

## REPORT

### COMMUNITY SERVICES COMMITTEE

MEETING DATE: APRIL 25, 2016

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**FROM:** Economic Development Department and Roads and Works  
Operations Department

**DATE:** April 4, 2016

**SUBJECT:** 2016 RBC Canadian Open

**LOCATION:** Glen Abbey Golf Club

**WARD:** 4

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#### RECOMMENDATION:

1. That the *2016 RBC Canadian Open* report from the departments of Economic Development and Roads & Works Operations, dated April 4, 2016, be received.
2. That event banners for the 2016 RBC Canadian Open and directional signage on access roads leading to and from Glen Abbey Golf Course, bus shuttle routes, and public parking areas, be implemented to the satisfaction of the department of Roads & Works Operations.
3. That the requirements of Sign By-law 2006-005, as amended, be waived for all signage and banners requested for the 2016 RBC Canadian Open.
4. That the requirements of Noise By-law 2008-098, as amended, be waived for all site activities requested for the 2016 RBC Canadian Open.
5. That additional one-time expenses in the amount of \$60,000 for the 2016 RBC Canadian Open be approved and funded from the Tax Stabilization reserve, resulting in a revised total amount of \$150,000 to be funded from the Tax Stabilization reserve.
6. That staff be authorized to negotiate and approve any agreement that may be required related to the provision of in-kind services, to the satisfaction of the CAO and the Town Solicitor or delegates.

#### KEY FACTS:

The following are key points for consideration with respect to this report:

- The 2016 RBC Canadian Open will be held at the Glen Abbey Golf Club in Oakville, from July 18 to July 24, 2016.
- The purpose of this report is to provide an update on operational matters for the event. This year's plans include a promotional 5 km running competition on Saturday July 16 (contained entirely within the Glen Abbey Golf Course grounds) as well as live music concerts from Thursday July 21 to Sunday July 24 (following tournament play).
- Funding for the expenses to be incurred by the Town was approved by Council through the 2016 budget process; however, additional funding is requested through this report for additional event support as requested by Golf Canada.

## **BACKGROUND:**

The 2016 RBC Canadian Open will be held at Glen Abbey Golf Club in Oakville. This year's event is scheduled for July 18 to 24, 2016. Oakville has hosted the Canadian Open on numerous occasions, most recently in 2013 and 2015. The 2017 tournament venue has yet to be confirmed.

The tournament is organized by Golf Canada, a national sport organization whose mission is to grow participation, excellence and passion in golf while upholding the integrity and traditions of the game. A committee has been established with town and regional representation in order to efficiently coordinate event operations with Golf Canada.

The purpose of this report is to provide an update on operational matters for the event. Funding for the expenses to be incurred by the Town was approved by Council through the 2016 budget process; however, additional funding is requested through this report for additional event support as requested by Golf Canada.

## **COMMENT/OPTIONS:**

Golf Canada's requests are detailed in their letter of February 1, 2016 which is attached to this report as Appendix A. Their requests are summarized under the following categories:

### Event Parking:

Golf Canada has secured the following sites for parking with shuttle services during the event:

- Sheridan College (general public)  
GO Transit – Bronte and Oakville stations (general public)  
Halton Public & Catholic School board properties (reserved VIP):
- Abbey Lane Elementary School (Old Abbey Lane)
  - Mother Teresa Elementary School (Westoak Trails/Fourth Line)
  - Church of the Incarnation (Old Abbey Lane)
- Hydro One lands (Media):
- South side of Upper Middle Road west of Dorval Drive
  - Oxford Avenue & Old Upper Middle Road

In addition, Golf Canada has requested that the Town provide, at no cost, the following property for event parking, to be operated by Golf Canada:

- North Oakville Operations Yard (volunteers)
- Former Public Works Yard at 2274 Trafalgar Road (backup alternate)
- 16 Mile Creek Sports Center (backup alternate – subject to availability)
- Glen Abbey Recreation Center (backup alternate – subject to availability)

#### Traffic Management:

As in previous years, this event will require road lanes to be closed or reserved in order to stage spectator and shuttle entry and vendor/supply deliveries to the Glen Abbey Golf Course, as detailed below:

- Closure of the north bound curb lane on Dorval Drive from Leewood Drive to Monastery Drive. This will be a partial closure from 5:00 am to 2:00 pm on Saturday July 16, (during the promotional 5K run) and from 5:00 am Monday, July 18 to 8:00 pm Sunday, July 24 inclusive. This is necessary to establish parking shuttle staging areas for spectator shuttle busses. Police officers will be in the area to ensure public safety.
- Closure of the eastbound curb lane on Upper Middle Road from Dorval Drive to the east abutment of the Smith Triller Viaduct. This will be a partial closure during the entire week of the event from 5:00 am Monday, July 18 to 8:00 pm Sunday, July 24 inclusive. This proposed closure will be used exclusively for the volunteer shuttle bus drop-off/pick-up areas. Volunteers will walk from Upper Middle Road via Abbeydale Court and Golfview Court to access the back entrance to the course.
- Reserve both sides of Old Abbey Lane from Dorval Drive to Milton Road as a public transit, taxi and limousine stopping area to drop off spectators.

- Reserve the southwest corner of Dorval Drive/Old Abbey Lane to establish a bicycle corral area for patrons who cycle to and from the event. Usage of bicycles will be promoted as a preferred means of travel for tournament spectators.
- The potential for a short term (4:00 pm to 8:00 pm) northbound closure of Dorval Drive from North Service Road to Old-Abbey Lane at end of play on Saturday and Sunday, July 23 and 24. This is a result of safety concerns raised on the last day of the 2015 event as spectators exited the course in mass numbers after an exciting tournament finish.

The Roads & Works Operations department has developed a traffic control plan to efficiently and safely move vehicles and pedestrians to and from the golf course. Staff will set up, monitor and remove the required cones/barricades/signs that will be required along the roadways. Oakville staff will be on duty full-time during periods of tournament activity while the traffic control plans are operational to ensure they are working effectively. As well, Halton Regional Police have committed to supplying the necessary resources to ensure public safety and flow of traffic for the event.

Dorval Drive, Upper Middle Road and Dundas Street fall within the jurisdiction of the Region of Halton. Town staff has been working with the Region to ensure their satisfaction with the planned traffic control measures.

#### Directional & Advance Signs:

Golf Canada has requested authorization to erect various directional signs on roads leading to and from Glen Abbey Golf Course and to all parking lots used for the event. All signs on town roads will be installed to the satisfaction of the Roads and Works Operations department. Golf Canada is working separately with the Ministry of Transportation to obtain permission to install signs on the Q.E.W.

#### Event Banners and Advertising:

Banners are proposed to be installed on the golf course property fence adjacent to Upper Middle Road, as well as at the entrance to the golf course at Dorval Drive. Light pole banners are no longer being considered. Additional signs may be installed at the bicycle corral and at lots designated for tournament parking.

The Town's Sign By-law 2006-05, as amended, restricts the use of signage on public property; accordingly, a waiver of the by-law's requirements will permit Golf Canada to provide the directional signage and banners as outlined above.

Staff is in support of the proposed installation of signage and use of banners for this tournament and will ensure their proper installation and removal after the tournament.

On-Site Vending:

Sale of food, beverages and merchandise to the thousands of spectators on the golf course occurs throughout the weeklong event. These sales are permitted within the license currently in place for the Glen Abbey Golf Course; however, food trucks will be required to obtain separate permits.

Emergency Planning:

Site safety will be paramount during the event. The site will be inspected by Fire Services, Emergency Medical Services (EMS) and Halton Regional Police staff prior to the commencement of the Open. Fire, EMS and Police staff will also be present at key locations on the course grounds throughout the event to ensure the safety of players and spectators.

On-Site Special Events and Maintenance Activities:

This year's plans include a promotional 5 km running competition, contained entirely within the Glen Abbey Golf Course grounds, from approximately 9:00 am to 1:00 pm on Saturday July 16. Live music concerts are planned from Thursday July 21 to Saturday July 23 from approximately 6:00 pm to 11:00 pm. A concert on Sunday July 24 is also being considered following tournament play. Live music concerts were held at the 2008 and 2009 Canadian Open tournaments. Fireworks are not planned for this year's event.

Golf Canada has requested that the requirements of Noise By-law 2008-098, as amended be waived for all site activities requested for the 2016 RBC Canadian Open.

As with previous tournaments, grounds maintenance, waste management and other support activities will occur prior to 7:00 am but the noise generated is not expected to be a concern.

Environmental Initiatives:

Golf Canada plans to implement several environmental initiatives for this year's event to reduce vehicle traffic and single occupancy vehicle use around the site with separate volunteer access, continued free event parking with shuttle service; and

setting a goal to minimize waste, increase recycling and divert organics to green bins.

Town staff is coordinating the implementation of a bike corral at the entrance to the golf course. Use of the corral will be encouraged by staff through social media. A second bike corral for volunteer use will also be provided this year and will be located entirely within the course property at the separate volunteer entrance on Golfview Court.

Region of Halton Waste Management staff has been very cooperative in supporting these operational improvements including the provision and pickup of green and blue recycling containers, promotional signage and staff to implement the program.

#### Hospitality Tent:

Golf Canada will provide the Town with the use of a hospitality tent for July 21-24 inclusive. The following schedule of events has been planned for 2016:

- July 21 – The tent will be used by Visit Oakville to host tourism stakeholders. Food, beverage and service staff costs will be paid by Visit Oakville.
- July 22 - Economic Development staff will host GTA realtors, site selectors and other stakeholders for a day related to commercial and industrial investment in Oakville.
- July 23 and 24 - Council and staff will host companies and community stakeholders at the hospitality tent. Members of Council will be contacted by Economic Development staff in this regard.

#### Communications and Promotion:

Communications staff is coordinating with Golf Canada to provide links on the Town website and is using social media to promote the Open and provide Town related information. Parking and Communications staff is developing and will implement a communications plan for area residents regarding parking restrictions and road closures.

#### In-kind Support Services and New Requests

The Town of Oakville has hosted the Canadian Open on many occasions and has traditionally provided in-kind support to the event. This year's services-in-kind will include the following:

- Parking on town lands
- Traffic control services including shuttle staging areas
- Volunteer training venue (Sixteen Mile Sports Facility)
- By-Law and Parking enforcement
- Bike corral services
- Roadside litter control
- Waste reductions strategies and promotion of environmental green initiatives
- Communications and promotional services
- Permits fees

A portion of these in-kind costs are part of normal operating activities and will be absorbed in departmental budgets. The balance, being approximately \$90,000 was approved by Council through the 2016 budget process.

Golf Canada has also requested the town increase its financial support for 2016 by providing the following site improvements:

- improving course access/egress by the relocation of two town trees on the boulevard adjacent to spectator entrance and asphalt paving of a portion of the main entrance walkway within the course grounds (\$20,000)
- reduced dust nuisance by asphalt paving of the access road leading from Upper Middle Road to the 15<sup>th</sup> hole (\$40,000)

These works would eliminate the need for Golf Canada to install temporary boardwalks, and perform dust control measures at these locations. In 2015 there was concern about the dust along the access road causing damage to the cars that were shuttling players up the hill; consequently, mitigation was deemed necessary to keep the car sponsorship intact for this year's tournament. It is recommended that this additional work in the amount of \$60,000 be supported by the Town in order to help secure future Canadian Open events planned for 2017 and 2018. If approved, the revised amount of 2016 event costs to be funded from the Tax Stabilization reserve would increase from \$90,000 to \$150,000.

One or more agreements may be required to formalize responsibilities, including insurance provisions, of the parties in regard to event parking any in-kind services that may not form part of normal Town operations or permit processes. It is recommended that authority to finalize the details of these agreements be delegated to the CAO and Town Solicitor or delegates.

## CONSIDERATIONS:

### (A) PUBLIC

With the implementation of a traffic control plan, the general public is well served with an organized effort to efficiently and safely move vehicles and pedestrians to and from the Glen Abbey Golf Course. The date for the 2016 tournament occurs during the quieter traffic periods of the summer season and thus reduces the overall traffic impact to the community.

Oakville Parking Operations will provide heightened enforcement levels of on-street parking regulations in nearby residential areas to reduce the potential for spectator parking infiltrating on to local streets. Signage will be erected at key entry points and notices will be distributed to provide advance information to area residents regarding the parking control plan and the proposed concerts.

Communications staff will help to inform the public of the event through a variety of social media tools.

### (B) FINANCIAL

The RBC Canadian Open provides significant economic spin-off for the host municipality. Golf Canada estimates that the spin-off economic impact of previous events has been in excess of \$18 million in the Town of Oakville and \$25 million within the province. In addition to the direct revenue that is generated for service providers, restaurants, hotels, etc., this event puts Oakville in an international spotlight that may result in future tourism and economic related activity.

Costs associated with regular operating activities of town staff will be absorbed in departmental budgets. The one-time costs above normal operating budgets will be funded from the Tax Stabilization reserve.

### (C) IMPACT ON OTHER DEPARTMENTS & USERS

By-law and Engineering & Construction staff are involved in coordinating road permit requirements and parking enforcement. Other departments including Parks and Open Space, Strategy, Policy and Communications, Recreation and Culture, Environmental Policy, Building Services and Fire Services also play a role.

Halton Regional Public Works and Engineering Services are coordinating with Town staff for the required closures, adjustments, and signage along Regional Roads. Halton Regional Police Services will also be involved with



traffic and crowd control along the perimeter of the Glen Abbey golf course and at public parking / shuttle bus access points.

**(D) CORPORATE AND/OR DEPARTMENT STRATEGIC GOALS**

This report addresses the corporate strategic goal to:

- enhance our economic environment
- enhance our cultural environment
- enhance our social environment

**(E) COMMUNITY SUSTAINABILITY**

The RBC Canadian Open is an international golf tournament that is enjoyed by Oakville residents as well as thousands of spectators who will travel to this community to attend the event, and millions who will view it on television. There are significant economic and social benefits to the host community.

**APPENDICES:**

Appendix A - Letter from Golf Canada dated February 1, 2016

Submitted by:

Dorothy St. George  
Director  
Economic Development  
Department

Enrico Scalera  
Director  
Roads and Works Operations  
Department