

ECONOMIC IMPACT OF WINSPORT ON THE CALGARY ECONOMY

HIGHLIGHTS

- WinSport generates 1,200 full-time equivalent jobs in Calgary, with half of them located at WinSport's Canada Olympic Park.
- WinSport generates an annual contribution of \$120 million to the Calgary Economy.



STUDY CONDUCTED BY CLYDE PAWLUK

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on behalf of WinSport in 2017.





INTRODUCTION TO WINSPORT

WinSport is the owner and operator of Canada Olympic Park, which is a facility located on the western edge of the City of Calgary in Alberta, Canada. It provides opportunities for Canadians of all ages and abilities to lead healthy, active lives through its world-class facilities and programming. A key venue from the 1988 Winter Olympics, the WinSport campus was host to bobsleigh, luge, ski jumping and freestyle skiing events during the Games.

WinSport has evolved into a destination that hosts high-profile sporting events and competitions while providing year-round recreational opportunities for people of all ages.

The WinSport facility has become Canada's premier training facility for winter sport athletes and is one of the key reasons for Canada's recent successes at the Winter Games, with more than 100 Canadian Winter Olympic medallists having trained or competed at WinSport facilities since 1988.

To measure the economic impact of WinSport, we utilized standard input-output analysis and collected data from WinSport and its partner organizations. We would like to thank these organizations for their support of this work.



WINSPORT'S WORLD-CLASS FACILITIES PROVIDE UNIQUE OPPORTUNITIES TO INSPIRE AND ACTIVATE HUMAN POTENTIAL THROUGH THE SPIRIT OF SPORT:

- The only ski and snowboard hill within 70 kms of Calgary, with two quad chairlifts
- One of the largest snow schools in North America, with more than 36,000 ski and snowboard lessons taught in 2016-17
- Nearly 40,000 school children from 247 schools participated in WinSport's schools program in 2016
- Home to Western Canada's largest tube park
- North America's fastest zipline
- One of only four sliding tracks in North America, providing training and competition for athletes of all levels, along with public opportunities in winter and summer
- The only ice house in Canada enabling year-round training for bobsled, skeleton and luge
- The only underwater treadmill in Calgary available for public use for rehabilitating sports injuries
- One of only two zero-gravity treadmills in Calgary (also for rehab after sports injuries)
- A fully equipped bio lab on-site capable of all forms of blood testing
- Team fitness testing facilities capable of testing VO2 max with direct measurement
- On-site trampolines for practice of aerial acrobatics in winter ski sports
- Two fully equipped high performance gyms, complete with sprint track
- One of two COR.FIT obstacle course training facilities in the city
- Four hockey rinks, including one international sized arena with seating for 3,000 and three National Hockey League sized arenas
- Public sport school with 160 student-athletes
- Summer camp programs teaching 5,000 children fundamental movement skills and applications to summer and winter sports activities every year
- The only Alberta lift-assisted mountain bike trails within the city limits
- Publicly accessible medicine clinic
- Full-service catering team for in-house and external events
- Food and beverage options include a café, food court and two lounges
- Professionally developed 18-hole mini-golf course





VARIOUS EVENTS ARE HELD AT WINSPORT'S FACILITIES

- FIS freestyle World Cups
- International bobsled and skeleton World Cups, North American and Intercontinental Cups
- FIS halfpipe and slopestyle Noram competitions
- Luge World Cups
- Skate Canada Synchronized Skating Championships
- Humpty's Champions Cup (Curling)
- Various concert and entertainment events
- Canadian Open badminton championships
- Source Boards minipipe competitions
- APEGA Science Olympics

OPPORTUNITIES FOR PEOPLE OF ALL AGES AND ABILITIES

550,000 RECREATIONAL USERS PER YEAR, AND APPROXIMATELY 1.2 MILLION TOTAL ANNUAL VISITORS:

36,000 ski and snowboarding lessons per year

27,000 visitors to the Acura Tube Park

6,100 public bobsleigh participants in summer and winter

340 people discovering luge

6,600 people flying down North America's fastest zipline

4,000 participants in summer camps

4,400 in challenge course/activity days

13,800 participants in ice arena tournaments

39,000 spectators to ice arena tournaments

132 days of training on the sliding track per year

500 athletes from all over the world competing and training on the sliding track





We performed an Economic Impact Analysis on WinSport, using standard input-output methodology. Utilizing the data provided by WinSport and partner organizations, we were able to discern the **direct and indirect impacts of WinSport** in three categories:

1. Employment
2. Financial contribution to the community
3. Specific contribution to the hospitality industry in Calgary

THE DIRECT AND INDIRECT IMPACTS OF WINSPORT AND ITS PARTNER ORGANIZATIONS ARE LISTED BELOW:

IMPACT TO CALGARY'S ECONOMY	DIRECT	INDIRECT	TOTAL
Employment (FTE equivalent)	596	604	1,200
Wages, Salaries, and Benefits	\$41,200,000	\$21,200,000	\$62,400,000
Athlete Financial Support	\$3,400,000	\$1,700,000	\$5,100,000
Value of Volunteerism at WinSport	\$500,000	\$300,000	\$800,000
Ongoing Olympic Legacy	\$13,700,000	\$9,600,000	\$23,300,000
Hospitality by Industry	\$3,700,000	\$2,700,000	\$6,400,000
Other Financial Contributions	\$15,100,000	\$6,500,000	\$21,600,000
Total Contributions	\$77,600,000	\$42,000,000	\$119,600,000

Please note the test year for this analysis was 2016, which was a recessionary year in Calgary. As a result, this analysis may be considered a conservative estimate of WinSport's contribution in a more average year.

WinSport has been providing opportunities for the young and young at heart since 1960.



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