



**OUR TEAM.
OUR CITY.**

OVERVIEW & ECONOMIC IMPACT



The Edmonton Elks have had great support and discussions with the City during this process and we are very excited about our partnership.

Club's Financial Overview

- \$18M loss over the last 4 years
- Despite a cancelled 2020 season and limited revenue, we paid all of our City obligations and operating costs
- Our partnership with the City is critical to our future success. We have created and are implementing a “turnaround plan” with the objective to get us back to break-even in 2023.

Economic Impact

- The total economic impact of the 2022 Season was \$26,130,416

Source: Explore Edmonton

- The economic impact every year ranges from \$26 – \$30M
- 14 million fans through the gates at Commonwealth Stadium for Elks games
- Edmonton Elks have 462 FT & PT employees. This excludes food & beverage staff, ushers and security.

**OUR TEAM.
OUR CITY.**

DIVERSITY



Highlights:

- Cree Broadcast – 1st CFL broadcast in an Indigenous language. In partnership with Windspeaker Media, this was broadcast across Alberta on CFWE and CJWE
- Stand with Ukraine Game Day – \$172,000 raised and donated to the Canada Ukraine Foundation through game ticket fundraiser
- Winnifred Stewart Employability Program Participant – the Elks employ two part-time staff members with diverse abilities
- Joey Moss 50/50 & Championship Suite – Annual 50/50 and Championship Suite raises funds for the Joey Moss Memorial Fund



**OUR TEAM.
OUR CITY.**

COMMUNITY OUTREACH



As a community-owned team and a registered not-for-profit, our community engagement and outreach is a top priority.

Highlights:

- Elks Women's Dinner – Annual event held in the Commonwealth Rec Centre, raising funds for Ovarian Cancer Research at the Lois Hospital for Women with over \$600,000 donated since inaugural event in 2007
- Purolator Tackle Hunger Food Drive saw Elks fans bring food and monetary donations to the game to benefit Edmonton's Food Bank. Elks staff and players volunteered at the Food Bank to help sort and create hampers for those in need.
- 630CHED Santa's Anonymous Game Day raised money and toys for children over the holidays who otherwise wouldn't see any gifts under their trees. Elks staff and players volunteered and sorted the donations from the game at the Santa's warehouse.
- TELUS End Bullying – Elks players deliver a program that helps elementary students understand the impact of bullying
- Partnership with Kids Up Front to bring youth to Elks games – 2022 saw over 10,000 tickets donated to Kids Up Front participants to attend games

**OUR TEAM.
OUR CITY.**

COMMUNITY SUPPORT



Highlights:

- Edmonton Elks staff gathered food and water donations to support the community of Wetaskiwin after their Warming shelter closed
- 2022 Elks Project \$2M partners received \$100,000 worth of in-kind marketing and promotional support to bolster their campaigns and help raise awareness and funding for their programs and services. These organizations offer diverse services to our city that include family and housing support, health and youth initiatives.



**OUR TEAM.
OUR CITY.**

2023 NEW INITIATIVES



- Exploring partnerships with community bike organizations to create incentives to encourage fans to ride their bike to the games
- Working closely with City Admin to create and attract more events to Commonwealth Stadium
- New partnership with the City for the Elks to manage the merchandise of non-Elks events which should result in an increase in revenue for the City

**OUR TEAM.
OUR CITY.**



***OUR TEAM.
OUR CITY.***