

Report CCR-PCD-04-15

To: Chair Wright and Members of the Planning and Community Development Committee
From: Petal Furness
Meeting Date: February 17, 2015
Subject: **Annual Grey County Warden's Golf Tournament**
Status: Recommendation adopted by Committee as presented per Resolution PCD34-15; Endorsed by County Council March 3, 2015 per Resolution CC45-15;

Recommendation(s)

WHEREAS Grey Roots has organized the Grey County Warden's Golf Tournament since 2009 to benefit the growth of Moreston Heritage Village;

AND WHEREAS the Golf Tournament Committee was disbanded in 2010 and the organization of the Golf Tournament is now organized by staff alone;

AND WHEREAS this event requires hundreds of hours of staff time while providing declining financial benefits;

NOW THEREFORE BE IT RESOLVED THAT Report CCR-PCD-04-15 be received and that the Grey County Warden's Golf Tournament cease to be an annual event;

AND THAT the projected shortfall in revenue of \$5,000 from cancelling the golf tournament be found through other fundraising mechanisms.

Background

The concept of a golf tournament organized by Grey Roots was discussed by members of the Retired Teachers of Grey Bruce to benefit the Schoolhouse Project in 2008. In March 2009, a report to the Heritage Committee, CCR-HC-09-09, proposed a golf tournament as a fundraiser to be held in September of that year. The tournament was organized by staff with the Warden's Golf Tournament Committee, consisting of several members of the Retired Teachers of Grey Bruce.

During the first two years of the tournament, proceeds were allocated to the completion of the Schoolhouse. In 2010 the Schoolhouse was completed and the Golf Tournament Committee disbanded. A tournament was not held in 2011. The tournament resumed in 2012 led by the Community Relations Coordinator, with significant assistance from two visitor services summer students and three part-time visitor services staff.

Staff activities included: contacting all potential attendees, sponsors and donors, purchasing and collecting prizes, making venue arrangements for the day, printing and promotion.

Most attendee feedback has been positive for the golf tournament; however there has been a decline in attendees and revenue. See chart below:

Golf Tournament Year	2009	2010	2011	2012	2013	2014
# of contacts made	150 - 200	180	N/A	213	260	199
# of sponsors	11	17		23	20	20
# of attendees	62	88		72	62	56
sponsorships	\$3,275.00	\$8,400.00		\$5,800.00	\$7,500.00	\$6,200.00
auction & prizes	\$3,170.00	\$2,435.00		\$2,910.00	\$1,375.00	\$1,812.00
cash donations	\$175.00	\$-		\$437.00	\$187.00	\$287.00
total revenue	\$15,124.87	\$16,601.24		\$15,752.00	\$13,327.00	\$12,052.00
prizes & gift bags	\$1,222.61	\$1,961.41		\$483.78	\$873.72	\$1,266.54
golf course	\$7,494.38	\$7,305.25		\$6,686.90	\$5,703.65	\$5,049.84
photography/signs	\$310.50	\$128.57		\$146.53	\$359.21	\$186.22
advertising	\$1,350.00	\$1,104.81		\$493.54	\$498.62	\$498.62
postage/travel	\$92.92	\$136.36		\$93.26	\$142.51	\$167.56
total expenses	\$10,470.41	\$10,636.40		\$7,904.01	\$7,577.71	\$7,168.78
net profit	\$4,654.46	\$5,964.84		\$7,847.99	\$5,749.29	\$4,883.22

Trends

Between the months of June and September, there are approximately 30 larger golf tournaments held in Grey and Bruce counties. Research of local golf tournaments and the golf industry suggests a peak in participation and revenues in 2010 and a decline since that time. This trend is due to several factors including high saturation of local golf tournaments, many local golf courses available, corporate cost cuts to charity/non-profit contributions, and fewer younger people taking up the sport, and an industry-wide decline in popularity. According to Grey Bruce Golf magazine publisher, Steve Harron,

approximately one to two golf tournaments have ceased operations each year and many others have seen declines in revenue and attendees.

Other Fundraising Events

Grey Roots has held a variety of fundraising events these past few years, the most successful being an Elvis concert which was held in conjunction with an Elvis exhibit. Last fall Grey Roots hosted a modern fashion show with an exhibit of gowns from the Grey Roots collection. This May 10th the popular local band – the Beckett's, will be in concert at Meaford Hall for a fundraising event.

Given the labour intensive nature of hosting golf tournaments and declining popularity it is recommended that Grey Roots cease hosting an annual golf tournament. This has a 2015 budget implication of loss of revenue of \$5,000. This change in direction provides an opportunity to review fundraising options and priorities.

Grey Roots staff will develop a comprehensive Fundraising Strategy in 2015. Input will be sought from staff, volunteers and interested community members. This fundraising strategy will allow for the development of diverse, culturally appropriate and financially successful fundraising activities.

Financial / Staffing / Legal / Information Technology (IT)

Considerations

There are no IT or legal considerations. Staff resources traditionally directed to the golf tournament will be reassigned to other fundraising options.

The financial implications of not holding a golf tournament is that \$5,000 in revenue will need to be raised. It is recommended that \$5,000 be added to the 1 90 HER MU MM 54106 Fundraising line.

Link to Strategic Goals / Priorities

Section 3.3 Champion arts, culture and heritage initiatives that promote and enhance Grey County's rich creativity and history.

Respectfully submitted by,

Petal Furness
Interim Manager, Grey Roots Museum & Archives

Director Sign Off: Sharon Vokes