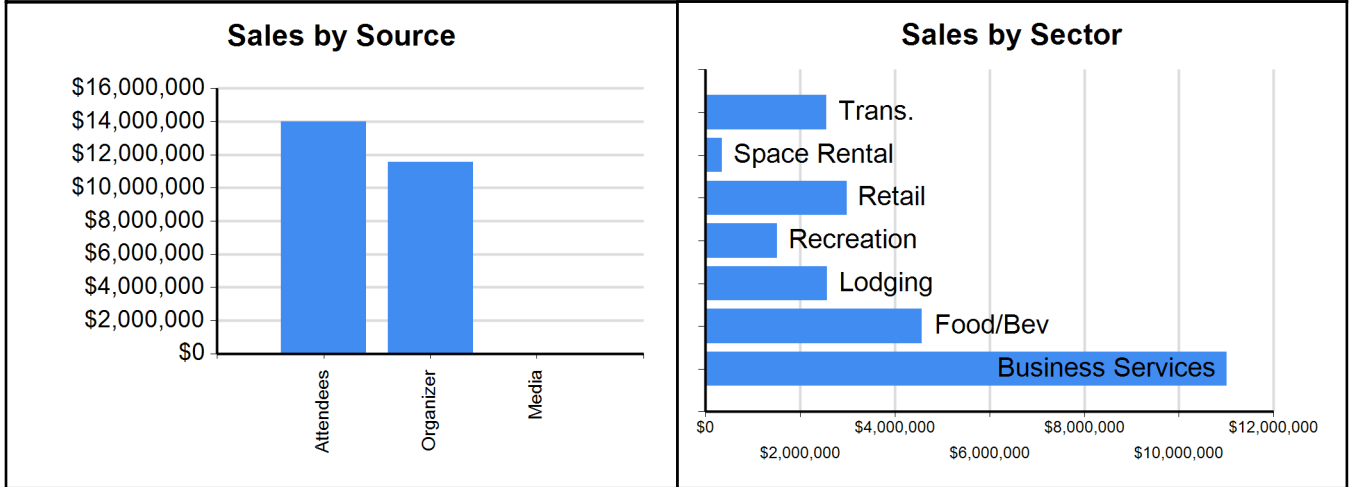


Event Impact Summary

Destination: Fort McMurray Wood Buffalo Economic Development and Tourism

Event Parameters		Key Results	
Event Name:	Arctic Winter Games 2023	Business Sales (Direct):	\$25,584,874
Organization:	Wood Buffalo Arctic Winter Games Host Society 2023	Business Sales (Total):	\$36,469,235
Event Type:	Youth Amateur	Jobs Supported (Direct):	4,351
Start Date:	1/27/2023	Jobs Supported (Total):	5,181
End Date:	2/5/2023	Local Taxes (Total):	\$230,398
Overnight Attendees:	5000	Net Direct Tax ROI:	(\$14,745,909)
Day Attendees:	850	Estimated Room Demand:	18,519

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$2,574,074	\$0	\$0	\$2,574,074
Transportation	\$2,546,548	\$14,629	\$1,785	\$2,562,963
Food & Beverage	\$4,378,551	\$200,000	\$0	\$4,578,551
Retail	\$2,990,761	\$0	\$0	\$2,990,761
Recreation	\$1,522,065	\$0	\$0	\$1,522,065
Space Rental	\$0	\$350,000	\$0	\$350,000
Business Services	\$0	\$11,005,453	\$1,007	\$11,006,460
TOTAL	\$14,012,000	\$11,570,082	\$2,792	\$25,584,874

Event Impact Details

Destination: Fort McMurray Wood Buffalo Economic Development and Tourism

Event Name: Arctic Winter Games 2023 2023

Organization: Wood Buffalo Arctic Winter Games Host Society 2023

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$25,584,874	\$10,884,361	\$36,469,235
Personal Income	\$9,143,650	\$4,587,984	\$13,731,634
Jobs Supported			
Persons	4,351	830	5,181
Annual FTEs	254	48	302
Taxes and Assessments			
<u>Federal Total</u>	<u>\$1,834,210</u>	<u>\$886,317</u>	<u>\$2,720,527</u>
<u>Provincial/Territorial Total</u>	<u>\$1,423,132</u>	<u>\$619,081</u>	<u>\$2,042,214</u>
PST/HST	\$0	\$0	\$0
personal income	\$360,968	\$181,122	\$542,090
corporate income	\$391,567	\$196,476	\$588,043
hotel	\$102,963	-	\$102,963
other	\$567,634	\$241,484	\$809,118
<u>Local Total (excl. property)</u>	<u>\$189,267</u>	<u>\$41,131</u>	<u>\$230,398</u>
user fees	\$57,827	\$29,016	\$86,842
hotel	\$102,963	-	\$102,963
per room charge	\$0	-	\$0
tourism improvement fee	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$28,478	\$12,115	\$40,593
property tax	\$858,604	\$229,283	\$1,087,886

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$189,267	
DMO Hosting Costs	\$14,935,176	
Direct ROI	(\$14,745,909)	
Net Present Value	(\$14,745,909)	
Direct ROI (%)	-99%	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$230,398	
Total ROI	(\$14,704,778)	
Net Present Value	(\$14,704,778)	
Total ROI (%)	-98%	

Estimated Room Demand Metrics	
Room Nights (total)	18,519
Room Pickup (block only)	3,500
Peak Rooms	1,852
Total Visitor Days	50,529