

**DAWSON CREEK**  
**2005 NORTHERN BC WINTER GAMES**  
**ECONOMIC IMPACT ANALYSIS**

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**Tourism Dawson Creek**

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# 1.0 INTRODUCTION

## 1.1 BACKGROUND

Dawson Creek hosted the 2005 Northern BC Winter Games from February 3 to 6, 2005. The Games took place from Friday to Sunday, and included 16 events held in 14 separate venues. The Games involved over 1,250 participants from the seven Northern B.C. sport zones. Dawson Creek provided over 850 local volunteers who assisted in administration of the Games. Numerous businesses and agencies in the community also donated a great deal of in-kind support to the Games.

Hosting a BC Games produces a surge of economic activity in the host community. This impact is created through spending by the local Games organization and by the BC Games Society - and by spending by Games participants, spectators and volunteers. Tourism Dawson Creek (the community's tourism marketing agency), was interested in quantifying the economic impact created by the Games, and retained the Economic Planning Group to conduct the analysis.

The Economic Planning Group is a research firm based in Victoria. The firm has conducted economic impact studies of eight previous Games in the province, in six different communities (including the Northern BC Winter Games held in Dawson Creek in 1998).

## 1.2 OBJECTIVES

**The purpose of this study was to estimate the economic impact of the Dawson Creek 2005 Northern BC Winter Games on the community of Dawson Creek.** Economic impact was measured by calculating direct spending in the local area. Impacts were estimated by local spending of the:

- Dawson Creek 2005 Northern BC Winter Games Society
- BC Games Society
- Athletes/Competitors/Officials
- Spectators
- Volunteers

### **1.3 METHODOLOGY**

Two methods were used to collect economic impact information and the resulting findings are additive creating a spending total. The two techniques are described below.

- **Participant Spending**

This spending analysis technique involves collecting information on individuals within the three participant categories who spent money in the community as a result of their involvement in the Games. These individuals included the athletes/competitors, spectators and volunteers. A sample of individuals from each of these participant groups was interviewed about their Games related spending.

A group of Games Volunteers was assembled to conduct the interviews. In two groups, these volunteers met with the manager of the Economic Planning Group on the Friday and Saturday morning of the Games weekend where the purpose of the analysis was explained and the questionnaires reviewed. Instructions were also provided on respondent selection and interviewing procedures. Each person was also given clipboards and questionnaires to record the interview results for a sample of athletes, spectators and volunteers.

Completed questionnaires were collected and edited. The spectator turnover ratios were calculated and the sport zones coded. Each questionnaire was numbered and the information entered into survey analysis software. Frequency distributions and averages were produced for each question for each of the three categories of respondents.

- **Games Society Spending**

This spending category involved the local expenditures made by the two organizing societies involved with the Games - the Dawson Creek 2005 Northern BC Winter Games Society and the BC Games Society. This procedure was designed to capture all local spending by representatives of these administrative bodies, related to the hosting of the Games. These figures were accessed from the society representatives using a February 28, 2005 cut-off date.

Expenditures of the organizing society were tallied by category and totaled. In cases where spending occurred outside the Dawson Creek area (such as purchases of materials from outside suppliers), these amounts were not included.

## 2.0 COMPETITOR EXPENDITURES

### 2.1 ANALYSIS METHOD

The number of persons participating in the Games was obtained from the Games organizers. Total spending was estimated by interviewing a sample of these athletes and asking them about their Games related expenditures. In order to capture a representative samples of participants, interviewers were stationed at most of the sport venues. A total of 99 questionnaires were completed, representing approximately 8% of the athletes and officials.

Average spending was calculated from this participant survey sample and was multiplied by the total number of participants to obtain total spending. A total of 1,255 individuals participated in the Games. The distribution of participants by sport is tabulated in Table 2-1. A listing of the number of participants by sport zone is tabulated in Table 2-2.

**Table 2-1**  
**List of Sports Participants and Venues**

<b>Sport/Activity</b>	<b>Athletes</b>	<b>Others</b>	<b>Total</b>	<b>Venue</b>
Archery	67	9	76	SPSS Archery Centre
Badminton	59	11	70	SPSS Gym
Basketball - Boys	52	11	63	Mountain Christian and Frank Ross
Basketball - Girls	50	11	61	Mountain Christian and Frank Ross
Bowling – Jr. and Sn.	40	9	49	Hypertension Escape
Bowling Special O	40	13	53	Hypertension Escape
Carpet Bowls	19	0	19	Seniors Hall
Curling – Jr., Juv., & Sn.	52	18	70	Curling Rink
Curling Special O	10	2	12	Curling Rink
Floor Curling	24	0	24	Seniors Hall
Figure Skating	76	17	93	Memorial Arena
Hockey - Boys	132	42	174	Kin Arena/Taylor Ice Rink
Hockey - Girls	84	13	97	Memorial Arena
Road Race	28	0	28	Kin Park
Soccer - Boys	40	7	47	Crescent Park
Soccer - Girls	42	8	50	Crescent Park
Swimming	90	20	110	Centennial Pool
Swimming Special O	11	5	16	Centennial Pool
Volleyball - Boys	40	8	48	Central Middle School
Volleyball - Girls	65	14	79	Central Middle School
<b>Totals</b>	<b>1,234</b>	<b>294</b>	<b>1,255</b>	

Source: Dawson Creek 2005 Northern BC Winter Games Society (February 8, 2005)

**Table 2-2  
Number of Participants by Sport Zone**

<b>Sport</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>G</b>	<b>H</b>	<b>O</b>	<b>Total</b>
Archery	14	-	9	19	-	15	-	17	2	76
Badminton	13	9	7	16	5	7	-	13	-	70
Basketball - Boys	-	-	10	13	15	11	-	10	4	63
Basketball - Girls	-	11	12	10	-	14	-	12	2	61
Bowling – Jr. and Sn.	10	5	10	-	-	10	-	14	-	49
Bowling Special O	7	-	7	7	8	12	-	12	-	53
Carpet Bowls	5	5	-	-	-	4	-	5	-	19
Curling – Jr., Juv., & Sn.	13	10	11	-	-	6	11	13	5	70
Curling Special O	7	-	-	4	4	6	-	12	-	33
Floor Curling	8	-	-	-	-	8	-	8	-	24
Figure Skating	20	16	13	3	-	4	13	15	9	93
Hockey - Boys	25	20	21	21	16	20	21	20	10	174
Hockey - Girls	-	19	20	18	-	-	19	21	-	97
Road Race	12	-	-	-	-	-	-	16	-	28
Soccer - Boys	-	11	-	11	-	12	-	12	1	47
Soccer - Girls	-	13	-	12	-	13	-	12	-	50
Swimming	13	14	11	29	13	16	-	11	3	110
Swimming Special O	8	-	-	5	2	-	-	1	-	16
Volleyball - Boys	11	-	13	9	-	-	-	11	4	48
Volleyball - Girls	14	13	14	12	-	15	-	9	2	79
<b>Total</b>	<b>180</b>	<b>146</b>	<b>158</b>	<b>189</b>	<b>63</b>	<b>173</b>	<b>64</b>	<b>244</b>	<b>42</b>	<b>1259</b>

Source: Dawson Creek 2005 Northern BC Winter Games Society

Notes:

1. Participants include athletes, coaches, managers, officials and chaperones.
2. Totals include all categories for each event except where tallied separately (boys and girls) for the larger events (i.e., hockey and soccer).
3. Total participants included 1,041 competitors, 128 coaches, 23 managers, 45 officials, and 30 chaperones.
4. There is an undetected discrepancy between the total by sport zone (1259) and the total by sport (1,255).

The geographic zones referred to above are as follows:

<u><b>Zone</b></u>	<u><b>Area</b></u>	<u><b>Zone</b></u>	<u><b>Area</b></u>
A	Peace River-Rocky Mountain	E	North Coast
B	Kitimat-Stikine	F	Cariboo
C	Bulkley-Nechako	G	Queen Charlotte Is.-N. Rockies
D	Fraser-Fort George	H	Host Community
		O	Officials (Unallocated)

## 2.2 COMPETITOR CHARACTERISTICS

- **Distribution of Competitors**

Nearly nine out of ten participants interviewed (86%) were from outside Dawson Creek. The distribution of the participants, and the number and percent interviewed, was as follows:

**Table 2-3**  
**Participants Interviewed by Sport Zone**

Zone	Name	Number Interviewed	% of Total Interviewed	Total Competitors
A	Peace River-Rocky Mountain	13	7%	180
B	Kitimat-Stikine	17	12%	146
C	Bulkley-Nechako	5	3%	158
D	Fraser-Fort George	25	13%	189
E	North Coast	1	<1%	63
F	Cariboo	13	8%	173
G	Queen Charlotte Is.-N. Rockies	0	-	64
H	Host Community	22	9%	244
<b>Total</b>		<b>99</b>	<b>8%</b>	<b>1,217</b>

Source: Dawson Creek 2005 BC Games Society and EPG survey results

Note: The total of 1,217 represent the actual competitors by region and do not include the 42 unallocated officials.

- **Participants Interviewed by Sport**

Participants from all sports were interviewed. Table 2-4 depicts the distribution of persons interviewed by sport.

**Table 2-4**  
**Participants Interviewed by Event**

Sport/Activity	Number Interviewed	Participants
Archery	15	76
Badminton	13	68
Basketball	6	124
Bowling	7	102
Carpet Bowls	2	19
Curling	13	82
Floor Curling	3	24
Figure Skating	3	93
Hockey	8	271
Road Race	1	28
Soccer	15	97



Swimming	4	126
Volleyball	7	127
Not Allocated	2	-
<b>Total</b>	<b>99</b>	<b>1,255</b>

Source: EPG survey results

Most persons interviewed (76%), were taking part in the Games as competitors. Another 18% were coaches, 4% as officials, and the remaining 2% either as managers or chaperones.

Three quarters of competitors (73%) were staying in Dawson Creek for the entire duration of the Games (i.e., either 3 or 4 days). The average length of stay was 2.7 days. (Although the Games officially lasted three days, some competitors arrived the day before the Games began or left before the Games officially ended, when their event was over.)

Most competitors (58%) indicated that they had attended the Opening Ceremonies.

More than half of participants (62%) had friends or relatives come to the event to watch them perform. The average number of spectating friends and relatives per participant was 2.8. It is noted that many of these spectators were watching more than one competitor, so the participant related totals are not additive. Distribution of the number of spectators watching friends and relatives compete is as follows:

- None 39%
- 1 spectator 9%
- 2 spectators 16%
- 3 spectators 4%
- 4 - 5 spectators 13%
- 6 - 9 spectators 12%
- 10 or more spectators 7%

## 2.3 COMPETITOR EXPENDITURES

- **Expenditures by Category**

Nearly all competitors (98%) said they had spent, or would be spending, some money while participating in the Games. Most competitors indicated that these expenditures covered only their own spending, while the remainder indicated that their expenditures covered persons in addition to themselves ranging from two to five persons. For analytical purposes, all expenditures have been converted to per-person totals.

Table 2-5 illustrates the distribution of expenditures by item and by expenditure category, by percentage. Average expenditures by category are also tallied.

**Table 2-5**  
**Competitor Expenditures by Category**

Category	Percentage by Expenditure Group												Avg. Exp.
	\$0	\$1-10	\$11-20	\$21-30	\$31-40	\$41-50	\$51-60	\$61-70	\$71-80	\$81-90	\$91-100	\$101+	
Accom.	77	1	0	0	2	0	1	1	2	1	2	12	\$34.80
Automobile	66	5	4	4	4	5	2	3	1	1	3	1	\$15.85
Concession	33	42	13	6	2	4	0	0	0	0	0	0	\$10.00
Gifts	39	10	15	10	6	6	4	1	2	0	4	2	\$23.96
Local Trans.	93	4	2	0	0	0	0	0	0	0	0	1	\$2.68
Groceries	79	9	4	4	2	2	0	0	0	0	0	0	\$4.10
Restaurant	34	8	13	8	7	5	3	3	2	3	7	6	\$35.51
Rec./Ent.	88	3	7	0	1	1	0	0	0	0	0	0	\$2.53
Shopping	76	7	7	2	1	4	0	1	0	0	0	2	\$10.89
Other	95	1	1	1	0	1	0	0	1	0	0	0	\$1.91
<b>Total</b>	<b>2.0</b>	<b>8.1</b>	<b>2.0</b>	<b>7.1</b>	<b>8.1</b>	<b>6.1</b>	<b>4.0</b>	<b>5.1</b>	<b>5.1</b>	<b>1.0</b>	<b>6.1</b>	<b>45.5</b>	<b>\$143.66</b>

Source: Interviews with 99 Games participants.

Notes:

1. Figures are Row Percentages (i.e., they add to 100% horizontally).
2. Numbers in the Average Expenditure column are the average dollar amounts spent in each expenditure category (including those that spent nothing).

The average amount of money spent per person was **\$143.66**. Average spending ranged from a few dollars to several hundreds of dollars, with non-local residents spending over 2.5 times that of local residents. The distribution between local residents and non-local residents is as follows:

- Average expenditures for non-local residents      \$165.00
- Average expenditure for local residents              \$59.18

- **Total Expenditures**

The total amount of money spent by participants was estimated to be **\$180,000** calculated as follows:

– Average expenditure per person	\$143.66
Times	x
– Number of participants	<u>1,255</u>
Equals	=
– Total participant spending	<b>\$180,000</b>

Participants spent money across a number of expenditure categories. Restaurant meals and accommodations were the biggest expenditure categories, both responsible for about one-quarter of the total and representing nearly \$45,000 each. Gifts and souvenirs were the next largest expenditure category at nearly 17% and totaling over \$30,000.

Distribution of the \$180,000 in competitor spending by category was as follows:

**Table 2-6**  
**Distribution of Participant Expenditures by Category**

<b>Expenditure Category</b>	<b>Average Amount Spent</b>	<b>Percent Distribution</b>	<b>Expenditure by Category</b>
Accommodation	\$34.80	24.5	\$44,041
Automobile	\$15.85	11.1	\$20,059
Concession	\$10.00	7.0	\$12,656
Gifts and Souvenirs	\$23.96	16.8	\$30,323
Local Transportation	\$2.68	1.9	\$3,392
Groceries	\$4.10	2.9	\$5,189
Restaurant Meals	\$35.51	25.0	\$44,940
Recreation/Entertainment	\$2.53	1.8	\$3,202
Retail Shopping	\$10.89	7.7	\$13,782
Other	\$1.91	1.3	\$2,417
<b>Total</b>	<b>\$142.23</b>	<b>100.0%</b>	<b>\$180,000</b>

Note: The slightly different average spending totals (\$142.23 in this table versus \$143.66 in Table 2-5 are due to rounding in the calculations.)

## 3.0 SPECTATOR EXPENDITURES

### 3.1 ANALYSIS METHOD

To calculate spectator spending, the total number of spectators was multiplied by the average spending per spectator. Average spending was obtained from interviews with a sample of spectators. A total of 119 spectators were interviewed at most of the sport venues.

A count of spectators interviewed by sport venue has not been prepared as many of the sports were held in common venues. In these cases, spectators were selected and the interviews were conducted in the common areas between the spaces where events were taking place. This situation did not allow the link to be made between the individual sport and the venue. The multi sport venues included:

- SPSS Archery and Badminton
- Memorial Arena Hockey and Figure Skating
- Seniors Centre Carpet Bowls and Floor Curling

Since tickets are not sold for events, and attendance counts are not taken, a method is needed to calculate the total number of spectators. This spectator count needs to estimate the number of unique individuals so as to avoid double counting those persons who attended more than one event.

Two methods have been employed. One approach uses a spectator turnover ratio. The other method uses information on the proportion of spectators who came to watch friends or relatives. These two techniques are explained below.

#### 3.1.1 Spectator Turn-over Ratio Approach

The total number of spectators is the quotient of the peak number of spectators at each venue divided by the spectator turnover ratio. This is represented by the formula:

Number of Unique Spectators = Peak Number of Spectators / Spectator Turn-Over Ratio

where: Spectator Turnover Ratio = Average number of different events

The peak number of spectators at each venue was determined by periodic counts over the course of the Games. Input to this peak at-one-time spectator count estimate was also

provided by the venue hosts and sport chairpersons. It is noted that this figure represented the estimated number of dedicated spectators and does not include athletes who were watching other competitors. The figure is designed to represent the best estimate of the at-one-time peak attendance.

The spectator turnover ratio is intended to eliminate double counting (i.e., counting the same person at more than one event). This ratio was determined by asking spectators to indicate the number of events they were watching. The turnover ratio becomes the calculated average of the number of events (different sports) being watched. By definition, this index must be equal to or greater than one.

The turnover ratio, generated from the sample of spectators interviewed, was applied to the total number of spectators recorded for each venue. This approach produced an estimate of the total number of unique spectators who attended events at the Dawson Creek 2005 Games.

### **3.1.2 Participant Induced Spectator Approach**

The total number of spectators at the Games can also be grouped or categorized as those who came to watch friends and relatives and those who did not. This relationship is represented by the formula:

$$\text{Total Spectators} = \text{Participant Induced} + \text{Non-Participant Induced}$$

The participant induced spectators can be calculated from information contained in the Spectator and Competitor questionnaires. Question 6 on the Spectator questionnaire records the number of persons who attended the Games to watch their friends or relatives compete.

Question 6 of the Competitor survey records the number of persons who came to watch them compete. Multiplying the average number of spectators per participant times the registered number of participants, and dividing by the average number of competitors per spectator equals the number of Participant Induced Spectators.

The ratio of the number of participant induced (yes to questions 6) versus non-participant induced spectators (no to question 6) is known. Applying these ratios against the estimated number of Participant Induced Spectators allows the total number of spectators to be calculated.

### 3.2 SPECTATOR COUNTS

- **Counted Number of Spectators**

The peak number of spectators who attended each venue is illustrated below. As noted, these estimates were made by periodic counts and by estimates of the sport chairpersons.

**Table 3-1**  
**Peak Spectator Counts by Sport**

<b>Sport/Activity</b>	<b>Participants</b>	<b>Spectators</b>
Archery	76	90
Badminton	68	70
Basketball (2 Venues)	124	300
Bowling	102	40
Carpet Bowls	19	60
Curling	82	110
Floor Curling	24	40
Figure Skating	93	90
Hockey	271	800
Road Race	28	30
Soccer	97	40
Swimming +Syncro Swimming Demo	126	300
Volleyball	127	400
<b>Total</b>	<b>1,255</b>	<b>2,370</b>

Source: Dawson Creek 2005 Northern BC Winter Games Society for participants, plus personal counts and estimates by venue chairmen for spectators.

The total peak spectator count was 2,370. The calculated spectator turnover ratio was 1.9, or expressed differently, each spectator attended 1.9 different events.

Consequently, the total number of unique individual spectators was estimated to be approximately 1,250 (i.e.,  $2,370 / 1.9 = 1,247$ ).

- **Calculated Number of Spectators**

The competitor induced spectator count procedure produced a slightly lower estimate of 1,046, comprised of 879 participant induced and 167 non-spectator induced spectators. This total was based on the following information:

- 2.8 spectators per competitor (Question 6 – Competitor Survey)
- 4.0 competitors per spectator (Question 6 - Spectator Survey)
- 84% of spectators were competitor induced (Yes to Question 6 - Spectator Survey)

where the number of competitor induced spectators is:

$$(2.8) (1,255) / 4.0 = 879$$

and, the number of non-competitor induced spectators is:

competitor induced is           84% or 879  
non-competitor induced is   16% or 167, therefore

$$100\% (\text{competitor plus non-participant induced spectators}) = \mathbf{1,046}$$

### **3.3 SPECTATOR CHARACTERISTICS**

- **Spectator Origin**

Less than half of the spectators interviewed (43%), were from Dawson Creek. The non-local spectators interviewed came from throughout the seven Northern BC sport zones.

- **Duration of Stay**

The Games were the main reason for virtually all (98%) of the non-local spectators visiting Dawson Creek. One half of the spectators (48%) were attending the Games for three days, and 31% were attending the Games for two days. The average length of stay in Dawson Creek was 2.5 days. The distribution of length of stay was as follows:

- 1 day                                   21%
- 2 days                                  32%
- 3 days                                  47%

## Games Participation

Nearly half of the spectators attended the Opening Ceremonies (48%). The majority of spectators (84%) were attending the Games to watch a friend or relative compete. The average number of persons they were watching was 4.0 persons. This is based on persons who came to watch one person (usually the person's son or daughter), and those who came to watch an entire team compete.

The average size of the spectator parties was 3.7 persons, and the distribution of spectator party size was as follows:

– 1 spectator	15%
– 2 spectators	28%
– 3 spectators	20%
– 4 spectators	14%
– 5+ spectators	23%



### 3.4 SPECTATOR EXPENDITURES

- **Distribution of Expenditures**

Most spectators (91%) spent money on goods and/or services while attending the Games. The following chart indicates the distribution of per person spending on a variety of categories.

**Table 3-3**  
**Spectator Expenditures by Category**

Category	Percentage by Expenditure Group												Avg. Exp.
	\$0	\$1-10	\$11-20	\$21-30	\$31-40	\$41-50	\$51-60	\$61-70	\$71-80	\$81-90	\$91-100	\$101+	
Accommodation	75	0	1	0	0	0	1	2	4	3	5	9	\$29.70
Automobile	48	8	7	10	4	6	3	3	2	2	3	4	\$26.70
Concession	31	44	13	3	0	7	0	1	0	0	0	1	\$11.76
Gifts	56	7	7	7	5	10	3	2	0	0	3	0	\$16.41
Local Trans.	96	3	1	0	0	0	0	0	0	0	0	0	\$.30
Groceries	70	4	7	5	4	4	1	0	0	0	4	2	\$13.32
Restaurant	37	6	11	6	9	9	3	4	4	1	8	2	\$30.40
Rec./Ent.	87	5	2	3	0	3	0	0	0	0	1	0	\$3.49
Shopping	78	1	4	3	2	3	0	1	0	0	3	7	\$29.26
Other	93	4	2	0	1	0	1	0	0	0	0	0	\$1.40
<b>Total</b>	<b>9.2</b>	<b>7.6</b>	<b>5.9</b>	<b>1.7</b>	<b>5.9</b>	<b>4.2</b>	<b>1.7</b>	<b>8.4</b>	<b>2.5</b>	<b>2.5</b>	<b>0.8</b>	<b>49.6</b>	<b>\$164.50</b>

Source: Interviews with 119 Games spectators

Notes:

1. Figures are Row Percentages (i.e., they add to 100% horizontally).
2. Numbers in the Average Expenditure column are the average dollar amounts spent in each expenditure category.

Spectators attending the Games had an average expenditure of **\$164.50** during their stay in Dawson Creek. This figure is based on the following averages of locals and non-locals:

- Average spending by non-local residents      \$250.94
- Average spending by local residents              \$54.18

Applying the average expenditures to the total number of spectators results in a spectator spending total of **\$189,000** (i.e., \$164.50 x 1,147). This is based on the average of the two spectator counts, as follows:

- Spectator Turn-Over Technique                      1,247
  - Participant Induced Technique                      1,046
- 2,293/2 = 1,147**

- **Distribution of Spectator Spending**

Spectators spent money on a variety of items within a number of expenditure categories. Accommodations, restaurant meals and shopping were the biggest expenditure categories, all responsible for nearly one-fifth of the total and representing nearly \$35,000 each. Automobile expenses accounted for about 16% of expenditures, while gifts and souvenirs accounted for an additional 10% of spending.

Complete distribution of the \$189,000 total was calculated as follows.

**Table 3-4**  
**Distribution of Spectator Expenditures**

<b>Expenditure Category</b>	<b>Average Amount Spent</b>	<b>Percent Distribution</b>	<b>Expenditure by Category</b>
Accommodation	\$29.70	0.18	\$34,492
Automobile	\$26.70	0.16	\$31,008
Concession	\$11.76	0.07	\$13,658
Gifts and Souvenirs	\$16.41	0.10	\$19,058
Local Transportation	\$0.30	0.00	\$348
Groceries	\$13.32	0.08	\$15,469
Restaurant Meals	\$30.40	0.19	\$35,305
Recreation/Entertainment	\$3.49	0.02	\$4,053
Retail Shopping	\$29.26	0.18	\$33,981
Other	\$1.40	0.01	\$1,626
<b>Total</b>	<b>\$162.74</b>	<b>1.00</b>	<b>\$189,000</b>

Note: The slightly different average spending totals (\$162.74 in this table versus \$164.50 in Table 3-3) are due to rounding in the calculations.)

## 4.0 VOLUNTEER EXPENDITURES

### 4.1 ANALYSIS METHOD

As with competitors and spectators, volunteers were asked about their Games participation and related spending. A total of 879 volunteers were registered and assigned duties to assist with administration of the Games (Source: Tourism Dawson Creek). Approximately 9% or 77 were interviewed at a variety of venues.

Volunteers were asked about the volunteer category in which they were working, the number of days they would be volunteering, whether they had any friends or relatives attending the Games, and their spending. Average spending per person was multiplied by the total number of volunteers to estimate total spending by all volunteers.

### 4.2 VOLUNTEER CHARACTERISTICS

Volunteers were involved in the Games in a number of different capacities. The distribution of persons interviewed was as follows:

**Table 4-1**  
**Volunteers Interviewed by Category**

Category	Number Interviewed	Percent Interviewed
Accommodation	6	8%
Communications	1	1%
Finance and Administration	0	-
Fundraising	0	-
Medical	3	4%
Public Relations	10	13%
Security	13	17%
Social	18	23%
Sports	23	30%
Transportation	1	1%
Volunteers	12	16%
Others	5	6%
<b>Total</b>	<b>77</b>	<b>100%</b>

Source: 77 individual volunteers interviewed at various venues.

Most volunteers (85%) were working at the Games for two days or more, while the average duration was 2.2 days. The distribution was as follows:

- one day 13%
- two days 45%
- three days + 41%

Most volunteers (61%) were not a friend or relative of a Games participant.

### 4.3 VOLUNTEER EXPENDITURES

- **Volunteer Spending Ranges**

Most volunteers bought some goods and/or services while assisting with the Games. Table 4-2 illustrates the distribution of expenditures in percentages, by category.

**Table 4-2**  
**Volunteer Expenditures by Category**

Category	Percentage by Expenditure Group												Avg. Exp.
	\$0	\$1-10	\$11-20	\$21-30	\$31-40	\$41-50	\$51-60	\$61-70	\$71-80	\$81-90	\$91-100	\$101+	
Accommodation	97	2	0	0	0	0	0	0	0	0	0	1	\$7.90
Automobile	46	18	18	8	5	4	0	0	1	0	0	0	\$12.46
Concession	43	32	15	1	1	1	0	0	0	0	0	0	\$11.97
Gifts	76	3	3	7	4	1	3	0	1	0	1	1	\$12.84
Local Trans.	96	4	0	0	0	0	0	0	0	0	0	0	\$0.28
Groceries	81	4	3	0	1	1	0	0	0	0	4	5	\$16.24
Restaurant	84	3	7	1	1	0	0	0	0	0	1	3	\$7.69
Rec./Ent.	96	1	3	0	0	0	0	0	0	0	0	0	\$0.68
Shopping	99	1	0	0	0	0	0	0	0	0	0	0	\$0.14
Other	97	0	1	0	0	0	0	0	0	0	1	0	\$1.64
<b>Total</b>	<b>13.2</b>	<b>14.5</b>	<b>15.8</b>	<b>7.9</b>	<b>6.6</b>	<b>9.2</b>	<b>3.9</b>	<b>2.6</b>	<b>2.6</b>	<b>1.3</b>	<b>2.6</b>	<b>19.7</b>	<b>\$65.29</b>

Source: Survey of 77 volunteers.

Notes:

1. Figures are Row Percentages (i.e., they add to 100% horizontally).
2. Numbers in the Average Expenditure column are the average dollar amounts spent in each expenditure category.

The average expenditure by each volunteer over the duration of the Games was \$65.29.

The total expenditure of the 879 volunteers was approximately **\$57,000** (i.e., \$65.29 x 879).

- **Distribution of Volunteer Spending**

Volunteers spent money on a variety of items within a number of expenditure categories. Groceries were the biggest expenditure categories (25% of the total), based mainly on increased food purchases for billeted athletes. Responsible for about 20% each of expenditure were gifts and souvenirs, automobile expenses, and concession spending.

Distribution of the \$57,000 total is allocated as follows:

**Table 4-3**  
**Distribution of Spectator Expenditures**

<b>Expenditure Category</b>	<b>Average Amount Spent</b>	<b>Percent Distribution</b>	<b>Expenditure by Category</b>
Accommodation	\$1.84	0.03	\$1,606
Automobile	\$12.46	0.19	\$10,873
Concession	\$11.97	0.18	\$10,445
Gifts and Souvenirs	\$12.84	0.20	\$11,204
Local Transportation	\$0.28	0.00	\$244
Groceries	\$16.24	0.25	\$14,171
Restaurant Meals	\$7.69	0.12	\$6,710
Recreation/Entertainment	\$0.68	0.01	\$593
Retail Shopping	\$0.14	0.00	\$122
Other	\$1.64	0.02	\$1,431
<b>Total</b>	<b>\$65.78</b>	<b>100%</b>	<b>\$57,000</b>

## 5.0 GAMES SOCIETY EXPENDITURES

### 5.1 DAWSON CREEK 2005 NORTHERN BC WINTER GAMES SOCIETY

- **Games Revenue**

The Dawson Creek 2005 Northern BC Winter Games Society was responsible for organizing and staging the Games. The Society had a budget of approximately \$250,000 to host the Games (Source: 2005 Dawson Creek Northern BC Winter Games Society, Revenue-Expense Summary as of March 31, 2005). Revenues were categorized as follows:

– Northern BC Winter Games Society	\$90,000
– Dawson Creek Municipality	\$25,000
– HRCDC	\$8,000
– Souvenir Sales	\$3,000
– Fundraising Cash	\$99,000
– Fort St John	\$10,000
– Souvenir program	\$2,000
– Auction	\$13,000
– GST Rebate	<u>\$1,000</u>
<b>Total Fundraising</b>	<b>\$251,000</b>

- **Expenditure Breakdown**

The spending of this money to purchase goods and services had an impact on the local economy since a significant proportion was spent in Dawson Creek. The following is the expenditure allocation by category.

– Volunteers	\$6,000
– Accommodation	\$18,000
– Finance and Administration	\$99,000
– Communications	\$9,000
– Fund Raising	\$15,000
– Medical	\$3,000
– Public Relations	\$26,000
– Security	\$1,000
– Social	\$20,000
– Sports	\$47,000
– Transportation	<u>\$2,000</u>
<b>Expense Total</b>	<b>\$246,000</b>

It is important to note that the majority of these expenditures are made locally. Estimates made by the Games administration indicate that approximately 90% of the expenditures would have been made locally.

- **In-Kind Donations Breakdown**

In addition to cash expenditures by the organizing society, an almost equal amount of “in-kind” assistance was provided by local merchants, clubs, agencies and individuals. This donations-in-kind total was estimated at nearly \$260,000. These donations occurred in all expenditure categories as indicated below.

– Volunteers	\$7,000
– Accommodation	\$41,000
– Finance and Administration	\$73,000
– Communications	\$20,000
– Fund Raising	\$21,000
– Medical	\$3,000
– Public Relations	\$22,000
– Security	\$1,000
– Social	\$15,000
– Sports	\$49,000
– Transportation	<u>\$6,000</u>
<b>Expense Total</b>	<b>\$258,000</b>

Although these in-kind contributions are real and represent an important contribution to the Games effort, since they are not cash, they have not been included in the economic impact total.

## 5.2 BC GAMES SOCIETIES

- **Northern BC Winter Games Society**

Members of the Northern BC Winter Games Society board members incurred costs visiting Dawson Creek during the planning phase and during the Games themselves. Travel expenses were incurred for meals, accommodation and meeting rooms for board members, which totalled approximately \$12,000. (Source: Northern BC Winter Games Society)

- **BC Games Society**

BC Games Society employees also incurred travel related expenditures as part of their assistance to the Games organizers. Information supplied by BC Games indicated several person-trips had been made to Dawson Creek, prior to and during the Games. These included expenditures for accommodations, meals, vehicle rentals and miscellaneous costs, and totalled approximately \$8,000.

- **Total Games' Societies Expenditures**

Northern BC Winter Games Society	\$12,000
BC Games Society	<u>\$8,000</u>
	\$20,000



## 6.0 VISITOR SATISFACTION

As part of this economic impact study, analysis was undertaken on visitor satisfaction. This analysis included both out-of-town spectators and competitors. The focus of the non-local competitors was on adults as opposed to children.

### 6.1 Visitor Satisfaction Ratings

One of the techniques used to assess visitor satisfaction was a question which rated a number of attributes descriptive of Dawson Creek's hospitality sector. The list included issues such as quality of services, friendliness, and quality of facilities. The question asked respondents to rate their level of satisfaction on a scale of 1 to 7 where 1 indicated a low level of satisfaction and 7 a high level of satisfaction. The average rating scores are tabulated below:

**Table 6-1**  
**Visitor Satisfaction Rating Scores**

Category	Competitors		Spectators	
	Percent Answering	Rating Score	Percent Answering	Rating Score
Quality of Service at businesses	62%	5.5	56%	5.6
Friendliness of residents	50%	5.7	42%	6.2
Quality of Hotels/Motels	22%	5.4	22%	5.4
Quality of B&Bs	13%	6.2	5%	4.8
Quality of College	10%	5.7	7%	5.4
Quality of Other Accommodations	18%	5.3	14%	6.0
Quality of Eating establishments	68%	5.5	66%	5.6
Quality of Recreational Facilities	62%	5.5	41%	5.4
Shopping Opportunities	58%	4.6	52%	5.0
Variety of things to do	60%	4.4	66%	5.0
Attractiveness of City	66%	5.0	62%	5.3
Overall visit to Dawson Creek	63%	5.6	61%	5.8
Overall 2005 Games Experience	66%	6.0	66%	5.8

Generally, respondents indicated a reasonable level of satisfaction with the services and facilities in Dawson Creek. The scores were in a relatively tight range from about 4.5 to about 6.0. If 4 is considered the average or mid-point in the scale, all measures are on the positive side. However, the scores are not overly positive and indicate that improvements could probably be made in most categories. It is important to note that these scores are rating averages and they are comprised of a range of responses. Typically, a few respondents were not at all satisfied (which tended to lower the average), while most respondents were quite satisfied.

### **Competitors:**

Most highly rated among competitors were the quality of B&Bs (6.2), their overall Games experience (6.0), and the friendliness of residents (5.7). At the low end of the scale were the variety of things to do (4.4) and shopping opportunities (4.6)

### **Spectators:**

The highest rated topics were friendliness of residents (6.2), other accommodations (6.0), and the overall visit to Dawson Creek and their overall Games experience, which both scored 5.8. The lowest score was quality of B&Bs (4.8) and shopping opportunities and variety of things to do, both at 5.0.

## **6.2 Comments**

Both out-of-town spectators and competitors were also asked two specific open-ended comment questions. A total of 50 comments were received – 30 by spectators and 20 by competitors. The first was aimed at determining if they experienced any problems or difficulties during their visit that, if corrected, would make a future visit more enjoyable. The second comment question was general in nature, aimed at collecting any other or additional input from the visitors.

Comments covered a range of topics and are described below separately for spectators and competitors. (See Appendix B for a verbatim list of comments.)

**Competitors:** Key general concerns for competitors were related to accommodations and Games organization. On the positive side, many competitors expressed their appreciation to Dawson Creek and the organizing committee for a job well done.

**Spectators:** Key concerns for spectators were accommodations, highway/street conditions, the Opening Ceremonies and overall Games organization. Many positive comments were also received dealing with their overall enjoyment of the Games.

## 7.0 CONCLUSIONS

### 7.1 GAMES RELATED EXPENDITURES

The Dawson Creek 2005 Northern BC Winter Games created direct economic impact in Dawson Creek of over \$690,000. Just over 60% of this impact was created by the spending of Games participants, while 40% was contributed by Games Society organizers.

Direct spending within these two categories was as follows:

Spending by participants	\$426,000
Spending by organizers	<u>\$266,000</u>
<b>Total</b>	<b>\$692,000</b>

Direct spending by Games participants was as follows:

Competitors	\$180,000
Spectators	\$189,000
Volunteers	<u>\$57,000</u>
<b>Total</b>	<b>\$426,000</b>

Direct spending in Dawson Creek by Games organizers was as follows:

Dawson Creek 2000 BC Winter Games Society	\$246,000
BC Games Society	<u>\$20,000</u>
<b>Total</b>	<b>\$266,000</b>

A range of retail and service sector businesses benefited from the spending of Games participants. The largest beneficiaries were restaurants (\$87,000), accommodation (\$80,000), automobile (\$62,000), and gifts (\$61,000). The summary of expenditures by sector and by type of participant is as follows:

Sector	Competitors	Spectators	Volunteers	Total
Accommodation	\$44,041	\$34,492	\$1,606	\$80,139
Automobile	\$20,059	\$31,008	\$10,873	\$61,940
Concession	\$12,656	\$13,658	\$10,445	\$36,758
Gifts	\$30,323	\$19,058	\$11,204	\$60,585
Local Transportation	\$3,392	\$348	\$244	\$3,984
Groceries	\$5,189	\$15,469	\$14,171	\$34,829
Restaurant	\$44,940	\$35,305	\$6,710	\$86,956
Rec./Entertainment	\$3,202	\$4,053	\$593	\$7,848
Shopping	\$13,782	\$33,981	\$122	\$47,886
Other	\$2,417	\$1,626	\$1,431	\$5,474
<b>Total</b>	<b>\$180,000</b>	<b>\$189,000</b>	<b>\$57,400</b>	<b>\$426,400</b>

Spending by Games participants occurred over the three to four days of the Games during the first week of February 2005. Spending by the Games organizers occurred over a longer period of time - prior to, during, and after the Games.

The demand survey technique used to measure the economic impact of the Games provided a defensible analysis process. Based on the survey sample sizes, the results are considered accurate to within +/- 5% for the overall survey and +/- 8% to 12% for the competitor, spectator and volunteer surveys.

It is noted that the analysis focused entirely on direct spending. Additional indirect and induced effects would have been triggered by this direct spending. These impacts were not measured but would have increased the overall economic impact slightly. Furthermore, because they were not cash transactions, in-kind assistance was not included in this economic impact analysis although they represented a valuable contribution to the Games.

## 7.2 COMPARISON TO THE 1998 GAMES

Dawson Creek hosted the Northern BC Winter Games in 1998. These Games included a similar (although not identical) list of sports. They also catered to a larger contingent of competitors at 1,660 versus 1,255 in 2005. The spectator counts were similar at 1,250 in 1998 and 1,150 in 2005. The numbers of volunteers were 930 in the earlier Games and 880 in this year's Games.

The comparison of expenditures is as follows:

<b>Category of Participant</b>	<b>1998</b>	<b>2005</b>	<b>% Change</b>
Competitors	\$213,000	\$180,000	-15%
Spectators	\$102,000	\$189,000	85%
Volunteers	\$78,000	\$57,000	-27%
<b>Total</b>	<b>\$394,000</b>	<b>\$426,000</b>	<b>8%</b>

*APPENDIX*

**APPENDICES**

**A QUESTIONNAIRES**

**B VERBATIM COMMENTS**

*APPENDIX*

**APPENDIX A**

**QUESTIONNAIRES**

**SPECTATOR**

**PARTICIPANT (COMPETITOR)**

**VOLUNTEER**

APPENDIX

DAWSON CREEK 2005 NORTHERN BC WINTER GAMES

SPECTATOR SURVEY

Activity _____	Location _____	Fri. <input type="checkbox"/>	Sat. <input type="checkbox"/>	Sun. <input type="checkbox"/>	[No. _____]
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- Do you live in Dawson Creek? Yes  (GO TO #4) No
- If no, where is your home? (Community) \_\_\_\_\_
- Are these Winter Games your prime reason for visiting the area today?  
Yes  No  Not sure/Don't know
- How many days will you be spending at these Games? \_\_\_\_\_ days
- Which sports/events/activities have you attended or will you be attending?

Friday	1 _____	2 _____	3 _____
Saturday	1 _____	2 _____	3 _____
Sunday	1 _____	2 _____	3 _____
Opening Ceremony	Yes / No		

- Have you come to watch friends or relatives? Yes  How many? \_\_\_\_\_  
No
- How many people, including yourself, are in your spectator party? \_\_\_\_\_
- Have you, or will you be, purchasing any goods or services while either visiting the area or attending the Games? Yes  No
- How much do you estimate you **and your party** will spend in total **in the area** during the Games on the following items? (Enter amounts to nearest dollar.)  
**How many persons are covered by the expenditures?** \_\_\_\_\_ persons

Accommodation	\$ _____	Groceries	\$ _____
Automobile and Gas	\$ _____	Restaurant Meals	\$ _____
Concession	\$ _____	Recreation/Entertainment	\$ _____
Gifts and Souvenirs	\$ _____	Retail Shopping	\$ _____
Local Transportation	\$ _____	Other _____	\$ _____
		<b>Total</b>	\$ _____

(More...please turn over) →

**APPENDIX**

*(The following questions are intended for non Dawson Creek spectators.)*

10. Please indicate your level of satisfaction with the following aspects of your visit to Dawson Creek for the 2005 Northern BC Winter Games. A “1” indicates a low level of satisfaction and a “7” indicates a high level of satisfaction. *(Circle the appropriate number.)*

<b>Dawson Creek Issues</b>	<b>Not at all satisfied</b>						<b>Very satisfied</b>
Quality of the service at businesses	1	2	3	4	5	6	7
Friendliness of residents	1	2	3	4	5	6	7
Hotel/Motel	1	2	3	4	5	6	7
Quality of the B&B	1	2	3	4	5	6	7
Accommodations College	1	2	3	4	5	6	7
Other	1	2	3	4	5	6	7
Quality of the eating establishments	1	2	3	4	5	6	7
Quality of the recreational facilities	1	2	3	4	5	6	7
Shopping opportunities	1	2	3	4	5	6	7
Variety of things to do	1	2	3	4	5	6	7
Attractiveness of the City	1	2	3	4	5	6	7
Your overall visit to Dawson Creek	1	2	3	4	5	6	7
Your overall experience at the 2005 Northern BC Winter Games	1	2	3	4	5	6	7

11. During your visit to this area did you experience any problems or difficulties that should be addressed to make a future visit more enjoyable?

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12. Any other comments?

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*Thank you for your assistance.*



APPENDIX

**DAWSON CREEK 2005 NORTHERN BC WINTER GAMES**

**PARTICIPANT SURVEY**

Activity _____	Location _____	Fri. <input type="checkbox"/>	Sat. <input type="checkbox"/>	Sun. <input type="checkbox"/>	[No. ____]
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1. Do you live in Dawson Creek? Yes  (GO TO #4) No

2. If no, where is your home? (Community) \_\_\_\_\_ [Sport Zone \_\_\_\_]

3. How many days in total will you be spending in the area as a result of attending these Games? \_\_\_\_\_ days

4. Which sports/events/activities have you attended or will you be attending?

Friday	1 _____	2 _____	3 _____
Saturday	1 _____	2 _____	3 _____
Sunday	1 _____	2 _____	3 _____
Opening Ceremony	Yes / No		

5. In what capacity are you taking part?  
 Participant  Official  Coach  Other  \_\_\_\_\_

6. Have friends or relatives come to the Games to watch you? Yes  How many? \_\_\_\_  
 No

7. Have you purchased, or will you be purchasing, any goods or services while either visiting the area or attending the Games? Yes  No

8. How much do you estimate you **and your party** will spend in total **in the area** during the Games on the following items? *(Enter amounts to nearest dollar.)*  
**How many persons are covered by the expenditures?** \_\_\_\_\_ persons.

Accommodation	\$ _____	Groceries	\$ _____
Automobile and Gas	\$ _____	Restaurant Meals	\$ _____
Concession	\$ _____	Recreation/Entertainment	\$ _____
Gifts and Souvenirs	\$ _____	Retail Shopping	\$ _____
Local Transportation	\$ _____	Other _____	\$ _____
		<b>Total</b>	<b>\$ _____</b>

**(More....please turn over) →**

**APPENDIX**

*(The following questions are intended for non Dawson Creek adult residents.)*

9. Please indicate your level of satisfaction with the following aspects of your visit to Dawson Creek for the 2005 Northern BC Winter Games. A “1” indicates a low level of satisfaction and a “7” indicates a high level of satisfaction. *(Circle the appropriate number.)*

<b>Dawson Creek Issues</b>	<b>Not at all satisfied</b>						<b>Very satisfied</b>
Quality of service at businesses	1	2	3	4	5	6	7
Friendliness of residents	1	2	3	4	5	6	7
Hotel/Motel	1	2	3	4	5	6	7
Quality of the B&B	1	2	3	4	5	6	7
Accommodations College	1	2	3	4	5	6	7
Other	1	2	3	4	5	6	7
Quality of eating establishments	1	2	3	4	5	6	7
Quality of recreational facilities	1	2	3	4	5	6	7
Shopping opportunities	1	2	3	4	5	6	7
Variety of things to do	1	2	3	4	5	6	7
Attractiveness of the City	1	2	3	4	5	6	7
Your overall visit to Dawson Creek	1	2	3	4	5	6	7
Your overall experience at the 2005 Northern BC Winter Games	1	2	3	4	5	6	7

10. During your visit to this area did you experience any problems or difficulties that should be addressed to make a future visit more enjoyable?

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11. Any other comments?

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*Thank you for your assistance.*

APPENDIX

DAWSON CREEK 2005 NORTHERN BC WINTER GAMES

VOLUNTEER SURVEY

Activity \_\_\_\_\_ Location \_\_\_\_\_ Thur.  Fri.  Sat.  [No. \_\_\_\_\_]

1. In which volunteer capacity are you working?

- Accommodation  Security 
Communications  Social 
Finance & Administration  Sports 
Fundraising  Transportation 
Medical  Volunteers 
Public Relations  Others

2. How many days will you spend working at these Games? \_\_\_\_\_ days

3. Are you a friend or relative of any of the participants (athletes or officials), in the Games? Yes  No

4. How much do you estimate you will spend during the Games on the following items? (Please record only expenditures that you have made, or will make, as a result of the Games?)

Table with 2 columns: Item Name and Amount (\$). Items include Accommodation, Automobile and Gas, Concession, Gifts and Souvenirs, Local Transportation, Groceries, Restaurant Meals, Recreation/Entertainment, Retail Shopping, Other, and Total.

Thank you for your assistance.

*APPENDIX*

**APPENDIX B**

**VERBATIM COMMENTS**

*APPENDIX*

**DAWSON CREEK NORTHERN BC WINTER GAMES  
SPECTATOR COMMENTS**

**Question 11: During your visit to this area did you experience any problems or difficulties that should be addressed to make a future visit more enjoyable?**

Accommodations
Administration fees for locals
Advertising of schedules
Billet info before they arrived
Came in on the bus and had a 4 1/2 lay over. The bus station was closed. He had no where warm to sit and wait for his next bus.
Concession in Kin Arena (should have been)
Difficult reserving room accommodations prior to date of Games (Started phoning in Dec, Jan and Feb) and received no cooperation. Motel managers/clerks refused our reservations. We were also told by some they save their reservations for the "oil patch" workers
During check in - a little grumpy and a little disorganized. Some of the ladies there were very friendly
Everything should be posted ahead of time
Great Shuttle service
Hwy conditions!!!!
More accommodations
more hotels
more hotels
Nail sticking out in wall at facility and girl split knee open
No, things seem to be fine, although am not very satisfied with the way swimming was being graded
Not enough hotel rooms - had to go to FSJ
Nothing to do with the city - games preparation seemed a bit unorganized
Overall a great job was done on the Winter Games. The multi plex will make it even better.
Parking?
Roads a little icy. Comedian at Opening Ceremonies hard to hear
Senior floor curling 8 games all in one day
Set up billeting earlier
Should have been concession in Kin Arena
Spectator comments
Streets icy - could have used more sand
Trying to stick closer to time schedules
Yes... accommodations
Yes, we were to the mall Sat a.m. to buy souvenirs and were told the store would not be open and some things were at the arena - we had a look there and most of the items were very picked over - spoke to the lady there and she said that all she had. Came to bowling alley spoke to the hostess and she phoned someone about this matter. They told her they will have things at Central school - so we will see what they have to offer. I think they could have had something at every venue (a small variety at least). Bowling, curling and swimming pool. Other than that everything has been just great! Thank you!

## APPENDIX

### *Question 12: Any other comments?*

2 months ago they could not book a room! Love the shuttle service!
Accommodations were not available to all spectators from out of town
Ambulance was slow
At Archery event better layout of entrance
Athletes should have received something special to commemorate Games Attendance i.e. T-shirt, water bottle, etc.
Been fun!
Ceremonies - wasn't fun for kids (Political) Kids can't see
Ceremonies could not be heard on ice surface
Cheering Ft. Nelson Hockey Team!
Could have/should have let more athletes attend and participate
Disappointed not more locals did not offer to billet athletes and visitors
Enjoyed visiting, came back again Sunday
Enjoying Spectating
Everyone is enjoying themselves.
Excited to have the event in DC
Fairly well organized so far
Good Hosts
Great! Well organized!
Had lots of fun, good job
Heard lots of good comments from the athletes about their accommodations and the sport venues. One coach at the Northern Lights dorms says it is great
I don't feel as though this is any different from any swim meet, the swimmers should be timed in tier own age group. I don't feel as though the athletes are being encouraged to feel that they are at a special event
I feel times for events should be broken down for the age groups. The kids packages handed out when they signed in were not comparable or adequate compared to other BC Winter Games
Indoor soccer - not much room for spectators
It was all wonderful. Thank you.
Love the people
Made new friends and very nice people
Missed Mountain Christian School Sign! Need venue sign with arrow. Entering building removing shoes at Frank Ross - Not welcoming.
No concession in Kin Arena
No rooms, cheap on gifts to athletes
Opening Ceremonies - too many speeches, kids couldn't see, wasn't for athletes
Opening Ceremonies a little too long
Opening ceremonies, should have had lights on to see audience
Program should give more accurate times when games start
Really great town, friendly people
Residents - just came to look things over (Sunday)
Sand roads better
Signs at major intersections could be better
Stayed with relatives and spent most of our time at the bowling alley and the seniors centre

## APPENDIX

Student - Grande Prairie resident only came for Archery
Very friendly and clean
Very good for seniors.
Very good opening ceremony
Very impressed with overall organization and the hostesses are awesome. Very friendly and easy to identify
Very well organized and very friendly with out of town guests, very insightful
Very well organized
Very well organized and friendly
Warm and friendly
What I experienced was well organized and friendly
Where her granddaughter is staying she was treated like a princess. One team from Ft. Nelson had trouble with billets
Would be good to have schedule of events taking place

## APPENDIX

### DAWSON CREEK NORTHERN BC WINTER GAMES PARTICIPANT COMMENTS

**Question 10: During your visit to this area did you experience any problems or difficulties that should be addressed to make a future visit more enjoyable?**

You need a bus for the out of towners with big billetes
Transportation
Too much ice on sidewalks and streets
Too many people @ the billets mainly the boys and I don't know any of the people and they all know each other
Spent 4 hours with injured hockey player at hospital emerg
Participant comments - During your visit to this area...
Packages more detailed in direction
Opening ceremonies were too political not enough for athletes, poor lighting on the floor
Opening ceremonies were a gong show - the glow sticks were a mess, the children were uncontrollable - where the coaches and chaperones - needed more supervision - very embarrassed by ALL children publishers - maybe we could have controlled them better if they were seated. I could barely hear only thing on the floor - - entertainment was good during Opening C. I also was impressed with activity planned - very good. Your town has been very generous - Thank you for having us.
Not enough adult participants from the Dawson Creek area in Archery. 9-10 tried out, only 3 were allowed
None so far, it's been great
More organized, overall satisfied
More hotel accommodations
More accommodations (nicer accommodations)
Money, didn't have much spending money
Had to stay in FSJ
Did not know about accommodations until the Friday before the games and ended up in smoking room and didn't smoke
Couldn't get into preferred hotel (GDI) had to stay at the Desperado - Silverado
Change of accommodations - four in 1 room not enough towels or glasses. Room was not cleaned. Reception was very good GDI
As an official I was not informed of anything that was going on in the games. Lack of communication that led to disorganization. Each sport should be organizing their own events. Information packets sent out ahead of time or at the beginning of Games should have schedules etc.



## APPENDIX

**Question 11: Any other comments?**

Very well organized and friendly service
Very well organization at the Badminton Facility
Ventilation, lights fairly low ceiling basketball hoops in middle court good floor and organization of sport is good. Let university students should be billeted
Ventilation not good more space behind courts but overall comment ___ event has been very well organized
Ventilation in SPSS affects the sport of Badminton
The route was in good condition for the road race
Shuttle numbers on cards (needed)
post scheduled times better
Participant comments - Any other comments?
Organization was slow to come together web site late to update, Draws slow to e put up - Games were run well though.
Opening ceremonies was hard on Seniors. Otherwise all is okay. Seniors had to stand all that time. Hwy conditions
Open statements on etiquette of gym
Liked Opening Ceremonies
Lights and walk way
Lighting in gym and people walking beside courts
It was very fun and I hope to come again some time.
I had lots of fun and am looking forward to coming back here next year. I think you should be able to pick your host families.
Hospitality is excellent. The gym facility though the best available could be better! All involved have done their best to facilitate this event. Great job!
Happy to come to the games to visit family at the some time likes Dawson Creek
Had a great time
Gym ventilation not good and walkways
Great city! Thanks
Good seat but couldn't hear the comedian and some other performances
Good job
Everyone is very nice
Enjoyed opening ceremonies
Bus service for athletes
Billets were Super!
Been Great!
Athletes expected to receive pack with water, etc. upon registration as usually happen at such events
Athlete bags could have been more substantial