

# ECONOMIC IMPACT OF HEARTLAND



The longest-running one-hour drama in the history of Canadian television, *Heartland* is a multi-generational saga, focusing on two sisters and their grandfather, who are struggling to overcome the challenges of running a family ranch.

## SEASONS 1-10

**\$278.5M**  
PRODUCTION  
EXPENDITURE

**\$351M**  
IN GDP

**4,545**  
FULL TIME JOBS\*

**\$469.1M**  
TOTAL ECONOMIC  
OUTPUT

### TAX REVENUES

**\$46.7M**  
FEDERAL

**\$27.8M**  
PROVINCIAL/  
MUNICIPAL



Produced and developed by independent production companies SEVEN24 Films and Dynamo Films, most episodes of *Heartland* are filmed in and around High River, Alberta. *Heartland* is in its 11<sup>th</sup> season which premiered on CBC in September 2017.

## ECONOMIC IMPACTS - SEASON 9

**\$28.7M** TOTAL PRODUCTION  
EXPENDITURE

### ALBERTA

#### PRODUCTION SPENDING



**\$11.4M**  
EMPLOYMENT



**\$8.3M**  
GOODS AND  
SERVICES

#### PRODUCTION IMPACTS

**\$31.8M** ECONOMIC  
OUTPUT

**\$24.1M** GDP

**264** FULL TIME  
JOBS

### REST OF CANADA

#### PRODUCTION SPENDING



**\$6.9M**  
EMPLOYMENT



**\$2.1M**  
GOODS AND  
SERVICES

#### PRODUCTION IMPACTS

**\$16.5M** ECONOMIC  
OUTPUT

**\$12M** GDP

**204** FULL TIME  
JOBS

\*Employment impacts are based on full time equivalents (FTE) from direct and indirect economic impacts.

## ECONOMIC IMPACTS - SEASON 9

### VENDORS

Significant economic impacts were created for businesses in Alberta and other regions in Canada from Season 9 production spending.



**1,741**  
BUSINESSES BENEFITED

**121** IN HIGH RIVER  
**470** IN REST OF ALBERTA

**820** IN CALGARY  
**330** IN REST OF CANADA

### IMPACT PER DOLLAR: FEDERAL TAX CREDIT

For each dollar of Canadian Film or Video Production Tax Credit (CPTC) received, *Heartland* season 9 generated



**\$15.70**  
IN ECONOMIC  
OUTPUT



**\$11.70**  
IN GDP



**\$1.60**  
IN FEDERAL TAX  
REVENUES



**15**  
FULL-TIME JOBS PER  
\$100,000 OF INCENTIVES

## LOCAL COMMUNITY IMPACT: TOURISM BENEFITS



### MUSEUM OF THE HIGHWOOD

Each year the museum sees nearly 2,000 visitors specifically because of the series. The non-profit institution has also benefited considerably from the retail sales of *Heartland* merchandise.

*"Has Heartland increased tourism?  
Absolutely. There's no doubt about that."*

– Irene Kerr, Director and Curator

### ANCHOR D GUIDING & OUTFITTING

To give fans of the series a unique experience, Anchor D Guiding & Outfitting partnered with local hotels and other members of the community to create "Hills of Heartland". Fans are able to enjoy *Heartland*-themed experiences such as trail rides that overlook filming locations, and other wilderness activities.

*"It's had a really positive effect on the horse industry.  
People are coming from as far as Australia. We are so busy!  
It's great for the town."* – Dewey Mathews, Owner