



# ***Economic Impact Assessment of Updated Delegate Projections for Proposed Redevelopment of the Halifax World Trade and Convention Centre***

## ***FINAL REPORT***

*Prepared for:*

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## FORWARD

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This study serves as a supplement to the previous study, *Economic Impact Assessment of the Proposed Redevelopment of a World Trade and Convention Centre in Halifax*, prepared by Gardner Pinfold Consulting Economists Limited, 2009. The previous report conducted an economic impact assessment of the economic benefits of both the construction and operation of the proposed WTCC II to both the Province of Nova Scotia and the Halifax Regional Municipality (HRM). The economic impacts reported in the previous study were based on direct expenditures in the local economy related to construction costs, operation and maintenance (O&M) costs, and delegate spending for businesses outside of the WTCC. This study provides an assessment of the economic impact associated with convention business and does not include the economic impacts associated with construction of the WTCC II facility.

This study extends the assessment of economic impacts attributable to WTCC II conducted in the previous study by including the economic impacts resulting from direct expenditures of updated delegate projections, event planners, consumer and tradeshow and smaller local events remaining in the local economy. However, this study does not include the economic impacts resulting from construction expenditures related to WTCC II. In addition, it should be noted that the economic impact results from this study cannot be added to the results of the previous study since the economic impacts attributable to O&M and delegate expenditures are included in both studies. Scenario analysis is used to outline the projected level of economic activity in the existing WTCC in the absence of a new WTCC as compared to the projected level of activity for the proposed new WTCC II. The economic impact analysis in this report is based on the estimated number of events and subsequent direct expenditures attributable to delegates, planners, and O&M projected over the 10-year period, as reported in the Trade Centre Limited (TCL) report, *Market Projections for a Proposed New Convention Centre: 10-Year Projections By Market Segment*, 2010.



## EXECUTIVE SUMMARY

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This study provides a comparative Economic Impact Assessment (EIA) of the economic impacts associated with the proposed WTCC II and the current WTCC (in the event that the proposed WTCC II is not built) using event, delegate, and economic activity projections over a 10-year period. Economic impacts are calculated for both the Province of Nova Scotia and the HRM. The Province of Nova Scotia impacts are assessed as a result of impact simulations by the Nova Scotia Input/Output model.

Scenario analysis is used to outline the projected level of activity for both the proposed new WTCC II and the level of economic activity in the existing WTCC in the absence of a new WTCC. The impact simulations provide results in terms of employment (person years), GDP, and federal and provincial government revenue associated with households/personal spending.

### MAIN FINDINGS

The results of the economic impact assessment clearly show that a new convention centre in HRM will make a significant impact on the local economy from both its ongoing operation and maintenance, as well as projected delegate and event planner expenditures in the local economy. The scale of these impacts can be used by decision makers to assess the value for money of the various government level contributions to the project.

The results of the scenario analysis provides a summary of the estimated economic impacts expected based on market validation results on projected events and economic activity for the proposed WTCC II development conducted by TCL.<sup>1</sup>

#### *Scenario 3 Analysis (Proposed WTCC II Based on Market Projections by Segment)*

This analysis provides an estimate of the economic impacts associated with the proposed new WTCC II based on the current market projections by segment over a 10-year period outlined in the *Market Projections for a Proposed New Convention Centre: 10-Year Projections By Market Segment*, document.<sup>2</sup>

- A net present value (NPV) of economic impacts associated with delegate, event planner and O&M expenditures yielding an aggregate total GDP of \$893.8 million for the province as a whole and \$775.9 million for HRM over a 10-year period resulting from the proposed WTCC II.

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<sup>1</sup> “Market Projections for a Proposed New Convention Centre: 10-Year Projections By Market Segment”, Trade Centre Limited (TCL), 2010

<sup>2</sup> Recent projections on the number of events by markets segment are provided in the document, “Market Projections for a Proposed New Convention Centre: 10-Year Projections By Market Segment”, Trade Centre Limited (TCL), 2010

- A total of 27,507 person years of employment (direct plus spin-off employment) for the province as a whole and 23,276 person years for HRM over the 10-year period. On an annual basis, this represents an average of 2,751 person years of employment (direct plus spin-off employment) for the province as a whole and 2,327 person years of employment for HRM over this same period.
- Total direct and spin-off federal taxes of \$85.1 million over the 10-year period and \$85.6 million in total direct and spin-off provincial taxes over the same period.

*Comparison of Economic Impacts Resulting from Proposed New WTCC and Scenario 1 (Baseline Expenditure at Existing Site with no Market Share Loss)*

- The net present value (NPV) of economic impacts associated with delegate, event planner and O&M expenditures over a 10-year period show a net benefit of \$410.7 million (direct plus spin-off) in GDP for the province as a whole and \$361.3 million for HRM above the NPV of GDP associated with the current WTCC operating at the baseline level of events over this same time period.
- A net gain of 12,871 person years for the province as a whole and 10,781 person years of employment (direct plus spin-off employment) for HRM over the 10-year period. On an annual basis, this represents an average of 1,078 person years (direct plus spin-off employment) for HRM and 1,287 person years of employment for the province as a whole over this time period.
- A net gain in total direct and spin-off federal taxes of \$39.8 million and \$40 million in provincial total direct and spin-off taxes above the net present value of taxes generated associated with the current WTCC operating at the baseline level of events over the 10-year period.

*Comparison of Economic Impacts Resulting from Proposed New WTCC and Scenario 2 (Modest Loss in Market Share at Existing WTCC Site for a 10-Year Period)*

- The net present value (NPV) of economic impacts associated with delegate, event planner and O&M expenditures over a 10-year period show a net benefit in GDP of \$450.3 million for the province as a whole and \$394.5 million for HRM above the NPV of GDP associated with the current WTCC operating with modest loss in market share over this same time period.
- A net gain in employment of 14,055 person years for the province as a whole for and of 11,828 person years (direct plus spin-off employment) for HRM over the 10-year associated with the current WTCC operating with a modest loss in market share over this same time period.
- A net gain in total direct and spin-off federal taxes of \$43.5 million and \$43.7 million in provincial total direct and spin-off taxes above the net present value of taxes generated associated with the current WTCC operating with a modest loss in market share over the 10-year period.



# **I.**

## **INTRODUCTION**

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### **1. PROJECT DESCRIPTION**

The physical limitations of the current WTCC have led the province and HRM to examine alternatives for an expanded facility, including putting forward an Expression of Interest (EOI) request for qualified entities to identify a suitable location and gauge interest from the development community. The process required a new convention centre to be a core component of the design.

This study provides a comparative analysis of the economic impact resulting from projected delegate, event planner, and operations and maintenance (O&M) expenditures associated with the development of the WTCC II as well as the current WTCC in the event that the proposed new WTCC facility is not built.

### **2. STUDY OBJECTIVE**

This Economic Impact Assessment (EIA) provides a comparative analysis of the economic impacts associated with the proposed WTCC II and the current WTCC (in the event that the proposed WTCC II is not built) using event, delegate, and economic activity projections over a 10-year period. Economic impacts are calculated for both the Province of Nova Scotia and HRM. The Province of Nova Scotia impacts are assessed as a result of impact simulations by the Nova Scotia Input/Output model. The impact simulations provide results in terms of employment (person years), household income, and provincial government revenue associated with households/personal spending.

### **3. METHODOLOGICAL APPROACH**

Scenario analysis is used to outline the projected level of activity for both the proposed new WTCC II and the level of economic activity in the existing WTCC in the absence of a new WTCC.

Scenario 1 assumes the baseline level of activity in the existing WTCC (using 2008/09 level of activity as baseline) continues without decline in the absence of a new WTCC over a 10-year period.

A second scenario (Scenario 2) assumes a decline in the number of events at the existing WTCC in the absence of the proposed WTCC II being built over the 10-year time period.<sup>3</sup>

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<sup>3</sup> See Appendix

A third scenario (Scenario 3) estimates the economic impacts associated with the estimated number of events at the proposed new WTCC II using market projections by segment over a 10-year period. The economic impacts resulting from the proposed new WTCC facility are then compared to the economic impacts resulting from Scenario 1, (under the assumption of baseline economic activity at the existing WTCC, without loss of market share), to determine the net economic impacts resulting.

A second comparison is undertaken to determine the net economic impacts associated with the proposed new WTCC and those that would occur in the absence of a new WTCC. This scenario assumed a conservative loss in market share over a 10-year time frame, (Scenario 2) largely due to a loss in competitive advantage due to centre development and expansion elsewhere. The economic impacts resulting from the proposed new WTCC facility are then compared to the economic impacts resulting from Scenario 2, (under the assumption of a modest loss of market share in attracting events at the existing WTCC in the absence of the proposed new WTCC II), to determine the net economic impacts resulting.

#### **4. UNDERLYING ASSUMPTIONS IN THE SCENARIO ANALYSIS**

The economic impact analysis in this report is based on the estimated number of events, and subsequent delegates, planners, O&M expenditures projected over the 10-year period, provided by Trade Centre Limited (TCL).<sup>4</sup>

This analysis is derived from the estimated expenditure estimates for conference delegates based on an analysis of Canadian travel survey data (TSRC data) and reported in previous studies.<sup>5</sup> All conference attendance fees are excluded from delegate expenditure estimates to avoid a duplication of direct expenditure estimates (to avoid double counting) with direct expenditures generated as a result of event planners expenditures and operations and management (O&M) expenditures. In the case of local and consumer/tradeshow delegate expenditures, TCL spending estimates are used.

1. This analysis includes event planner direct expenditures that remain in the local economy, excluding the amount paid for facility rental, as this amount is captured in the O&M direct expenditures. In addition, it is assumed that 50% of a planners administration expenditures remain in the local economy. Event planners often establish an administrative unit locally prior to the event, and the majority of spending in preparation for the event takes place in the local economy.
2. This analysis does not include the economic impacts resulting from exhibitors.

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<sup>4</sup> See "Market Projections for a Proposed New Convention Centre: 10-Year Projections By Market Segment", Trade Centre Limited (TCL), 2010

<sup>5</sup> See "Economic Assessment of a Proposed Redevelopment of a World Trade and Convention Centre in Halifax", Gardner Pinfold, 2009.

Exhibitor numbers fluctuate greatly from year to year and therefore, it is difficult to project out over a 10-year time period.

## **Scenario Analysis Assumptions**

### **Scenario 1: Baseline Activity Maintained at Existing WTCC Over 10-Year Time Period**

- Estimation of economic impacts of all direct expenditures remaining in the local economy resulting from delegate (including local and consumer and tradeshow delegates), planners, and O&M, holding the baseline expenditure estimates constant out over the 10-year time frame.
- This scenario utilizes an assumption that the baseline number of events (and subsequent number of delegates and planners) will not change over a 10-year period in the event that the WTCC II is not built and the existing centre continues.

### **Scenario 2: Events at Existing WTCC Decline Conservatively Over 10-Year Time Period**

- Estimation of economic impacts of direct expenditures remaining in the local economy resulting from delegate spending (including consumer and tradeshow delegates), planners, and O&M, assuming the baseline number of event and subsequent expenditure estimates decrease slightly over the 10-year period.
- The assumption that the baseline expenditures will fall over the 10-year period in the event that the new convention centre is not built and the existing centre continues is based on the assumption that there will be loss in market share and the existing WTCC will not be able to access the growth within the international and national markets.

### **Scenario 3: Projected Events at Proposed New WTCC Over 10-Year Time Period**

- Estimation of economic impacts of direct expenditures remaining in the local economy over a 10-year projection associated with the new convention centre.
- The direct expenditures used in this scenario include direct expenditures resulting from delegate spending (excluding local and consumer and tradeshow delegates), planners, and O&M expenditures estimates associated with the projected number of events and attendance based on projections provided by the TCL for the new centre over the 10-year period.

It is important to note that local and consumer and tradeshow events are included in the analysis of the economic impacts related to the operation of the current WTCC in the event that the proposed WTCC II is not built (Scenarios 1 and 2). However, both local and consumer and tradeshow events are removed from the analysis related to the proposed new WTCC II (scenario 3). As a result, a comparative analysis of the impacts

resulting from the projected economic activity at the proposed WTCC II as compared to the current WTCC (in the absence of the WTCC II) provides a conservative estimate. Excluding the economic impacts related to consumer tradeshow and small local events at the WTCC II constrains the analysis such that the possibility of the WTCC II detracting economic activity for local businesses and centres hosting small local events is diminished.

## **5. INCREMENTALITY**

Incremental impacts relate to economic impacts that are in addition to those in the existing economy and would not have occurred without the activity taking place. It is important to specifically address this topic since incremental impacts are what we are striving to determine, yet it is often unclear what must be included or excluded from the analysis to achieve this.

The use of economic input-output models also helps to address incrementality since the models remove any expenditures that "leak" out of the economy. Most, if not all, products and services involve some level of imports from other provinces and countries, therefore money spent in Nova Scotia flows to these other places rather than staying within the local economy. Accounting for this leaves only impacts that are expected to add to the HRM and provincial economy. In addition, the following briefly describes how incrementality issues are handled in this report.

It is important to distinguish expenditures that will be incremental to the provincial economy and would not have occurred without the redevelopment of the WTCC. The question here is what would happen to spending associated with the new WTCC if it is not developed.

A portion of local spending might occur in Halifax without changing the existing site or by redeveloping the site for another purpose. A portion of local spending might also occur elsewhere in the province if the WTCC is not redeveloped, and this would represent a loss for Halifax but no net effect for the province. The approach taken here is to remove the delegate spending and event planner expenditures for consumer tradeshows and small local events from the estimates for the new WTCC II. However, the economic impacts attributable to both consumer tradeshow and small local events are included in the analysis of the projected economic impacts. These are attributable to the current WTCC (Scenarios 1 and 2), yielding a conservative estimate of the difference in economic impacts from a comparison of impacts resulting from economic activity at the new WTCC II as opposed to that at the current WTCC over a 10-year period.

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## KEY FINDINGS

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The results of the scenario analysis provide a summary of the estimated economic impacts expected based on market projection results on projected events and economic activity for the proposed WTCC II development conducted by TCL.<sup>6</sup> This is not a business case analysis, and does not contain comparisons between potential development alternatives for the site.

### **Scenario 3 Analysis (Proposed WTCC II Based on Market Projections by Segment)**

This analysis provides an estimate of the economic impacts associated with the proposed new WTCC II based on the current market projections by segment over a 10-year period outlined in the document *Market Projections for a Proposed New Convention Centre: 10-Year Projections By Market Segment*.<sup>7</sup>

The following provides a summary of the key findings as a result of the analysis of the economic impacts resulting from the proposed WTCC II facility under the assumptions laid out for Scenario 3.

The following key findings can be highlighted:

- A net present value (NPV) of economic impacts associated with delegate, event planner and O&M expenditures yielding an aggregate total GDP of \$893.8 million for the province as a whole and \$775.9 million for HRM over a 10-year period resulting from the proposed WTCC II.
- A gain of 27,507 person years of employment (direct plus spin-off employment) for the province as a whole and 23,276 person years for HRM over the 10-year period. On an annual basis, this represents an average of 2,751 person years of employment (direct plus spin-off employment) for the province as a whole and 2,327 person years of employment for HRM over this time period.
- Total direct and spin-off federal taxes of \$85.1 million over the 10-year period and \$85.6 million in total direct and spin-off provincial taxes over the same period.

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<sup>6</sup> See “Market Projections for a Proposed New Convention Centre: 10-Year Projections By Market Segment”, Trade Centre Limited (TCL), 2010

<sup>7</sup> Recent projections on the number of events by markets segment are provided in the document, “Market Projections for a Proposed New Convention Centre: 10-Year Projections By Market Segment”, Trade Centre Limited (TCL), 2010

**Scenario 3: Total Economic impacts for proposed new WTCC II  
(Total Impacts Related to Delegate, Event Planners, and O&M Direct Expenditures  
- Total NPV of 10-Year Projected Impacts)**

<b>Economic Impacts (\$2009)</b>	<b>HRM</b>	<b>Rest of NS</b>	<b>Total NS</b>
<b>Gross Domestic Product (GDP)</b>			
Direct	\$466,084,946	\$-	\$466,084,946
Spin-off	\$309,913,471	\$117,862,205	\$427,775,675
Total	\$775,998,417	\$117,862,205	\$893,860,622
<b>Employment (person years)</b>			
Direct	20,817	-	20,817
Spin-off	2,458	4,232	6,690
Total	23,276	4,232	27,507
<b>Taxes</b>			
Direct Federal	\$51,291,556	\$-	\$51,291,556
Direct Provincial	\$51,569,850	\$-	\$51,569,850
Total Direct	\$102,861,406	\$-	\$102,861,406
Direct and Spin-off Federal	\$74,298,985	\$10,863,983	\$85,162,969
Direct and Spin-off Provincial	\$73,017,865	\$12,606,865	\$85,624,730
Total Direct and Spin-off	\$147,316,850	\$23,470,849	\$170,787,699

Note: Figures in the above table may not sum due to rounding.  
See Appendix for detailed impact tables.

**Comparison of Economic Impacts Resulting from Proposed New WTCC and Scenario 1 (Baseline Expenditure at Existing Site with no Market Share Loss)**

The following provides a summary of the key findings as a result of the comparative analysis. The economic impacts resulting from the proposed new WTCC facility are compared to the economic impacts resulting from Scenario 1 (under the assumption of baseline economic activity at the existing WTCC, without loss of market share) to determine the resulting net economic impacts.

The following key findings can be highlighted:

- The net present value (NPV) of economic impacts associated with delegate, event planner and O&M expenditures over a 10-year period show a net benefit of \$410.7 million (direct plus spin-off) in GDP for the province as a whole and \$361.3 million for HRM above the NPV of GDP associated with the current WTCC operating at the baseline level of events over this same time period.
- A net gain of 12,871 person years for the province as a whole and 10,781 person years of employment (direct plus spin-off employment) for HRM over the 10-year period. On an annual basis, this represents an average of 1,078 person years (direct plus spin-off employment) for HRM and 1,287 person years of employment for the province as a whole over this time period.

- A net gain in total direct and spin-off federal taxes of \$39.8 million and \$40 million in provincial total direct and spin-off taxes above the net present value of taxes generated associated with the current WTCC operating at the baseline level of events over the 10-year period.

Summary results are provided in table below.

**Net WTCC II vs Baseline Expenditure Impacts  
(Net Total Economic Impacts Resulting From  
Delegate, Event Planner, and O&M Expenditures)**

<b>Economic Impacts (\$2010)</b>	<b>HRM</b>	<b>Rest of NS</b>	<b>Total NS</b>
<b>Gross Domestic Product (GDP)</b>			
Direct	\$217,851,453	\$-	\$217,851,453
Spin-off	\$143,491,098	\$49,421,809	\$192,912,907
Total	\$361,342,551	\$49,421,809	\$410,764,360
<b>Employment (Person years)</b>			
Direct	9,740	-	9,740
Spin-off	1,040	2,090	3,131
Total	10,781	2,090	12,871
<b>Taxes</b>			
Direct Federal	\$23,990,419	\$-	\$23,990,419
Direct Provincial	\$24,120,594	\$-	\$24,120,594
Total Direct	\$48,111,013	\$-	\$48,111,013
Direct and Spin-off Federal	\$34,544,699	\$5,286,524	\$39,831,223
Direct and Spin-off Provincial	\$34,033,376	\$6,013,850	\$40,047,226
Total Direct and Spin-off	\$68,578,074	\$11,300,374	\$79,878,448

Note: Figures in the above table may not sum due to rounding.  
See Appendix for detailed impact tables.

## Net WTCC II vs Scenario 2 Expenditure Impacts

### Comparison of Economic Impacts Resulting from Proposed New WTCC and Scenario 2 (Modest Loss in Market Share at Existing WTCC Site over 10-Year Period)

The economic impacts resulting from the proposed new WTCC facility are also compared to the economic impacts resulting from Scenario 2, (under the assumption of a modest loss in economic activity at the existing WTCC due to a loss in market share over the 10-year time period) to determine the resulting net economic impacts. Projected events under this scenario over this time period are based on a market assumption provided by TCL (See Appendix A-16 and A-18).

The following key findings can be highlighted:

- The net present value (NPV) of economic impacts associated with delegate, event planner and O&M expenditures over a 10-year period show a net benefit in GDP of \$450.3 million for the province as a whole and \$394.5 million for HRM above the NPV of GDP associated with the current WTCC operating with modest loss in market share over this same time period.
- A net gain in employment of 14,055 person years for the province as a whole and of 11,828 person years for HRM over the 10-year period, above the person years of employment associated with the current WTCC operating with a modest loss in market share over this same time period.
- A net gain in total direct and spin-off federal taxes of \$43.5 million and \$43.7 million in provincial total direct and spin-off taxes above the net present value of taxes generated associated with the current WTCC operating with a modest loss in market share over the 10-year period.

Summary results are provided in table below.



**Net WTCC II vs Scenario 2 Expenditure Impacts  
(Net Total Economic Impacts Resulting From  
Delegate, Event Planner, and O&M Expenditures)**

<b>Economic Impacts (\$2010)</b>	<b>HRM</b>	<b>Rest of NS</b>	<b>Total NS</b>
<b>Gross Domestic Product (GDP)</b>			
Direct	\$237,920,973	\$ -	\$237,920,973
Spin-off	\$156,656,095	\$55,752,322	\$212,408,416
Total	\$394,577,067	\$55,752,322	\$450,329,389
<b>Employment (Person years)</b>			
Direct	10,637	-	10,637
Spin-off	1,191	2,227	3,418
Total	11,828	2,227	14,055
<b>Taxes</b>			
Direct Federal	\$26,199,413	\$ -	\$26,199,413
Direct Provincial	\$26,341,574	\$ -	\$26,341,574
Total Direct Taxes	\$52,540,987	\$ -	\$52,540,987
Direct and Spin-off Federal	\$37,829,492	\$5,669,437	\$43,498,929
Direct and Spin-off Provincial	\$37,226,652	\$6,508,168	\$43,734,820
Total Direct and Spin-off	\$75,056,144	\$12,177,605	\$87,233,749

Note: Figures in the above table may not sum due to rounding.

See Appendix for detailed economic impact tables.

## **APPENDIX**

## GLOSSARY OF TERMS

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**Direct impact:** Refers to impact arising from the direct expenditures made in the economy in the subject industries on the goods and services needed to produce industry outputs. For example, to host a conference, event planners purchase catering services from local catering companies, tour services from local tour operators, media services from local companies.

**Economic impacts:** Economic impacts are generated through direct, indirect and induced demand in the economy expressed in terms of industry and consumer purchases of goods and services. The sum of indirect and induced impacts is often referred to as the “spin-off” impact.

**Employment:** Employment impacts are measured as the person-years (PYs) of employment generated in the production of GDP. For example, direct employment impacts refer to the number of person years of employment generated as a result of producing the direct GDP resulting from direct expenditures in the economy. From an economic impact perspective, employment impacts are important due to the economic impact generated through the spending of employment income. The greater the employment and higher the average income, the more significance to the industry in terms of economic impact.

**Gross domestic product (GDP):** A key indicator of economic activity, reflecting the amount of value-added production within a jurisdiction (e.g., province, nation) or set of industries (e.g., tourism, paper manufacturing, agriculture). It may be calculated as the value of outputs (supply of goods and services produced within the jurisdiction within a given time frame) at market prices minus any inputs from outside the jurisdiction (e.g., imported materials, subsidies). GDP captures the value added to purchased inputs through the application of labour and capital. Value added should not be confused with sales value, since the latter would include the value of purchased inputs.

**Income:** This captures the payments to households in the form of wages and salaries earned. Returns to labour in the form of wages and salaries form a key component of GDP.

**Spin-off impact:** The sum of indirect and induced impacts.

**Indirect impacts:** The impacts generated as direct demand triggers a range of inter-industry purchases. For example, net makers buy monofilament line from manufacturers; refineries buy services from maintenance contractors; catering companies buy basic food products. These industries in turn buy more basic goods and services, and so on.

**Induced impact:** The demand created in the broader economy through consumer spending of incomes earned by those employed in direct and indirect activities.

**Direct tax impacts:** The tax impact generated through the purchase of goods and services and income earned as a result of the generation of direct GDP in the economy.

**Spin-off tax impact:** The sum of indirect and induced tax impacts.

## ***ECONOMIC IMPACT RESULTS***

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### **Scenario 1 Results:**

#### **Baseline Direct Expenditures at Existing Facility Over 10-Year Projection Period**

This scenario provides an estimation of economic impacts of direct expenditures remaining in the local economy resulting from delegate (including local and consumer and tradeshow delegates), planners, and operation and maintenance (O&M) expenditures, holding the baseline expenditure estimates constant over the 10-year timeframe. This scenario utilizes a conservative assumption that the baseline number of events (and subsequent number of delegates and planners) will not change in the event that WTCC II is not built and the existing centre continues. The baseline number of events and number of delegates is based on the number of events and delegates in 2009. This year was selected as it represents an average operating year in the cycle of economic activity at the existing WTCC over the past 10 years.

### **O&M Impacts: Scenario 1**

#### **Economic Impacts of O&M Expenditures for Existing WTCC (Assumption of Baseline Economic Activity Over 10-Year Projection)**

<b>Economic Impacts (\$2010)</b>	<b>HRM</b>	<b>Rest of NS</b>	<b>Total NS</b>
<b>Gross Domestic Product (GDP)</b>			
Direct	\$10,756,243	\$-	\$10,756,243
Spin-off	\$6,988,947	\$4,261,298	\$11,250,246
Total	\$17,745,190	\$4,261,298	\$22,006,488
<b>Employment (Person years)</b>			
Direct	\$480	-	\$480
Spin-off	\$110	44	\$154
Total	\$590	44	\$634
<b>Taxes</b>			
Direct Federal	\$1,183,699	\$-	\$1,183,699
Direct Provincial	\$1,190,122	\$-	\$1,190,122
Total Direct	\$2,373,821	\$-	\$2,373,821
Direct and Spin-off Federal	\$1,814,262	\$151,117	\$1,965,379
Direct and Spin-off Provincial	\$1,742,093	\$233,943	\$1,976,035
Total Direct and Spin-off	\$3,556,355	\$385,060	\$3,941,414

Note: Figures in the above table may not sum due to rounding.

## Delegate Impacts: Scenario 1

The economic impacts of delegate expenditures are based on spending profiles of delegates from different origins attending conferences and conventions in Halifax. The impacts are estimated according to the origin of delegates from within the province versus spending of delegates originating outside the province. Combined, these comprise the full potential delegate impacts associated with Scenario 1 (assuming baseline activity at existing site over 10-year period) without removing any amount to address incrementality issues, these will be discussed below the tables.

A portion of this spending will be onsite as captured in their conference fees and is already accounted for as a flow through the direct expenditures associated with event planners and operations and maintenance of the WTCC. The remainder of this spending is for: accommodation, travel to/from and within the province, food and beverage, recreation and entertainment, shopping, and other purchases. These are benefits to other businesses adjacent to the WTCC, elsewhere in the city, and throughout the province. The following table is a synthesis of the aggregate economic impacts associated with delegate spending under the scenario assumptions over the 10-year period.

### Scenario 1: 10-Year Economic Impacts of Delegate Expenditures (Assumption of Baseline Activity over 10-year Projection)

<b>Economic Impacts (\$2010)</b>	<b>HRM</b>	<b>Rest of NS</b>	<b>Total NS</b>
<b>Gross Domestic Product (GDP)</b>			
Direct	\$156,728,595	\$-	\$156,728,595
Spin-off	\$106,966,398	\$32,188,919	\$139,155,317
Total	\$263,694,994	\$32,188,919	\$295,883,912
<b>Employment (Person years)</b>			
Direct	6,991	-	6,991
Spin-off	485	1,765	2,250
Total	7,477	1,765	9,242
<b>Taxes</b>			
Direct Federal	\$17,231,238	\$-	\$17,231,238
Direct Provincial	\$17,324,720	\$-	\$17,324,720
Total Direct	\$34,555,958	\$-	\$34,555,958
Direct and Spin-off Federal	\$24,320,101	\$4,291,884	\$28,611,985
Direct and Spin-off Provincial	\$24,164,255	\$4,602,833	\$28,767,088
Total Direct and Spin-off	\$48,484,356	\$8,894,717	\$57,379,073

Note: Figures in the above table may not sum due to rounding.

## Event Planner Expenditure Impacts: Scenario 1

The following table is a synthesis of the total economic impacts associated with planner expenditures over the 10-year period under the Scenario 1 assumptions (baseline event activity over the 10-year period at the existing WTCC in the event that the new facility is not built).

### Scenario 1: 10-Year Economic Impacts of Event Planners Direct Expenditures (Assumption of Baseline Activity Projected Over 10-year Time-frame)

Economic Impacts (\$2010)	HRM	Rest of NS	Total NS
<b>Gross Domestic Product (GDP)</b>			
Direct	\$80,748,655	\$-	\$80,748,655
Spin-off	\$52,467,028	\$31,990,178	\$84,457,206
Total	\$133,215,683	\$31,990,178	\$165,205,861
<b>Employment (Person years)</b>			
Direct	3,605	-	3,605
Spin-off	823	332	1,155
Total	4,429	332	4,761
<b>Taxes</b>			
Direct Federal	\$8,886,200	\$-	\$8,886,200
Direct Provincial	\$8,934,414	\$-	\$8,934,414
Total Direct	\$17,820,615	\$-	\$17,820,615
Direct and Spin-off Federal	\$13,619,924	\$1,134,458	\$14,754,382
Direct and Spin-off Provincial	\$13,078,141	\$1,756,240	\$14,834,381
Total Direct and Spin-off	\$26,698,065	\$2,890,698	\$29,588,763

Note: Figures in the above table may not sum due to rounding.

## Total Economic Impacts: Scenario 1

The following table represents the total combined economic impacts associated with the economic activity at the existing WTCC under the Scenario 1 assumptions (baseline economic activity at existing site over 10-year period assuming new WTCC is not constructed). This includes the economic impacts associated with delegate spending, event planner spending, and O&M over the 10-year period. The impacts are not discounted to determine present values, they simply represent the combined impacts as estimated in each year (all in 2010 dollars).

**Scenario 1: Total Economic Impacts,  
(Assuming Baseline Activity Over 10-Year Projection Period  
Total Impacts Related to Delegate, Event Planners, and O&M Direct Expenditures)**

<b>Economic Impacts (\$2010)</b>	<b>HRM</b>	<b>Rest of NS</b>	<b>Total NS</b>
<b>Gross Domestic Product (GDP)</b>			
Direct	\$248,233,493	\$-	\$248,233,493
Spin-off	\$166,422,373	\$68,440,395	\$234,862,768
Total	\$414,655,866	\$68,440,395	\$483,096,262
<b>Employment (Person years)</b>			
Direct	11,077	-	11,077
Spin-off	1,418	2,142	3,560
Total	12,495	2,142	14,637
<b>Taxes</b>			
Direct Federal	\$27,301,137	\$-	\$27,301,137
Direct Provincial	\$27,449,256	\$-	\$27,449,256
Total Direct	\$54,750,393	\$-	\$54,750,393
Direct and Spin-off Federal	\$39,754,287	\$5,577,460	\$45,331,746
Direct and Spin-off Provincial	\$38,984,489	\$6,593,015	\$45,577,504
Total Direct and Spin-off	\$78,738,775	\$12,170,475	\$90,909,250

Note: Figures in the above table may not sum due to rounding.

## Scenario 2 Results:

### Events at Existing WTCC Decline Conservatively Over 10-Year Time Period

Estimation of economic impacts of direct expenditures remaining in the local economy resulting from delegate spending (including consumer and tradeshow delegates), planners, and O&M, assuming the baseline number of events at the existing WTCC site, and subsequent expenditure estimates, decrease over the 10-year period. The assumption that the baseline events and resulting direct expenditures will decrease over the 10-year period in the event that the new convention centre is not built is based on the assumption that there will be a loss in demand to host events at the current site as other regions proceed to invest in newer centres. As a result, there is scope for lost revenue from the international and national market in particular.

## O&M Impacts: Scenario 2

### Scenario 2: Economic Impacts of O&M Expenditures for Existing WTCC (Assumption of Decrease in Economic Activity at Existing WTCC - Total NPV of 10-Year Projected Impacts, in 2010 \$)

Economic Impacts (\$2010)	HRM	Rest of NS	Total NS
<b>Gross Domestic Product (GDP)</b>			
Direct	\$10,238,124	\$-	\$10,238,124
Spin-off	\$6,652,296	\$4,056,035	\$10,708,331
Total	\$16,890,419	\$4,056,035	\$20,946,455
<b>Employment (Person years)</b>			
Direct	457	-	457
Spin-off	104	42	146
Total	561	42	604
<b>Taxes</b>			
Direct Federal	\$1,126,682	\$-	\$1,126,682
Direct Provincial	\$1,132,795	\$-	\$1,132,795
Total Direct	\$2,259,476	\$-	\$2,259,476
Direct and Spin-off Federal	\$1,726,870	\$143,838	\$1,870,708
Direct and Spin-off Provincial	\$1,658,178	\$222,674	\$1,880,852
Total Direct and Spin-off	\$3,385,048	\$366,512	\$3,751,560

Note: Figures in the above table may not sum due to rounding.

## Delegate Impacts: Scenario 2

### Scenario 2: Economic Impacts of Delegate Expenditures for Existing WTCC (Assumption of Decreased Economic Activity at Existing WTCC - Total NPV of 10-Year Projected Impacts)

Economic Impacts (\$2010)	HRM	Rest of NS	Total NS
<b>Gross Domestic Product (GDP)</b>			
Direct	\$149,178,727	\$-	\$149,178,727
Spin-off	\$101,936,136	\$30,818,314	\$132,754,450
Total	\$251,114,863	\$30,818,314	\$281,933,177
<b>Employment (Person years)</b>			
Direct	6,654	-	6,654
Spin-off	462	1,680	2,142
Total	7,116	1,680	8,796
<b>Taxes</b>			
Direct Federal	\$16,400,001	\$-	\$16,400,001
Direct Provincial	\$16,488,973	\$-	\$16,488,973
Total Direct	\$32,888,975	\$-	\$32,888,975
Direct and Spin-off Federal	\$23,147,005	\$4,084,863	\$27,231,868
Direct and Spin-off Provincial	\$22,998,675	\$4,380,811	\$27,379,486
Total Direct and Spin-off	\$46,145,680	\$8,465,673	\$54,611,353

Note: Figures in the above table may not sum due to rounding.



## Event Planner Impacts: Scenario 2

The following table is a synthesis of the total economic impacts associated with event planner expenditures over the 10-year period under the Scenario 2 assumptions (baseline event activity decreases over the 10-year period at the existing WTCC in the event that the new facility is not built).

### Scenario 2: Economic Impact of Event Planner Expenditures for Existing WTCC (Assumption of Decreased Economic Activity at Existing WTCC - Total NPV of 10-Year Projected Impacts)

Economic Impacts (\$2010)	HRM	Rest of NS	Total NS
<b>Gross Domestic Product (GDP)</b>			
Direct	\$68,747,123	\$-	\$68,747,123
Spin-off	\$44,668,945	\$27,235,534	\$71,904,478
Total	\$113,416,067	\$27,235,534	\$140,651,601
<b>Employment (Person years)</b>			
Direct	3,069	-	3,069
Spin-off	701	283	984
Total	3,770	283	4,053
<b>Taxes</b>			
Direct Federal	\$7,565,460	\$-	\$7,565,460
Direct Provincial	\$7,606,508	\$-	\$7,606,508
Total Direct	\$15,171,968	\$-	\$15,171,968
Direct and Spin-off Federal	\$11,595,618	\$965,845	\$12,561,464
Direct and Spin-off Provincial	\$11,134,360	\$1,495,213	\$12,629,573
Total Direct and Spin-off	\$22,729,978	\$2,461,059	\$25,191,037

Note: Figures in the above table may not sum due to rounding.

## Total Impacts: Scenario 2

### Scenario 2: Total NPV of 10-Year Projected Economic Impacts, Total Impacts Related to Delegate, Event Planners, and O&M Direct Expenditures (Assumption of Decreased Economic Activity at Existing WTCC)

Economic Impacts (\$2010)	HRM	Rest of NS	Total NS
<b>Gross Domestic Product (GDP)</b>			
Direct	\$228,163,973	\$-	\$228,163,973
Spin-off	\$153,257,376	\$62,109,883	\$215,367,259
Total	\$381,421,350	\$62,109,883	\$443,531,233
<b>Employment (Person years)</b>			
Direct	10,180	-	10,180
Spin-off	1,267	2,005	3,272
Total	11,448	2,005	13,452
<b>Taxes</b>			
Direct Federal	\$25,092,143	\$-	\$25,092,143
Direct Provincial	\$25,228,276	\$-	\$25,228,276
Total Direct	\$50,320,419	\$-	\$50,320,419
Direct and Spin-off Federal	\$36,469,494	\$5,194,546	\$41,664,040
Direct and Spin-off Provincial	\$35,791,212	\$6,098,698	\$41,889,910
Total Direct and Spin-off	\$72,260,706	\$11,293,244	\$83,553,950

Note: Figures in the above table may not sum due to rounding.

## Scenario 3 Results:

### Projected Events at Proposed New WTCC Over 10-Year Time Period

This scenario estimates the economic impacts resulting from direct expenditures remaining in the local economy over a 10-year projection associated with the new convention centre. The direct expenditures used in this scenario include direct expenditures resulting from delegate spending (excluding local and consumer and tradeshow delegates), planners, and O&M expenditures estimates associated with the projected number of events and attendance based on projections provided by the TCL for the new centre over the 10-year period. Both local and consumer and tradeshow events are removed from the analysis in scenario 3 (the proposed new WTCC II). Excluding the economic impacts related to consumer and tradeshows and small local events at the WTCC II constrains the analysis such that the possibility of the WTCC II detracting economic activity from local businesses and centres hosting small local events is diminished. As a result, the comparison of the economic impacts resulting from the proposed WTCC II to that at the current WTCC (in the absence of the WTCC II) provides a conservative estimate.

### O&M Impacts: Scenario 3

#### Scenario 3: Economic Impacts of O&M Expenditures for WTCC II (Economic Activity at Proposed WTCC Facility, Total 10-Year Projection)

Economic Impacts (\$2010)	HRM	Rest of NS	Total NS
<b>Gross Domestic Product (GDP)</b>			
Direct	\$24,787,924	\$-	\$24,787,924
Spin-off	\$16,106,135	\$9,820,227	\$25,926,362
Total	\$40,894,059	\$9,820,227	\$50,714,286
<b>Employment (Person years)</b>			
Direct	1,107	-	1,107
Spin-off	253	102	355
Total	1,359	102	1,461
<b>Taxes</b>			
Direct Federal	\$2,727,853	\$-	\$2,727,853
Direct Provincial	\$2,742,654	\$-	\$2,742,654
Total Direct	\$5,470,507	\$-	\$5,470,507
Direct and Spin-off Federal	\$4,180,994	\$348,252	\$4,529,246
Direct and Spin-off Provincial	\$4,014,680	\$539,124	\$4,553,804
Total Direct and Spin-off	\$8,195,673	\$887,376	\$9,083,049

Note: Figures in the above table may not sum due to rounding.

## Delegate Impacts: Scenario 3

### Scenario 3: Economic Impacts of Delegate Expenditures for WTCC II (Economic Activity at New WTCC Facility, 10-Year Projected Economic Impacts)

Economic Impacts (\$2010)	HRM	Rest of NS	Total NS
<b>Gross Domestic Product (GDP)</b>			
Direct	\$323,059,317	\$-	\$323,059,317
Spin-off	\$216,981,525	\$61,199,771	\$278,181,295
Total	\$540,040,842	\$61,199,771	\$601,240,613
<b>Employment (Person years)</b>			
Direct	14,431	-	14,431
Spin-off	1,000	3,644	4,644
Total	15,432	3,644	19,075
<b>Taxes</b>			
Direct Federal	\$35,551,921	\$-	\$35,551,921
Direct Provincial	\$35,744,815	\$-	\$35,744,815
Total Direct	\$71,296,736	\$-	\$71,296,736
Direct and Spin-off Federal	\$50,174,767	\$8,854,581	\$59,029,348
Direct and Spin-off Provincial	\$49,853,276	\$9,496,134	\$59,349,410
Total Direct and Spin-off	\$100,028,044	\$18,350,715	\$118,378,759

Note: Figures in the above table may not sum due to rounding.

## Event Planner Impacts: Scenario 3

### Scenario 3: Economic Impact of Event Planner Expenditures for WTCC II (Economic Activity at New WTCC Facility, 10-Year Projected Economic Impacts)

Economic Impacts (\$2010)	HRM	Rest of NS	Total NS
<b>Gross Domestic Product (GDP)</b>			
Direct	\$118,237,705	\$-	\$118,237,705
Spin-off	\$76,825,811	\$46,842,207	\$123,668,018
Total	\$195,063,516	\$46,842,207	\$241,905,723
<b>Employment (Person years)</b>			
Direct	5,279	-	5,279
Spin-off	1,205	486	1,692
Total	6,485	486	6,971
<b>Taxes</b>			
Direct Federal	\$13,011,782	\$-	\$13,011,782
Direct Provincial	\$13,082,381	\$-	\$13,082,381
Total Direct	\$26,094,163	\$-	\$26,094,163
Direct and Spin-off Federal	\$19,943,224	\$1,661,151	\$21,604,375
Direct and Spin-off Provincial	\$19,149,909	\$2,571,607	\$21,721,516
Total Direct and Spin-off	\$39,093,133	\$4,232,758	\$43,325,891

Note: Figures in the above table may not sum due to rounding.

### Total Economic Impacts: Scenario 3

The following table represents the total combined economic impacts associated with the economic activity at the proposed WTCC II under the Scenario 3 assumptions (projected event activity over the first 10-year period at the new WTCC facility). This includes the economic impacts associated with delegate spending, event planner spending, and O&M over the 10-year period.

**Scenario 3: Total Economic Impacts for Proposed New WTCC II  
(Total Impacts Related to Delegate, Event Planners, and O&M Direct Expenditures  
- Total NPV of 10-Year Projected Impacts)**

<b>Economic Impacts (\$2010)</b>	<b>HRM</b>	<b>Rest of NS</b>	<b>Total NS</b>
<b>Gross Domestic Product (GDP)</b>			
Direct	\$466,084,946	\$-	\$466,084,946
Spin-off	\$309,913,471	\$117,862,205	\$427,775,675
Total	\$775,998,417	\$117,862,205	\$893,860,622
<b>Employment (Person years)</b>			
Direct	20,817	-	20,817
Spin-off	2,458	4,232	6,690
Total	23,276	4,232	27,507
<b>Taxes</b>			
Direct Federal	\$51,291,556	\$-	\$51,291,556
Direct Provincial	\$51,569,850	\$-	\$51,569,850
Total Direct	\$102,861,406	\$-	\$102,861,406
Direct and Spin-off Federal	\$74,298,985	\$10,863,983	\$85,162,969
Direct and Spin-off Provincial	\$73,017,865	\$12,606,865	\$85,624,730
Total Direct and Spin-off	\$147,316,850	\$23,470,849	\$170,787,699

Note: Figures in the above table may not sum due to rounding.

## Net WTCC II vs Baseline Expenditure Impacts

### O&M Impacts

#### Net WTCC II vs Baseline Expenditure Impacts Economic Impacts of O&M Expenditures (Total 10-Year Projection)

Economic Impacts (\$2010)	HRM	Rest of NS	Total NS
<b>Gross Domestic Product (GDP)</b>			
Direct	\$14,031,682	\$-	\$14,031,682
Spin-off	\$9,117,188	\$5,558,928	\$14,676,116
Total	\$23,148,869	\$5,558,928	\$28,707,798
<b>Employment (Person years)</b>			
Direct	626	-	626
Spin-off	143	58	201
Total	770	58	827
<b>Taxes</b>			
Direct Federal	\$1,544,154	\$-	\$1,544,154
Direct Provincial	\$1,552,532	\$-	\$1,552,532
Total Direct	\$3,096,686	\$-	\$3,096,686
Direct and Spin-off Federal	\$2,366,732	\$197,135	\$2,563,867
Direct and Spin-off Provincial	\$2,272,587	\$305,182	\$2,577,768
Total Direct and Spin-off	\$4,639,319	\$502,316	\$5,141,635

Note: Figures in the above table may not sum due to rounding.

### Delegate Impacts:

#### Net WTCC II vs Baseline Expenditure Impacts Economic Impacts of Delegate Expenditures (10-Year Projected Economic Impacts)

Economic Impacts (\$2010)	HRM	Rest of NS	Total NS
<b>Gross Domestic Product (GDP)</b>			
Direct	\$166,330,722	\$-	\$166,330,722
Spin-off	\$110,015,127	\$29,010,852	\$139,025,978
Total	\$276,345,849	\$29,010,852	\$305,356,700
<b>Employment (Person years)</b>			
Direct	7,440	-	7,440
Spin-off	515	1,878	2,393
Total	7,955	1,878	9,833
<b>Taxes</b>			
Direct Federal	\$18,320,683	\$-	\$18,320,683
Direct Provincial	\$18,420,096	\$-	\$18,420,096
Total Direct	\$36,740,779	\$-	\$36,740,779
Direct and Spin-off Federal	\$25,854,666	\$4,562,696	\$30,417,363
Direct and Spin-off Provincial	\$25,689,021	\$4,893,302	\$30,582,323
Total Direct and Spin-off	\$51,543,688	\$9,455,998	\$60,999,686

Note: Figures in the above table may not sum due to rounding.

## Economic Impacts of Event Planner Expenditures

### Net Economic Impacts: WTCC II vs Baseline Expenditure Impacts Economic Impacts Resulting from Event Planner Expenditures (Total 10-Year Projection)

Economic Impacts (\$2010)	HRM	Rest of NS	Total NS
<b>Gross Domestic Product (GDP)</b>			
Direct	\$37,489,049	\$-	\$37,489,049
Spin-off	\$24,358,783	\$14,852,029	\$39,210,812
Total	\$61,847,833	\$14,852,029	\$76,699,862
<b>Employment (Person years)</b>			
Direct	1,674	-	1,674
Spin-off	382	154	536
Total	2,056	154	2,210
<b>Taxes</b>			
Direct Federal	\$4,125,582	\$-	\$4,125,582
Direct Provincial	\$4,147,966	\$-	\$4,147,966
Total Direct	\$8,273,548	\$-	\$8,273,548
Direct and Spin-off Federal	\$6,323,300	\$-	\$6,323,300
Direct and Spin-off Provincial	\$6,071,768	\$815,367	\$6,887,135
Total Direct and Spin-off	\$12,395,068	\$815,367	\$13,210,435

Note: Figures in the above table may not sum due to rounding.

## Total Economic Impacts:

### Net WTCC II vs Baseline Expenditure Impacts (Net Total Economic Impacts Resulting From Delegate, Event Planner, and O&M Expenditures)

Economic Impacts (\$2010)	HRM	Rest of NS	Total NS
<b>Gross Domestic Product (GDP)</b>			
Direct	\$217,851,453	\$-	\$217,851,453
Spin-off	\$143,491,098	\$49,421,809	\$192,912,907
Total	\$361,342,551	\$49,421,809	\$410,764,360
<b>Employment (Person years)</b>			
Direct	9,740	-	9,740
Spin-off	1,040	2,090	3,131
Total	10,781	2,090	12,871
<b>Taxes</b>			
Direct Federal	\$23,990,419	\$-	\$23,990,419
Direct Provincial	\$24,120,594	\$-	\$24,120,594
Total Direct	\$48,111,013	\$-	\$48,111,013
Direct and Spin-off Federal	\$34,544,699	\$5,286,524	\$39,831,223
Direct and Spin-off Provincial	\$34,033,376	\$6,013,850	\$40,047,226
Total Direct and Spin-off	\$68,578,074	\$11,300,374	\$79,878,448

Note: Figures in the above table may not sum due to rounding.

## Net WTCC II vs Scenario 2 Expenditure Impacts

### O&M Impacts:

#### Net WTCC II vs Scenario 2 Expenditure Impacts Economic Impacts of O&M Expenditures (Total 10-Year Projection)

Economic Impacts (\$2010)	HRM	Rest of NS	Total NS
<b>Gross Domestic Product (GDP)</b>			
Direct	\$14,549,801	\$-	\$14,549,801
Spin-off	\$9,453,839	\$5,764,192	\$15,218,031
Total	\$24,003,640	\$5,764,192	\$29,767,831
<b>Employment (Person years)</b>			
Direct	650	-	650
Spin-off	148	60	208
Total	798	60	858
<b>Taxes</b>			
Direct Federal	\$1,601,171	\$-	\$1,601,171
Direct Provincial	\$1,609,859	\$-	\$1,609,859
Total Direct	\$3,211,030	\$-	\$3,211,030
Direct and Spin-off Federal	\$2,454,124	\$204,414	\$2,658,537
Direct and Spin-off Provincial	\$2,356,502	\$316,450	\$2,672,952
Total Direct and Spin-off	\$4,810,625	\$520,864	\$5,331,489

Note: Figures in the above table may not sum due to rounding.

### Delegate Impacts:

#### Net WTCC II vs Scenario 2 Expenditure Impacts (Economic Impacts of Delegate Expenditures - 10-Year Projected Economic Impacts)

Economic Impacts (\$2010)	HRM	Rest of NS	Total NS
<b>Gross Domestic Product (GDP)</b>			
Direct	\$173,880,591	\$-	\$173,880,591
Spin-off	\$115,045,389	\$30,381,456	\$145,426,845
Total	\$288,925,979	\$30,381,456	\$319,307,436
<b>Employment (Person years)</b>			
Direct	7,778	-	7,778
Spin-off	538	1,964	2,502
Total	8,316	1,964	10,280
<b>Taxes</b>			
Direct Federal	\$19,151,919	\$-	\$19,151,919
Direct Provincial	\$19,255,842	\$-	\$19,255,842
Total Direct	\$38,407,761	\$-	\$38,407,761
Direct and Spin-off Federal	\$27,027,762	\$4,769,718	\$31,797,481
Direct and Spin-off Provincial	\$26,854,601	\$5,115,323	\$31,969,925
Total Direct and Spin-off	\$53,882,364	\$9,885,042	\$63,767,405

Note: Figures in the above table may not sum due to rounding.



## Event Planner Impacts:

### Net WTCC II vs Scenario 2 Expenditure Impacts (Economic Impact of Event Planner Expenditures - Total 10-Year Projection)

Economic Impacts (\$2010)	HRM	Rest of NS	Total NS
<b>Gross Domestic Product (GDP)</b>			
Direct	\$49,490,582	\$-	\$49,490,582
Spin-off	\$32,156,866	\$19,606,674	\$51,763,540
Total	\$81,647,448	\$19,606,674	\$101,254,122
<b>Employment (Person years)</b>			
Direct	2,210	-	2,210
Spin-off	505	204	708
Total	2,714	204	2,918
<b>Taxes</b>			
Direct Federal	\$5,446,323	\$-	\$5,446,323
Direct Provincial	\$5,475,873	\$-	\$5,475,873
Total Direct	\$10,922,195	\$-	\$10,922,195
Direct and Spin-off Federal	\$8,347,606	\$695,305	\$9,042,911
Direct and Spin-off Provincial	\$8,015,549	\$1,076,394	\$9,091,943
Total Direct and Spin-off	\$16,363,155	\$1,771,699	\$18,134,854

Note: Figures in the above table may not sum due to rounding.

## Total Impacts:

### Net WTCC II vs Scenario 2 Expenditure Impacts (Net Total Economic Impacts Resulting From Delegate, Event Planner, and O&M Expenditures)

Economic Impacts (\$2010)	HRM	Rest of NS	Total NS
<b>Gross Domestic Product (GDP)</b>			
Direct	\$237,920,973	\$-	\$237,920,973
Spin-off	\$156,656,095	\$55,752,322	\$212,408,416
Total	\$394,577,067	\$55,752,322	\$450,329,389
<b>Employment (Person years)</b>			
Direct	10,637	-	10,637
Spin-off	1,191	2,227	3,418
Total	11,828	2,227	14,055
<b>Taxes</b>			
Direct Federal	\$26,199,413	\$-	\$26,199,413
Direct Provincial	\$26,341,574	\$-	\$26,341,574
Total Direct	\$52,540,987	\$-	\$52,540,987
Direct and Spin-off Federal	\$37,829,492	\$5,669,437	\$43,498,929
Direct and Spin-off Provincial	\$37,226,652	\$6,508,168	\$43,734,820
Total Direct and Spin-off	\$75,056,144	\$12,177,605	\$87,233,749

Note: Figures in the above table may not sum due to rounding.

## PROJECTED DELEGATES AND EVENTS

It is not the purpose of this study to provide advice on the feasibility of the new proposed convention facility in HRM. Work has been completed on this through other studies. Projected events under this scenario are based on the market analysis in the TCL report, *“Market Projections for a Proposed New Convention Centre: 10-Year Projections By Market Segment”, (2010)* and a loss projection table, also provided by TCL. A summary of projected demand by market segment is set out in the tables below.

Proposed New Convention Centre (WTCC II)																		
Projected Events																		
			Base	1	2	3	4	5	6	7	8	9	10	Projected 5 Year Avg.	Projected 10 Year Avg.	4 Year Stbl. HLT Report	Projected 5 Year Total	Projected 10 Year Total
International																		
	Category A		1	1	1	2	2	3	3	4	4	4	4	2	3	3	9	28
	Category B		2	2	3	3	3	4	4	4	5	5	5	3	4	3	15	38
	Category C		2	1	4	5	5	7	8	10	10	12	12	4	7	-	22	74
	Category D		2	3	3	3	4	4	5	6	6	6	8	3	5	-	17	48
	Sub Total		7	7	11	13	14	18	20	24	25	27	29	13	19	6	63	188
National Association																		
	Category A		3	3	3	4	4	5	5	5	6	6	6	4	5	5	19	47
	Category B		4	4	10	12	13	13	14	14	15	15	15	10	13	6	52	125
	Category C		7	6	12	14	16	16	17	17	18	18	20	13	15	-	64	154
	Sub Total		14	13	25	30	33	34	36	36	39	39	41	27	33	11	135	326
National Corporate																		
	Category A		0	2	2	2	3	4	4	4	4	4	4	3	3	4	13	33
	Category B		3	4	4	6	6	8	8	8	8	10	10	6	7	6	28	72
	Category C		7	5	8	10	12	12	12	14	14	14	16	9	12	-	47	117
	Sub Total		10	11	14	18	21	24	24	26	26	28	30	18	22	10	88	222
Provincial & Regional																		
	Category A		11	13	13	15	15	15	18	18	20	20	22	14	17	19	71	169
	Category B		17	16	16	17	17	17	18	18	18	18	18	17	17	-	83	173
	Category C		36	36	36	36	37	37	37	37	37	38	38	36	37	-	182	369
	Sub Total		64	65	65	68	69	69	73	73	75	76	78	67	71	19	336	711
Local																		
	Category A		39	34	34	36	36	36	38	38	40	40	40	35	37	-	176	372
	Category B		131	159	159	155	155	155	155	160	160	160	165	157	158	-	783	1,583
	Category C		301	330	320	310	315	315	315	320	320	320	330	318	320	-	1,590	3,195
	Sub Total		471	523	513	501	506	506	508	518	520	520	535	510	515	0	2,549	5,150
Consumer & Trade Shows																		
	Category A		7	7	7	8	8	8	8	9	9	9	9	8	8	8	38	82
	Category B		11	11	11	11	12	12	12	12	13	13	13	11	12	11	57	120
	Sub Total		18	18	18	19	20	20	20	21	22	22	22	19	20	19	95	202
Total Projected			584	637	646	649	663	671	681	698	707	712	735	653	680	65	3,266	6,799

World Trade Centre Projected Events																		
Scenario 2: Decline from Base																		
		Year												Projected 5 Year Avg.	Projected 10 Year Avg.	4 Year Std. HIT Report	Projected 5 Year Total	Projected 10 Year Total
		Base	1	2	3	4	5	6	7	8	9	10						
International																		
	Category A	1	1	1	1	1	1	1	1	1	1	1	1	1	1	3	5	10
	Category B	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	10	20
	Category C	2	2	2	2	2	2	2	2	2	2	2	2	2	2	-	10	20
	Category D	2	2	2	2	2	2	2	2	2	2	2	2	2	2	-	10	20
	Sub Total	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6	35	70
National Association																		
	Category A	3	3	3	3	3	3	3	3	3	3	3	3	3	3	5	15	30
	Category B	4	4	4	4	4	3	3	3	3	3	3	3	4	3	6	19	34
	Category C	7	7	7	7	7	6	6	6	6	6	6	6	7	6	-	34	64
	Sub Total	14	14	14	14	14	12	12	12	12	12	12	12	14	13	11	68	128
National Corporate																		
	Category A	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0
	Category B	3	3	3	3	1	1	1	1	1	1	1	1	2	2	6	11	16
	Category C	7	7	7	7	5	5	5	5	5	5	5	5	6	6	-	31	56
	Sub Total	10	10	10	10	6	6	6	6	6	6	6	6	8	7	10	42	72
Provincial & Regional																		
	Category A	11	11	11	10	10	10	10	8	8	8	8	8	10	9	19	52	94
	Category B	17	17	17	15	15	15	15	12	12	12	12	12	16	14	-	79	142
	Category C	36	36	36	30	30	30	30	24	24	24	24	24	32	29	-	162	288
	Sub Total	64	64	64	55	55	55	55	44	44	44	44	44	59	52	19	293	524
Local																		
	Category A	39	39	39	39	39	39	39	39	39	39	39	39	39	39	-	195	390
	Category B	131	131	131	131	131	131	131	131	131	131	131	131	131	131	-	655	1,310
	Category C	301	301	301	301	301	301	301	301	301	301	301	301	301	301	-	1,505	3,010
	Sub Total	471	471	471	471	471	471	471	471	471	471	471	471	471	471	0	2,355	4,710
Consumer & Trade Shows																		
	Category A	7	7	7	7	7	7	7	7	7	7	7	7	7	7	8	35	70
	Category B	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	55	110
	Sub Total	18	18	18	18	18	18	18	18	18	18	18	18	18	18	19	90	180
Total Projected		584	584	584	575	571	569	569	558	558	558	558	558	577	568	65	2,883	5,684

Proposed New Convention Centre (WTCC II) Projected Attendance																
Scenario 3: Projected Attendance at WTCC II Using Updated Market Projections by Segment																
		Year											Projected	Projected	Projected 5	Projected 10
		Base	1	2	3	4	5	6	7	8	9	10	5 Year Avg.	10 Year Avg.	Year Totals	Year Totals
International																
	Category A	1,200	1,000	1,000	2,000	2,000	3,000	3,000	4,000	4,000	4,000	4,000	1,800	2,800	9,000	28,000
	Category B	1,200	1,500	2,250	2,250	2,250	3,000	3,000	3,000	3,750	3,750	3,750	2,250	2,850	11,250	28,500
	Category C	500	375	1,500	1,875	1,875	2,625	3,000	3,750	3,750	4,500	4,500	1,650	2,775	8,250	27,750
	Category D	200	450	450	450	600	600	750	900	900	900	1,200	510	720	2,550	7,200
	Sub Total	3,100	3,325	5,200	6,575	6,725	9,225	9,750	11,650	12,400	13,150	13,450	6,210	9,145	31,050	91,450
National Association																
	Category A	3,600	3,000	3,000	4,000	4,000	5,000	5,000	5,000	6,000	6,000	6,000	3,800	4,700	19,000	47,000
	Category B	2,550	3,000	7,500	9,000	9,750	9,750	10,500	10,500	11,250	11,250	11,250	7,800	9,375	39,000	93,750
	Category C	1,650	1,650	3,300	3,850	4,400	4,400	4,675	4,675	4,950	4,950	5,500	3,520	4,235	17,600	42,350
	Sub Total	7,800	7,650	13,800	16,850	18,150	19,150	20,175	20,175	22,200	22,200	22,750	15,120	18,310	75,600	183,100
National Corporate																
	Category A	0	2,000	2,000	2,000	3,000	4,000	4,000	4,000	4,000	4,000	4,000	2,600	3,300	13,000	33,000
	Category B	1,550	3,000	3,000	4,500	4,500	6,000	6,000	6,000	6,000	7,500	7,500	4,200	5,400	21,000	54,000
	Category C	1,015	1,375	2,200	2,750	3,300	3,300	3,300	3,850	3,850	3,850	4,400	2,585	3,218	12,925	32,175
	Sub Total	2,565	6,375	7,200	9,250	10,800	13,300	13,300	13,850	13,850	15,350	15,900	9,385	11,918	46,925	119,175
Provincial & Regional																
	Category A	7,820	6,500	6,500	7,500	7,500	7,500	9,000	9,000	10,000	10,000	11,000	7,100	8,450	35,500	84,500
	Category B	4,520	5,200	5,200	5,525	5,525	5,525	5,850	5,850	5,850	5,850	5,850	5,395	5,623	26,975	56,225
	Category C	2,201	2,880	2,880	2,880	2,960	2,960	2,960	2,960	2,960	3,040	3,040	2,912	2,952	14,560	29,520
	Sub Total	14,541	14,580	14,580	15,905	15,985	15,985	17,810	17,810	18,810	18,890	19,890	15,407	17,025	77,035	170,245
Local																
	Category A	29,570	17,000	17,000	18,000	18,000	18,000	19,000	19,000	20,000	20,000	20,000	17,600	18,600	88,000	186,000
	Category B	17,513	43,725	43,725	42,625	42,625	42,625	42,625	44,000	44,000	44,000	45,375	43,065	43,533	215,325	435,325
	Category C	7,406	9,900	9,600	9,300	9,450	9,450	9,450	9,600	9,600	9,600	9,900	9,540	9,585	47,700	95,850
	Sub Total	54,489	70,625	70,325	69,925	70,075	70,075	71,075	72,600	73,600	73,600	75,275	70,205	71,718	351,025	717,175
Consumer & Trade Show s																
	Category A	62,520	63,000	63,000	72,000	72,000	72,000	72,000	81,000	81,000	81,000	81,000	68,400	73,800	342,000	738,000
	Category B	18,350	19,800	19,800	19,800	21,600	21,600	21,600	21,600	23,400	23,400	23,400	20,520	21,600	102,600	216,000
	Sub Total	80,870	82,800	82,800	91,800	93,600	93,600	93,600	102,600	104,400	104,400	104,400	88,920	95,400	444,600	954,000
Total Projected		163,365	185,355	193,905	210,305	215,335	221,335	225,710	238,685	245,260	247,590	251,665	205,247	223,515	1,026,235	2,235,145

World Trade Centre Projected Attendance																
Scenario 2: Decline from Base																
		Year											Projected	Projected	Projected 5	Projected 10
		Base	1	2	3	4	5	6	7	8	9	10	5 Year Avg.	10 Year Avg.	Year Totals	Year Totals
International																
	Category A	1,200	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	5,000	10,000
	Category B	1,200	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	7,500	15,000
	Category C	500	750	750	750	750	750	750	750	750	750	750	750	750	3,750	7,500
	Category D	200	300	300	300	300	300	300	300	300	300	300	300	300	1,500	3,000
	<b>Sub Total</b>	<b>3,100</b>	<b>3,550</b>	<b>3,550</b>	<b>3,550</b>	<b>3,550</b>	<b>3,550</b>	<b>3,550</b>	<b>3,550</b>	<b>3,550</b>	<b>3,550</b>	<b>3,550</b>	<b>3,550</b>	<b>3,550</b>	<b>17,750</b>	<b>35,500</b>
National Association																
	Category A	3,600	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	15,000	30,000
	Category B	2,550	3,000	3,000	3,000	3,000	2,250	2,250	2,250	2,250	2,250	2,250	2,850	2,550	14,250	25,500
	Category C	1,650	1,925	1,925	1,925	1,925	1,650	1,650	1,650	1,650	1,650	1,650	1,870	1,760	9,350	17,600
	<b>Sub Total</b>	<b>7,800</b>	<b>7,925</b>	<b>7,925</b>	<b>7,925</b>	<b>7,925</b>	<b>6,900</b>	<b>6,900</b>	<b>6,900</b>	<b>6,900</b>	<b>6,900</b>	<b>6,900</b>	<b>7,720</b>	<b>7,310</b>	<b>38,600</b>	<b>73,100</b>
National Corporate																
	Category A	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Category B	1,550	2,250	2,250	2,250	750	750	750	750	750	750	750	1,650	1,200	8,250	12,000
	Category C	1,015	1,925	1,925	1,925	1,375	1,375	1,375	1,375	1,375	1,375	1,375	1,705	1,540	8,525	15,400
	<b>Sub Total</b>	<b>2,565</b>	<b>4,175</b>	<b>4,175</b>	<b>4,175</b>	<b>2,125</b>	<b>2,125</b>	<b>2,125</b>	<b>2,125</b>	<b>2,125</b>	<b>2,125</b>	<b>2,125</b>	<b>3,355</b>	<b>2,740</b>	<b>16,775</b>	<b>27,400</b>
Provincial & Regional																
	Category A	7,820	5,500	5,500	5,000	5,000	5,000	5,000	4,000	4,000	4,000	4,000	5,200	4,700	26,000	47,000
	Category B	4,520	5,525	5,525	4,875	4,875	4,875	4,875	3,900	3,900	3,900	3,900	5,135	4,615	25,675	46,150
	Category C	2,201	2,880	2,880	2,400	2,400	2,400	2,400	1,920	1,920	1,920	1,920	2,592	2,304	12,960	23,040
	<b>Sub Total</b>	<b>14,541</b>	<b>13,905</b>	<b>13,905</b>	<b>12,275</b>	<b>12,275</b>	<b>12,275</b>	<b>12,275</b>	<b>9,820</b>	<b>9,820</b>	<b>9,820</b>	<b>9,820</b>	<b>12,927</b>	<b>11,619</b>	<b>64,635</b>	<b>116,190</b>
Local																
	Category A	29,570	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	97,500	195,000
	Category B	17,513	36,025	36,025	36,025	36,025	36,025	36,025	36,025	36,025	36,025	36,025	36,025	36,025	180,125	360,250
	Category C	7,406	9,030	9,030	9,030	9,030	9,030	9,030	9,030	9,030	9,030	9,030	9,030	9,030	45,150	90,300
	<b>Sub Total</b>	<b>54,489</b>	<b>64,555</b>	<b>64,555</b>	<b>64,555</b>	<b>64,555</b>	<b>64,555</b>	<b>64,555</b>	<b>64,555</b>	<b>64,555</b>	<b>64,555</b>	<b>64,555</b>	<b>64,555</b>	<b>64,555</b>	<b>322,775</b>	<b>645,550</b>
Consumer & Trade Shows																
	Category A	62,520	63,000	63,000	63,000	63,000	63,000	63,000	63,000	63,000	63,000	63,000	63,000	63,000	315,000	630,000
	Category B	18,350	19,800	19,800	19,800	19,800	19,800	19,800	19,800	19,800	19,800	19,800	19,800	19,800	99,000	198,000
	<b>Sub Total</b>	<b>80,870</b>	<b>82,800</b>	<b>82,800</b>	<b>82,800</b>	<b>82,800</b>	<b>82,800</b>	<b>82,800</b>	<b>82,800</b>	<b>82,800</b>	<b>82,800</b>	<b>82,800</b>	<b>82,800</b>	<b>82,800</b>	<b>414,000</b>	<b>828,000</b>
<b>Total Projected</b>		<b>163,365</b>	<b>176,910</b>	<b>176,910</b>	<b>175,280</b>	<b>173,230</b>	<b>172,205</b>	<b>172,205</b>	<b>169,750</b>	<b>169,750</b>	<b>169,750</b>	<b>169,750</b>	<b>174,907</b>	<b>172,574</b>	<b>874,535</b>	<b>1,725,740</b>