

Nanaimo 2002 BC Summer Games Community Impact Assessment

Prepared for: Nanaimo 2002 BC Summer Games Society

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Attitudes of Nanaimo Residents

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Abstract

These are difficult times for all of us in the world. We are faced with complex personal and global issues in an age of rapid change and uncertainty. There is an increasing need for quality opportunities to “re-new”, “re-fresh”, and “re-create”. There is also a need to strengthen and celebrate community, a need to bring people together and build collective memory. For four days in August the Nanaimo 2002 BC Summer Games did just that.

This study examines the quality of that experience through the legacy it left behind. It involves research conducted with the participants, spectators, volunteers, local businesses and finally the community as a whole. The Nanaimo 2002 BC Summer Games is an example of what can be achieved when the values of the community are in harmony with the values of those who come to enjoy it.

The participant (n=230) and spectator (n=329) surveys looked at why people came to the Games, what was important to them and their desire to return. It also evaluated their financial contribution to the event and to the community. Although this study indicated that the estimated spending of these two groups was \$1,287,898.00 their biggest contribution was in the quality of the multi-sport games experience they helped create.

The volunteer segment (n=305) of this project identified the level of support for and involvement in the Games. In addition it considered what motivated people to volunteer and the collective outcome of that experience. “Community spirit” and a “desire to give back to the community” were reoccurring responses and 98% of those surveyed stated that they would volunteer for this type of event again. They also contributed financially to the event and to the community primarily through their purchase of Games clothing and souvenirs (\$271,998.30).

The pre and post-event business surveys (n=12) explored the views of this segment, their contribution and their attitudes towards the outcome. The businesses in Nanaimo contributed \$530,339 (in kind) to help stage the event. In both the pre and post interviews community pride and collective effort, were again, reoccurring themes.

The fifth and final component of this research demonstrated the value the Nanaimo 2002 BC Summer Games now holds in the minds of the community as a whole. Randomly selected interviews conducted with 389 people revealed strong support for the Games, even by people who did not attend. Numerous benefits were identified, including “reinforced community identity” and “enhanced image of the community”.

The results of these five studies together with community service reports, highlights from the Games, the official Games final report and overall spending report provides a comprehensive examination of this community hosted major sporting event.

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Purpose of study

- To examine the impact that hosting the Nanaimo 2002 BC Summer Games had on the community
- To compare the economic impact on Nanaimo with the result of a previous study conducted during the Victoria 2000 BC Summer Games

Methods For Conducting The Nanaimo 2002 BC Summer Games

- Review of literature and the Victoria 2000 BC Summer Games, Economic Impact Assessment (May, 2002)
- Development of Games survey (June-July, 2002)
- Development of business sector survey (July, 2002)
- Pre-Games business sector telephone surveys conducted (July 24, 2002)
- Training session for field researchers conducted (August 2, 2002)
- Interviews of participants and spectators conducted (August 2, 2002)
- Interviews of volunteers conducted during the Volunteer Appreciation Event (Monday August 5, 2002)
- Post-Games business sector survey conducted (August 8, 2002)
- Data entry and analysis (SPSS software) (August-September, 2002)
- Comparative analysis and report writing (December, 2002-February, 2003)
- Attitudes of Nanaimo residents-Conducted by Rick Rollins (October – March)
- Project review (February, 2003)
- Final report submission (March, 2003)

Summary of Direct Economic Impact of the Nanaimo 2002 BC Summer Games

- The Nanaimo 2002 BC Summer Games created a direct economic impact in Nanaimo of over \$2,030,777. 72% of this impact was created by Games participants while Games organizers contributed 28%.

- Direct spending within these two categories was as follow

Spending by Participants	\$1,467,876
Spending by organizers	<u>562,901</u>
Total	\$2,030,777

- Direct spending by participants was as follows

Athletes/Competitors/Coaches/officials	\$382,398
Spectators	813,480
Volunteers	<u>271,998</u>
Total	\$1,467,876

- Direct Spending in Nanaimo by Games organizers

Nanaimo 2002 BC Summer Games Society	\$522,038 (approximately 85% spent locally)
BC Games Society	<u>45,795</u>
Total	\$567,833

- Additional economic activity

Human Resources Development Canada funding for 10 employee positions and office equipment	\$130,000
Legacy Fund Raised by the Games	200,000
Returned to BC Games Society	160,000
Air Canada Jazz	<u>50,727</u>
Total	\$540,727

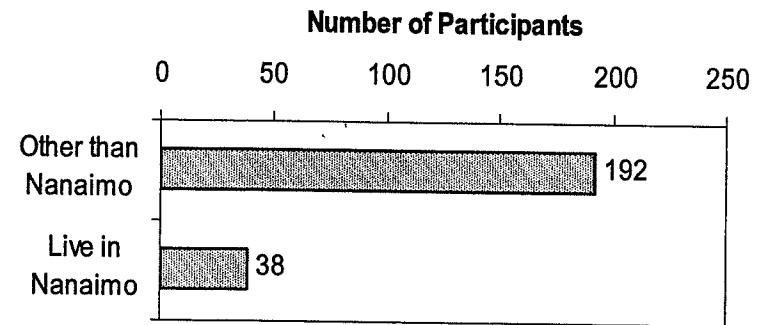
- Spending by participants occurred over the three to four days of the Games during the first week in August. Spending by the Games Society took place from April 2001 to August 2002.
- These figures represent estimated direct spending only. The indirect and induced effects were not measured but would have increased the overall economic impact.
- The Legacy Fund of \$200,000 was raised through the sale of Games Wear clothing prior to and during the Games and through budget savings. These funds are included in the participants spending but the amount spent by non-participants on these items was not tracked.
- Not included in the direct spending analysis is the media spending (Global)
- Businesses, individuals and Service and sport organizations contribution of \$530,339 (in kind).
- All events were free with no admission charges, therefore number of spectators is an estimate(6000)

**Participants Survey
Nanaimo 2002
BC Summer Games**

Q1. Do you live in Nanaimo?

- The majority (84%) of participants surveyed were from outside Nanaimo

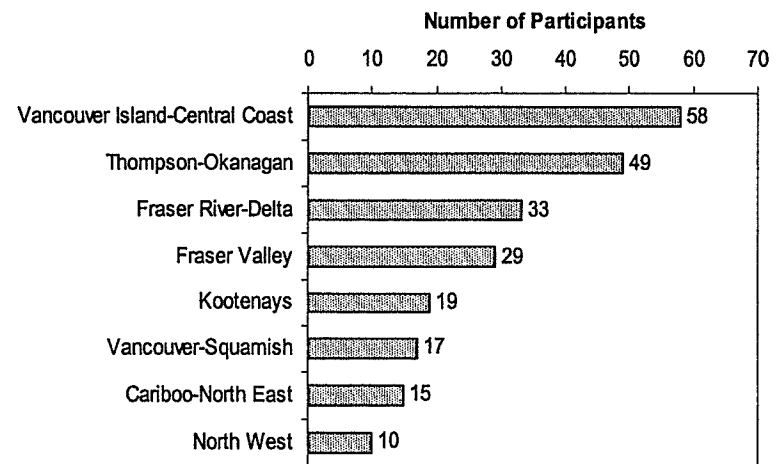
Figure 1. Place of Residence



Q2. If no, where is your home?

- 25% of participants surveyed were from the Vancouver Island-Central Coast
- All sport zones were represented in the survey

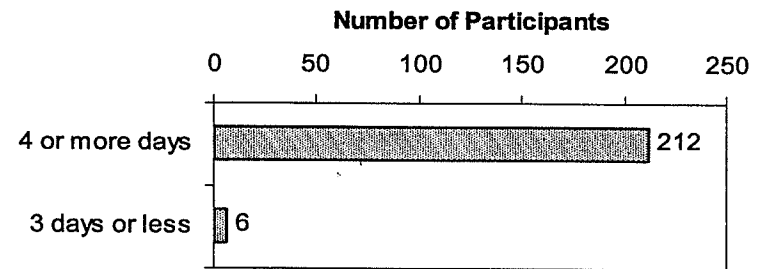
Figure 2. Place of Residence



Q3. How many days in total will you be spending in the Nanaimo area as a result of attending these Games?

- 97% of the participants surveyed spent four days or more in Nanaimo as a result of attending the Game

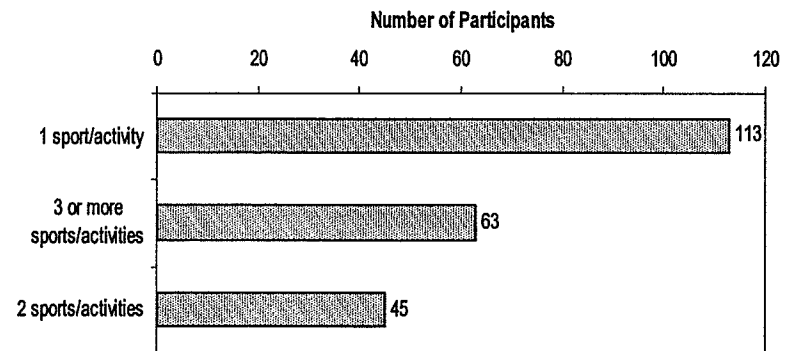
Figure 3. Days Spent In The Nanaimo Area



Q4. Which sports/events/activities have you attended or will you be attending?

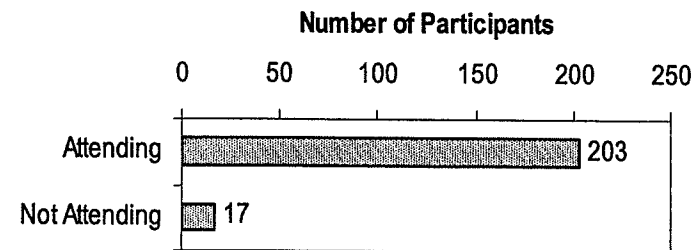
- 50% of participants surveyed were planning on attending one sport
- 23% were planning on attending two sporting events
- 27% were planning on attending three or more sporting events

Figure 4A. Sports/activities Attended



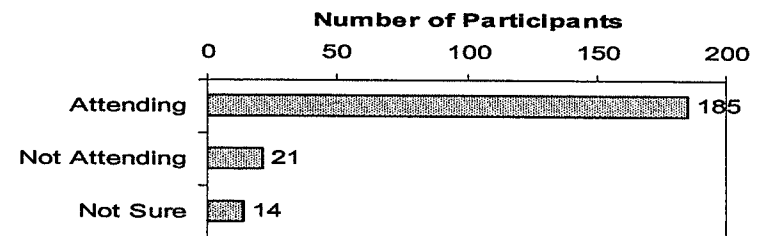
- 92% of the participants surveyed attended the opening ceremonies

Figure 4B. Attending Opening Ceremony



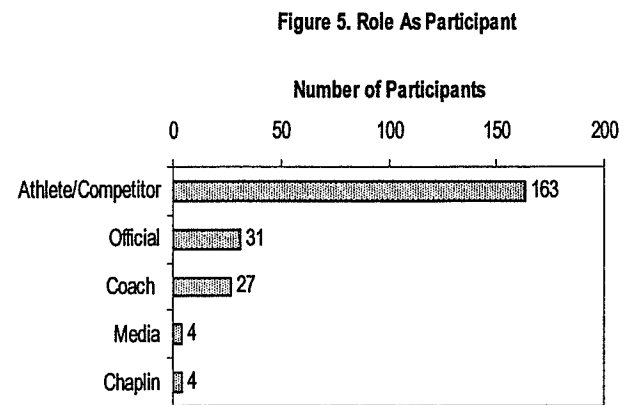
- 84% were planning on attending the closing ceremonies

Figure 4C. Attending Closing Ceremony



Q5. In what capacity are you taking part?

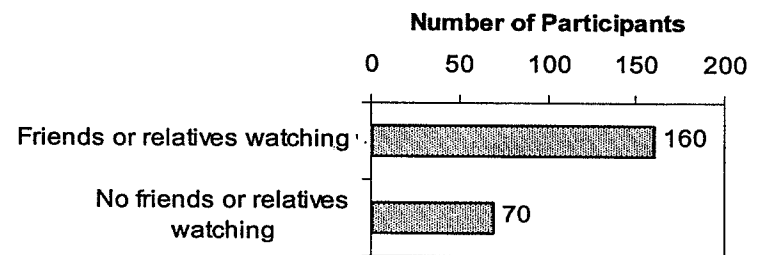
- Most participants surveyed (71%) were taking part in the Games as competitors
- 14% were officials
- 12% were coaches



Q6. Have friends or relatives come to the Games to watch you?

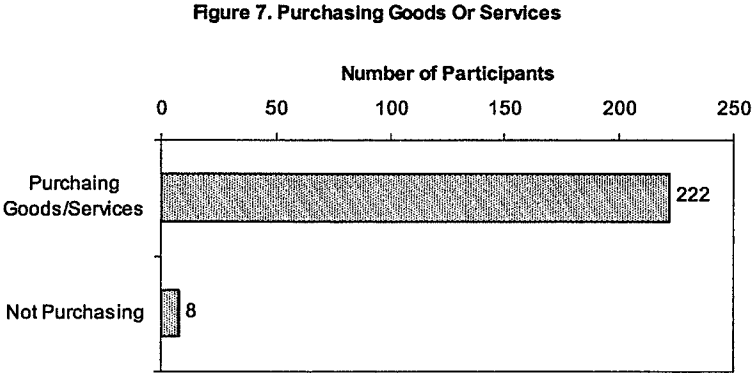
- 70% of the participants surveyed had friends or relatives watching them during the Games
- 27% had two friends or relatives watching their event

Figure 6. Friends/Relatives Attending



Q7. Have you , or will you, be purchasing any goods or services while either visiting the area or attending the Games?

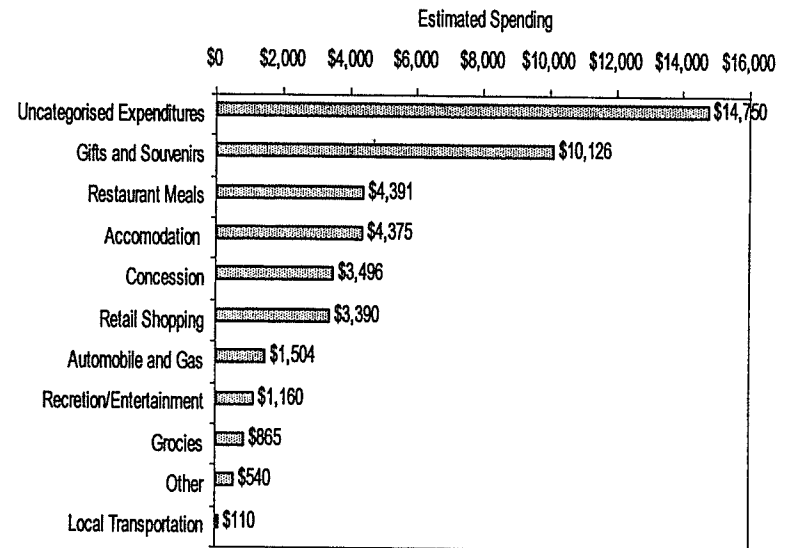
- Most participants surveyed (97%) purchased or planned to purchase goods and services



Q8. How much do you estimate you and your party will spend in total in the area during the Games on the following items? How many persons are covered by these expenditures?

- Total number of participants surveyed 230
- Total number of participants covered in these expenditures 312
- Total estimated amount of expenditures for the participants interviewed \$34,581.00
- Average spending/participant \$110.84
- Total estimated spending for all participants \$382,398.00 (i.e. \$110.84 x 3450 participants)

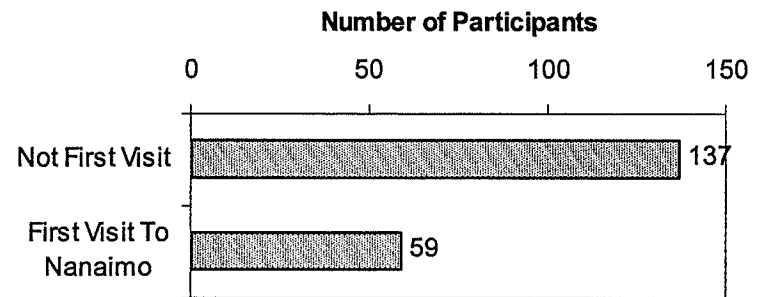
Figure 8. Total Estimated Spending For The Participants Sureeyed



Q9. Is this your first visit to Nanaimo?

- 70% of the non-resident participants surveyed had visited Nanaimo before
- For 30% of the non-residents this was their first visit to Nanaimo

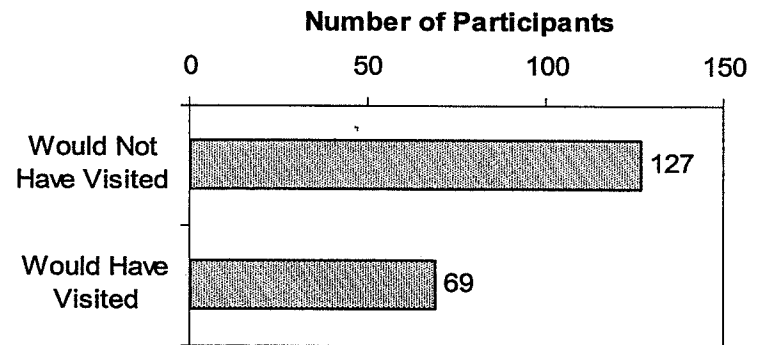
Figure 9. First Visit To Nanaimo



Q10. Would you have visited Nanaimo this year had the Games not been hosted here?

- 65% of the non-resident participants surveyed stated that they would not have visited Nanaimo this year had the Games not been hosted here

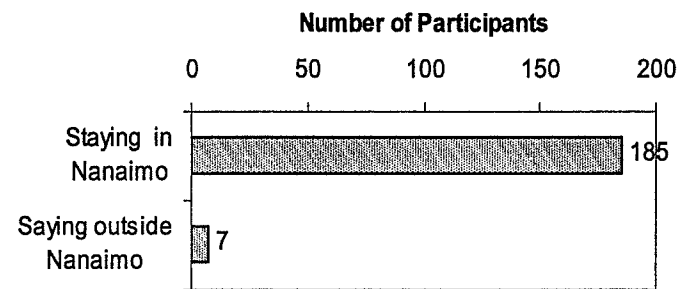
Figure 10. Would Have Visited



Q11. During this visit are you staying in Nanaimo or the surrounding area?

- 96% of the non-resident participants stayed in Nanaimo during the Games

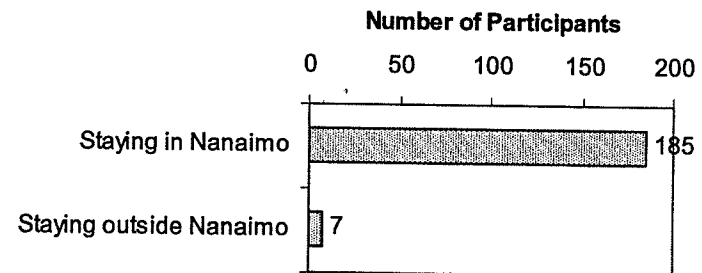
Figure 11. Staying During the Games



Q11. During this visit are you staying in Nanaimo or the surrounding area?

- 96% of the non-resident participants stayed in Nanaimo during the Games

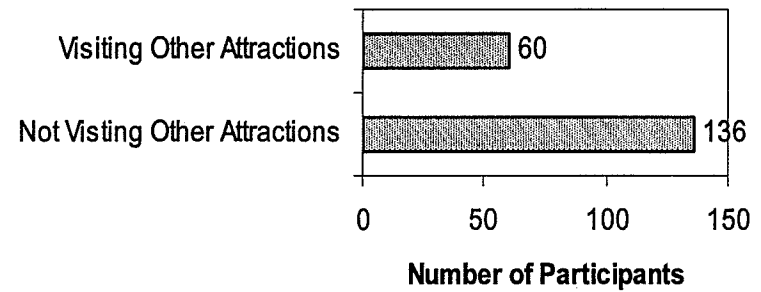
Figure 11. Staying during the Games



Q12. During your stay have you visited or plan to visit other attractions in Nanaimo?

- 69% of the non-residents surveyed did not visit or plan to visit other attractions during their stay

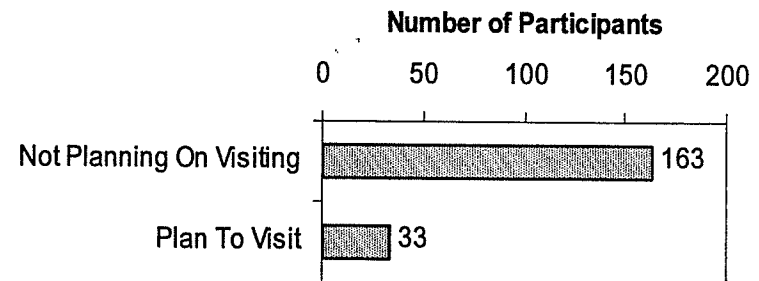
Figure 12. Plan To Visit Other Attractions In Nanaimo



Q13. During your stay have you visited or plan to visit other Vancouver Island destinations?

- 83% of the non-resident participants surveyed did not visit or plan to visit other Vancouver Island destinations

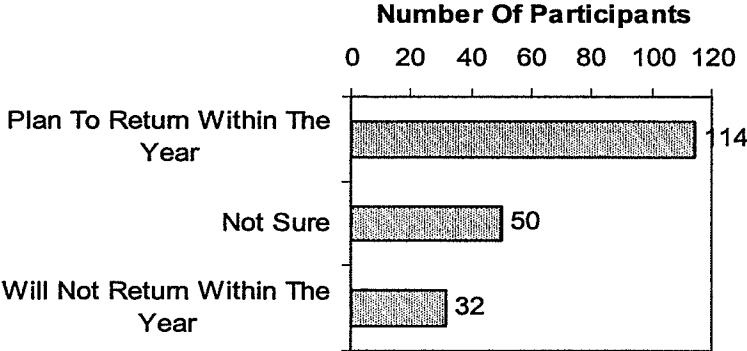
Figure 13. Planning To Visit Other Vancouver Island Destinations



Q14. Now that you have visited Nanaimo are you planning to return within the next year?

- 58% of non-residents surveyed plan to return to Nanaimo within the next year
- 26% were not sure

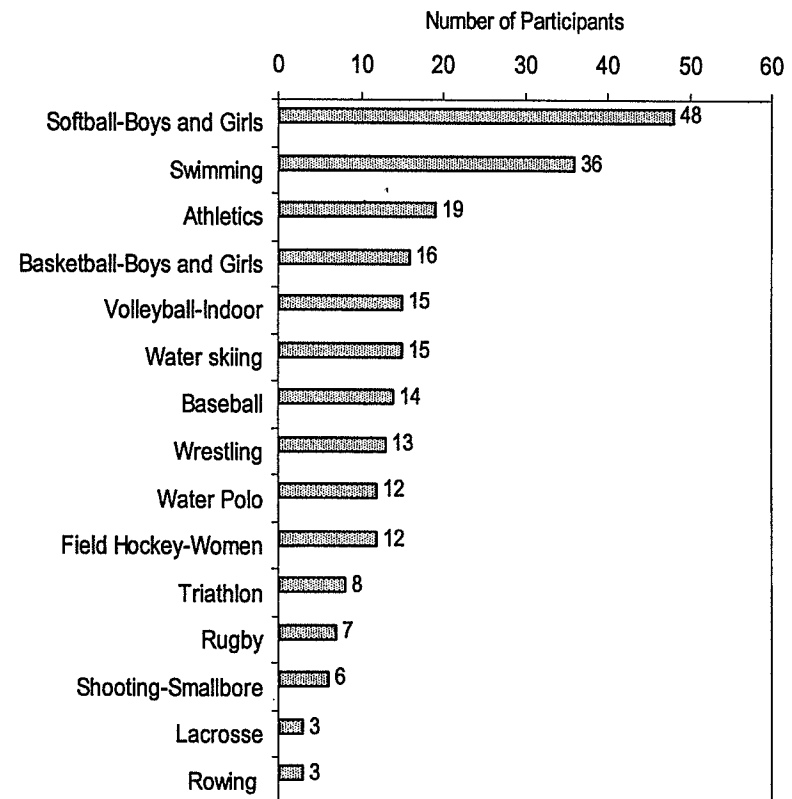
Figure 14. Plan To Visit Nanaimo Again



Q15. Number of participants surveyed at each sport

- A total of 230 participants were surveyed
- There was some representation from 15 sport events with the majority (20%) being at Boys and Girls Softball

Figure 16. Number of Participants Surveyed At Each Sport



Comparative analysis

Item	Victoria 2000 BC Summer Games	Nanaimo 2002 BC Summer Games	Comments
Date surveyed	August 2000	August 2, 2002	
Total estimated number of participants	•3,735 participants	•3,450 participants(BC Games Society)	
Number surveyed	•200 participants	•230 participants	
Q1.–Q2. Residence	•Majority of participants interviewed (83%) were from outside Victoria/Vancouver Island	•Majority (84%) of participants interviewed were from outside Nanaimo •25% were from the Vancouver Island-Central Coast	
Q3. How many days in total will you be spending in the Nanaimo area as a result of attending the Games	•97% were staying in Victoria for the entire duration	•97% of non-residents surveyed spent four or more days in Nanaimo as a result of attending the Games	The Games were officially 3 days long but many came a day earlier

Item	Victoria 2000 BC Summer Games	Nanaimo 2002 BC Summer Games	Comments
Q4. Which sports/events/activities have you attended or will you be attending?	<ul style="list-style-type: none"> •96% attended the opening ceremonies •58% were planning on attending the closing ceremonies •15% were not sure if they would be attending the closing 	<ul style="list-style-type: none"> •50% of those surveyed planned on attending only one sport event •92% attended the opening ceremonies •84% were planning on attending the closing •6% were not sure if they would be attending the closing 	The questionnaire was crowded in this area which probably led the surveyors missing the question during the interviews
Q5. In what capacity are you taking part?	<ul style="list-style-type: none"> •72% were competitors •11% were coaches •7% were officials •9% were chaperones 	<ul style="list-style-type: none"> •71% were competitors •14% were officials •12% were coaches 	
Q6. Have friends or relatives come to the Games to watch you?	•47% had friends or relatives who came to the Games	•70% had friends or relatives who came to the Games	

Item	Victoria 2000 BC Summer Games	Nanaimo BC Summer Games	Comments
Q 7. Have you or will you purchase any goods or services while visiting or attending the Games?	•94% said they would be spending some money	•97% purchased or planned to purchase some goods or services	
Q8. How much do you estimate you and your party will spend in each of the following areas during the Games?	<ul style="list-style-type: none"> •Average estimated amount of spending per person \$103.83 •Largest amount spent on gift and souvenirs followed by shopping and restaurant meals •Total participant spending \$387,805.00 	<ul style="list-style-type: none"> •Average estimated amount of spending per person \$110.84 Largest amount spent on Uncategorized spending, followed by gifts and souvenirs, restaurant meals •Total participant spending \$382,398.00 	<p>Surveys were conducted on the first full day of the event</p> <p>People knew how much they would spend but not specifically how therefore had higher uncategorized spending figure.</p>
Q9. Is this your first visit to Nanaimo?	•Not included	<ul style="list-style-type: none"> •70% of non-resident participants surveyed had visited Nanaimo before •For 30% of non-residents this was their first visit 	

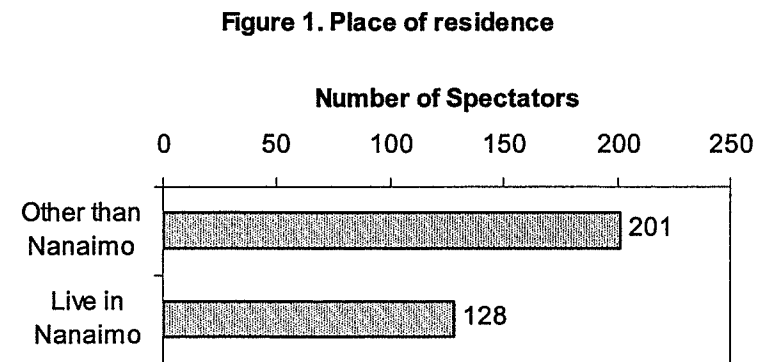
Item	Victoria 2000 BC Summer Games	Nanaimo 2002 BC Summer Games	Comments
Q10. Would you have visited Nanaimo this year had the Games not been hosted here?	•Not included	•65% of non-resident participants surveyed said they would not have visited Nanaimo had the Games not been hosted here	Survey did not include a “not sure” category and this may have resulted in the 15% missing data
Q11. During this visit are you staying in Nanaimo or the surrounding area?	•Not included	•96% of non-resident participants stayed in Nanaimo	
Q12. During your stay have you visited or plan to visit other attractions in Nanaimo?	•Not included	•69% of non-residents did not plan to visit other attractions during their stay	
Q13. During your stay have you visited or plan to visit other Vancouver Island destinations?	•Not included	•83% of non-resident participants did not visit or plan to visit other Vancouver Island destinations during their stay	

Item	Victoria 2000 BC Summer Games	Nanaimo 2002 BC Summer Games	Comments
Q14. Now that you have visited Nanaimo are you planning on visiting again within the next year?	•Not included	• 50% of non-residents surveyed said they plan to visit again in the next year	
Number of participants surveyed at each sport	•Participants from 19 different sporting events were interviewed	•Participants from 15 different sporting events were interviewed	

**Spectators Survey
BC Summer Games 2002
Nanaimo, BC**

Q1. Do you live in Nanaimo?

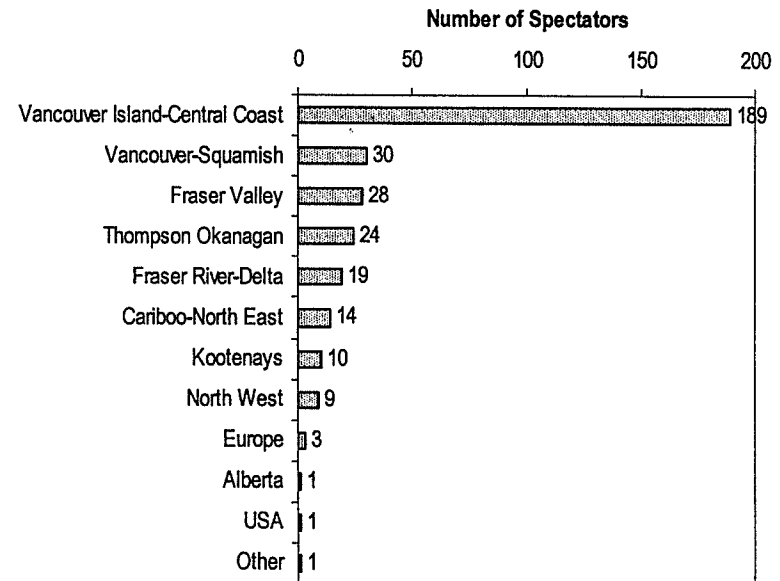
- 62% of spectators surveyed were from outside Nanaimo
- 38% live in Nanaimo



Q2. If no, where is your home?

- Over half of the non-resident spectators surveyed (57%) were from Vancouver Island-Central Coast
- There was representation from all sports zones in BC

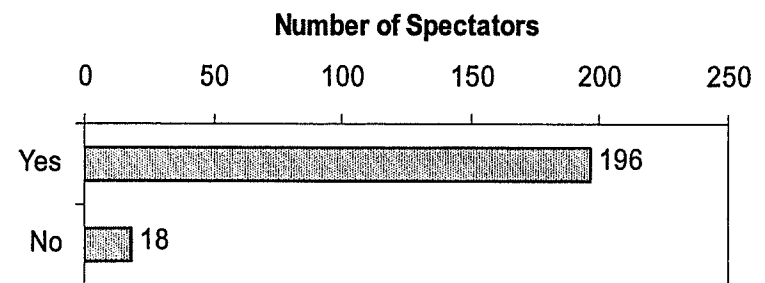
Figure 2. Place of Residence



Q3. Is attending the Games the main reason for your visit to Nanaimo on this trip?

- 92% of spectators from outside Nanaimo stated that attending the Games was the main reason for their visit to Nanaimo on this trip

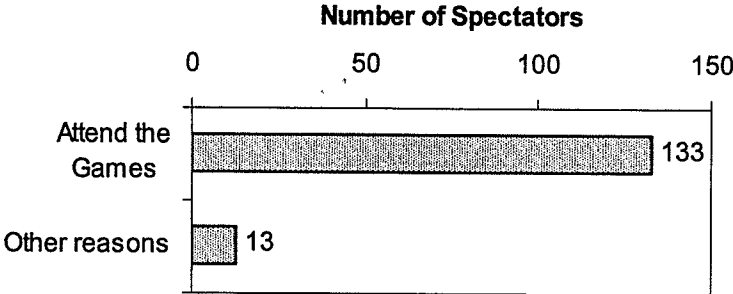
Figure 3. Attending The Games Is The Reason For Visiting Nanaimo



Q4. Are the Summer Games your primary reason for visiting the Nanaimo area today?

- 90% stated that their primary reason for visiting Nanaimo on the day they were surveyed (Friday) was to attend the Games

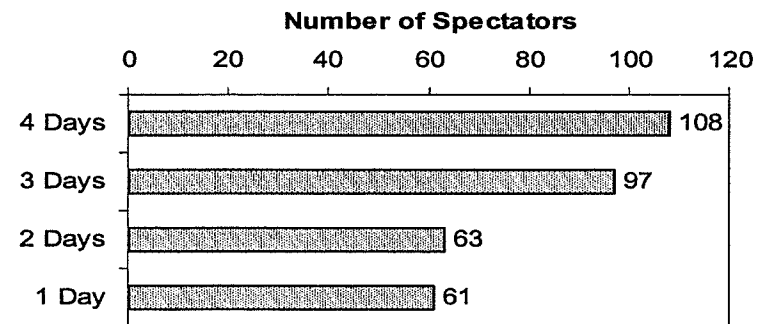
Figure 4. Reason For Visiting Nanaimo Today



Q5. How many days will you be spending at these Games?

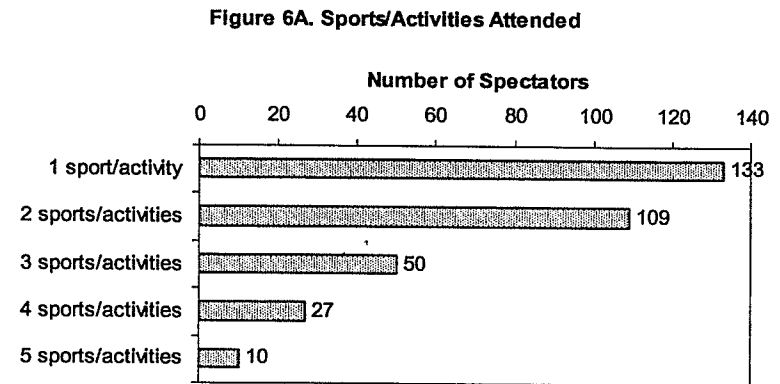
- 33% of spectators surveyed spent 4 days in Nanaimo attending the Games

Figure 5. Days Attending the Games



Q6. Which Sports/event/activities have you attended or will be attending?

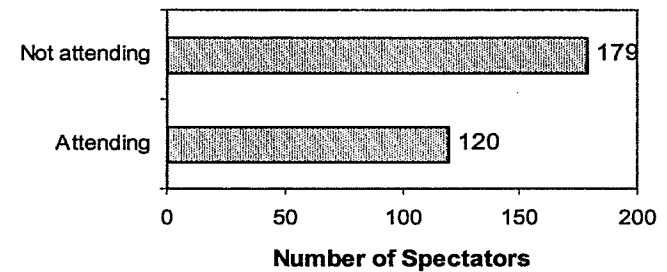
- 40% of the spectators surveyed planned to attend only one sport
- 33% planned to attend three sports
- 11% were planning to watch more than three sports during the Games



- 60% of spectators surveyed did not attend the opening ceremonies

*missing data 10%

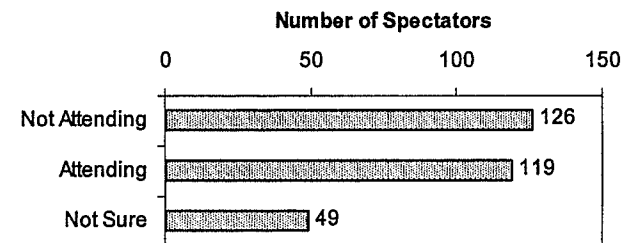
Figure 6B. Attending Opening Ceremony



- 36% of spectators surveyed planned to attend the closing ceremony
- 38% did not plan on attending
- 14% were not sure if they would be attending

* missing data 11%

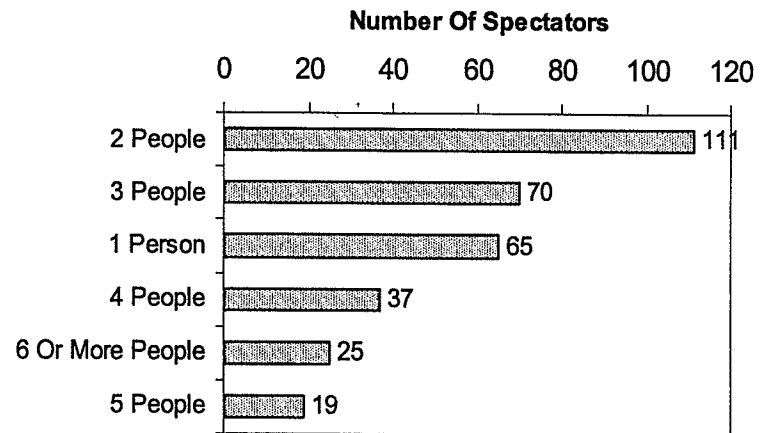
Figure 6C. Attending Closing Ceremonies



Q7. Have you come to watch friends or relatives?

- 74% of spectators surveyed came to the Games to watch friends or relatives participate

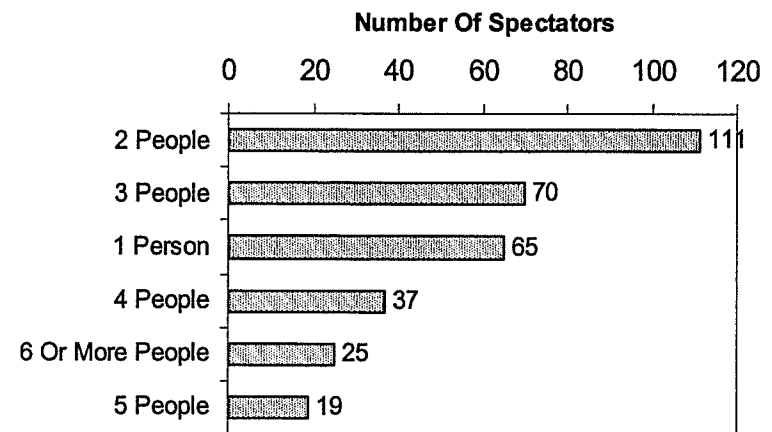
Figure 8. Number Of People In Spectator Party



Q8. How many people, including you, are in your spectator party?

- The average size of the spectator party was 3.8 people

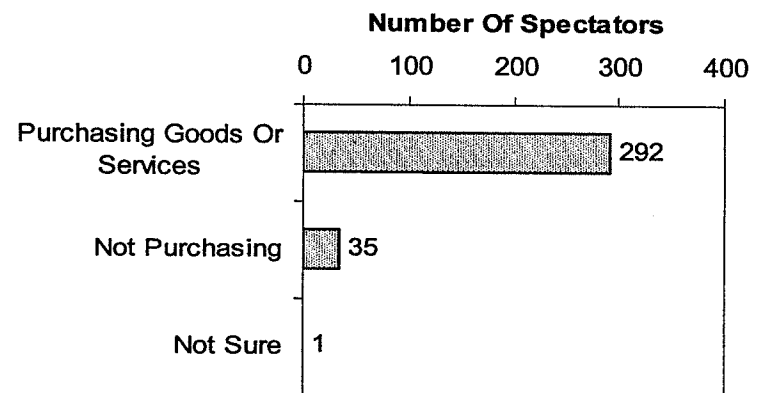
Figure 8. Number Of People In Spectator Party



Q9. Have you, or will you be, purchasing any goods or services while either visiting the area or attending the Games?

- Most spectators (89%) purchased or planned to purchase goods or services

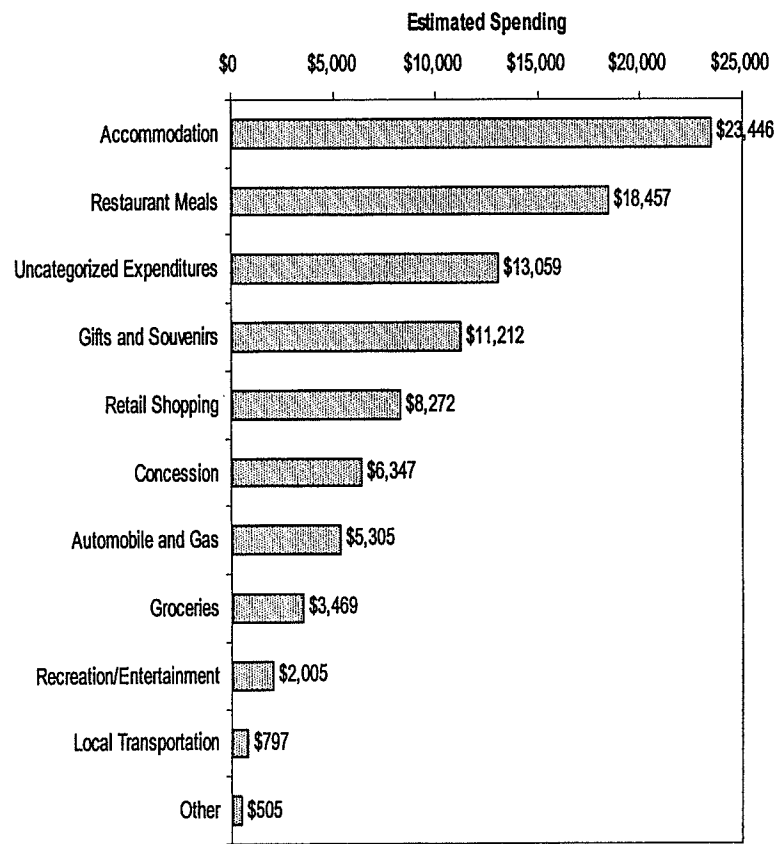
Figure 9. Purchasing Goods Or Services



Q10. How much do you estimate you and your party will spend in total in the area during the Games on the following items?

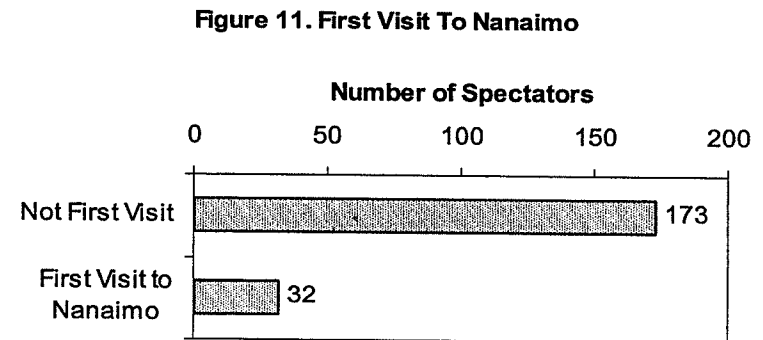
- Total number of spectators surveyed 329
- Total number of spectators covered in these expenditures 685
- Total Estimated Spending \$92,874.00
- Average spending /spectator \$135.58/spectator

Figure 10. Total Estimated Spending For the Spectators Surveyed



Q11. Is this your first visit to Nanaimo?

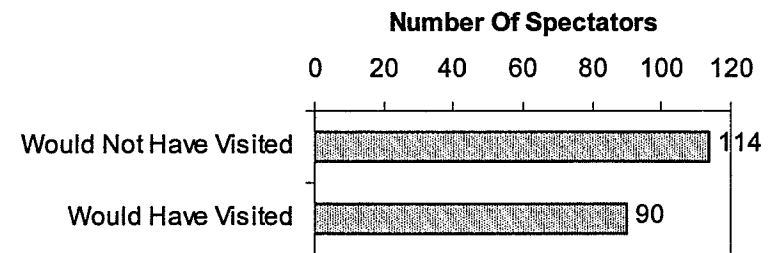
- 84% of the non-resident spectators surveyed stated that this was not their first visit to Nanaimo
- 16% had not visited Nanaimo before the Games



Q12. Would you have visited Nanaimo this year had the Games not been hosted here?

- 60% of spectators surveyed stated that they would not have visited Nanaimo had the Games not been hosted here

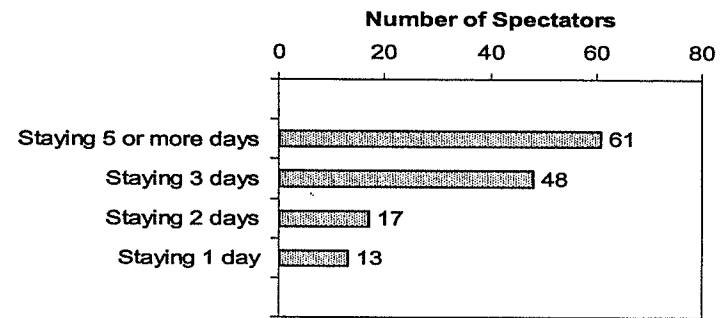
Figure 12. Would Have Visited Nanaimo Had The Games Not Been Hosted Here



Q13. During this visit are you staying in Nanaimo (number of days) or the surrounding area (number of days)?

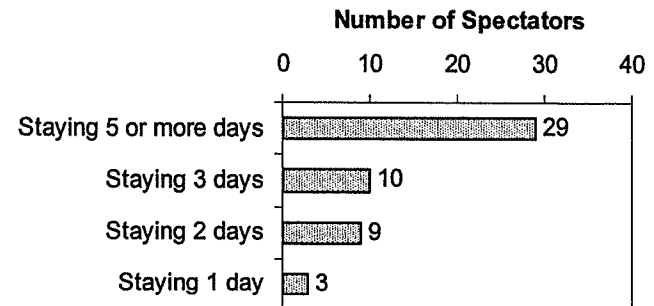
- 80% of non-resident spectators surveyed stayed overnight in Nanaimo

Figure 13A. Staying in Nanaimo



- 20% of non-resident spectators surveyed stayed overnight in the surrounding area

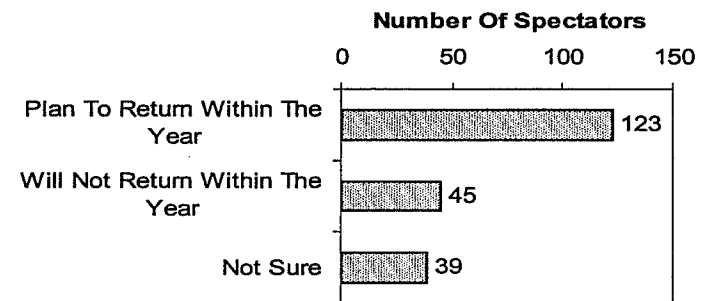
Figure 13B. Staying in Surrounding Area



Q14. During your stay have you visited or plan to visit other attractions in our city?

- 64% were not planning on visiting other attractions in Nanaimo during their stay
- 36% visited or planned to visit other attractions in Nanaimo during their stay

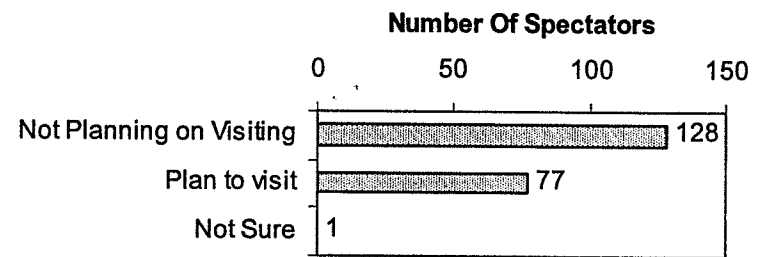
Figure 16. Plan To Visit Nanaimo Again



Q15. During your stay have you visited or plan to visit other Vancouver Island destinations?

- 62% were not planning to visit other Vancouver Island destinations during their stay
- 38% either visited or planned to visit other Vancouver Island destinations during their stay

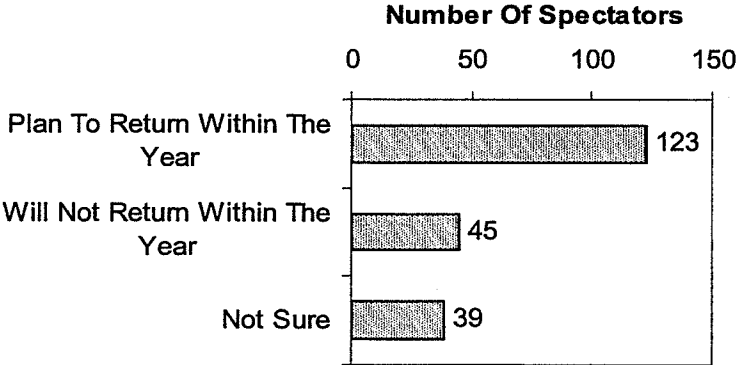
Figure 15. Planning To Visit Other Vancouver Island Destinations



Q16. Now that you have visited Nanaimo are you planning to return within the next year?

- 60% of the spectators surveyed plan to return to Nanaimo within the next year
- An additional 19% were not sure

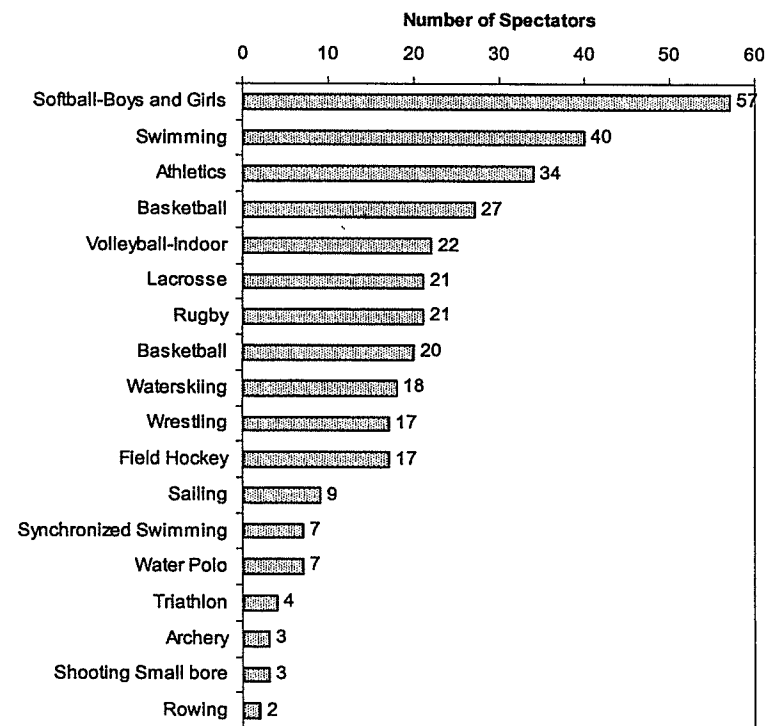
Figure 16. Plan To Visit Nanaimo Again



Number surveyed at each sport

- A total of 329 spectators were surveyed
- There was representation from all sport events
- 17% of the spectators surveyed were in attendance at the Boys and Girls Softball event

Figure 17. Number Surveyed At Each Sport



Comparative analysis

Item	Victoria 2000 BC Summer Games	Nanaimo 2002 BC Summer Games	Comments
Date surveyed	August 2000	August 2, 2002	
Total estimated number of spectators	•7,025 estimated	•6,000 spectators estimated (BC Games Society)	
Number surveyed	•316 spectators	•329 spectators	
Q1.–Q2. Residence	<ul style="list-style-type: none"> •40% were from Victoria •Non-resident spectators interviewed came from seven of the eight BC sport zones 	<ul style="list-style-type: none"> •61% were from outside Nanaimo •Of that 57% of nonresidents were from the Vancouver Island-Central Coast zone 	
Q3. Is attending the Games the main reason for your visit on this trip?	•96% said it was the main reason for their visit	•92% said it was the main reason for their visit	

Comparative Analysis

Item	Victoria 2000 BC Summer Games	Nanaimo 2002 BC Summer Games	Comments
Q4. Are the Summer Games your primary reason for visiting Nanaimo today?	•Not included	•90% said it was the primary reason they visited Nanaimo on the day of the survey (Friday August 2, 2002)	
Q5. How many days will you be spending at the Games?	<ul style="list-style-type: none"> •3 days –39% •2 days – 24% •4 days – 20% •1 day – 17% 	<ul style="list-style-type: none"> •4 days – 33% •3 days – 30% •2 days – 19% •1 day – 19% 	
Q6. Which sport/event/activities have you attended or will be attending?	<ul style="list-style-type: none"> •44% attended the opening ceremonies •39% expected to attend the closing ceremonies 	<ul style="list-style-type: none"> •40% planned to attend one sport •33% planned to attend two sport events •15% were planning on attending three sports •11% were planning on attending more than three •60% of spectators did not attend the opening ceremonies •38% did not plan to attend attend the closing 	

Comparative Analysis

Item	Victoria 2000 BC Summer Games	Nanaimo 2002 BC Summer Games	Comments
Q7. Have you come to watch friends or relatives?	•56% were attending the Games to watch friends or relatives compete	77% were attending the Games to watch friends or relatives compete	
Q8. How many people including you are in your spectator party?	•Average size of spectator party – 3.94 persons	•Average size of spectator party 3.8 persons	
Q9. Have you or will you purchase goods or services while either visiting the area or attending the Games?	•93% spent money on good or services while attending the Games	•89% spent money on goods or services while attending the Games	
Q10. How much do you estimate you and your party will spend in each of the following areas during the Games?	<ul style="list-style-type: none"> •Average estimated spending/ person \$128.90 •Largest amount spend on accommodation followed by restaurant meal, automobile and gift and other shopping •Total estimated spectator spending \$905,500.00 	<ul style="list-style-type: none"> •Average estimated spending/person\$135.58 •Largest amount spent on accommodations followed by restaurant meals, uncategorized spending, gifts and other shopping •Total spending \$813,480.00 	

Comparative Analysis

Item	Victoria 2000 BC Summer Games	Nanaimo 2002 BC Summer Games	Comments
Q11. Is this your first visit to Nanaimo?	•Not included	•84% had visited Nanaimo before •16% had not visited Nanaimo before	
Q12. Would you have visited Nanaimo this year had the Games not been hosted here?	•Not included	•60% said they would not have visited Nanaimo had the Games not been hosted here	
Q13. During this visit are you staying in Nanaimo or the surrounding area?(Number of days)	•Not included	•80% of non-redent spectators surveyed stayed overnight in nanaimo •20% stayed in surrounding area	
Q14. During your stay have you visited or plan to visit other attractions in our city?	•Not included	•64% did not plan to visit other attractions in Nanaimo	
Q15. During your stay do you plan to visit other Vancouver Island destinations	•Not included	•62% were not planning on visiting other Vancouver Island destinations	

Comparative Analysis

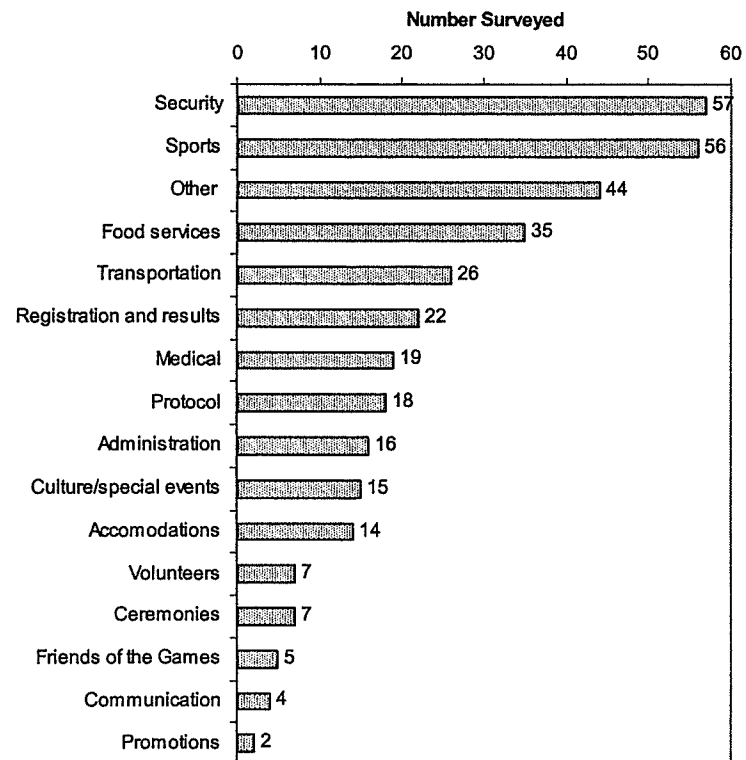
Item	Victoria 2000 BC Summer Games	Nanaimo 2002 BC Summer Games	Comments
Q16. Now that you have visited Nanaimo are you planning to return within the next year?	•Not included	•60% plan to return within the next year •19% were not sure	
Number surveyed at each sport	•Surveys were conducted at 27 sport events	•Surveys were conducted at 18 sport events	

**Volunteer Survey
Nanaimo 2002
BC Summer Games**

Q1. In which volunteer capacity are you working?

- 4010 volunteers assisted with the Games
- A total of 305 volunteers were surveyed during the Volunteer Appreciation Day on Monday August 5, 2002 following the Games
- The volunteers surveyed were involved in the Games in a number of different capacities

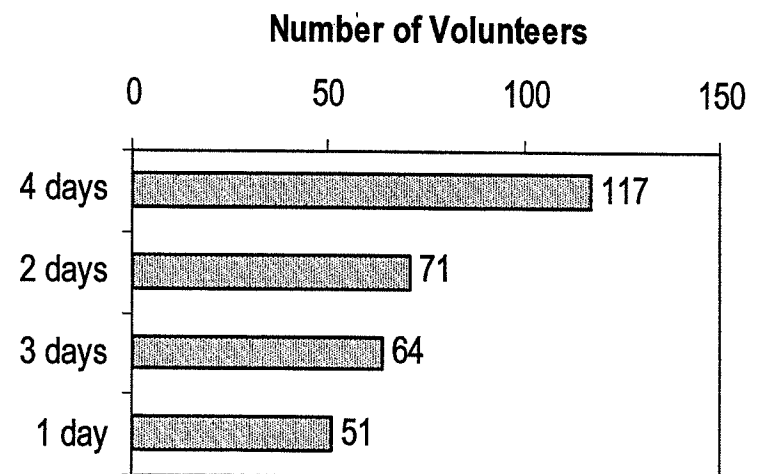
Figure 1. Volunteer Capacity



Q2. How many days will you be working (volunteering) during the Games?

- 38% of volunteers were working at the Games for four days or more

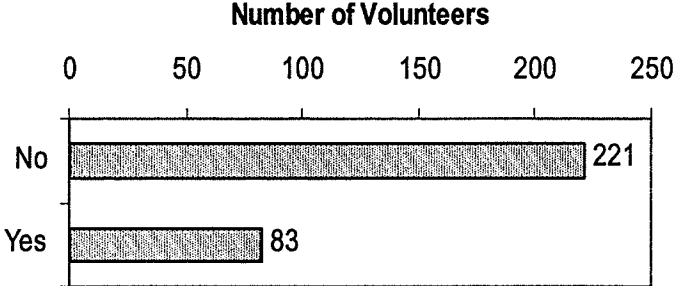
Figure 2. Number of Days Worked During the Games



Q3. Are you a friend or relative of any of the participants (athletes or officials) in the Games?

- 72% of volunteers did not have a friend or relative participating in the Games

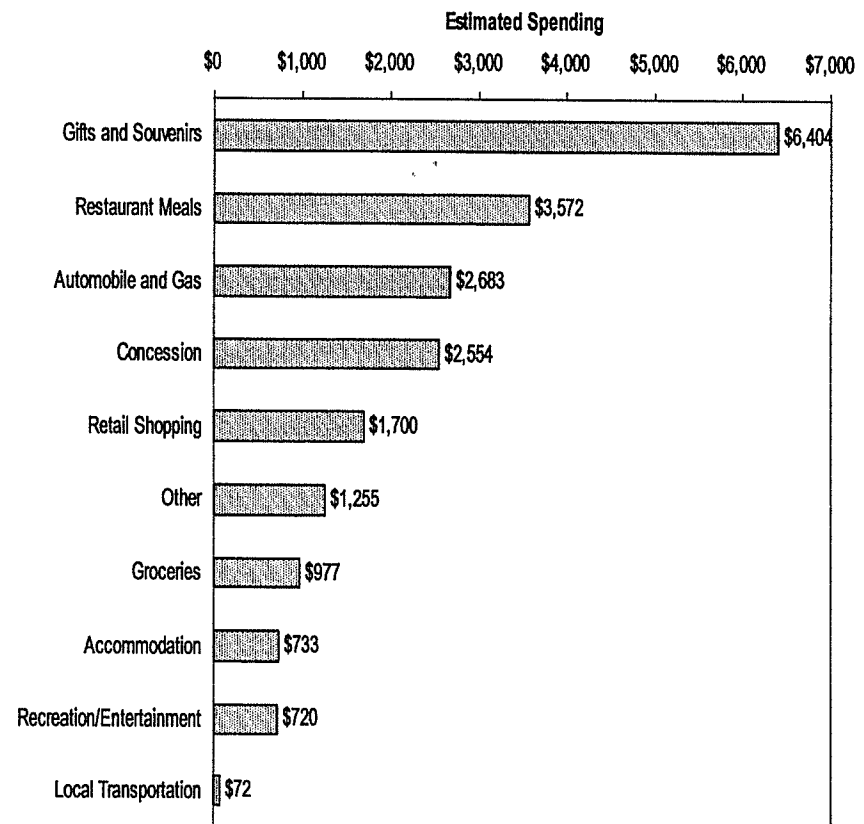
Figure 3. Friend Or Relative Of Participants



Q4. 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) How many persons are covered in these expenditures?

Figure 4. Total Estimated Spending For The Volunteers Surveyed

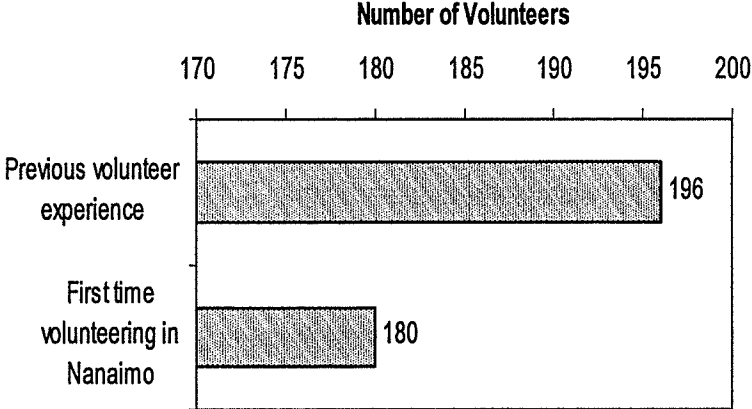
- Total number of volunteers surveyed 305
- Total number of volunteers covered in these estimates 305
- Total estimated spending \$20,687 reported by the 305 volunteers interviewed
- Average spending/volunteer \$67.83
- Total estimated spending of all Games volunteers - 4010 volunteers @ \$67.83 each = \$271,998.30



Q5. Is this the first time you have volunteered for a community event in Nanaimo?

- 64% of Games volunteers had previous experience volunteering with other community events in Nanaimo
- For 35% of the volunteers surveyed this was their first experience volunteering for community events in Nanaimo

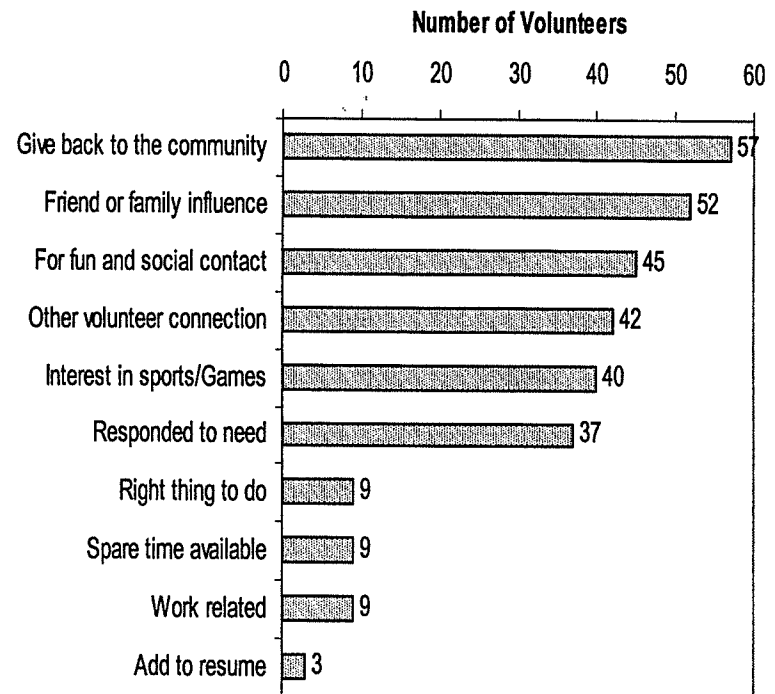
Figure 5. Volunteer History



Q6. Why did you decide to volunteer for the Games?

- 19% of volunteers listed a desire to give back to the community as the reason they volunteered for this event
- 48% of responses were related to community spirit (give back to community, other volunteer connection, responded to need, right thing to do)
- Friends or family influence was cited at 17% as influencing the decision to volunteer for the Games

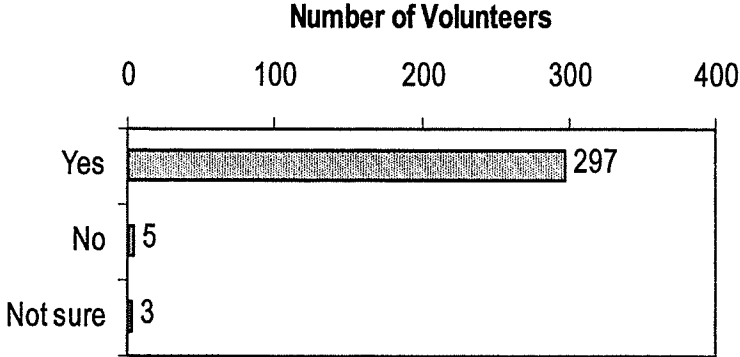
Figure 6. Reason For Volunteering



Q7. Did you find it a positive experience?

- 97% of volunteers found the experience a positive one

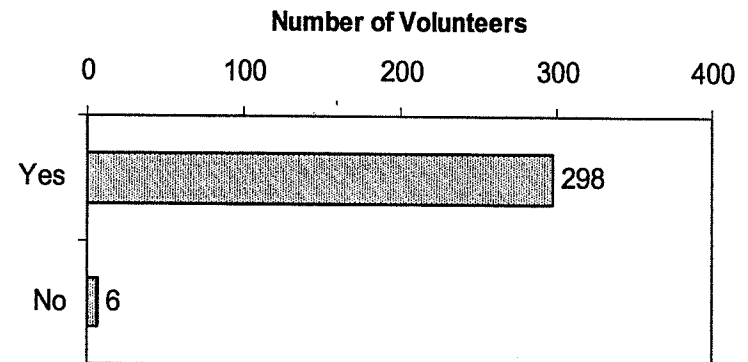
Figure 7. Positive Experience



Q8. Would you volunteer for this type of event again?

- 98% of volunteers surveyed said they would volunteer for this type of event again

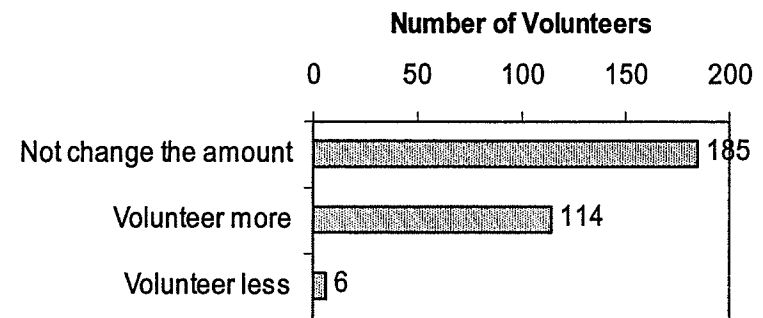
Figure 8. Volunteer Again For This Type Of Event



Q9. Following the Games do you think you will volunteer more, volunteer less or not change the amount you volunteer?

- 61% of volunteers surveyed said they did not think they would change the amount they volunteer as a result of the Games. This figure relates closely with the number who have previous volunteer experience.
- 37% said they thought they will volunteer more
- Less than 2% said they plan to volunteer less

Figure 9. Future Volunteer Behaviour



Comparative Analysis

Item	Victoria 2000 BC Summer Games	Nanaimo 2002 BC Summer Games	Comments
Date surveyed	August 2000	August 5, 2002	
Total Number of volunteers	•4,050 (BC Summer Games Society)	•4010 (BC Summer Games Society)	
Number Surveyed	•111 volunteers	•305 volunteers	•Larger sample
Q1. Distribution of persons interviewed	<ul style="list-style-type: none"> •Largest group-food services (77%) •None from communications, Promotions, Friends of the Games, Volunteers, Other 	<ul style="list-style-type: none"> •Largest group-Security(57%)and Sports (56%) •Representation of all volunteer categories 	
Q2. Days worked during Games	<ul style="list-style-type: none"> •More than half worked for four days or more (54%) •Average duration 3.4 days 	<ul style="list-style-type: none"> •38% worked for four days or more •Average duration 	

Item	Victoria 2000 BC Summer Games	Nanaimo 2002 BC Summer Games	Comments
Q3. Friend or relative participating in Games	<ul style="list-style-type: none"> •1/3 (32%) of volunteer were a friend or relative of a Games participant 	<ul style="list-style-type: none"> •28% of volunteer were a friend or relative of a Games participant 	
Q4. Volunteer Expenditures	<ul style="list-style-type: none"> •Most volunteers (over 78%) bought some goods and/or services while assisting with the Games •Largest expenditure was for Automobile followed by Accommodation •The average expenditure by each volunteer was \$28.62 •Total expenditure of 4,050 volunteers was \$115,900 (i.e. \$28.62 x 4,050) 	<ul style="list-style-type: none"> •Most volunteers (76%) bought some goods/services •Largest expenditure was for Gifts and Souvenirs followed by Restaurant Meals •The average expenditure by each volunteer was \$67.83 •Total estimated expenditure of 4010 volunteers was \$271,998.30 (i.e. 4010 x \$67.83) 	
Q5. Volunteer History	<ul style="list-style-type: none"> •Not included 	<ul style="list-style-type: none"> •64% had no previous experience volunteering for community events in Nanaimo •35% had previous experience 	

Item	Victoria 2000 BC Summer Games	Nanaimo 2002 BC Summer Games	Comments
Q6. Why did you decide to volunteer?	•Not included	<ul style="list-style-type: none"> •19% of volunteers listed a desire to give back to the community as the reason they volunteered for the event •48% of responses were related to community spirit(give back to community, other volunteer connection, responded to need, right thing to do) •Friend or family influence was sighted by 17% as influencing the decision to volunteer for the Games 	
Q7. Was it a positive experience?	•Not included	•97% of the volunteers found the experience a positive one	
Q8. Would you volunteer for this type of event again?		•98% of volunteers surveyed. said they would volunteer for this type of event again	

Item	Victoria 2000 BC Summer Games	Nanaimo 2002 BC Summer Games	Comments
Q9.Future volunteer behavior		<ul style="list-style-type: none"> •61% of volunteers surveyed said they did not think they would change the amount they volunteer •37% said they thought they will volunteer more •Less than 2% said they plan to volunteer less 	

**Business Sector Survey
Nanaimo 2000
BC Summer Games**

Business Sector Survey

Pre (2 weeks prior) and post (1 week after) event phone surveys were conducted with 12 business owners in Nanaimo

There were two owners in each of the following categories interviewed:

- Accommodation- Fixed Roof
- Camping
- Food and beverage
- Attractions, entertainment, arts, culture
- Local transportation
- Retail

Pre-event Survey Highlights

1. What do you expect to be the main benefits of the 2002 BC Summer Games for your business?

- Increased awareness- exposure for the whole community
- Spin-offs – visitors from out of town
- Even if they don't visit us this time they will be back
- Increased sales
- We are normally full this time of year anyway

2. Do you anticipate any negative effects in your segment of the tourism industry as a direct result of Nanaimo hosting the Games

- 100% responded No

3. Do you believe that hosting major events in Nanaimo contributes positively to your segment of the tourism industry?

- 100% responded yes
- People don't know what we have to offer until they come here
- It benefits the whole community not just tourism
- We can be proud of what we do as a community
- Absolutely – it raises awareness and increases sales
- It brings people back to see how much we have grown
- It brings people here to have a great time and they tell other people who tell other people
- Partnerships work – team work is the key
- Great things are happening in Nanaimo

4. Do you believe the increased exposure of Nanaimo that results from hosting the games will contribute to building long-term growth and stability in your segment of the tourism industry?

- 100% responded yes
- It puts us on the map
- We can be proud of what we accomplished
- It's very good for the community
- It draws people in and they will be back again and again
- We are the Florida of the west coast

Post-Event Survey

1. What were the main benefits of the Games for your business?
 - Increased business (8 responses)
 - It didn't really affect us much but it was great for Nanaimo overall
 - Increased awareness
2. Did you experience any negative effects in your segment of the tourism industry as a direct result of the Games?
 - 100% responded No
3. Now that the Games are over, do you feel that the event will have a long-term impact on the growth and stability of your segment of the tourism industry? (Overall comments)
 - 100% responded Yes
 - Long term definitely and not just for tourism – for everyone
 - We certainly made a presence
 - Everyone did a really good job and the city looks wonderful
 - They will be back
 - This community is amazing
 - Excellent advertising for the city
 - Very well run event-we can be proud
 - The Games were great! Good job Nanaimo
 - We have a lasting legacy

2002 BC Summer Games Attitudes of Nanaimo Residents

Survey Conducted by

Rick Rollins

Malaspina Recreation and Tourism

Research Institute

March, 2003

Purpose of Study

- To measure level of community support for BC Summer Games held in Nanaimo in August, 2002
- To measure perceived benefits and concerns derived from hosting the games

Questionnaire Development

- Focus group conducted in October, 2002 to identify relevant issues, potential benefits and concerns
- Questionnaire adapted from the “Festival Impact Scale” (Delamere, 1998) and the Tourism Impact Attitude Scale (Lankford & Howard, 1994)
- Questionnaire tested in October, 2002
- Convergent validity of questionnaire = .58 (acceptable)
- Reliability of questionnaire = .80 (acceptable)

Sampling and Interviewing Strategy

- 389 people randomly selected and interviewed by telephone
- Interviews conducted in October and November of 2002
- Margin of error = plus or minus 5%, at the 95% confidence level
- Results analyzed with SPSS software

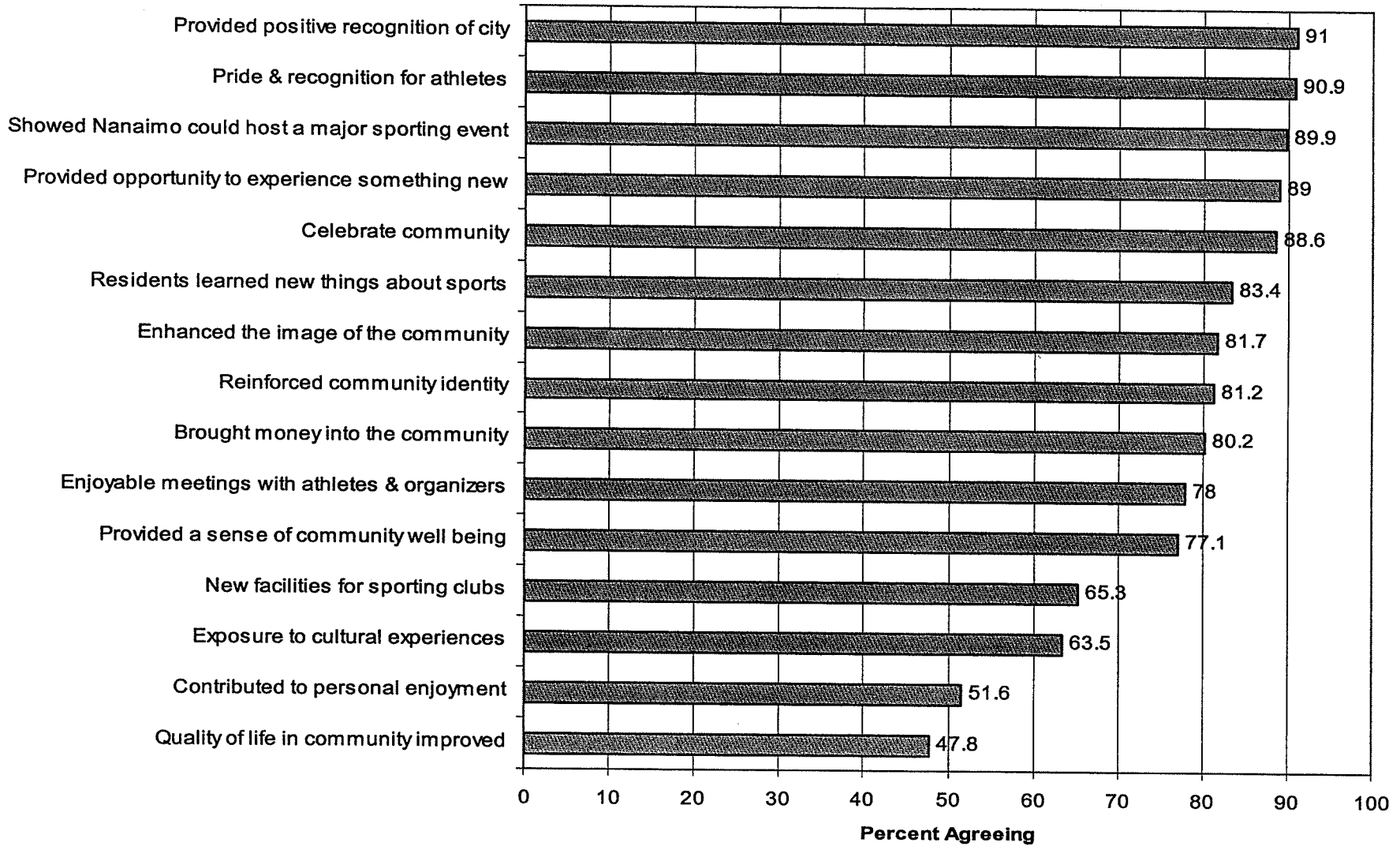
Awareness of the 2002 BC Summer Games

- Most people in the community were aware of the Games and were involved to a certain extent:
 - 93% were aware the BC Summer Games were held in Nanaimo
 - 61% knew someone who was involved in the Games as an organizer or athlete
 - 32% attended at least one of the events

Perceived Benefits to the Community Regarding the 2002 BC Summer Games

- Most people agree that the community received many benefits from hosting the games, particularly
 - positive recognition for city (91% agree)
 - pride and recognition for athletes (91% agree)
 - showed Nanaimo could host a major event (90% agree)
 - provided opportunity to experience something new (89%)
 - opportunity to celebrate the community (89%)
 - people learned more about many sports (83%)
 - enhanced the image of the community (82%)

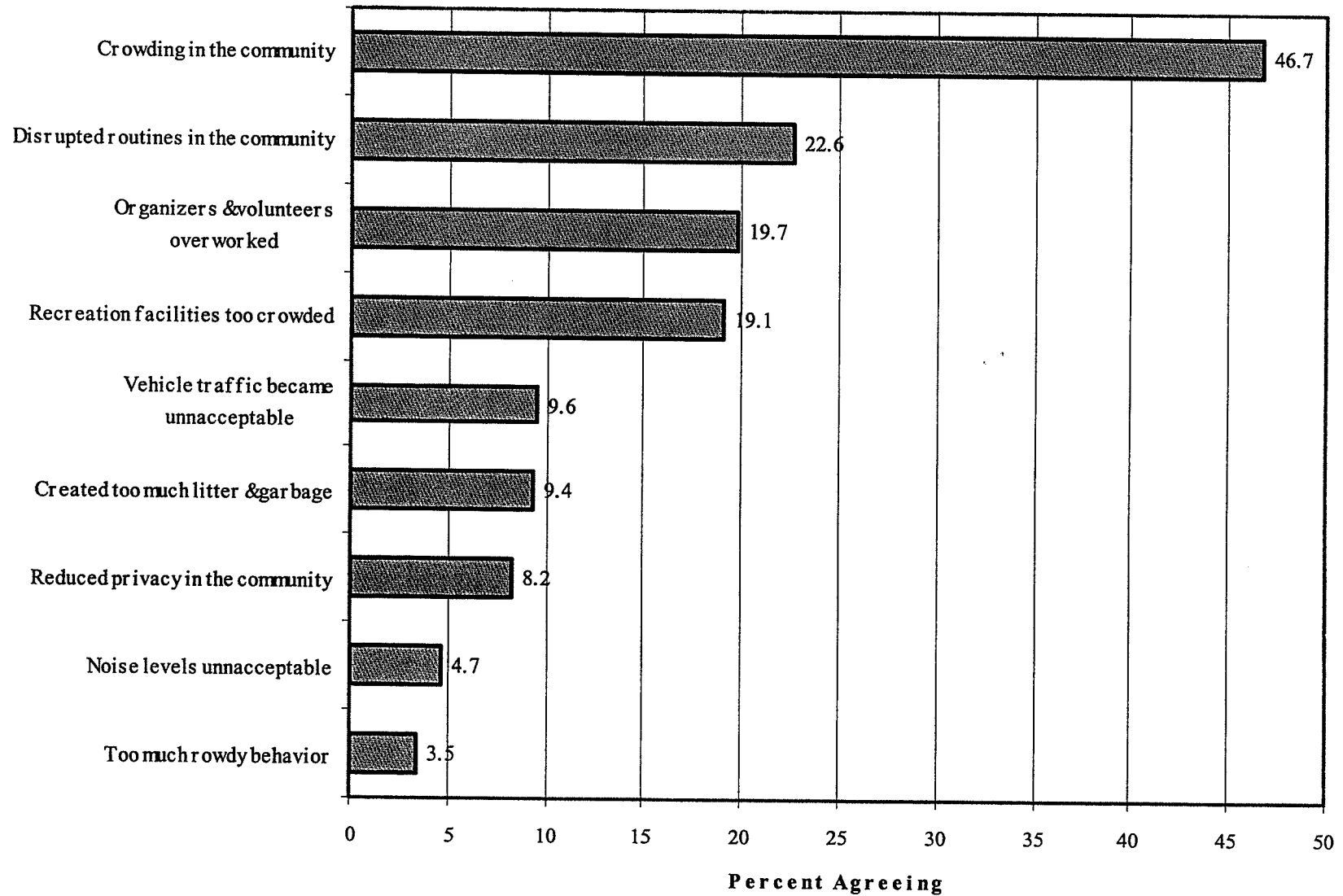
Figure 1. Perceived Benefits of BC Summer Games (Q.2)



Perceived Concerns to the Community Regarding the 2002 BC Summer Games

- For most people, the games provided very few significant undesirable impacts, although crowding related issues were mentioned by some people as follows:
 - crowding in the community (47% agree)
 - disrupted routines in the community (23% agree)
 - recreation facilities too crowded (19% agree)
- There was some concern that organizers and volunteers may have been overworked, but a separate study with volunteers and organizers revealed this was not a significant concern

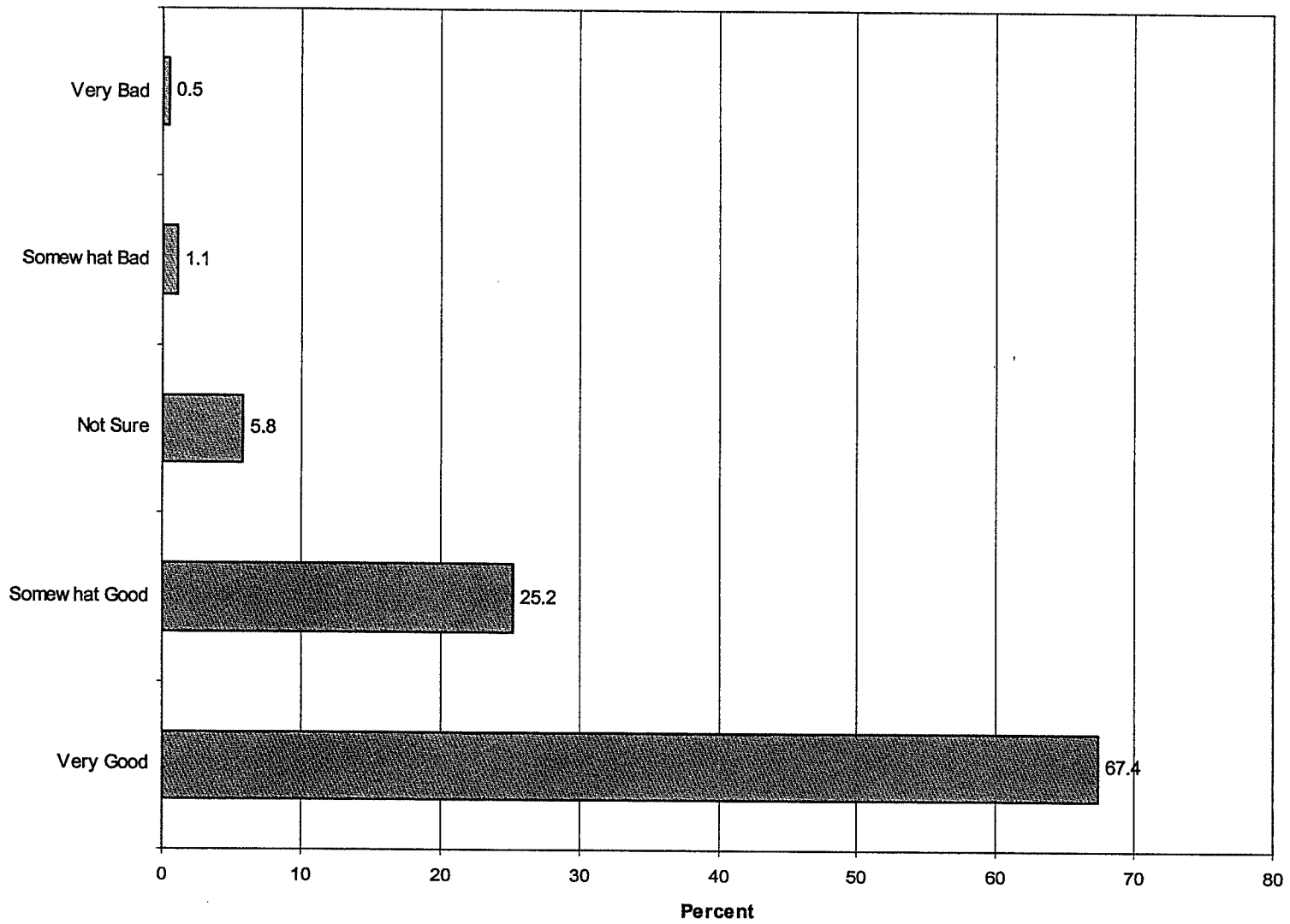
Figure 2. Perceived Concerns of BC Summer Games (Q.3)



Overall Opinion of Community Residents Concerning the 2002 BC Summer Games

- Respondents were asked to reflect upon the benefits and concerns, and then consider their overall opinion regarding the hosting of the 2002 BC Summer Games in Nanaimo
- Overall opinions were extremely positive (93%)

Figure 3. Overall Attitude to BC Summer Games (Q.5)



Acknowledgements

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