

**VICTORIA 2000
BC SUMMER GAMES
ECONOMIC IMPACT
ASSESSMENT**

prepared for:

BC Games Society

prepared by:

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SUMMARY OF FINDINGS

- The Victoria 2000 BC Summer Games created direct economic impact in Victoria of over 2.2 million dollars. Approximately two-thirds of this impact was created by the spending of Games participants, while Games Society organizers contributed one-third.

- Direct spending within these two categories was as follows:

Spending by participants	\$1,410,000
Spending by organizers	<u>\$817,000</u>
Total	\$2,227,000

- Direct spending by participants was as follows:

Athletes/Competitors	\$388,000
Spectators	\$906,000
Volunteers	<u>\$116,000</u>
Total	\$1,410,000

- Direct spending in Victoria by Games organizers was as follows:

Victoria 2000 BC Summer Games Society	\$668,000
BC Games Society	<u>\$149,000</u>
Total	\$817,000

- Spending by Games participants occurred over the three to four days of the Games during the last week of August 2000. Spending by the Games organizers occurred over a longer period of time - prior to, during, and after the Games.
- The demand survey technique used to measure the economic impact of the Games provided a defensible analysis process. A total of 627 surveys were completed with Games participants. Based on the survey sample sizes, the results are considered accurate to within 7% for the participant survey (200 interviews), just over 5% for the spectator survey (316 interviews), and 10% for volunteers (111 interviews).
- It is noted that the analysis focused entirely on direct spending. This direct spending would have triggered additional indirect and induced effects. These impacts were not measured but would have increased the overall economic impact slightly.

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1.0 INTRODUCTION

1.1 BACKGROUND

Victoria hosted the 2000 BC Summer Games from July 28 to 30, 2000. The Games took place from Friday to Sunday, and included 28 sports held in 37 separate venues. Due to the size of the event, sports facilities throughout the Capital Region were utilized, (plus Shawnigan Lake for water skiing).

The Games involved over 3,700 participants (athletes, officials and coaches) from the eight provincial sport zones. Victoria provided over 4,000 local volunteers who assisted in administering the Games. Numerous businesses and agencies in the community also donated a great deal of "in-kind" support to the Games.

Hosting the BC Games produces a surge of economic activity in the host community. Spending by the local Games Society and by BC Games - but mainly by the participants, spectators and volunteers - creates this impact. The BC Games Society was interested in quantifying the economic impact created by the Games, as one measure of the Game's success. The Economic Planning Group was retained to conduct the analysis. The following pages describe the nature and size of the impacts.

1.2 OBJECTIVES

The purpose of this study was to estimate the economic impact of the Victoria 2000 BC Summer Games on the community. Economic impact was measured by calculating direct spending in the local area. Impacts were estimated by local spending of the:

- Victoria 2000 BC Summer Games Society
- BC Games Society
- Athletes/Officials/Coaches
- Spectators
- Volunteers

1.3 METHODOLOGY

Two methods were used to collect economic impact information. They were both based on estimating expenditures. The two techniques are described below.

- **Participant/Spectator/Volunteer Spending**

This spending analysis technique involved collecting information on individuals who spent money in the community as a result of their involvement in the Games. These individuals included the participants (athletes, officials and coaches), spectators and volunteers. A sample of individuals from each of these categories was interviewed about their Games related spending.

Participants were interviewed at the Food Venue at the Cedar Hill Recreation Centre. This location was selected as all participants came to this site twice a day for breakfast and supper. It was a convenient and practical location to intercept a random sample of participants.

Spectators were interviewed by a group of interviewers who were specifically recruited for the project. This interviewing was undertaken by 15 members of the Mt. Douglas Secondary School Football Club, under the supervision of representatives of the Economic Planning Group. The interviewers participated in a training session on the Saturday of the Games, where the purpose of the analysis was explained and the questionnaires reviewed. Instructions were also provided on respondent selection and interviewing procedures.

Once trained, the interviewers were assigned various venues, concentrating on the sports with the greatest numbers of spectators. Each person was also given a clipboard and questionnaires to record the interview results for a sample of spectators.

Volunteers were interviewed at the Food Venue and at several of the sports venues.

Completed questionnaires were collected and edited. The spectator turnover ratios were calculated and the sport zones coded. Each questionnaire was sequentially numbered and the information entered into *SurveyIt*, a survey analysis software package. Frequency distributions and averages were produced for each question for each of the three categories of respondents.

- **Games Society Spending**

This category involved the local expenditures made by the two organizing societies involved with the Games - the Victoria 2000 BC Summer Games Society and the BC Games Society. This procedure was designed to capture all local spending by these administrative bodies, related to hosting the Games. These figures were accessed from society representatives using an early September 2000 cut-off date. In cases where spending occurred outside the Victoria area (such as purchases of materials from outside suppliers), these amounts were not included.

2.0 PARTICIPANT EXPENDITURES

2.1 ANALYSIS METHOD

The number of persons participating in the Games was obtained from Games organizers. Total spending was estimated by interviewing a sample of these participants, asking them about their Games related expenditures. All participants were interviewed at the Food Venue. A total of 200 questionnaires were completed, representing 5% of the participants.

Average spending was calculated from this participant survey sample. To calculate total spending, the average spending was multiplied by the total number of participants. A total of 3,735 individuals participated in the Games. The distribution of participants by sport is tabulated in Table 2-1. A listing of the number of participants by sport zone is tabulated in Table 2-2.

Table 2-1
List of Sports Participants and Venues

Sport/Activity	Athletes	Others	Venue Location
Archery	84	19	Colquitz School
Athletics	302	61	Centennial Stadium
Baseball	118	37	Lambrick Park
Basketball	155	36	Oak Bay Secondary
Cricket	67	10	Beacon Hill and Windsor Parks
Cycling	70	36	Hartland Mtn.
Diving	47	15	Commonwealth Pool
Equestrian	25	13	Saanich Fair Grounds
Field Hockey	167	49	UVic
Lacrosse	103	26	Archie Browning Centre
Lawn Bowls	70	18	Beacon Hill Lawn Bowls
Orienteering	29	8	Thetis Lake/Royal Roads
Parachuting	25	9	Drop Zone – Island View Hwy.
Rowing	45	20	Elk Lake
Rugby	178	31	Velox and Wallace Fields
Sailing	50	6	Royal Victoria Yacht Club
Shooting	97	53	N. Saanich and Victoria Fish & Game
Soccer	285	69	Topaz Park
Softball	200	63	RAP/Central (Boys) Lockside (Girls)
Swimming	193	47	Crystal Pool
Sync. Swimming	66	30	Commonwealth Pool
Tennis	101	9	Oak Bay Rec. Centre
Triathlon	37	21	UVic
Volleyball	192	46	Mt. Doug. Sr. Sec. (Boys) UVic (Girls)
Water polo	72	19	Commonwealth Pool
Water Skiing	35	28	Shawnigan Lake
Wrestling	119	25	Central School
Totals	2924	811	3735

Notes:

1. "Others" column includes coaches, managers, officials and chaperones
2. The source for the information was the BC Games Society, Sport Zone List Summary (September 1/00)

Table 2-2
Number of Participants by Sport Zone

Sport/Activity	0	1	2	3	4	5	6	7	8	Total
Archery	7	5	3	22	11		23	10	22	103
Athletics - Functional	2	-	2	2	1	4	-	-	3	14
-Special Olympics	1	-	4	5	3		6	-	2	21
-Track and Field	21	26	43	52	27	33	44	20	48	314
-Wheelchair	-	-		2	1	4	6	-	1	14
Baseball	16	18	18	18	17	18	18	15	17	155
Basketball - Girls		12	11	12	12	12	12	10	11	92
Basketball - Boys	9	11	10	12	10	11	12	12	12	99
Cricket	5	-	13	12	-	-	23	12	12	77
Cycling	5	7	10	14	8	10	12	8	11	85
Cycling – Vis. Impaired	2	-	-	2	4	4	1	-	3	16
Diving	6	-	-	13	12	10	11	-	10	62
Equestrian	9	1	5	4	2	3	11	2	1	38
Field Hockey - Men	11	-	-	15	16	16	32	-	-	90
Field Hockey - Women	12	16	16	16	16	18	32	-	-	126
Lacrosse	12	-	19	20	20	19	19	-	20	129
Lawn Bowls	3	-	12	7	8	9	8	-	-	47
Lawn Bowls - Vis. Imp.	2	-	4	8	9	6	12	-	-	41
Orienteering	6	2	3	-	1	10	13	1	1	37
Parachuting	9	1	2	4	2	-	8	7	1	34
Rowing	9	8	11	6	9	11	11	-	-	65
Rugby	2	26	25	25	25	26	56	-	24	209
Sailing	1	-	11	9	-	17	18	-	-	56
Shooting - Centrefire	8	-	7	3	4	1	8	-	-	31
Shooting - Handgun	7	-	6	8	4	7	7	4	5	48
Shooting - Smallbore	11	7	8	9	7	6	8	8	7	71
Soccer - Boys	14	21	19	20	20	19	20	19	20	172
Soccer - Girls	15	20	21	21	21	22	20	21	21	182
Softball - Boys	9	-	14	14	16	15	31	14	16	129
Softball - Girls	10	15	16	17	16	18	30	-	16	138
Swimming - BCSSA	16	21	27	26	27	26	29	-	27	199
-Functional	3	-	-	2	-	-	4	-	2	11
-Special Olympics	-	2	7	7	3	2	5	-	4	30
Sync. Swimming	17	3	12	14	11	14	14	-	11	96
Tennis	2	16	13	10	14	15	14	12	14	110
Triathlon	5	7	8	8	4	5	7	7	7	58
Volleyball - Boys	15	14	14	14	13	14	14	14	14	126
Volleyball - Girls	-	14	14	14	14	14	14	14	14	112
Water polo	5	14	15	14	15	14	14	-	-	91
Water Skiing	18	-	6	5	9	13	-	12	-	63
Wrestling	9	9	21	22	13	20	22	13	15	144
Totals	314	296	450	508	425	466	649	235	392	3735

Source: BC Games Society, Sport Zone Summary, September 1/00

Notes:

1. Participants include athletes, coaches, managers, officials and chaperones.
2. Totals include all categories for each event (i.e. Special Olympics, masters, etc.), except where tallied separately for the larger events (i.e., hockey).
3. Total participants included 2924 competitors, 304 coaches, 63 managers, 327 officials, and 117 chaperones.
4. Zone 0 refers to Officials (not attached to individuals zones).
5. The provincial sport zones are as follows:

Zone	Area	Zone	Area
1	Kootenays	5	Vancouver - Squamish
2	Thompson-Okanagan	6	Vancouver Island –Central Coast
3	Fraser Valley	7	North West
4	Fraser River - Delta	8	Cariboo – North East

2.2 PARTICIPANT CHARACTERISTICS

- The majority of participants interviewed (83%), were from outside Victoria/Vancouver Island. The distribution of participants - and the number and percent interviewed - was as follows:

Table 2-3
Participants Interviewed by Sport Zone

Zone	Name	Number Interviewed	% of Total Interviewed	Total Participants
1	Kootenays	33	15%	296
2	Thompson-Okanagan	17	9%	450
3	Fraser Valley	20	10%	508
4	Fraser River - Delta	20	10%	425
5	Vancouver - Squamish	19	10%	466
6	Vancouver Island - Cent. Coast	18	9%	649
7	North West	35	17%	235
8	Cariboo - North East	35	17%	392
	Other/No Response	6	3%	
Total		200	100%	3735

Source: BC Games Society and EPG survey results

- Participants from most events were interviewed (19 of the 27 venues). Table 2-4 depicts the distribution of persons interviewed by sport.

Table 2-4
Participants Interviewed by Event

Sport/Activity	Athletes	Others	No. Interviewed
Archery	84	19	12
Athletics	302	61	20
Baseball	118	37	8
Basketball	155	36	13
Cricket	67	10	0
Cycling	70	36	11
Diving	47	15	5
Equestrian	25	13	0
Field Hockey	167	49	9
Lacrosse	103	26	0
Lawn Bowls	70	18	7
Orienteering	29	8	0
Parachuting	25	9	0
Rowing	45	20	6
Rugby	178	31	12
Sailing	50	6	0

Shooting	97	53	25
Soccer	285	69	17
Softball	200	63	20
Swimming	193	47	0
Sync. Swimming	66	30	2
Tennis	101	9	5
Triathlon	37	21	4
Volleyball	192	46	8
Water polo	72	19	9
Water Skiing	35	28	0
Wrestling	119	25	3
Totals	2924	811	200

Source: EPG survey results

- Most persons interviewed (72%), were taking part in the Games as competitors, although 11% were coaches, 7% were officials, and 9% were chaperones.
- Most participants (97%) were staying in Victoria for the entire duration of the Games (i.e., either 3 or 4 days). The average length of stay was 3.97 days. (Although the Games officially lasted three days, most competitors arrived on Thursday, the day before the competition began.)
- Nearly all respondents (96%) said they attended the Opening Ceremonies. A significantly smaller number, (58%), were planning to attend the Closing Ceremonies. (About 15% did not know if they would attend the Closing Ceremony or not.)
- Just under half of participants (47%), had friends or relatives come to the event to watch them. The average number of spectating friends and relatives per participant was 1.92. It is noted that many of these spectators were watching more than one competitor, so the participant related totals are not additive. Distribution of the number of spectators watching friends and relatives compete is as follows:

– None	55%
– 1 spectator	9%
– 2 spectators	10%
– 3 spectators	6%
– 4 - 5 spectators	11%
– 6 - 9 spectators	5%
– 10 or more spectators	3%

2.3 PARTICIPANT EXPENDITURES

- Nearly all participants (94%), said they would be spending some money while participating in the Games.
- Most participants indicated that these expenditures covered only their own spending, while the remainder indicated that their expenditures covered persons in addition to themselves ranging from two to five persons. For analytical purposes, all expenditures have been converted to per-person totals.

Table 2-5
Participant Expenditures by Category

Category	Percentage by Expenditure Groups												Avg Exp.
	\$0	\$1-10	\$11-20	\$21-30	\$31-40	\$41-50	\$51-60	\$61-70	\$71-80	\$81-90	\$91-100	\$101+	
Accom.	81.3	1.1	0.0	0.0	5.9	1.6	0.0	1.1	1.1	0.0	4.8	3.2	\$13.72
Automobile	79.7	5.3	5.9	3.7	2.1	3.2	0.0	0.0	0.0	0.0	0.0	0.0	\$4.62
Concession	45.5	39.6	8.0	2.7	2.1	2.1	0.0	0.0	0.0	0.0	0.0	0.0	\$6.53
Gifts	38.5	9.1	17.1	5.3	10.7	9.6	1.6	0.0	1.6	0.0	1.6	4.8	\$26.80
Local Trans.	83.4	12.3	2.7	0.0	0.5	0.5	0.0	0.5	0.0	0.0	0.0	0.0	\$1.72
Groceries	53.5	23.5	9.6	3.7	5.3	2.1	0.0	0.0	0.5	0.0	1.6	0.0	\$9.63
Restaurant	51.9	16.6	11.8	5.9	2.1	6.4	0.5	1.1	1.1	0.5	1.1	1.1	\$13.76
Rec./Ent.	59.9	23.0	9.6	4.3	0.5	1.6	0.0	0.0	0.0	0.0	1.1	0.0	\$6.26
Shopping	70.1	4.8	6.4	5.9	2.7	3.7	1.1	0.5	0.5	0.0	2.1	2.1	\$13.81
Other	93.6	1.6	1.6	1.1	0.0	0.0	0.0	0.5	0.0	0.0	1.1	0.5	\$3.13
Total	4.7	5.2	7.3	6.3	6.3	8.9	7.3	1.6	9.4	5.8	4.2	33.0	\$103.83

Source: Interviews with 200 Games participants

Notes:

1. Figures are row percentages (i.e., they add to 100% horizontally).
 2. Numbers in the Average Expenditure column are the average dollar amounts spent in each expenditure category.
- The average amount of money spent per person was \$103.83. Average spending ranged from a few dollars to several hundreds of dollars, with non-residents spending nearly twice what local residents spent. The distribution between residents and non-residents is as follows:
 - Average expenditures for **non-local residents** \$105.70
 - Average expenditures for **local residents** \$61.86
 - Average expenditures for **all participants** \$103.83
 - The largest expenditure category was gifts and souvenirs at nearly \$27 per person. It is noted that many participants expressed concern about not being able to buy souvenirs, either because they were not able to get to the souvenir booths or because the products were sold out.

- The other largest spending categories (all at just over \$13 per person) were shopping, restaurant meals, and accommodation.
- The total amount of money spent by participants was estimated to be **\$388,000**, calculated as follows:

- Average expenditure per person times	\$103.83
- Number of participants equals	<u>3,735</u>
Total participant spending	\$387,805

3.0 SPECTATOR EXPENDITURES

3.1 ANALYSIS METHOD

To calculate spectator spending, the total number of spectators was multiplied by the average spending per spectator. Average spending was obtained from interviews with a sample of spectators. (A total of 316 spectators were interviewed at 13 venues.)

Table 3-1 illustrates the number of spectators interviewed by sport.

**Table 3-1
Spectators Interviewed by Venue**

Sport/Activity	Athletes	Others	No. Interviewed
Archery	84	19	-
Athletics	302	61	98
Baseball	118	37	21
Basketball	155	36	-
Cricket	67	10	-
Cycling	70	36	-
Diving	47	15	6
Equestrian	25	13	-
Field Hockey	167	49	11
Lacrosse	103	26	32
Lawn Bowls	70	18	-
Orienteering	29	8	-
Parachuting	25	9	-
Rowing	45	20	-
Rugby	178	31	1
Sailing	50	6	-
Shooting	97	53	-
Soccer	285	69	32
Softball	200	63	26
Swimming	193	47	2
Sync. Swimming	66	30	9
Tennis	101	9	-
Triathlon	37	21	-
Volleyball	192	46	3
Water polo	72	19	44
Water Skiing	35	28	-
Wrestling	119	25	17
No sport indicated	-	-	14
Totals	2924	811	316

Source: EPG survey results

Since tickets were not sold for the events, and attendance counts not taken, a method was needed to calculate the total number of spectators. This spectator count needed to estimate the number of unique individuals so as to avoid double counting persons who attended more than one event. Two methods have been employed. One approach uses a spectator turnover ratio. The other method uses information on the proportion of spectators who came to watch friends or relatives.

3.1.1 Spectator Turn-over Ratio Approach

The total number of spectators is the quotient of the peak number of spectators at each venue divided by the spectator turnover ratio. This is represented by the formula:

Number of Unique Spectators = Peak Number of Spectators / Spectator Turn-Over Ratio

where: Spectator Turnover Ratio = No. of different events / No. of days

The peak number of spectators at each venue was determined by periodic counts over the course of the Games, and by estimates provided by the sport chairpersons. It is noted that this figure represented the number of dedicated spectators and not athletes who were watching other competitors. The figure is designed to represent the at-one-time peak attendance.

The spectator turnover ratio is intended to eliminate double counting (i.e., counting the same person at more than one event). This ratio was determined by asking spectators about the number of events they were watching and the number of days they were at the Games. The turnover ratio is the quotient of the number of events (different sports) attended divided by the number of days at the Games. By definition, this index must be equal to or greater than one.

The turnover ratio, generated from the sample of spectators interviewed, was applied to the sum of the peak spectator count for each venue. This approach produced an estimate of the total number of unique spectators who attended events at the Victoria 2000 Games.

3.1.2 Participant Induced Spectator Approach

The total number of spectators at the Games can also be defined as the number who came to watch friends and relatives, plus those who did not. This relationship is represented by the formula:

$$\text{Total Spectators} = \text{Participant Induced} + \text{Non-Participant Induced}$$

The participant induced spectators can be calculated from information contained in the Spectator and Participant questionnaires. Question 6 on the Spectator questionnaire records the number of persons who attended the Games to watch their friends or relatives compete.

Question 6 of the Participant survey indicates the number of persons who came to watch them compete. Multiplying the average number of spectators per participant times the registered number of participants, and dividing by the average number of participants per spectator equals the number of Participant Induced Spectators.

The ratio of the number of participant induced (yes to questions 6) versus non-participant induced spectators (no to question 6) is known. Applying these ratios against the estimated number of Participant Induced Spectators allows the total number of spectators to be calculated.

3.2 SPECTATOR COUNTS

- The peak number of spectators who attended each venue is illustrated below.

Table 3-2
Peak Spectator Counts by Sport

Sport/Activity	Athletes	Others	Peak Spectators
Archery	84	19	70
Athletics	302	61	1800
Baseball	118	37	600
Basketball	155	36	500
Cricket	67	10	300
Cycling	70	36	30
Diving	47	15	225
Equestrian	25	13	300
Field Hockey	167	49	500
Lacrosse	103	26	500
Lawn Bowls	70	18	30
Orienteering	29	8	10
Parachuting	25	9	35
Rowing	45	20	100
Rugby	178	31	500
Sailing	50	6	50
Shooting	97	53	200
Soccer	285	69	1200
Softball	200	63	400
Swimming	193	47	140
Sync. Swimming	66	30	170
Tennis	101	9	50
Triathlon	37	21	50
Volleyball	192	46	400
Water polo	72	19	225
Water Skiing	35	28	300
Wrestling	119	25	200
Totals	2924	811	8,885

Source: Victoria 2000 BC Summer Games Society for participants, plus personal counts and estimates by sport chairpersons for spectators.

- The total peak spectator count was 8,885. The calculated spectator turnover ratio was 1.14, or expressed differently, each spectator attended 1.14 different events. Consequently, the total number of unique individual spectators was estimated to be 7,793 (i.e., $8,885 / 1.14 = 7,793$).

- The participant induced spectator count procedure produced a slightly lower estimate of 6,129, comprised of 4,781 participant induced and 1,348 non-spectator induced spectators. This total was based on the following information:
 - 1.92 spectators per participant (Question 6 - Participant Survey)
 - 1.5 participants per spectator (Question 6 - Spectator Survey)
 - 78% of spectators were participant induced (Question 6 - Spectator Survey)

where the number of participant induced spectators is:

$$(1.92) (3537) / 1.5 = 4,781$$

and, the number of non-participant induced spectators is:

- participant induced is 78% or 4,781
 - non-participant induced is 22% or 1,348
- therefore:
- 100% (participant plus non-participant induced spectators) = **6,129**

3.3 SPECTATOR CHARACTERISTICS

- Four out of ten spectators interviewed (40%), were from Victoria.
- The non-local spectators interviewed came from seven of the eight BC sport zones, as described below.

Table 3-3
Spectators Interviewed by Sport Zone

Zone	Description	Spectators	Percent
1	Kootenays	5	2%
2	Thompson-Okanagan	7	2%
3	Fraser Valley	38	12%
4	Fraser River - Delta	29	9%
5	Vancouver - Squamish	33	11%
6	Vancouver Island –Central Coast	169	54%
7	North West	9	3%
8	Cariboo – North East	13	4%
Other	Other/No Response	13	3%
Total		316	100%

- The Games were the main reason that nearly all (96%) of the non-local spectators visited Victoria.
- Nearly four out of ten spectators (39%), were attending the Games for three days, while 24% were attending the Games for two days. The average length of stay in Victoria was 2.8 days. The distribution of length of stay was as follows:

– 1 day	17%
– 2 days	24%
– 3 days	39%
– 4 days +	20%
- Just less than one-half of the spectators attended the Opening Ceremonies (44%), and about 39% expected that they would attend the Closing Ceremonies.
- More than half the spectators (56%), were attending the Games to watch a friend or relative compete. About two-thirds (63%) of these persons were in Victoria to watch one person. Another 20% of the spectators indicated they were in Victoria to watch an entire team. The average number of persons spectators were watching was 1.5 persons.
- The average size of the spectator parties was 3.94 persons. The distribution of spectator party size is as follows:

– 1 spectator	14%
– 2 spectators	32%
– 3 spectators	19%
– 4 spectators	14%
– 5+ spectators	21%

3.4 SPECTATOR EXPENDITURES

- Most spectators (93%) spent money on goods and/or services while attending the Games. The following chart indicates the distribution of per person spending on a variety of categories.

**Table 3-5
Spectator Expenditures by Category**

Category	Percentage by Expenditure Groups												Avg. Exp.
	\$0	\$1-10	\$11-20	\$21-30	\$31-40	\$41-50	\$51-60	\$61-70	\$71-80	\$81-90	\$91-100	\$101+	
Accom.	68.3	0.7	1.0	2.0	2.0	2.7	1.0	1.3	1.3	2.7	3.0	14.0	\$36.69
Automobile	52.3	16.3	10.0	7.3	5.0	4.7	1.0	1.0	0.7	0.0	1.0	0.7	\$12.60
Concession	30.0	45.3	14.3	5.3	0.3	4.0	0.0	0.0	0.0	0.0	0.3	0.3	\$9.56
Gifts	66.0	9.3	9.0	5.0	2.0	3.7	0.3	0.7	0.7	0.3	2.3	0.7	\$12.36
Local Trans.	91.3	3.0	2.0	0.7	1.3	1.0	0.0	0.3	0.0	0.0	0.3	0.0	\$2.18
Groceries	78.3	9.7	4.7	2.0	1.3	2.3	0.3	0.0	0.0	0.0	0.7	0.7	\$5.36
Restaurant	42.7	7.3	10.0	8.3	5.3	7.3	1.3	2.7	2.7	2.0	5.7	4.7	\$30.31
Rec./Ent.	82.9	3.7	5.0	2.3	2.0	2.3	0.0	0.3	0.0	0.3	1.0	0.0	\$5.05
Shopping	76.7	3.7	6.0	3.0	1.0	5.3	0.3	0.3	0.3	0.3	1.3	1.7	\$10.37
Other	93.3	0.7	2.3	0.7	1.3	1.0	0.0	0.3	0.0	0.0	0.0	0.3	\$4.28
Total	6.5	14.2	7.4	7.8	6.1	4.9	2.3	1.0	2.6	2.6	6.5	39.2	\$128.90

Source: Interviews with 316 Games spectators

Notes:

1. Figures are row percentages (i.e., they add to 100% horizontally).
2. Numbers in the Average Expenditure column are the average dollar amounts spent in each expenditure category.

- Spectators attending the Games had an average expenditure of **\$128.90** while watching the Games. As expected, out-of-town spectators spent considerably more than local residents. The averages for locals and non-locals is as follows:
 - Average spending by **non-local residents** **\$197.90**
 - Average spending by **local residents** **\$27.33**
 - Average spending by **all spectators** **\$128.90**
- The largest expenditure categories were accommodation (\$37) and restaurant meals (\$30). Automobile costs, gifts and other shopping were in the \$10 - \$12 range.

- Applying the average expenditures to the total number of spectators results in a spectator spending total of \$905,500 (i.e., \$128.90 x 7,025). This is based on the average of the two spectator counts, as follows:

- Spectator Turn-Over Technique	7,793
- Participant Induced Technique	<u>6,129</u>
	14,051/2 = 7,025 (approx.)

4.0 VOLUNTEER EXPENDITURES

4.1 ANALYSIS METHOD

As with participants and spectators, volunteers were asked about their Games participation and related spending. A total of 4,050 volunteers assisted with administration of the Games (Source: BC Games Society). Just over one hundred volunteers were interviewed at a variety of venues.

Volunteers were asked about the volunteer category in which they were working, the number of days they would be volunteering, whether they had any friends or relatives attending the Games, and their spending. Average spending per person was multiplied by the total number of volunteers to estimate total spending by all volunteers.

4.2 VOLUNTEER CHARACTERISTICS

Volunteers were involved in the Games in a number of different capacities. The distribution of persons interviewed is as follows:

Table 4-1
Volunteers Interviewed by Category

Category	Number	Percent
Accommodation	2	2%
Administration	3	3%
Ceremonies	1	1%
Communications	0	0%
Cultural Services/Events	1	1%
Food Services	77	77%
Friends of the Games	0	0%
Medical	6	6%
Promotion	0	0%
Protocol	9	9%
Registrations and Results	0	0%
Security	4	4%
Sports	6	6%
Transportation	1	1%
Volunteers	0	0%
Others	0	0%
No Response	1	1%
Total	111	100%

Source: EPG survey results

- More than half the volunteers (54%) were working at the Games for four days or more, while the average duration was 3.4 days. The distribution was as follows:
 - one day 6%
 - two days 16%
 - three days 24%
 - four + days 54%
- One-third (32%) of volunteers were a friend or relative of a Games participant.

4.3 VOLUNTEER EXPENDITURES

- Most volunteers (over 78%) bought some goods and/or services while assisting with the Games. Table 4-3 illustrates the distribution of expenditures in percentages, by category.

Table 4-3
Volunteer Expenditures by Category

Category	Percentage by Expenditure Groups												Avg. Exp.
	\$0	\$1-10	\$11-20	\$21-30	\$31-40	\$41-50	\$51-60	\$61-70	\$71-80	\$81-90	\$91-100	\$101+	
Accom.	94.8	2.1	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	\$6.35
Automobile	60.4	22.9	7.3	2.1	5.2	1.0	0.0	0.0	0.0	0.0	1.0	0.0	\$7.31
Concession	84.4	9.4	4.2	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	\$2.13
Gifts	85.4	4.2	5.2	1.0	0.0	1.0	1.0	0.0	0.0	0.0	1.0	1.0	\$4.85
Local Trans.	90.6	8.3	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	\$0.77
Groceries	94.8	3.1	1.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	\$1.05
Restaurant	83.3	3.1	6.3	2.1	1.0	1.0	2.1	0.0	0.0	0.0	1.0	0.0	\$5.00
Rec./Ent.	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	\$0.00
Shopping	97.9	0.0	0.0	1.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	\$0.78
Other	94.8	3.1	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	\$0.66
Total	22.4	35.7	16.3	8.2	3.1	2.0	3.1	0.0	0.0	1.0	2.0	6.1	\$28.62

Source: Survey of 111 volunteers.

Notes:

1. Figures are row percentages (i.e., they add to 100% horizontally).
2. Numbers in the Average Expenditure column are the average dollar amounts spent in each expenditure category.

- The average expenditure by each Volunteer over the duration of the Games was \$28.62.
- The total expenditure of the 4,050 volunteers was \$115,900 (i.e., \$28.62 x 4,050).

5.0 GAMES SOCIETY EXPENDITURES

Another category of Games related expenditures was the organizing societies. These were the Victoria 2000 BC Summer Games Society and the BC Games Society.

5.1 VICTORIA 2000 BC SUMMER GAMES SOCIETY

The Victoria 2000 BC Summer Games Society was responsible for organizing and staging the Games.

The Victoria 2000 BC Summer Games Society had a budget of \$840,000 to host the Games. This included \$714,000 from the BC Games Society, a \$74,000 grant from the City of Victoria, \$33,000 in donations, and revenue from souvenir sales. As of mid September 2000, the Society had spent just over \$685,000.

The spending of this money to purchase goods and services had an impact on the local economy since most was spent in Victoria. Estimates by the Budget Committee indicate that slightly more than 85% (approximately \$591,000) was spent locally. (Source: Victoria 2000 BC Summer Games, Budget Chair.)

The Victoria Games Society is also projecting a surplus of approximately \$150,000. This surplus will be split 50:50 with BC Games Society. The portion retained by the Victoria Games Society will create a legacy fund that will be used to improve sports facilities in the Victoria area.

The total amount of money spent (or to be spent) by the Victoria Games Society in Victoria is as follows:

- Victoria Games Society spending	\$591,000
- Victoria Games legacy fund	<u>\$77,000</u>
Total	\$668,000

In addition to cash expenditures by the organizing society, a great deal of "in-kind" assistance was provided by local merchants, clubs, agencies and individuals. This assistance added significantly to the success of the Games, but the economic value of these contributions has not been included in the analysis.

5.2 BC GAMES SOCIETY

BC Games Society also incurred a number of costs to stage the Games. These expenditures can be grouped into two basic categories.

One category was for a variety of administrative costs including staff costs, signs, entertainment, thank you dinner, foam mattresses, main stage costs, posters, etc. This category also included the costs to accommodate the bus drivers who brought competitors to Victoria.

The other category was travel costs to actually bring athletes to Victoria (paid to locally based companies). These travel costs included Victoria based bus charter costs, and air transportation costs paid to Victoria based companies.

- Administration Costs	\$35,000
- Travel Costs	<u>\$114,000</u>
Total	\$149,000

6.0 CONCLUSIONS

The Victoria 2000 BC Summer Games created direct economic impact in Victoria of well over two million dollars. Approximately two-thirds of this impact was created by the spending of Games participants, while one-third was contributed by Games Society organizers.

- Direct spending within these two categories was as follows:

Spending by participants	\$1,410,000
Spending by organizers	<u>\$817,000</u>
Total	\$2,227,000

- Direct spending by participants was as follows:

Athletes/Competitors	\$388,000
Spectators	\$906,000
Volunteers	<u>\$116,000</u>
Total	\$1,410,000

- Direct spending in Victoria by Games organizers was as follows:

Victoria 2000 BC Summer Games Society	\$668,000
BC Games Society	<u>\$149,000</u>
Total	\$817,000

Spending by Games participants occurred over the three to four days of the Games during the last week of August 2000. Spending by the Games organizers occurred over a longer period of time - prior to, during, and after the Games.

The demand survey technique used to measure the economic impact of the Games provided a defensible analysis process. A total of 627 surveys were completed with Games participants. Based on the survey sample sizes, the results are considered accurate to within 7% for the participant survey (200 interviews), just over 5% for the spectator survey (316 interviews), and 10% for volunteers (111 interviews).

It is noted that the analysis focused entirely on direct spending. Additional indirect and induced effects would have been triggered by this direct spending. These impacts were not measured but would have increased the overall economic impact slightly.

APPENDICES

A QUESTIONNAIRES

B INTERVIEWER INSTRUCTIONS

APPENDIX A

QUESTIONNAIRES

PARTICIPANT

SPECTATOR

VOLUNTEER

2000 BC SUMMER GAMES

PARTICIPANT SURVEY

Activity _____ Location _____ Fri. Sat. Sun. [No. _____]

1. Do you live in Victoria? Yes (GO TO #4) No
2. If no, where is your home? (Community) _____ [Sport Zone _____]
3. How many days in total will you be spending in the area as a result of attending these Games? _____ days
4. Which sports/events/activities have you attended or will you be attending?

Friday	1 _____	2 _____	3 _____
Saturday	1 _____	2 _____	3 _____
Sunday	1 _____	2 _____	3 _____
Opening Ceremony	Y / N	Closing Ceremony	Y / N / DK

5. In what capacity are you taking part?
Participant Official Coach Other _____
6. Have friends or relatives come to the Games to watch you? Yes How many? _____
No
7. Have you purchased, or will you be purchasing, any goods or services while either visiting the area or attending the Games? Yes No
8. How much do you estimate you **and your party** will spend in total **in the area** during the Games on the following items? (*Enter amounts to nearest dollar.*)

(How many persons are covered by the expenditures? _____ persons.)

Accommodation	\$ _____	Groceries	\$ _____
Automobile and Gas	\$ _____	Restaurant Meals	\$ _____
Concession	\$ _____	Recreation/Entertainment	\$ _____
Gifts and Souvenirs	\$ _____	Retail Shopping	\$ _____
Local Transportation	\$ _____	Other _____	\$ _____
		Total	\$ _____

Thank you for your assistance!

2000 BC SUMMER GAMES

SPECTATOR SURVEY

Activity _____	Location _____	Fri. <input type="checkbox"/>	Sat. <input type="checkbox"/>	Sun. <input type="checkbox"/>	[No. ____]
----------------	----------------	-------------------------------	-------------------------------	-------------------------------	-------------

1. Do you live in Victoria? Yes (GO TO #4) No
2. If no, where is your home? (Community) _____
3. Are the Summer Games your prime reason for visiting the area today?
Yes No Not sure/Don't know

4. How many days will you be spending at these Games? _____ days

5. Which sports/events/activities have you attended or will you be attending?

Friday	1 _____	2 _____	3 _____
Saturday	1 _____	2 _____	3 _____
Sunday	1 _____	2 _____	3 _____
Opening Ceremony	Y / N	Closing Ceremony	Y / N / DK

6. Have you come to watch friends or relatives? Yes How many? _____
No
7. How many people, including yourself, are in your spectator party? _____
8. Have you, or will you be, purchasing any goods or services while either visiting the area or attending the Games? Yes No
9. How much do you estimate you **and your party** will spend in total in the area during the Games on the following items? *(Enter amounts to nearest dollar.)*

(How many persons are covered by the expenditures? _____ persons.)

Accommodation	\$ _____	Groceries	\$ _____
Automobile and Gas	\$ _____	Restaurant Meals	\$ _____
Concession	\$ _____	Recreation/Entertainment	\$ _____
Gifts and Souvenirs	\$ _____	Retail Shopping	\$ _____
Local Transportation	\$ _____	Other _____	\$ _____
		Total	\$ _____

Thank you for your assistance!

2000 BC SUMMER GAMES

VOLUNTEER SURVEY

Activity _____	Location _____	Thur. <input type="checkbox"/>	Fri. <input type="checkbox"/>	Sat. <input type="checkbox"/>	[No. _____]
----------------	----------------	--------------------------------	-------------------------------	-------------------------------	-------------

1. In which volunteer capacity are you working?

- | | | | |
|-----------------------|--------------------------|--------------------------|--------------------------|
| Accommodation | <input type="checkbox"/> | Promotions | <input type="checkbox"/> |
| Administration | <input type="checkbox"/> | Protocol | <input type="checkbox"/> |
| Ceremonies | <input type="checkbox"/> | Registration and Results | <input type="checkbox"/> |
| Communications | <input type="checkbox"/> | Security | <input type="checkbox"/> |
| Cultural/Spec. Events | <input type="checkbox"/> | Sports | <input type="checkbox"/> |
| Food Services | <input type="checkbox"/> | Transportation | <input type="checkbox"/> |
| Friends of the Games | <input type="checkbox"/> | Volunteers | <input type="checkbox"/> |
| Medical | <input type="checkbox"/> | Others _____ | <input type="checkbox"/> |

2. How many days will you spend working at these Games? _____ days

3. Are you a friend or relative of any of the participants (athletes or officials), in the Games?
Yes No

4. How much do you estimate you will spend during the Games on the following items?
(Please record only expenditures that you have made or will make as a result of the Games?)

Accommodation	\$ _____	Groceries	\$ _____
Automobile and Gas	\$ _____	Restaurant Meals	\$ _____
Concession	\$ _____	Recreation/Entertainment	\$ _____
Gifts and Souvenirs	\$ _____	Retail Shopping	\$ _____
Local Transportation	\$ _____	Other _____	\$ _____
		Total	\$ _____

Thank you for your assistance.

APPENDIX B

INTERVIEWER INSTRUCTIONS

2000 BRITISH COLUMBIA SUMMER GAMES

ECONOMIC IMPACT SURVEY INTERVIEWER INSTRUCTIONS

Introduction and Background

Victoria is hosting the 2000 BC Summer Games during the last weekend in July. The Games include 30 sports at 42 sport venues, and will likely have a participant total in excess of 3,500 persons. The event will also involve literally thousands of local volunteers, and entertain thousands of spectators.

The existence of the Games will have significant economic impact on the Victoria area, based on spending - by the local Games Society and by BC Games - but particularly by the athletes, spectators and volunteers. BC Games has not measured the economic impact of a summer Games since 1992 and the Victoria Games is being used to determine local economic effects of the Games.

Objectives

The overall purpose of the project is to analyze and calculate the economic impact of the Summer Games on the Victoria area. Economic impact will be measured by direct spending in the local area. Impacts will be estimated by the local spending of the:

- Victoria Host Society
- BC Games
- **athletes/participants**
- **volunteers**
- **spectators**

The survey you are involved with focuses on the spectator category.

Questionnaires

Spending by spectators is the focus of your involvement in this project. The questionnaire you will be using is one page in length, and can be completed in a few minutes.

The intent of this form is to conduct a sample survey, which will provide information on total spending generated by the Games. Efficient interviews and thorough completion of the questionnaires are crucial to accurate analysis of the results.

Sample Sizes

The following numbers of questionnaires are targeted for the three categories:

- Participants 200 - 250
- Spectators 250 - 300
- Volunteers 100 - 150

Sports/Activities and Venues

The following sports/activities are included in these Games, with estimated participation and venue locations.

Sport/Activity	Athletes	Others	Venue Location
Archery	96	18	Colquitz School
Athletics	340	51	Centennial Stadium
Baseball	120	46	Lambrick Park
Basketball	160	50	Oak Bay Secondary
Cricket	96	18	Beacon Hill and Windsor Parks
Cycling	120	22	Hartland Mtn.
Diving	70	18	Commonwealth Pool
Equestrian	80	14	Saanich Fair Grounds
Field Hockey	224	54	UVic
Lacrosse	136	28	Archie Browning Centre
Lawn Bowls	100	31	Beacon Hill Lawn Bowls
Modern Pentathlon	42	12	UVic
Orienteering	50	7	Thetis Lake/Royal Roads
Parachuting	50	10	Drop Zone – Island View Hwy.
Rowing	54	15	Elk Lake
Rugby	184	35	Velox and Wallace Fields
Sailing	70	15	Royal Victoria Yacht Club
Shooting	136	51	Heals Range
Soccer	288	68	Topaz Park
Softball	256	72	RAP/Central (Boys) Lockside (Girls)
Swimming	208	42	Crystal Pool
Synchronized Swimming	72	25	TBA
Tennis	112	14	Oak Bay Rec. Centre
Triathlon	48	24	UVic
Volleyball	192	50	Mt. Douglas Sr. Sec. (Boys) UVic (Girls)
Water polo	96	28	Commonwealth Pool
Water Skiing	80	28	Shawinigan Lake
Wrestling	160	30	Central School
Totals	3640	876	

Notes:

1. Others column includes coaches, managers, officials and chaperones
2. The source for the information was the Victoria 2000 Games Society (June 1/00)

Interview Process

Interviews of a sample of spectators, should be completed at your venue(s). Each interviewer should complete about 30 survey forms to ensure we get a reliable sample of persons watching activities at each venue.

Timing of Interviews

The key information in the questionnaire is about Games related spending. Consequently, conducting your interviews on Saturday – towards the end of the Games – will allow respondents to answer the questions more accurately than doing the interviews earlier.

Respondent Selection

It is important that the survey be as random as possible so the sample can accurately reflect the total number of attendees. However, actual respondent selection will depend on the number of people at the venue and on their agreement to participate.

In busy venues, approach or ask a sample of potential respondents during your interviewing stint. In less busy venues, approach persons until the venue quota is complete. Attempt to approach a mix of males and females, and persons of different ages.

Interview Procedures

Participation in the survey is voluntary and each individual survey response will be anonymous. Approach a selected respondent, introduce yourself and the survey project, and ask if they would be willing to answer a few questions about their visit to the Games. The following is the introduction that should be used.

Good morning/afternoon. My name is _____. We are conducting a survey for the 2000 Summer Games. Would you mind answering a few questions?

Go through the questionnaire asking each question. The questions with small boxes () should be checked as applicable, while a question with a line (_____) requires a written response. When the interview is over, thank the person for their assistance and go on to the next respondent.

Questionnaire Drop Off

Put the completed questionnaires from your interview stint in an envelope, and drop them off at the Games office (957 Fort Street), to the attention of David Hall. (Cel 216-2624)

