

## **Staff Report 2023-0153**

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Meeting Date: March 7, 2023

Subject: Caledon Council Community Golf Tournament Logistics 2023

Submitted By: Catherine McLean, Director, Customer Service and Communication

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### **RECOMMENDATION**

That Option 1 as outlined in Staff Report 2023-0153 to keep the Caledon Council Community Golf Tournament (CCCGT) at Osprey Valley with the event organized in partnership with the Osprey Valley Open on July 24, 2023, be selected and approved; and

That \_\_\_\_\_ be selected as Chair and \_\_\_\_\_ be selected as Vice Chair of the Golf Tournament Committee for one year.

### **REPORT HIGHLIGHTS**

- Caledon Council Community Golf Tournament (CCCGT) has historically raised over \$1,000,000 in charitable funds for charities and not-for-profit groups in Caledon
- The tournament has historically been hosted at TPC Toronto at Osprey Valley on the first Wednesday after Labour Day; this date and location are not available in 2023 due to construction at TPC Toronto at Osprey Valley
- There are three options for 2023;
  1. CCCGT remains at Osprey Valley, with the event organized in partnership with the Osprey Valley Open (July 24);
  2. The date remains in September at another location, organized by Town staff
  3. Cancel CCCGT for 2023

### **DISCUSSION**

#### **Background**

In the early 2000's the Caledon Council Community Golf Tournament began as an opportunity for the Mayor and Council to provide charitable support to the community. The tournament has grown into a major charitable event in Caledon, with over \$1,000,000 of funds raised for not-for-profits groups in the Caledon community.

To guide the direction of the Caledon Council Community Golf Tournament, the Golf Committee was created as a standing committee of Council. The makeup of the Golf Committee (hereinafter referred to as the Committee) consists of all sitting members of Council. Staff place calls to the community for grant and scholarship recipient applications,

which are then presented to the Committee for deliberation and selection. In each year, a Chair and Vice-Chair of the Committee is selected. The event planner then works with the Chair, Vice-Chair and all members of the Committee regarding the event logistics and sponsorships.

The funds raised through the tournament benefit Caledon-based charities and not-for-profit associations, and are divided into the following three different streams;

- One Primary Recipient
  - o Each year Council selects the primary recipient to receive the greatest share of the funds raised. These projects tend to be capital based, and the most recent benefactors include: Abbeyfield Caledon, Great War Flying Museum, TRCA's Bolton Camp, Raising the Roof (1 Cedar Mains project), Alton Legion, Caledon Community Services, and Caledon Meals on Wheels. Council decides on either an amount or a percentage of total funds to be dedicated to primary recipient, with the total ranging between \$70,000 and \$100,000.
- Multiple Secondary recipients
  - o A smaller funding pool is created with the remaining funds from the previous year's events. The secondary recipient applicants are encouraged to apply for a smaller amount (under \$5,000) than the primary recipient, aiding in spreading the remaining funds to a wider group. Although the projects can be capital based, the secondary recipients trend toward event-based or operations-based expenses. Although the grant requests have always been greater than the funding available, there are usually 10-25 secondary grant recipients.
- A scholarship
  - o In 2019 the secondary grant funding was diversified to include a scholarship. Named in honour of Doug and Doreen Beffort, paying tribute to their work in growing the event and for their years of contributing, the scholarship is given to two Caledon residents who are pursuing their post-secondary education in the field of education. Due to the pandemic, the Beffort Family Legacy Scholarship has only been given out once since 2019. The scholarship consists of two, \$1,000 scholarships.

In the past the tournament has been organized by a third-party individual/group, as well as by Town of Caledon staff. The event coordination includes all logistics, organization of donations and sponsorship initiatives (which rely heavily on the Mayor and Council). Since its inception, the Osprey Valley Golf course has been made available by the ownership of the course for the purpose of a community fundraiser. The date of the event

has traditionally been the first Wednesday after Labour Day in September, which has grown to become a staple within the Caledon business community.

### **2023 Caledon Council Community Golf Tournament Logistics**

TPC Toronto at Osprey Valley is undergoing extensive renovations to add key pieces to their overall site, including the new location of the Golf Canada headquarters. As a result of the construction, Osprey Valley is unable to accommodate the tournament in the fall of 2023. As such, staff reviewed a number of Options for consideration as outlined below.

**Option 1:** Caledon Council Community Golf Tournament becomes the guiding charity of the Osprey Valley Open on the PGA Tour

TPC Toronto at Osprey Valley is a 54-hole golf facility, located in the Alton neighbourhood of Caledon. In ScoreGolf's most recent golf rankings of Canadian golf courses, the three different 18-hole courses at TPC Toronto at Osprey Valley were ranked 41<sup>st</sup>, 54<sup>th</sup> and 56<sup>th</sup>.

In 2018, after rebranding from Osprey Valley Golf Resort to TPC Toronto at Osprey Valley, the course won the bid to bring a PGA Tour Canada event back to the Greater Toronto Area, as the Osprey Valley Open. PGA Tour Canada is a men's professional golf tour based in Canada and provides access for athletes to move along a path leading to the Korn Ferry Tour, and eventually the PGA Tour.

As part of the agreement to host a PGA Tour Canada event, the Osprey Valley Open is required to provide a charitable donation to a local organization in connection with the event. Osprey has offered to host the Caledon Council Community Golf Tournament as the Monday event of the Osprey Valley Open from July 24-30, 2023 and be recipient for the 2023 funding.

Considerations for this option:

- Coordination and logistics of the event will be led by Osprey Valley staff instead of Town of Caledon staff members, resulting in a savings to the Town of Caledon resources being directed to this project. The Town of Caledon staff resources have typically been; 75% of time dedicated by one full-time employee, resourced in the five months leading up to the tournament; additional support from Service Caledon staff, Finance staff, Purchasing and Risk Management staff, Office of the Mayor and Council staff, and Communications staff
- By combining the Caledon Council Community Golf Tournament as part of the Osprey Valley Open, there are specific costs that could be shared across both events, including the tent rental and permitting, catering, on-course rentals, event rentals (chairs, tables, etc.), and entertainment

- The date of the event will change from September to Monday July 24, 2023 to coincide with the Osprey Valley Open, which runs July 24-30, 2023
- The Mayor and Council will still be required to assist with sponsorship and Community Services events staff will be required to assist onsite the day of the event
- Community groups will continue to have an opportunity to benefit from the event. In past years this included Caledon Meals on Wheels serving the dinner at the reception, members of the Alton Legion tending to the pins on the 18<sup>th</sup> holes, and several additional charities creating on-hole activations that tie to their causes

**Option 2:** Host the golf tournament at a different golf course in September

The ongoing construction at TPC Toronto at Osprey Valley, will prevent hosting of the event from taking place in September 2023. Staff started to explore additional options in Caledon to host the CCGT on the traditional date in September.

The following golf courses are located in Caledon:

- Banty's Roost Golf and Country Club (Public, 27 holes)
- Caledon Country Club (Public, 18 holes)
- Caledon Woods Golf Club (Private, 18 holes)
- Glen Eagle Golf Club (Public, 27 holes)
- Legacy Pines Golf and Social Club (Public, 9 holes)
- Mayfield Golf Club (Public, 18 holes)
- Orangeville Golf Club (Public, 9 holes)
- The Pulpit Club (Private, 36 holes)

The Caledon Council Community Golf Tournament has hosted up to 316 golfers in the past. Although it is not recommended, the maximum amount of golfers that can be placed into a shotgun start style golf tournament on an 18-hole golf course is 144. To keep the pace of play more reasonable, tournaments are more often closer to 124 golfers per 18 holes.

Considerations for this option:

- Coordination and logistics of the event will be managed by staff and will require the support of two full-time staff from the Events team from July until September as well as additional support on the day of the event from Service Caledon, Finance, Purchasing and Risk Management, Office of the Mayor and Council and Communications staff
- The opportunity for cost-sharing is unknown
- The Mayor and Council will still be required to assist with sponsorship and Community Services events staff will be required to assist onsite the day of the event

- With a smaller course (and fewer participants) staff are not certain the funds raised will be consistent with past years
- Staff are not certain that community groups will continue to have an opportunity to benefit from the event

**Option 3:** Cancel the 2023 Caledon Council Community Golf Tournament

Council could choose to cancel the 2023 event. Applications for the 2023 Primary Grant recipient have been received but have not been selected. The Secondary Grant and Scholarship funds are available, as they are drawn upon from the previous year's event and could be funded.

The Caledon Council Community Golf Tournament provides a significant impact on local charities and not-for-profits and would be missed by the community.

**FINANCIAL IMPLICATIONS**

Fundraising events contain many variables which lead to the final number. In 2022, the CCCGT event raised the most funds in the history of the event. The formula that includes the TPC Toronto at Osprey Valley course and the September date has worked well, but will need to change for 2023.

Option 1 would see cost and Town of Caledon resource savings. The TPC Toronto at Osprey Valley staff would coordinate the logistics related to the Osprey Valley Open (instead of Town staff) with cost savings in event rentals. A consistent location and fundraising model make the potential for funds raised to be similar to previous years.

Option 2 would be more difficult to predict if the fundraising goal could be met, as the variables of course selection and increased costs would impact the net funds. The total number of golfers would lead to either an increase in foursome fees, an increase in sponsorship fees, or both. With the inability to produce the same number of golfers in the event, the net fundraising could be impacted.

Option 3 would have a significant impact on local charities and not-for-profits and would be missed by the community.

**COUNCIL WORK PLAN**

Subject matter is not relevant to the Council Workplan.

**ATTACHMENTS**

None.