

Section I – Items for Board of Directors Action

TO: Chair and Members of the Executive Committee
Meeting #9/19, Friday, November 01, 2019

FROM: Derek Edwards, Director, Parks and Culture

RE: **AGREEMENT BETWEEN CANADA JUNIOR GOLF ASSOCIATION AND
BATHURST GLEN GOLF COURSE**

KEY ISSUE

The Canadian Junior Golf Association (CJGA) has requested that Toronto Region Conservation Authority (TRCA) provide a new home base for their organization at Bathurst Glen Golf Course (BGGC). TRCA staff are supportive of entering into a multi-year agreement with the CJGA.

RECOMMENDATION

THE EXECUTIVE COMMITTEE RECOMMENDS THAT WHEREAS Toronto Region Conservation Authority (TRCA) operates a golf course on provincially owned lands as part of an agreement related to the protection and management of lands within the Oak Ridges Corridor Park (ORCP) in Richmond Hill; and

AND WHEREAS TRCA received an unsolicited proposal from CJGA to establish BGGC as their home base to host training camps, clinics and tournaments; and

AND WHEREAS the proposed agreement would be mutually beneficial and optimize the use of the space which will build on the success of the golf course, promote the facility, and increase revenues to offset operating and land management costs for provincially owned lands managed by TRCA;

THEREFORE, LET IT BE RESOLVED THAT TRCA enter into a multi-year agreement with the CJGA;

AND FURTHER THAT authorized TRCA staff be directed to enter into negotiations with the CJGA and take any action necessary to implement said agreement, including obtaining any required approvals and the signing and execution of documents.

BACKGROUND

The ORCP consists of approximately 428 ha of land that were transferred by private owners and developers to the Province of Ontario as part of the Pickering Land Exchange Agreement reached in 2004. The intent of the transfer of lands was to provide a natural continuous east-west corridor that protects the headwaters of two major watersheds – the Humber and Rouge Rivers. Approximately 40 ha of the land at the western end of the ORCP is occupied by Bathurst Glen Golf Course. The land is an irregularly shaped parcel that lies on both sides of Yonge Street south of the community of Oak Ridges in the Town of Richmond Hill. TRCA has leased the ORCP lands to be used and maintained as part of the natural heritage system for the Oak Ridges Moraine and for the operation of the golf course since August 14, 2007.

The Management Plan was developed after considerable discussion with representatives from government, non-government organizations, and private citizens. Advisory Committee meetings

Item 7.7

and public meetings were held between June 16, 2005 and January 10, 2006. A vision for the park was determined as follows:

The ORCP will be a sanctuary for nature and an essential ecological linkage on the Oak Ridges Moraine where visitors can learn about ecosystem features and functions, wildlife and human influences, and enjoy activities that are compatible with the natural and cultural values of the park.

Through an evaluation of the golf course, it was determined that Bathurst Glen Golf Course should be permitted to remain within the ORCP for a definite period. Annual revenues after expenses may be available to be used to fund the annual operating costs of the park. Golf Course revenues could also be used to augment the habitat restoration funds provided by the original landowners and other various sources.

The CJGA is dedicated to excellence in golf and its mission is to enrich the lives of our youth through education, golf competition and training, both in Canada and on the international scene. Established in 1993, the CJGA provides Canada's youth with the necessary skills and knowledge required to lay a foundation for their future. The success of youth will be determined by the efforts made to develop the character, maturity and personal growth. By helping junior golfers to develop their skills, regardless of their economic status, the CJGA are helping to build a strong future for Canada and for its youth.

The CJGA is a Registered Canadian Amateur Athletic Association not-for-profit, as designated by Revenue Canada. In 27 years of operation, they have developed a program that has assisted thousands of Canadian youth. The teaching philosophy exemplified in their multi-day tournaments, tours, clinics and camps has garnered an international reputation for the quality of the program and the junior players it produces.

The CJGA conducts over 90 events throughout Canada and the United States annually. They have established several partnerships within the golf industry, including manufacturers, PGA Tour Professionals and Canadian Professional Golf Association (CPGA) Professionals.

While golf is a healthy, wholesome activity that relies on both physical and mental discipline to succeed, it is also relatively expensive. The CJGA has made every effort to open the door to all, regardless of economic means. Establishing a head office at BGGC will enable the CJGA to reach its goals of introduction to the game of golf to everyone, allow junior golfers a space to develop their skills either for free or for a minimal fee, and provide a meeting place for youth, their parents and sponsors alike.

RATIONALE

It is proposed that TRCA enter into a multi-year agreement with the CJGA at BGGC. This would maximize the use of the golf course and its assets, grow the game of golf in the region and increase the viability of both businesses.

Entering into an agreement with an internationally recognized organization like the CJGA will elevate the BGGC brand and attract new golfers to the facility. BGGC would be promoted through the marketing of CJGA events. The CJGA will host their multi-day tournaments, tours, clinics and camps at BGGC, which will increase revenues and generate repeat business.

Having the CJGA located at BGGC will also reduce TRCA staffing expenditures. The CJGA hires interns directly from Professional Golf Management courses across the country. Interns are looking for positions to provide them with hands on experience that is required to further

Item 7.7

their career. By allowing the CJGA interns through The Summer Jobs Program the opportunity to gain this experience while working at BGGC will provide TRCA with seasonal help, at a nominal cost.

Relationship to Building the Living City, the TRCA 2013-2022 Strategic Plan

This report supports the following strategy set forth in the TRCA 2013-2022 Strategic Plan:

Strategy 7 – Build partnerships and new business models

FINANCIAL DETAILS

BGGC is owned by the Province of Ontario and managed by TRCA. Golf course revenues are used to offset the cost of operating and managing the golf course and ORCP, with the Province making up for any shortfall. TRCA expects that the increased revenue generated from this agreement (both directly and indirectly), will assist with reducing the shortfall that the Province currently covers.

	2016	2017	2018
BGGC Revenues	\$1,134,119	\$973,090	\$901,697
BGGC Expenses	\$992,239	\$955,848	\$872,763
Net Income Before ORCP Expenses	\$141,880	\$17,242	\$28,934
ORCP Expenses	\$277,913	\$220,643	\$287,845
Shortfall – Paid to TRCA from Province	\$136,033	\$203,075	\$258,941

The CJGA is proposing to host a minimum of 12 tournaments annually at BGGC and will also exclusively conduct private lessons, clinics and camps at our facility. It has been proposed that TRCA will receive \$25 per participant, per tournament, 15% of revenues generated from private lessons, clinics and camps offered by CJGA, and 100% of all revenues generated from use of the driving range, food, beverage, retail items, and memberships. Based on the information provided, TRCA projects that this agreement would generate approximately \$100,000 in additional revenues, which would reduce the Provincial payment.

DETAILS OF WORK TO BE DONE

Upon approval, staff will commence negotiations for the partnership agreement, subject to terms and conditions satisfactory to TRCA staff and their solicitor.

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Date: October 17, 2019