



SERVICES AND BUDGETS COMMITTEE

March 10, 2009

VANCOUVER GOLF TOUR

BACKGROUND

The Vancouver Golf Tour (VGT) is a series of tournaments played at Lower Mainland golf courses that was developed for local Professional and Amateur golfers. The VGT was conceived by Canadian PGA professional Fraser Mulholland, who through his own personal experience saw the lack of a venue for the showcasing and developing local talent. Now in its third year, the VGT provides golfers the opportunity for a high level of competition in a PGA Tour environment.

THE VGT AT VANCOUVER'S MUNICIPAL COURSES

For the first time, the VGT will be holding tournaments at Fraserview, McCleery and Langara Golf Courses. The tournaments are scheduled for three days, September 13, 14 and 15.

Date	Location and Times	Number of Participants	Public Times
Sunday September 13	Langara 7:30 am - 12:30 pm Fraserview 7:30 am – 5:30 pm	110 208	12:30 pm to dusk n/a
Monday September 14	Langara 7:30 am - 12:30 pm Fraserview 7:30 am – 12:30 pm	110 110	12:30 pm to dusk 12:30 pm to dusk
Tuesday September 15	McCleery 7:30 am – 4:30 pm	140	4:30 pm to dusk

FINANCIAL IMPACT

The green fee revenue generated from the three day tournament is expected to be approximately equal to our normal revenue for that period. If the weather happens to be rainy, the Park Board will be guaranteed revenue that it would not otherwise receive. In addition to green fee revenue, there will additional food and beverage revenue directly related to players and spectators. Players who are unfamiliar with the courses will certainly book tee times prior to the tournament to become familiar with the layout of the courses. It is anticipated the driving ranges at Fraserview and McCleery will see increased business on tournament days. Power cart revenue will also be positively affected.

	Food	Liquor	G. Fees	Range	TOTAL
Regular Anticipated Revenue	\$13,209	\$5,437	\$80,818	\$3,818	\$103,282
VGT Tournament Revenue to PB	\$13,203		\$26,565		\$39,768
PB Regular Revenue on Tournament Days	<u>\$8,140</u>	<u>\$8,059</u>	<u>\$52,209</u>	<u>\$5,318</u>	<u>\$73,726</u>
Total Anticipated Tournament Revenue	\$21,343	\$8,059	\$78,774	\$5,318	\$113,494
Projected Rev Increase (decrease)	\$8,134	\$2,622	(-\$2,044)	\$1,500	\$10,213

BENEFITS

In addition to the direct financial benefit to the Park Board, the VGT is guaranteeing media coverage and promotional opportunities which include:

- \$7,000 airtime on a major radio station
- \$10,000 in advertising and editorial space in the Vancouver Sun and Province newspapers
- \$10,000 in advertising and editorial space in local newspapers
- Exposure in the VGT website
- Press releases and email send-outs to over 2,000 golf contacts
- VGT will profile the 3 Park Board courses in the above media as well as in a video production of the tournament that will feature the aesthetics of the golf facilities and its amenities which can be used by the Park Board courses on their website for future marketing

Our current marketing plan will be enhanced by hosting the tournament.

A live interview is scheduled on Global TV this Saturday with Jay Janower, including a major announcement that the Vancouver Open will be held at the three Vancouver Park Board courses. Kent Gilchrist of the Province will be writing an article in this coming Tuesday's edition focusing on this major tournament.

Hosting the VGT will raise awareness in the golf community and provide profile for our municipal courses. With the Media exposure projected, many non-golfers will be more likely to come out and watch this event and explore the sport of golf and see what the Park Board golf courses have to offer. Opportunities will be available to volunteer at this event, again bringing the community together to see the beauty of Vancouver's Park Board golf courses in pristine shape as our best local golfers aim to reach the PGA Tour.

The event has the opportunity for a charitable component to raise funds for an appropriate cause such as the Inner City Youth Golf Program.

This event will be good for staff morale in Golf Operations who will have a chance to have their courses profiled for amateur golfers, Golf Professionals and the viewing public.