

「HOME OF CANADIAN GOLF」



A Golf Canada
Facility



250



GOLF CANADA

A LEADER IN SPORT

- **NATIONAL SPORT FEDERATION**

Golf Canada is the **National Sport Federation** and the governing body for the sport of golf in Canada. We are a **not-for-profit** organization with a **charitable foundation**.

- **OUR MISSION**

To increase Canadian participation and excellence in golf.

- **WHO WE ARE**

- Established in 1895
- 305,000 Individual Members
- 1,400 Member Clubs
- 100 Full and Part Time Staff
- Thousands of Volunteers
- Member of the Canadian Olympic Committee
- Host of the RBC Canadian Open, CP Women's Open and World Junior Girls Championship





THE VISION

THE NATIONAL POINT OF CONVERGENCE FOR GOLF IN CANADA

INCREASE ACCESS & DIVERSITY IN GOLF

- Establish the First Tee Canada headquarters
- Public-access community putting green
- Change the face of golf to reflect Canadian multiculturalism

LONG-TERM SPORT DEVELOPMENT

- Develop a world-class Athlete Performance Centre
- Create an accessible community recreation facility

ECONOMIC GROWTH AND TOURISM

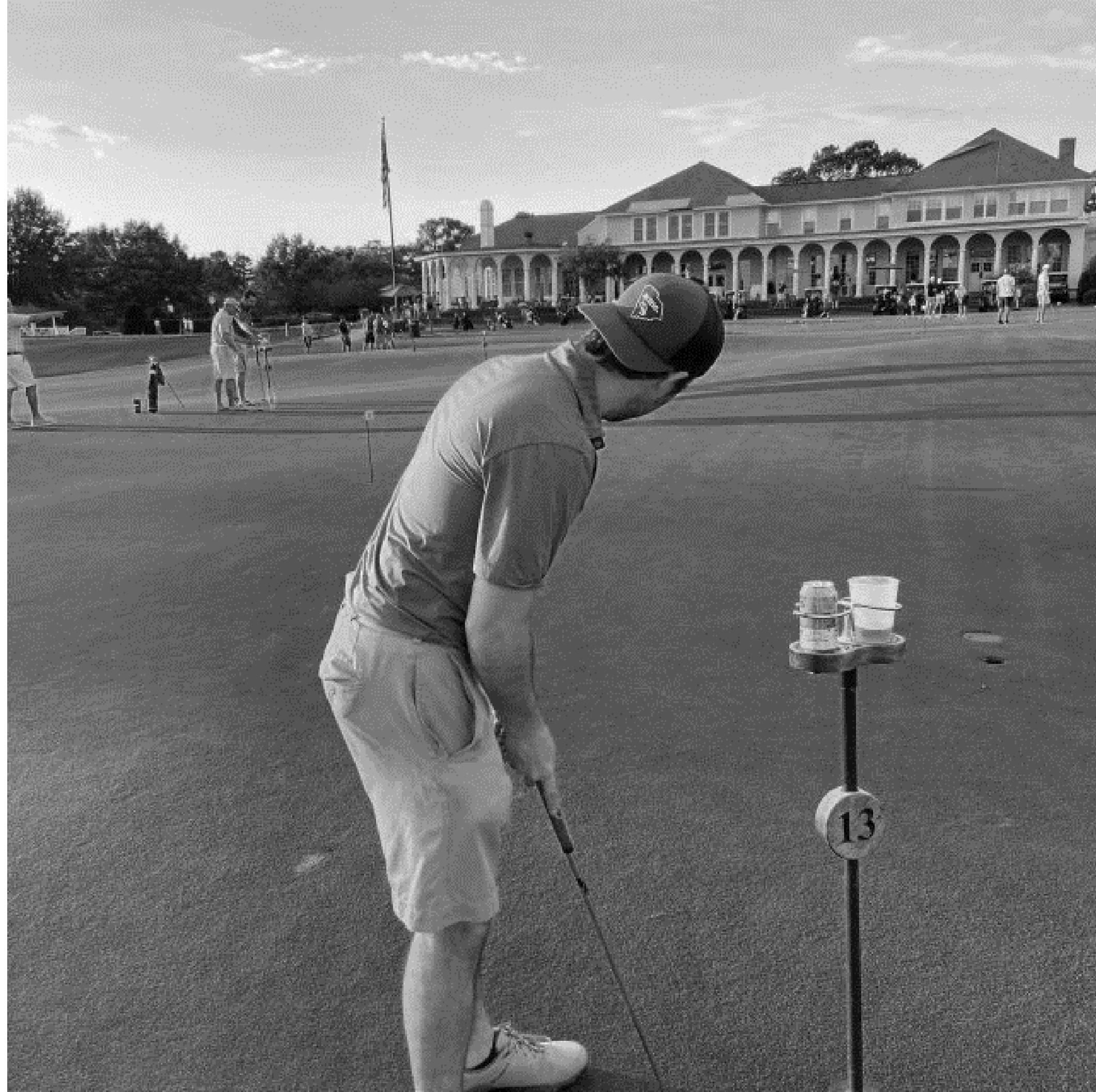
- Host major amateur and professional championships
 - Drive economic growth to the community (Peel, Ontario)
- Expand and reinvigorate Hall of Fame(s) and Museum



FIRST TEE NATIONAL HQ

Bringing Accessible Recreation to Caledon

As a centerpiece of the First Tee National Headquarters at the Home of Canadian Golf, Golf Canada will construct a putting course, modeled after the Himalayas Green in St. Andrew's. The concept is for an 18-hole putting course overlayed on one (1) 30,000 sft green. The putting course will serve as a free, accessible recreational facility to the residents of Caledon, visitors to the community, and youth participating in the First Tee Canada programming in the attached multi-use athlete-performance centre.





RENDERING – FIRST TEE NATIONAL HEADQUARTERS AND COMMUNITY PUTTING GREEN

WHAT IS FIRST TEE?

- A leading international youth development organization founded in 1997 by LPGA, Masters, PGA of America, United States Golf Association, and PGA TOUR.
- Globally recognized brand.
- **Children build character, confidence, and resiliency through golf.**
- Increases access to golf for kids from diverse racial and socioeconomic backgrounds.

FIRST TEE - CANADA

- **Launched in 2021!**
- A donor-driven program, starting in BC, ON, QC. All provinces in 2022.
- Programming consists of two key aspects:
 - **Community / After School program: Specifically designed for youth-serving organizations, like the YMCA and the Boys & Girls Club**
 - **School program: Designed to extend beyond just the Physical Education Curriculum and become a staple of any elementary school**





RENDERING – GOLF PERFORMANCE CENTRE / ACADEMY

ATHLETE PERFORMANCE ACADEMY

Next Generation Talent Identification

Designed to develop the next generation of Canadian golfers, the other component of the Home of Canadian Golf will be a Golf Performance Centre. The facility will host Team Canada and Provincial team training camps, schools and high-performance super camps, but the focus will be around (a) identifying next generation talent and (b) improving our coaching and sports science infrastructure.

This will be the first of its kind in Canada and a key strategy in the Canadian high-performance player development pathway.

The GPC will consist of:

- Indoor short game complex
- Strength and conditioning centre
- Swing technique and technology area
- Wellness and sports medicine professionals
- Locker rooms





FUTURE STATE

- **More kids and more diverse cultures playing the game**
- Unity and collaboration amongst industry partners
- **A booming community public access golf facility**
- Participatory and educational programming held onsite
- A beacon for Golf Canada Foundation fundraising
- An expanded player / talent identification system
- **Significant tourism and economic benefit**
- **Global exposure to the municipalities of the Region of Peel, Province of Ontario**

The next Brooke Henderson, Corey Connors, or Mackenzie Hughes will be developed at the Home of Canadian Golf.



RENDERING – FIRST TEE NATIONAL HEADQUARTERS AND COMMUNITY PUTTING GREEN

TOURISM & ECONOMIC IMPACT

GOLF CANADA CHAMPIONSHIP & EVENTS

The town of Caledon and TPC Toronto will also be named host to several national championships, events, and conferences over several years, preliminarily calendarized as follows:

2022	RBC Canadian Open Regional Qualifier.
2023	Canadian Men's Amateur Championship; Golf Canada Board Meeting.
2024	Team Canada Media Day; Golf Canada Annual Golf Meeting and Conference; RBC Canadian Open Final Qualifier; National Rules of Golf Seminar.
2025	Junior Skills Challenge National Championship.
2026	Team Canada Media Day; Canadian Women's Amateur Championship; Golf Canada Board Meeting; National Rules of Golf Seminar.
2027	National Rules of Golf Seminar; Golf Canada Board Meeting.
2028	Canadian Women's Mid-Amateur & Senior Championship.



Total economic impact of the associated events is estimated to be \$16 million

Several international event competitors and delegations will converge upon TPC Toronto

THANK YOU FOR YOUR CONSIDERATION AND OPPORTUNITY

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**Presentation by Garrett Ball, Chief Operating Officer of Golf Canada
to the Standing Committee on Finance and Economic Affairs**

January 17th, 2022 – 4pm

Check Against Delivery

Good morning/afternoon Chair and Members of the Committee.

My name is Garrett Ball, and I am the Chief Operating Officer of Golf Canada.

Golf Canada is a not-for-profit organization designated by Sport Canada as the national governing body for golf in Canada. It represents 305,000 golfers and 1,430 member clubs across the country and is a proud member of the Canadian Olympic Committee.

Our mission is to increase Canadian participation and excellence in golf by investing in the growth of the sport and introducing more participants of all ages to the game.

Mike Weir's win at the 2003 Masters tournament in Augusta, Georgia kicked off a renaissance for our sport in Canada. It paved the way for Canadian stars and 2020 Olympians Brooke Henderson (Smiths Falls, Ontario), Alena Sharp (Hamilton, Ontario), Mackenzie Hughes (Hamilton, Ontario), and Corey Connors (Listowel, Ontario).

I am before you today to speak to you about our Home of Canadian Golf project slated for Caledon, Ontario.

The project is designed to improve golf participation in under-represented groups as well as develop our grassroots athletes by building a 30,000 sq. ft. public putting green and new high-performance centre.

Inspired by the historic Himalayas Putting Course in St. Andrew's, Scotland, the centre piece of the Home of Canadian Golf will be the 18-hole putting course which will serve as an entry point to the sport for thousands of young Canadians.

In addition to being a free-to-use, accessible recreation facility for the community of Caledon and tourists, the putting green will also serve as the Canadian headquarters for our First Tee program.

First Tee is designed to increase access to golf for kids from diverse racial and socioeconomic backgrounds. It uses golf as an avenue to build character, confidence, and resiliency. The program features both in-school and after school programming by partnering with groups like the YMCA and the Boys & Girls Club. It will give kids the chance to learn about golf and develop character through fun golf games with a goal of transitioning a child to a green-grass facility.

Designed to develop the next generation of Canadian golfers, our golf performance centre will identify the next generation of talent and improve our coaching and sports science infrastructure. Consisting of an indoor short game complex, strength and conditioning centre, and swing technique and technology area, this will be the first of its kind in Canada and a key component of the Canadian high-performance player development pathway.

With your support, the Home of Canadian Golf will inspire and help develop the next Brooke Henderson, Corey Connors, or Mackenzie Hughes.

These are just two components of a larger development being privately funded by TPC Toronto and Golf Canada to turn Caledon into a tourist destination. Once all of the projects are completed, the town of Caledon and TPC Toronto will be named host to several national championships, events, and conferences

over several years. Based on the preliminary calendar, it is anticipated that those events will generate over 16 million dollars in economic impact.

Over the past year we have worked with all levels of government to find a program that could fund this project. While governments have been complimentary and supportive of the project, unfortunately, the funding avenues that would support a project like ours are either oversubscribed or fully spent.

This is why I am here today.

Our total project is 7.5 million dollars with a provincial ask of 2.5 million dollars. I am hopeful that the Committee will see the positive impacts of the project and recommend its inclusion in the 2022 Ontario Budget.

In conclusion, the Home of Canadian Golf will truly underscore the community recreational benefits of inclusivity and diversity for underrepresented youth, as well as grassroots sport development.

I am hopeful that with your support, we can make this a reality.

Thank you Chair and to the members of your committee for your time today.

I am happy to answer any questions you may have at this time.