

Campbell River

Community Impact Report

2016/2017



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B.C.'s Gaming Industry

BCLC games are available in almost every community in B.C.

- **3,500** lottery locations
- **6** bingo halls
- **17** casinos
- **18** community gaming centres
- **2** racetracks

BCLC partners with private sector companies to operate gambling facilities in B.C. Under the *Gaming Control Act*, BCLC is responsible for the security and integrity of the games and setting responsible gambling standards and practices.

Gaming is a significant contributor to the B.C. economy

The Province of B.C. created BCLC to give back to British Columbia and help communities grow. **Thanks to players, more than \$20 billion has been invested in B.C. communities over the past 32 years.** Today, **\$0.88** of every dollar played goes back into the Province.



Across the province gaming employs more than 37,000 workers.

Gaming in Campbell River: Local Benefits

Players and Facilities

75 per cent of adults in British Columbia gambled with BCLC in the past year: that includes playing a lottery game, visiting a casino, or playing online at PlayNow.com. In Campbell River, more than **14,300** registered players play our games.



Gaming Contributes to the Local Economy

- **69** local jobs created by Chances Playtime Campbell River
- Chances Playtime Campbell River supports local vendors and suppliers in Campbell River ranging from food supply, to cleaning services to printing services

Our players look for more than just gaming. As a result, most of our facilities include additional amenities such as **Coasters Bar + Bistro**. Coasters raises the bar on the fundraising experience for groups of up to 55 people. With free custom-tickets, and food and drink deals, the space is a perfect venue for fundraising events. As a bonus, \$10 of each ticket sold goes directly back to the host organization.

Gaming Revenue Funds Local Initiatives

Local governments that host a gaming facility receive a 10 per cent share of the net income those facilities generate. Last year, the City of Campbell River received **\$749,000** generated by Chances Campbell River to fund local initiatives.

- The emphasis for 2016 gaming fund allocation in the City of Campbell River is on giving back to the community. As such, **\$40,000** in cleanliness grants were made available for the local business improvement areas to ensure the City has an inviting atmosphere, **\$25,000** of grants will be made available to help support local social causes, and approximately **\$47,500** will pay for public art installations around the City.

Did you know?

Centennial Pool's annual operation costs are supported by a portion of **the City's** provincial gaming revenue.

Community Gaming Grants

The Province of B.C. allocates **\$135 million** annually to community organizations through the Community Gaming Grant Program.

- **47** organizations in Campbell River received funding last year
- **\$903,000** went to support those organizations in the human and social services sector, public safety, sports, arts and culture, and parent advisory councils

Did you know?

In 2016/17, BCLC delivered **\$1.31 billion** in net income to the Provincial Government.

Sponsorships

Chances Playtime Campbell River provides support for local non-profit and charitable organizations and events, including:

Campbell River SPCA—Each year, the Campbell River Branch of the BCSPCA helps care and find homes for hundreds of animals in the community. In June 2016, Chances Playtime Campbell River presented the BCSPCA—Campbell River Branch with a cheque for \$1,565 to help the organization continue to support homeless animals in the community.

Shoreline Arts Society—In June 2017, Chances Playtime Campbell River presented the Shoreline Arts Society with a cheque for \$1,800 to support Transformations on the Shore. An annual tradition started in 1997, Transformations on the Shore draws thousands of locals and visitors together to watch talented carvers at work. Carvings are left along the Sea Walk and throughout the City of Campbell River for locals to enjoy year round.

Campbell River Salmon Festival Society—In June 2017, Chances Playtime Campbell River presented the Campbell River Salmon Festival with a cheque for \$2,500 in support of their 50th annual SalmonFest event. Each year, this event brings thousands of attendees to Nunns Creek Park to enjoy the Logging sports competition, salmon barbeque, and other entertaining activities.

Spotlight

Downtown Core Revitalization Benefits Special Olympic Athletes

A team of Special Olympics athletes had the opportunity to build self-esteem and confidence —and raise a little money along the way – as part of Campbell River’s Show on the Row. The athletes raised funds to support Special Olympics BC by selling popcorn at an outdoor movie night, one component of the CR Live Streets initiative. The community programming was funded by the City’s share of provincial gaming revenue for hosting Chances Campbell River.

“They love it, they love the social aspects, they love the community, they love being a part of work that they may not normally have the opportunity to be involved in,” said George MacLagan, a coach with Special Olympics BC–Campbell River. “These are the stepping stones that allow an athlete to get a more successful job in the community, to be more proud of who they are.”

With downtown revitalization an ongoing priority, since 2014 more than **\$65,000** in gaming funds has been invested in a downtown façade improvements program.

Read more about how gaming revenues help communities grow at playitforward.bclc.com



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Learn more about BCLC Play it Forward
at bclc.com

