COMMERCE
PRUDENCE
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WINNIPEG BLUE BOMBERS

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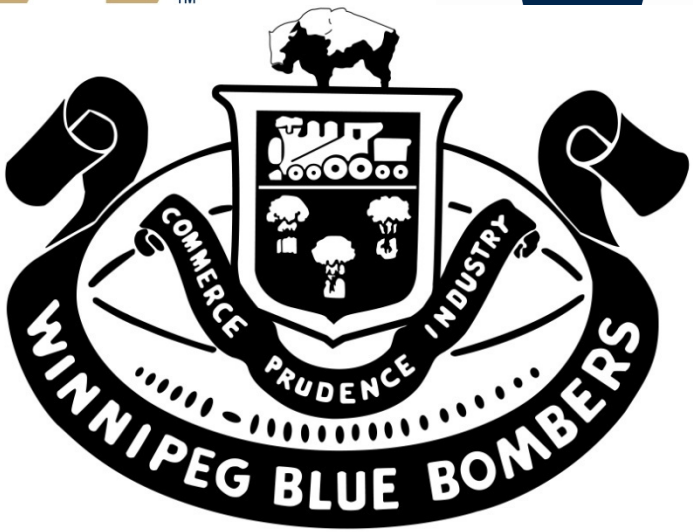
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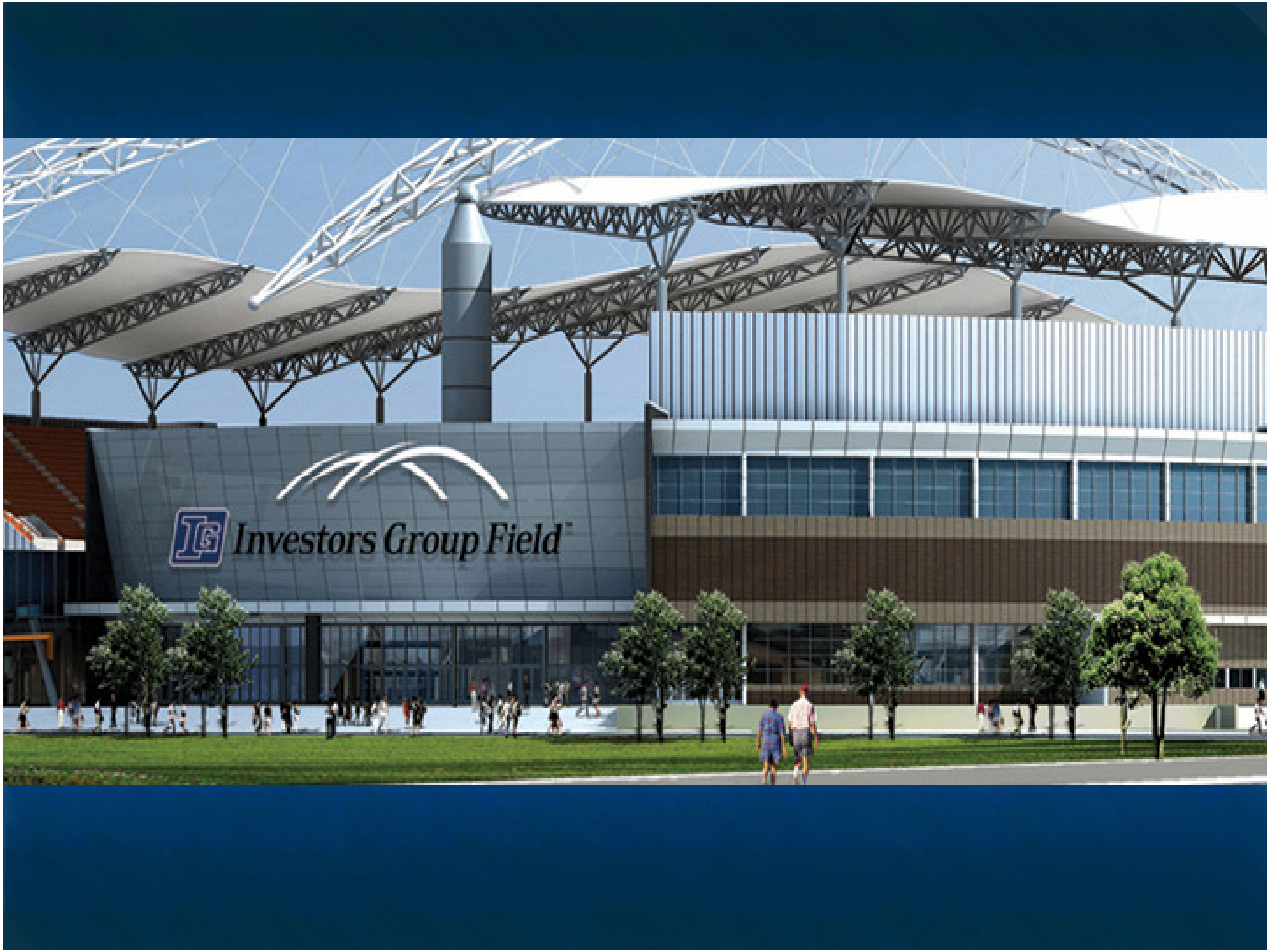
Investors Group Field™

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Northwestern Medicine Field

Investors Group Field:

- A BOWL LAYOUT WITH SEATS ON ALL SIDES SURROUNDING A PLAYING SURFACE LOCATED EIGHT METERS BELOW GROUND

- 33,500 SEATS – 22,000 LOCATED BELOW GROUND, WITH AN OPEN CONCOURSE ENCIRCLING THE STADIUM THAT WILL PROVIDE A VIEW TO THE FIELD FROM EVERY PART OF THE STADIUM

- TEMPORARY SEATING OVER THIS CONCOURSE AT EACH END ZONE TO INCREASE CAPACITY TO MORE THAN 43,000

- ONLY 52 ROWS, SEATING WILL BE SPREAD MORE EVENLY AROUND THE ENTIRE FIELD INSTEAD OF IN GRANDSTANDS THAT RISE UP ALONG EACH SIDE

- A LARGE OPAQUE METAL ROOF, THAT WILL PROVIDE WEATHWE PROTECTION FOR UP TO 80% OF THE SEATING AND ENLOSE THE SPECTATOR'S FIELD OF VISION

# INVESTORS GROUP FIELD:

•ROOF DESIGNED TO HAVE AN UNDULATING PROFILE THAT WILL ACT AS A BAFFLE, CAPTURING AND REDIRECTING SOUND THROUGHOUT THE STADIUM

• LARGE HDTV VIDEO SCREENS THAT WILL BE MOUNTED ABOVE EACH END ZONE, WHICH, IF LINED UP TOGETHER, WILL STRETCH 75 YARDS FROM MIDFIELD TO THE BACK END ZONE

• OVER-DESIGNED CAPACITY OF CONCESSIONS THAT WILL INCLUDE A WIDE VARIETY OF FRESH SELECTIONS

• VERY WIDE, 22-INCH-SE SEATS WITH EXTRA LEG ROOM IN FRONT–AND A CUP HOLDER ON THE BACKS OF THE SEATS

• 28 WASHROOMS (50% MORE THAN IN THE CURRENT STADIUM)
VIBRANT RIBBON BOARD CASCADING THE INSIDE OF THE STADIUM FOR ADVERTISING AND ANNOUNCEMENTS

## INVESTORS GROUP FIELD

## FUTURE VISION:

•12 MONTH FOOD & BEVERAGE /CONCESSION OPERATION
A ROOM THAT CAN ACCOMMODATE 600 PEOPLE FOR DINNER, MEETINGS AND CHRISTMAS PARTIES

- 4 OTHER SPACES FOR MEETINGS AND GATHERINGS THAT CAN ACCOMOODATE FOR 75-150 GUESTS

- 4,000-SQUARE FOOT FEATURE RETAIL STORETHAT WILL BE OPEN YEAR-ROUND

- CONCESSIONS WITH THREE TIMES THEIR LOCATIONS AND MULTIPLE TIMES THE VARIETY, PROVIDING THE BEST FOOD & BEVERAGE EXPERIENCE POSSIBLE

- TO HOLD NUMEROUS NON-FOOTBALL EVENTS, INCLUDING BUT NOT LIMITED TO CONCERTS, SOCCER AND TRADE SHOWS

ECONOMIC IMPACT OF TOURSIT SPENDING
AT THE 2011 GREY CUP IN VANCOUVER

THERE WERE OVER 130,000 UNIQUE VISITORS TO THE FESTIVAL (EXCLUDING THE SAFEWAY GREY CUP) OVER 4 DAYS OF WHICH 33% WERE FROM OUT OF TOWN

- TOTAL DIRECT SPENDING BY OUT OF TOWN VISITORS: $42,839,990
- TOTAL ECONOMIC IMPACT FROM THE RAISE THE ROOF FESTIVAL: $118,034,083
- 826 JOBS CREATED AND $43,437,222 IN WAGES, SALARIES AND TAXES

OVERALL:

TOTAL ECONOMIC IMPACT (INCLUDES INDUSTRY OUTPUT, WAGES & TAXES) **$118,034,083**
NUMBER OF OVERNIGHT VISITORS (NON GVRD RESIDENTS) **59,005**

EXPENDITURE OF OUT-OF-TOEN VISITORS:

AVERAGE PER DIEM EXPENDITURE IN VANCOUVER **$174.95**
AVERAGE LENGTH OF STAY (NIGHTS) **4.15**
AVERAGE TRIP EXPENDITURE OF VISITORS **$726.04**

TOTAL DIRECT SPENDING (OUT OF TOWN VISITORS)

VISITORS **$42,839,990**
ECONOMIC IMPACT - GVRD (OUT OF TOWN VISITORS)
INDSUTRY OUTPUT **$74,596,861**
WAGES AND SALARIES **$25,720,262**
TAXES **$17,716,960**
EMPLOYMENT (JOBS) **826**

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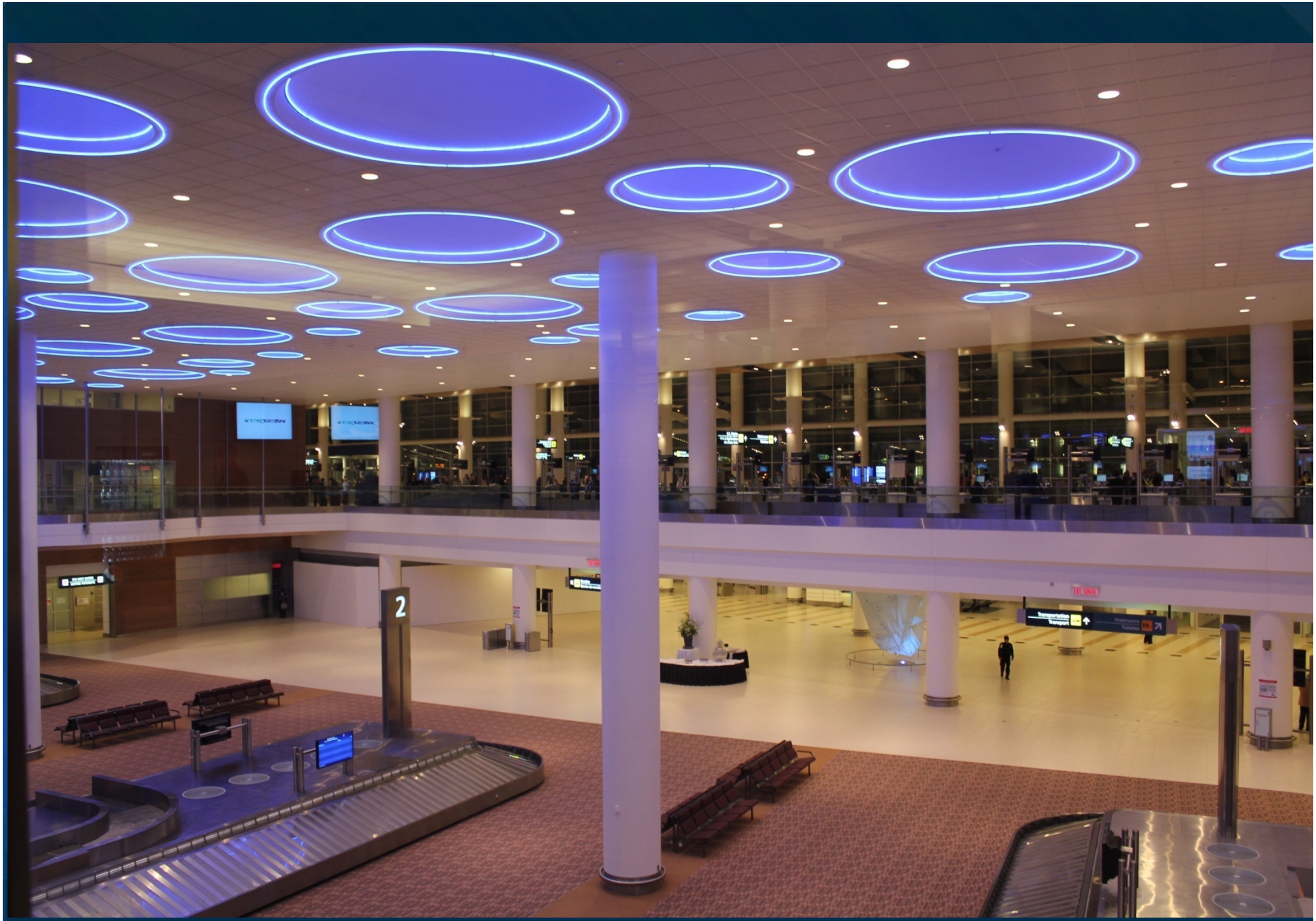
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