



125
ANS | YEARS

Impact of COVID-19 on Golf Canada and the Golf Tourism Industry

*Standing Committee on Finance
and Economic Affairs – Tourism
Sector*



Yardage Book

1. Golf In Canada
2. Who is Golf Canada
3. What do we do
4. Economic Impact of golf in Canada
5. Golf Canada's Professional Championships
6. Impact of COVID-19 on Golf Canada
7. Impact of COVID-19 on golf in Canada



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About Golf in Canada

- 5.7 million Canadians play golf
- On average over 60 million rounds of golf are played per year
- 2,346 public and private facilities (3rd in the world in total supply, 1st in per capita supply)
- 77% of total golf supply is located in Canada's four most populated provinces
- 90% of the supply is open to the public with nearly 10% of the supply connected to a resort



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Who is Golf Canada?

- National Sport Federation (founded in 1895)
- Governing Body for the Sport of Golf in Canada
- Not-for-Profit
- Charitable Foundation
- 10 Provincial Associations
- 275,000 Member Players
- 1,400 Member Clubs
- Member of Sport Canada
- Member of the Canadian Olympic Committee
- 65 full-time employees
- Thousands of volunteers
- 12 Canadians competing on the PGA and LPGA TOURS



What Does Golf Canada Do?

- Conducts Professional (2) and Amateur Championships (30)
- High Performance Athlete Development
- National Junior Programming
- Member Services
- Administer Safe Sport Practices and Policies
- Future Links Golf in Schools
- Golf for the Cure
- Administers the Rules of Golf, Amateur Status, Handicapping and Course Rating
- Canadian Golf Hall of Fame and Museum
- Golf Canada Foundation



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Impact of Golf in Canada

- \$14.3 billion of Canada's GDP
 - 300,100 jobs (nearly 40% summer students)
 - \$2.2 billion in tax payments
- 2,300+ courses with 175,000 hectares of green space, including 30,000 hectares of unmanaged wildlife habitat
- \$533 million generated for charities per annum in Canada (37,000 events)





**\$2.5+ billion in golf-related
tourism within Canada per year**
(international and domestic)



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PROFESSIONAL CHAMPIONSHIPS



What is the RBC Canadian Open ?

- 3rd oldest continuously running tournament on the PGA TOUR (US & British) 2021 will mark the 111th Canadian Open
- Canada's National Open Championship and Canada's on PGA TOUR event
- Tournament has been hosted in the GTA 92 times including 30 times at Glen Abbey in Oakville
- Players gain entry through their PGA TOUR standing, an open qualifying process and exemptions



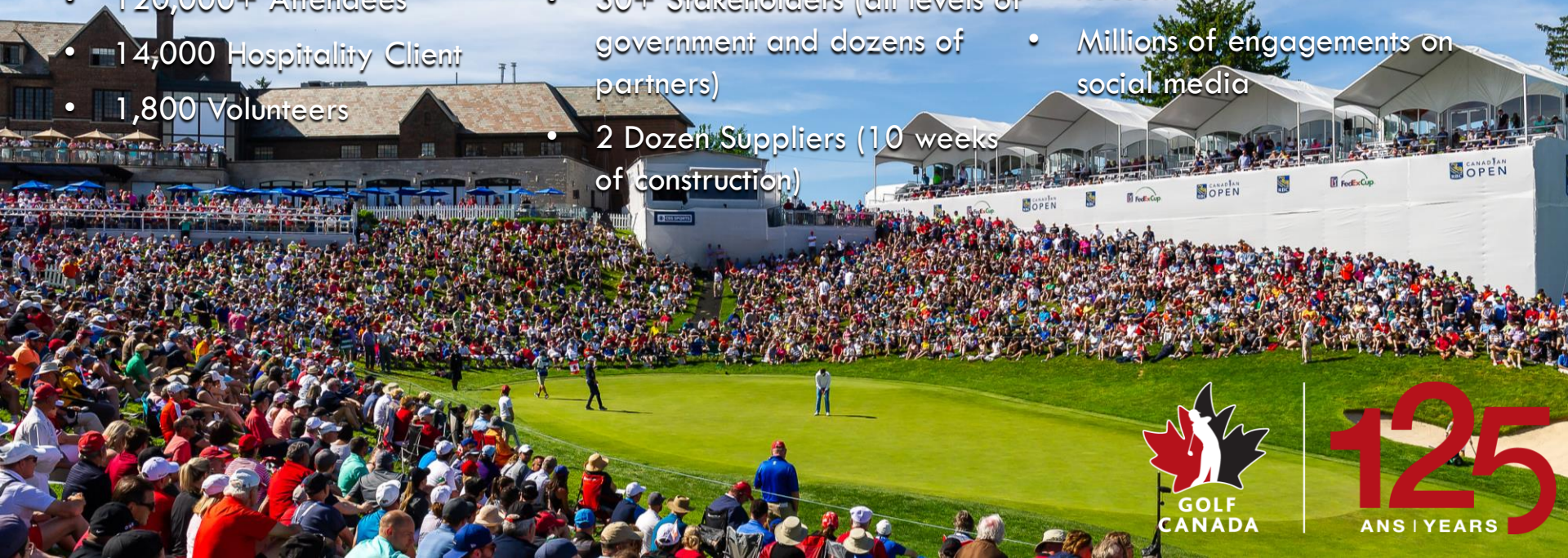
What is the RBC Canadian Open ?

- A Sport and Entertainment Event focused on Golf, Food and Music



Who takes part?

- 156 Players + Caddies
- 120,000+ Attendees
- 14,000 Hospitality Client
- 1,800 Volunteers
- 60+ Staff
- 30+ Stakeholders (all levels of government and dozens of partners)
- 2 Dozen Suppliers (10 weeks of construction)
- TV audience of 2 Billion households
- Millions of engagements on social media





\$82M

ECONOMIC
IMPACT



\$2M+

CHARITY/COMMUNITY
IMPACT

What is the CP Women's Open

- Only Canadian Stop on the LPGA Tour
- Hosted in Ontario on a biannual basis
 - London – 2015
 - Ottawa – 2017
 - Aurora – 2019
 - Ottawa - 2021
- Largest purse on TOUR outside of majors & Tour Championship (\$2,350,000)
- 2019 Strongest ranked field globally (including majors)
- Over \$12 Million donated to local charities including \$2.45 Million to SickKids in 2019
- CP Women's Leadership Summit



CANADIAN
PACIFIC

9380
The Little General

Who Takes Part?

- 156 Players & Caddies from over 30 countries
- 55,000 attendees
- 1,200 volunteers
- 500 staff & suppliers
- 200 credentialed media personnel
- Broadcasted in over 140 countries on Golf Channel & TSN
- Media reach of 1.2 Billion



\$30M+
ECONOMIC
IMPACT



\$2.2M+
CHARITY/COMMUNITY
IMPACT



PAY TO THE
ORDER OF: **SICKKIDS FOUNDATION**

2.2 MILLION DOLLARS

DATE: **08/25/2019**

\$2,200,000

00/100

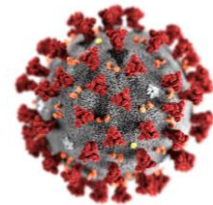


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Impact of COVID-19 on Golf Canada



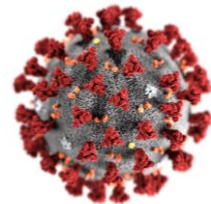


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Impact of COVID-19 on Golf Canada

Cancelation of All Events

- Professional Championships
 - RBC Canadian Open
 - CP Women's Open
- International Event Hosting
 - US Open Qualifier
 - US Open Sectional
 - World Jr. Girls
- Next Gen Championships
- National Championships
- National Rules and Course Rating Seminars



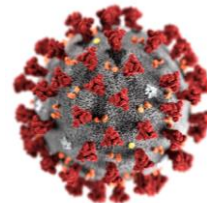


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Impact of COVID-19 on Golf Canada

Other Programming

- Loss of 2020 Future Links Golf in Schools program
- Membership Attrition
 - Public players & member facilities
- Loss of all National Team development and competitions
 - Training camps
 - Olympic Games, Jr international competitions
- Losses in investment income (operating capital), Foundation efforts and initiatives
- Halted all strategic growth and organizational development





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Impact of COVID-19 on Golf Canada

-\$4.1 million (incl. -\$1.3 RBCCO and CPWO)

Macro-Financial Summary

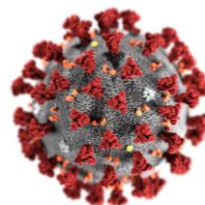
Projections as of April 6, 2020

Assumes August 1, 2020 Mass-Opening

Thousands \$ CDN

	2020 <u>Budget</u>	2020 <u>Forecast</u>	2020 <u>Variance</u>
Sources of Revenues *	11,816	5,986	(5,830)
Sources of Expenses	(12,189)	(7,779)	4,410
Net Operations Budget - Surplus (Deficit)	(375)	(1,793)	(1,420)
Investment Income	1,430	(2,000)	(3,430)
Amortization	(400)	(325)	75
Net Surplus / (Deficit)	655	(4,118)	(4,775)

* Sources of Revenues includes the net surplus, if any, of International Events (RBC Canadian Open, CP Women's Open, and World Junior Girls)





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Impact of COVID-19 on Golf in Canada

Courses

- Significant losses in revenues:
 - Green fees from closure of courses and reduced capacity of daily rounds
 - Cancellation of all banquet and events
 - Food and beverage and pro shop revenues
 - Business from golf tourism (international and domestic)

Manufacturers

- Drastically reduced spending on equipment and apparel

Golf Philanthropy

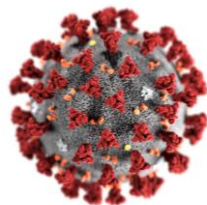
- Cancellation of virtually all golf charitable events

Other Events

- Shaw Charity Classic (PGA TOUR Champions Tour)
- PGA TOUR Canada Mackenzie TOUR

Sport / Organizational Growth

- Halted growth in membership and new facility development



THANK YOU & QUESTIONS

