Four Decades of Economic and Social Impact (1985–2025) of the British Columbia Lottery Corporation in Kamloops



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Highlights

BCLC's Total 40 Year Cumulative Economic & Social Impact

- In the past 40 years (from FY 1985/86 to 2024/25) BCLC has contributed approximately $3 billion to the community of Kamloops because of its economic impact and for its support of social programs.

$3 billion
Total economic and social contribution to the Kamloops community since 1985

Economic Impacts FY 1985/86 to 2024/25

- BCLC's total economic impact on Kamloops over the past 40 years is estimated at *$2.52 billion* in constant 2024 dollars, reflecting both direct expenditures and wider economic spillovers adjusted for inflation.
- Of this *$2.52 billion*, approximately *$1.80 billion* stem from direct contributions, including:
  - *$1.23 billion* in salaries and benefits paid to BCLC's Kamloops employees, much of which recirculates through the local economy.
  - *$360.3 million* in procurement of goods and services from Kamloops-based suppliers.
  - *$130.2 million* in Community Gaming Grants awarded by the Province of B.C. to Kamloops non-profit organizations since FY2001/02.
  - *$73.9 million* in Host Local Government payments shared by the Province with the City of Kamloops since FY1999/2000 for hosting Cascades Casino and Chances Casino Kamloops.
  - *$3.2 million* in corporate sponsorship and employee-led charitable fundraising for local organizations and events between FY1985/86 and FY2024/25.

Economic Impacts FY 2024/25

- BCLC's total economic impact on the City of Kamloops for FY2024/25 is estimated at $96.7 million in constant 2024 dollars, after applying a 1.4 multiplier to account for economic spillovers.
- Of this, $69.0 million represents direct contributions to the Kamloops economy, including:
  - $43.8 million in salaries and benefits paid to BCLC employees living and working in Kamloops.
  - $19.0 million spent on goods and services procured from local suppliers.
  - $2.9 million in Community Gaming Grants distributed by the Province of B.C. to non-profit organizations based in Kamloops.
  - $3.2 million in Host Local Government payments shared with the City of Kamloops for hosting Cascades Casino and Chances Casino.
  - $181,000 in corporate sponsorship and employee-led fundraising supporting community events and charitable initiatives.

$96.7 million
Economic impact in 2025 alone

Employment

- BCLC's head office is one of the top 10 employers in Kamloops and is recognized as one of the Top 25 Employers in British Columbia (Mediacorp Canada Inc., 2025).
- In fiscal year (FY) 2024/25, BCLC employed 511 full-time equivalent (FTE) employees at its head office in Kamloops. Applying the local employment multiplier of 1.66 (BC Stats, 2025) to account for indirect jobs, BCLC's head office employment resulted in approximately 337 additional indirect FTE positions from economic spinoffs, totaling 848 FTEs in Kamloops.
- The provincewide employment impact multiplier of 2.31 indicates that BCLC's head office employment supports an estimated 1,181 FTEs across British Columbia. This includes an additional 333 FTEs beyond Kamloops.
- BCLC's Kamloops head office has experienced a 47% increase in FTE staff since a decade ago 2014/15.
- BCLC's Kamloops head office employed 117 in 1985, and by 2024/25, it reached 581, reflecting an average annual growth rate of 4.1%.

581 employees
Top 25 B.C. Employer for 2025

Social Impacts

- BCLC's gambling revenue supports numerous community programs and initiatives in Kamloops, positively influencing both individuals and the broader community.
- Contributions are delivered through BCLC's corporate sponsorship program, employee-led giving, Community Gaming Grants from the Province, and Host Local Government (HLG) payments to the City of Kamloops.
- While economic impact focuses on job creation and economic spinoffs, social impact is measured by the community benefits, such as improved health outcomes.
- Over 40 years, BCLC's cumulative social contributions amount to $513 million (constant 2024 dollars), reflecting the positive social effects of its programs.

$513 million
BCLC's impact from social contributions

Breakdown of Social Contributions:

- Community Gaming Grants: Since 2001, $130 million in grants have supported Kamloops community programs, generating a social value of $312.5 million (equivalent to $3,125 per resident).
- Corporate sponsorship and Employee Giving: Since 1985, $3.7 million contributed to local organizations, yielding $8.9 million in social value ($89 per resident).
- Host Local Government Payments: Since 1999, the City of Kamloops has received $79.8 million to support public services, with a social value of $191.5 million.
- Combined Social and Economic Impact: Adding the $299 million economic impact to the social valuation results in an estimated $812 million cumulative social and economic benefit from BCLC's community-focused programs over 40 years.

Glossary Terms

Community Gaming Grants: Funding distributed by the Province of B.C. from net income it receives from BCLC, to support non-profit organizations.

Consumer price index: the average change in prices over time that a typical consumer pays for a basket of goods and services relative to some base year basket.

Cumulative impact: Measures the total impact of a project over a period of time, including direct and indirect impacts.

Direct impact: Measures the direct impact on the revenue of local industries supplying the goods and services to BCLC. Also known as the direct local income generated.

Economic impact assessment (EIA): Measures the economic impact of an organization by estimating total changes in employment, income and government revenue from tax or other streams.

Expenditure/Income multiplier: Measures the increase (or decrease), in final spending/ income which results from an injection (or withdrawal) of spending by BCLC.

Employment multiplier: Measures the increase (or decrease) in employment which results from employment at BCLC.

Full time equivalent: An FTE is equal to the number of hours a full-time employee works for BCLC. 1 FTE employee working full-time allocates 35 hours/week or 2,080 hours/year. Four part time employees equals 1 FTE is assumed.

Gross Domestic Product: The market value of all final goods and services produced in a region for a given year.

Host Local Governments: Municipal or First Nation Governments that have one or more gambling facilities in their jurisdiction.

Host Local Government payments: The Province of B.C. has Host Local Government Revenue Sharing Agreements with Host Local Governments. Host Local Governments receive an approximately 10 per cent share of the net revenue generated by each gambling facility in their region. Host Local Governments may use these payments for any projects or programs they wish.

Indirect impact: Measures the impact on revenue further down in the supply chain as a cumulative impact from the beginning of the supply chain at a given period.

Induced impact: Measures the impact of spending by BCLC employees towards the Kamloops economy for both direct and indirect impacts arising from the spending.

Positive externalities: Impact of market transactions yield benefits for those not involved in the transaction.

Total or cumulative impact: The sum of the direct, indirect and induced impacts arising from spending.

Social discount rate: A rate that is used to discount future flows arising from public projects.

Social dividends: Payments paid out to communities and non-profit organizations to support social programs.

Social impact assessment: A method that analyzes, monitors and manages the intended and unintended social impacts organizations have on their communities.

Social rate of return on investment (SROI): is the ratio of the net present value of the benefits relative to the net present value of the investment undertaken to achieve those benefits.

Person years: Measures the cumulative number of years people are employed. For example, if BCLC employed 300 people for 1 year would amount to 300 worker years of data and for 2 years it would amount to 600 worker years of data.

Disclaimer

This report was prepared by Dr. Peter Tsigaris only for the British Columbia Lottery Corporation (BCLC) pursuant to an agreement solely between Dr. Tsigaris and BCLC. The assessment and views expressed in this report are those of the author and should not be taken to represent that of BCLC. The author would like to thank numerous people including Dr. Laura Lamb from Thompson Rivers University for her insights and discussions about general socio-economic analysis and the assessment of economic and social impacts. Jeff Dean from B.C. Stats for providing the local employment multiplier. In addition, Ms. Sarah Lindstein, Ms. Vanessa Woznow, Ms. Jody Hays. and Ms. Laura Piva-Babcock from BCLC assisted with data gathering and answering my numerous inquiries during the writing of this report. BCLC provided valuable feedback and assistance in gathering the relevant data and information to conduct the study. The report benefited from an independent peer review by Dr. Laura Lamb, Professor of Economics at Thompson Rivers University, whose feedback strengthened the methodological framing and interpretation of results.

Introduction

British Columbia Lottery Corporation (BCLC)

The British Columbia Lottery Corporation (BCLC) was established as a Crown corporation in 1985 by the Province of British Columbia. Its primary mandate is to conduct and manage gambling on behalf of the Province in a socially responsible manner, offering entertainment to its players while generating significant revenue for the benefit of all British Columbians. As part of its mandate, BCLC operates with core values of community, integrity, and respect, ensuring that its operations positively impact communities across the province. As a social purpose company, BCLC is driven to be a positive force for good in society and exists to generate win-wins for the greater good.

Since its inception, BCLC's head office has been in Kamloops.

Since its founding, BCLC has delivered over $29 billion in net income to the Province. In the most recent fiscal year (2023/24), BCLC generated approximately $1.548 billion in net income from total revenue of $2.871 billion. Out of this net income, $1.536 billion was distributed to the Province of British Columbia to support essential services, including health care, education, and community programs. Of this amount, $147.3 million was earmarked for the Health Special Account, while $107.5. million was directed to First Nations revenue sharing (British Columbia Lottery Corporation, 2024). Local municipalities also benefit from Host Local Government payments, and non-profit organizations receive support through Community Gaming Grants.

$1.54 billion
in net income reinvested back into B.C. communities in FY 2023/24

BCLC's economic contributions to Kamloops are particularly noteworthy. Over the past 40 years (1985/86 to 2024/25), BCLC has contributed approximately $3 billion to the Kamloops community, including $2.52 billion in economic impact through wages, local spending, grants, and community investments, and $513 million in social impact through charitable initiatives, host local government payments, and community gaming grants. This reflects BCLC's significant role as an economic and social driver in the city (Tsigaris, 2021).

Beyond revenue sharing, BCLC also makes direct investments in B.C. communities through its corporate sponsorship program and employee-led charitable giving, fostering both economic and social development at the local level. These initiatives highlight BCLC's ongoing commitment to supporting community well-being and economic stability across the province.

The Structure of Gambling in B.C.

Under the Criminal Code of Canada, gambling activities are prohibited unless managed by a provincial government. In British Columbia, the Gaming Policy and Enforcement Branch (GPEB) oversees gambling, setting policies and regulations through the Gaming Control Act. GPEB ensures the integrity of gambling activities, including those managed by BCLC. BCLC operates PlayNow.com, an online gambling platform offering lotteries, sports betting, virtual bingo, e-slots, and live table games. Private-sector casino service providers, under contracts with BCLC, manage gambling facilities according to BCLC standards and Gaming Control Regulation. BCLC also partners with approximately 3,400 lottery retailers who adhere to BCLC's standards and code of conduct for selling lottery games.

Kamloops

Kamloops, located in south-central British Columbia, is renowned for its natural beauty, vibrant community, and diverse economy. As the third-largest city in B.C.'s interior, Kamloops has a population of approximately 105,000 (Statistics Canada, 2021) and a Gross Domestic Product (GDP) of $5.2 billion (Venture Kamloops, 2024). The city's economy is shaped by sectors such as retail, transportation, business services, education, and government, making it an ideal location for BCLC's operations.

In recent years, Kamloops has emerged as one of the fastest-growing communities in Canada, driven by its attractive quality of life and diverse economic opportunities (Venture Kamloops, 2023). The city's proactive approach to economic development has been supported by programs like VK Accelerate and VK Workforce Development, which assist local businesses in expanding and accessing skilled workers. As Kamloops continues to evolve, its robust support for entrepreneurship and business resilience positions it as a thriving hub for both economic and social initiatives.

BCLC, as a major employer and economic contributor in Kamloops, significantly supports local employment and business activities. Its head office is ranked in the top 10 largest employers in the city, with 511 full-time equivalent (FTE) employees in 2024/25. Including indirect jobs created through economic spin-offs, the total employment impact reaches approximately 848 FTEs for Kamloops.

Objectives

This updated report reassesses the economic and social impacts of BCLC's operations in Kamloops from FY2015 to FY2024, extending the scope of the previous study (which covered FY1985/86 to FY2019/20) by incorporating newly available and more comprehensive data.

The objectives of this report are as follows:

- To quantify BCLC's full economic footprint in Kamloops, using an expanded dataset that includes all supplier expenditures based on Kamloops addresses, not just those linked to the head office. This includes significant local partnerships, such as with Lang's Ventures Inc. (LVI), whose activities support both lottery and casino operations throughout the province.
- To evaluate the direct, indirect, and induced economic impacts of BCLC's operational and capital spending, using economic multipliers.
- To assess BCLC's broader social contributions, including corporate sponsorships, employee-led community initiatives, Community Gaming Grants, and Host Local Government payments, applying a Social Return on Investment (SROI) framework.
- To compare recent impacts with those observed in previous periods, providing an up-to-date and longitudinal perspective on BCLC's role in Kamloops' economic development and community well-being.

By integrating recent data and expanding the analysis to reflect current conditions, this report will offer valuable insights into BCLC's ongoing role as a major economic and social contributor in Kamloops.

Updating the Methodology

In this updated report, the economic impact of BCLC's operations in Kamloops is reassessed using a more comprehensive dataset than was available in the previous study. In the earlier report, operating and capital expenditures were limited to those directly attributable to BCLC's Kamloops head office. While informative, that narrower scope underestimated the full economic footprint of BCLC's presence in Kamloops. Newly provided data from BCLC offers a revised listing of supplier expenditures from FY2015 to FY2025, filtered by supplier address, specifically those based in Kamloops. This broader dataset captures the full spectrum of local economic activity linked to BCLC, including numerous services rendered through Lang's Ventures Inc. (LVI), a family owned Kamloops-based company, employing 11-50 employees, and specializing in the service, installation, and support of electronic point-of-sale products.

Building on the previous report, this study employs a multiplier approach to capture the direct, indirect, and induced impacts of BCLC's spending. The economic multiplier effect is calculated based on official multipliers from BC Stats and local supply shares. To assess the social impact, the study uses the Social Return on Investment (SROI) approach, applying a conservative SROI multiplier of 2.4, consistent with previous assessments.

The updated methodology reflects changes in the economic landscape and integrates new data sources to enhance accuracy. By evaluating BCLC's expenditures and social contributions, this report aims to provide a detailed and reliable assessment of the corporation's continued impact on Kamloops.

In summary, this report builds on previous findings by incorporating updated data from 2021 to 2024. By examining BCLC's economic and social impacts in Kamloops, it aims to provide a comprehensive understanding of how BCLC continues to shape the city's economic landscape and community well-being. The following sections outline the methodology used to assess these impacts, followed by detailed analysis and comparison with past contributions.

Calculating Employment Impact

To assess the economic impact of BCLC's head office in Kamloops, we utilize employment impact multipliers that capture the ripple effects of BCLC jobs on the local and provincial economy. Previously, the employment multiplier used in this analysis was 1.5, reflecting studies by Emsi (2019) and Bartik and Sotherland (2019), indicating that each BCLC job generated an additional 0.5 jobs through direct, indirect, and induced effects. However, recent data from BC Stats, as part of the forthcoming phase 2 of the Local Area Economic Profiles (LAEP), provides updated multipliers specifically for the NAICS industry 7132 (Gambling Industries), which includes BCLC (BC Stats. (2025). This industry falls under the broader grouping of "other services: recreation and entertainment."

- Local Employment Impact Multiplier: 1.66
  This multiplier indicates that each job at BCLC supports 0.66 additional jobs within Kamloops, accounting for direct, indirect, and induced employment.

- Total Employment Impact Multiplier: 2.31
  This multiplier captures the broader economic impact, indicating that each BCLC job supports an additional 0.65 jobs elsewhere in the province (calculated as 2.31 - 1 - 0.66).

The updated multipliers reflect a more precise estimation due to the use of local data and industry-specific analysis. They better capture the direct, indirect, and induced job creation linked to BCLC's economic activities.

Calculating Economic Impact

To evaluate BCLC's economic influence on Kamloops, an economic impact assessment methodology is employed (Davis, 1993). This approach leverages the multiplier effect to capture how BCLC's expenditures interact with various sectors within the local economy. By considering the interconnectedness of BCLC's spending and the broader economic system, the analysis illustrates how financial flows from BCLC circulate throughout the community.

The assessment applies both expenditure/income and employment multipliers to quantify the impact on local economic activity, government revenue, and job creation (Davis, 1993). The expenditure multiplier of 1.4, consistent with findings by Lamb (2015), is further supported by regional employment multipliers (approximately 1.66) presented in recent data, which suggest comparable economic diffusion through indirect and induced effects. The employment multiplier of 1.5 used previously reflects values observed in prior studies by Emsi (2019) and Bartik and Sotherland (2019), as well as provincial-level benchmarks. This study also examines the economic effects of BCLC's contributions to social initiatives within Kamloops. These include funding distributed through the Province of B.C.'s Community Gaming Grants, Host Local Government payments, BCLC's corporate sponsorship initiatives, and employee-led fundraising efforts. The funds directed to Kamloops through these channels generate economic benefits as recipients utilize them to procure local goods and services, thereby reinforcing their community missions and generating additional economic activity. To ensure accuracy, all financial figures are adjusted using the Consumer Price Index and presented in constant 2024 dollars.

Calculating Social Impact

The SROI method evaluates the social value generated relative to the investment made (Esteves et al., 2012). Banke-Thomas et al. (2015) define SROI as "a process for understanding, measuring, and reporting the social, economic, and environmental value created by an intervention, program, policy, or organization." It is calculated as the ratio of the net present value of benefits to the net present value of the investment needed to achieve those benefits (Baum et al., 2010; Krlev et al., 2013; Dyakova, 2017; Winters, 2018; Davies et al., 2019). SROI offers a valuable metric for comparing the effectiveness of social projects, aiding in resource allocation and enhancing stakeholder communication (Siegal, 2022; Moroń & Klimowicz, 2021). However, challenges remain, including standardizing outcome measures, engaging stakeholders effectively, and ensuring that SROI ratios are comparable across diverse projects and contexts (Bonilla-Alicea & Fu, 2019). Continued methodological development is needed to improve the reliability of SROI analyses (Basset, 2023; Moroń & Klimowicz, 2021).

Application for BCLC's Social Investments

All of BCLC's net income go to support the Province of B.C.'s investments in a wide array of sectors, including health care, education, sports, and community programming. Given the scope of this study, it is not feasible to determine the SROI for each category individually. Instead, a conservative SROI of 2.4 is used, based on a meta-analysis of health care-related social programs by Banke-Thomas et al. (2015) and other various studies. This conservative value is deemed appropriate since many of BCLC's contributions directly enhance health outcomes, such as funding local hospital foundations, food banks, and community sports. To maintain consistency, all monetary values are adjusted using the consumer price index and presented as constant 2024 dollars. Adopting this conservative multiplier allows for a balanced estimation while acknowledging the potential variability across different types of social initiatives. The choice of a 2.4 multiplier for social investment is grounded in research across various sectors, reflecting the economic and social returns generated by community-focused programs. This figure indicates that for every $1 invested, an estimated $2.40 in social or economic benefits is realized.

Research Support and Context:

- Social Return on Investment (SROI): Studies demonstrate that social programs can yield returns ranging from 1.0 to 4.0, depending on the type of initiative and community context. For example, social investments—particularly in community development—can generate returns within this range, emphasizing enhanced well-being and reduced service costs (Nicholls et al., 2012; Lee & Jung, 2025).
- Human Capital Investment: Investments in education and workforce development typically yield high returns, with some studies estimating benefit-cost ratios between 1.5 and 3.5. Glaeser et al. (2003) support the idea that social interactions amplify these effects, finding that education's impact on wages may be up to 60% larger in aggregate due to peer influences—what they term the "social multiplier.
- Public Health Impact: Preventive health initiatives often yield high returns, with some studies reporting benefit-cost ratios as high as 3:1, reflecting reduced health care costs and improved population well-being (Centers for Disease Control and Prevention [CDC], 2014; Rainock et al., 2018).
- Community Engagement Programs: Community-driven development initiatives can yield significant social and economic benefits, particularly when local cohesion and impact measurement are well aligned. Ormiston and Seymour (2011) emphasize that effective value creation in such programs depends on aligning mission, strategy, and evaluation frameworks.
- Social expenditure multipliers: Estimates of the social expenditure multiplier across EU countries and finds that social spending has a multiplier greater than one, with the strongest returns occurring when social expenditures represent 28% to 30% of GDP (Yurchyk et al., 2024).
- International Development Contexts: Social interventions in international settings, such as microfinance programs, volunteering, and infrastructure investments, can produce substantial economic and social returns. Some studies report fiscal multipliers around 2.5, particularly where investments enhance access to essential resources and promote local economic resilience (Clemens, Bhattacharya, & Kremer, 2012). While economic

returns are important, scholars also emphasize the need for robust social impact assessment (SIA) practices. Urmanavičienė (2020) highlights how social enterprises in the Baltic States face challenges implementing SIA due to resource and methodological constraints. Similarly, Tüylüoğlu (2022) highlights the value of assessing social outcomes in volunteer-driven initiatives to ensure accountability and meaningful community engagement.

- Sports Participation: A study on the social value of sports participation in England found that in 2013/14, sports activities generated £44.8 billion in social value from £23.5 billion in financial and non-financial inputs (Davies et al., 2019). The analysis considered various outcomes, such as improved public health and reduced crime, and assigned monetary values based on existing data. The resulting SROI ratio was 1.91, indicating that each £1 invested produced £1.91 in social benefits.
- Community-based funding: Other methods, such as the LM3 multiplier and social shareholder return, offer additional perspectives on social value. These approaches consider the broader economic impacts, including tax spillover effects and community-based funding, particularly in sectors like green energy (Yoshino et al., 2019).
- Health and Environmental Projects: Initiatives targeting public health and environmental sustainability may show limited financial profitability but often generate substantial social returns when broader societal benefits are considered (Novikova et al., 2023; Lee & Jung, 2025).
- Other Social Projects: Studies have reported SROI ratios ranging from approximately EUR 2 to EUR 3 per euro invested, indicating significant social, economic, and environmental returns, particularly in rural development and support for marginalized groups (Basset, 2023; Tulla et al., 2020).

Results

Economic Impact Assessment

Employment

BCLC, recognized as one of BC's Top Employers for 2025, is also among the top 10 largest employers in Kamloops. Known for its commitment to employee well-being, BCLC offers comprehensive benefits, professional development opportunities, and strong community engagement initiatives, establishing itself as a leading employer in the region (Tsigaris, 2021; Mediacorp Canada Inc., 2025).

BCLC
Head Office
is one of the top 10 employers in Kamloops

In the fiscal year (FY) 2024/25, BCLC employed 511 full-time equivalent (FTE) workers at its head office. According to new data from BC Stats (2025), the local employment multiplier for the gambling industry in Kamloops is 1.66. This means that each BCLC job supports an additional 0.66 jobs within the city. Consequently, BCLC's 511 FTEs resulted in approximately 337 additional indirect FTE jobs, leading to a cumulative employment impact of 848 FTE positions.

Furthermore, the total employment impact multiplier for the gambling industry is 2.31, which includes both local and provincial effects. Applying this multiplier, the province-wide employment impact of BCLC's head office is estimated at 1,181 FTEs. This means that, beyond Kamloops, BCLC supports approximately 333 additional jobs throughout the rest of British Columbia.

From FY 1985/86 to 2023/24, BCLC's head office provided 12,095 FTE person years of employment. This has resulted in the creation of an estimated 6,379 additional person years of employment within Kamloops in the past 40 years for a cumulative impact of 18,474. Since its establishment in 1985, the number of headcounts at BCLC's head office has grown five times at an average annualized rate of 4.1%, reflecting the organization's consistent expansion and increasing contribution to local employment.

BCLC Head Office Expenditure

Over the past 40 fiscal years, from FY 1985/86 to FY 2024/25, BCLC's head office has directly spent approximately $1.59 billion on local goods, services, and employee compensation in Kamloops. This includes $914 million spent during the first 29 years (FY 1985/86 to FY 2013/14) and an additional $678 million over the most recent decade (FY 2014/15 to FY 2024/25).

$2.23 billion
cumulative economic impact on the Kamloops community over four decades

This substantial local spending has generated ripple effects across the Kamloops economy. When businesses and households re-spend this income locally, it amplifies the overall economic benefit. Applying a conservative expenditure multiplier of 1.4—consistent with previous research (Androkovich et. al, 1995, Seldon, 2013; Lamb, 2015; Suarez and Wingender, 2016; Emsi, 2019), the total estimated economic impact of BCLC's operations in Kamloops amounts to approximately $2.23 billion in constant 2024 dollars. For FY 2024/25 alone, the direct economic impact of expenditures for local goods and services and salary and benefits paid to BCLC's employees is estimated at $62.8 million, with a total impact of $88 million when multiplier effects are included. This analysis reaffirms the pivotal role of BCLC as a long-standing economic anchor in the city, contributing not only through direct employment and procurement, but also through broader economic linkages that support local growth and resilience.

Community Contributions

Since FY 2001/02, the Province of British Columbia has allocated a share of BCLC's net income to Kamloops-based non-profit organizations through its Community Gaming Grants program (Government of B.C., 2024). These grants support a wide array of community services, including human and social programs, arts and culture, sports, environmental initiatives, and public safety. While it is unclear if an equivalent program existed prior to 2001, the introduction of the Gaming Control Act formalized this distribution, and publicly available data begin in that year (BC Auditor, 2016).

$299.3 million
in estimated economic impact due to social contributions to Kamloops

Over the 24-year span from FY 2001/02 to FY 2024/25, Kamloops organizations received $130.2 million in Community Gaming Grants. When adjusted using a regional economic multiplier of 1.4, the estimated cumulative economic impact of these grants is $182.3 million in constant 2024 dollars. This funding has reached hundreds of local groups, including youth sports clubs, music ensembles, senior care initiatives, volunteer fire services, and environmental programs—directly enhancing Kamloops' civic, cultural, and recreational life.

Complementing this is the Host Local Government (HLG) payment program, which began in FY 1999/2000 after BCLC assumed oversight of land-based casinos. As host to two such facilities, Cascades Casino and Chances Kamloops, the City of Kamloops has received $73.9 million in HLG transfers from the Province over the past 26 years. With these funds used to support a variety of local infrastructure and service priorities, the economic effect, applying the same multiplier, rises to $103.4 million.

Beyond these provincial contributions, BCLC directly supports Kamloops through corporate sponsorships and employee-led giving. Its sponsorship program has funded flagship initiatives such as Music in the Park, Kamloops Art Gallery admissions, Western Canada Theatre performances, and Kamloops Symphony concerts. These investments have not only enhanced community engagement but also supported the sustainability of local arts and culture institutions. In parallel, BCLC's employee giving committee (EGC), a grassroots, staff-led initiative, has enabled employees to contribute to local charities such as the Royal Inland Hospital Foundation, the Kamloops Food Bank, and the Y Women's Shelter through payroll deductions and fundraising events. Though the EGC receives no direct financial input from BCLC, its success relies on corporate infrastructure and logistical support. Together, corporate sponsorship and employee-led giving contributed approximately $3.7 million to Kamloops-based initiatives over the 40-year period, with a combined economic impact of $5.2 million.

Altogether, when considering Community Gaming Grants, HLG payments, corporate sponsorships, and employee-led fundraising, BCLC's social contributions have had a total economic impact of approximately $299.3 million in Kamloops, measured in constant 2024 dollars. These investments not only provide vital funding to local services but also generate substantial indirect and induced benefits—supporting jobs, driving local spending, and strengthening the city's social fabric.

Overall Economic Impact

Over the 40-year period from FY 1985/86 to FY 2024/25, BCLC has played a central role in the Kamloops economy through sustained operational spending, employment, and community investment. Its total direct contribution—including expenditures on local suppliers, salaries and benefits, retailer commissions, and social contributions—is substantial. When adjusted using a conservative economic multiplier of 1.4 to capture indirect and induced effects, BCLC's cumulative economic impact on Kamloops is estimated to exceed $2.52 billion in constant 2024 dollars.

This figure encompasses a wide range of financial flows: operational expenditures and wages from the Kamloops head office, lottery commissions and bonuses paid to local retailers, Community Gaming Grants delivered by the Province to non-profit organizations, Host Local Government payments to the City of Kamloops, as well as corporate sponsorship and employee-led charitable giving. Each of these components contributes to a broader economic ripple effect—supporting jobs, stimulating local procurement, and reinforcing community well-being.

$2.52 billion
cumulative economic impact on the Kamloops community FY 1985/86 to FY 2024/25

Since FY 2014/15, the period following the Lamb (2015) study, BCLC's direct local impact has grown significantly due to expanded supplier accounting and rising employee compensation. Over this most recent decade, the cumulative economic effect is estimated at approximately $1 billion, highlighting BCLC's expanding economic footprint.

Table 1 provides a detailed breakdown of direct and cumulative impacts across categories and fiscal periods, reflecting deflated values in constant 2024 dollars

Table 1: Overall Economic Impact: 1985/86 to 2024/25, units in the millions

Items	Direct Impact 1985/86-2013/14	Direct Impact 2014/15 – 2024/25	Total 1985/86-2024/25	Cumulative Impact 1985/86-2024/25	Direct Impact 2024/25	Cumulative Impact 2024/25
Head office expenditures for local goods and services	181.7	178.6	360.3	504.4	19.0	26.6
Salary and benefits paid to BCLC's employees	732.6	499.9	1232.4	1725.4	43.8	61.4
SUB-TOTAL	914.3	678.4	1592.7	2229.8	62.8	88.0
Community Gaming Grants from the Province of B.C. to Kamloops community groups (Since 2001)	91.6	38.6	130.2	182.3	2.9	4.1
Corporate sponsorship (since 1985) and employee-led fundraising (since 2014) paid to Kamloops based organizations	1.8	0.8	2.6	3.6	0.18	0.25
Host Local Government Payments from the Province of B.C. to the City of Kamloops (since 1999)	45.2	28.6	73.9	103.4	3.2	4.4
SUB-TOTAL	138.6	68.0	206.7	289.3	6.2	8.7
TOTAL	1052.9	746.5	1799.4	2519.1	69.0	96.7

Note: All values deflated by the CPI and expressed in mllions of constant 2024 dollars. Statistics Canada. (2025). All values have been rounded to one decimals. Salary and Benefits for 2024/25 have been estimated using a linear trend from the past decade. Corporate sponsorship and employee led fundraising paid to Kamloops is in nominal dollar values and hence a slight underestimation.

Social Impact Assessment

Social Impact of Contributions to the Community

Measuring the social impact of contributions is inherently challenging (Vanclay, 2003). Every dollar invested in community projects has both direct and indirect social impacts. For example, funding for public infrastructure projects, such as building a new community center, not only creates jobs but also increases access to sports, education, and social activities. These social good initiatives yield benefits that extend beyond the immediate project, as they positively affect individuals who directly use the facilities (e.g., community center users) and the broader community (e.g., healthier populations through accessible sports programs). Therefore, the initial dollar invested in such programs generates a multiplier effect, leading to social benefits that are worth more than the original investment.

BCLC's net income goes the Province of B.C. to support social investments through comunity gaming grants and host local goverment payments as well as BCLC's corporate sponsorship and employee led fundraising activities:

These programs are designed to support social good initiatives, addressing various community needs such as human and social services, sports, arts and culture, education, environmental conservation, and public safety. BCLC's contributions to these programs not only have a direct impact on the individuals and organizations involved but also produce positive externalities that benefit the entire community.

Community Gaming Grants: 2014/15-2024/25

As stated previously, gambling revenue generated by BCLC is directed to the Province of B.C., which reinvests these funds to support social and cultural activities, health care, education, community programs, and charity initiatives, including Community Gaming Grants. These investments strengthen the social and cultural fabric of Kamloops by enhancing quality of life, culture, health, education, environment, and safety.

Over the past decade (FY 2014/15 to 2024/25), Community Gaming Grants in Kamloops have focused on six key sectors: human and social services, sports, arts and culture, parent advisory councils (PACs), environmental projects, and public safety initiatives. These grants support non-profit organizations that provide essential community services.

During this period, the Province of B.C. has distributed $38.6 million in Community Gaming Grants to Kamloops. The largest share went to human and social services ($18.9 million), addressing social challenges and supporting disadvantaged groups, youth programs, community health, and educational initiatives. The sports sector received $8.1 million, promoting physical activity, social inclusion, and well-being. Arts and culture projects were awarded $6.1 million, enriching community life through performing arts, media arts, heritage projects, and cultural festivals. PACs and DPACs received $3.4 million to enhance student engagement and extracurricular programs. Environmental projects aimed at sustainability received $1.8 million, and public safety initiatives received $259,000 (Table 1).

These grants generate significant positive externalities that benefit the entire community. Many funded programs function as public or collective goods, providing non-rival and non-excludable benefits. For instance, support for disadvantaged individuals fosters social equity, while investments in education and sports contribute to a healthier, more engaged community. By strategically reinvesting gambling revenue, BCLC and the Province of B.C. significantly enhance community well-being in Kamloops.

Table 2: Community Gaming Grants by Sector (2014/15 - 2024/25)

Sector	Description of Sector	Total
Human and Social Services	Dedicated to improving the quality of life for individuals and the community, supporting disadvantaged groups, youth programs, community health, public facilities, education, childcare, scouts, cadets, and religious initiatives.	$18,933,303
Sports	Improves the well-being of disabled persons, youth, and adults. Linked to better educational outcomes, productivity, reduced stress, lower health care costs, reduced crime, and greater social inclusion.	$8,107,989
Arts and Culture	Supports the arts, heritage, and cultural identity of Kamloops, including performing arts, media arts, heritage projects, and cultural festivals.	$6,1010,878
PACs and DPACs	Funding for parent advisory councils (PACs) of elementary and secondary schools, enhancing extracurricular activities that benefit students and the community.	$3,397,273
Environment	Supports environmental initiatives to reduce waste, protect wildlife, and improve the quality of the natural environment for all Kamloops residents.	$1,806,106
Public Safety	Supports disaster relief, emergency preparedness, and community volunteer programs aimed at enhancing public safety.	$259,683
Total		$38,606,232

Host Local Government Payments (2014/15 - 2024/25)

In addition to Community Gaming Grants, the City of Kamloops benefits from Host Local Government (HLG) Payments, which are a part of the provincial gambling revenue-sharing framework. These payments represent a 10 percent share of the net revenue generated by local gaming facilities: Cascades Casino Kamloops and Chances Kamloops. The funds are allocated to public goods and infrastructure projects, contributing to both economic and social benefits for the community.

Between FY 2014/15 and 2023/24, Kamloops received approximately $34.56 million in HLG payments, adjusted to constant 2024 dollars. For the FY 2023/24 the city received $3.17 million. The flow of these funds has enabled significant public investments by the City of Kamloops. For instance, the Tranquille Market Corridor on the north shore, a historically less developed area of Kamloops, received funding for infrastructure improvements such as upgraded sidewalks, benches, irrigation systems, and beautification projects.

These investments have enhanced accessibility and community aesthetics bringing the development of the area closure to areas of Kamloops that have been developed. Additionally, part of the revenue was allocated to upgrade broadcasting capabilities at the Sandman Centre, allowing Kamloops to host major sporting events such as the Scotties Tournament of Hearts and the CHL Memorial Cup in 2023. As the Tournament Capital of Canada, Kamloops attracts numerous visitors for these events, resulting in increased economic activity that benefits local businesses, hotels, and restaurants.

Corporate and Employee Sponsorship (2014/15 - 2024/25)

BCLC has a longstanding commitment to community support through its corporate sponsorship program, which funds local events, cultural initiatives, and social causes in Kamloops. Additionally, BCLC employees actively participate in community giving through the Employee Giving Committee (EGC), which organizes fundraising for employee-selected charities.

Corporate Sponsorship

BCLC's corporate sponsorship program supports a wide array of community events and initiatives. Over the 40-year period (FY 1985/86 to 2024/25), BCLC's corporate sponsorship and employee-giving programs benefited Kamloops organizations to the tune of approximately $3.03 million (in constant 2024 dollars). During the 2014/15 period, BCLC paid approximately $817,514 (adjusted to 2024$ from 2020$) in corporate sponsorship dollars to various organizations in Kamloops, including support for long-standing community events like Music in the Park and Mid-Summer Music Jam, which offer free entertainment throughout the summer. BCLC also sponsors free admission to the Kamloops Art Gallery on Thursdays, making arts and culture more accessible to the community (Tsigaris, 2021). In the more recent five-year period (FY 2020/21 to 2024/25), BCLC continued its sponsorship efforts, contributing approximately $595,060 to support cultural, sports, and social initiatives within Kamloops, including through its Community Ticketing Program, the goal of which is to provide tickets to live events for those who might not otherwise have the opportunity to attend.

Some key sponsorships during the 2020/21 to 2024/25 period include:

- Music in the Park: A long-standing event offering free summer concerts, supported with $107,000.
- Kamloops Art Gallery: Funding free admissions on Thursdays and special events, totaling $47,500.
- Kamloops Film Festival Sponsorship: Contributing $49,500 to support local cinema and cultural events.
- Kamloops Blazers Sponsorship: Supporting local sports, with a cumulative total of $55,482.
- Royal Inland Hospital: Receiving $34,732 to support health care initiatives.
- Western Canada Theatre: Supporting performing arts with $26,321.
- Music for the People: An event that fosters community spirit, funded with $3,871.

BCLC also supports educational and social causes, such as the TRU Foundation, which received $15,625 to support financial needs of students, and the Kamloops Symphony, which benefited from $24,964.

Employee Giving and Community Impact

The Employee Giving Committee (EGC), established at both of BCLC's offices, coordinates fundraising initiatives for employee-chosen charities. The Lamb (2015) study did not include funds generated by the EGC, but the Tsigaris (2021) study was able to obtain data from FY 2014/15 onwards. During the initial six-year period (FY 2014/15 to 2020), BCLC's Kamloops EGC fundraised approximately $66,759 (adjusted to 2024 dollars) for its chosen charities. In the more recent period (FY 2020/21 to 2024/25), BCLC employees raised an additional $87,667 through the EGC to support local charities, including the Royal Inland Hospital Foundation, Y Women's Shelter, and the Kamloops Food Bank. These contributions reflect the community-oriented spirit of BCLC's workforce and the broader social responsibility ethos of the organization.

Total Sponsorship and Giving Impact

Combining both the historical and recent contributions, BCLC's corporate sponsorship and employee giving programs from FY 1985/86 to 2024/25 amounted to approximately $3.71 million (adjusted to 2024 dollars) in direct financial support to Kamloops organizations. In addition to the historical contributions, the more recent five-year period (FY 2020/21 to 2024/25) alone contributed $595,060 from sponsorship and $87,667 from employee giving, amounting to $682,727 in direct contributions. The impact of BCLC's sponsorship and employee-led giving extends beyond direct financial contributions, fostering community cohesion, enhancing cultural engagement, and supporting health and well-being. Whether through arts, sports, education, or social support, these initiatives contribute to Kamloops' community vitality and strengthen the city's social fabric. By strategically investing in community support, both through direct sponsorship and employee-led initiatives, BCLC significantly contributes to the social, cultural, and economic well-being of Kamloops, reinforcing its role as a community-oriented organization.

The Social Rate of Return

$1 → $2.4
For every $1 of contribution towards non-profit organizations the social benefits are assessed at $2.4 due to positive externalities

As previously noted, the Social Return on Investment (SROI) varies across different types of public good programs. Human and Social Services programs typically generate high social returns, while public safety programs, although essential, particularly for disaster relief and search and rescue often receive sufficient funding from local, provincial, and federal sources, potentially resulting in a lower SROI from additional investments. This disparity may explain why the Province of B.C. directs more BCLC-generated net income towards Human and Social Services than public safety programs. For this study, a conservative SROI of 2.4 is applied uniformly across all areas of contribution, as outlined in the methodology section. Between FY 1985/86 and 2024/25, BCLC's direct contributions to Kamloops organizations totaled $213.7 million, generating an estimated cumulative

social benefit over half a billion dollars, approximately $513 million. Notably, $74 million of this direct social impact was contributed in the most recent decade (FY 2014/15 to 2024/25). When comparing the social and economic impact of BCLC's four social good modules, the social impact alone exceeds the economic impact by over $200 million due to the higher SROI multiplier. However, the combined social and economic impact of these initiatives over the 40-year period amounts to approximately $812 million and approaching the one billion dollar mark.

Table 3: Overall social and economic benefits from contributions, units in the millions

Items	Direct Social Impact 1985/86-2019/20	Direct Social Impact 2014/15 – 2024/25	Total Direct Impact 1985/86-2024/25	Total Cumulative Economic Impact 1985/86-2024/25	Total Cumulative Social Impact 1985/86 – 2024/25
Community Gaming Grants from the Province of B.C. to Kamloops community groups (Since 2001)	$91.6	$38.6	$130.2	$182.3	$312.5
Corporate sponsorship (since 1985) and employee-led fundraising (since 2014) paid to Kamloops based organizations	$3.0	$0.7	$3.7	$5.2	$8.9
Host Local Government Payments from the Province of B.C. to the City of Kamloops (since 1999)	$45.2	$34.6	$79.8	$111.7	$191.5
TOTAL	$139.8	$73.9	213.7	$299.2	$512.9

Note: All values adjusted by the CPI and expressed in mllions of constant 2024 dollars. The Tsigaris (2021) report values were adjusted to 2020 dollars. The CPI in 2020 was 136 with base 2002 while the CPI in 2024 was 160.9. Statistics Canada. (2025). All values have been rounded to one decimal.

The same community investments, such as Community Gaming Grants or Host Local Government payments, can produce both social and economic benefits. For example, a grant to a local food bank not only improves food security (a social outcome) but also stimulates local economic activity as the funds are spent on goods, services, and salaries. These dual impacts are not double-counted but rather recognized in their distinct roles: one enhancing social well-being, the other generating local economic activity. The combined valuation presented in this report reflects this dual contribution while maintaining conceptual separation between economic multipliers and the Social Return on Investment (SROI).

Employee Volunteering and Donations

BCLC employees have a strong tradition of community involvement, both through volunteering and charitable giving. This commitment is evident from multiple employee surveys, including the most recent 2025 survey, which highlights the ongoing civic engagement and social responsibility of BCLC's workforce in Kamloops. Over one-third of respondents (36%) reported volunteering their time to community events. Among those who actively volunteer, employees contribute an average of 3.25 hours per week (approximately 170 hours per year per volunteer). Among the 287 respondents, this level of engagement reflects the strong civic responsibility embedded in BCLC's corporate culture.

Whether it's volunteering or fundraising, BCLC employees show up when it counts.

In addition, 60% of employees participated in BCLC-sponsored initiatives including its volunteer program and employee-led fundraising. On average, participants spent 5.4 days per year on company-supported volunteer work. In comparison, the previous 2020 survey found that 49% of respondents volunteered, contributing an average of 51.2 hours per year per volunteer. The earlier Lamb (2015) study indicated that 47% of employees volunteered, averaging 80 hours per year. Despite some variation in reported hours, the consistent participation rate highlights BCLC employees' sustained commitment to community service. Based on an estimated 44.6 hours per employee per year, and considering the total employee headcount of 12,867 over time, this study estimates that BCLC's Kamloops employees have collectively volunteered approximately 574,000 hours from 1985 to 2025.

Monetary Valuation of Volunteer Hours

The value of volunteer work has been calculated using the wage rate of $33 (constant 2024 dollars), reflecting the current value of labor. Therefore, the cumulative value of the estimated 575,000 volunteer hours from 1985 to 2025 amounts to approximately $19 million.

Employee Charitable Donations

Charitable giving is equally embedded within BCLC's workforce. The 2025 survey reported that 70% of employees donate to charity, contributing an average of $574 annually. Extending this average to the entire Kamloops FTE employee of 511, BCLC employees are estimated to have donated approximately $206,000 in 2025.

In the 2020 survey, the average donation per employee was $504, totaling approximately $238,800 for that year (Tsigaris, 2021). The Lamb (2015) study documented an average annual donation of $370 per employee, equating to $164,000 in 2013. Over the period from 1985 to 2020, cumulative employee donations were estimated at $3.89 million (constant 2020 dollars). Adjusting for inflation, this amount is equivalent to approximately $4.6 million in constant 2024 dollars. Incorporating the most recent data from the 2025 survey, the cumulative donations from 1985 to 2025 are estimated at $5.2 million.

Social Purpose and Community Engagement

The 2025 survey also highlighted employees' awareness and support for BCLC's social purpose initiatives. Notably:

- 87.3% of employees reported being moderately to very aware of BCLC's social contributions.
- 74.5% of employees believe BCLC is actively advancing environmental sustainability, with waste reduction and energy efficiency being the most recognized initiatives.
- Employees identified health and wellness, support for vulnerable populations, and environmental sustainability as key priorities for enhancing BCLC's social role.
- There is strong support for increased investment in problem gambling and addiction services (53% of employees).

While BCLC does not directly attribute these contributions to its corporate activities, the significant volunteering and charitable giving of its employees highlight the positive social impact of having a dedicated and community-oriented workforce in Kamloops. BCLC's role as a major employer helps attract and retain socially engaged individuals who actively support community well-being. The combination of volunteerism and charitable donations represents a direct community contribution valued at approximately $24.2 million (constant 2024 dollars) over the past four decades. This emphasizes the intrinsic value of BCLC's workforce, not only as employees but as committed community members contributing to Kamloops' social fabric.

Overall Social Impact

BCLC's corporate sponsorship and employee-led giving to Kamloops-based organizations, as well as the Province's distribution of Community Gaming Grants to local non-profits and HLG payments to the City of Kamloops add up to $214 million. Using an SROI ratio of 2.4 (Banke-Thomas et. al, 2015), the cumulative social impact of BCLC on Kamloops is approximately $513 million.

BCLC employees are also involved in volunteerism and charitable giving. During the 40-year between 1985 to 2025, BCLC employees have contributed their own time and made donations to non-profits in Kamloops to the tune of $24 million or $58 million after factoring in the SROI ratio. There are, of course, aspects of BCLC's social impact that cannot be captured as quantitatively. While the study applied a conservative SROI value of 2.4 to account for the spill-over community benefits of BCLC's contributions to social programs, there are aspects of the impact that are purely qualitative and cannot be captured including psychological emotions of pain, grief or happiness from programs.

Conclusion

Over the past 40 years, BCLC has contributed more than $3 billion in cumulative economic and social value to the Kamloops community. While much of this stems from direct expenditures on salaries, supplier contracts, and gaming-related revenues, the most enduring impact goes far beyond dollars. Through sustained investments in non-profit organizations, community events, local arts, public services, and charitable fundraising,

BCLC has strengthened the social infrastructure that holds Kamloops together. From funding vital health and social services to supporting cultural life and youth development, BCLC has played a consistent and visible role in enhancing community well-being. Its employee-led giving and sponsorship of events like Music in the Park reflect not just corporate responsibility, but civic partnership. These contributions ripple outward—fueling a more inclusive, resilient, and connected city. As Kamloops continues to grow, BCLC's legacy offers a compelling model for how public enterprises can deliver broad-based value: by anchoring economic success in social purpose. This report affirms that the true return on investment is not just in jobs or revenue—but in lives enriched, needs met, and communities empowered.

Limitations

This report provides a comprehensive estimate of BCLC's economic and social impact on the City of Kamloops over a 40-year period. However, several limitations must be acknowledged.

First, while the analysis captures local impacts, it does not account for broader provincial benefits generated by BCLC's net income. For instance, in FY 2019/20, $147.3 million of BCLC's $1.3 billion net income was allocated to the Province's Health Special Account. Additionally, a revenue-sharing agreement established in 2018 directs 7% of net income to eligible First Nations across British Columbia. These contributions provide essential public value, including indirect benefits to Kamloops residents, but fall outside the scope of this study and cannot be directly attributed to local economic activity.

Second, the report relies on assumptions that, while reasonable and grounded in past studies, may differ from actual parameters. The expenditure multiplier of 1.4 is consistent with values found in the literature (Lamb, 2015), but the true multiplier could be higher or lower depending on economic conditions. Even with a lower multiplier of 1.2, however, the impact remains substantial.

Third, the economic estimates do not consider opportunity costs. The analysis assumes that in the absence of BCLC's operations, these economic activities and jobs would not be easily replaced. In reality, some resources might be redirected elsewhere in the regional economy.

Fourth, this study focuses exclusively on positive economic and social contributions. It does not attempt to quantify potential negative externalities associated with gambling, such as problem gambling or social costs, which have been documented in other studies (Blue Thorn Research, 2007; Williams et al., 2011; Ernst & Young, 2017). Similarly, the estimated Social Return on Investment (SROI) of $2.40 per dollar is drawn from established benchmarks and is applied uniformly across sectors, although actual returns may vary.

This report applies a uniform SROI multiplier of 2.4 across all categories of social investment. While this ensures consistency and comparability, it may oversimplify the diverse outcomes across sectors such as health care, education, arts, and public safety. In practice, actual returns likely vary depending on the type and effectiveness of specific programs. Developing differentiated SROI ratios would require a separate, resource-intensive study with detailed outcome tracking and valuation methods. As such, the use of a single, conservative ratio is a methodological approximation. Further research could

explore sector-specific social returns in greater depth, especially for priority areas like health, education, or services for vulnerable populations.

Finally, The analysis of Community Gaming Grants begins in FY 2001/02, the earliest year for which data are publicly available. It is possible that similar forms of grant-based community support existed prior to this date, but due to the absence of verifiable records, these earlier contributions are not included. As a result, the report likely underestimates the long-term social impact associated with provincial gaming revenues in Kamloops.

Despite these limitations, this report offers a credible and conservative picture of BCLC's long-term contributions to Kamloops and lays a foundation for future, more granular research.

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