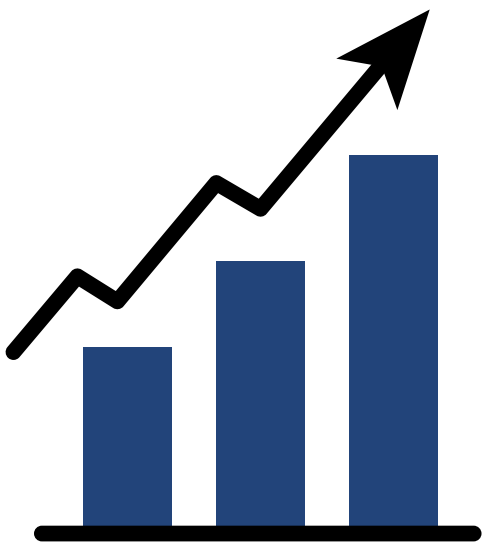


# PLAY ON!

## 2021 Economic Impact, Social Impact, and Digital Engagement Survey

### Economic Impact



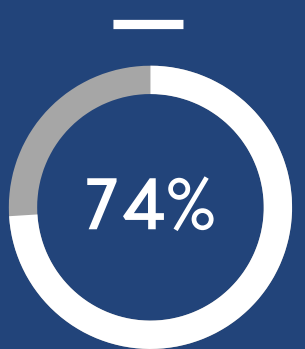
### TREIM Outputs

\$3.3 Million in GDP  
36 New Jobs  
\$1.9 Million in Labour Income  
\$1.4 Million in Total Taxes

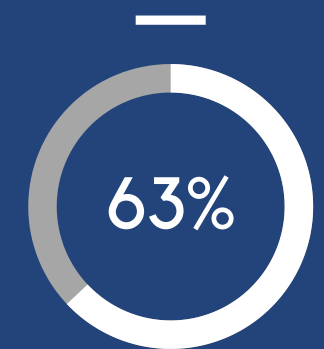
**Average Attendee of Play On! Events Spend \$514**

### Social Impact

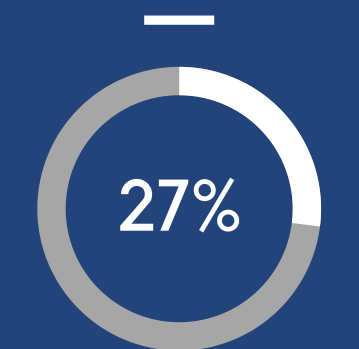
Increased Mental Wellness



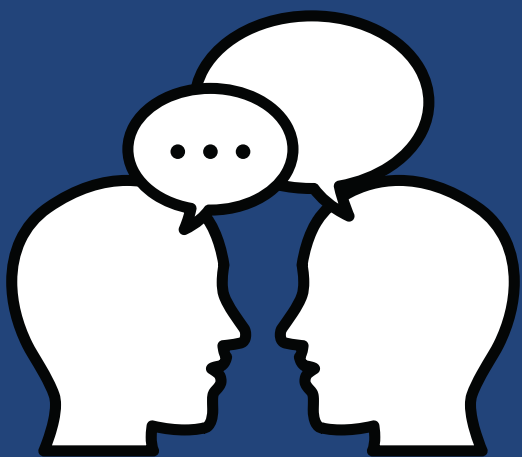
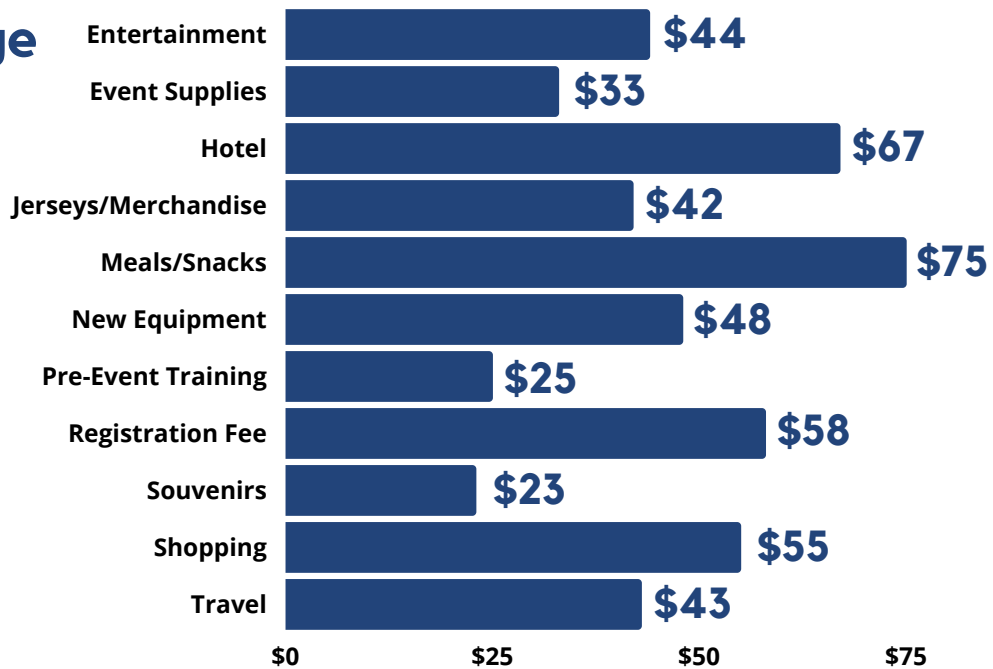
Increased Physical Training



Increased Interest in Volunteering



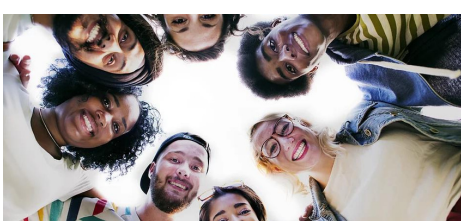
### Breakdown of Average Attendee Spending



Timing is perfect- after the regular season and spring hockey - just an incredible fun family event and a great chance for kids to create uniforms and be part of something fun. The positive energy is absolutely amazing. Great for all ages and genders. I have been involved in coaching several sports and have travelled world wide and this is by far one of the best sports events ever!!

- 55-65 year old, Man

Research study completed Centre for Sport Capacity at Brock University in Association with Community Researchers based on surveys conducted amongst Play On! Canada Participants



Faculty of Applied Health Sciences  
Centre for Sport Capacity

\*Outputs from TREIM are based on an average event size of 4,000 participants and 18,000 spectators, with a non-resident tourist rate of 33%