

1.0 Executive Summary

Edmonton's late night entertainment economy continues to be vibrant and thriving. It contributes to the social and cultural fabric of the city, and improves the city's viability and appeal for both local residents as well as tourists. This sector creates thousands of jobs and generates millions of dollars in economic output per annum. The late night entertainment economy is diverse, and constitutes any of the following types of establishments: eating and drinking establishments, bars, lounges, nightclubs, casinos, music venues and after-hours clubs.

Through Responsible Hospitality Edmonton, the City continues to take a leadership role in supporting the economic development of this growing industry. Initiatives like this economic impact assessment, receiving the International Purple Flag accreditation, along with late night transit, demonstrate the City's commitment in late night economy policy and program development.

In 2012, the City of Edmonton conducted the first late night economic impact study; the key findings are summarized in Table 1. Using 2010 data, the total economic output generated from this sector was \$686,511,073, while the gross domestic product (GDP) generated from the late night economy was estimated to be \$310,008,796. The late night entertainment economy also contributed 5,807 full-time equivalent jobs in 2010.

In 2016, the Office of the Chief Economist and Responsible Hospitality Edmonton updated the late night economic impact study using 2014 data. The key findings of the economic impact study of Edmonton's late night entertainment economy are summarized in Table 1. Over the course of four years, Edmonton's late night economy has continued to contribute to Edmonton's economy and the number of individuals employed has grown.

Table 1: Summary of Economic Impacts

Category	Total Economic Impact		
	2010	2014*	2014
Total Economic Output	\$686,511,073	\$1,334,474,085	\$1,431,112,160
Gross Domestic Product (GDP)	\$310,008,796	\$672,467,947	\$672,907,042
No. of Full-Time Equivalent Jobs	5,807	11,719	11,719
*2014 values are in 2010 dollars			