



LETHBRIDGE SPORT TOURISM ECONOMIC IMPACT REPORT

2023

Photo credit: Tourism Lethbridge



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About STEAM (Sport Tourism Economic Assessment Model) Reports

Sport tourism is defined as “any activity in which people are attracted to a particular location as a sport participant, an event spectator, or to attend sport attractions or business meetings.”

The sport tourism sector in Canada in 2019, before the pandemic, represented \$7.4 billion in spending in Canada. In 2019, Alberta realized \$537 million in spending from domestic visitors and \$345 million from international travelers for a total of \$882 million from the sport tourism sector. The Alberta share of visitation among Canadian provinces and territories is 12% of all sport visitors to the country.

The spending profile of the sport tourism visitor in Canada is significant, with an average spend per Canadian visitor of \$113.00 for same-day and \$592.40 for overnight visitors. The average spend per sport tourism visit in Canada is \$283.50. The average spend for a U.S.-based visitor is \$1,213.40; overseas visitors spend an average of \$3,180.90.

The Lethbridge Sport Council collected sport tourism data for 185 of 234 sport events held in Lethbridge during 2023. Lethbridge had 33,225 sport tourism visitors, with an average spend per sport tourism visit of \$229.16.

Sport tourism is a grassroots economic development opportunity that provides the opportunity to build business, build sport and build community. The social profit opportunities are real and for decades, have been under leveraged by host communities.

2023 Q1

January – March

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**CLICK THE EVENT
NAME TO JUMP
DIRECTLY TO THE
STEAM PAGE FOR
THAT EVENT**

Sport Tourism Impact Quarterly Report

Q1 – January to March 2023

This report provides an analysis of the economic impact of **51** sporting events, **15** different sports, hosted by **19** organizing committees, at **15** different venues in Lethbridge, Alberta from January to March 2023.

A total of 7,908 individuals, consisting of athletes, coaches, managers and technical officials, participated in these events. The events attracted a total of 62,395 unique spectators with 15,418 individuals travelling from out of town.

To ensure reliable assessments of the economic impact (EI) resulting from hosting an event, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. The EI calculations take into account the amount of new money spent in the host city as a direct result of hosting an event, as well as the impact the new monies have on the community and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

The projected total economic impact generated by the events

- **\$3,332,669** for the province of Alberta
- of, which, **\$2,814,933** is for the city of Lethbridge

The projected economic output for Lethbridge generated by new money spent is **\$2,542,598**

2023 Jan & Feb Kodiak Matches

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

May 24, 2023

Data provided by:

Todd Caughlin | Lethbridge College

The following analysis details the projected economic impact of Basketball, Futsal and Volleyball matches that were played at the Lethbridge College between January 7 and February 21, 2023.

The report is based on a twenty one (21) matches that brought 1,750 spectators to Lethbridge to watch the matches.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

The projected total economic impact generated by the event

- \$282,980 for the province of Alberta
- of, which, \$234,894 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$214,061



LETHBRIDGE COLLEGE
KODIAKS



2023 Lethbridge Hurricanes Jan-Mar PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

March 30, 2023

Data provided by:

Dylan Thornborough | Lethbridge Hurricanes

The following analysis details the projected economic impact of the Hurricane's home matches at the ENMAX Centre between January 11th and March 24th during the regular season.

The report is based on fourteen 1-day events with 2,670 out of town spectators of travelling to Lethbridge to watch the games.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

The projected total economic impact generated by the event

- \$337,638 for the province of Alberta
- of, which, \$281,400 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$254,511



2023 U of L Pronghorn Basketball PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

April 04, 2023

Data provided by:

Taylor Penney | University of Lethbridge

The following analysis details the projected economic impact of the Pronghorn's men's and women's home basketball matches on January 13th and 14th, 2023 and February 3rd and 4th, 2023.

The report is based on four, 1-day events with 774 out of town spectators travelling to Lethbridge to watch the games.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$189,406 for the province of Alberta
- of, which, \$158,911 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$142,932



2023 Battle at the Bridge Gymnastics PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

May 26, 2023

Data provided by:

E. Woodcock & K. Brandt | West Wind Gymnastics

The following analysis details the projected economic impact of the Battle at the Bridge gymnastic event held at West Wind Gym North Lethbridge on January 21st, 2023.

The report is based on a one (1) day event with 340 spectators travelling up to 320km to Lethbridge to watch the competition.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

The projected total economic impact generated by the event

- \$62,283 for the province of Alberta
- of, which, \$52,608 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$47,271



2023 LMHA U15AA Tournament

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

February 24, 2023

Data provided by:

Doug Morphet and Keith Hitchcock | LMHA

The following analysis details the projected economic impact of the 2023 Minor Hockey tournament held at The Cavendish Farms Centre (formally the ATB Centre) in Lethbridge from January 20th to 22nd, 2023.

The report is based on a three (3) day event with 18 teams totaling 160 participants. 100 out of town spectators travelled more than 320 km to watches the games.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$80,132 for the province of Alberta
- of which, \$68,191 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the City of Lethbridge is \$61,346



2023 LMHA U11 Tournament

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

May 11, 2023

Data provided by:

Doug Morphet | LMHA

The following analysis details the projected economic impact of the 2023 U11 Minor Hockey Tournament held at the Cavendish Farms Centre, formally the ATB Centre, from January 27th to January 29th, 2023.

The report is based on a three (3) day event with 260 spectators travelling up to 320km to Lethbridge to watch the matches.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

The projected total economic impact generated by the event

- \$123,040 for the province of Alberta
- of, which, \$104,231 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$93,885



2023 Lethbridge Bowbenders Ironman PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council



April 05, 2023

Data provided by:

Terry Vickers | Lethbridge Bowbenders

The following analysis details the projected economic impact of the Ironman archery tournament that took place at the Exhibition Park, Lethbridge from January 28th and 29th 2023.

The report is based on a two (2) day event with 36 participants travelling over 320km from out of Province to Lethbridge to compete in the event.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$66,719 for the province of Alberta
- of, which, \$57,297 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$52,193



2023 LVC U14 Girls Tournament

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

June 16, 2023

Data provided by:

Ian Bennett | Lethbridge Volleyball Club

The following analysis details the projected economic impact of the U14 girls volleyball tournament held on January 29th, 2023 at The Block in North Lethbridge.

The report is based on a one (1) day event with 120 participants taking part. 300 spectators attended the event, with 200 of those coming from out of town.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$24,303 for the province of Alberta
- of, which, \$20,103 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$18,477



2023 Soccer Nations Cup

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

February 24, 2023

Data provided by:

Frank Huss | Orion Sports Group

The following analysis details the projected economic impact of the 2023 mixed indoor board tournament held at the Servus Soccer Centre in Lethbridge from February 3rd to 5th, 2023.

The report is based on a three (3) day event with 16 teams totaling 256 participants and 160 out of town spectators.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



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The projected total economic impact generated by the event

- \$103,564 for the province of Alberta
- of which, \$88,336 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$79,187



2023 LMHA U9 Tournament

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

May 11, 2023

Data provided by:

Doug Morphet | LMHA

The following analysis details the projected economic impact of the 2023 U9 Minor Hockey Tournament held at the Cavendish Farms Centre, formally the ATB Centre, from February 3rd to February 5th, 2023.

The report is based on a three (3) day event with 200 spectators travelling up to 320km to Lethbridge to watch the matches.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

The projected total economic impact generated by the event

- \$81,509 for the province of Alberta
- of, which, \$68,994 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$62,058



2023 LA Swim Club Pronghorn Classic

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

February 24, 2023

Data provided by:

Peter Schori | Lethbridge Amateur Swim Club

The following analysis details the projected economic impact of the 2023 Regional swim meet held at the Max Bell Aquatic Centre in Lethbridge from February 3rd and 4th, 2023.

The report is based on a two (2) day event with 160 participants and 70 out of town spectators of who travelled more than 320 km.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

The projected total economic impact generated by the event

- \$32,159 for the province of Alberta
- of which, \$27,314 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$24,628



2023 Westwind FAST Event

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

March 30, 2023

Data provided by:

Elisa Woodcock | West Wind Gymnastics

The following analysis details the projected economic impact of the 2023 FAST Trampoline and Tumbling event that took place in Lethbridge, on February 11th.

The report is based on a one (1) day event with 75 participants and 31 out of town spectators of who travelled more than 320 km.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

The projected total economic impact generated by the event

- \$18,931 for the province of Alberta
- of, which, \$15,771 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$14,328



2023 ACAC Women's BBall Championship PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

March 2, 2023

Data provided by:

Todd Caughlin | Lethbridge College

The following analysis details the projected economic impact of the 2023 ACAC Women's Basketball Championship held at Lethbridge College from March 2nd to 4th, 2023.

The report is based on a three (3) day event with 8 teams totaling 140 participants and 65 out of town spectators of who travelled more than 320 km to get to Lethbridge.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic activity supported by the event is:

- \$451,654 for the province of Alberta
- of which, \$383,078 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$342,965



2023 1A/2A Zones Basketball PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

May 29, 2023

Data provided by:

Duane Konyonenbelt | ASSA

The following analysis details the projected economic impact of the 2023 ASAA 1A/2A Zones Basketball Championship held at Lethbridge College from March 6th to 11th, 2023.

The report is based on a six (6) day event with 1,100 spectators travelling from out of town to watch the event.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$354,515 for the province of Alberta
- of, which, \$293,934 is for the city of Lethbridge

The projected direct and
indirect economic output
generated by the event for the
city of Lethbridge is \$268,262



4A Zones Basketball 2023

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

March 16, 2023

Data provided by:

Morgan Munroe | ASAA

The following analysis details the projected economic impact of the 2023 ASAA 4A Zones Basketball Championship held at University of Lethbridge from March 9th to 11th, 2023.

The report is based on a three (3) day event with 14 teams comprising of 210 participants. 500 out of town spectators travelling to Lethbridge to watch the matches.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic activity supported by the event is:

- \$130,447 for the province of Alberta
- of which, \$109,341 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$100,479



3A Zones Basketball 2023

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

April 06, 2023

Data provided by:

Jonathan Dick | ASSA

The following analysis details the projected economic impact of the 2023 ASAA 3A Zones Basketball Championship held at Winston Churchill High School from March 10th to 11th, 2023.

The report is based on a two (2) day event with 50 spectators travelling to Lethbridge to watch the games.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$14,244 for the province of Alberta
- of, which, \$11,893 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$10,732



2023 Ringette Spring Bridge Battle

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council



April 27, 2023

Data provided by:

Kelly Dinsmore | Lethbridge Rattlers

The following analysis details the projected economic impact of the 2023 ringette Bridge Battle tournament that was held at Cavendish Farm Centre from March 10th to 12th, 2023.

The report is based on a three (3) day event with 400 spectators travelling up to 320km to Lethbridge to watch the event.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$139,347 for the province of Alberta
- of, which, \$117,983 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$106,083



2023 ASAA Wrestling Championships

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

March 27, 2023

Data provided by:

Alan Hansen | Lethbridge Amateur Wrestling

The following analysis details the projected economic impact of the 2023 Provincial ASAA wrestling championships held at LCI, on March 17th and 18th.

The report is based on a two (2) day event with 432 participants, with 52 out of town spectators travelling more than 320 km to watch the event.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$130,438 for the province of Alberta
- of, which, \$111,198 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$99,112



2023 Soccer Provincials Tier 3 U13 & U15

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

February 24, 2023

Data provided by:

Dave Marshall | Lethbridge Soccer Association

The following analysis details the projected economic impact of the 2023 Provincial Tier 3 U13 and U15 boys and girls indoor board tournament held at the Servus Soccer Centre in Lethbridge from March 17th to 19th, 2023.

The report is based on a three (3) day event with 21 teams totaling 252 participants. 211 out of town spectators travelled more than 320 km to the tournament.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$197,257 for the province of Alberta
- of, which, \$167,422 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$150,070



2023 Moonlight Run

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

February 24, 2023

Data provided by:

Shawn Pinder | Runners Soul

The following analysis details the projected economic impact of the 2023 Moonlight Run held in Downtown Lethbridge on March 18th, 2023.

The report is based on a one (1) day event with 2023 participants and 36 out of town spectators of who travelled more than 320 km.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.



There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

The projected total economic impact generated by the event

- \$194,257 for the province of Alberta
- of which, \$170,442 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$155,755



2023 U13B Provincial Championships PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

April 05, 2023

Data provided by:

Mark Nekar | Lethbridge Cyclones

The following analysis details the projected economic impact of the U13B girls hockey provincial championships that took place at the Nicholas Sheran rink, Lethbridge from March 23rd to 26th, 2023.

The report is based on a four (4) day event with 56 spectators of travelling over 320km to Lethbridge to watch the games.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



**The projected total economic impact
generated by the event**

- \$95,514 for the province of Alberta
- of, which, \$82,355 is for the city of Lethbridge

**The projected direct and
indirect economic output
generated by the event for the
city of Lethbridge is \$73,898**



2023 Heroes Classic Powerlifting

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council



April 05, 2023

Data provided by:

Max Hall | Arctic Strength

****Data collected incomplete.**

The following analysis details the projected economic impact of a powerlifting event that took place in Lethbridge on March 25th, 2023.

The report is based on a one (1) day event with 50 participants from out-of-town to Lethbridge.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$6,957 for the province of Alberta
- of, which, \$5,830 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$5,284



2023 SABA 3D Indoor Shoot PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

April 28, 2023

Data provided by:
Taylor Rice | SABA

The following analysis details the projected economic impact of the 2023 SABA Indoor 3D shoot that was held at Exhibition Grounds, North Pavilion from March 25th to March 26th 2023.

The report is based on a two (2) day event with 112 participants coming to Lethbridge to take part in the event.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$15,136 for the province of Alberta
- of, which, \$13,411 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$12,294



2023 Prov. Club Curling Championships

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

March 22, 2023

Data provided by:

Kirk Mearns | Lethbridge Curling Club

The following analysis details the projected economic impact of the 2023 Provincial Club Curling championships held at the Cavendish Farms Centre in Lethbridge from March 28th to April 2nd, 2023.

The report is based on a six (6) day event with 24 teams totaling 96 participants and 61 out of town spectators of who travelled more than 320 km.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$153,417 for the province of Alberta
- of which, \$130,280 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$117,037



2023 Ringette Open C Provincials

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

April 28, 2023

Data provided by:

Brad Robinson | Lethbridge Rattlers

The following analysis details the projected economic impact of the 2023 ringette Open C Provincial tournament that was held at Cavendish Farm Centre from March 31st to April 2nd, 2023.

The report is based on a three (3) day event with 121 participants coming to Lethbridge to participate in the event.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

The projected total economic impact generated by the event

- \$46,543 for the province of Alberta
- of, which, \$39,718 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$35,753



2023 Q2

April – June

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**CLICK THE EVENT
NAME TO JUMP
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THAT EVENT**

Sport Tourism Impact Quarterly Report

Q2 – April to June 2023

This report provides an analysis of the economic impact of **28** sporting events, **11** different sports, hosted by **11** organizing committees, at **10** different venues in Lethbridge, Alberta from April to June 2023.

A total of 4,897 individuals, consisting of athletes, coaches, managers and technical officials, participated in these events. The events attracted a total of 25,888 unique spectators with 5,798 individuals travelling from out of town.

To ensure reliable assessments of the economic impact (EI) resulting from hosting an event, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. The EI calculations take into account the amount of new money spent in the host city as a direct result of hosting an event, as well as the impact the new monies have on the community and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

The projected total economic impact generated by the events

- **\$2,459,183** for the province of Alberta
- of which, **\$2,101,533** is for the city of Lethbridge

The projected economic output for Lethbridge generated by new money spent is **\$1,887,076**

2023 Lethbridge Hurricanes April PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

May 31, 2023

Data provided by:

Dylan Thornborough | Lethbridge Hurricanes

The following analysis details the projected economic impact of the Hurricane's home matches at the ENMAX Centre on April 4th and 5th in the play-off games.

The report is based on two 1-day events with 4,969 spectators over the two nights visiting the ENMAX Centre to watch the games.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

The projected total economic impact generated by the event

- \$51,596 for the province of Alberta
- of, which, \$43,123 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$38,940



2023 Provincial XCEL Gymnastic Event PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council



May 26, 2023

Data provided by:

E. Woodcock & K. Brandt | West Wind Gymnastics

The following analysis details the projected economic impact of the Gymnastic Alberta XCEL Provincial championships held at West Wind Gym North Lethbridge from April 21st to April 23, 2023.

The report is based on a three (3) day event with 855 spectators travelling to Lethbridge to watch the event and 493 athletes taking part.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$258,090 for the province of Alberta
- of, which, \$222,226 is for the city of Lethbridge

The projected direct and
indirect economic output
generated by the event for the
city of Lethbridge is \$199,026



2023 Pronghorn Chinook Throws Gala

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council



October 5th, 2023

Data provided by:

Larry Steinke | University of Lethbridge

The following analysis details the projected economic impact of a three day throws event that took place between Friday 19th and Sunday 21st of May at the Community Stadium, Lethbridge.

The report is based on a three (3) day event with 68 participants taking part in the event.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$48,723 for the province of Alberta
- of, which, \$41,591 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$37,516



2023 Floorbusters Lacrosse Tournament

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

June 2, 2023

Data provided by:

Jackie Anderson | Lethbridge Lacrosse

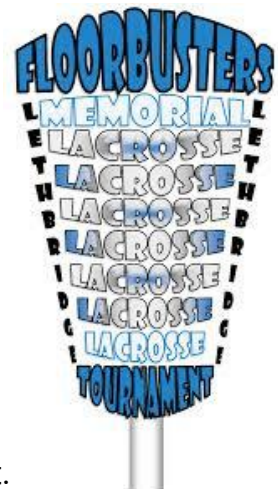
The following analysis details the projected economic impact of the 19th Annual Floorbusters Lacrosse Tournament held at various venues in Lethbridge from 26th to the 28th of May, 2023.

The report is based on a three (3) day event with 750 participants travelling to Lethbridge to take part in the tournament and 600 spectators travelled over 320km to watch the matches.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$399,831 for the province of Alberta
- of, which, \$338,637 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$304,756



2023 LMSA SASS Softball Tournament PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

January 31, 2024

Data provided by:

Jennifer Drader | Lethbridge Minor Softball

The following analysis details the projected economic impact of the SASS Tournament held at Softball Valley in Lethbridge from 27th to the 28th of May, 2023.

The report is based on a two (2) day event with 340 participants taking part in the tournament and 300 spectators travelled from out-of-town to watch the matches.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$127,371 for the province of Alberta
- of, which, \$106,988 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$96,445



2023 IPSC Alberta Qualifier

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

May 31, 2023

Data provided by:

Walter Hornby |

The following analysis details the projected economic impact of the 2023 IPSC Alberta qualifier shoot held at LFGA shooting sports facility in Lethbridge from May 27th to 28th, 2023.

The report is based on a two (2) day event with 120 participants travelling to Lethbridge from around the Province.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$46,974 for the province of Alberta
- of, which, \$39,844 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$35,959



2023 Lethbridge Bulls May Matches

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

January 17th, 2024

Data provided by:

Ross Morrell | Under The Lights

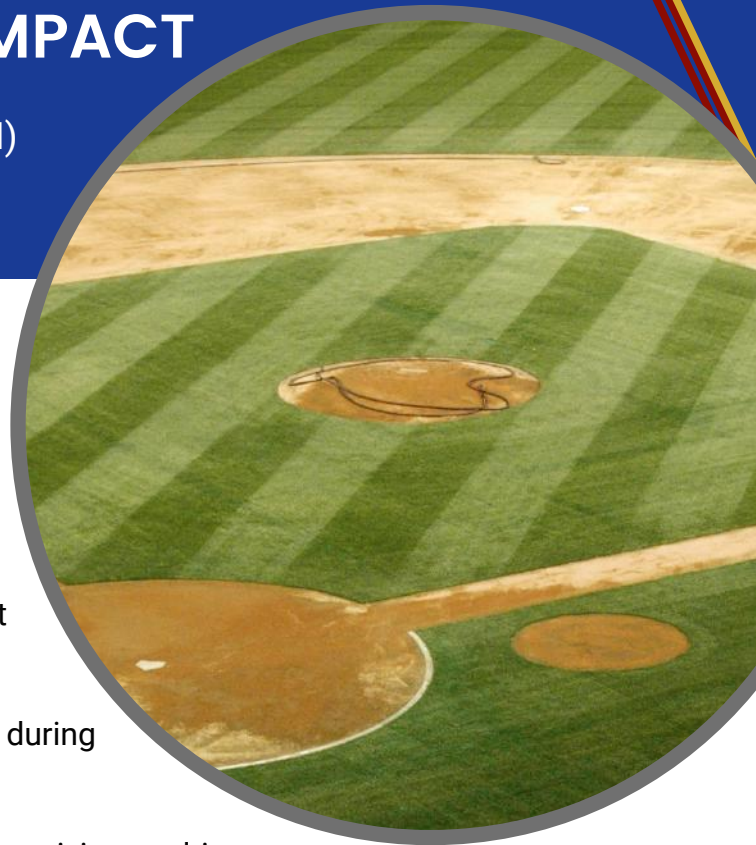
The following analysis details the projected economic impact of the May matches that Lethbridge Bulls had at The Spitz Stadium, South Lethbridge.

The report is based on two (2) matches that took place during May 2023 and were attended by 1526 spectators.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$64,289 for the province of Alberta
- of, which, \$55,989 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$49,707



2023 Lethbridge Steel May Matches

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

January 31st, 2024

Data provided by:

Nicole Van Rootselaar | Lethbridge Steel

****Data collected incomplete.**

The following analysis details the projected economic impact of the May matches that Lethbridge Steel Women's football team had at The community Stadium, Lethbridge.

The report is based on two (2) matches that took place during May 2023 and were attended by 200 spectators.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

The projected total economic impact generated by the event

- \$10,403 for the province of Alberta
- of, which, \$8,535 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$7,868



2023 Coulee Cactus Crawl

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

July 27, 2023

Data provided by:

Shawn Pinder | Prairie Runner's Race Association

The following analysis details the projected economic impact of the Coulee Cactus Crawl trail running event that took place on June 3rd in the Lethbridge coulees.

The report is based on a one (1) day event with 300 people taking part in the event from as far away as the United States.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$29,074 for the province of Alberta
- of, which, \$24,782 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$22,568



2023 Zone 1 Qualifier BMX

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

June 27, 2023

Data provided by:

Darren Williams | Lethbridge BMX club

The following analysis details the projected economic impact of the Alberta Summer Games Zone 1 Qualifier event that took place on June 4th in North Lethbridge.

The report is based on a one (1) day event with 23 people attending the event from Alberta Zone 1.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

The projected total economic impact generated by the event

- \$1,054 for the province of Alberta
- of, which, \$871 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$800



2023 Dragonboat Festival

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

January 31st, 2024

Data provided by:

Karen Johnson and Paul Henderson | Lethbridge
Dragon Boat Festival

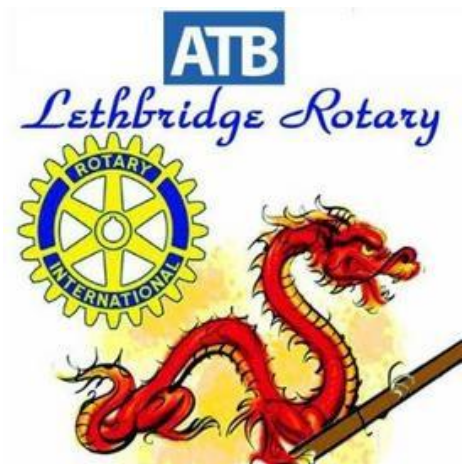
The following analysis details the projected economic impact of the 2023 Lethbridge Dragonboats festival that took place on Henderson Lake, Lethbridge.

The report is based on a three (3) day event with 1,400 participants and 1,350 spectators from out-of-town.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$902,937 for the province of Alberta
- of, which, \$768,854 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$693,198



2023 Lethbridge Bulls June Matches

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

January 17th, 2024

Data provided by:

Ross Morrell | Under The Lights

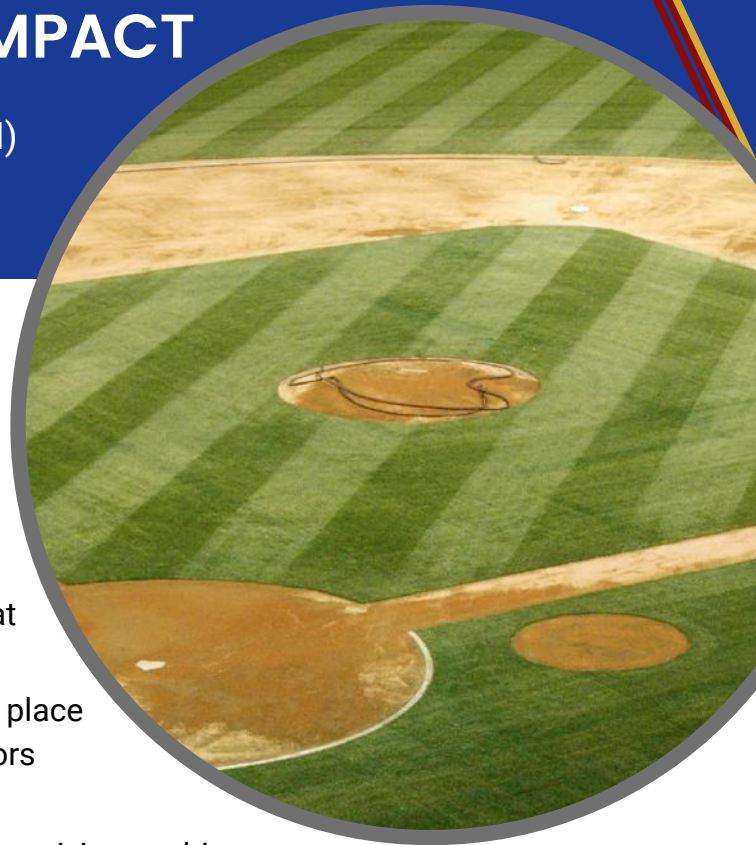
The following analysis details the projected economic impact of the June matches that Lethbridge Bulls had at The Spitz Stadium, South Lethbridge.

The report is based on fourteen (14) matches that took place during June 2023 and were attended by 1,609 spectators from out of town.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$518,841 for the province of Alberta
- of, which, \$450,093 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$400,203



2023 Q3

July – September

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NAME TO JUMP
DIRECTLY TO THE
STEAM PAGE FOR
THAT EVENT

Sport Tourism Impact Quarterly Report

Q3 – July to September 2023

This report provides an analysis of the economic impact of **41** sporting events, **9** different sports, hosted by **8** organizing committees, at **9** different venues in Lethbridge, Alberta from July to September 2023.

A total of 3,230 individuals, consisting of athletes, coaches, managers and technical officials, participated in these events. The events attracted a total of 24,830 unique spectators with 5,099 individuals travelling from out of town.

To ensure reliable assessments of the economic impact (EI) resulting from hosting an event, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. The EI calculations take into account the amount of new money spent in the host city as a direct result of hosting an event, as well as the impact the new monies have on the community and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

The projected total economic impact generated by the events

- **\$1,501,568** for the province of Alberta
- of, which, **\$1,285,053** is for the city of Lethbridge

The projected economic output for Lethbridge generated by new money spent is **\$1,148,355**

2023 Lethbridge Bulls July Matches

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

January 17th, 2024

Data provided by:

Ross Morrell | Under The Lights

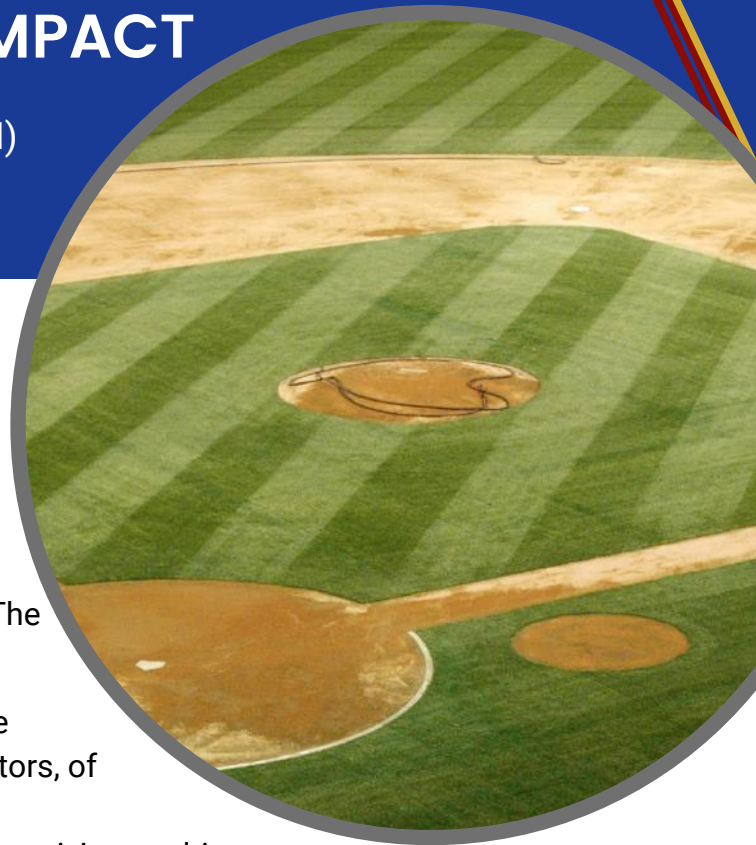
The following analysis details the projected economic impact of the matches that Lethbridge Bulls played at The Spitz Stadium, South Lethbridge in July.

The report is based on ten (10) matches that took place during June 2023 and were attended by 11,346 spectators, of which 2,269 were from out of town.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$516,089 for the province of Alberta
- of, which, \$443,612 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$395,933

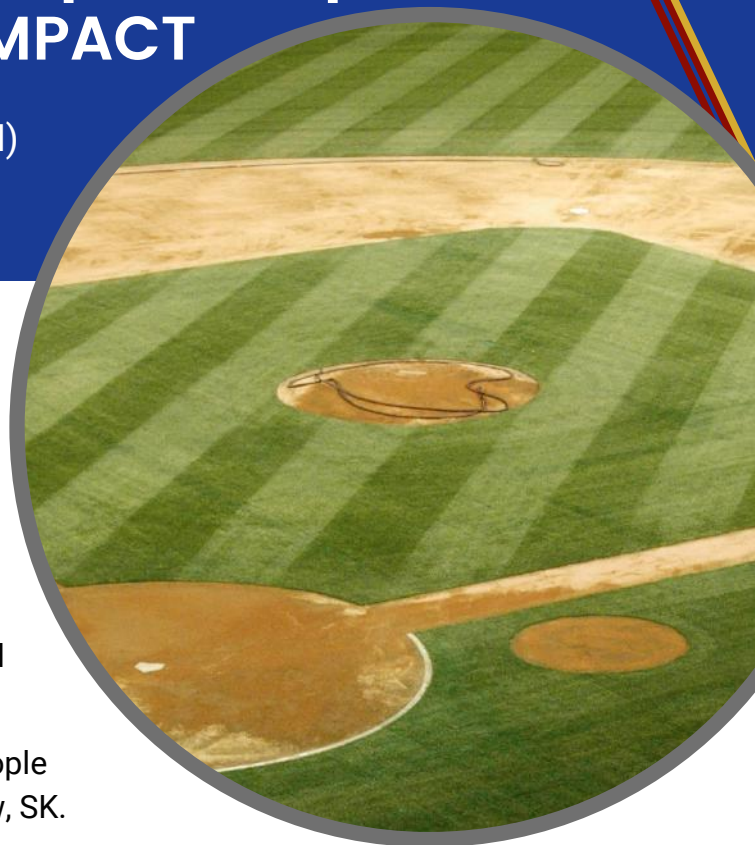


2023 Minors AAA Championships

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council



September 5th, 2023

Data provided by:

Craig Dejong | Lethbridge Little League Baseball

The following analysis details the projected economic impact of the Junior Little League Canadian Championship that took place between August, 3rd and August 7th at Dave Elton Park, Lethbridge.

The report is based on a five (5) day event with 150 people taking part in the event from as far away as Moose Jaw, SK.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$167,255 for the province of Alberta
- of, which, \$141,418 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$126,844



2023 AB/MT Junior Golf Cup PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

January 17th, 2024

Data provided by:

Cam Waldbauer | Henderson Lake Golf Club

The following analysis details the projected economic impact of the Alberta/Montana Ryder cup that took place between August, 7th and August 9th at Henderson Lake Golf Club, Lethbridge.

The report is based on a three (3) day event with 28 junior golf players taking part in the event from Alberta and Montana.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

The projected total economic impact generated by the event

- \$15,656 for the province of Alberta
- of, which, \$13,238 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$11,873



2023 Lethbridge Bulls August Matches

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

January 17th, 2024

Data provided by:

Ross Morrell | Under The Lights

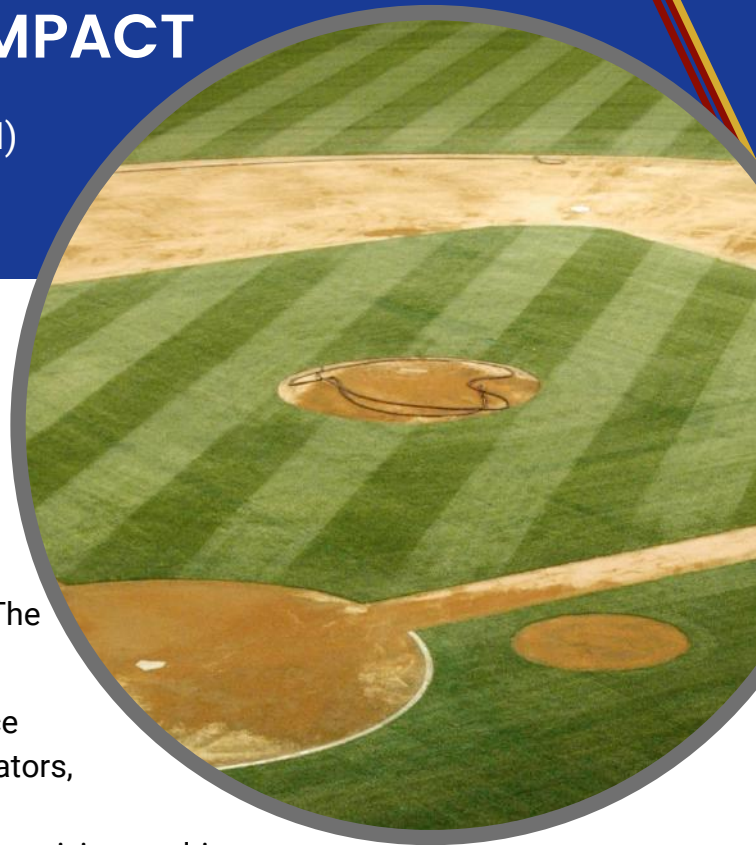
The following analysis details the projected economic impact of the matches that Lethbridge Bulls played at The Spitz Stadium, South Lethbridge in August.

The report is based on three (3) matches that took place during August 2023 and were attended by 4,487 spectators, of which 897 were from out of town.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$168,472 for the province of Alberta
- of, which, \$144,477 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$129,003



2023 Pronghorn Aug & Sept Matches

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council



October 5th, 2023

Data provided by:

Taylor Penney | University of Lethbridge

The following analysis details the projected economic impact of four men's, four women's soccer matches and one women's rugby match. The matches took place at the Community Stadium, Lethbridge.

The report is based on eight 1-day events with 1,144 spectators watching the nine matches. (September 17th saw both soccer teams playing on the same day)

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$102,979 for the province of Alberta
- of, which, \$87,152 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$77,711



2023 Lethbridge Hurricanes September PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

October 31st, 2023

Data provided by:

Dylan Thornborough | Lethbridge Hurricanes

The following analysis details the projected economic impact of the Hurricane's pre-season home matches and season opener at the ENMAX Centre on September 5th, 16th and 22nd.

The report is based on three 1-day events with 4,431 spectators visiting the ENMAX Centre over the three nights to watch the games.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$40,789 for the province of Alberta
- of, which, \$33,998 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$30,512



2023 Lost Soul Ultramarathon

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

November 22nd, 2023

Data provided by:

Shawn Pinder, Dean Johnson and Fred
Baskerville | Prairie Runners Race Association

The following analysis details the projected economic impact of the Lost Soul Ultramarathon that was held in the coulees from September 8th to 9th 2023.

The report is based on a two (2) day event with 400 participants taking part in the event, with over half from out of town.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$203,055 for the province of Alberta
- of, which, \$177,015 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$160,264



2023 September Kodiak Matches

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council



October 20th, 2023

Data provided by:

Todd Caughlin | Lethbridge College

The following analysis details the projected economic impact of four women's, three men's soccer matches and a cross country race that all took place in September 2023.

The report is based on a eight 1-day events with 590 participants involved in the events.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

LETHBRIDGE COLLEGE
KODIAKS



The projected total economic impact generated by the event

- \$90,003 for the province of Alberta
- of, which, \$75,746 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$68,315



2023 Pronghorn Triple Header

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

October 5th, 2023

Data provided by:

Taylor Penney | University of Lethbridge

The following analysis details the projected economic impact of two soccer matches and one rugby match that took place on Saturday September 16th at the Community Stadium, Lethbridge.

The report is based on a one (1) day event with 1,062 spectators watching the matches throughout the day.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$52,299 for the province of Alberta
- of, which, \$43,990 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$39,458



2023 Pronghorn Softball Tournament

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

November 6th, 2023

Data provided by:

Vince Olsen | University of Lethbridge

The following analysis details the projected economic impact of a softball event that was hosted by the Pronghorn team in September 2023.

The report is based on one 3-day event with 160 participants taking part in the tournament.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$68,007 for the province of Alberta
- of which, \$57,689 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$51,857



2023 Branded Fighting September PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council



January 23rd, 2024

Data provided by:

Brad Wall | Progressive Fighting Academy

The following analysis details the projected economic impact of the Branded Fighting Championships held on September 30th, 2023, at the Servus Sports Centre..

The report is based on a 1-day events with 550 spectators visiting the event. 150 spectators were from out of town.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

**BRANDED
FIGHTING
CHAMPIONSHIPS**



The projected total economic impact generated by the event

- \$76,964 for the province of Alberta
- of, which, \$66,718 is for the city of Lethbridge

The projected direct and
indirect economic output
generated by the event for the
city of Lethbridge is \$56,585



2023 Q4

October – December

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[2023 LASC Fall Challenge](#)

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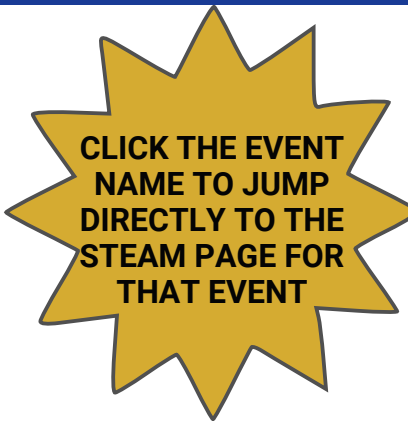
[2023 Indoor Soccer Tournament](#)

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**CLICK THE EVENT
NAME TO JUMP
DIRECTLY TO THE
STEAM PAGE FOR
THAT EVENT**

Sport Tourism Impact Quarterly Report

Q4 – October to December 2023

This report provides an analysis of the economic impact of **65** sporting events, **11** different sports, hosted by **9** organizing committees, at **11** different venues in Lethbridge, Alberta from October to December 2023.

A total of 4,397 individuals, consisting of athletes, coaches, managers and technical officials, participated in these events. The events attracted a total of 56,866 unique spectators with 7,260 individuals travelling from out of town.

To ensure reliable assessments of the economic impact (EI) resulting from hosting an event, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. The EI calculations take into account the amount of new money spent in the host city as a direct result of hosting an event, as well as the impact the new monies have on the community and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

The projected total economic impact generated by the events

- **\$1,732, 102** for the province of Alberta
- of, which, **\$1,492,595** is for the city of Lethbridge

The projected economic output for Lethbridge generated by new money spent is **\$1,333,987**



2023 Lethbridge Hurricanes October PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

October 31st, 2023

Data provided by:

Dylan Thornborough | Lethbridge Hurricanes

The following analysis details the projected economic impact of the Hurricane's six home matches during October 2023 at the ENMAX Centre.

The report is based on six 1-day events with 14,358 spectators visiting the ENMAX Centre over the six nights to watch the games.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$134,026 for the province of Alberta
- of, which, \$111,372 is for the city of Lethbridge

The projected direct and
indirect economic output
generated by the event for the
city of Lethbridge is \$100,763



2023 Pronghorn October Soccer Matches

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

November 6th, 2023

Data provided by:

Taylor Penney | University of Lethbridge

The following analysis details the projected economic impact of two male and two female soccer matches that took place in October 2023 at the Community Stadium, Lethbridge.

The report is based on a four 1-day events with 237 participants taking part in the matches.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$36,093 for the province of Alberta
- of, which, \$30,660 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$27,175



2023 Pronghorn Softball Tournament

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

November 6th, 2023

Data provided by:

Vince Olsen | University of Lethbridge

The following analysis details the projected economic impact of a softball event that was hosted by the Pronghorn team in October 2023.

The report is based on one 3-day event with 80 participants taking part in the tournament.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$41,762 for the province of Alberta
- of, which, \$35,427 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$31,691



2023 October Kodiak Matches

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

November 21st, 2023

Data provided by:

Todd Caughlin | Lethbridge College

The following analysis details the projected economic impact of two men's and women's soccer, two men's and women's basketball and one men's and women's volleyball matches played during October 2023.

The report is based on ten matches that brought 825 spectators from outside Lethbridge to watch the matches.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

The projected total economic impact generated by the event

- \$114,390 for the province of Alberta
- of, which, \$94,910 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$85,911



2023 LASC Fall Challenge

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

November 30th, 2023

Data provided by:

Peter Schori | Lethbridge Amateur Swim Club

The following analysis details the projected economic impact of the LASC Fall Swimming Challenge that was held in Lethbridge between October 20th and 22nd, 2023.

The report is based on a three-day event for 300 participants, 200 of which came from out of town to participate.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$69,875 for the province of Alberta
- of, which, \$59,630 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$53,910



2023 ACAC X-Country Championships

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

November 21st, 2023

Data provided by:

Todd Caughlin | Lethbridge College

The following analysis details the projected economic impact of the ACAC Cross-Country championships that were held in Lethbridge on October 28th, 2023.

The report is based on a one-day event for 150 participants that attracted 500 spectators.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

The projected total economic impact generated by the event

- \$56,482 for the province of Alberta
- of, which, \$48,689 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$43,616



2023 Ringette Fall Bridge Battle

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council



January 24th, 2024

Data provided by:

Kelly Dinsmore | Lethbridge Rattlers

The following analysis details the projected economic impact of the 2023 ringette Fall Bridge Battle tournament that was held at a number of rinks in Lethbridge from November 17th to 19th, 2023.

The report is based on a three (3) day event with 600 spectators attending the matches and 725 participants taking part.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$268,852 for the province of Alberta
- of, which, \$243,155 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$218,532



2023 November Kodiak Matches

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

November 29th, 2023

Data provided by:

Todd Caughlin | Lethbridge College

The following analysis details the projected economic impact of three men's and women's basketball and four men's and women's volleyball matches played during November 2023.

The report is based on fourteen matches that brought 460 participants to took part in the matches.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

The projected total economic impact generated by the event

- \$136,602 for the province of Alberta
- of, which, \$114,910 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$102,221



LETHBRIDGE COLLEGE
KODIAKS



2023 Lethbridge Hurricanes November PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

January 18th, 2024

Data provided by:

Dylan Thornborough | Lethbridge Hurricanes

The following analysis details the projected economic impact of the Hurricane's five home matches during November 2023 at the ENMAX Centre.

The report is based on five 1-day events with 12,612 spectators visiting the ENMAX Centre over the five nights to watch the games. 1,057 spectators were from out of town.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$145,812 for the province of Alberta
- of, which, \$121,682 is for the city of Lethbridge

The projected direct and
indirect economic output
generated by the event for the
city of Lethbridge is \$109,991



2023 Florence Senda Judo Tournament

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

February 8th, 2024

Data provided by:

Angie Gallant | Lethbridge Judo Club

The following analysis details the projected economic impact of the Florence Senda Junior Judo Tournament and Alberta Winter Games trials that took place at the Lethbridge Judo Club Dojo.

The report is based on a (1) one day event for 205 participants, 50 of which came from out of town.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

The projected total economic impact generated by the event

- \$46,705 for the province of Alberta
- of, which, \$40,173 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$36,150



2023 Cliff Forry Senior Curling Classic

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

December 6th, 2023

Data provided by:

Kirk Mearns | Lethbridge Curling Club

The following analysis details the projected economic impact of the Cliff Forry Senior Curling Classic that was held in Lethbridge between December 1st and 3rd, 2023.

The report is based on a three-day event for 80 participants, 44 of which came from out of town.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

The projected total economic impact generated by the event

- \$30,358 for the province of Alberta
- of, which, \$26,387 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$23,638



2023 Indoor Soccer Tournament

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

February 16th, 2024

Data provided by:

Steve Dudas | Lethbridge Soccer Association

The following analysis details the projected economic impact of the Stephanie Gruca Memorial soccer tournament that was held in Lethbridge between December 1st and 3rd, 2023.

The report is based on a three-day event for 485 participants, 240 of which came from out of town.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

The projected total economic impact generated by the event

- \$178,451 for the province of Alberta
- of, which, \$150,982 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$135,547



2023 Feets of Strength Roller Derby PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

December 6th, 2023

Data provided by:

Martina Emard | Lethbridge Roller Derby Guild

****Data collected incomplete.**

The following analysis details the projected economic impact of the Roller Derby, Feets of Strength event that took place at the Agri-Food Hub in Lethbridge on December 9th 2023.

The report is based on a one (1) day event for 150 participants, 100 of which came from out of town.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$23,533 for the province of Alberta
- of, which, \$20,329 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$18,364



2023 Pronghorn Basketball Matches

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

January 10th, 2024

Data provided by:

Taylor Penney | University of Lethbridge

The following analysis details the projected economic impact of six Men's and six Women's Pronghorn Basketball matches held during November and December 2023.

The report is based on twelve matches that brought 978 spectators to Lethbridge to watch the matches.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$228,568 for the province of Alberta
- of, which, \$192,036 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$172



2023 Lethbridge Hurricanes December PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

January 18th, 2024

Data provided by:

Dylan Thornborough | Lethbridge Hurricanes

The following analysis details the projected economic impact of the Hurricane's five home matches during November 2023 at the ENMAX Centre.

The report is based on six 1-day events with 16,982 spectators visiting the ENMAX Centre over the six nights to watch the games. 1,355 spectators were from out of town.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



The projected total economic impact generated by the event

- \$165,952 for the province of Alberta
- of, which, \$137,867 is for the city of Lethbridge

The projected direct and
indirect economic output
generated by the event for the
city of Lethbridge is \$124,985



2023 Provincial Curling Mixed Doubles PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by Lethbridge Sport Council

January 19th, 2024

Data provided by:

Kirk Mearns | Lethbridge Curling Club

The following analysis details the projected economic impact of the Alberta Mixed Doubles Championship that was held in Lethbridge between December 27th and 31st, 2023.

The report is based on a four-day event for 50 participants, 49 of which came from out of town.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

The projected total economic impact generated by the event

- \$64,386 for the province of Alberta
- of, which, \$54,614 is for the city of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is \$49,144



Sport Tourism Impact 2023 Report

This report provides an analysis of the economic impact of **185** sporting events, **28** different sports, hosted by **32** organizing committees, at **27** different venues in Lethbridge, Alberta during 2023.

A total of 17,202 individuals, consisting of athletes, coaches, managers and technical officials, participated in these events. The events attracted a total of 169,999 unique spectators with 33,575 individuals travelling from out of town.

To ensure reliable assessments of the economic impact (EI) resulting from hosting an event, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. The EI calculations take into account the amount of new money spent in the host city as a direct result of hosting an event, as well as the impact the new monies have on the community and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.

The projected total economic impact generated by the events

- **\$9,025,522** for the province of Alberta
- of, which, **\$7,694,114** is for the city of Lethbridge

The projected economic output for Lethbridge generated by new money spent is **\$6,912,016**

Thank you

TO THE ORGANIZATIONS THAT PROVIDED DATA



RUNNERS SOUL
PREPARING YOU FOR THE HUMAN RACE



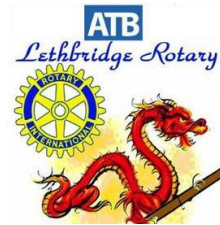
Lethbridge Hurricanes



Lethbridge Amateur
Swimming Club



Lethbridge Minor
Hockey Association



Lethbridge Cyclones



Southern Alberta
Bowhunters Association



Lethbridge Lacrosse
Association



Lethbridge BMX
Association



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Email	info@lethbridgesportcouncil.ca
Website	lethbridgesportcouncil.ca

lethbridgesportcouncil.ca/sport-tourism