	Dollars
Total Revenues	
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 town participants that are being sponsored	
% of out of town media/VIP's that are being sponsored	

Submitting your STEAM Forms

- ✓ Please email or fax to Tourism Burlington, attention Linda Oliner - olimerl@burlington.ca, fax 905-634-4494.
- ✓ Results will be emailed to the individual that completed the form within 10 days.

Need help, have a question, give me a call:

Linda Oliner

Marketing Coordinator

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