

ECONOMIC DEVELOPMENT

XIII Pan American Games

July 23 - August 8, 1999

Hosting the XIII Pan American Games in 1999 provides the City of Winnipeg, the Province of Manitoba and Canada with a vehicle to promote new North and South economic relationships. This event will showcase Winnipeg, Manitoba, and Canada as an attractive and dynamic location for doing business in the Americas.

The Pan American Games Society is working actively with its partners and the business community to establish a legacy for the XIII Pan American Games that highlights the linkage of sporting events and economic development.

The legacy is twofold. The longer term focus of the XIII Pan American Games economic development effort is to promote increased trade and investment among Pan American countries through the expanded international exposure the Games provide. The short-term focus is to maximize the economic benefits offered by hosting this event.

The Impact

The March 1997 Economic Impact Assessment highlights major trade and tourism benefits that will accrue to Winnipeg, Manitoba and Canada.

- Gross expenditures in Canada due to the Games are estimated at \$424 million.
- Direct Games Expenditures in Canada of \$128 million are estimated to lever an additional \$296 million in spin-off expenditures.

• Total employment associated with the Games is projected to be 3,700 person-years.

• Approximately 110,000 visitors and athletes will spend \$28.5 million in incremental expenditures in Manitoba.

FINANCE

The Business Plan for the 1999 Pan American Games has been presented to, and approved by, the City of Winnipeg, Province of Manitoba, and Government of Canada. The Business Plan calls for a budget of \$140 million Canadian.

Funding for the Games, from the three levels of government and corporate sponsorship, is managed so that the Games will be a quality athletic event run for the benefit of athletes in a fiscally responsible manner.