

EXHIBITION PLACE ECONOMIC IMPACT REPORT

Prepared for:



August 2024



EXECUTIVE SUMMARY

Background





HLT Advisory Inc (“HLT”) was retained by Exhibition Place to develop, conduct and facilitate an Economic Impact Study that covered events/shows hosted on Exhibition Place grounds over a full 12-month period for calendar year 2023. The study quantifies the contributions from direct, indirect and induced spending of business operations at Exhibition Place including tenanted facilities. To quantify these impacts, HLT utilized Destination International’s Event Impact Calculator (“EIC”), an established economic methodology used by over 300 destinations worldwide.

Exhibition Place Activity Assessed

Exhibition Place has a unique mix of activities on its grounds. The majority of these events and activities are appropriate for the EIC model, but some ancillary activity does not fit EIC model criteria. A summary of the EIC modules and events by venue and event type that were assessed using the EIC model are shown in the below graphic.

Ancillary business activity at Exhibition Place in 2023 included film shoots, parking for base camps and Budweiser Stage, community programming, Hotel X non-event activity, Toronto Equestrian riding lessons/camps, and supper clubs at Acqua Dolce and the Grand Bizarre.

In 2023, Exhibition Place hosted 1,761 events, 1,098 of which fit EIC model criteria while the remaining 663 events representing ancillary activity unique to Exhibition Place. The 1,098 events comprised the majority of attendees at Exhibition Place in 2023 (4.4 million of a total 5.5 million attendees).

								
Module	Meetings		Sport		Festivals and Cultural Events		Local & Public Events	
Events Included	Venue	Event Type	Venue	Event Type	Venue	Event Type	Venue	Event Type
	Enercare Centre	Conventions	Enercare Centre	Sports	Exhibition Place	Festivals	Exhibition Place	Consumer Shows
	Beanfield Centre	Conventions	BMO Field	Soccer/Football	Queen Elizabeth Theatre	Concerts	Exhibition Place	F&B Events
	Enercare Centre	Meetings	Coca-Cola Coliseum	Hockey/Other	Coca-Cola Coliseum	Concerts	Liberty Grand	F&B Events
	Beanfield Centre	Meetings			Medieval Times	Performing Arts	Hotel X	F&B Events
	Enercare Centre	Trade Shows			Toronto Event Centre	Festivals	Toronto Event Centre	F&B Events
	Queen Elizabeth Building	Trade Shows						
	Hotel X	Meetings						
	Toronto Event Centre	Meetings						

EXECUTIVE SUMMARY









Exhibition Place 2023 Economic Impacts

To assess economic impact, HLT analyzed 1,098 events hosted at Exhibition Place (operated and tenant facilities) in 2023. This did not include events hosted on Exhibition Place grounds that did not generate a material economic impact (for example, use of the parking lot as a motorcycle test course). These 1,098 events were entered into the EIC model to assess impacts of this event activity at Exhibition Place and in the community.

These events welcomed 4.41 million attendees in 2023. The direct spending generated by these events was \$315.3 million. Total spending (including direct, indirect and induced) was \$577.7 million. Total spending is most often cited as the “impact” of event activity.

Total jobs supported (FTEs) by Exhibition Place event activity were 3,726 in 2023. Total taxes generated by Exhibition Place (including federal, provincial and municipal taxes) were \$80.6 million in 2023.

When including spending from ancillary business activity on Exhibition Place grounds, direct spending in 2023 was \$332.1 million. Total spending (including direct, indirect, and induced) including ancillary activity was \$594.5 million in 2023.

Exhibition Place 2023 Economic Impact Summary	
	
Events	Attendance
1,098	4.41M
	
Direct Spending	Total Spending
\$315.3M	\$577.7M
	
Total Jobs Supported (FTEs)	Total Taxes
3,726	\$80.6M
	
Direct Spending (Ancillary Included)	Total Spending (Ancillary Included)
\$332.1M	\$594.5M

Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

EXECUTIVE SUMMARY

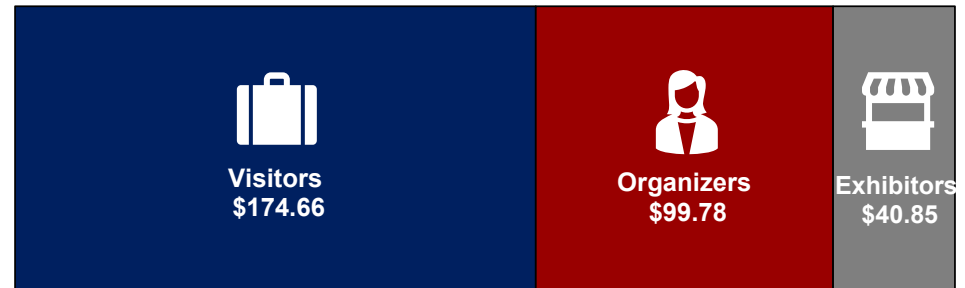
Direct Spending Summary

Events hosted at Exhibition Place generated \$315.3 million in direct spending in 2023. Visitors generated \$174.7 million in direct spending (55.4% of total direct spending), organizers generated \$99.8 million in direct spending (31.7%), and exhibitors generated \$40.9 million in direct spending (13.0%).

Sectors where the majority of spending occurred included lodging, transportation, and food and beverage.

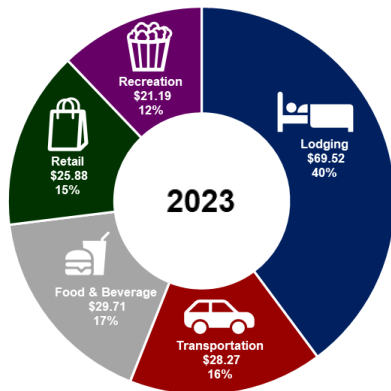
Exhibition Place - Direct Spending (\$millions)

2023

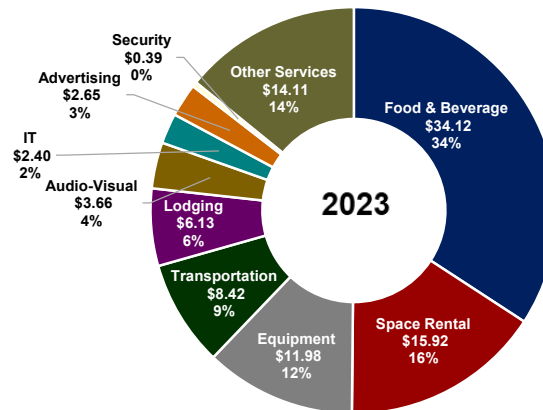


Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

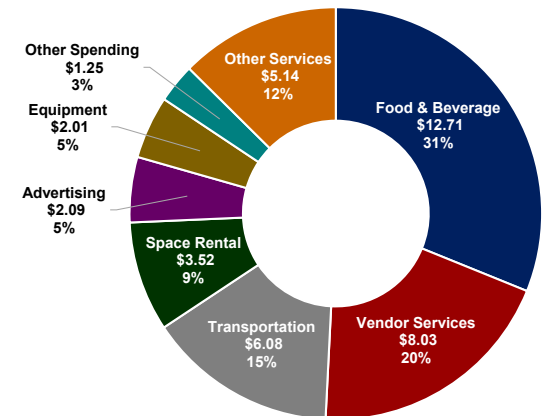
Visitor Spending (\$millions)



Organizer Spending (\$millions)



Exhibitor Spending (\$millions)



Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

BACKGROUND AND SCOPE OF WORK

BACKGROUND

Exhibition Place, owned by the City of Toronto, sits along the shores of Lake Ontario and is Canada's largest entertainment venue. The 192-acre grounds include a number of buildings hosting visitors and residents including the following buildings operated by Exhibition Place:

- Beanfield Centre (160,000 sf conference centre)
- Enercare Centre (1 million sf exhibition and convention space)
- Better Living Centre (200,000 sf exhibition space)
- Queen Elizabeth Building (63,000 sf trade show space)

Exhibition Place grounds are also home to the following tenants:

- BMO Field (30,991 seat soccer/football stadium)
- Coca-Cola Coliseum (7,779 seat hockey arena and concert venue)
- Hotel X (404 room hotel)
- Medieval Times (1,320 seat entertainment venue)
- Liberty Grand Entertainment Complex (special event facility)
- Queen Elizabeth Theatre (1,140 seat theatre)
- Toronto Event Centre (event venue with 41,000 sf indoor space and 67,000 sf outdoor space).



OBJECTIVES OF THE CONSULTING ASSIGNMENT



Exhibition Place engaged HLT Advisory (“HLT”) to develop, conduct and facilitate an Economic Impact Study that covered events/shows hosted on Exhibition Place grounds over a full 12-month period for calendar years 2019 and 2023.

This comprehensive analysis quantifies the economic value Exhibition Place provides to local and regional communities and government.

The study quantifies the contributions from direct, indirect and induced spending of business operations at Exhibition Place including tenanted facilities. To quantify these impacts, HLT utilized Destination International’s Event Impact Calculator (“EIC”), an established economic methodology used by over 300 destinations worldwide.

The following report summarizes the scope and work steps undertaken and the economic impact results generated annually by Exhibition Place operations for 2019 and 2023.

SCOPE OF WORK AND WORK STEPS

In completing the Exhibition Place Economic Impact Report, HLT worked with Exhibition Place staff, Exhibition Place tenants, and Destination Toronto to complete the engagement.

Specific work steps included :

- Data collection and analysis of attendance, financial, and statistical data for Exhibition Place events as well as error checking and cross-referencing data across multiple internal and stakeholder databases.
- Data collection and analysis of attendance and statistical data for Exhibition Place tenant events, including cross-referencing events with Exhibition Place databases to ensure events were not double counted.
- Where appropriate, conducted interviews with Exhibition Place staff and tenants to better understand data provided and ensure all metrics were provided consistently, in the format required for input into the EIC model.
- Utilized Destination International's EIC model to assess the economic impact of individual events held on Exhibition Place grounds in 2019 and 2023.
- Provided an overview of the EIC model and compared its methodology with methodologies used by other convention centres in Canada.
- Provided an overview of model outputs for Exhibition Place in total as well as a breakdown of economic impact generated by each of Exhibition Place's facilities and tenants.
- Identified other ancillary business conducted on Exhibition Place grounds that is not related to event activity (i.e., activity not suited for the EIC model) and estimated spending associated with this activity.

The following report describes the economic impact methodology undertaken, provides a summary of total economic impacts, as well as a breakdown of key economic impact variables by venue and event type.

ECONOMIC IMPACT METHODOLOGY

WHAT IS ECONOMIC IMPACT?

Economic Impact in the events industry refers to the economic spinoffs created by events being hosted at a venue. Economic impact assessments incorporate the concept of different types of impacts. In simple terms, any type of consumer spending or industry production creates economic impacts within an economy. For example, the purchase of a commodity generates an impact in the industry that produces that commodity. In turn, the industry that produced that commodity had to purchase other commodities that were in turn produced by yet other industries. This process creates a chain reaction in the economy. From a measurement perspective, this chain reaction creates a total “impact” that is greater than the initial spending on (purchase of) the commodity. Throughout this chain reaction, labour income is generated. The spending of labour income generates additional impacts.

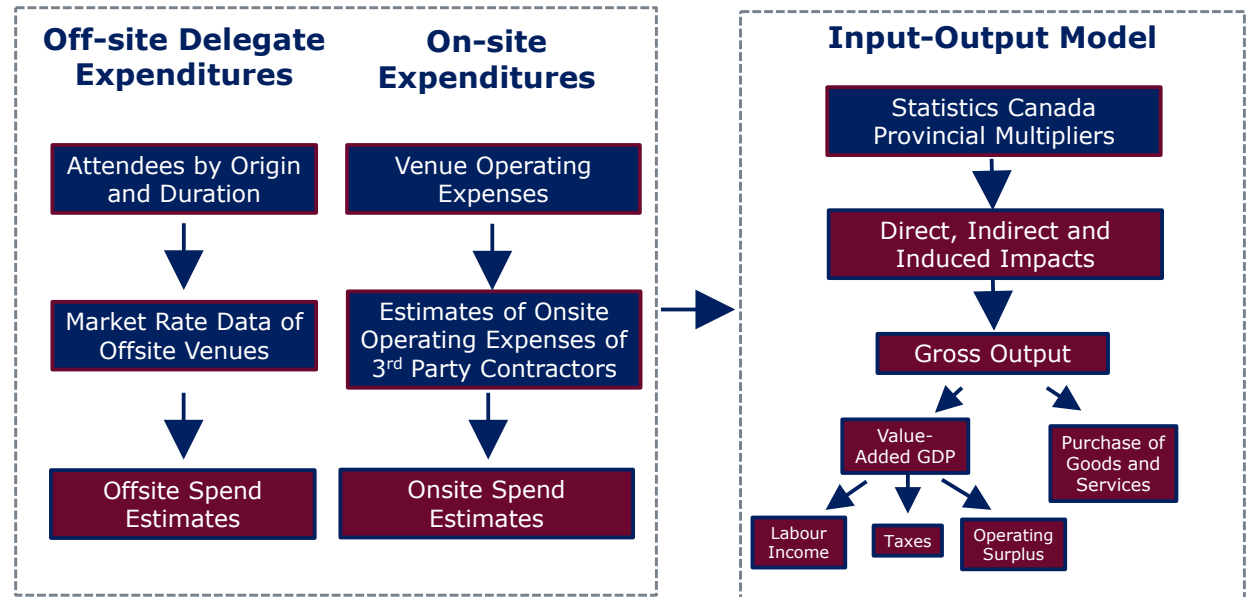
Within this economic process it is common to distinguish or isolate three types of impacts.

- **Direct Impacts** – Impacts related to the initial change in the economy. In terms of the operation of an event venue, direct impacts are produced by the on-site expenditures (spending at a convention centre on space rental, food and beverage, etc.) and off-site expenditures (spending by delegates in the community at venues like hotels, restaurants, etc.).
- **Indirect Impacts** – These impacts represent the “backwards linkages in the economy” – i.e., the production of a particular commodity or the offering of a particular service requires the purchase of other commodities or services produced by other industries (or second, third and so on rounds of impacts). For example, the purchase of a meal at a restaurant by a delegate represents a direct impact. The goods used to make that meal including the purchase of the raw goods, plates, cutlery, etc. represent indirect impacts.
- **Induced Impacts** – These impacts are the result of spending of labour income that is generated from both direct and indirect impacts.

ECONOMIC IMPACT MEASUREMENT IN THE CANADIAN EVENT INDUSTRY

The methodology for economic impact calculation in the Canadian event industry generally follows the methodology outlined in the diagram below. Economic impact calculation includes the following two components:

- **Direct Spending (Off-site and On-Site Expenditures)** - This step estimates how much delegates spend in a destination on goods and services such as lodging, transportation and food and beverage (termed off-site expenditures). Direct spending also includes what clients spent to host events at the host venue (termed on-site expenditures).
- **Use of Statistics Canada's Input-Output Model** - This step quantifies how that spending impacts (direct, indirect and induced) the community in terms of purchase of goods and services and value-added GDP (i.e., labour income, taxes and operating surpluses).



Direct spending is often estimated based on delegate surveys and other economic spend estimates. Input-Output models in Canada are derived from provincial input-output tables produced by Statistics Canada and then adjusted at the provincial level for specific City economic characteristics (e.g., the relationship between Toronto and Ontario).

ECONOMIC IMPACT METHODOLOGY USED

To assess the economic impact of events at Exhibition Place in 2019 and 2023, HLT utilized Destination International's Event Impact Calculator ("EIC"). The EIC is developed by Tourism Economics, an Oxford Economics Company and is used by over 300 destinations worldwide.

The EIC is customized for each destinations and includes the following four modules:

- Meetings Module
- Festivals & Cultural Events Module
- Sports Module
- Local & Public Events Module

Event inputs required in each module include event duration, overnight participation, room nights, and hotel rates.

Based on the event type (delineated in each module) as well as the event input information, the EIC model estimates direct spending and resulting economic impact for each event.

Based on HLT's understanding, the EIC model's data sources used to estimate visitor spending and the effects of spending on the economy include:

- **Direct Spending Estimates** – Based on MPI National Study conducted by Maritz Research (completed in 2006, 2008, and 2012), Destination Canada data, Statistics Canada Travel Survey data, and venue specific data.
- **Input-Output Estimates** – Statistics Canada provincial Input-Output tables, Statistics Canada wages data, IMPLAN data for municipality's relationship with the provincial economy.



DATA COLLECTION AND VERIFICATION

HLT worked with Exhibition Place to create a complete event list for 2019 and 2023 including:

- Event Characteristics (Name, event type, event dates)
- Attendance
- Attendee origin
- Gross revenue (space rental, gross food and beverage, and show service revenue)

Where attendee origin data was not available, HLT conducted interviews with Exhibition Place executives, accessed Destination Toronto event data, and utilized HLT internal databases to estimate geographic origin of attendees.





Similar data for tenant hosted events was also collected. Exhibition place data sets and tenant data sets were cross-referenced to ensure events were not double counted. For example, Collision conference had events that took place across both Exhibition Place operated venues and tenant venues, but only Exhibition Place inputs were entered into the EIC to avoid double counting community impacts assumed by the EIC model.

Complete data was error checked and verified with the Exhibition Place team and tenant representatives to ensure accuracy of inputs into the EIC model. HLT also referenced Destination Toronto's EIC calculations that were reported on major Exhibition Place events to ensure consistency in event economic impact measurement.



ECONOMIC IMPACT MODULES

As previously stated, the EIC model has different modules calibrated for different event types. All data collected for Exhibition Place hosted and tenant hosted events was categorized into each module. A summary of the venues and event types input into each module is summarized below.

								
Module	Meetings		Sport		Festivals and Cultural Events		Local & Public Events	
Events Included	Venue	Event Type	Venue	Event Type	Venue	Event Type	Venue	Event Type
	Energycare Centre	Conventions	Energycare Centre	Sports	Exhibition Place	Festivals	Exhibition Place	Consumer Shows
	Beanfield Centre	Conventions	BMO Field	Soccer/Football	Queen Elizabeth Theatre	Concerts	Exhibition Place	F&B Events
	Energycare Centre	Meetings	Coca-Cola Coliseum	Hockey/Other	Coca-Cola Coliseum	Concerts	Liberty Grand	F&B Events
	Beanfield Centre	Meetings			Medieval Times	Performing Arts	Hotel X	F&B Events
	Energycare Centre	Trade Shows			Toronto Event Centre	Festivals	Toronto Event Centre	F&B Events
	Queen Elizabeth Building	Trade Shows						
	Hotel X	Meetings						
	Toronto Event Centre	Meetings						

While each module requires similar inputs, EIC model assumptions related to the event types vary for variables such as visitor room nights, visitor spending, organizer spending and exhibitor spending. Each event type was allocated to the appropriate module and event types that did not correspond to a module (e.g., motorcycle test course) were not included in this analysis.

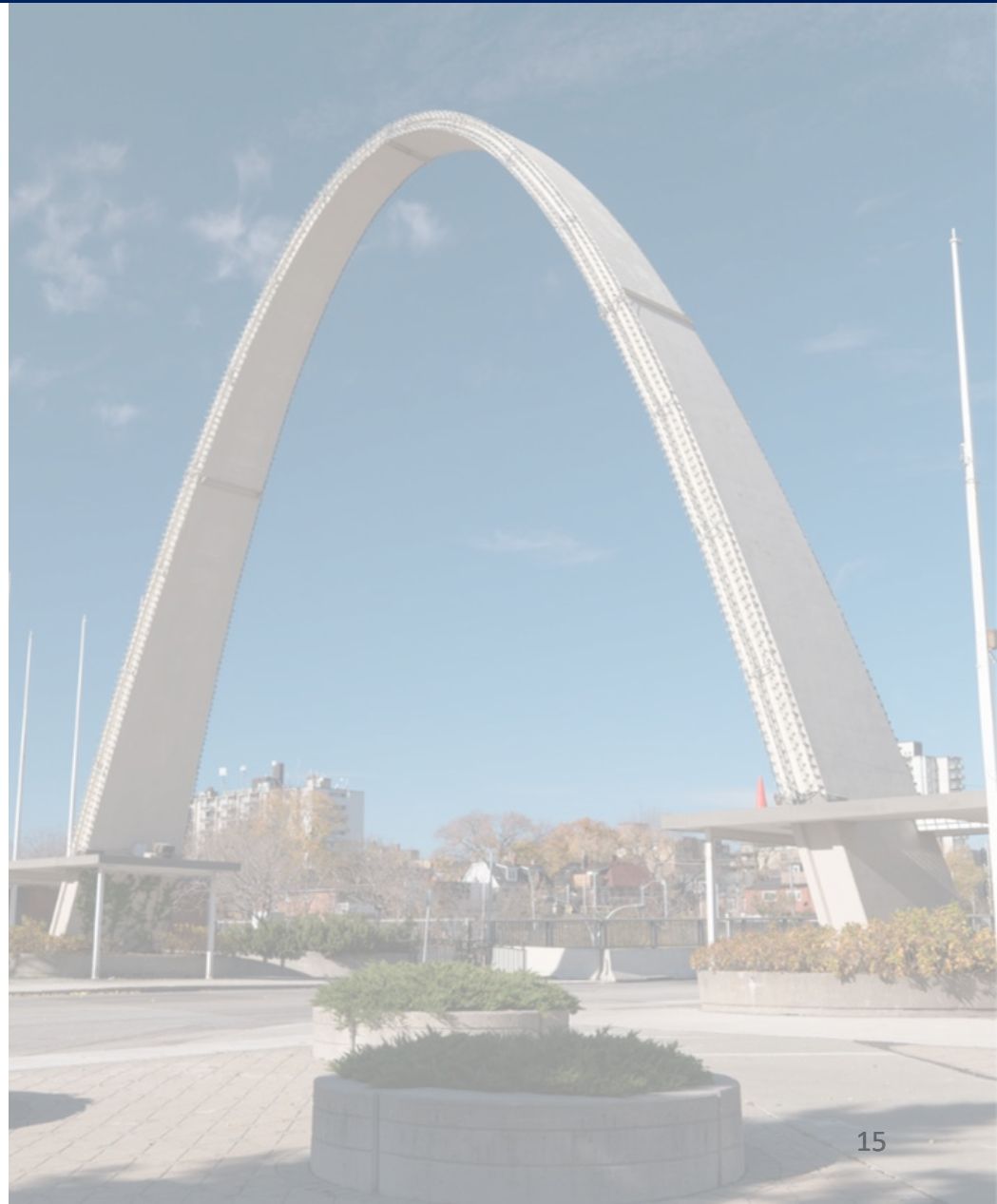
ANCILLARY EXHIBITION PLACE BUSINESS ACTIVITY

In addition to event activity, Exhibition Place also has a significant amount of ancillary business activity that produces economic impact in the community. This ancillary activity includes:

- Film Shoots
- Parking (e.g., use as base camps for movies, Budweiser Stage parking).
- Community programming
- Hotel X Non-event activity
 - Room nights not related to events
 - Food and Beverage operations (Café X, Starbucks, Roses Kitchen, Valerie)
 - 10XTO Fitness Centre
 - Guerlain Spa
- Toronto Equestrian - Riding lessons and camps
- Acqua Dolce – Acqua Supper Club
- Grand Bizarre – Toronto Event Centre Supper Club
- OVO Athletic Centre – Toronto Raptors training facility

This ancillary activity did not fit into EIC module criteria and therefore is not included in EIC model outputs.

In 2023, Exhibition Place hosted 1,761 events, 1,098 of which fit EIC model criteria while the remaining 663 events representing ancillary activity unique to Exhibition Place. The 1,098 events comprised the majority of attendance at Exhibition Place in 2023 (4.4 million of a total 5.5 million attendees).



ECONOMIC IMPACT MEASUREMENT AND TERMINOLOGY

Economic impact models generally have consistent measures to quantify spending on-site, spending in the community, jobs created, and taxes created by an event or events at a facility. The EIC outputs a number of specific measures that are used in this report to quantify the impact of Exhibition Place's operations in 2019 and 2023. EIC calculations were conducted individually for each event and the total economic impact presented is an aggregate of these individual event calculations.

EIC definitions of each of term used to quantify the economic impact are provided below (note: for each measure, direct as well as indirect/induced impacts are provided, consistent with direct, indirect, and induced definitions provided earlier in this report).

- **Direct Spending ("Business Sales")** – This is the figure most often cited as the "impact" of an event. Direct equals the initial spending of visitors (in hotels, restaurants, etc.), organizers, and exhibitors (on-site and through 3rd party providers). Indirect includes B2B supply chain purchases and induced refers to incomes spent in the local economy. Direct, indirect and induced spending are included in total spending (or business sales) figures.
- **Labour Income** – This includes all forms of income accruing to households as a result of an event (or events), including wages and salaries, other labour income (such as contributions by employers to health plans and private pension plans), proprietor's income (income from sole proprietors/partnerships), and transfer payments (such as retirement payments and disability).
- **Jobs Supported (FTEs)** – This refers to jobs supported during an event, including both onsite and offsite employment. Jobs supported does not imply these jobs would not exist apart from the event, only that the event(s) supported these jobs for a discreet period of time. Full-Time Equivalents ("FTE"s) annualizes the employment figures to measure the full-time equivalent employment supported by event(s). The calculation divides the number of employee days by the average number of days in a work year.
- **Taxes and Assessments** – This measures the total federal, provincial, and municipal taxes generated by the event. This includes accommodations and sales taxes generated from attendee spending, as well as revenue streams from property taxes from the businesses that serve the event and income taxes of the workers supported by the event.

ECONOMIC IMPACT RESULTS

TOTAL EVENTS HOSTED, ATTENDANCE, AND ECONOMIC IMPACT




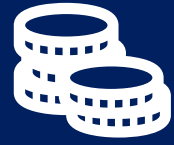
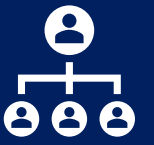

To assess economic impact, HLT analyzed 1,269 events hosted at Exhibition Place (operated and tenant facilities) in 2019 and 1,098 events hosted at Exhibition Place (operated and tenant facilities) in 2023. This did not include events hosted on Exhibition Place grounds that did not generate a material economic impact (for example, use of the parking lot as a motorcycle test course).

These events welcomed 4.11 million attendees to Exhibition Place grounds in 2019, and 4.41 million attendees in 2023.

The direct spending generated by these events (both at Exhibition Place and in the community) were \$306.4 million in 2019 and \$315.3 million in 2023. Total spending (including direct, indirect and induced) were \$560.8 million in 2019 and \$577.7 million in 2023.

Total jobs supported (FTEs) by Exhibition Place event activity were 3,948 in 2019 and 3,726 in 2023.

Total taxes generated by Exhibition Place (including federal, provincial and municipal taxes) were \$77.5 million in 2019 and \$80.6 million in 2023.

			
Events		Attendance	
2019	2023	2019	2023
1,269	1,098	4.11 M	4.41M
			
Direct Spending		Total Spending	
2019	2023	2019	2023
\$306.4M	\$315.3M	\$560.8M	\$577.7M
			
Total Jobs Supported (FTEs)		Total Taxes	
2019	2023	2019	2023
3,948	3,726	\$77.5M	\$80.6M

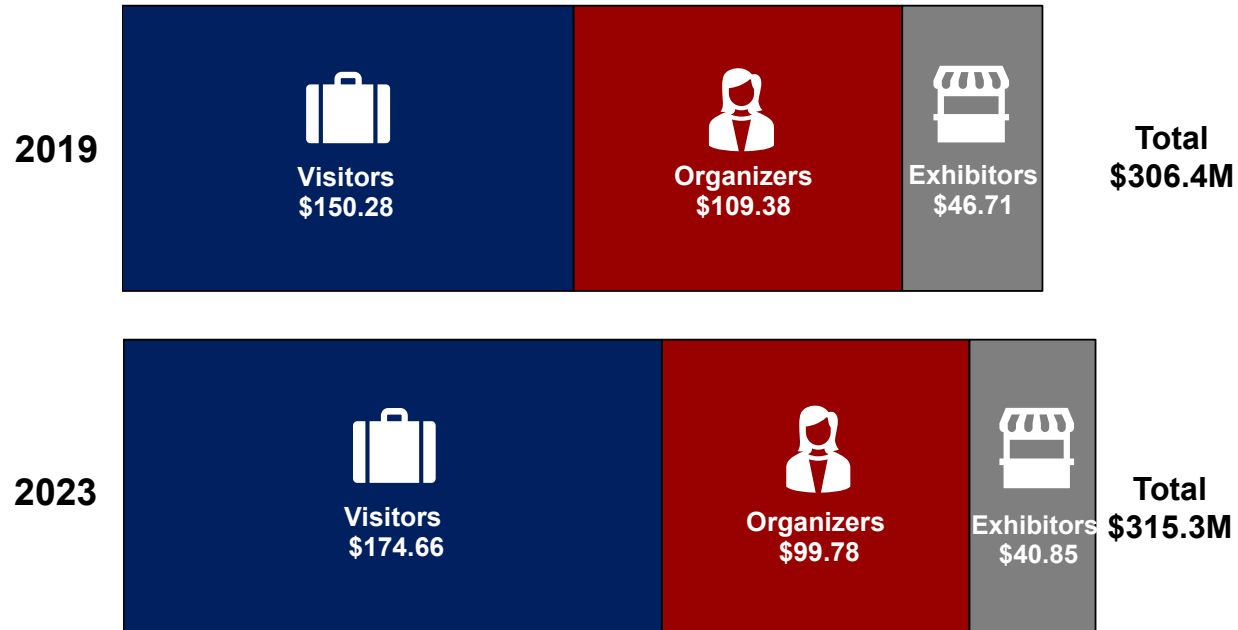
DIRECT SPENDING

Events hosted at Exhibition Place generated \$306.4 million in direct spending in 2019 and \$315.3 million in direct spending in 2023.

In 2019, visitors generated \$150.3 million in direct spending (49.1%), organizers generated \$109.4 million in direct spending (35.7%) of direct spending, and exhibitors generated \$46.7 million in direct spending (15.3%).

In 2023, visitors generated \$174.7 million in direct spending (55.4%), organizers generated \$99.8 million in direct spending (31.7%) of direct spending, and exhibitors generated \$40.9 million in direct spending (13.0%).

Exhibition Place Event Activity – Direct Spending (\$millions)



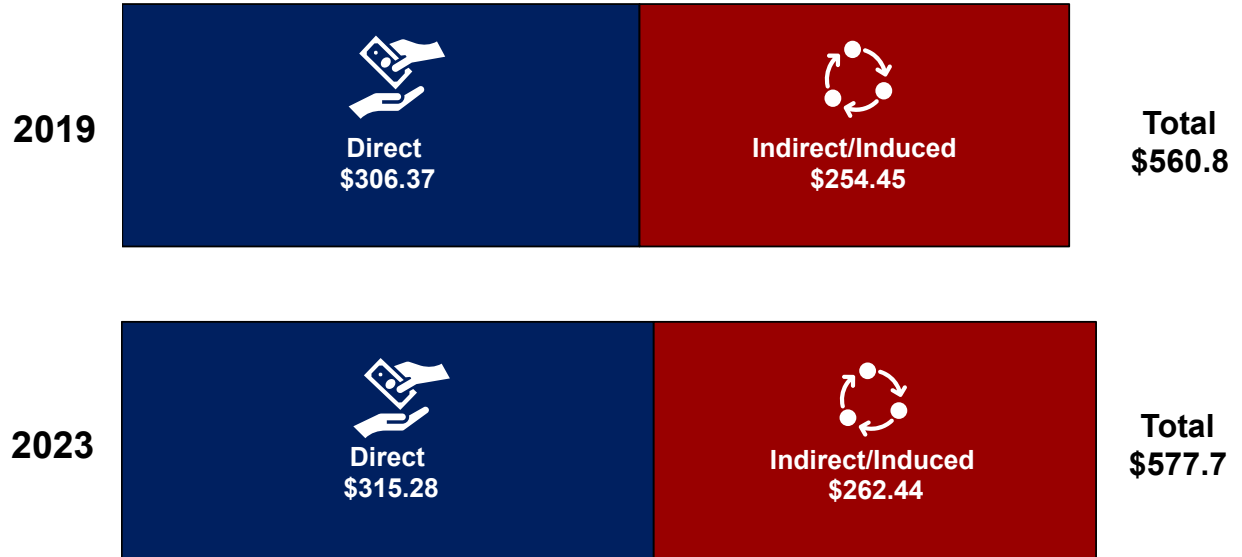
Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

TOTAL SPENDING

In 2019, events hosted at Exhibition Place generated \$306.4 million in direct spending and \$254.5 million in indirect/induced spending. Total spending, often cited as the “impact” of events, were \$560.8 million in 2019.

In 2023, events hosted at Exhibition Place generated \$315.3 million in direct spending and \$262.4 million in indirect/induced spending. Total spending of events in 2023 were \$577.7 million.

Exhibition Place Event Activity – Total Spending (\$millions)



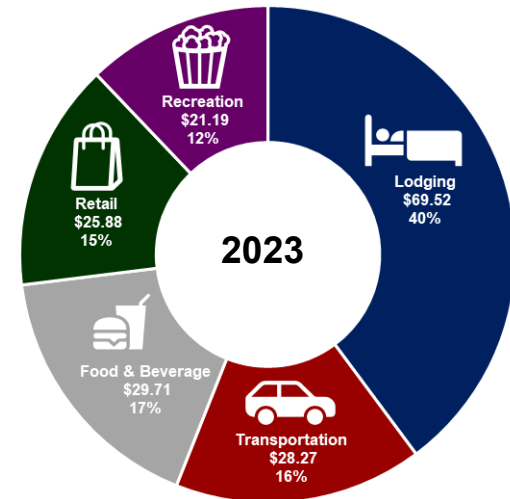
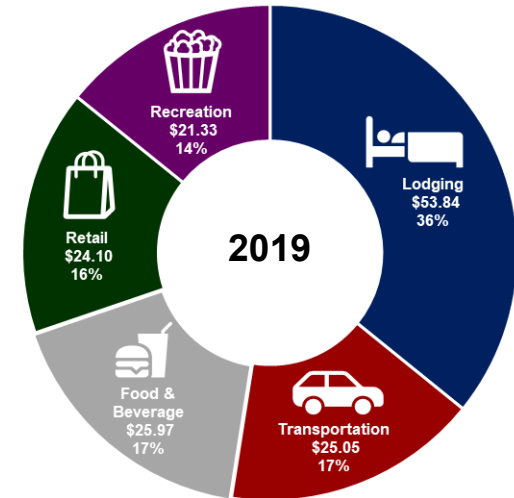
Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

VISITOR SPENDING DISTRIBUTION

Exhibition Place visitor spending was broken down into 5 categories. In 2019, the largest category of visitor spending was lodging, which accounted for \$53.8 million (36%) of visitor spending. Transportation was the second highest spend category accounting for \$26.1 million (17%) of visitor spending. Food and beverage, retail and recreation also accounted for a significant amount of visitor spending, with \$27 million (17%), \$24.1 million (16%), and 21.3 million (14%) in direct spending respectively.

Similar to 2019, lodging in 2023 accounted for the largest proportion of visitor spending with total direct spending of \$69.5 million (40%). The second highest spend category was transportation at \$28.3 million (16%), and the highest spend category was food and beverage at \$29.7 million (17%). The two remaining categories of retail and recreation accounted for \$25.9 million (15%) and \$21.2 million (12%) respectively.

Exhibition Place Event Activity – Visitor Spending (\$millions)

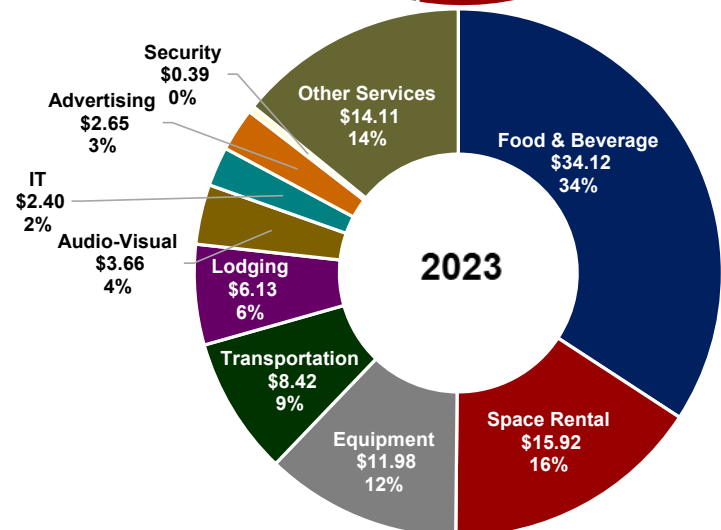
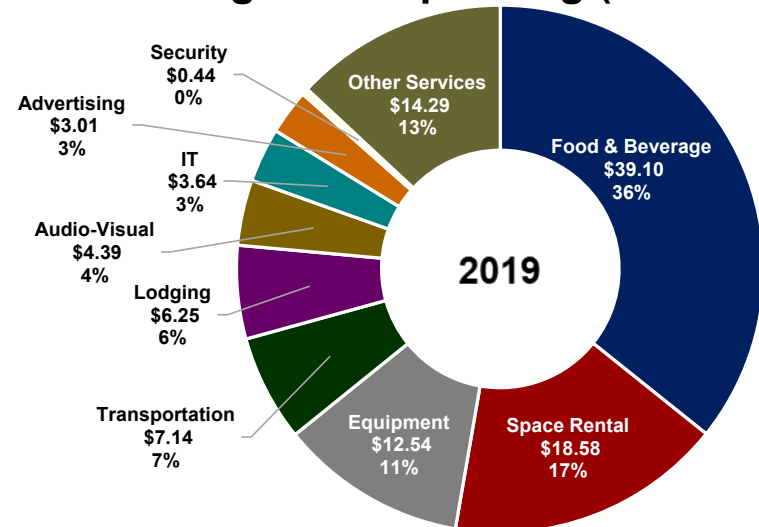


ORGANIZER SPENDING DISTRIBUTION

Organizer spending was assessed across 10 categories. In 2019, organizer spend was greatest in food and beverage, space rental, and equipment, accounting for \$39.1 million (36%), \$18.6 million (17%), and \$12.5 million (11%), respectively. Transportation accounted for \$7.1 million (7%), hotel accommodation accounted for \$6.3 million (6%) and audio-visual accounted for \$4.4 million (4%).

In 2023, the distribution of organizer spending was similar to 2019. Food and beverage, space rental, and equipment were again the largest spend categories at \$34.1 million (34%), \$16.0 million (16%), and \$12 million (12%), respectively. Transportation (9%), lodging (6%) and audio-visual (4%) were all consistent with 2019 in terms of proportion of total spending by organizers.

Exhibition Place Event Activity – Organizer Spending (\$millions)

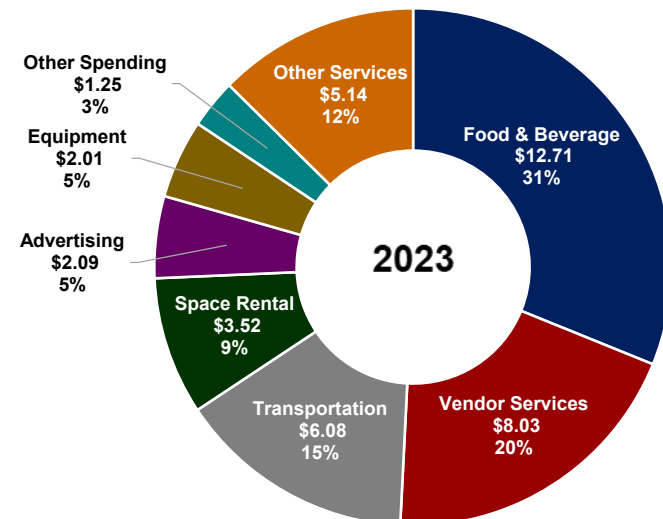
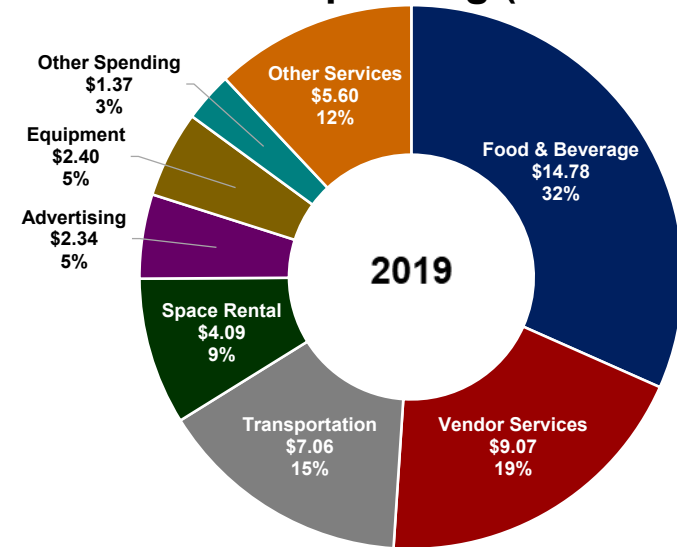


EXHIBITOR SPENDING DISTRIBUTION

In 2019, exhibitor spending was distributed among 8 categories. The highest spend category was Food and Beverage where exhibitors accounted for \$14.8 million (32%) in direct spending. Vendor Services (\$9.1 million or 19%), Transportation (\$7.1 million or 15%) and space rental (\$4.1 million or 9%) were the next highest spending

In 2023, the spending categories for exhibitors were once again consistent with 2019. Food and beverage sales (\$12.7 million) accounted for over 30% of total spending. Vendor services, food and beverage, transportation, and space rental were the next largest direct spending categories.

Exhibition Place Event Activity – Exhibitor Spending (\$millions)



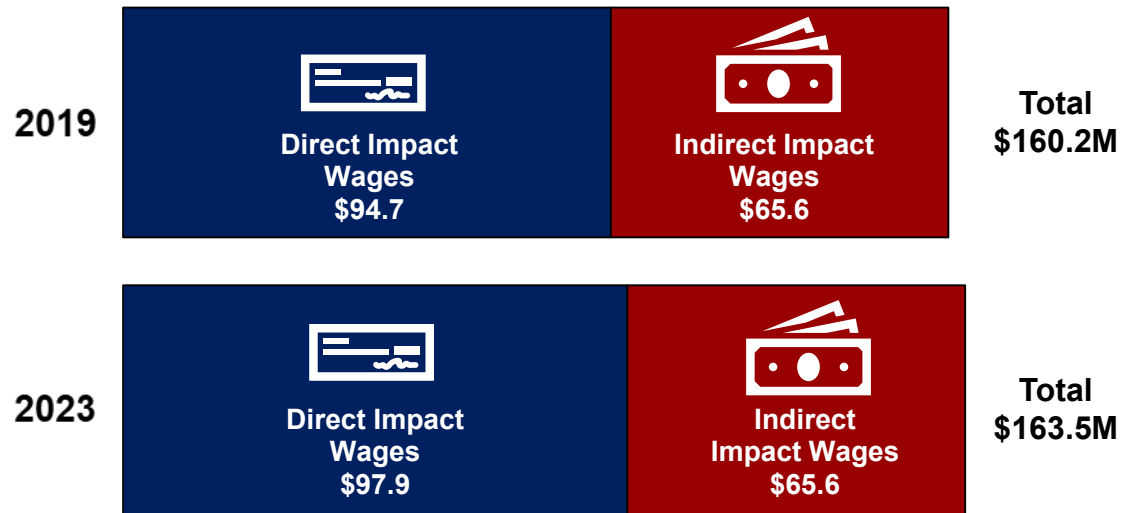
Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

INCOME SUPPORTED

In 2019, labour income supported by direct spending from Exhibition Place event activity totaled \$94.7 million. Direct spending also generated indirect impacts from Exhibition Place events totalling \$65.6 million in indirect labour income. Total labour income generated by Exhibition Place event activity was \$160.2 million in 2019.

In 2023, labour income supported by direct spending from Exhibition Place event activity totaled \$97.9 million. Indirect labour income generated by direct spending from Exhibition Place events totaled \$65.6 million. Total labour income generated by Exhibition Place event activity was \$163.5 million in 2023.

Exhibition Place - Labour Income Supported (\$millions)



Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

JOBS SUPPORTED

In 2019, direct spending from Exhibition Place event activity supported 2,725 full-time equivalent jobs and supported 1,223 indirect full-time equivalent jobs. In total, 3,948 total FTEs were supported by Exhibition Place event activity.

In 2023, direct spending from Exhibition Place event activity supported 2,607 full-time equivalent jobs and supported 1,119 indirect full-time equivalent jobs. In total, 3,726 total FTEs were supported by Exhibition Place event activity.

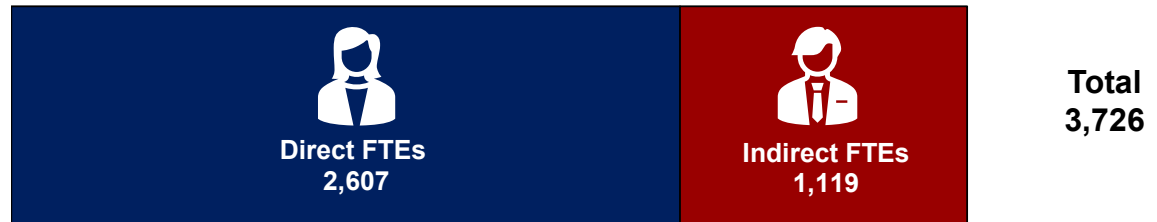
While overall economic impact and labour income from Exhibition Place event activity increased from 2019 to 2023, total FTEs supported decreased due to higher wage rates associated with labour income.

Exhibition Place - Annual FTEs Supported

2019



2023



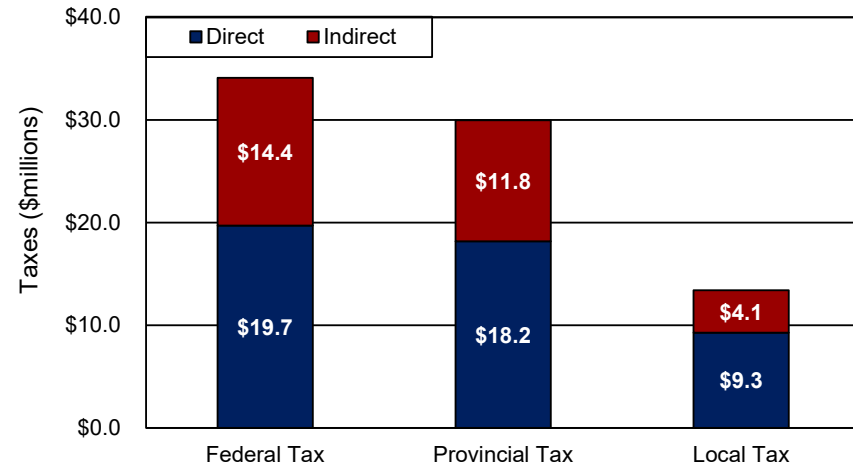
Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

TAXES GENERATED

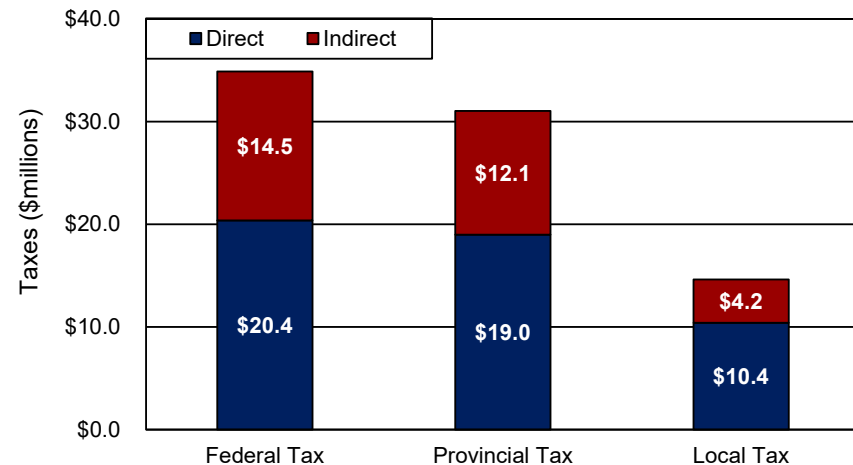
In 2019, direct spending from Exhibition Place event activity generated \$20 million federal taxes and indirect economic impact generated \$14.4 million in federal taxes. Provincial tax impacts generated by direct spending (including sales tax, income tax, and other taxes) were \$18.2 million in 2019 and provincial tax impacts generated by indirect impacts were \$11.8 million. Local tax impacts (including hotel taxes, income taxes, property taxes, and other taxes) from direct spending were \$9.3 million in 2019, local taxes generated by indirect impacts totaled \$4.1 million.

In 2023, federal taxes generated by direct economic impacts totaled \$20.4 million, while federal taxes generated by indirect impacts totaled \$14.5 million. Provincial taxes generated by direct impacts were \$19.0 million in 2019 and provincial taxes generated by indirect impacts were \$12.1 million. Local taxes generated by direct impacts were \$10.4 million in 2019, while local taxes generated by indirect impacts totaled \$4.2 million.

Exhibition Place Taxes Generated - 2019



Exhibition Place Taxes Generated - 2023



Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

ANCILLARY BUSINESS ACTIVITY – DIRECT SPENDING

In addition to economic impacts from event activity on Exhibition Place grounds, there are also a number of ancillary businesses that derive some economic value not directly related to event activity. Where information is available HLT, has summarized revenue for 2019 and 2023 related to these ancillary direct spending.

Ancillary revenue includes the following:

- **Exhibition Place** - space rental related to film shoots/base camps as well as parking lot and storage rental.
- **Acqua Dolce** - a supper club and entertainment venue on Exhibition Place grounds.
- **Hotel X** – Revenue related to rooms and facilities not directly related with events held on Exhibition Place grounds.
- **Other Tenant Revenue** – Includes Exhibition Place rent and services revenue associated with other Exhibition Place tenants.

Ancillary Direct Spending		
	2019	2023
Exhibition Place	\$654,280	\$143,748
Tenant Operations	\$14,756,334	\$13,536,707
Advertising Revenue		
Billboards	\$2,227,994	\$1,909,861
Naming Rights	\$1,175,000	\$1,175,000
Total Advertising Revenue	\$3,402,994	\$3,084,861
Total Ancillary Direct Spending	\$18,813,608	\$16,765,316

Source: HLT Advisory Inc. based on Exhibition Place and tenant financial data.

Note: Tenant total revenue for some tenants was not available, so only Exhibition Place revenue related to these tenants (for rent and other services) has been included.

If ancillary direct spending are added to direct spending associated with event activity, direct spending in 2019 at Exhibition Place totaled \$325.2 million and total spending in 2019 at Exhibition Place totaled \$579.6 million.

If ancillary direct spending are added to direct spending associated with event activity, direct spending in 2023 at Exhibition Place totaled \$332.1 million and total spending in 2019 at Exhibition Place totaled \$594.5 million.

Note: Some ancillary direct spending at Acqua Dolce and Hotel X F&B facilities could be related to event activity on Exhibition Place grounds. This is not believed to be a material amount. F&B revenue comprised less than 10% of total Hotel X revenue in each of 2019 and 2023. Room revenue comprised the majority of Hotel X revenue (69% in 2019 and 76% in 2023) and HLT worked with Hotel X management to ensure revenue associated with event activity on Exhibition Place grounds was excluded from ancillary direct spending.

ECONOMIC IMPACT RESULTS BY VENUE

EXHIBITION PLACE OPERATED FACILITIES ECONOMIC IMPACT




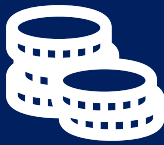


HLT segmented economic impact figures by venue. The adjacent graphic summarizes events, attendance and economic impact from Exhibition Place operated venues in 2019 and 2023.

In 2019, Exhibition Place operated venues hosted 203 events with 2.8 million attendees. In 2023, Exhibition Place operated venues hosted 141 events with 3.07 million attendees. Note, this did not include events hosted on Exhibition Place grounds that did not generate a material economic impact (for example, use of the parking lot as a motorcycle test course).

The direct spending generated by these events (both at Exhibition Place operated venues and in the community) was \$224.1 million in 2019 and \$224.5 million in 2023. Total spending (including indirect and induced) was \$409.0 million in 2019 and \$410.1 million in 2023.

Total jobs supported (FTEs) by Exhibition Place operated venue event activity were 2,901 in 2019 and 2,643 in 2023.

Total taxes generated by Exhibition Place operated venues (including federal, provincial and municipal taxes) were \$56.1 million in 2019 and \$56.9 million in 2023.

			
Events		Attendance	
2019	2023	2019	2023
203	141	2.80M	3.07M
			
Direct Spending		Total Spending	
2019	2023	2019	2023
\$224.1M	\$224.5M	\$409.0M	\$410.1M
			
Total Jobs Supported (FTEs)		Total Taxes	
2019	2023	2019	2023
2,901	2,643	\$56.1M	\$56.9M

Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

EXHIBITION PLACE TENANT FACILITIES ECONOMIC IMPACT




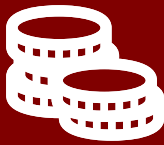
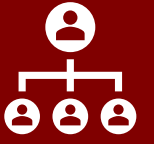

The adjacent graphic summarizes events, attendance and economic impact from Exhibition Place tenant venues in 2019 and 2023.

In 2019, Exhibition Place tenant venues hosted 1,066 events with 1.31 million attendees. In 2023, Exhibition Place tenant venues hosted 957 events with 1.34 million attendees.

The direct spending generated by these events (both at Exhibition Place tenant venues and in the community) was \$82.3 million in 2019 and \$90.8 million in 2023. Total spending (including indirect and induced) was \$151.8 million in 2019 and \$167.6 million in 2023.

Total jobs supported (FTEs) by Exhibition Place tenant venue event activity were 1,047 in 2019 and 1,083 in 2023.

Total taxes generated by Exhibition Place tenant venues (including federal, provincial and municipal taxes) were \$21.4 million in 2019 and \$23.7 million in 2023.

			
Events		Attendance	
2019	2023	2019	2023
1,066	957	1.31M	1.34M
			
Direct Spending		Total Spending	
2019	2023	2019	2023
\$82.3M	\$90.8M	\$151.8M	\$167.6M
			
Total Jobs Supported (FTEs)		Total Taxes	
2019	2023	2019	2023
1,047	1,083	\$21.4M	\$23.7M

Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

2019 DETAILED RESULTS - ECONOMIC IMPACT RESULTS BY MODULE AND EVENT TYPE

2019 DETAILED RESULTS

The following section provides detailed economic impact EIC outputs by module and event type for the 2019 operating year.

Detailed results are provided for the following measures:

- Direct and Total Spending
- Visitor Spending
- Organizer Spending
- Exhibitor Spending
- Labour Income and Jobs (FTEs) Supported
- Federal Taxes
- Provincial Taxes
- Municipal Taxes

2019 SPENDING BY MODULE AND EVENT TYPE

Total Spending by Module and Event Type - 2019

			Direct Spending				Indirect/ Induced Spending	Total Spending
Module	Venue	Event Type	Visitor Spending	Organizer Spending	Exhibitor Spending	Total		
Meetings Module	Exhibition Place	Convention	\$24,053,963	\$47,114,375	\$12,707,812	\$83,876,150	\$69,624,891	\$153,501,041
	Exhibition Place	Trade Show	\$2,979,123	\$2,593,070	\$1,184,300	\$6,756,494	\$5,593,596	\$12,350,090
	Exhibition Place	Meeting	\$329,328	\$2,718,761	-	\$3,048,089	\$2,512,139	\$5,560,228
	Tenant Facilities	Meeting/Banquet	\$17,721,137	\$1,968,653	-	\$19,689,789	\$16,933,117	\$36,622,906
Total Meetings Module			\$45,083,551	\$54,394,858	\$13,892,113	\$113,370,522	\$94,663,744	\$208,034,266
Sports Module	Exhibition Place	Sports	\$31,406,530	\$1,301,517	\$12,416	\$32,720,463	\$27,019,496	\$59,739,959
	Tenant Facilities	Sports	\$23,983,070	\$4,907,156	\$77,323	\$28,967,549	\$23,914,860	\$52,882,409
Total Sports Module			\$55,389,600	\$6,208,673	\$89,740	\$61,688,012	\$50,934,356	\$112,622,368
Festivals and Cultural	Exhibition Place	Concerts/Festivals	\$14,675,420	\$2,983,269	\$1,079,542	\$18,738,231	\$15,723,264	\$34,461,495
	Tenant Facilities	Concerts/Festivals	\$5,440,898	\$1,694,208	\$774,833	\$7,909,939	\$6,716,993	\$14,626,932
Total Festival and Cultural Events Module			\$20,116,318	\$4,677,477	\$1,854,375	\$26,648,169	\$22,440,257	\$49,088,427
Local and Public Events	Exhibition Place	Consumer Shows	\$24,281,671	\$26,651,481	\$26,652,262	\$77,585,413	\$63,273,194	\$140,858,607
	Exhibition Place	F&B Events	\$250,425	\$589,830	\$559,876	\$1,400,131	\$1,148,994	\$2,549,125
	Tenant Facilities	Consumer/F&B	\$5,161,319	\$16,855,885	\$3,663,709	\$25,680,913	\$21,992,844	\$47,673,758
Total Local and Public Events Module			\$29,693,415	\$44,097,196	\$30,875,846	\$104,666,457	\$86,415,032	\$191,081,490
Total Exhibition Place			\$150,282,884	\$109,378,204	\$46,712,073	\$306,373,161	\$254,453,390	\$560,826,550

Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

2019 VISITOR SPENDING BY MODULE AND EVENT TYPE

Total Visitor Spending by Module and Event Type - 2019								
Module	Venue	Event Type	Lodging	Transportation	Food & Beverage	Retail	Recreation	Total
Meetings Module	Exhibition Place	Convention	\$12,773,876	\$3,337,403	\$4,552,805	\$1,642,549	\$1,747,329	\$24,053,963
	Exhibition Place	Trade Show	\$1,386,730	\$478,269	\$663,821	\$262,562	\$187,742	\$2,979,123
	Exhibition Place	Meeting	\$146,165	\$67,674	\$69,589	\$28,760	\$17,141	\$329,328
	Tenant Facilities	Meeting/Banquet	\$9,262,758	\$3,592,238	\$3,097,782	\$988,604	\$779,756	\$17,721,137
Total Meetings Module			\$23,569,529	\$7,475,584	\$8,383,996	\$2,922,475	\$2,731,967	\$45,083,551
Sports Module	Exhibition Place	Sports	\$7,030,773	\$4,934,827	\$4,893,847	\$5,924,387	\$8,622,696	\$31,406,530
	Tenant Facilities	Sports	\$4,301,237	\$5,830,963	\$3,652,753	\$4,848,240	\$5,349,876	\$23,983,070
Total Sports Module			\$11,332,010	\$10,765,791	\$8,546,599	\$10,772,627	\$13,972,573	\$55,389,600
Festivals and Cultural	Exhibition Place	Concerts/Festivals	\$8,040,970	\$1,375,645	\$2,844,293	\$1,192,390	\$1,222,122	\$14,675,420
	Tenant Facilities	Concerts/Festivals	\$2,029,069	\$1,320,915	\$1,034,118	\$714,001	\$342,795	\$5,440,898
Total Festival and Cultural Events Module			\$10,070,039	\$2,696,560	\$3,878,411	\$1,906,391	\$1,564,917	\$20,116,318
Local and Public Events	Exhibition Place	Consumer Shows	\$8,050,401	\$3,415,174	\$3,820,275	\$6,555,441	\$2,440,380	\$24,281,671
	Exhibition Place	F&B Events	\$78,910	\$37,771	\$53,092	\$56,104	\$24,548	\$250,425
	Tenant Facilities	Consumer/F&B	\$737,155	\$654,263	\$1,289,497	\$1,888,655	\$591,750	\$5,161,319
Total Local and Public Events Module			\$8,866,466	\$4,107,208	\$5,162,863	\$8,500,200	\$3,056,677	\$29,693,415
Total Exhibition Place			\$53,838,045	\$25,045,143	\$25,971,870	\$24,101,693	\$21,326,134	\$150,282,884

Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

2019 ORGANIZER SPENDING BY MODULE AND EVENT TYPE

Total Organizer Spending Module and Event Type - 2019													
EIC Module	Venue	Event Type	Space Rental	Food & Beverage	Audio-Visual	IT	Security	Other Services	Lodging	Equipment	Advertising	Transportation	Total
Meetings Module	Exhibition Place	Convention	\$7,598,179	\$18,750,798	\$1,941,509	\$2,270,077	\$147,583	\$4,707,748	\$2,759,076	\$6,180,329	\$1,839,384	\$919,692	\$47,114,375
	Exhibition Place	Trade Show	\$520,380	\$601,450	\$106,876	\$131,014	\$8,346	\$268,294	\$246,830	\$463,051	\$164,553	\$82,277	\$2,593,070
	Exhibition Place	Meeting	\$624,138	\$1,554,959	\$2,379	\$2,541	\$69	\$400,393	\$81,421	\$25,720	-	\$27,140	\$2,718,761
	Tenant Facilities	Meeting/Banquet	\$161,925	\$1,117,295	\$214,202	\$228,879	\$5,442	\$121,054	\$56,980	\$30,106	-	\$32,769	\$1,968,653
Total Meetings Module			\$8,904,622	\$22,024,502	\$2,264,966	\$2,632,511	\$161,440	\$5,497,489	\$3,144,307	\$6,699,207	\$2,003,937	\$1,061,878	\$54,394,858
Sports Module	Exhibition Place	Sports	\$293,650	\$238,308	\$34,461	\$13,254	\$15,175	\$560,111	-	\$37,927	-	\$108,631	\$1,301,517
	Tenant Facilities	Sports	\$159,613	\$606,555	\$146,909	-	\$136,032	\$3,720,194	-	\$118,525	-	\$19,327	\$4,907,156
Total Sports Module			\$453,263	\$844,863	\$181,370	\$13,254	\$151,207	\$4,280,305	-	\$156,452	-	\$127,959	\$6,208,673
Festivals and Cultural	Exhibition Place	Concerts/Festivals	\$314,553	\$3,555	\$70,802	-	\$807	\$913,392	\$995,702	-	\$664,133	\$20,325	\$2,983,269
	Tenant Facilities	Concerts/Festivals	\$379,898	\$146,607	\$235,856	\$50,134	\$4,885	\$394,593	\$106,155	-	\$340,727	\$35,354	\$1,694,208
Total Festival and Cultural Events Module			\$694,451	\$150,162	\$306,658	\$50,134	\$5,692	\$1,307,985	\$1,101,857	-	\$1,004,860	\$55,678	\$4,677,477
Local and Public Events	Exhibition Place	Consumer Shows	\$7,483,626	\$5,127,741	\$459,383	\$757,757	\$95,601	\$2,700,883	\$1,477,441	\$4,159,666	-	\$4,389,382	\$26,651,481
	Exhibition Place	F&B Events	\$164,277	\$204,262	\$24,427	\$40,292	\$5,083	\$104,779	\$11,772	\$33,806	-	\$1,132	\$589,830
	Tenant Facilities	Consumer/F&B	\$875,613	\$10,746,627	\$1,150,677	\$149,792	\$23,685	\$394,957	\$518,270	\$1,487,992	\$371.80	\$1,507,900	\$16,855,885
Total Local and Public Events Module			\$8,523,516	\$16,078,630	\$1,634,487	\$947,841	\$124,369	\$3,200,619	\$2,007,484	\$5,681,464	\$371.80	\$5,898,414	\$44,097,196
Total Exhibition Place			\$18,575,852	\$39,098,157	\$4,387,481	\$3,643,740	\$442,708	\$14,286,398	\$6,253,647	\$12,537,123	\$3,009,168	\$7,143,929	\$109,378,204

Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

2019 EXHIBITOR SPENDING BY MODULE AND EVENT TYPE

Total Exhibitor Spending Module and Event Type - 2019											
Module	Venue	Event Type	Advertising	Equipment	Food & Beverage	Other Services	Other Spending	Space Rental	Transportation	Vendor Services	Total
Meetings Module	Exhibition Place	Convention	\$664,287	\$664,287	\$4,191,652	\$1,328,574	\$332,144	\$1,155,860	\$1,992,861	\$2,378,148	\$12,707,812
	Exhibition Place	Trade Show	\$61,908	\$61,908	\$390,640	\$123,816	\$30,954	\$107,720	\$185,724	\$221,631	\$1,184,300
	Exhibition Place	Meeting	-	-	-	-	-	-	-	-	-
	Tenant Facilities	Meeting/Banquet	-	-	-	-	-	-	-	-	-
Total Meetings Module			\$726,195	\$726,195	\$4,582,291	\$1,452,390	\$363,098	\$1,263,579	\$2,178,585	\$2,599,779	\$13,892,113
Sports Module	Exhibition Place	Sports	\$6,559	-	-	-	-	-	\$5,857	-	\$12,416
	Tenant Facilities	Sports	\$53,581	-	-	-	-	-	\$23,743	-	\$77,323
Total Sports Module			\$60,139	-	-	-	-	-	\$29,600	-	\$89,740
Festivals and Cultural	Exhibition Place	Concerts/Festivals	\$2,680	-	\$13,375	\$536,057	\$117,932	\$5,384	\$4,751	\$399,362	\$1,079,542
	Tenant Facilities	Concerts/Festivals	\$1,933	-	30.34	\$386,664	\$85,066	\$9,648	\$3,427	\$288,065	\$774,833
Total Festival and Cultural Events Module			\$4,614	-	\$13,405	\$922,721	\$202,999	\$15,033	\$8,178	\$687,427	\$1,854,375
Local and Public Events	Exhibition Place	Consumer Shows	\$1,393,218	\$1,393,218	\$8,791,206	\$2,786,436	\$696,609	\$2,424,199	\$4,179,654	\$4,987,721	\$26,652,262
	Exhibition Place	F&B Events	\$29,267	\$29,267	\$184,674	\$58,534	\$14,633	\$50,924	\$87,801	\$104,775	\$559,876
	Tenant Facilities	Consumer/F&B	\$191,376	\$191,369	\$1,207,541	\$384,142	\$95,993	\$333,018	\$574,121	\$686,148	\$3,663,709
Total Local and Public Events Module			\$1,613,861	\$1,613,854	\$10,183,421	\$3,229,112	\$807,236	\$2,808,142	\$4,841,576	\$5,778,644	\$30,875,846
Total Exhibition Place			\$2,404,810	\$2,340,050	\$14,779,117	\$5,604,223	\$1,373,332	\$4,086,754	\$7,057,939	\$9,065,849	\$46,712,073

Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

2019 INCOME AND FTEs BY MODULE AND EVENT TYPE

Total Labour Income and Jobs (FTEs) Supported by Module and Event Type - 2019								
Module	Venue	Event Type	Direct Impact Wages	Indirect Impact Wages	Total Impact Wages	Direct Annual FTEs Supported	Indirect Annual FTEs Supported	Total Annual FTEs Supported
Meetings Module	Exhibition Place	Convention	\$27,061,719	\$20,105,507	\$47,167,225	780	386	1,166
	Exhibition Place	Trade Show	\$2,113,008	\$1,531,971	\$3,644,979	60	28	88
	Exhibition Place	Meeting	\$983,851	\$732,233	\$1,716,085	30	15	45
	Tenant Facilities	Meeting/Banquet	\$6,326,739	\$3,703,659	\$10,030,398	184	64	248
Total Meetings Module			\$36,485,317	\$26,073,370	\$62,558,687	1,054	493	1,547
Sports Module	Exhibition Place	Sports	\$9,767,481	\$6,039,485	\$15,806,966	282	102	384
	Tenant Facilities	Sports	\$8,677,924	\$5,233,625	\$13,911,549	245	93	337
Total Sports Module			\$18,445,405	\$11,273,110	\$29,718,515	526	194	721
Festivals and Cultural	Exhibition Place	Concerts/Festivals	\$6,744,494	\$3,991,329	\$10,735,823	193	69	262
	Tenant Facilities	Concerts/Festivals	\$2,460,791	\$1,683,571	\$4,144,363	70	29	99
Total Festival and Cultural Events Module			\$9,205,286	\$5,674,900	\$14,880,186	263	98	361
Local and Public Events	Exhibition Place	Consumer Shows	\$22,085,842	\$16,491,222	\$38,577,063	621	316	937
	Exhibition Place	F&B Events	\$438,285	\$335,989	\$774,274	12	7	19
	Tenant Facilities	Consumer/F&B	\$8,029,076	\$5,707,115	\$13,736,191	247	116	363
Total Local and Public Events Module			\$30,553,203	\$22,534,325	\$53,087,528	881	438	1,319
Total Exhibition Place			\$94,689,210	\$65,555,705	\$160,244,915	2,725	1,223	3,948

Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

2019 FEDERAL TAXES BY MODULE AND EVENT TYPE

Total Federal Taxes by Module and Event Type - 2019									
Module	Venue	Event Type	Direct Federal Taxes			Indirect Federal Taxes			Total Federal Taxes
			Income Tax	Other Tax	Total	Income Tax	Other Tax	Total	
Meetings Module	Exhibition Place	Convention	\$4,109,369	\$1,461,261	\$5,570,630	\$3,053,056	\$1,212,981	\$4,266,037	\$9,836,666
	Exhibition Place	Trade Show	\$320,864	\$117,709	\$438,573	\$232,632	\$97,450	\$330,082	\$768,655
	Exhibition Place	Meeting	\$149,400	\$53,103	\$202,502	\$111,191	\$43,766	\$154,957	\$357,459
	Tenant Facilities	Meeting/Banquet	\$960,726	\$343,029	\$1,303,755	\$562,407	\$295,003	\$857,410	\$2,161,165
Total Meetings Module			\$5,540,358	\$1,975,102	\$7,515,460	\$3,959,286	\$1,649,199	\$5,608,485	\$13,123,945
Sports Module	Exhibition Place	Sports	\$1,483,209	\$570,045	\$2,053,253	\$917,106	\$470,724	\$1,387,830	\$3,441,084
	Tenant Facilities	Sports	\$1,317,758	\$504,663	\$1,822,420	\$794,735	\$416,636	\$1,211,371	\$3,033,792
Total Sports Module			\$2,800,967	\$1,074,707	\$3,875,674	\$1,711,841	\$887,361	\$2,599,202	\$6,474,876
Festivals and Cultural	Exhibition Place	Concerts/Festivals	\$1,024,163	\$326,451	\$1,350,614	\$606,090	\$273,925	\$880,015	\$2,230,629
	Tenant Facilities	Concerts/Festivals	\$373,675	\$137,804	\$511,480	\$255,653	\$117,021	\$372,674	\$884,154
Total Festival and Cultural Events Module			\$1,397,838	\$464,255	\$1,862,094	\$861,743	\$390,946	\$1,252,690	\$3,114,783
Local and Public Events	Exhibition Place	Consumer Shows	\$3,353,773	\$1,351,666	\$4,705,439	\$2,504,220	\$1,102,324	\$3,606,544	\$8,311,983
	Exhibition Place	F&B Events	\$66,554	\$24,393	\$90,947	\$51,020	\$20,017	\$71,038	\$161,985
	Tenant Facilities	Consumer/F&B	\$1,219,229	\$447,404	\$1,666,633	\$866,635	\$383,152	\$1,249,787	\$2,916,420
Total Local and Public Events Module			\$4,639,556	\$1,823,463	\$6,463,019	\$3,421,876	\$1,505,493	\$4,927,369	\$11,390,388
Total Exhibition Place			\$14,378,720	\$5,337,527	\$19,716,247	\$9,954,747	\$4,432,999	\$14,387,746	\$34,103,992

Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

2019 PROVINCIAL TAXES BY MODULE AND EVENT TYPE

Total Provincial Taxes by Module and Event Type - 2019											
			Direct Provincial Taxes				Indirect Provincial Taxes				Total Provincial Taxes
Module	Venue	Event Type	Sales Tax	Income Tax	Other Tax	Total	Sales Tax	Income Tax	Other Tax	Total	
Meetings Module	Exhibition Place	Convention	\$1,508,003	\$1,176,934	\$1,406,199	\$4,091,137	\$1,389,789	\$874,403	\$1,112,721	\$3,376,913	\$7,468,050
	Exhibition Place	Trade Show	\$162,280	\$91,896	\$111,726	\$365,902	\$111,872	\$66,627	\$87,468	\$265,967	\$631,869
	Exhibition Place	Meeting	\$43,616	\$42,788	\$51,111	\$137,516	\$50,243	\$31,845	\$40,306	\$122,394	\$259,909
	Tenant Facilities	Meeting/Banquet	\$664,339	\$275,154	\$329,503	\$1,268,996	\$338,662	\$161,075	\$243,181	\$742,918	\$2,011,914
Total Meetings Module			\$2,378,238	\$1,586,773	\$1,898,540	\$5,863,551	\$1,890,566	\$1,133,950	\$1,483,676	\$4,508,191	\$10,371,742
Sports Module	Exhibition Place	Sports	\$1,850,515	\$424,795	\$530,303	\$2,805,613	\$534,372	\$262,662	\$391,034	\$1,188,068	\$3,993,680
	Tenant Facilities	Sports	\$1,550,262	\$377,409	\$470,190	\$2,397,861	\$478,297	\$227,614	\$343,514	\$1,049,426	\$3,447,287
Total Sports Module			\$3,400,777	\$802,204	\$1,000,493	\$5,203,474	\$1,012,669	\$490,276	\$734,549	\$2,237,493	\$7,440,967
Festivals and Cultural	Exhibition Place	Concerts/Festivals	\$548,594	\$293,323	\$330,316	\$1,172,233	\$314,465	\$173,586	\$238,582	\$726,633	\$1,898,866
	Tenant Facilities	Concerts/Festivals	\$280,364	\$107,022	\$130,500	\$517,886	\$132,613	\$73,220	\$101,425	\$307,257	\$825,143
Total Festival and Cultural Events Module			\$828,958	\$400,345	\$460,816	\$1,690,118	\$447,078	\$246,806	\$340,007	\$1,033,890	\$2,724,009
Local and Public Events	Exhibition Place	Consumer Shows	\$1,815,781	\$960,529	\$1,232,578	\$4,008,888	\$1,265,464	\$717,215	\$970,031	\$2,952,710	\$6,961,598
	Exhibition Place	F&B Events	\$25,593	\$19,061	\$23,162	\$67,816	\$22,980	\$14,612	\$18,460	\$56,052	\$123,868
	Tenant Facilities	Consumer/F&B	\$560,360	\$349,190	\$424,610	\$1,334,160	\$439,857	\$248,207	\$336,590	\$1,024,654	\$2,358,813
Total Local and Public Events Module			\$2,401,734	\$1,328,781	\$1,680,349	\$5,410,864	\$1,728,301	\$980,034	\$1,325,081	\$4,033,416	\$9,444,280
Total Exhibition Place			\$9,009,706	\$4,118,103	\$5,040,198	\$18,168,007	\$5,078,613	\$2,851,066	\$3,883,312	\$11,812,991	\$29,980,998

Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

2019 MUNICIPAL TAXES BY MODULE AND EVENT TYPE

Total Municipal Taxes by Module and Event Type - 2019												
			Direct Municipal Taxes					Indirect Municipal Taxes				Total Municipal Taxes
Module	Venue	Event Type	Hotel Tax	Property Tax	Income Tax	Other Tax	Total	Property Tax	Income Tax	Other Tax	Total	
Meetings Module	Exhibition Place	Convention	\$766,433	\$1,004,241	\$324,383	\$341,758	\$2,436,815	\$629,406	\$241,000	\$283,691	\$1,154,097	\$3,590,911
	Exhibition Place	Trade Show	\$83,204	\$80,895	\$25,328	\$27,530	\$216,957	\$50,542	\$18,363	\$22,791	\$91,697	\$308,653
	Exhibition Place	Meeting	\$8,765	\$36,494	\$11,793	\$12,420	\$69,472	\$22,681	\$8,777	\$10,236	\$41,694	\$111,166
	Tenant Facilities	Meeting/Banquet	\$555,765	\$235,744	\$75,837	\$80,227	\$947,574	\$154,018	\$44,395	\$68,995	\$267,408	\$1,214,982
Total Meetings Module			\$1,414,167	\$1,357,374	\$437,341	\$461,935	\$3,670,817	\$856,647	\$312,536	\$385,713	\$1,554,896	\$5,225,713
Sports Module	Exhibition Place	Sports	\$421,846	\$391,759	\$117,081	\$133,321	\$1,064,007	\$244,028	\$72,394	\$110,092	\$426,515	\$1,490,522
	Tenant Facilities	Sports	\$254,510	\$346,826	\$104,020	\$118,030	\$823,385	\$215,980	\$62,734	\$97,442	\$376,156	\$1,199,542
Total Sports Module			\$676,356	\$738,585	\$221,101	\$251,351	\$1,887,393	\$460,008	\$135,128	\$207,535	\$802,671	\$2,690,064
Festivals and Cultural	Exhibition Place	Concerts/Festivals	\$482,458	\$224,351	\$80,845	\$76,350	\$864,004	\$142,408	\$47,843	\$64,065	\$254,317	\$1,118,321
	Tenant Facilities	Concerts/Festivals	\$121,744	\$94,705	\$29,497	\$32,229	\$278,176	\$60,963	\$20,181	\$27,369	\$108,513	\$386,688
Total Festival and Cultural Events Module			\$604,202	\$319,056	\$110,342	\$108,579	\$1,142,179	\$203,372	\$68,024	\$91,434	\$362,829	\$1,505,009
Local and Public Events	Exhibition Place	Consumer Shows	\$483,024	\$928,923	\$264,738	\$316,126	\$1,992,811	\$570,176	\$197,677	\$257,810	\$1,025,663	\$3,018,474
	Exhibition Place	F&B Events	\$4,700	\$16,764	\$5,254	\$5,705	\$32,422	\$10,366	\$4,027	\$4,682	\$19,075	\$51,497
	Tenant Facilities	Consumer/F&B	\$44,229	\$307,475	\$96,243	\$104,638	\$552,585	\$199,897	\$68,410	\$89,611	\$357,918	\$910,503
Total Local and Public Events Module			\$531,953	\$1,253,161	\$366,234	\$426,469	\$2,577,818	\$780,439	\$270,114	\$352,103	\$1,402,656	\$3,980,474
Total Exhibition Place			\$3,226,678	\$3,668,176	\$1,135,019	\$1,248,335	\$9,278,208	\$2,300,465	\$785,802	\$1,036,785	\$4,123,052	\$13,401,260

Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

2023 DETAILED RESULTS - ECONOMIC IMPACT RESULTS BY MODULE AND EVENT TYPE

2023 DETAILED RESULTS

The following section provides detailed economic impact EIC outputs by module and event type for the 2023 operating year.

Detailed results are provided for the following measures:

- Direct and Total Spending
- Visitor Spending
- Organizer Spending
- Exhibitor Spending
- Labour Income and Jobs (FTEs) Supported
- Federal Taxes
- Provincial Taxes
- Municipal Taxes

2023 SPENDING BY MODULE AND EVENT TYPE

Total Spending by Module and Event Type - 2023								
			Direct Spending				Indirect/ Induced Spending	Total Spending
Module	Venue	Event Type	Visitor Spending	Organizer Spending	Exhibitor Spending	Total		
Meetings Module	Exhibition Place	Convention	\$33,202,647	\$30,085,296	\$7,445,970	\$70,733,913	\$58,883,578	\$129,617,492
	Exhibition Place	Trade Show	\$5,363,514	\$4,482,575	\$1,735,108	\$11,581,197	\$9,605,372	\$21,186,570
	Exhibition Place	Meeting	\$27,941	\$305,108	-	\$333,049	\$270,761	\$603,810
	Tenant Facilities	Meeting/Banquet	\$18,395,338	\$1,870,947	\$22,046	\$20,288,331	\$17,441,610	\$37,729,941
Total Meetings Module			\$56,989,439	\$36,743,926	\$9,203,125	\$102,936,490	\$86,201,322	\$189,137,812
Sports Module	Exhibition Place	Sports	\$32,203,076	\$2,500,873	\$22,887	\$34,726,836	\$28,819,869	\$63,546,705
	Tenant Facilities	Sports	\$26,356,503	\$5,383,383	\$84,983	\$31,824,870	\$26,292,862	\$58,117,732
Total Sports Module			\$58,559,579	\$7,884,257	\$107,870	\$66,551,706	\$55,112,731	\$121,664,437
Festivals and Cultural	Exhibition Place	Concerts/Festivals	\$22,670,655	\$4,597,388	\$1,406,498	\$28,674,540	\$24,110,272	\$52,784,812
	Tenant Facilities	Concerts/Festivals	\$6,699,174	\$1,599,875	\$842,123	\$9,141,172	\$7,754,954	\$16,896,126
Total Festival and Cultural Events Module			\$29,369,828	\$6,197,263	\$2,248,621	\$37,815,712	\$31,865,226	\$69,680,938
Local and Public Events	Exhibition Place	Consumer Shows	\$23,126,504	\$26,723,006	\$24,788,729	\$74,638,239	\$60,719,518	\$135,357,757
	Exhibition Place	F&B Events	\$803,277	\$2,548,360	\$448,690	\$3,800,327	\$3,171,964	\$6,972,291
	Tenant Facilities	Consumer/F&B	\$5,812,103	\$19,680,418	\$4,049,837	\$29,542,358	\$25,367,856	\$54,910,213
Total Local and Public Events Module			\$29,741,883	\$48,951,783	\$29,287,257	\$107,980,923	\$89,259,338	\$197,240,262
Total Exhibition Place			\$174,660,730	\$99,777,229	\$40,846,872	\$315,284,831	\$262,438,618	\$577,723,449

Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

2023 VISITOR SPENDING BY MODULE AND EVENT TYPE

Total Visitor Spending by Module and Event Type - 2023								
Module	Venue	Event Type	Lodging	Transportation	Food & Beverage	Retail	Recreation	Total
Meetings Module	Exhibition Place	Convention	\$18,279,849	\$4,639,742	\$6,321,242	\$2,238,052	\$1,723,763	\$33,202,647
	Exhibition Place	Trade Show	\$2,107,850	\$913,534	\$1,354,527	\$635,066	\$352,537	\$5,363,514
	Exhibition Place	Meeting	\$12,728	\$5,666	\$5,746	\$2,390	\$1,411	\$27,941
	Tenant Facilities	Meeting/Banquet	\$10,414,219	\$3,304,508	\$2,963,888	\$965,860	\$746,863	\$18,395,338
Total Meetings Module			\$30,814,645	\$8,863,451	\$10,645,402	\$3,841,369	\$2,824,573	\$56,989,439
Sports Module	Exhibition Place	Sports	\$7,988,454	\$5,979,390	\$4,912,329	\$5,730,135	\$7,592,767	\$32,203,076
	Tenant Facilities	Sports	\$5,392,613	\$6,134,275	\$3,909,699	\$5,209,671	\$5,710,244	\$26,356,503
Total Sports Module			\$13,381,067	\$12,113,665	\$8,822,028	\$10,939,806	\$13,303,012	\$58,559,579
Festivals and Cultural	Exhibition Place	Concerts/Festivals	\$13,518,832	\$2,036,300	\$3,854,477	\$1,615,223	\$1,645,822	\$22,670,655
	Tenant Facilities	Concerts/Festivals	\$2,618,880	\$1,493,795	\$1,277,696	\$882,469	\$426,334	\$6,699,174
Total Festival and Cultural Events Module			\$16,137,712	\$3,530,095	\$5,132,173	\$2,497,692	\$2,072,156	\$29,369,828
Local and Public Events	Exhibition Place	Consumer Shows	\$8,238,867	\$3,020,612	\$3,469,094	\$6,161,674	\$2,236,257	\$23,126,504
	Exhibition Place	F&B Events	\$67,037	\$95,751	\$217,371	\$326,817	\$96,301	\$803,277
	Tenant Facilities	Consumer/F&B	\$898,710	\$671,455	\$1,451,592	\$2,126,148	\$664,198	\$5,812,103
Total Local and Public Events Module			\$9,204,615	\$3,787,818	\$5,138,057	\$8,614,639	\$2,996,756	\$29,741,883
Total Exhibition Place			\$69,538,039	\$28,295,028	\$29,737,660	\$25,893,506	\$21,196,497	\$174,660,730

Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

2023 ORGANIZER SPENDING BY MODULE AND EVENT TYPE

Total Organizer Spending Module and Event Type - 2023													
EIC Module	Venue	Event Type	Space Rental	Food & Beverage	Audio-Visual	IT	Security	Other Services	Lodging	Equipment	Advertising	Transportation	Total
Meetings Module	Exhibition Place	Convention	\$5,805,509	\$11,169,257	\$955,163	\$1,116,806	\$72,615	\$3,591,229	\$1,739,320	\$3,896,077	\$1,159,547	\$579,773	\$30,085,296
	Exhibition Place	Trade Show	\$997,237	\$1,094,161	\$185,737	\$227,684	\$14,503	\$560,442	\$361,923	\$678,965	\$241,282	\$120,641	\$4,482,575
	Exhibition Place	Meeting	\$114,959	\$137,052	\$772	\$825	\$22	\$41,144	\$6,266	\$1,979	-	\$2,089	\$305,108
	Tenant Facilities	Meeting/Banquet	\$158,931	\$1,079,953	\$202,322	\$209,939	\$5,083	\$113,428	\$47,045	\$26,206	-	\$28,039	\$1,870,947
Total Meetings Module			\$7,076,636	\$13,480,423	\$1,343,994	\$1,555,254	\$92,223	\$4,306,243	\$2,154,554	\$4,603,228	\$1,400,829	\$730,542	\$36,743,926
Sports Module	Exhibition Place	Sports	\$465,541	\$514,307	\$94,793	\$37,726	\$40,195	\$1,126,769	-	\$86,055	-	\$135,487	\$2,500,873
	Tenant Facilities	Sports	\$175,419	\$666,644	\$161,463	-	\$149,515	\$4,088,710	-	\$121,775	-	\$19,857	\$5,383,383
Total Sports Module			\$640,960	\$1,180,951	\$256,256	\$37,726	\$189,710	\$5,215,479	-	\$207,830	-	\$155,344	\$7,884,257
Festivals and Cultural	Exhibition Place	Concerts/Festivals	\$676,484	\$312,776	\$90,335	\$0	\$1,031	\$1,184,331	\$1,381,412	-	\$922,686	\$28,333	\$4,597,388
	Tenant Facilities	Concerts/Festivals	\$358,749	\$138,441	\$222,729	\$47,339	\$4,618	\$372,658	\$100,243	-	\$321,717	\$33,380	\$1,599,875
	Total Festival and Cultural Events Module		\$1,035,233	\$451,217	\$313,064	\$47,339	\$5,649	\$1,556,989	\$1,481,655	-	\$1,244,403	\$61,714	\$6,197,263
Local and Public Events	Exhibition Place	Consumer Shows	\$6,196,909	\$4,039,629	\$367,275	\$605,823	\$76,432	\$2,138,759	\$1,926,709	\$5,532,957	-	\$5,838,513	\$26,723,006
	Exhibition Place	F&B Events	\$20,886	\$2,042,309	-	-	-	\$466,464	\$4,713	\$13,534	-	\$453	\$2,548,360
	Tenant Facilities	Consumer/F&B	\$953,699	\$12,925,936	\$1,377,696	\$154,028	\$25,238	\$424,504	\$563,437	\$1,618,031	-	\$1,637,847	\$19,680,418
Total Local and Public Events Module			\$7,171,494	\$19,007,874	\$1,744,971	\$759,851	\$101,670	\$3,029,727	\$2,494,860	\$7,164,523	-	\$7,476,813	\$48,951,783
Total Exhibition Place			\$15,924,324	\$34,120,465	\$3,658,285	\$2,400,170	\$389,252	\$14,108,439	\$6,131,069	\$11,975,581	\$2,645,232	\$8,424,413	\$99,777,229

Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

2023 EXHIBITOR SPENDING BY MODULE AND EVENT TYPE

Total Exhibitor Spending Module and Event Type - 2023											
Module	Venue	Event Type	Advertising	Equipment	Food & Beverage	Other Services	Other Spending	Space Rental	Transportation	Vendor Services	Total
Meetings Module	Exhibition Place	Convention	\$389,230	\$389,230	\$2,456,041	\$778,460	\$194,615	\$677,260	\$1,167,690	\$1,393,443	\$7,445,970
	Exhibition Place	Trade Show	\$90,701	\$90,701	\$572,323	\$181,402	\$45,350	\$157,820	\$272,103	\$324,709	\$1,735,108
	Exhibition Place	Meeting	-	-	-	-	-	-	-	-	-
	Tenant Facilities	Meeting/Banquet	\$1,152	\$1,152	\$7,272	\$2,305	\$576	\$2,005	\$3,457	\$4,126	\$22,046
Total Meetings Module			\$481,083	\$481,083	\$3,035,636	\$962,167	\$240,542	\$837,085	\$1,443,250	\$1,722,279	\$9,203,125
Sports Module	Exhibition Place	Sports	\$13,572	-	-	-	-	-	\$9,315	-	\$22,887
	Tenant Facilities	Sports	\$58,888	-	-	-	-	-	\$26,095	-	\$84,983
Total Sports Module			\$72,460	-	-	-	-	-	\$35,410	-	\$107,870
Festivals and Cultural	Exhibition Place	Concerts/Festivals	\$3,492	-	\$17,355	\$698,413	\$153,651	\$7,079	\$6,190	\$520,318	\$1,406,498
	Tenant Facilities	Concerts/Festivals	\$2,101	-	\$33	\$420,243	\$92,454	\$10,486	\$3,724	\$313,081	\$842,123
Total Festival and Cultural Events Module			\$5,593	-	\$17,388	\$1,118,657	\$246,104	\$17,566	\$9,914	\$833,399	\$2,248,621
Local and Public Events	Exhibition Place	Consumer Shows	\$1,295,804	\$1,295,804	\$8,176,523	\$2,591,608	\$647,902	\$2,254,699	\$3,887,412	\$4,638,978	\$24,788,729
	Exhibition Place	F&B Events	\$23,455	\$23,455	\$148,000	\$46,910	\$11,727	\$40,811	\$70,364	\$83,968	\$448,690
	Tenant Facilities	Consumer/F&B	\$211,701	\$211,701	\$1,335,832	\$423,402	\$105,850	\$368,359	\$635,103	\$757,889	\$4,049,837
Total Local and Public Events Module			\$1,530,960	\$1,530,960	\$9,660,355	\$3,061,919	\$765,480	\$2,663,870	\$4,592,879	\$5,480,835	\$29,287,257
Total Exhibition Place			\$2,090,096	\$2,012,043	\$12,713,379	\$5,142,742	\$1,252,126	\$3,518,520	\$6,081,453	\$8,036,513	\$40,846,872

Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

2023 INCOME AND FTEs BY MODULE AND EVENT TYPE

Total Labour Income and Jobs (FTEs) Supported by Module and Event Type - 2023								
Module	Venue	Event Type	Direct Impact Wages	Indirect Impact Wages	Total Impact Wages	Direct Annual FTEs Supported	Indirect Annual FTEs Supported	Total Annual FTEs Supported
Meetings Module	Exhibition Place	Convention	\$22,826,345	\$15,962,119	\$38,788,464	610	274	884
	Exhibition Place	Trade Show	\$3,566,692	\$2,601,591	\$6,168,283	94	43	138
	Exhibition Place	Meeting	\$92,171	\$86,734	\$178,905	3	2	4
	Tenant Facilities	Meeting/Banquet	\$6,656,756	\$3,869,942	\$10,526,698	180	62	242
Total Meetings Module			\$33,141,965	\$22,520,385	\$55,662,351	886	381	1,268
Sports Module	Exhibition Place	Sports	\$10,278,728	\$6,344,757	\$16,623,485	273	100	373
	Tenant Facilities	Sports	\$9,647,424	\$5,797,612	\$15,445,036	251	95	346
Total Sports Module			\$19,926,152	\$12,142,369	\$32,068,521	524	195	719
Festivals and Cultural	Exhibition Place	Concerts/Festivals	\$10,276,300	\$6,105,696	\$16,381,996	274	99	372
	Tenant Facilities	Concerts/Festivals	\$2,868,170	\$1,893,909	\$4,762,079	76	30	106
Total Festival and Cultural Events Module			\$13,144,471	\$7,999,604	\$21,144,075	350	128	478
Local and Public Events	Exhibition Place	Consumer Shows	\$20,978,955	\$15,490,607	\$36,469,562	542	274	817
	Exhibition Place	F&B Events	\$1,403,045	\$791,985	\$2,195,030	39	16	55
	Tenant Facilities	Consumer/F&B	\$9,334,051	\$6,611,702	\$15,945,753	265	124	389
Total Local and Public Events Module			\$31,716,051	\$22,894,294	\$54,610,345	846	414	1,261
Total Exhibition Place			\$97,928,639	\$65,556,652	\$163,485,292	2,607	1,119	3,726

Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

2023 FEDERAL TAXES BY MODULE AND EVENT TYPE

Total Federal Taxes by Module and Event Type - 2023									
			Direct Federal Taxes			Indirect Federal Taxes			Total Federal Taxes
Module	Venue	Event Type	Income Tax	Other Tax	Total	Income Tax	Other Tax	Total	
Meetings Module	Exhibition Place	Convention	\$3,466,220	\$1,232,302	\$4,698,522	\$2,423,875	\$1,025,849	\$3,449,725	\$8,148,246
	Exhibition Place	Trade Show	\$541,608	\$201,764	\$743,372	\$395,056	\$167,341	\$562,398	\$1,305,770
	Exhibition Place	Meeting	\$13,996	\$5,802	\$19,799	\$13,171	\$4,717	\$17,888	\$37,686
	Tenant Facilities	Meeting/Banquet	\$1,010,840	\$353,456	\$1,364,296	\$587,657	\$303,862	\$891,519	\$2,255,815
Total Meetings Module			\$5,032,665	\$1,793,324	\$6,825,988	\$3,419,759	\$1,501,770	\$4,921,529	\$11,747,517
Sports Module	Exhibition Place	Sports	\$1,560,843	\$604,999	\$2,165,841	\$963,462	\$502,090	\$1,465,552	\$3,631,394
	Tenant Facilities	Sports	\$1,464,978	\$554,442	\$2,019,420	\$880,377	\$458,065	\$1,338,442	\$3,357,862
Total Sports Module			\$3,025,821	\$1,159,441	\$4,185,261	\$1,843,840	\$960,155	\$2,803,995	\$6,989,256
Festivals and Cultural	Exhibition Place	Concerts/Festivals	\$1,560,474	\$499,558	\$2,060,032	\$927,160	\$420,041	\$1,347,201	\$3,407,233
	Tenant Facilities	Concerts/Festivals	\$435,537	\$159,254	\$594,791	\$287,593	\$135,104	\$422,697	\$1,017,488
Total Festival and Cultural Events Module			\$1,996,011	\$658,812	\$2,654,823	\$1,214,754	\$555,145	\$1,769,899	\$4,424,721
Local and Public Events	Exhibition Place	Consumer Shows	\$3,185,690	\$1,300,322	\$4,486,012	\$2,352,275	\$1,057,834	\$3,410,110	\$7,896,122
	Exhibition Place	F&B Events	\$213,055	\$66,208	\$279,263	\$120,264	\$55,261	\$175,525	\$454,788
	Tenant Facilities	Consumer/F&B	\$1,417,392	\$514,696	\$1,932,088	\$1,003,998	\$441,950	\$1,445,948	\$3,378,036
Total Local and Public Events Module			\$4,816,137	\$1,881,225	\$6,697,363	\$3,476,538	\$1,555,045	\$5,031,583	\$11,728,946
Total Exhibition Place			\$14,870,633	\$5,492,802	\$20,363,435	\$9,954,891	\$4,572,115	\$14,527,005	\$34,890,440

Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

2023 PROVINCIAL TAXES BY MODULE AND EVENT TYPE

Total Provincial Taxes by Module and Event Type - 2023											
			Direct Provincial Taxes				Indirect Provincial Taxes				Total Provincial Taxes
Module	Venue	Event Type	Sales Tax	Income Tax	Other Tax	Total	Sales Tax	Income Tax	Other Tax	Total	
Meetings Module	Exhibition Place	Convention	\$1,543,027	\$992,734	\$1,185,979	\$3,721,740	\$1,176,883	\$694,204	\$916,961	\$2,788,048	\$6,509,788
	Exhibition Place	Trade Show	\$315,342	\$155,118	\$190,232	\$660,692	\$192,107	\$113,145	\$149,528	\$454,780	\$1,115,472
	Exhibition Place	Meeting	\$4,489	\$4,009	\$5,230	\$13,727	\$5,415	\$3,772	\$4,525	\$13,712	\$27,440
	Tenant Facilities	Meeting/Banquet	\$627,241	\$289,507	\$342,704	\$1,259,453	\$348,832	\$168,307	\$251,757	\$768,896	\$2,028,349
Total Meetings Module			\$2,490,099	\$1,441,368	\$1,724,145	\$5,655,612	\$1,723,238	\$979,428	\$1,322,771	\$4,025,437	\$9,681,049
Sports Module	Exhibition Place	Sports	\$1,867,877	\$447,029	\$560,792	\$2,875,698	\$576,397	\$275,938	\$414,842	\$1,267,178	\$4,142,876
	Tenant Facilities	Sports	\$1,652,983	\$419,574	\$519,195	\$2,591,752	\$525,857	\$252,142	\$378,680	\$1,156,680	\$3,748,432
Total Sports Module			\$3,520,860	\$866,603	\$1,079,987	\$5,467,450	\$1,102,255	\$528,080	\$793,523	\$2,423,858	\$7,891,308
Festivals and Cultural	Exhibition Place	Concerts/Festivals	\$761,115	\$446,924	\$504,441	\$1,712,480	\$482,205	\$265,541	\$365,506	\$1,113,253	\$2,825,732
	Tenant Facilities	Concerts/Festivals	\$336,775	\$124,739	\$151,377	\$612,890	\$155,099	\$82,367	\$115,945	\$353,411	\$966,302
Total Festival and Cultural Events Module			\$1,097,890	\$571,663	\$655,817	\$2,325,370	\$637,305	\$347,909	\$481,451	\$1,466,664	\$3,792,034
Local and Public Events	Exhibition Place	Consumer Shows	\$1,694,092	\$912,390	\$1,179,558	\$3,786,041	\$1,214,390	\$673,698	\$923,130	\$2,811,218	\$6,597,259
	Exhibition Place	F&B Events	\$88,689	\$61,019	\$67,806	\$217,514	\$63,439	\$34,444	\$47,825	\$145,708	\$363,223
	Tenant Facilities	Consumer/F&B	\$631,259	\$405,945	\$490,725	\$1,527,929	\$505,689	\$287,548	\$388,909	\$1,182,146	\$2,710,075
Total Local and Public Events Module			\$2,414,040	\$1,379,354	\$1,738,090	\$5,531,484	\$1,783,519	\$995,690	\$1,359,864	\$4,139,073	\$9,670,557
Total Exhibition Place			\$9,522,889	\$4,258,988	\$5,198,039	\$18,979,916	\$5,246,316	\$2,851,107	\$3,957,608	\$12,055,031	\$31,034,948

Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.

2023 MUNICIPAL TAXES BY MODULE AND EVENT TYPE

Total Municipal Taxes by Module and Event Type - 2023												
			Direct Municipal Taxes					Indirect Municipal Taxes				Total Municipal Taxes
Module	Venue	Event Type	Hotel Tax	Property Tax	Income Tax	Other Tax	Total	Property Tax	Income Tax	Other Tax	Total	
Meetings Module	Exhibition Place	Convention	\$1,096,791	\$846,890	\$273,614	\$288,209	\$2,505,505	\$532,574	\$191,334	\$239,924	\$963,833	\$3,469,338
	Exhibition Place	Trade Show	\$126,471	\$138,661	\$42,753	\$47,188	\$355,073	\$86,819	\$31,185	\$39,138	\$157,142	\$512,214
	Exhibition Place	Meeting	\$764	\$3,988	\$1,105	\$1,357	\$7,213	\$2,439	\$1,040	\$1,103	\$4,581	\$11,795
	Tenant Facilities	Meeting/Banquet	\$624,853	\$242,910	\$79,793	\$82,666	\$1,030,222	\$158,634	\$46,388	\$71,067	\$276,089	\$1,306,311
Total Meetings Module			\$1,848,879	\$1,232,449	\$397,265	\$419,421	\$3,898,013	\$780,466	\$269,947	\$351,232	\$1,401,645	\$5,299,658
Sports Module	Exhibition Place	Sports	\$479,307	\$415,781	\$123,209	\$141,496	\$1,159,794	\$260,520	\$76,053	\$117,428	\$454,001	\$1,613,795
	Tenant Facilities	Sports	\$320,363	\$381,036	\$115,642	\$129,672	\$946,712	\$237,487	\$69,495	\$107,132	\$414,113	\$1,360,825
Total Sports Module			\$799,670	\$796,817	\$238,850	\$271,169	\$2,106,506	\$498,006	\$145,548	\$224,560	\$868,114	\$2,974,620
Festivals and Cultural	Exhibition Place	Concerts/Festivals	\$811,130	\$343,317	\$123,180	\$116,836	\$1,394,463	\$218,449	\$73,188	\$98,239	\$389,875	\$1,784,339
	Tenant Facilities	Concerts/Festivals	\$157,133	\$109,446	\$34,380	\$37,246	\$338,206	\$70,372	\$22,702	\$31,598	\$124,672	\$462,877
Total Festival and Cultural Events Module			\$968,263	\$452,764	\$157,560	\$154,082	\$1,732,669	\$288,821	\$95,889	\$129,837	\$514,547	\$2,247,216
Local and Public Events	Exhibition Place	Consumer Shows	\$494,332	\$893,636	\$251,470	\$304,118	\$1,943,556	\$546,919	\$185,682	\$247,405	\$980,007	\$2,923,563
	Exhibition Place	F&B Events	\$4,022	\$45,501	\$16,818	\$15,485	\$81,826	\$28,702	\$9,493	\$12,924	\$51,120	\$132,946
	Tenant Facilities	Consumer/F&B	\$53,923	\$353,721	\$111,885	\$120,377	\$639,905	\$230,677	\$79,253	\$103,363	\$413,293	\$1,053,198
Total Local and Public Events Module			\$552,277	\$1,292,858	\$380,173	\$439,979	\$2,665,287	\$806,299	\$274,429	\$363,692	\$1,444,420	\$4,109,707
Total Exhibition Place			\$4,169,088	\$3,774,888	\$1,173,849	\$1,284,650	\$10,402,475	\$2,373,592	\$785,813	\$1,069,321	\$4,228,726	\$14,631,201

Source: HLT Advisory Inc. based on DI's EIC Model and Exhibition Place event and attendance data.