



## STAFF REPORT INFORMATION ONLY

### 2010 Canadian Open in Toronto

<b>Date:</b>	May 28, 2008
<b>To:</b>	Economic Development Committee
<b>From:</b>	Executive Director, Tourism
<b>Wards:</b>	All
<b>Reference Number:</b>	P:/2008/Cluster A/EDCT/ECON DEV/ed0806-026 (AFS #7737)

#### **SUMMARY**

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The purpose of this report provide information about the City measures being taken to support the proposed hosting of the Canadian Open at St. George's Golf and Country Club from July 19 to 25, 2010. Further reports will be forthcoming to Etobicoke York Community Council in the coming year as plans are finalized.

#### **Financial Impact**

There are no financial implications resulting from the adoption of this report.

The Deputy City Manager and Chief Financial Officer has reviewed this report.

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#### **ISSUE BACKGROUND**

The Royal Canadian Golf Association (RCGA) first approached City Tourism staff in 2007 about the prospect of bringing the prestigious Canadian Open to Toronto, and has since been working with staff to ensure the necessary city measures are in place for a successful event.

St. George's Golf and Country Club Executive Committee has endorsed the invitation to host the Championship and will formally vote on the RCGA proposal at the end of June, 2008, subject to negotiation of an acceptable arrangement with the RCGA to host the 2010 Canadian Open.

The RCGA will be making an official announcement about the Host City of the 2010 Canadian Open.

The RCGA is requesting some facilitation by the City to ensure the adequate road closures on Islington Avenue; assistance in securing an alternate driving range/practice area; facilitated access to and from the golf course and permitting of local schools and park lands.

Staff consultations have included all affected City divisions and Agencies, Boards and Commissions (ABCs) including Transportation, Parks, Forestry and Recreation, Police, Fire and Emergency Medical Services, Waste Management and the Toronto Transit Commission.

A public information meeting scheduled for June 9, 2008 at Richview Collegiate will provide the community with an overview of the scope of the event and the proposed street closure and transportation plans for the immediate residential community.

City staff will comment on the outcome of the public meeting at the June 12, 2008 meeting of Economic Development Committee.

## **COMMENTS**

### **Road Closures and Transportation Plan**

For the RCGA to host the 2010 Canadian Open at St. George's Golf and Country Club in Toronto, one of the event requirements is to close Islington Avenue between Eglinton Avenue West and The Kingsway to vehicular traffic, for a period not longer than three weeks, between July 10 and 30, 2010. This closure is required for the positioning of television and communication equipment; and ancillary facilities related to the needs of the players, spectators, the media and sponsors. The first week of the closure is for setup; the second week is for the actual event; and, the third week is for dismantling.

To assess the impacts on general traffic circulation in the area including Police, Fire, EMS, Toronto Transit Commission and the immediate neighbourhood, the RCGA has retained the engineering consulting firm of IBI Group to prepare a Traffic Management Plan, which is the standard requirement of the City, for road closures of this nature and extent. The Traffic Management Plan will address issues related to safety, security, emergency access, transit needs and detour accommodation, pedestrian and cyclist needs, and general vehicular access and parking issues and needs for the immediate residential community.

The Plan will propose mitigating solutions to minimize traffic impacts as a result of traffic diversion, possible traffic infiltration, parking needs and controls; and, most importantly, define the emergency clearway required to be maintained at all times on Islington Avenue itself.

One very important component of the plan will be Advance Signage Plan to alert drivers of the street closure, which will not only be positioned on arterial roads in the immediate road and periphery, but also on the surrounding 400 series Highways.

The Traffic Management Plan is being prepared in consultation with all affected authorities, including the Toronto Police Service and Parking Enforcement, EMS, Fire Service, The Toronto Transit Commission, Transportation Services Division including the Pedestrian and Cycling Infrastructure group, the Parking Authority, and the Provincial Ministry of Transportation.

A report on the actual specifics of the plan will be presented to the Etobicoke York Community Council in January 2010.

### **Utilization of City Parks**

St. George's Golf Course does not have a practice driving range sufficient for a PGA event and the nearest flat area that could be used as a driving range is the sports fields at the Eglinton Flats. This is a seven minute commute from the golf course but steps will be taken to insure the players make their tee times. The north-west corner of Eglinton Flats will see one soccer field converted to a bent grass tee area that would remain in place for PFR to stage golf clinics for youth in the future.

The driving range practice facility will be used by the players and can incorporate public access for viewing. The range will be an ongoing legacy attribute for PFR after the event.

In addition, the RCGA has requested Princess Anne Parkette be secured for VIP parking during the tournament week. The RCGA will reinstate the parkette to its original condition at the end of the tournament.

### **The Canadian Open**

The Canadian Open Golf Championship is the third oldest national golf championship in the world. It was first played in 1904 and last played in Toronto in 1968. In recent years, the Canadian Open has moved from the fall to the heart of the summer tourism season and has seen the event grow in popularity.

The Canadian Open is Canada's only PGA Tour event -- a Tour that is recognized as the pre-eminent golf circuit in the world and home to the very best players in the game.

The proposed Host Club is one of Canada's premier golf facilities, the St. George's Golf and Country Club and is consistently ranked within the top 5 golf courses in Canada.

The event will bring together 156 of the world's best golfers, including Canadians Mike Weir, Tiger Woods and Vijay Singh. About 1700 volunteers will be recruited during the 2010 Canadian Open week.

Attendance is projected at 100,000 and in the range of 22,000 per day on the peak days of peak days of Championship week.

National television broadcast includes TSN, CanWest Global and RDS. International TV coverage will be broadcast on The Golf Channel and CBS (US) to over 150 countries around the world accessing over 600 million households.

Based on the 2003 Canadian Open in Hamilton, the event generated \$23.8 million for the Hamilton Region and over \$32 million in the Province of Ontario.

## **CONCLUSION**

The opportunity to host the 2010 Canadian Open in Toronto is a prestigious honour and would add great excitement to the Toronto roster of summer events in 2010. Visitors from far and wide will have an opportunity to experience our great hospitality while we showcase our City and our ability to expertly manage and stage yet another world sporting event of this calibre.

## **CONTACT**

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## **SIGNATURE**

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## **ATTACHMENT**

Attachment No. 1 – Map – St. George's Golf & Country Club