



Economic Impact Assessment

Final Report – 2017 Tall Ships Festival (Nova Scotia)

Prepared by: Tony Fisher, CSTA EI Consultant
Date: December 2017

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:

1. the spending of out-of-town visitors while they attend the event;
2. the expenditures of the event organizers in producing the event;
3. capital construction costs that are directly attributed to hosting the event.

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



CSTA'S TOOL

The Canadian Sport Tourism Alliance (CSTA) has developed a tool called **steam pro^{2.0}** that collects, measures and analyzes data across the three primary channels.

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.



MODEL OUTPUTS

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

- Gross Domestic Product (GDP)
- Employment
- Taxes
- Industry Output
- Imports

CSTA's **steam pro^{2.0}** measures the direct, indirect & induced effects for each of these elements.



RELIABILITY

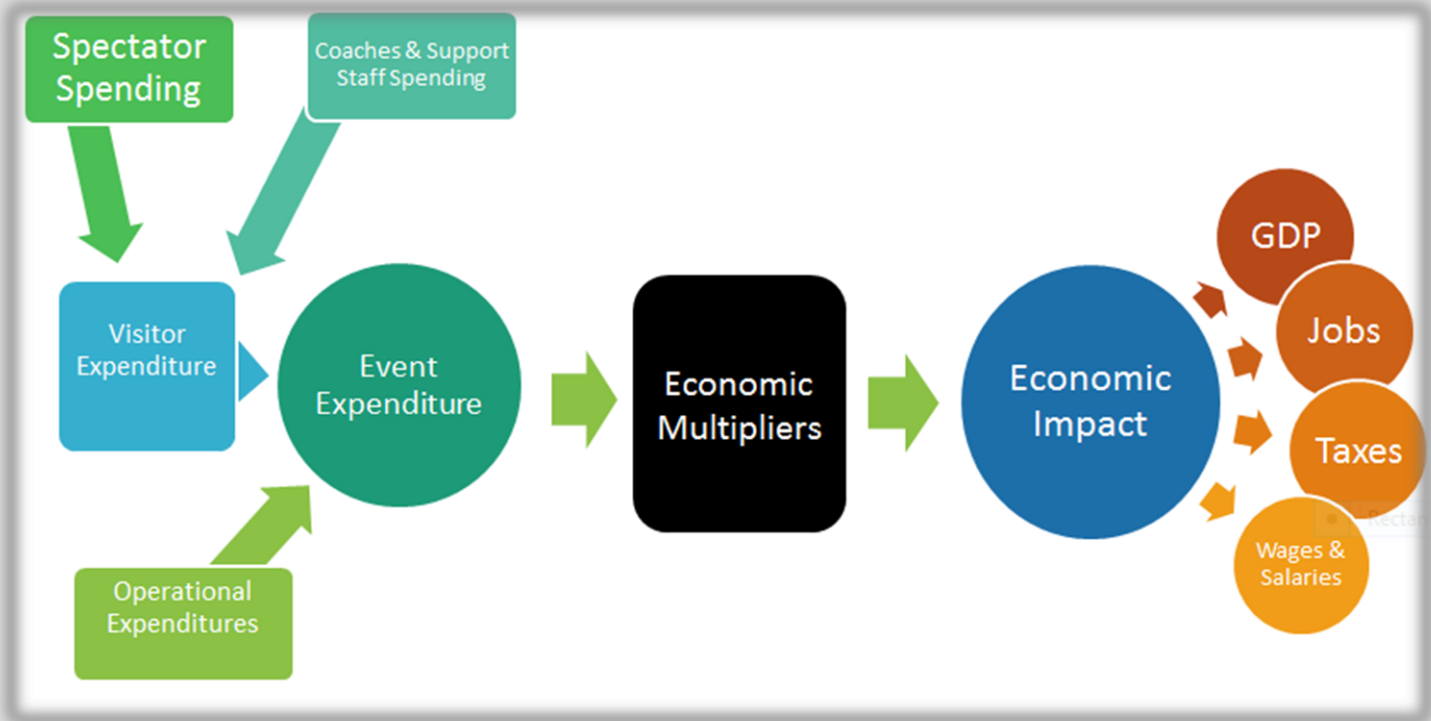


In order to produce economic contribution assessments that are **robust** and **reliable**, the CSTA has partnered with the **Canadian Tourism Research Institute (CTRI)** at **The Conference Board of Canada**. The CTRI serves the travel and tourism industry in providing sound economic forecasts and models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

The findings in this report make use of the most current and most 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.



HOW IT WORKS



THE EVENT

As part of Rendez-Vous 2017, more than 40 Tall Ships visited Canadian waters to honour the 150th anniversary of the Canadian Confederation. They stopped in 11 ports in Nova Scotia, including Lunenburg, Pictou, Sydney, St. Peter's, Louisburg, Pugwash, Port Hawkesbury, Halifax, Shelburne, Digby, and ended with an evening sail past the Annapolis Basin. The ships attracted thousands of locals and visitors who came to take part in festivals organized by the local communities, thereby generating a significant economic impact for the host communities and the province of Nova Scotia as a whole.



The background of the slide is a photograph of rows of blue plastic stadium seats, viewed from behind, receding into the distance. The seats are arranged in a tiered fashion, typical of a sports arena.

THE METHODOLOGY

Visitor statistics were developed through the use of on-site surveys in each of the host communities, with a total of 1,508 intercepts and 1,260 surveys completed. The survey was developed by the research consultant in consultation with the Province of Nova Scotia and the host communities. Surveys were conducted using tablet computers with QuickTap survey software. Respondents were asked about the number of days they attended the local tall ships festival, which events they took part in and where they were from. Out of town respondents were asked about their visit to the host region and spending while in the host community.

ATTENDANCE

Attendance was developed using a number of techniques as most festival spaces were open to the general public. Attendance projections for host communities outside of the HRM began with spectator counts made by volunteers using hand counters who were situated at the wharf / waterfront areas where they had a vantage point to observe the number of people entering the Tall Ships area. As noted, the survey asked about the respondents' activities including whether they entered the waterfront area and / or took a tour of the tall ships. The ratio of people interacting with the tall ships / attending the festival was then applied to the attendance figures from the counters to calculate the total attendance in each community. The number of individuals attending the festival was then developed by dividing the overall attendance figure by the average number of days attended. In Halifax / Dartmouth, attendance was calculated based on traffic counts of the harbourfront floating bridge, which saw almost 200,000 people over the five days of the event. The Halifax survey, along with surveys at previous harbourfront events indicate that the harbourfront bridge provided access for approximately 38% of all respondents (for example, the closure of Lower Water Street between George & Prince, visitors who went to the Dartmouth side only, etc.), giving the total attendance results shown on the next page. As was the case for other communities, the number of individuals was calculated by dividing the overall attendance figures by the average number of days attended.



ATTENDANCE

	Attendance	Days p.p.	Individuals
Pictou	31,610	1.46	21,693
Pugwash	24,855	1.74	14,313
Port Hawkesbury	9,939	1.51	6,563
Halifax / Dartmouth	495,270	1.75	282,664
Sydney	23,089	1.56	14,826
St. Peter's	15,567	1.78	8,730
Louisbourg	13,581	1.78	7,639
Lunenburg	24,444	1.86	13,162
Shelburne	10,658	1.37	7,806
Digby	10,685	1.75	6,119
Annapolis	3,708	1.00	3,708
Total	663,405	1.71	387,223



VISITORS

	Individuals	Local	Nova Scotia	Atlantic	Canada	US	International	Visitors
Pictou	21,693	13,213	2,761	394	3,155	1,183	986	8,479
Pugwash	14,313	4,323	2,978	2,017	3,170	1,441	384	9,990
Port Hawkesbury	6,563	3,956	605	140	1,071	652	140	2,608
Halifax / Dartmouth	282,664	215,149	13,503	3,601	32,407	9,902	8,102	67,515
Sydney	14,826	7,413	1,348	562	2,134	3,145	225	7,414
St. Peter's	8,730	4,548	1,986	105	1,098	418	575	4,182
Louisbourg	7,639	2,438	1,463	650	2,113	488	488	5,202
Lunenburg	13,162	3,712	2,194	675	4,219	1,687	675	9,450
Shelburne	7,806	2,062	2,062	295	2,209	884	295	5,745
Digby	6,119	3,278	1,093	73	947	583	146	2,842
Annapolis	3,708	1,440	1,265	131	523	349	0	2,268
Total	387,223	261,532	31,258	8,643	53,046	20,732	12,016	125,695

VISITOR INFORMATION

	% on Day Trips	% Staying Overnight	Average Nights in Host Community	% Visiting Other Nova Scotia Communities	Average Nights in Other Nova Scotia Communities
Pictou	33%	67%	4.4	55%	6.3
Pugwash	24%	76%	4.3	42%	5.8
Port Hawkesbury	39%	61%	4.2	56%	6.4
Halifax / Dartmouth	29%	71%	4.4	61%	6.0
Sydney	55%	45%	4.5	53%	4.3
St. Peter's	54%	46%	3.8	38%	6.4
Louisbourg	19%	81%	4.6	62%	4.9
Lunenburg	43%	57%	4.1	75%	7.3
Shelburne	56%	44%	4.5	53%	7.4
Digby	59%	41%	4.4	44%	8.3
Annapolis	44%	56%	3.6	34%	4.5

VISITOR SPENDING



Based on the size of the sample collected, spending estimates were developed for visitors on day trips and overnight trips in each host community. In a few cases the sample size was too small to develop reliable expenditure estimates, so overall averages adjusted for party size and days visited were for day travellers in Sydney, Louisbourg and Lunenburg. This was also required for overnight travellers in Sydney and Lunenburg, where overall averages were adjusted to reflect the overall party size and the number of days in the host community.

VISITOR SPENDING – DAY TRAVELLERS PER PERSON

Per Person	Party Size	Accommodation	Restaurant & Bars	Groceries	Recreation & Entertainment	Shopping	Vehicle Expenses	Total
Pictou	2.93	\$0.00	\$28.59	\$14.78	\$11.16	\$19.95	\$17.79	\$92.26
Pugwash	3.16	\$0.00	\$27.59	\$12.91	\$9.87	\$13.10	\$13.12	\$76.60
Port Hawkesbury	3.45	\$0.00	\$28.08	\$9.70	\$0.58	\$7.41	\$21.86	\$67.62
Halifax / Dartmouth	2.73	\$0.00	\$37.14	\$12.66	\$26.73	\$19.70	\$9.41	\$105.64
Sydney	2.77	\$0.00	\$30.22	\$15.63	\$11.80	\$21.09	\$18.81	\$97.55
St. Peter's	3.09	\$0.00	\$21.87	\$20.32	\$8.78	\$7.56	\$9.70	\$68.23
Louisbourg	3.83	\$0.00	\$21.84	\$11.29	\$8.53	\$15.24	\$13.59	\$70.49
Lunenburg	3.38	\$0.00	\$30.72	\$9.74	\$14.56	\$37.68	\$16.55	\$109.26
Shelburne	3.36	\$0.00	\$19.97	\$13.12	\$5.74	\$31.64	\$6.67	\$77.14
Digby	3.09	\$0.00	\$36.48	\$16.57	\$12.30	\$13.66	\$22.29	\$101.30
Annapolis	2.65	\$0.00	\$25.02	\$13.93	\$10.89	\$25.03	\$23.92	\$98.80
Overall Average	3.00	\$0.00	\$27.87	\$14.41	\$10.88	\$19.45	\$17.34	\$89.95

VISITOR SPENDING | DAY TRAVELLERS TOTAL

Total	Visitors	Accommodation	Restaurant & Bars	Groceries	Recreation & Entertainment	Shopping	Vehicle Expenses	Total
Pictou	2,761	\$0	\$78,923	\$40,807	\$30,813	\$55,085	\$49,116	\$254,744
Pugwash	2,401	\$0	\$66,255	\$31,000	\$23,706	\$31,456	\$31,500	\$183,918
Port Hawkesbury	1,025	\$0	\$28,781	\$9,940	\$593	\$7,596	\$22,402	\$69,312
Halifax / Dartmouth	19,544	\$0	\$725,944	\$247,481	\$522,460	\$384,970	\$183,843	\$2,064,699
Sydney	4,044	\$0	\$122,216	\$63,191	\$47,715	\$85,300	\$76,057	\$394,479
St. Peter's	2,248	\$0	\$49,173	\$45,684	\$19,727	\$16,986	\$21,804	\$153,375
Louisbourg	975	\$0	\$21,292	\$11,009	\$8,313	\$14,861	\$13,251	\$68,726
Lunenburg	4,050	\$0	\$124,435	\$39,443	\$58,957	\$152,609	\$67,043	\$442,487
Shelburne	3,241	\$0	\$64,738	\$42,509	\$18,591	\$102,557	\$21,619	\$250,014
Digby	1,676	\$0	\$61,144	\$27,763	\$20,607	\$22,897	\$37,359	\$169,770
Annapolis	1,003	\$0	\$25,099	\$13,972	\$10,925	\$25,107	\$23,991	\$99,094
Total	42,968	\$0	\$1,368,001	\$572,799	\$762,407	\$899,425	\$547,985	\$4,150,617

VISITOR SPENDING | OVERNIGHT TRAVELLERS PER PERSON

Per Person	Party Size	Accommodation	Restaurant & Bars	Groceries	Recreation & Entertainment	Shopping	Vehicle Expenses	Total
Pictou	3.76	\$120.32	\$75.67	\$44.06	\$29.03	\$23.20	\$24.65	\$316.92
Pugwash	3.19	\$99.03	\$115.47	\$105.40	\$56.15	\$72.69	\$38.36	\$487.09
Port Hawkesbury	2.62	\$151.00	\$137.00	\$78.53	\$39.48	\$32.68	\$40.22	\$478.90
Halifax / Dartmouth	3.09	\$154.71	\$106.52	\$28.13	\$23.61	\$40.31	\$21.75	\$375.05
Sydney	3.73	\$84.00	\$66.79	\$40.23	\$27.81	\$30.67	\$21.00	\$270.51
St. Peter's	3.43	\$100.46	\$109.25	\$65.34	\$40.26	\$37.67	\$41.29	\$394.28
Louisbourg	3.00	\$167.60	\$73.33	\$22.00	\$34.16	\$34.71	\$29.29	\$361.08
Lunenburg	2.75	\$103.77	\$82.50	\$49.70	\$34.35	\$37.89	\$25.95	\$334.16
Shelburne	2.94	\$223.17	\$144.73	\$18.08	\$39.52	\$47.71	\$27.01	\$500.22
Digby	2.94	\$130.72	\$125.35	\$120.51	\$26.10	\$25.87	\$40.40	\$468.95
Annapolis	3.41	\$120.77	\$70.85	\$48.21	\$56.76	\$32.53	\$30.09	\$359.20
Overall Average	3.14	\$133.37	\$106.04	\$63.88	\$44.15	\$48.70	\$33.35	\$429.48

VISITOR SPENDING | OVERNIGHT TRAVELLERS TOTAL

Total	Visitors	Accommodation	Restaurant & Bars	Groceries	Recreation & Entertainment	Shopping	Vehicle Expenses	Total
Pictou	5,718	\$687,967	\$432,676	\$251,910	\$166,001	\$132,639	\$140,944	\$1,812,137
Pugwash	7,589	\$751,511	\$876,299	\$799,893	\$426,101	\$551,614	\$291,134	\$3,696,552
Port Hawkesbury	1,583	\$239,032	\$216,867	\$124,308	\$62,490	\$51,739	\$63,666	\$758,102
Halifax / Dartmouth	47,971	\$7,421,833	\$5,109,808	\$1,349,647	\$1,132,567	\$1,933,877	\$1,043,552	\$17,991,284
Sydney	3,370	\$283,084	\$225,071	\$135,590	\$93,709	\$103,372	\$70,783	\$911,609
St. Peter's	1,934	\$194,296	\$211,293	\$126,374	\$77,857	\$72,860	\$79,854	\$762,533
Louisbourg	4,227	\$708,425	\$309,980	\$92,994	\$144,376	\$146,737	\$123,791	\$1,526,303
Lunenburg	5,400	\$560,337	\$445,507	\$268,387	\$185,488	\$204,615	\$140,109	\$1,804,442
Shelburne	2,504	\$558,808	\$362,403	\$45,274	\$98,963	\$119,469	\$67,644	\$1,252,562
Digby	1,166	\$152,423	\$146,158	\$140,515	\$30,432	\$30,167	\$47,103	\$546,798
Annapolis	1,265	\$152,777	\$89,628	\$60,987	\$71,795	\$41,147	\$38,059	\$454,394
Total	82,727	\$11,710,493	\$8,425,690	\$3,395,879	\$2,489,778	\$3,388,236	\$2,106,640	\$31,516,715

IMPORTANCE OF TALL SHIPS

The previous results show the aggregate spending results of all visitors, however it is important to factor in the importance of the Tall Ships in the respondent's decision to travel in order to calculate the visitor spending directly attributable to hosting the event. This was done using two questions in the survey - the first asked if they were aware of the Tall Ships event before they left home, with those responding with NO being assigned 0%. Those who were aware were asked about the importance of the Tall Ships festival in the decision to travel to the host community using a scale of 1-10, with 1 representing not at all important (and assigned a value of 10%) and 10 meaning it was the primary reason for travel (and assigned 100%.) The results varied considerably. For example, in Sydney, a large number of day travellers arrived via cruise ship and were not aware of the event. In contrast, most Shelburne respondents were in the community specifically for the Tall Ships festival.



VISITOR SPENDING | DAY TRAVELLERS

ATTRIBUTABLE SPENDING

Total	Importance (0-10)	Accommodation	Restaurant & Bars	Groceries	Recreation & Entertainment	Shopping	Vehicle Expenses	Total
Pictou	7.00	\$0	\$55,246	\$28,565	\$21,569	\$38,559	\$34,381	\$178,320
Pugwash	8.08	\$0	\$53,556	\$25,059	\$19,162	\$25,427	\$25,463	\$148,667
Port Hawkesbury	6.27	\$0	\$18,053	\$6,235	\$372	\$4,765	\$14,052	\$43,477
Halifax / Dartmouth	5.32	\$0	\$386,070	\$131,615	\$277,854	\$204,734	\$97,771	\$1,098,044
Sydney	1.22	\$0	\$14,937	\$7,723	\$5,832	\$10,426	\$9,296	\$48,214
St. Peter's	7.81	\$0	\$38,402	\$35,677	\$15,406	\$13,265	\$17,028	\$119,779
Louisbourg	6.67	\$0	\$14,195	\$7,339	\$5,542	\$9,907	\$8,834	\$45,817
Lunenburg	6.25	\$0	\$77,772	\$24,652	\$36,848	\$95,380	\$41,902	\$276,554
Shelburne	8.45	\$0	\$54,733	\$35,940	\$15,718	\$86,707	\$18,278	\$211,375
Digby	7.74	\$0	\$47,320	\$21,486	\$15,948	\$17,721	\$28,912	\$131,388
Annapolis	7.09	\$0	\$17,788	\$9,902	\$7,743	\$17,793	\$17,002	\$70,227
Total	5.71	\$0	\$778,074	\$334,193	\$421,993	\$524,685	\$312,919	\$2,371,864

VISITOR SPENDING | OVERNIGHT TRAVELLERS ATTRIBUTABLE SPENDING

Total	Importance (0-10)	Accommodation	Restaurant & Bars	Groceries	Recreation & Entertainment	Shopping	Vehicle Expenses	Total
Pictou	6.13	\$421,380	\$265,014	\$154,295	\$101,676	\$81,241	\$86,328	\$1,109,940
Pugwash	6.47	\$485,977	\$566,673	\$517,264	\$275,546	\$356,710	\$188,266	\$2,390,443
Port Hawkesbury	4.60	\$109,955	\$99,759	\$57,182	\$28,745	\$23,800	\$29,286	\$348,731
Halifax / Dartmouth	3.25	\$2,412,096	\$1,660,688	\$438,635	\$368,084	\$628,510	\$339,155	\$5,847,171
Sydney	3.38	\$95,813	\$76,178	\$45,892	\$31,717	\$34,987	\$23,957	\$308,548
St. Peter's	6.83	\$132,769	\$144,384	\$86,355	\$53,202	\$49,788	\$54,567	\$521,071
Louisbourg	3.33	\$236,142	\$103,327	\$30,998	\$48,125	\$48,912	\$41,264	\$508,771
Lunenburg	5.77	\$323,271	\$257,023	\$154,839	\$107,012	\$118,047	\$80,832	\$1,041,030
Shelburne	8.45	\$472,447	\$306,395	\$38,277	\$83,669	\$101,006	\$57,190	\$1,058,992
Digby	7.12	\$108,526	\$104,064	\$100,047	\$21,667	\$21,479	\$33,537	\$389,328
Annapolis	6.04	\$92,232	\$54,109	\$36,818	\$43,343	\$24,841	\$22,976	\$274,325
Total	4.38	\$4,890,606	\$3,637,614	\$1,660,602	\$1,162,786	\$1,489,321	\$957,360	\$13,798,351

VISITOR SPENDING | ALL TRAVELLERS

TOTAL ATTRIBUTABLE SPENDING

Total	Accommodation	Restaurant & Bars	Groceries	Recreation & Entertainment	Shopping	Vehicle Expenses	Total
Pictou	\$421,380	\$320,261	\$182,859	\$123,245	\$119,800	\$120,709	\$1,288,254
Pugwash	\$485,977	\$620,230	\$542,323	\$294,708	\$382,137	\$213,729	\$2,539,104
Port Hawkesbury	\$109,955	\$117,812	\$63,417	\$29,118	\$28,565	\$43,338	\$392,204
Halifax / Dartmouth	\$2,412,096	\$2,046,758	\$570,250	\$645,938	\$833,244	\$436,926	\$6,945,212
Sydney	\$95,813	\$91,115	\$53,615	\$37,549	\$45,413	\$33,253	\$356,759
St. Peter's	\$132,769	\$182,786	\$122,033	\$68,608	\$63,053	\$71,595	\$640,843
Louisbourg	\$236,142	\$117,522	\$38,337	\$53,667	\$58,820	\$50,097	\$554,585
Lunenburg	\$323,271	\$334,795	\$179,491	\$143,860	\$213,427	\$122,734	\$1,317,579
Shelburne	\$472,447	\$361,128	\$74,216	\$99,386	\$187,713	\$75,468	\$1,270,359
Digby	\$108,526	\$151,384	\$121,533	\$37,615	\$39,200	\$62,450	\$520,708
Annapolis	\$92,232	\$71,897	\$46,720	\$51,086	\$42,634	\$39,979	\$344,547
Total	\$4,890,606	\$4,415,687	\$1,994,795	\$1,584,780	\$2,014,006	\$1,270,279	\$16,170,153

OPERATIONAL EXPENDITURES

The study also included the operational expenditures made by the Waterfront Development Corporation in hosting the event, including funding they provided to the non-HRM host communities.



THE EI RESULTS

Economic Impact results were prepared for each community. In aggregate, visitor spending directly attributable to the Tall Ships Festival, along with the operational reached \$20.2 million, supporting \$30 million of economic activity throughout the province of Nova Scotia, including \$25.9 million in the host communities.

These expenditures supported \$9 million in wages and salaries and 216 jobs throughout the province. The total net economic activity (GDP) generated by the 2017 Tall Ships Festival was \$14.4 million, of which \$10.4 million in new economic activity took place in the host communities.

The 2017 Tall Ships Festival supported a total of \$6.3 million in tax revenues across the three levels of government, including \$2.4 million for the federal government, \$3.0 million of provincial revenues in Nova Scotia and \$424,000 in municipal tax revenues throughout the province, including \$314,000 in the host communities.



Grand Total	Host Communities	Nova Scotia	Canada
Initial Expenditure	\$20,236,373	\$20,236,373	\$20,236,373
GDP	\$10,392,867	\$14,445,174	\$17,862,325
Wages & Salaries	\$6,857,692	\$8,994,793	\$10,887,160
Employment	178.4	215.9	244.0
Industry Output	\$25,921,595	\$29,978,164	\$37,069,195
Total Taxes	\$4,583,477	\$5,508,238	\$6,267,349
Federal	\$1,710,547	\$2,071,616	\$2,396,311
Provincial	\$2,558,813	\$3,012,887	\$3,358,706
Municipal	\$314,118	\$423,734	\$512,332

COMMUNITY EI RESULTS

Pictou

	Pictou	Nova Scotia	Canada
Initial Expenditure	\$1,383,654	\$1,383,654	\$1,383,654
GDP	\$745,582	\$962,465	\$1,232,341
Wages & Salaries	\$488,324	\$594,831	\$744,019
Employment	13.6	15.5	17.7
Industry Output	\$1,813,828	\$2,054,505	\$2,612,982
Total Taxes	\$337,217	\$384,121	\$444,440
Federal	\$125,053	\$142,864	\$168,851
Provincial	\$192,488	\$215,857	\$243,187
Municipal	\$19,675	\$25,401	\$32,402

Pugwash

	Pugwash	Nova Scotia	Canada
Initial Expenditure	\$2,636,004	\$2,636,004	\$2,636,004
GDP	\$1,245,563	\$1,729,265	\$2,244,008
Wages & Salaries	\$820,954	\$1,087,637	\$1,372,675
Employment	26.1	30.8	35.0
Industry Output	\$3,342,268	\$3,863,821	\$4,928,017
Total Taxes	\$582,651	\$692,464	\$809,287
Federal	\$217,280	\$259,438	\$311,332
Provincial	\$332,184	\$386,956	\$438,562
Municipal	\$33,187	\$46,070	\$59,394

COMMUNITY EI RESULTS

Port Hawkesbury

	Port Hawkesbury	Nova Scotia	Canada
Initial Expenditure	\$502,124	\$502,124	\$502,124
GDP	\$207,041	\$343,998	\$428,018
Wages & Salaries	\$137,398	\$211,878	\$258,178
Employment	3.4	4.7	5.4
Industry Output	\$610,679	\$740,414	\$915,405
Total Taxes	\$97,258	\$128,043	\$146,861
Federal	\$36,102	\$48,092	\$56,235
Provincial	\$55,669	\$70,939	\$79,437
Municipal	\$5,487	\$9,011	\$11,189

Sydney

	Sydney	Nova Scotia	Canada
Initial Expenditure	\$461,660	\$461,660	\$461,660
GDP	\$242,314	\$316,871	\$391,576
Wages & Salaries	\$155,883	\$195,128	\$236,459
Employment	4.7	5.4	6.0
Industry Output	\$608,530	\$679,298	\$833,768
Total Taxes	\$101,242	\$117,598	\$134,282
Federal	\$37,906	\$44,287	\$51,508
Provincial	\$56,999	\$65,055	\$72,582
Municipal	\$6,337	\$8,256	\$10,192

COMMUNITY EI RESULTS

St Peter's

	St Peter's	Nova Scotia	Canada
Initial Expenditure	\$750,243	\$750,243	\$750,243
GDP	\$388,856	\$502,314	\$636,913
Wages & Salaries	\$253,642	\$313,152	\$387,396
Employment	7.7	8.8	10.0
Industry Output	\$989,254	\$1,103,771	\$1,383,151
Total Taxes	\$168,422	\$193,190	\$223,464
Federal	\$62,987	\$72,550	\$85,831
Provincial	\$95,120	\$107,365	\$120,874
Municipal	\$10,315	\$13,275	\$16,758

Louisbourg

	Louisbourg	Nova Scotia	Canada
Initial Expenditure	\$660,785	\$660,785	\$660,785
GDP	\$378,776	\$475,610	\$590,750
Wages & Salaries	\$239,870	\$289,497	\$353,228
Employment	7.1	8.0	9.0
Industry Output	\$884,639	\$982,468	\$1,219,493
Total Taxes	\$162,714	\$184,255	\$209,625
Federal	\$60,278	\$68,602	\$79,241
Provincial	\$92,576	\$103,297	\$115,031
Municipal	\$9,860	\$12,357	\$15,354

COMMUNITY EI RESULTS

Lunenburg

	Lunenburg	Nova Scotia	Canada
Initial Expenditure	\$1,445,180	\$1,445,180	\$1,445,180
GDP	\$709,823	\$978,587	\$1,251,158
Wages & Salaries	\$468,715	\$611,314	\$762,183
Employment	14.8	17.3	19.5
Industry Output	\$1,845,197	\$2,131,043	\$2,694,087
Total Taxes	\$333,211	\$393,638	\$454,285
Federal	\$123,586	\$146,823	\$172,971
Provincial	\$190,829	\$220,958	\$248,384
Municipal	\$18,796	\$25,857	\$32,930

Shelburne

	Shelburne	Nova Scotia	Canada
Initial Expenditure	\$1,372,759	\$1,372,759	\$1,372,759
GDP	\$592,124	\$978,685	\$1,250,121
Wages & Salaries	\$412,788	\$605,961	\$756,544
Employment	14.9	18.2	20.4
Industry Output	\$1,617,642	\$2,054,565	\$2,619,119
Total Taxes	\$308,650	\$395,298	\$454,822
Federal	\$113,072	\$146,052	\$170,849
Provincial	\$180,125	\$223,630	\$251,304
Municipal	\$15,453	\$25,617	\$32,670

COMMUNITY EI RESULTS

Digby

	Digby	Nova Scotia	Canada
Initial Expenditure	\$629,590	\$629,590	\$629,590
GDP	\$238,109	\$415,703	\$524,935
Wages & Salaries	\$165,363	\$257,837	\$317,944
Employment	6.2	7.8	8.7
Industry Output	\$743,050	\$921,097	\$1,148,480
Total Taxes	\$117,654	\$156,430	\$181,315
Federal	\$43,974	\$58,924	\$69,988
Provincial	\$67,294	\$86,477	\$97,469
Municipal	\$6,386	\$11,029	\$13,858

Annapolis Royal

	Annapolis Royal	Nova Scotia	Canada
Initial Expenditure	\$505,237	\$505,237	\$505,237
GDP	\$155,116	\$347,351	\$417,167
Wages & Salaries	\$108,847	\$213,554	\$252,143
Employment	3.8	5.7	6.3
Industry Output	\$565,569	\$739,100	\$882,197
Total Taxes	\$80,884	\$123,621	\$139,145
Federal	\$30,090	\$47,034	\$53,745
Provincial	\$46,733	\$67,711	\$74,713
Municipal	\$4,061	\$8,876	\$10,687

COMMUNITY EI RESULTS

Halifax / Dartmouth

	HRM	Nova Scotia	Canada
Initial Expenditure	\$9,889,136	\$9,889,136	\$9,889,136
GDP	\$5,489,565	\$7,394,324	\$8,895,337
Wages & Salaries	\$3,605,908	\$4,614,004	\$5,446,391
Employment	76.1	93.6	106.0
Industry Output	\$12,900,940	\$14,708,082	\$17,832,497
Total Taxes	\$2,293,575	\$2,739,580	\$3,069,822
Federal	\$860,218	\$1,036,950	\$1,175,760
Provincial	\$1,248,797	\$1,464,643	\$1,617,163
Municipal	\$184,560	\$237,986	\$276,899

QUESTIONS?

If you have any questions concerning the findings in this report, please contact:

Tony Fisher, CSTA EI Consultant
613-266-6964
tony.fisher@paradigmconsultinggroup.ca

If you would like to conduct another EI study using **steam pro^{2.0}** on a future event, please contact research@canadiansporttourism.com

