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## STAFF REPORT:



**REPORT TO:** Council  
**MEETING DATE:** June 25, 2012  
**REPORT NO.:** CAO.12.04  
**SUBJECT:** **Establishing a Town of The Blue Mountains Annual Mayor's Golf Tournament**  
**PREPARED BY:** Troy Speck  
Chief Administrative Officer

### A. Recommendations

**THAT** Council approves establishing an annual Town of The Blue Mountains Mayor's Golf Tournament, commencing in 2012, with fund-raising proceeds to go to support upgrades to and the development of the Town's Lora Bay waterfront beach park, as outlined in Report CAO.12.04.

### B. Background

A number of municipalities, hospitals and other organizations, hold annual golf events to fund-raise for a variety of purposes. Locally, the Town of Collingwood's annual Mayor's Golf Challenge Cup is in its 17<sup>th</sup> year, and is raising funds for Collingwood and District Olympic Athletes. The Town of Wasaga Beach is also holding a Mayor's Challenge golf tournament, with proceeds going to support their RecPlex and the Wasaga Beach Youth Centre. At the moment, the Town of The Blue Mountains does not hold such an event.

In the course of discussions with community partners, it has come to our attention that there is an opportunity for the Town of The Blue Mountains to begin hosting such an event. Through discussions with representatives of Lora Bay, they have offered their course and golf carts to the municipality for a fund-raising tournament, at no cost. The Town would be responsible for coordinating all marketing, volunteers, player registration, soliciting sponsorships, possible live and silent auctions. The Town would also be responsible for the cost of lunch and supper for the tournament, but the proposed cost structure for the tournament would see each player's entry fee more than covering the cost at which lunch and supper are being offered to the Town. The proposed fee per golfer would be \$150.00, which is very competitive with similar tournaments.

Funds would be raised through a number of avenues, including entry fees, hole sponsors, cart sponsors, in-tournament contests (ex longest drive, closest to the pin, etc.), and possibly live and silent auctions. It is proposed that the revenue generated for the first four to five years of the event would go to support upgrades to and the development of the Lora Bay waterfront beach park, which the Town has recently taken over. Future years' tournaments could provide funding for other municipal and community projects, as determined by Council.

Currently, the proposed date for the tournament in 2012 would be Thursday, September 20th. The format would be a 1:00 p.m. shotgun start, with a maximum of 144 golfers. If approved by Council, Staff will assemble a committee to help organize the event to ensure that it is as successful as possible.

### **C. The Blue Mountains' Strategic Plan**

Strategic Goal # 4 speaks to: “***Supporting the development of social and recreational programs to meet the broad range of needs in the community***”.

### **D. Environmental Impacts**

N/A

### **E. Financial Impact**

The cost to the Town would be in staff time to coordinate the event. Funds raised will support improvements to the Town's Lora Bay waterfront beach park.

### **F. In Consultation With**

Shawn Everitt – Director of Recreation  
Larry Dunn  
Steve Prest, Manager, Lora Bay Golf Course

### **G. Attached**

None

Respectfully submitted,

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Troy Speck, B.A., LL.B.  
Chief Administrative Officer

For more information, please contact Troy Speck  
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