



FOR IMMEDIATE RELEASE

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**WinSport has annual \$120 million positive impact
on Calgary economy, according to report**

CALGARY, Alta. – Nearly 30 years after the 1988 Winter Olympics were held in Calgary, facilities at WinSport’s Canada Olympic Park continue to have a major economic impact on the city, according to an Economic Impact Analysis released today by the City of Calgary.

The report, conducted by the City of Calgary on behalf of WinSport with the support of Calgary Economic Development, found that in 2016 WinSport’s annual positive economic impact on the city was \$120 million, including 1,200 full-time equivalent jobs. The analysis is available at www.calgary.ca/economy, with the full report available [here](#) and the summary is available at this [link](#).

“This report truly underscores the value of sport to our economy,” says Mary Moran, President and CEO of Calgary Economic Development and a member of the Board of Directors for Sport Calgary and the Calgary Sport Tourism Authority. “More specifically, this report shows the tremendous impact that WinSport and its facilities continue to have on our city.”

Among the highlights of the direct and indirect economic impacts of WinSport and its partner organizations are \$62.4 million in wages, salaries and benefits; \$23.3 million in ongoing Olympic legacy; \$21.6 million in other financial contributions; \$6.4 million in hospitality and \$5.1 million in athlete financial support.

“As a not-for-profit that does not receive any government funding for operations, this study provides some insight into our true economic value to the community,” says Barry M. Heck, WinSport’s President and CEO. “The ’88 Games provided the opportunity for WinSport to deliver on its purpose: to inspire and activate human potential through the spirit of sport. The report allows us to show the economic impact that WinSport brings to the city of Calgary. It also allows us to work with our partners such as Tourism Calgary, Calgary Sport Tourism Authority and national and provincial sport organizations to secure events that impact sport and drive increased athletic engagement from Calgarians. This week’s Pinty’s Grand Slam of Curling, Humpty’s Champions Cup event at WinSport is a great example of how we work with our partners to bring world-class events to our city.”

“The legacy of the ’88 Olympics lives in WinSport and it is great to have this report to show the financial impact that the Games continue to have on the city,” adds Scott Hutcheson, Chair of the WinSport Board. “For years, we have seen the benefits that WinSport has provided to the community. Coupled with this analysis, it is clear that the impact of hosting an Olympic Games can have a significant positive economic impact on the city and reinforces why WinSport fully supports the City of Calgary bidding for the 2026 Winter Olympics and why we should bring the Games back to our city.”

About WinSport

WinSport provides world-class sport facilities where Canadian athletes can discover, develop and excel. WinSport owns and operates Canada Olympic Park in Calgary, Alta., the Bill Warren Training Centre located at the Canmore Nordic Centre and the Beckie Scott High Performance Training Centre on Haig Glacier, Alta. A not-for-profit organization, WinSport supports national sport organizations, encourages educational opportunities and subsidizes the operation of unique training and recreational facilities used by the nation's top athletes and the general public. For more information on WinSport please visit www.winsport.ca.

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