

# Economic Impact Assessment Report | Key Findings

Prepared by Thomas McGuire, EI Consultant, CSTA | December 27, 2019

## National Youth Track & Field Championships (Legion Nationals) - Sydney (August 7-9, 2019)

The **National Youth Track & Field Championships (Legion Nationals)** took place in Sydney, NS, from August 7-9, 2019. The Royal Canadian Legion, through the efforts of thousands of Legion volunteers, has been organizing and coordinating the National Youth Track and Field Championships for 42 years in support of Canadian youth and our communities. This national championship, funded by the Legion and generous support from partners, gives young Canadians 17 and under a chance to compete against the best, develop confidence and better understand the diversity of other sports-minded youth across Canada. The 3-day event attracted over 1,500 spectators, participants, VIP and members of the media.

The survey was developed by the CSTA specifically for the event and was administered by a team of paid surveyors recruited by, trained by, and supervised by CSTA. A total of **421 valid responses** were collected.

The spending of out-of-town spectators, participants, media, sponsors, and others who visited Sydney for the **National Youth Track & Field Championships (Legion Nationals)**, in combination with expenditures by event organizers, totaled \$1.2 million, supporting \$1.8 million in economic activity (industry output) in Nova Scotia, including \$1.6 million in Sydney.

These expenditures supported \$514,000 in wages and salaries in the province, including \$370,000 in Sydney. The total net economic activity (GDP) generated by the **National Youth Track & Field Championships (Legion Nationals)** was:

- \$952,000 for Canada as a whole
- \$846,000 for the Province of Nova Scotia; and
- \$594,000 for Sydney.

The **National Youth Track & Field Championships (Legion Nationals)** supported tax revenues totaling \$300,000 across Canada.

## By the Numbers

### National Youth Track & Field Championships (Legion Nationals) – Key Facts & Figures

<b>\$1,235,924</b> of initial expenditures	<b>\$496,484</b> of visitor spending attributable to event	<b>9</b> local jobs supported by the event	<b>\$2,043,070</b> overall economic activity in the province
<b>1,150</b> out of town visitors in Sydney	<b>\$369,699</b> of wages and salaries supported locally	<b>\$846,006</b> total boost to provincial GDP	<b>\$299,328</b> in taxes supported across Canada

