

# **VANCOUVER ISLAND MOTORSPORT CIRCUIT**

## **The Vancouver Island Motorsport Circuit is:**

### **➤ A year-round vehicle training and testing venue that provides:**

- A unique and high-quality motorsport experience for both the recreational and serious drivers of street legal high-performance vehicles
- A unique indoor facility for hosting corporate, social and non-profit events

### **➤ A destination attraction that provides world-class visitor experiences featuring:**

- Motorsport experiences
- Tourism packages that showcase the region's first-class wineries and cideries, farms, shops, culinary experiences and restaurants, outdoor adventure, cultural experiences and other attractions

### **➤ A catalyst for destination development and economic development in the Cowichan Valley:**

- It attracts visitors from North American and Overseas Markets – visitors who may not come to the area otherwise
- It's part of a larger tourism and economic development network that includes the Villa Eyrie Resort, Cowichan River Fishing Lodge, and golf course in the Cowichan Valley
- The Circuit brings new money and jobs to the Cowichan Valley
- Future plans include an expanded circuit and second clubhouse facility.
- The construction and annual operation of the circuit has created significant positive impacts for the Cowichan Valley.
- The future expansion of the Circuit, the Villa Eyrie Resort, the Lake Cowichan Wilderness Lodge and the golf course will further enhance the benefits, bringing new money and jobs to the local economy.
- These developments will draw more visitors to the Cowichan Valley and they will stay for a longer period of time, thereby increasing visitor spending.



## CONSTRUCTION OF THE MOTORSPORT CIRCUIT (2015)

**124 jobs\*** ←----- Jobs created over construction period (*largely to CVRD residents*)  
**\$16.7 million** ←----- Direct construction spending (*mainly in CVRD*)

## ON-GOING OPERATION OF THE CIRCUIT

**21 jobs\*** ←----- Annual jobs (*largely to CVRD residents*)  
**\$1.5 million** ←----- Direct operational spending annually (*mainly in the CVRD and Vancouver Island*)  
**\$150,000** ←----- Municipal tax revenue annually

## FUTURE CONSTRUCTION OF THE EXPANDED CIRCUIT (2020)

**254 jobs\*** ←----- Jobs created over construction period (*largely to CVRD residents*)  
**\$36.5 million** ←----- Direct construction spending (*mainly in CVRD*)

## FUTURE OPERATION OF THE EXPANDED CIRCUIT

**28 jobs\*** ←----- Annual jobs (*largely to CVRD residents*)  
**\$4.5 million** ←----- Direct operational spending annually (*mainly in the CVRD and Vancouver Island*)  
**\$400,000** ←----- Municipal tax revenue annually (*estimated*)

## SUPPORTING THE COWICHAN VALLEY SINCE 2016

- Over \$200,000 provided to local organizations to help them support the needs of our community.
- Over 30 local non-profit organizations have received financial and in-kind support.
- Over 40,000 people have attended the circuit since opening in 2016.
- Local employees, suppliers and contractors are sourced at every opportunity.
- The facility has provided a much-needed community venue to support local events.
- The circuit is a filming destination, bringing further economic spin-off benefits to the Valley.
- Vacant industrial land was cleaned up and made productive.
- Only 12% of the land purchased for the circuit will be hard surfaced, leaving the remaining 88% of the industrial property as green open space.

*\*This includes direct jobs at the Circuit, in addition to spin-off jobs in supplier industries and jobs resulting from Circuit and construction employees' spending money in the local economy*

Source: Vancouver Island Motorsport Circuit Economic Impact Assessment, Grant Thornton LLP and Pacific Analytics Inc., January 2018