



## SERVICES AND BUDGETS COMMITTEE

January 19, 2010

### 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 fourth year, the VGT provides golfers the opportunity for a high level of competition in a PGA Tour environment.

#### SUMMARY OF THE 2009 VANCOUVER OPEN

For the first time last year, the VGT held the 2009 Vancouver Open at Fraserview, McCleery and Langara Golf Courses on September 13, 14 and 15. The tournament had two components, a Championship field that competed over the three day event, and a Pro-am event on day 1 that paired corporate golfers with golf professionals. In all, there were over 250 competitors.

The revenue generated from the 2009 tournament exceeded expectations by about \$12,500, as detailed in the following table.

	<b>Food</b>	<b>Liquor</b>	<b>G. Fees</b>	<b>Range</b>	<b>TOTAL</b>
Regular Anticipated Revenue	\$13,209	\$5,437	\$80,818	\$3,818	\$103,282
Projected Tournament Revenue	\$21,343	\$8,059	\$78,774	\$5,318	\$113,494
Actual Tournament Revenue	\$28,883	\$7,993	\$83,885	\$5,191	\$125,952
Actual vs. Projected Revenue	\$7,540	(\$66)	\$5,111	(\$128)	\$12,458

In addition to the direct financial benefit to the Park Board, media coverage and promotional opportunities included:

- \$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
- live interview on Global TV Sports

The tournament got media coverage in the Vancouver Sun & Province, the Vancouver Courier and all other Can West Media electronic newspaper distributions across Canada; Team 1040 Radio and CKNW 980 Radio; Global Television, and some of BC's most viewed golf websites including BCgolfguide.com, BCgolfnews.com and Golfvancouver.com. VGT co-branded over

200 Vancouver Open player and volunteer golf shirts with the Vancouver Parks Golf logo, giving year-round marketing of the brand as these 200 golfers play around the Lower Mainland. Finally, a series of videos were shot during the event and have been posted on Youtube and have had a few thousand views to date. The value of buying this type of advertising space is estimated to be \$250,000.

The event had a charitable component that raised \$5,000 for the CKNW Orphans Fund. In 2010-2012 VGT is committed to making a donation to the Inner City Youth Golf Program through the Vancouver Open Pro-am silent auction.

## 2010 VANCOUVER OPEN PROPOSAL

The Vancouver Golf Tour has presented a proposal that would see the Vancouver Open hosted at Vancouver three municipal courses from 2010 to 2012. Making a three year commitment is beneficial from a marketing perspective, as it will allow us to brand our courses as the "Home of the Vancouver Open". Having a 3-year commitment will allow the event to secure a long-term Title Sponsor of the event to guarantee the event will grow each year (in player and fan attendance plus long-term planning to invite more hi profile PGA Professionals and a bigger sponsor/pro purse in the future).

The dates in 2010 are September 9 to 11, which are Thursday, Friday and Saturday. This is a change from 2009, when the tournament started on Sunday September 13 and ended on Tuesday September 15. The advantage of this change is that the final tournament day is on a weekend, when more spectators are available. It will also make the Pro-am event more appealing from a corporate perspective, as it will be scheduled on a Thursday instead of a Sunday. The Sept. 9-11<sup>th</sup> dates are less of a conflict for our Championship Amateur players who in 2009 had a conflict with a major PNGA (Pacific North West Golf Association) event. The new dates will allow us to maximize enrolment in the event which is financially beneficial for the Park Board. The format of the tournament is the same as in 2009.

<b>Date</b>	<b>Location and Times</b>	<b>Number of Participants</b>	<b>Public Times</b>
Thursday September 9	Langara 7:30 am - 12:30 pm Fraserview 7:30 am – 5:30 pm	110 208	12:30 pm to dusk n/a
Friday September 10	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
Saturday September 11	McCleery 7:30 am – 4:30 pm	140	4:30 pm to dusk

Revenue projections for the 2010 tournament are in line with our 2009 experience. Similarly to the 2009 tournament, if it rains, the Park Board is guaranteed revenue that we normally would not expect.

The Men's and Ladies' Clubs at all three courses have been notified that play will be cancelled on Saturday September 11, 2010 if the tournament is approved. This will provide additional public access to the courses.