



# Powell River Kings: Economic & Community Impact Report

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## 1. Executive Summary

For over 35 years, the Powell River Kings have been more than a hockey team—they've been an engine for economic activity, community connection, and local pride. This report outlines the measurable and intangible benefits that the team brings to Powell River and the qathet region every season.

In addition to providing high-level hockey entertainment, the Kings help sustain local jobs, draw visitors into town year-round, and offer life-changing development opportunities for youth. Their presence reverberates across local hotels, restaurants, retailers, and civic institutions, especially during Powell River's quieter tourism seasons.

### Key Highlights:

- **\$1.6 million** in direct local spending generated annually by the team, players, visitors, and events
- **\$2.4 to \$3.2 million** in total annual economic activity when accounting for indirect and induced impacts
- Over **350–400 hotel rooms** booked per season by visiting teams and families
- Roughly **\$69,000 spent on meals** by visiting teams alone in local establishments
- More than **\$30,000 annually in ferry travel** tied directly to team activity
- Engagement of **30–50 volunteers**, contributing over **1,000 hours** each season
- Active participation in **youth mentorship, hockey camps, and school visits**
- A key platform for **developing local talent**, many of whom progress to collegiate or professional hockey

This report has been created not only to highlight the economic significance of the Kings but also to affirm their social value as a unifying force within Powell River and the qathet region. In a small, tight-knit community, few institutions play such a wide-ranging role—from economic catalyst to cultural cornerstone.

## 2. Introduction & Purpose

The **Powell River Kings** are a proud and long-standing member of the **British Columbia Hockey League (BCHL)**, having represented the community of Powell River since **1988**. Over the past three and a half decades, the Kings have become deeply woven into the fabric of the town—not only as a source of entertainment, but as a vehicle for youth development, civic pride, and economic vitality.

As a Junior A franchise, the Kings serve as a developmental stepping stone for student-athletes pursuing collegiate and professional hockey careers, while also attracting families, billets, volunteers, and fans from across the region. Each season, the team plays a critical role in community life by bringing residents together at Hap Parker Arena and connecting Powell River to the broader Canadian hockey network.

Throughout their history, the Kings have featured a number of **local and regional players** on their roster—giving Powell River youth the opportunity to play elite-level hockey close to home. This includes athletes who've graduated from the Powell River Minor Hockey Association and moved on to play in the BCHL, WHL, NCAA, and even professional leagues. The team's commitment to developing homegrown talent has provided a strong sense of identity and inspiration for local families and young athletes.

### **Purpose of this Report**

This report has been developed to **highlight the economic and social impact** of the Powell River Kings on the town and region. While their presence is often measured by wins, attendance, or playoff runs, the true value of the Kings extends far beyond the rink. The team generates over **\$1.6 million in direct local spending annually**, supports local jobs, draws visitors to Powell River, and strengthens civic pride.

By quantifying the team's financial contributions—alongside their cultural and social benefits—we aim to provide a clear picture of how essential the Kings are to the **economic health, tourism activity, and community spirit** of Powell River and the qathet region.

This report will serve as a foundational document for:

- **Stakeholders and sponsors** considering ongoing support;
- **Municipal leaders** evaluating the broader role of sport in local development;
- **Residents** seeking a better understanding of how junior hockey sustains and uplifts the region.

Ultimately, the goal is to ensure that the Powell River Kings remain a vibrant and sustainable institution within the community for many years to come.

### **3. Methodology**

This report combines internal financial records, community surveys, and comparative research. Key data sources include:

- The team's average annual operating budget.
- Estimates of spending by players, visiting teams, and fans
- Tourism impact modeling and multipliers based on BC Stats and regional studies
- Benchmarking against recent BCHL team impact reports

#### 4. Direct Economic Impact (Where the Money Goes & Who Benefits)

<u>Spending Category</u>	<u>Annual Amount</u>	<u>Who Benefits in the Community</u>
Team Operating Budget	\$1,100,000	Local staff, coaches, billets, arena workers, equipment providers
Players' Local Spending	\$180,000	Grocery stores, restaurants, retailers, service providers, School District
Players' Travel to Powell River	\$21,000	Airlines, ferry services, local transportation
Parents' Travel & Incidentals	\$30,000	Hotels, restaurants, gas stations
Visiting Teams – Ferry Travel	\$30,000	BC Ferries, local travel businesses
Visiting Teams – Hotel Rooms	\$60,000	Local hotels, motels, B&Bs
Visiting Teams – Team Meals	\$69,000	Local restaurants, caterers
Game-Night Concessions	\$91,000	Arena vendors, food suppliers, Raffle winners, other suppliers.
Referee Spending	\$18,000	Local Restaurants, Hotels and Ferries
<b>TOTAL DIRECT IMPACT</b>	<b>\$1,600,000</b>	<b>Broad-based local benefit</b>

#### 5. Indirect & Induced Effects (The Ripple Effect)

While the Powell River Kings generate over **\$1.6 million in direct spending** each year, their true economic impact extends even further when we consider the **indirect and induced effects**—often referred to as the "ripple effects."

##### What Does This Mean?

When the team spends money in the community—on things like ice rentals, travel, equipment, and staff wages—that money doesn't stop circulating after the initial purchase. It continues to move through the local economy in several ways:

- **Indirect Impact:** This refers to the business-to-business activity that results from the team's spending. For example, when a local restaurant caters meals for visiting teams, that restaurant then orders more food from local suppliers, who in turn pay their own staff and purchase additional goods.
- **Induced Impact:** This comes from the personal spending of people who earn income because of the team. When arena staff, team employees, or restaurant servers earn wages connected to Kings' game nights, they spend that money on groceries, transportation, rent, and other goods and services in the community.

Together, these ripple effects **amplify the original spending**, creating broader benefits across the local economy—supporting more jobs, generating more tax revenue, and helping more businesses thrive.

### Estimating the Ripple Effects

Economists use "**multipliers**" to estimate how much economic activity is generated from an initial dollar spent. In British Columbia, a **typical community-level multiplier ranges from 1.5 to 2.0**, depending on how self-contained the local economy is.

Applying that to the Kings' direct annual spending:

- **Low estimate:** \$1.60 million × 1.5 = **\$2.4 million**
- **High estimate:** \$1.60 million × 2.0 = **\$3.2 million**

This means the Powell River Kings could realistically be contributing **between \$2.4 and \$3.2 million** in total annual economic activity for Powell River and the qathet region when we include all indirect and induced effects.

### Why This Matters

These effects are especially important in smaller, more isolated communities like Powell River, where large-scale employers and tourism drivers are limited. The Powell River Kings are not only a sports team—they are a key part of the local economic engine, supporting a wide range of small businesses and services that benefit from every game, tournament, and hockey season.

## 6. Testimonials

*Powell River Kings hockey games are great to watch. We have been season ticket holders for many years. Hockey night is a fun social night out for the family; seeing friends; buying snacks from the concession; getting our 50/50 tickets (have won a few times); cheering on the home team, while wearing our hoodies with the team logo and ringing our cow bells.*

*We are looking forward to the 2025/2026 season. GO KINGS GO! Laura*

*As a lifelong resident of Powell River and someone deeply invested in both our local economy and the fabric of our community, I can say without hesitation that having a junior hockey team in our town is nothing short of essential.*

*The Powell River Kings are more than just a team; they're a vital part of our identity. From a financial standpoint, the impact of the team reaches far beyond the rink. Local businesses benefit from the increased traffic brought by fans, visiting teams, scouts, and families. Restaurants, hotels, gas stations, and shops all see the positive ripple effect during the hockey season. It's a steady stream of economic activity during what can otherwise be quiet months, and for many local entrepreneurs, it makes a real difference.*

*But the value of the Kings isn't just measured in dollars. The social impact is just as profound. These young athletes become role models in our community, giving kids someone to look up to and interact with through school visits, camps, and community events. As a billet parent, I've witnessed firsthand the bonds that form between players and families. They're not just hockey players, they become part of our town's story, our extended family.*

*The Powell River Kings aren't just important to us—they're essential to what makes Powell River and the qathet region a vibrant, welcoming place to live. Supporting this team means supporting our youth, our economy, and our community spirit. I'm proud to be part of it.*

*Aaron Reid Local Business Owner, Director, Powell River Kings Hockey Club Society  
Billet Parent and Fan.*

### ***Billeting for the Powell River Kings – A Family Tradition***

*The Powell River Kings are an integral part of our community. Every Friday and Saturday we load into the car with our jerseys on and our cow bells in hand ready to cheer on the young men who are working towards their childhood dreams. We watch them shoot, score, and celebrate as our own kids cheer and high five the people around us. We share laughs with neighbours, throw our hands up to poor calls with fans in our row, ring our bells with friends we haven't seen in awhile, and come together as a community in our arena to watch our local boys. Our son Kolton looks at the boys on the ice and dreams of being just like them. He sees what hard work looks like. He sees what teamwork and perseverance can bring and he sees that anything is possible.*

*We started billeting in 2018 as a way to give back to the hockey community that Kris grew up in. He came to games as a child, a teen, and again when we moved back to be teachers in our local school district. We were nervous to billet at first as we were adding a teenage boy to our home-and not just any type of teenage boy; an athlete! How much would they eat? Would they be arrogant? Would they fit into our lives? What about when we had kids of our own - how would that work? It is safe to say that all these worries washed away as soon as we opened our doors to our first billet.*

*Billeting has been an unexpected life changing adventure for us. Each of our billets (we have had 5 different players since 2018) has added to our lives in ways we would not have anticipated. From spending evenings reading books to our kids, playing mini sticks in the living room, watching hockey or playing a board game at night, to hiking adventures and beach combing and looking at Christmas lights on a December night - these boys became family. Our kids see them as big brothers whom they look up to as role models. They give run hugs and high-fives; broken stick presents and come to birthday parties. Their families become part of ours and we have stayed in contact with them over the years—even welcoming them to our wedding this summer.*

*The players come to our schools and visit classrooms to read with the students and give autographs. When these boys enter the classroom you would think an A-list celebrity had just walked in. They are greeted with cheers and high fives and questions about what it is like to be a famous hockey player. The students look up to the players and see the boys living the life they dream of.*

*The Powell River Kings is not just a team of hockey playing young men. It is a group of dedicated, hard-working, respectful players who give back to the community, who lead by example, who create a sense of belonging for local hockey lovers, and who make our small town proud.*

*Billeting and being part of the Powell River Kings franchise has changed our lives and we cannot wait to be part of the next steps!*

*The Pritchards*

## 7. Benchmark: Other Junior Hockey Communities

To provide context for the Powell River Kings' impact, this section compares similar reports from other Canadian Junior A teams. These examples help demonstrate that the scale of Powell River's economic and social contribution aligns with or exceeds national benchmarks.

<b><u>Community / Event</u></b>	<b><u>Reported Economic Impact</u></b>	<b><u>Context</u></b>
Cranbrook Bucks (2024–25 season)	\$6.0 million annually	Strong municipal support and new franchise momentum
Prince George Spruce Kings	Qualitative impact	Civic grant funding based on team's perceived value
Chilliwack Chiefs – RBC Cup 2018	\$2.5 million	National event, short-term boost

Penticton Vees – CSSHL Champs 2024	\$5.23 million	Large-scale youth tournament and showcase
<b>Cape Breton Eagles – 2023</b>	<b>\$3.29 million (local), \$7.59 million (provincial)</b>	Direct and facility-linked spending from team and arena operations

### **Case Study: Cape Breton Eagles (SJHL, 2023)**

A comprehensive study by the Cape Breton Partnership found that the Junior A Eagles generated **\$2.29 million in direct spending**, resulting in **\$3.29 million in total local output** and **\$7.59 million across Nova Scotia** when arena operations were included. The team supported **67 local jobs**, demonstrating the broad economic integration of junior hockey into regional communities. *(Source: Cape Breton Partnership, 2023)*

These examples show that Powell River’s impact estimate (\$2.4–\$3.2 million) is consistent with high-performing Junior A teams and reflects the same broad community value seen across Canada.

## **8. National Perspective: Hockey’s Role in Small-Town Economies**

To further highlight the importance of Junior A hockey in small communities, national-level research supports the case for the Powell River Kings’ significance.

### **Scotiabank & Hockey Canada’s “Ice Hockey in Canada” Report (2015)**

This report was commissioned by Scotiabank and Hockey Canada to better understand the social and economic value of hockey across the country. It was designed to quantify the real-world contributions of the sport beyond just professional leagues, with a focus on community-level participation, local economies, and national identity. The findings have been used to support grassroots investment and to promote the broader role of hockey as a key driver of Canadian culture and commerce.

- **\$2.6 billion** in direct economic activity is generated annually by hockey in Canada
- **Over \$1 billion** of that comes from towns with fewer than 100,000 people
- **52% of hockey tourism dollars** are spent in small and mid-sized communities
- **150,000 volunteers** support hockey programs, contributing over **36 million hours** per year

- Hockey supports **5,000 full-time jobs**, many in local facilities, hospitality, and events

This national data confirms that hockey’s impact is most strongly felt in smaller towns like Powell River. It reinforces the idea that community hockey isn’t just about sport—it’s about jobs, tourism, engagement, and regional pride.

## 9. Tourism & Hospitality Spin-Offs

The presence of the Powell River Kings contributes significantly to the local **tourism and hospitality economy**, especially during the fall and winter months when traditional tourism activity typically slows. These spin-off benefits are wide-reaching, supporting a variety of local businesses:

### Hotel & Accommodation Impact

- Visiting BCHL teams stay **1–2 nights** per trip, with **approximately 26 home games per season** (not including playoffs).
- Average hotel usage: **350–400 rooms per season**.
- At an average rate of **\$120–\$150 per night**, this generates approximately **\$60,000 per season** in revenue for local hotels, motels, and B&Bs.
- Additional room nights are booked by **visiting family members and fans**, especially during high-profile games or playoffs.

### Food & Beverage Sector

- Visiting teams often pre-book team meals at local restaurants, generating an estimated **\$69,000 annually**.
- **Parents and fans** dining out before and after games contribute additional restaurant revenue, often **during off-peak periods** midweek or in the shoulder season.
- Game-day attendees also purchase from local restaurants, pubs, and cafes before or after attending Kings games.

### Ferry Travel & Local Transportation

- Visiting teams, families, team followers and scouts must take BC Ferries to access Powell River, contributing to an estimated **\$30,000 annually** in ferry revenue directly tied to BCHL activity.
- This increases visibility for Powell River as a travel destination and introduces new visitors to the town who may return during summer months.

## Retail and Gas Stations

- Out-of-town guests frequently spend money on fuel, snacks, and essentials while visiting Powell River.
- Local retailers benefit from this **incremental foot traffic**, particularly stores near Hap Parker Arena or central accommodations.

## Tourism Exposure

- The Kings help put Powell River “on the map” for visitors from other BCHL towns.
- Visiting players, families, and fans often share positive experiences on social media—**indirectly promoting the town** and helping drive future tourism.

In short, the Powell River Kings contribute significantly to the **shoulder-season economy** in ways that many other industries can’t—bringing hundreds of out-of-town visitors into the community throughout the year and driving **repeat business and regional exposure**.

## 10. Community & Social Value

The Powell River Kings are more than just a hockey team—they are a pillar of community identity, youth engagement, and volunteerism. Their presence strengthens the social fabric of Powell River and the qathet region in ways that go beyond economic metrics.

### Volunteer Engagement

- An estimated **30–50 volunteers** support the team throughout the season—helping with ticketing, security, game operations, media, and community events.
- Volunteers often commit **3–5 hours per week**, contributing **1,000+ hours annually**.
- Many volunteers are seniors, youth, or families—benefiting from a strong sense of purpose, community connection, and pride.

### Youth Development & Local Inspiration

- The Kings serve as **positive role models** for local youth involved in minor hockey.
- Players regularly visit schools, participate in minor hockey events, and help run youth camps.
- This creates a strong “**pathway effect**”—where kids see a future in the sport and in their hometown.

## Civic Identity & Community Pride

- The team provides a **rallying point for the community**, especially in a town without other major spectator sports.
- Game nights bring together residents of all ages and backgrounds, building social cohesion and boosting morale.
- Powell River's identity is closely tied to the Kings—mentioned in media, tourism promotion, and by alumni who continue to represent the town across North America.

## Economic Equity & Accessibility

- Many Kings initiatives (school visits, meet-the-team nights, and public skates) are **free to attend**, ensuring broad accessibility and inclusivity for all residents regardless of income or background.
- The team provides **discounted or sponsored tickets** through community programs, enabling youth groups and families to attend games they might otherwise miss.

## Notable Alumni & Legacy Impact

Over the years, the Kings have produced numerous **college-committed players**, WHL athletes and a few have played in NHL, semi professional and professional hockey in Europe

- These success stories continue to **boost Powell River's reputation** nationally and inspire the next generation of local players.

## 11. Why the Kings Matter to Powell River

While this report quantifies the measurable economic and tourism impact of the Powell River Kings, the team's value goes far beyond dollars and data.

For more than 35 years, the Kings have been a part of the Powell River story. They've provided generations of local youth with role models, given families a place to gather on game nights, and helped put our town on the map across British Columbia and Canada.

Residents volunteer their time, billet players, and support the team in ways that reflect the deep connection between the Kings and the community. In many ways, the team reflects the town itself: hardworking, passionate, and proudly local.

As other small towns across the country have shown, a Junior A team like the Kings can be one of the most important anchors of community identity and vibrancy.

Keeping them strong means continuing a legacy that benefits Powell River not just today—but for generations to come.

## 12. Summary & Conclusion

The Powell River Kings are a vital asset to the community—both economically and socially. They:

- Inject **\$1.6+ million** directly into the local economy each year
- Generate an estimated **\$2.4–\$3.2 million** in total economic activity
- Drive tourism, fill hotel rooms, and support dozens of businesses
- Offer youth mentorship, civic pride, and meaningful community engagement

In a small town like Powell River, few organizations can match the **breadth of impact** the Kings deliver. They are not just a hockey team—they are an engine of economic health, community pride, and local connection.

Prepared by: Powell River Kings Hockey Club Society

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### Disclosure of Financial Information

The financial data presented in this report is a combination of internal team records, best-available estimates, and third-party benchmarks. Direct spending figures were drawn from team budgets, known operational expenses, and local stakeholder input. Certain categories, such as player and visitor spending, were estimated using conservative assumptions informed by similar economic impact reports from other BCHL teams and junior hockey organizations across Canada.

Where specific line-item data was unavailable, inputs were modeled using community-informed insights from Powell River businesses, team staff, billet families, and volunteers. Regional economic multipliers used to calculate indirect and induced impact are based on BC Stats and established methodologies in comparable markets.

While every effort has been made to ensure accuracy, readers should note that this report provides an informed approximation rather than a forensic financial audit. All figures are intended to represent the **typical annual impact** of the Powell River Kings under normal operating conditions.