



# ECONOMIC IMPACT ASSESSMENT

FINAL REPORT

# SPECIAL OLYMPICS ONTARIO SUMMER GAMES

## BRANTFORD, ON

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DECEMBER 14, 2025

**DEREK MAGER**, STC EI CONSULTANT

# SUMMARY | BY THE NUMBERS

**\$2.03M**

of initial  
expenditures

**\$709K**

of visitor  
spending

**16**

local jobs  
supported by  
the event

**3,004**

out of town  
visitors\* to  
Brantford

**\$781K**

of wages and  
salaries supported  
locally

**\$1.57M**

boost to  
provincial  
GDP

**\$650K**

in taxes  
supported across  
Canada

**\$3.0M**

overall economic  
activity in the  
province

\* Visitors derived from attendance figures obtained from event organizers combined with results from the survey.

# THE EVENT

The 2025 Special Olympics Ontario Summer Games brought together more than 1,000 athletes from across Ontario for four days of competition, celebration, and community pride. Held from July 10–13, 2025, the Games took place across Brantford, Brant County, and Six Nations of the Grand River, reflecting the remarkable partnership and hospitality of each host community.

As the largest multisport Games for individuals with a disability in Ontario, the event highlighted the province's leadership in inclusive sport and its commitment to providing meaningful, high-quality opportunities for athletes of all abilities. More than 1,000 athletes competed in five sports (athletics, bocce, golf, soccer, and softball) supported by dedicated volunteers, officials, and partners who helped deliver an exceptional sport experience across every venue.

The Games were delivered through a strong collaboration between the Brantford Police Service, Ontario Provincial Police, and Six Nations Police Service, whose leadership and volunteer engagement were central to the event's success.





## METHODOLOGY

The visitor statistics cited in this report were derived from an on-site survey that was conducted during the event. The survey was developed by STC, in conjunction with the client, specifically for this event and was administered onsite through a series of kiosks, and with a QR code provided to allow respondents to complete at their leisure.

**331**

VALID ATTENDEE  
RESPONSES WERE  
COLLECTED

A total of **331 valid attendee responses were collected** during this process which provides a margin of error of +/-5.4% at the 95% confidence level for the results contained in this report.

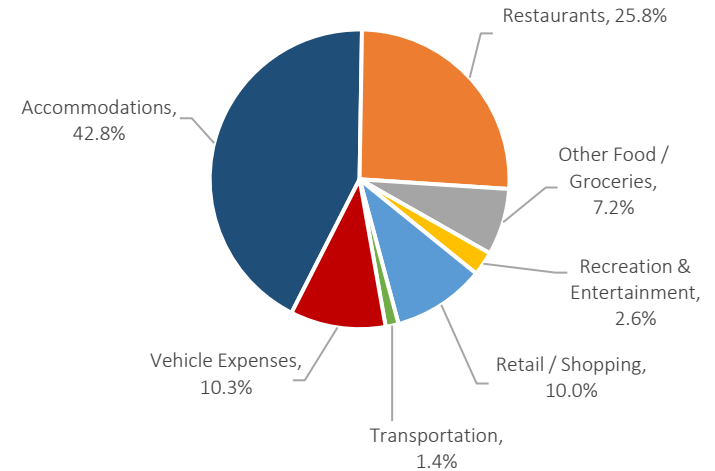
The survey included a variety of questions for the attendees with regards to their age, place of residence, days attended, event experience, etc., while respondents from out-of-town were asked about their length of stay in the local area, and the amount of money spent in various categories while in the area. Additionally, respondents were asked about their experience at the event as well as the events they attended.

# VISITOR SPENDING

| ATTENDEES                  | PER PARTY       | OVERALL          |
|----------------------------|-----------------|------------------|
| Accommodations             | \$269.66        | \$149,853        |
| Restaurants                | \$162.31        | \$122,722        |
| Other Food / Groceries     | \$45.09         | \$34,088         |
| Recreation & Entertainment | \$16.37         | \$12,380         |
| Retail Shopping            | \$63.16         | \$47,755         |
| Transportation             | \$8.33          | \$6,299          |
| Vehicle Expenses           | \$64.87         | \$49,045         |
| <b>TOTAL</b>               | <b>\$629.79</b> | <b>\$422,142</b> |

AGGREGATE VISITOR SPENDING WAS

**\$708,568**



Other visitor spending (i.e. participants, volunteers, media, VIP's, etc.) was \$286,425



\*All spending figures shown in this report are those directly attributable to this event influencing visitation to the local area.



# OPERATIONAL & CAPITAL EXPENDITURES

To ensure the successful operation and staging of this event, the combined purchase of **goods and services** by the event organizers was **\$1,325,166**.

No money (**\$0**) was spent on **capital projects** related to the future of hosting this or other similar events.



OPERATIONAL

**\$1,325,166**



CAPITAL

**\$0**

These operational expenditures include, but are not limited to staff salaries, facility rentals, professional services, insurance, communication, food and beverage, accommodations, merchandise, and travel.

# THE EI RESULTS

The combined spending of out-of-town participants, delegates, spectators and other people who visited Brantford for the Special Olympics Ontario Summer Games, in combination with the expenditures made by the event organizers, totaled over \$2.03 million, supporting almost \$3.0 million in overall economic activity in Ontario, including nearly \$2.5 million of economic activity in the Brantford area.

These expenditures supported nearly \$1.04 million in wages and salaries in the province through the support of 19 jobs, of which 16 jobs and nearly \$781,000 in wages and salaries were supported locally.

The total net economic activity (GDP) generated by the Special Olympics Ontario Summer Games was:

- **\$1.95 million for Canada as a whole**
- **\$1.57 million for the province of Ontario**
- **\$1.08 million for the city of Brantford**

The Special Olympics Ontario Summer Games supported tax revenues totaling nearly \$650,000 across Canada.

|                        | Brantford          | Ontario            | Canada             |
|------------------------|--------------------|--------------------|--------------------|
| Initial Expenditure    | \$2,033,734        | \$2,033,734        | \$2,033,734        |
| GDP                    | \$1,077,758        | \$1,573,577        | \$1,945,311        |
| Wages & Salaries       | \$780,817          | \$1,039,871        | \$1,245,985        |
| Employment             | 15.6               | 19.0               | 22.2               |
| Total Taxes            | \$367,955          | \$531,678          | \$649,995          |
| Federal                | \$172,040          | \$246,723          | \$291,716          |
| Provincial             | \$165,428          | \$240,475          | \$304,191          |
| Municipal              | \$30,487           | \$44,479           | \$54,088           |
| <b>INDUSTRY OUTPUT</b> | <b>\$2,478,371</b> | <b>\$2,997,038</b> | <b>\$3,731,344</b> |

# GROSS DOMESTIC PRODUCT

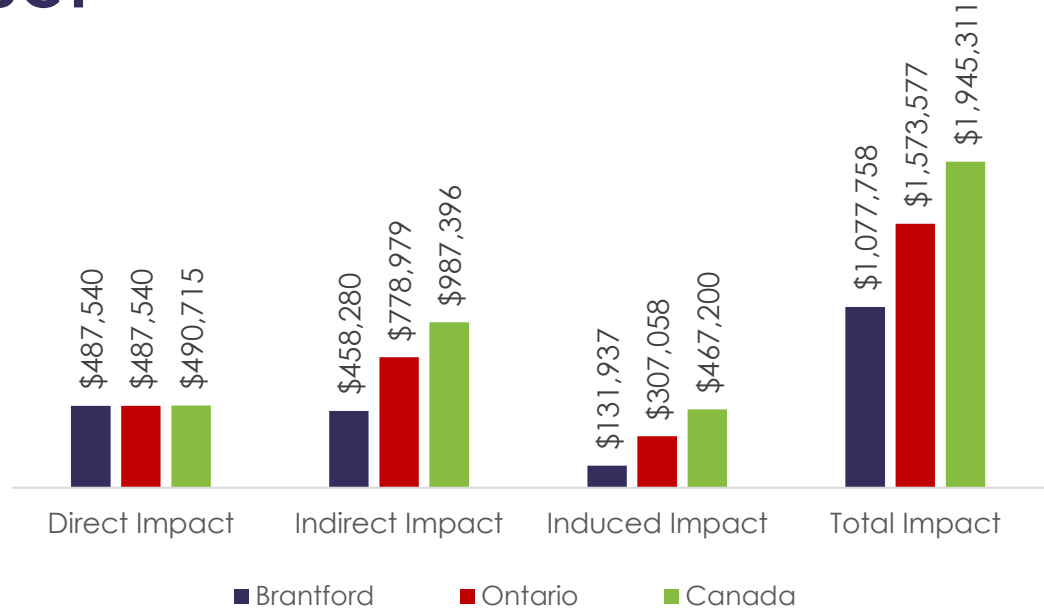
## GDP (at basic prices)

The hosting of the **Special Olympics Ontario Summer Games** in **Brantford** contributed **\$1,945,311** in GDP to the Canadian economy through direct and spin-off impacts.



IN GROSS DOMESTIC  
PRODUCT (GDP)

**\$1.95 M**



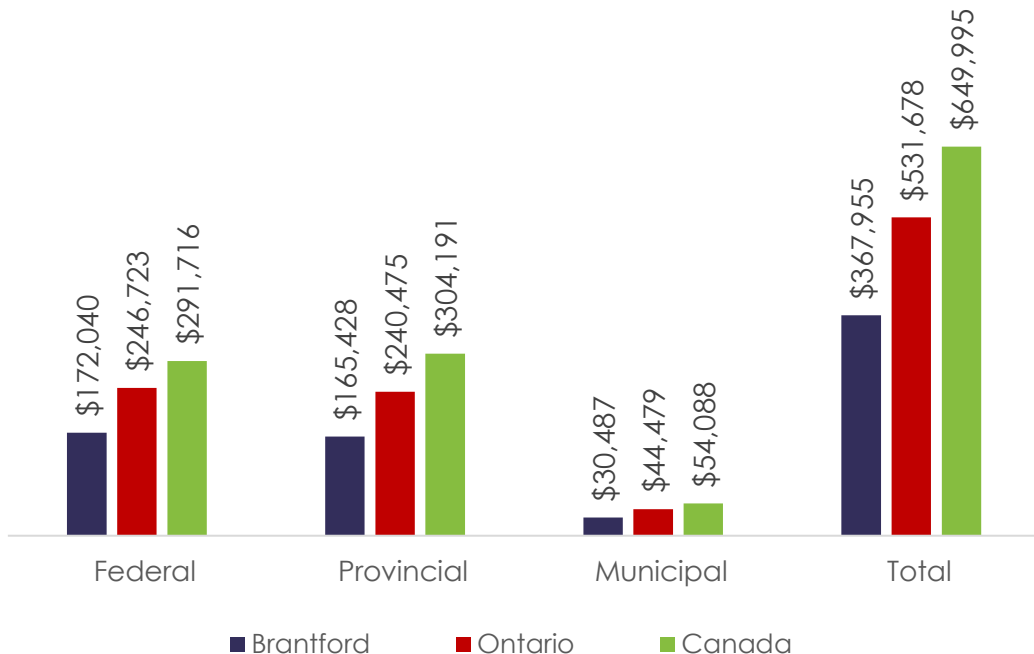
# TAXES

The **Special Olympics Ontario Summer Games** in **Brantford** contributed **\$649,995** in federal, provincial, and local taxes through direct and spin-off effects throughout Canada.



In federal, provincial  
& Local

**\$650K**





## ADDITIONAL QUESTIONS

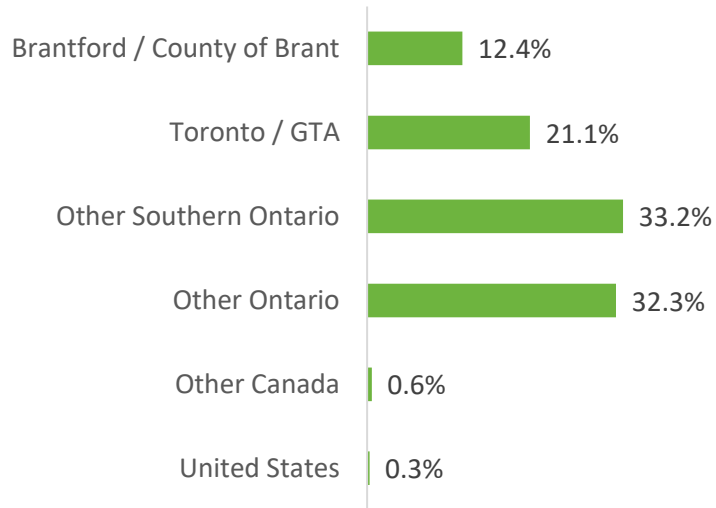
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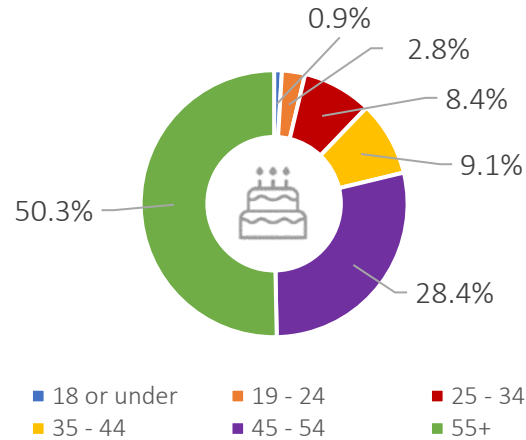
The following pages summarize the results from questions that were included as part of the survey but were not all necessarily required for the economic impact analysis calculations.

# DEMOGRAPHICS

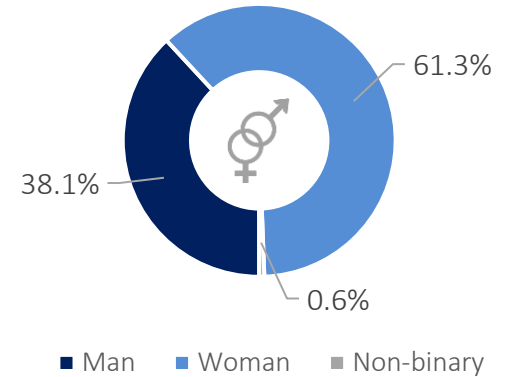
## Place of Residence



## Age Range



## Gender



# TRAVEL CHARACTERISTICS



**2.1**

Average travel party size



**2.7**

Average nights in the Brantford area



**2.5** DAY TRIP

18% of out-of-town attendees made an average of 2.5 day-trip to Brantford



**82%**

of attendees indicated that this event was the sole reason for their visit to Brantford

Overall, the importance of this event in influencing visitation to Brantford was

**9.5/10**



**82%**

of out-of-town attendees stayed overnight during their visit to Brantford area



OF THOSE THAT STAYED OVERNIGHT

**51%**

Stayed in a hotel / motel

**3%**

Used a short-term rental

**7%**

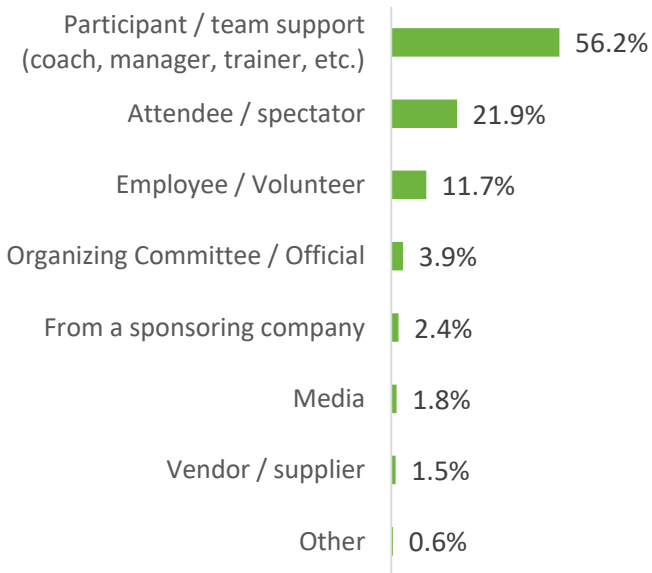
Stayed with friends/family

**51%**

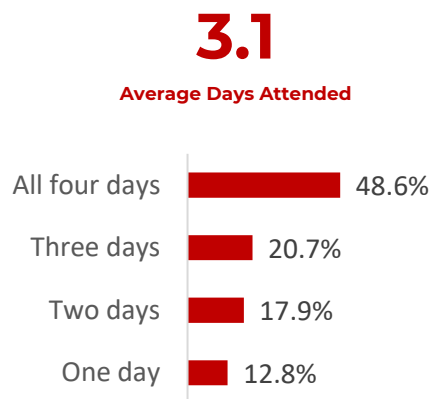
Made other arrangements

# ATTENDANCE CHARACTERISTICS

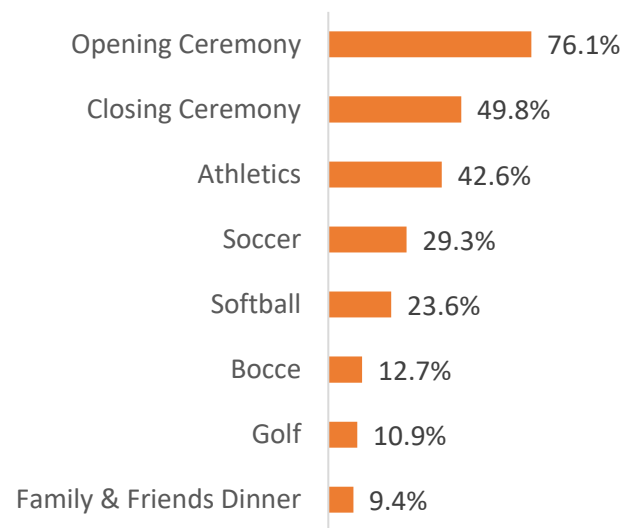
## Role at Event



## Days Attended

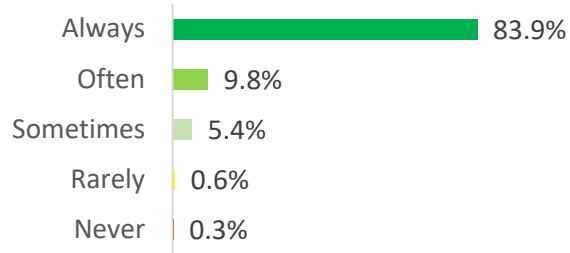


## Events Attended

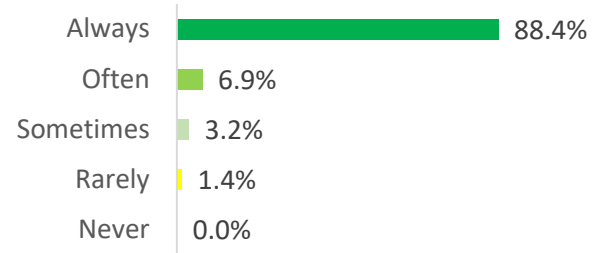


# EVENT RELATED

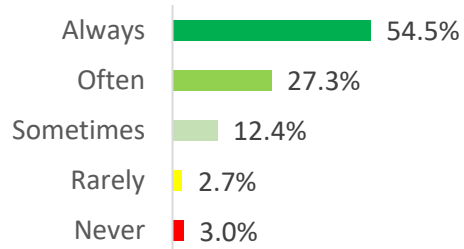
## Felt Welcomed / Safe / Valued



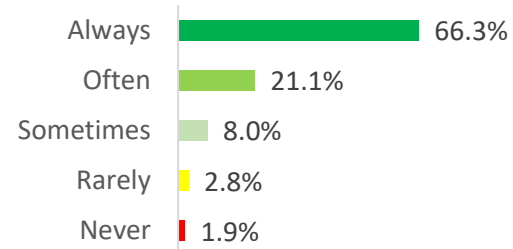
## Allowed To Be True Self



## Signage / Language Clear



## Venues / Areas Easily Accessible





# APPENDIX

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- **What is EI?**
- **How do we Measure it?**
- **Reliability of the Model**
- **Model Outputs**
- **How it Works**
- **Glossary of Terms**
- **Contact Information**



# WHAT IS EI?

Economic Impact Assessment (EIA) studies measure the positive change in economic activity resulting from hosting an event in a specific city/town. There are three factors:



## OUT-OF-TOWN VISITORS SPENDING

The spending of out-of-town visitors while they attend the event.



## EVENT ORGANIZERS EXPENDITURES

The expenditures of the event organizers in producing the event(s)



## CAPITAL CONSTRUCTION COSTS

Capital construction costs that are directly attributed to hosting the event(s).

An EI study calculates the amount of new money being spent in the host community as a direct result of hosting the event(s), and then the impact these new monies have on the regional, provincial and national economies as a whole.



## HOW DO WE MEASURE EI?

Sport Tourism Canada (formerly the Canadian Sport Tourism Alliance) has developed three tools called **STEAM**, **STEAMPRO** and **FESTPRO** to predict, collect, measure and analyze event data across the three primary channels.



**STEAM** is designed specifically as a predictive model to determine the expected economic impact of hosting a sport event, while **STEAMPRO** is utilized to generate the economic impact from actual spending data during the sport event itself.

STC's latest tool, called **FESTPRO**, is the sister model to **STEAMPRO**. It measures the economic impact of non-sport events like festivals, exhibitions and fairs using actual spending data collected during the event.

Our economic impact services empower event organizers and host cities to accurately assess economic impact resulting from hosting a specific event in a specific location.



# RELIABILITY OF THE MODEL

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To produce economic contribution assessments that are robust and reliable, STC has partnered with the **Canadian Tourism Research Institute (CTRI)** at **The Conference Board of Canada**. The CTRI serves the travel and tourism industry in providing sound economic forecasts and models with timely and insightful interpretation of data specifically relevant to travel.

The findings in this report make use of the most current and detailed input-output tables and multipliers available from Statistics Canada and leverages the credibility and robustness of sector specific tax data available from Statistics **Canada's Government Revenues Attributable to Tourism (GRAT)** report.

The Conference  
Board of Canada



Statistics  
Canada



Government Revenues  
Attributable to Tourism

# MODEL OUTPUTS

The elements (outputs of the model) used to measure the economic impacts are:



**GROSS DOMESTIC PRODUCT (GDP)**



**WAGES & SALARIES**



**JOBS (FTE)**



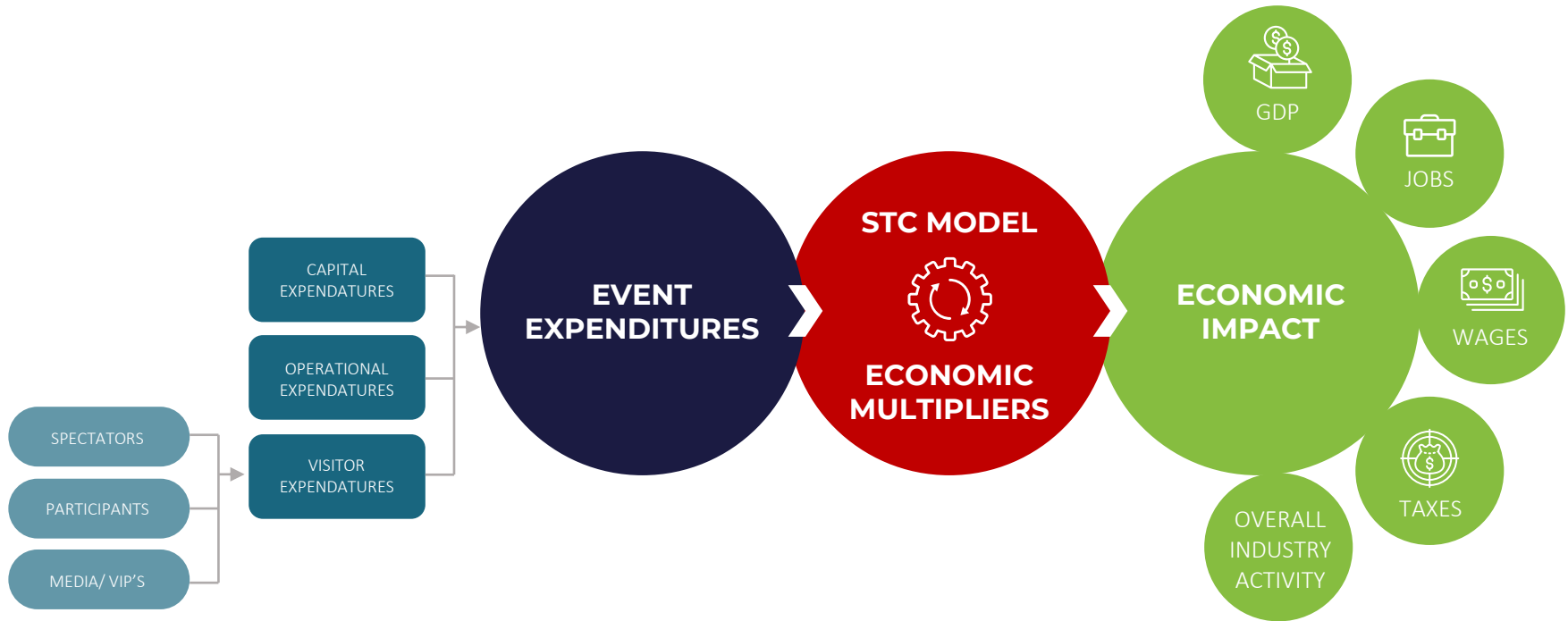
**TAXES**



**INDUSTRY OUTPUT**

STC's **STEAMPRO** measures the direct, indirect & induced effects for each of these elements and the **total impacts** are conveyed throughout this report.

# HOW IT WORKS



# GLOSSARY OF TERMS

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**Initial Expenditure** - This figure indicates the business of initial expenditures 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).

**Direct Impact** - Relates ONLY to the impact on "front-line" businesses. These are businesses that initially receive the operating revenue or tourist expenditures for the project under analysis. From a business perspective, this impact is limited only to that business or group of businesses involved. From a tourist spending perspective, this can include all businesses such as hotels, restaurants, retail stores, transportation carriers, attraction facilities and so forth.

**Indirect Impact** - Refers to the impacts resulting from all intermediate rounds of production in the supply of goods and services to industry sectors identified in the direct impact phase.

**Induced Impact** - These impacts are generated as a result of spending by employees (in the form of consumer spending) and businesses (in the form of investment) that benefited either directly or indirectly from the initial expenditures under analysis.

**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). **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 presented by the aggregate of 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. "Equivalent Full-Year Jobs", if selected, include both part-time and full-time work in ratios consistent with the specific industries.

**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 could involve some 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.



## CONTACT

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If you would like to conduct another EI study using **STEAM**, **STEAMPRO** or **FESTPRO** on any other type of event, please contact [research@sporttourismcanada.com](mailto:research@sporttourismcanada.com)

