



**MEDIA RELEASE – For Immediate Release**  
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### **More than Just Great Hockey: The Saskatoon Blades Have a Big Impact**

Saskatoon Sports Tourism has been instrumental in demonstrating the impact of sports events for Saskatoon. In general, sports events are a positive, rewarding way to generate local business, stimulate the regional economy and morale and shine a spotlight on Saskatoon. However, it is not just one time events that can make an impact. In the presented assessment it is verified that the Saskatoon Blades have a big economic and social impact on Saskatoon.

Saskatoon Sports Tourism commissioned the research and utilized the Sports Tourism Economic Assessment Model (STEAM) to evaluate the impact. This report determined the total economic impact of the Saskatoon Blades (during the 2008-2009 season) was \$10,876,078.00 to Saskatoon and the social impact was equally substantial, as the Saskatoon Blades contributed 710 community hours at ten community programs, 350 player appearances at 50 schools and hockey programs.

The Saskatoon Blades are highly valued and, as demonstrated, contribute greatly to the fabric of Saskatoon and its local business community. *“Three things rise to the forefront when you review the results of this assessment. First, with a total annual economic impact of \$10.9 million, the Saskatoon Blades are an important piece of Saskatoon past and future economy. Second, wide arrays of businesses benefit directly from the activity of the Saskatoon Blades, a reason to extend corporate support for the club. Finally, the Blades create important social legacies for Saskatoon,”* said Todd Brandt, Managing Director, Saskatoon Sports Tourism.

The assessment also emphasizes the important social role which the Saskatoon Blades have maintained in Saskatoon. *“We as an organization are very pleased to be a contributing member of the City of Saskatoon and surrounding area. Within our business it has always been a goal of our organization to not only bring monetary value to our community, but also to bring a measured level of social responsibility and growth,”* stated Jack Brodsky, Owner and President, Saskatoon Blades Hockey Club. *“Through this report, we are very pleased to see that we have accomplished this goal, and will therefore continue to strive and work toward growing our continuing community leadership and financial impact within Saskatoon.”*

*“The WHL and the Saskatoon Blades would like to thank Tourism Saskatoon and the University of Saskatchewan MBA Program for conducting this economic impact study,”* commented WHL Commissioner Ron Robison, *“We believe the report clearly demonstrates the significant financial impact the Saskatoon Blades WHL franchise has on the City of Saskatoon, and also indicates the important role Blades’ players and staff play in supporting a wide variety of community programs”.*

Saskatoon Sports Tourism was very pleased to form a partnership with the MBA program at the Edwards School of Business, and specifically acknowledge the exceptional work completed by Gary Houseman, the MBA candidate.

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**Background:**

Saskatoon Sports Tourism (SST) is a non-profit organization established, in 2000, to coordinate the attraction, retention and creation of sports events for Saskatoon. SST maintains a membership to the Canadian Sports Tourism Alliance (CSTA), which provides an economic assessment model of sports events (STEAM). The Sports Tourism Economic Assessment Model provides an estimate of the level of economic activities that will be supported by a particular sport event. For more information about the model, please visit [canadiansportstourism.com](http://canadiansportstourism.com)

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[saskatoonsportstourism.ca](http://saskatoonsportstourism.ca)  
[saskatoonblades.com](http://saskatoonblades.com)





## Executive Summary

The Saskatoon Blades are an established hockey team in the Western Hockey League and have been located in Saskatoon since 1964. Over the years the Blades organization has built up ties with the City of Saskatoon and has proven to be quite beneficial to the city both economically and socially. This report tries to quantify the impact the Blades had on the City of Saskatoon for the 2008-2009 season.

The economic impact of the Blades organization comes from two types of spending. The first type of spending is from the spectators and companies that attend games and support the Blades. Ticket sales, spending at games, corporate sponsorships, playoff spending, visitors from outside Saskatoon as well as competitors coming to Saskatoon all contribute to the overall economic impact of the Blades. **The economic impact for this area totals \$9,628,804 per year.**

The other type of spending that contributes to the economic impact of the Blades is the spending the Blades organization does itself within Saskatoon. This spending includes any salaries and wages the Blades pay, advertising within the City of Saskatoon, donations, player salaries, billet salaries, player spending as well as any spending on educational or scholarship programs that the Blades offer. **The economic impact for this area totals \$1,238,274 per year.**

**The total economic impact that the Blades have on the City of Saskatoon when considering the two types of spending that occur is \$10,867,078 per year.**

The Blades organization also has a social impact on the City of Saskatoon. Project Faceoff, Adopt a School, Read to Succeed, Bully Prevention Program, Scoring for Schools, White Buffalo Youth Lodge Mentorship Program, Health Care and Family Support Program, Safety Patrollers Lunches, the Blades and Novice Hockey Partnership Program as well as many other one day programs are all among the unique opportunities that the Blades have established and implemented in the City of Saskatoon. **Over the course of the hockey season there were 350 player and coach appearances totalling more than 710 community hours.** Most of those hours were devoted to educating the youth of Saskatoon about the importance of education and being a valuable and contributing member of society in Saskatoon.

The Saskatoon Blades undoubtedly contribute both economically and socially to the City of Saskatoon on a profound level that many people are not aware of. The Blades organization devotes many hours trying to participate in the culture of Saskatoon in many ways. In addition to the quality family entertainment they offer, the Blades' contribution to the City of Saskatoon includes their positive impact on the local economy and their strong commitment to community involvement.