



## Staff Report PRC2025-02

Committee 2025-04-14

Council 2025-04-28

Amendments

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**Submitted To:** Committee of the Whole | Council  
**Submitted By:** Karen Cubitt, Director, Parks, Recreation & Culture  
**Prepared By:** Jennifer Parker, Manager, Culture & Events  
**Subject:** Mayor's Golf Challenge Beneficiaries

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### Recommendation

**THAT** Staff Report PRC2025-02 Mayor's Golf Challenge Beneficiaries, be received;

**AND THAT** Council approves 50% of the proceeds of the 2025 Mayor's Golf Challenge be allocated to the 2026 Council Grants & Donation budget and the remaining 50% be allocated to the Collingwood & District Special Olympics;

**AND THAT** Council approves 75% of the proceeds of the 2026 Mayor's Golf Challenge be allocated to the 2027 Council Grants & Donation budget and the remaining 25% be allocated to the Collingwood & District Special Olympics;

**AND THAT** Council approves, in the subsequent years, 100% of the proceeds of the Mayor's Golf Challenge be allocated to the Council Grants & Donation budget;

**AND THAT** Council directs Staff to update the 2017 Mayor's Golf Challenge Reserve Policy to reflect the aforementioned changes.

### Amendments

As recommended at the Committee of the Whole meeting dated April 14, 2025, the recommendation has been updated to the following:

**THAT** Staff Report PRC2025-02, Mayor's Golf Challenge Beneficiaries, be received;

**AND THAT** Council approves 30% of the proceeds of the 2025 Mayor's Golf Challenge be allocated to the 2026 Council Grants & Donation budget and the remaining 70% be allocated to the Collingwood & District Special Olympics;

**AND THAT** Council directs Staff to provide a submission in the similar format of current grant programs from the Collingwood and District Special Olympics to be considered within the Mayor's Golf Tournament in future budget processes with regard to maintaining or making an adjustment to the level of support for Collingwood and District Special Olympics.

## 1. Executive Summary

At the March 4, 2024 Council meeting, Council considered different options for allocating funds raised by the Mayor's Golf Challenge deciding that in 2024, 70% of the proceeds be dedicated to the Collingwood & District Special Olympics and the remaining 30% of the proceeds be added to the 2025 Council Grants & Donations budget and dispersed according to the Council Grant Policy.

The 2024 Mayor's Golf Challenge generated a total of \$26,680, with \$18,676 allocated to support the Collingwood & District Special Olympics.

The community's growing demand for financial or in-kind support highlights the importance of ensuring an equitable, transparent, and impactful allocation of funds. The annual Council Grants & Donation budget, guided by the Council Grant Policy, serves as the most equitable approach to addressing these needs.

Recognizing the long-standing and historical relationship with the Collingwood & District Special Olympics, which heavily depends on the Mayor's Golf Challenge as a primary fundraising source, the 2024 amendment reflects this history and acknowledges their significance.

By updating the 2017 Mayor's Golf Challenge Reserve Policy, surplus tournament funds will be redirected annually, in their entirety, to the Council Grants & Donation budget beginning in 2027. This adjustment provides the Collingwood & District Special Olympics with the opportunity to transition their fundraising strategies and/or seek municipal support through a Community Council Grant on an ongoing basis.

## 2. Analysis

### Background

The Mayor's Golf Challenge Reserve Policy as it is currently written requires Council to annually specify a charitable organization located in Collingwood to receive funding. For the 2024 Mayor's Golf Challenge, Council approved allocating a percentage of funding to benefit the Collingwood & District Special Olympics (70%) with the remainder of the funding directed to the Council Grant & Donation budget.

The Council Grant Policy guides the allocation of the Council Grant & Donation budget providing a framework that is transparent and supports the equitable distribution of funds for the greatest community impact. Allocation of funds generated from the Mayor's Golf Challenge to the Council Grant & Donation budget will allow for a greater number of not-for-profit and community organizations to benefit from Council's support, all allocated through a pre-established application and assessment process as per the Council Grant Policy.

For the Collingwood & District Special Olympics, the Mayor's Golf Challenge proceeds provided through the Town's fundraising is their largest contributor, providing support for sports programming. As identified by the Collingwood & District Special Olympics through email correspondence, funds raised are used to cover facility fees and permits, ensuring that athletes in the area have access to the programs and support offered. Additionally, this funding allows athletes to travel to other communities for competitions, proudly representing Collingwood and Region at the provincial level. Funding from all sources enables the Collingwood & District Special Olympics to remain affordable, inclusive, and accessible for all its athletes.

Gradually shifting the funding distribution of the Mayor's Golf Challenge towards 100% allocation to the Council Grant and Donation budget in 2027 will create an opportunity for the Collingwood & District Special Olympics to adapt their fundraising strategy and apply for funding through the regular municipal grant processes in Collingwood as well as any grant opportunities in surrounding municipalities. By updating the Mayor's Golf

Challenge Reserve Policy to redirect funds annually to the Council Grants & Donation budget, the community impact may be broadened, and this adjustment will support a fair, transparent, and equitable allocation process, guided by the Council Grant Policy.

### Financial Impacts

The Mayor's Golf Challenge covers expenses through registration fees and additional proceeds through sponsorship sales. Despite Staff efforts, it is becoming increasingly challenging to meet sponsorship targets due to other community fundraising priorities as well as the current economic uncertainty. Golf registration fees have increased slightly this year to help offset any potential sponsorship deficit. We anticipate net proceeds this year may be down in comparison to previous years, but remain optimistic that it will be in the range of \$20K.

## 3. Input from Other Sources

Department Heads reviewed and provided input on this report at their April 8<sup>th</sup>, 2025, meeting.

## 4. Applicable Policy or Legislation

This report supports Policy FIN-006-06, entitled Mayor's Golf Challenge Reserve.

## 5. Considerations

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|---|---|
| <input checked="" type="checkbox"/> Community Based Strategic Plan:               | Consistent with CBSP                        |
| <input type="checkbox"/> Services adjusted if any                                 | N/A   |
| <input type="checkbox"/> Climate Change / Sustainability:                         | Not Applicable                              |
| <input checked="" type="checkbox"/> Communication / Engagement:                   | Advertisement/Notice will be provided       |
| <input checked="" type="checkbox"/> Accessibility / Equity, Diversity, Inclusion: | Other: Equitable to Charities Organizations |
| <input type="checkbox"/> Registered Lobbyist(s) relating to content:              | N/A   |

Next steps and future action required following endorsement: Staff will notify the Collingwood & District Special Olympics of the outcomes of this report and will update Policy FIN-006-06 accordingly.

## 6. Appendices and Other Resources

None.

## 7. Approval

**Prepared By:**

Jennifer Parker, Manager, Culture & Events

**Reviewed By:**

Karen Cubitt, Director, Parks, Recreation & Culture

**CAO Comments:**

Endorsed by (A)CAO/Director of Legislative Services Sara Almas on April 9, 2025 to proceed to COW.

Endorsed by CAO Skinner on April 23, 2025 to proceed to Council, as Amended.