



For Immediate Release
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2007 JUNO Awards Provide a \$9.4 Million Boost to Saskatchewan Economy

More proof that Canada's premier music awards adds power to both performers and provincial pocketbooks.

An economic impact assessment just completed of the 2007 Juno Awards in Saskatoon indicates a \$9.4 million increase in economic activity, \$6.7 million of that specifically for the City of Saskatoon. The report, completed by the Paradigm Consulting Group, indicates most of the windfall came from visitors who came to Saskatoon specifically for the event and from the spending of event organizers who staged the Juno Awards and the many supporting events around the city and province.

The Juno Awards are estimated to have supported a total of 75 full-year jobs, paying wages and salaries of \$2.6 million, of which 55 full-year jobs and \$1.8 million were paid in Saskatoon.

"The positive economic impact for Saskatoon is undeniable," says Melanie Berry President of CARAS (Canadian Academy of Recording Arts and Sciences). "Not only does the host city and province benefit but Canadian music and its artists also get a boost from a well run event. We see a noticeable sales spike by the Juno Awards performers following the Juno Awards broadcast. I'd like to offer my congratulations to the Saskatoon organizing committee, the City of Saskatoon and the Province of Saskatchewan for being tremendous hosts to the music world."

"I am very pleased with the exceptional economic performance of this year's event," commented Todd Brandt, Co-Chair of the 2007 Host Executive Committee. "In addition Saskatoon, and Saskatchewan, accrue the significant benefit provided by millions of dollars in print and electronic media coverage, as well as the exposure and social benefit to our artists, volunteers and in building community pride."

Marco De Iaco, Co-chair of the 2008 Calgary Host Committee said, *"As Saskatoon and many other cities before have shown, there is a very strong business and cultural case for bidding to host the Juno Awards. In 2008, Calgarians will have an opportunity to experience the best in Canadian music, and be part of a celebration that is the premier arts and entertainment event in the Canada! We are thrilled to bring the 2008 Juno Awards to Calgary and expect to enjoy the kind of success Saskatoon experienced!"*

Given the size and complexity of the Juno Awards, the operational budget of the event was substantial at nearly \$2.3 million. Operational expenditures included the costs of salaries and benefits of local staff hired for the event, venue rentals, computer services, catering, equipment rentals, for hire transportation such as limousines / car rentals, and production companies. Also included in the total operational expenditures was spending by the local host committee for groups such as volunteers and media, banners, advertising and other media promotion, airport entertainment, and aboriginal initiatives.

Considerable tax revenues were also supported through hosting the event, totaling nearly \$1.8 million, of which \$800,000 were federal, \$691,000 were provincial, and \$269,000 were municipal, of which \$194,000 were estimated to have been paid in Saskatoon.

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Background

The purpose of the Tourism Economic Assessment Model (TEAM), developed by the Canadian Tourism Research Institute at the Conference Board of Canada (www.conferenceboard.ca/ctri) is to calculate both the provincial and regional economic impacts of tourism. The economic impacts are calculated on the basis of capital and operating expenditures on goods, services and employee salaries, and on the basis of tourist spending within a designated tourism sector. The elements used to measure the economic impacts are Gross Domestic Product (GDP), Employment, Taxes, Industry Output and Imports. TEAM measures the direct, indirect & induced effects for each of these elements.

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