

Internal Economic Impact Assessment - January 23, 2023

BRANTFORD CALCULATION	GDP	City	VALUE	NOTES
SEASON GDP			\$ 4,337,700	Summed if GDP Col. = Y
SEASON LOCAL WAGES			\$ 297,251	Total FTE and PTE
CAPACITY				
Seated Capacity			2,952	Verified
Standing Capacity			415	Verified
Total Capacity			3,367	Verified
Average Comp Tickets / Game (max = 500)			500	City estimate
Parking Usage / Game			275	City estimate
SEASON NUMBERS				
Home Games			36	Current OHL schedule
Home Games w/Team Overnights			12	Based on Hamilton, Kitchener, Niagara, Guelph
Spectator Attendance Average / Game			89%	Six market comparator average minus 3%
Average Attendance Total			3,000	Based on Spectator Attendance / Game
Average Paid Attendance Total			2,500	Based on Spectator Attendance / Game minus comps
Out of Market Attendance / Game %			10%	Based on Hamilton, Kitchener, Niagara, Guelph
Out of Market Attendance / Game - Overnight Att.			180	Based on above minus overnight from below
Overnight Attendance / Game %			4%	Based on Mississauga
Overnight Attendance / Game			120	Based on Mississauga
Sameday Paid Attendance / Game			2,380	Based on Mississauga
USA Teams			3	Based on Mississauga
USA Fan Attendance / Game			70	Assumes 2 fans per player/coach
HOTEL ROOM NIGHTS				
Hotel Room Night Average			\$ 145	Source: Tourism
Team Hotel Room Nights / Game			35	Based on Mississauga
Team Hotel Room Nights / Season			420	Based on above
Total Team Value Hotel Room Nights / Season	Y		\$ 60,900	Based on above
Fans Hotel Room Nights / Game (2.5 fans / room)			48	Estimate considering families
Fans Hotel Room Nights / Season (2.5 fans / room)			1,728	Estimate considering families
Total Fan Value Hotel Room Nights / Season			\$ 250,560	Estimate considering families
EMPLOYMENT				
FTE			20	Based on CHL (884/60)
FTE Average Annual Wage			\$ 60,000	Based on Mississauga (Census 2021 Brfd = \$47160)
FTE Annual Wage Total			\$ 1,200,000	Based on above
FTE Annual Wage Total % Remaining Local			20%	City estimate
PTE			27	Based on Guelph, Hamilton, Kitchener, Niagara, Peterborough
PTE Hourly Wage			\$ 15.50	Ontario Minimum Wage
PTE Hours / Game			4	City estimate
PTE Annual Wage Total			\$ 60,264	Based on above
PTE Annual Wage Total % Remaining Local			95%	City estimate
Total Annual Wages			\$ 1,260,264	based on above
Total Annual Wage Value - Local			\$ 297,251	Based on above
CLUB EXPENDITURES				
Annual Expenditures			\$ 2,400,000	Mississauga (2016/17)
Spent on Local Services %			40%	City estimate
Total Local Expenditures			\$ 960,000	City estimate
FAN EXPENDITURES				
Average Sameday Attendee Expenditure / Game			\$ 35	Based on Barrie, Guelph, Hamilton, Kitchener, Niagara, Peterborough minus \$4
Total Sameday Attendee Expenditures / Season			\$ 3,628,800	Based on above
Average Overnight Attendee Expenditure / Game			\$ 150	Based on Mississauga (including hotel) minus \$47
Total Overnight Attendee Expenditure / Season			\$ 648,000	Based on above
Total Attendee Expenditures / Game			\$ 118,800	Based on above
Total Fan Expenditures / Season	Y		\$ 4,276,800	Based on above

TREIM Values

TREIM Characteristic	Value
Visitor Spending Year	2024
Estimated Average Overnight / Fan	1
Season Fans Total - Ontario	78,063
Season Fans % Overnight - Ontario	4%
Season Fans Total - USA (2.5 / room)	84
Season Fans % Overnight - USA	100%
Season Team Overnights Total	420
Season Team Overnights %	100%
Ontario Overnight (Fans + Team) To.	78,483
Ontario Overnight (Fans + Team) %	4.5%
GDP Direct	\$ 2,784,470

GDP Indirect	\$ 463,243
GDP Direct + Indirect	\$ 3,247,713
GDP Induced	\$ 659,538
GDP Total	\$ 3,907,251
Wages Direct	\$ 1,394,452
Wages Indirect	\$ 304,919
Wages Direct + Indirect	\$ 1,699,371
Wages Induced	\$ 395,915
Wages Total	\$ 2,095,286
Jobs Direct	40
Jobs Indirect	4
Jobs Direct + Indirect	44
Jobs Induced	4
Jobs Total	48
Direct Municipal Taxes	\$ 47,169
Total Municipal Taxes	\$ 114,655

OHL Market Numbers

Market Comparators (Guelph, Hamilton, Kitchener, Niagara)	Value
Total Direct Economic Impact (2019/2020) - Six Market Comparator	\$ 32,224,755
Avg. Direct Economic Impact (2019/2020) per Team - Six Markets	\$ 5,370,793
Avg. Direct Economic Impact (2019/2020) per Fan per Game - Six Markets	\$ 40
Total Stadium Capacity / Game (2022/2023) - Six Market Comparator	31,794
Total Average Attendance / Game (2022/2023) - Six Market Comparator	23,819
Average Attendance vs Capacity / Game (2022/2023) - Six Game Comparator	74.9%
Games with Opposing Team in Hotels (2019/2022) - Gue., Ham., Kit., Nia.	48
Avg. Games with Opposing Team in Hotels (2019/2020) / Same as above	12
Total PTE (2019/2020) - Gue., Ham., Kit., Nia., Pet.	137
Average PTE (2019/2020) / Market - Gue., Ham., Kit., Nia., Pet.	27