



Economic Development Impacts  
2014 ICF Canoe Slalom World Championships

State of Maryland & Garrett County

Creation of a State Debt  
Adventure Sports Center International

Senate Bill 423

Sponsor: Senator George Edwards

House Bill 611

Sponsor: Wendell Beitzel

# 1989 World Championships Economic Impact

## Total Economic Impact: \$10M

(In Millions of 1988 Dollars as reported by Maryland Department of Economic and Employment Development)

Category	Direct Event Related Impact	Indirect and Induced Impact	Total Economic Impact	
Gross Sales	\$1.144	\$0.976	\$2.12	
Employee Income	\$0.494	\$0.261	\$0.755	
Total Employment Workdays	10,250	3,750	14,000	Note: Equivalent value of 56 annual full time jobs





# 1989 World Championships Economic Impact

Total Fiscal/Tax Impact in  
Maryland from 1989 Event =  
\$103,800

Category	State Sales Tax	Personal Income Tax	Total State Tax	County Tax Personal Income Surtax
Spectators & Competitors	\$43.7K	\$14K	\$57.7K	\$7K
Organization & Admin	\$22.3K	\$11.2K	\$33.5K	\$5.6K
Total	\$66K	\$25.2K	\$91.2	\$12.6

# 2014 World Championships Economic Impact

## The World Championship Event

1989  
\$10M



2014  
\$17.9M

(adjusted using Consumer Price  
Index to 2010 value)

## Ancillary Events & Variables

1989  
\$0M



2014  
\$2-3M

Total Impact 2014: \$20-21M



# 2014 World Championships

## Ancillary Events

- 4-5 Week Traveling AdventureFest™ showcasing regional communities and leading up to Worlds.
- 2-3 New Legacy Events created and their inaugural debuts
- 2-4 day Planet Canoe B2B/B2C tradeshow at Wisp Resort & ASCI facility
- Whitewater Festival on the Mountain coinciding with the competition and offering worldclass food, beverage and merchandise.
- 18 day publicity flotilla paddling from Fort McHenry to Cumberland and traversing a multitude of Maryland communities & towns.
- Tie in with Star Spangled 200 celebrations



# 2014 World Championships

## Additional Variables

- Larger marketing reach
  - Website
  - Social Media
- Broadcast reach will be larger
- Long Term Naming Rights Sponsorship generating 2.5M over 10 years that will be pumped back into the facility
- A strong unified branding that will endure long after the World Championships.
- A 5 year strategic plan for developing ongoing legacy events and bringing other events to Garrett County.
- Travel Packaging that will be highly desirable from the short haul markets (packaging transport, lodging, meals)



# 2014 World Championships Statistics

The ICF World Championships represent much more than a simple competition. It is a gathering of nations from around the globe joining together in sport and camaraderie while establishing the legacy of this Olympic-style event.

Dates: 16-21 September 2014

Location: Adventure Sports Center International, McHenry, MD, USA

Quick Tidbits:

- Over 1,500 athletes & team support staff from over 35 countries
- Worldwide Television exposure via National & International Broadcast
- 40,000 spectators plus an additional 150,000 at related events
- \$20M in economic impact for the county
- \$9M in advertising value as estimated by major sports marketing firm Encompass International

