TO: Mayor and Members of Council
FROM: Gerard Hunt, Chief Administrative Officer
DATE OF MEETING: 2010-04-06
SUBJECT: 2009 THOUSAND ISLANDS POKER RUN ECONOMIC IMPACT ASSESSMENT

EXECUTIVE SUMMARY:

At the meeting of Council on February 2, 2010 the following direction was given to staff:

THAT Council request from KEDCO a report on the economic impact of the Poker Run to be delivered no later than March 30, 2010;

- and further –

THAT, to gauge the cultural and social impact of the Poker Run, Council host at least one public meeting along with an internet survey no later than April 30, 2010, to gauge community views and impacts of the Poker Run;

- and further –

THAT staff collect data, in a cost effective and reliable way, during the Poker Run 2010 to try to find out how many visitors came to the event, how long they stayed in Kingston, and their estimate of money spent here;

- and further –

THAT staff incorporate all the available information into a consolidated report and recommendation to Council on the overall impact of the Poker Run to the City as a whole, by October 30, 2010.

The attached report entitled “2009 Thousand Islands Poker Run: Estimated Economic Impact Assessment” dated March 2010 is provided to Council on behalf of KEDCO. At least one public meeting and an internet survey will be conducted by the end of April 2010 and a further report summarizing the overall impact of the Poker Run will be provided by staff, as requested, on or before October 30, 2010.

RECOMMENDATION:

There is no recommendation as this is an information report only.
**AUTHORIZING SIGNATURES:**

<table>
<thead>
<tr>
<th>ORIGINAL SIGNED BY CHIEF ADMINISTRATIVE OFFICER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gerard Hunt, Chief Administrative Officer</td>
</tr>
</tbody>
</table>

**CONSULTATION WITH THE FOLLOWING COMMISSIONERS:**

<table>
<thead>
<tr>
<th>Commissioner</th>
<th>N/R</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cynthia Beach, Sustainability &amp; Growth</td>
<td>N/R</td>
</tr>
<tr>
<td>Terry Willing, Community Development Services</td>
<td>N/R</td>
</tr>
<tr>
<td>Denis Leger, Corporate Services</td>
<td>N/R</td>
</tr>
<tr>
<td>Jim Keech, President and CEO, Utilities Kingston</td>
<td>N/R</td>
</tr>
</tbody>
</table>

*(N/R indicates consultation not required)*
OPTIONS/DISCUSSION:

In response to Council’s direction at the Council meeting of February 2, 2010, the Kingston Economic Development Corporation (KEDCO) has provided the report attached entitled “2009 Thousand Islands Poker Run: Estimated Economic Impact Assessment” dated March 2010.

As requested by Council, a staff report addressing the overall impact of the Poker Run on the City of Kingston will be provided to Council on or before October 30, 2010.

EXISTING POLICY/BY LAW:

There is no existing policy/by-law.

NOTICE PROVISIONS:

There are no notice provisions with this report.

ACCESSIBILITY CONSIDERATIONS:

There are no accessibility considerations with this report.

FINANCIAL CONSIDERATIONS:

There are no financial considerations with this report.

CONTACTS:

Gerard Hunt, Chief Administrative Officer 613-546-4291, ext. 2205

OTHER CITY OF KINGSTON STAFF CONSULTED:

Not applicable

EXHIBITS ATTACHED:

Exhibit A – 2009 Thousand Islands Poker Run Economic Impact Assessment
2009 Thousand Islands Poker Run

Estimated Economic Impact Assessment

March 2010

Disclaimer: The results of this economic impact analysis are intended to act as a guide and are not considered definitive of the actual events. All projections should be considered an event’s potential economic impact. The projections are based on standardized spending estimates that may or may not reflect that of the highlighted event’s attendees. In addition, the projections are based on the organizer’s assumptions regarding attendance, composition and characteristics. These forecasts are subject to uncertainty and evolving events, therefore actual results may vary from estimated results. Additionally, these forecasts only recognize the economic benefits of the event, and do consider any displacement or substitution costs that may occur as a result of hosting the event.

Release of Liability Statement: The City of Kingston releases Tourism Kingston – A Division of the Kingston Economic Development Corporation from any and all claims which it may have relating to or resulting from the use of the results by The City of Kingston or its agents.

The following analysis provides an assessment of the estimated economic impact of the 2009 Poker Run, hosted in Kingston Ontario from August 7th – August 9th, 2009, as generated by the Sport Tourism Economic Assessment Model (STEAM).
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1.0 Executive Summary

At the City of Kingston Council Meeting of Tuesday, February 2, 2010, a motion was passed stating, “THEREFORE BE IT RESOLVED THAT Council request from KEDCO a report on the economic impact of the Poker Run to be delivered no later than March 30, 2010”.

Gary Kelly, Sport Tourism Manager for Tourism Kingston, consulted with Tony Fisher, Senior Research Consultant from the Canadian Sport Tourism Alliance, regarding survey procedures, recommended survey sample size and response rates required to provide the best economic impact results. Mr. Fisher suggested that approximately 800 – 1,000 surveys would need to be completed to produce 200 surveys from out-of-town visitors. Generally 3 of every 4 surveys are completed by local spectators.

The information used for the following analysis of the 2009 Thousand Islands Poker Run was received from Downtown Kingston! BIA and the event organizer Poker Runs America. Downtown Kingston! BIA conducted face-to-face intercept surveys during the event which was completed by 91 people. Their survey was not intended to act as, nor replace a methodologically correct economic impact assessment. The survey was designed in-house by the BIA to provide information on the composition of spectators who attended the event.

Phone interviews were also conducted by Mr. Kelly with Sheryl MacKey, Event Co-ordinator, Power Boating Canada and Pierre Savoie General Manager, Power Boating Canada representatives of Poker Runs America. During the interviews information was collected regarding Participants, Media and VIP’s. This information consisted of the number of people for each category - where they live and the number of nights they stayed in Kingston. The event budget numbers were not provided by Poker Runs America. Their response to this question was, “those internal figures are confidential and not to be disclosed”.

Based on the limited information received, it is estimated by the BIA that the 2009 events were attended by more than 8,500 local spectators and more than 5,900 out-of-town visitors over the course of the three-days. Of the out-of-town visitors, a total of $455,959 was spent in the City of Kingston. Visitor expenditures, combined with the operational expenditures and revenues of the host committee, members of the media, and others, totalled $515,659, resulting in a net increase in economic activity of $1,118,354 throughout the Province, of which $745,149 occurred in the City of Kingston. The total industry output (or gross economic activity) supported by the event was $537,701, generating an estimated $321,178 in wages and salaries throughout the Province. In the City of Kingston, a total of $222,553 in wages and salaries and 9.3 jobs were supported by the event.

It should be noted that conclusions based on 91 results is “statistically insignificant” and does not adequately reflect the overall economic impact of the event. In this case, the economic impact report is inaccurate and would not be considered as part of a post-analysis report. At
Council’s request, we have taken the data that was collected in 2009 and generated a report through an industry-standard economic assessment model to produce the forthcoming report.

Due to the low response rate from the face-to-face intercept surveys, limited spending information for participants, media & VIP’s and lack of total event budget from Poker Runs America, it is cautioned that the estimated economic impact reported in the following pages has a low confidence rating.

Pursuant to the motion of Council on February 2, 2010, “THAT staff collect data, in a cost effective and reliable way, during the Poker Run 2010 to try to find out how many visitors came to the event, how long they stayed in Kingston, and their estimate of money spent here”; and further THAT staff incorporate all the available information into a consolidated report and recommendation to Council on the overall impact of the Poker Run to the City as a whole, by October 30, 2010”, it is recommended that a comprehensive economic impact assessment using the Canadian Sport Tourism Alliances’ STEAM Pro Model be commissioned for the 2010 event.

If Council agrees to the STEAM Pro Model, the City of Kingston, Downtown Kingston! BIA and Tourism Kingston, under the direction and leadership of the Canadian Sport Tourism Alliance, would need to work cooperatively with Poker Runs America at the 2010 Thousand Islands Poker Run event to collect a more accurate report of the true economic impact of the event.

Please see Appendix 1: STEAM Pro Cost Estimate. The cost for this assessment is approximately $13,000 + GST.
2.0 Methodology / Survey Results

Information regarding the composition of spectators at the 2009 Thousand Islands Poker Run was collected by Downtown Kingston BIA through the administration of face-to-face intercept surveys. A copy of the face-to-face intercept surveys can be found in Appendix 2 and Survey Results in Appendix 3.

Gary Kelly, Sport Tourism Manager, Tourism Kingston conducted phone interviews with Sheryl MacKey, Event Co-ordinator, Power Boating Canada and Pierre Savoie General Manager, Power Boating Canada representatives of Poker Runs America to collect information about Participants, Media and VIP’s.

The face-to-face intercept surveys and phone interview’s captured essential information to determine the origin of spectators, Participants, Media and VIP’s attending the event in the City of Kingston.

Spectators Survey Results

A total of 91 people completed the face-to-face intercept surveys. Table 2.1 lists the raw sample origin data counts. The sample found that 48 parties were from Kingston (53%), with an additional 37 respondents coming from other parts of the province and 3 respondent coming from across Canada and the remaining parties coming from the United States.

Table 2.1 Survey Sample Size

<table>
<thead>
<tr>
<th>Origin</th>
<th>Sample Size</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kingston</td>
<td>48</td>
<td>53%</td>
</tr>
<tr>
<td>Rest of Ontario</td>
<td>37</td>
<td>41%</td>
</tr>
<tr>
<td>Quebec</td>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td>British Columbia</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>United States</td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>91</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
The overall number of individual spectators was determined by crowd estimates over the three days of the event in Confederation Park and Confederation Basin Area conducted by Downtown Kingston BIA and multiplying the total number of estimated spectators (14,500) by the relative share of spectators in the sample. The calculations are shown in Table 2.2 with the results illustrated in Figure 2.2. Spectator crowd estimates can be found in Appendix 4.

Table 2.2 Spectator Volume Calculations

<table>
<thead>
<tr>
<th>Origin</th>
<th>Number of Respondents</th>
<th>Survey Sample Share</th>
<th>Number of Individual Spectators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kingston</td>
<td>48</td>
<td>53%</td>
<td>7,685</td>
</tr>
<tr>
<td>Rest of Ontario</td>
<td>37</td>
<td>41%</td>
<td>5,945</td>
</tr>
<tr>
<td>Rest of Canada</td>
<td>3</td>
<td>3%</td>
<td>435</td>
</tr>
<tr>
<td>United States</td>
<td>3</td>
<td>3%</td>
<td>435</td>
</tr>
<tr>
<td>Total</td>
<td>91</td>
<td>100%</td>
<td>14,500</td>
</tr>
</tbody>
</table>

Figure 2.1 2009 1000 Island Poker Run Spectator Origin
Out of Town Visitors

Of the 91 face-to-face intercept surveys completed, 37 were completed by out-of-town visitors (traveling over 80km one way to Kingston), out-of-Town visitor’s account for 41% of the event spectators. The survey found that 16% were same-day visitors with the rest staying at least one night in Kingston. The typical overnight visitor stayed 2.5 nights with 65% staying in commercial accommodations.

Table 2.3 Out of Town Spectator Volume

<table>
<thead>
<tr>
<th>Origin</th>
<th>% of Total Spectators</th>
<th>Number of Out-of-Town Spectators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Same Day Visitor that traveled over 80km</td>
<td>7%</td>
<td>1,015</td>
</tr>
<tr>
<td>Over Night Visitors that traveled over 80km</td>
<td>34%</td>
<td>4,930</td>
</tr>
<tr>
<td>Total</td>
<td>41%</td>
<td>5,945</td>
</tr>
</tbody>
</table>

A large number of overnight visitors came from Canada - 93%. Of the Canadian overnight visitors 79% travelled up to 320km, with the rest traveling more than 320km. The typical overnight visitor stayed 2.5 nights with 65% staying in commercial accommodations. 17 visitors stated they came specifically for the event while 8 said it influenced the decision to visit Kingston.

Participants, Media & VIP’s

Through phone interviews with Sheryl MacKey and Pierre Savoie, representatives of Poker Runs America, event information was collected for participants, media and VIP’s. It was established that the 2009 Poker Run had approximately 304 participants (Drivers, Crew and Family of Participants), 20 media and VIP’s.

Of the 360 participants, 74% were from Canada and with the rest coming from the United States. Of the Canadian participants, 84% traveled up to 320km regardless of province, 3% traveled more than 320km within Ontario, and 13% traveled more that 320km from another province. All of the participants stayed 3 nights in commercial accommodations.

40% of the Media and VIP’s that visited Kingston for the event were from Canada with the rest coming from the United States. The Media and VIP’s from Canada (100%) traveled more than 320km in Ontario. All of them staying an average of three nights in commercial accommodations.
3.0 Operations Expenditures

Power Boating Canada/ Poker Runs America expenditures and revenues generated for the 2009 Thousand Islands Poker Run, are internal confidential figures and not to be disclosed. Registration revenues were estimated using the registration fees for the 2010 event.

Downtown Kingston BIA provided their expenses for the event which included costs of Human Resources, Advertising, Entertainment, Communication, Office Supplies and Food/Beverage for the Organizing Committee.
4.0 Estimated Economic Impact Results for Ontario and the City of Kingston

The combined total of visitor, capital, and operational spending as a result of the Poker Run are estimated to total $515,659. These expenditures generate a total of $1,118,354 dollars of economic activity in the province of Ontario, of which $745,149 is in the City of Kingston. The Poker Run is estimated to provide a total of 9.3 jobs for City of Kingston and an additional 1.8 jobs for the remainder of Ontario. These jobs created a total of $321,178 dollars in wages and salaries for Ontario. The net increase in economic activity in the province as a result of the initial expenditures of the event is $537,071.

The total level of taxes supported by The Poker Run is estimated at $239,228. Of this, $106,408 is allocated to the federal government, $88,744 to the provincial government, and $44,076 to municipal governments across Ontario. The level of municipal taxes supported within the City of Kingston is estimated to be $36,257.

A glossary of Terms used by STEAM can be found in Appendix 6

Table 4.1 Potential Economic Impact for the City of Kingston by Source (Operations or Visitor)

<table>
<thead>
<tr>
<th>Category</th>
<th>Operations (spending)</th>
<th>Visitor (spending)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Expenditure</td>
<td>$59,700</td>
<td>$455,959</td>
<td>$515,659.00</td>
</tr>
<tr>
<td>Industry Output</td>
<td>$71,202</td>
<td>$673,947</td>
<td>$745,149.00</td>
</tr>
<tr>
<td>Gross Domestic Product</td>
<td>$58,031</td>
<td>$291,849</td>
<td>$349,880.00</td>
</tr>
<tr>
<td>Wages &amp; Salaries</td>
<td>$11,885</td>
<td>$210,668</td>
<td>$222,553.00</td>
</tr>
<tr>
<td>Taxes – Total</td>
<td>$5,288</td>
<td>$170,252</td>
<td>$175,540.00</td>
</tr>
<tr>
<td>Federal</td>
<td>$2.811</td>
<td>$70.681</td>
<td>$73,492.00</td>
</tr>
<tr>
<td>Provincial</td>
<td>$1.909</td>
<td>$63.882</td>
<td>$65,791.00</td>
</tr>
<tr>
<td>Municipal</td>
<td>$569</td>
<td>$35,689</td>
<td>$36,258.00</td>
</tr>
<tr>
<td>Jobs</td>
<td>0.2</td>
<td>9.1</td>
<td>9.3</td>
</tr>
</tbody>
</table>

Initial Expenditure: $515,659.00
Economic Activity (economic impact): $745,149.00
Employment (Full-Year Jobs): 9.3
Wages & Salaries: $222,553.00
Gross Domestic Product: $349,880.00
Municipal Taxes: $36,258.00
## Table 4.2 Total Economic Impact

<table>
<thead>
<tr>
<th></th>
<th>Total Ontario</th>
<th>Local Area Kingston</th>
<th>Rest of Ontario</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Initial Expenditure</strong></td>
<td>515,659.00</td>
<td>515,659</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Gross Domestic Product</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct Impact</td>
<td>236,161</td>
<td>236,161</td>
<td></td>
</tr>
<tr>
<td>Indirect Impact</td>
<td>171,247</td>
<td>56,230</td>
<td>115,017</td>
</tr>
<tr>
<td>Induced Impact</td>
<td>129,663</td>
<td>57,489</td>
<td>72,174</td>
</tr>
<tr>
<td>Total Impact</td>
<td>537,071</td>
<td>349,880</td>
<td>187,191</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Wages &amp; Salaries</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct Impact</td>
<td>141,055</td>
<td>141,055</td>
<td></td>
</tr>
<tr>
<td>Indirect Impact</td>
<td>99,989</td>
<td>46,237</td>
<td>53,752</td>
</tr>
<tr>
<td>Induced Impact</td>
<td>80,134</td>
<td>35,261</td>
<td>44,873</td>
</tr>
<tr>
<td>Total Impact</td>
<td>321,178</td>
<td>222,553</td>
<td>98,625</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Employment (Full-year jobs)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct Impact</td>
<td>6.50</td>
<td>6.50</td>
<td></td>
</tr>
<tr>
<td>Indirect Impact</td>
<td>2.30</td>
<td>1.30</td>
<td>1.10</td>
</tr>
<tr>
<td>Induced Impact</td>
<td>2.30</td>
<td>1.60</td>
<td>0.70</td>
</tr>
<tr>
<td>Total Impact</td>
<td>11.10</td>
<td>9.30</td>
<td>1.80</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Direct Taxes</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Federal</td>
<td>48,259</td>
<td>48,259</td>
<td></td>
</tr>
<tr>
<td>Provincial</td>
<td>49,011</td>
<td>49,011</td>
<td></td>
</tr>
<tr>
<td>Municipal</td>
<td>30,671</td>
<td>30,671</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>127,941</td>
<td>127,941</td>
<td></td>
</tr>
<tr>
<td><strong>Total Taxes</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Federal</td>
<td>108,408</td>
<td>73,492</td>
<td>32,915</td>
</tr>
<tr>
<td>Provincial</td>
<td>88,744</td>
<td>65,791</td>
<td>22,953</td>
</tr>
<tr>
<td>Municipal</td>
<td>44,076</td>
<td>36,257</td>
<td>7,819</td>
</tr>
<tr>
<td>Total</td>
<td>239,228</td>
<td>175,540</td>
<td>63,688</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Industry Output</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct &amp; Indirect</td>
<td>834,513</td>
<td>619,330</td>
<td>215,184</td>
</tr>
<tr>
<td>Induced Impact</td>
<td>283,841</td>
<td>125,819</td>
<td>158,022</td>
</tr>
<tr>
<td>Total Impact</td>
<td>1,118,354</td>
<td>745,149</td>
<td>373,205</td>
</tr>
</tbody>
</table>
Appendix 1: STEAM Pro Cost Estimate.

Kelly, Gary

From: Research [research@canadiansporttourism.com]
Sent: March 22, 2010 3:28 PM
To: Kelly, Gary
Subject: RE: STEAM Pro Cost Estimate

Hi Gary,

As discussed, the total cost for the CSTA to conduct the entire study, including the costs of surveyors and having me on site for the weekend to supervise would be $13,000 plus GST.

Costs can be reduced through the following:
- Kingston provides surveyors: deduct $1,500
- Kingston provides survey supervisor for the Friday - Sunday: deduct $1,500
- CSTA only provides the tabulated EI results, without a written report (i.e. we do the economic impact part, prepare the results, report the visitor profiles, but you would need to write up the results): deduct $2,500 (as per the CSTA rate card)

Note that CSTA will provide the following:
- Custom survey questionnaire, which can include 3 or 4 market research questions if you are interested
- 10 PDAs running Technoos Entryware survey software
- Tabulation of the survey results, calculation of total visitor expenditures and entry into STEAM Pro
- Analysis of the event budget / city budget as it relates to the event and entry into STEAM Pro
- Fully detailed outputs including: Economic activity, GDP, Jobs, Wages & Salaries and Taxes supported by hosting the event
- Results of the market research questions (if applicable)
- Visitor profile of event attendees

Hope this is sufficient, if not let me know.

Cheers,

T.
Appendix 2: Sample Face-To-Face Intercept Survey Question – Attendees Provided by Downtown Kingston BIA

1. Gender of survey participant
   - Male
   - Female

2. In which of the following age categories do you belong?
   - Under 18
   - 19-25
   - 26-40
   - 41-59
   - 60+

3. What is your household income?
   - Under $30,000
   - $30,000 - $45,000
   - $45,000 - $75,000
   - $75,000 - $100,000
   - $100,000 - $150,000
   - Greater than $150,000

4. What City/Town and Province do you live in? ________________________

5. Provide the first three digits of your postal code: ___________________

IF YOU ARE FROM OUT OF TOWN:

6. To what extent did this event influence your decision to visit this region? That is, did it account for 100% of your decision, 0%, or somewhere in between? _______________________

7. How many nights, if any did you stay in the area?
   - 1 night
   - 2 nights
   - 3 nights
   - 4 nights
   - 5 or more nights

8. What kind of accommodations did you stay in?
   - Home of family/friend
   - Hotel/Motel/B&B
   - Campground
   a) Is this your first visit to Kingston? ________________________________
EVENT QUESTIONS:

9. How many days did you come to the event? ____________________

10. If you attended the event for one day only, how many hours did you stay that day?
   - 1 hour
   - 2-4 hours
   - 5-7 hours
   - 8+ hours

11. How did you hear about the event?
    - Specific Newspaper
    - Newspaper – Please specify ____________________
    - Street sign
    - TV Ad
    - Specific Radio Station
    - Radio Station – Please specify ____________________
    - Website – Please specify ____________________
    - Word of mouth
    - Other – Please specify ____________________

12. How would you rate the following?                           Excellent  Good  Fair  Poor  Don’t Know
    Music
    Variety of Events
    Overall Festival

13. Please agree or disagree with the following?
    I would recommend this event to my friends and family
    Agree  Disagree  Don’t Know
    This event is better than similar events
    I plan to attend this event in the future
    Tourists visiting the area would find this to be a world-class event

14. How many years have you attended the festival?
    - first time
    - two-three times
    - four-five times
    - six or more

15. How much money did you spend while at the festival? ____________
16. How many people came with you to the event?
   - 1-2
   - 3-5
   - 6+

17. Are you a participant? ________________________________

18. Do you own a boat? ________________________________
Appendix 3: 2009 Poker Run Face-To-Face Intercept Surveys Results Provided by Downtown Kingston BIA

Total: 91 Surveys

1. Gender of survey participant
   - 47 Female
   - 44 Male

2. Age of survey participant
   - 2 – Under 18
   - 5 – 19-25
   - 17 – 26-40
   - 50 – 41-59
   - 17 – 60+

3. What is your household income?
   - 17 – Unspecified
   - 5 – Under $30,000
   - 19 - $30,000-$45,000
   - 14 - $45,000-$75,000
   - 17 - $75,000-$100,000
   - 10 - $100,000-$150,000
   - 9 - $150,000+

4. What City and Province do you live in?
   - 48 – from Kingston
   - 43 – out of town (including 3 from the US).
     This ranged from towns outside of Kingston to Ottawa, Toronto, one from Vancouver.

   If from out of town:

5. To what extent did this event influence your decision to visit this area?
   - 17 came specifically for the Poker Run
   - 8 said it influenced their decision

6. How many nights did you stay in the area?
   - 5 stayed 1 night
   - 17 stayed 2 nights
   - 3 stayed for 3 nights
   - 6 stayed for 5 nights
8. What kind of accommodations did you stay in?
   3 stayed on a boat
   3 stayed at a campground
   6 stayed with family or friends
   21 stayed at a hotel/motel/B&B

Is this your first visit to Kingston?
   5 – Yes
   Of this 5, 2 came explicitly for the Poker Run.

9. How many days did you come to the event?
   56 spent one day
   16 spent two days
   15 spent three days

10. How many hours did you spend at the Poker Run?
    6 spent 1 hour
    40 spent 2-4 hours
    14 spent 5-7 hours
    15 spent 8+ hours

11. How did you hear about the event?
    1 – from boaters
    1 – Heritage EMC
    1 – from the hotel
    1 – from TV
    8 – read about it online
    18 – word of mouth
    3 – heard it on KIX
    15 – heard it on K-Rock
    13 – read it in the newspaper
    1 – from PRA
    3 – heard it on the radio
    1 – saw the signage
    1 – stumbled upon

12. How would you rate the following?
    Music:
    5 – Fair
    3 – Don’t know
    28 – Excellent
    48 – Good
    5 – Poor
Variety of Events:
- 5 – Don’t Know
- 30 – Excellent
- 6 – Fair
- 45 – Good
- 2 – Poor

Overall:
- 3 – Don’t Know
- 31 – Excellent
- 6 – Fair
- 48 – Good

13. Please agree or disagree with the following:

I would recommend this event to my friends and family
- 86 – Agree
- 3 – Disagree
- 1 – Don’t know

This event is better than similar events
- 44 – Agree
- 18 – Disagree
- 27 – Don’t know

I plan to attend this event in the future
- 79 – Agree
- 7 – Disagree
- 3 – Don’t know

Tourists visits the area would find this to be a world-class event
- 65 – Agree
- 13 – Disagree
- 11 – Don’t Know

14. How many years have you attended the festival?
- 42 – First time
- 15 – have come 2-4 years
- 8 – have come 4-5 years
- 24 – have come for 8+ years
15. How much money did you spend while at the festival?
   1 - $3
   2 - $5
   1 - $8
   4 - $10
   8 - $20
   1 - $25
   5 - $30
   1 - $40
   6 - $50
   1 - $60
   3 - $75
   9 - $100
   2 - $150
   7 - $200
   3 - $300
   1 - $350
   3 - $400
   3 - $500
   3 - $600
   1 - $700
   1 - $1000

16. How many people came with you to the event?
   50 – 1-2 people
   25 – 3-5 people
   16 – 8+

17: Are you a participant?
   3 – Yes

18. Do you own a boat?
   19 – Yes
Appendix 4 – 2009 1000 Island Poker Run Crowd Estimate

Downtown Kingston!
Business Improvement Area - City of Kingston

March 15, 2010

To: Gary Kelly
KEDCO

Re: Poker Run 2009

Confederation Park and Confederation Basin Area
Crowd Estimate

Friday, August 7, 2009 - 5pm to 10pm
- Music in the Park
- Boats on Display
- Booths (City recycling, K-Rock Gaming Station, Boat Smart, and Motorcycles in Market Square) Attendees: 2000 (approx)

Saturday, August 8, 2009 - 10am to 9:30pm
- Poker run "Start", Music in the Park 10:30am – 9:30pm
- Rock Climbing Wall, Boats, Custom Cars, Burton Cummings @ K-Rock Centre
  Attendees: 12,2000 (approx)

Sunday, August 9, 2009 - (rainy from noon on)
- Music (rained out), Boats, Motorcycles Show & Shine, Charity Marathon (later)
  Attendees: 300 (approx)

Total Attendees: 14,500 (approx)

(Estimate does not include spectators from Block D around to Fort Henry Hill, spectator boats in harbour or river, Island Queen, etc.)

From: Doug Ritchie - Managing Director, Downtown Kingston!BIA
Appendix 5: STEAM & STEAM Pro Overview

Sport Tourism Economic Assessment Model (STEAM)

As part of the preparation of hosting an event, it is often desirable to conduct an economic impact assessment study in order to estimate the level of economic activity that will be supported by the event. There are two main challenges associated with performing an impact analysis. First, depending on the assumptions made during the preparation of these studies, the estimated impact can vary widely. Second, the costs associated with conducting an impact review can be prohibitive for small to medium sized hosting organizations.

The Canadian Sport Tourism Alliance has recognized the challenges associated with generating credible and cost-effective economic impact studies. Therefore, in association with Sport Canada, the Canadian Tourism Commission, the Canadian Tourism Research Institute / The Conference Board of Canada (CTRI), and the Canadian Association of Convention & Visitors Bureaux (CACVB), the Sport Tourism Economic Assessment Model (STEAM) has been developed. The objective of this undertaking was to develop a tool that was both easy to use and easy to access. STEAM meets the first criteria, ease of use, as the only information needed to generate results from the model are a basic knowledge of participant and spectator demographics, augmented with information contained in the event’s business plan. The second criterion, ease of access, has been met through the hosting of the model on the internet. STEAM is the world’s first web-based economic impact model specifically designed for sport events.

There are two key components of the model that act to standardize the outputs, thereby allowing for a comparability of the economic impacts of different events in different locations across Canada. The first is the use of standardized visitor expenditure profiles, developed with data from both Statistics Canada, and primary data collection conducted by the CSTA. The second is the use of a modified version of CTRI’s TEAM model, which creates the economic impact estimates from the expenditure inputs.

Average daily expenditures of visitors to sporting events were initially created using Statistics Canada’s Canadian Travel Survey. This database allowed for the development of key indicators by which to differentiate the spending of visitors. These measures include the person’s role at an event (i.e. spectator, participant, and media), the distance they travelled, their age, and their length of stay. Adjustments to the expenditure profile based on these demographic characteristics, as well as the location of the event, allow an estimate to be prepared of visitor spending at an event. The spending estimate is combined with capital and operations expenditures contained in an event’s business plan to produce an overall expenditure profile, which is transferred to the economic impact assessment model.

The economic impact assessment model is based on CTRI’s TEAM model, the pre-eminent economic impact assessment model in Canada. TEAM is created using a sophisticated input / output methodology and econometric modelling techniques.
and utilizes the latest data available from Statistics Canada in addition to incorporating the local and provincial tax structure of the host community.

In order to improve the calibration of STEAM, the CSTA, along with sport and industry partners such as the Canadian Tourism Commission and Sport Canada, is conducting a series of on-site surveys at key sporting events over the period 2002-2004. These surveys have been used to refine the assumptions used in calibrating the model as well as to identify the effects of other possible factors, such as the type of sport (e.g. hockey vs. athletics) and the type of competition (one day, single location versus multi-day, multi-location). Additionally, they will be used to examine the significance of the economic impact of volunteers. Thus, as more survey results become available, the model will continue to be re-calibrated and the subsequent estimated impact results will more closely reflect those that would have occurred using a full-scale survey-based economic impact assessment.

STEAM PRO has been designed to empower organizers of sport events with the tools and technology to conduct surveys on site at events in their communities. The package includes a customized survey for your event on Techneos Entryware Pro software, a quantity of Palm PDA's to conduct the surveys, a copy of the CTC's Survey Field Manual, a Surveyor Training Module and access to the STEAM PRO model for inputting data collected at your event.
Appendix 6: Glossary of Terms used by STEAM

**Initial Expenditure** - This figure indicates the amount of initial expenditures or revenue used in the analysis. This heading indicates not only the total magnitude of the spending but also the region in which it was spent (thus establishing the "impact" region).

**Gross Domestic Product (GDP)** - This figure represents the total value of production of goods and services in the economy resulting from the initial expenditure under analysis (valued at market prices).

**NOTE:** The multiplier (A), Total/Initial, represents the total (direct, indirect and induced) impact on GDP for every dollar of direct GDP. This is a measure of the level of spin-off activity generated as a result of a particular project. For instance, if this multiplier is 1.5 then this implies that for every dollar of GDP directly generated by “front-line” tourism businesses an additional $0.50 of GDP is generated in spin-off activity (e.g. suppliers).

The multiplier (B), Total/$ Expenditure, represent the total (direct, indirect and induced) impact on GDP for every dollar of expenditure (or revenue from a business perspective). This is a measure of how effective project related expenditures translate into GDP for the province (or region). Depending upon the level of expenditures, this multiplier ultimately determines the overall level of net economic activity associated with the project. To take an example, if this multiplier is 1.0, this means that for every dollar of expenditure, one dollar of total GDP is generated. The magnitude of this multiplier is influenced by the level of withdrawals, or imports, necessary to sustain both production and final demand requirements. The less capable a region or province is at fulfilling all necessary production and final demand requirements, all things being equal, the lower the eventual economic impact will be.

**GDP (at factor cost)** - This figure represents the total value of production of goods and services produced by industries resulting from the factors of production. The distinction to GDP (at market prices) is that GDP (at factor cost) is less by the amount of indirect taxes plus subsidies.

**Wages & Salaries** - This figure represents the amount of wages and salaries generated by the initial expenditure. This information is broken down by the direct, indirect and induced impacts.

**Employment** - Depending upon the selection of employment units (person-years or equivalent full-year jobs) these figures represent the employment generated by the initial expenditure. Canadian Sport Tourism Alliance STEAM User’s These figures distinguish between the direct, indirect and induced impact. “Equivalent Full-Year Jobs”, if selected, include both part-time and full-time work in ratios consistent with the specific industries.

**NOTE:** The multiplier (B) is analogous to Multiplier (B) described earlier with the exception being that employment values are represented per $1,000,000 of spending rather than per dollar of spending. This is done to alleviate the problem of comparing very small numbers that would be generated using the traditional notion of a multiplier (i.e. employment per dollar of initial expenditure).

**Industry Output** - These figures represent the direct & indirect and total impact (including induced impacts) on industry output generated by the initial tourism expenditure. It should be noted that the industry output measure represents the sum total of all economic activity that has taken place and consequently involve double counting on the part of the intermediate production phase. Since the Gross Domestic Product (GDP) figure includes only the net total of all economic activity (i.e. considers only the value added), the industry output measure will always exceed or at least equal the value of GDP.

**Taxes** - These figures represent the amount of taxes contributed to municipal, provincial and federal levels of government relating to the project under analysis. This information is broken down by the direct, indirect and induced impacts.