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MEDIA CONTACTS:

BC Senior Games Society – Cindy Simpson, President, 250.287.9827,
president@55plusBCgames.org

Vernon & Area 55+ BC Games – Doug Ross, Director Recreation Services
250.550.3687, dross@vernon.ca

Vernon & Area 2017 55+ BC Games Have \$3.3M Economic Impact

The 2017 55+ BC Games generated an estimated \$3.3 million economic impact for the host communities, according to an economic impact study released today.

“Congratulations to everyone involved in this great success!” said Lisa Beare, Minister of Tourism, Arts and Culture. “I’m delighted the 2017 55+ BC Games in Vernon have proven to be so beneficial for the local economy. Hosting sports events can have a major positive impact on B.C. communities. This is terrific news for tourism operators and local business people in the Vernon area.”

“This economic impact report adds to the exceptional feedback we received from the BC Seniors Games Society, participants, volunteers, sponsors, local businesses and community members that the Games were a resounding success,” said Wee Yee, Local Host Society President. “We were able to enhance the positive reputation of Vernon & Area through our welcoming and hospitable volunteers, the capability of organizing sports and events, and the support of our local business community.”

“We are proud through the 55+ BC Games to provide host communities with not only opportunities to embrace active, healthy lifestyles for older adults, but to benefit from economic and tourism development and other legacies,” said Cindy Simpson, BC Seniors Games Society President. The BC Seniors Games Society (BCSGS), which oversees the 55+ BC Games, commissioned the Okanagan College School of Business to conduct an economic impact study. The results indicate an economic impact of \$3,300,000; 9 x greater than the expense of holding the Games.

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The report measured direct impact (initial expenditure caused by the Games) at \$1.95M, indirect impact (secondary expenditure that occurs for supply of goods and services) of \$970K, induced impact (tertiary impact from employment and wages) of \$370K, and tax revenue (municipal and federal) of \$300K.

In addition to the financial impact, the Games have an intangible impact which include positive benefits like promoting tourism and attracting future events to Vernon & Area, engaging the local community through the networking of volunteers and participants and promoting a healthy lifestyle through active living. While these benefits cannot be quantified, they are equally important to the host communities, the Province of British Columbia and the BC Seniors Games Society.

The Vernon & Area 2017 55+ BC Games were held September 12-16, 2017 with over 3500 participants from across British Columbia and engaged over 1300 volunteers. The Games were held throughout Greater Vernon, Armstrong and Spallumcheen with 27 different sports, in 35 venues spread throughout the - communities.

The BC Seniors Games Society, through funding from the Ministry of Tourism Arts and Culture, is responsible for organizing the annual 55+ BC Games and supporting community-based participation in sport through its local zone structure, membership and volunteers. Planning is currently underway for the Kimberley/Cranbrook 2018 55+ BC Games which will be held this September 11-15, 2018.

Details of the Economic Impact Study can be viewed at <https://goo.gl/LYedn3>

