



JUNE 3-9, 2019
HAMILTON GOLF & COUNTRY CLUB
HAMILTON, ONTARIO



2019 RBC CANADIAN OPEN
CITY OF HAMILTON – BIA
TUESDAY DECEMBER 11TH



A Golf Canada
Championship

Sections

- History of the RBC Canadian Open
- History in Hamilton
- RBCCO Quick Facts
- New PGA TOUR Schedule
- Community Engagement
- Youth Initiative
- Event Week at a Glance
- Special Events and Activations
- Operations
- Opportunities



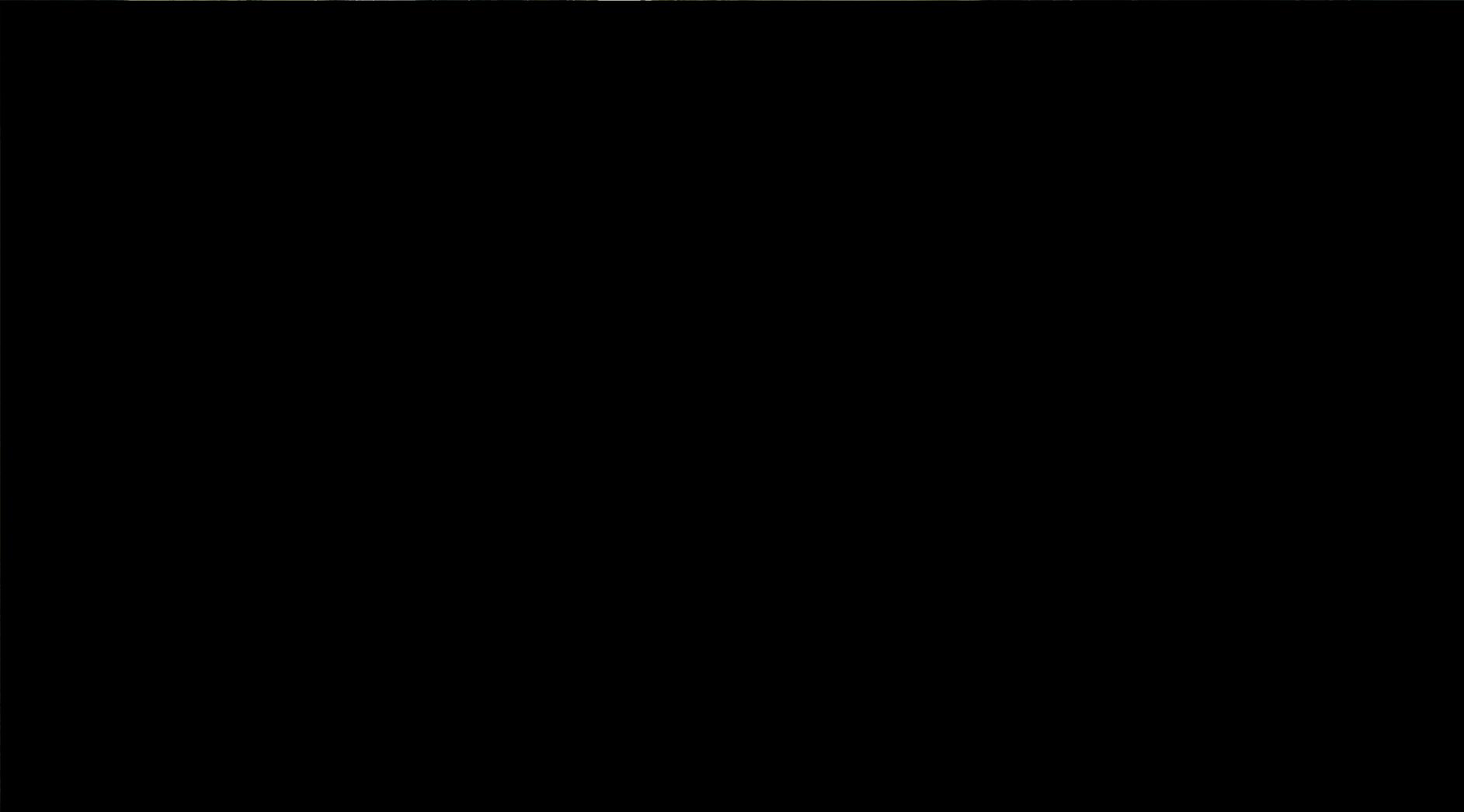
- 110th Playing of the Canadian Open
- First contested in 1904
- Third oldest continuously running tournament on TOUR after the Open Championship & US Open
- RBC has been title sponsor since 2007
- Glen Abbey has held the most Canadian Opens at 30



In Hamilton

- 100 year anniversary of first playing in Hamilton at HGCC
- 6 RBC Canadian Open's
 - 1919: Douglas Edgar
 - 1930: Tommy Armour
 - 2003: Bob Tway
 - 2006: Jim Furyk
 - 2012: Scott Piercy
- Will also host 2023 RBC Canadian Open





LEADERBOARD

Player	Score	Par	Strokes
Tommy Fleetwood	13	-1	69
Justin Rose	14	0	70
Matt Fitzpatrick	15	+1	71
Jonny Lee	16	+2	72
Adam Long	17	+3	73
Tommy Fleetwood	18	+4	74
Justin Rose	19	+5	75
Tommy Fleetwood	20	+6	76
Justin Rose	21	+7	77
Tommy Fleetwood	22	+8	78
Justin Rose	23	+9	79
Tommy Fleetwood	24	+10	80
Justin Rose	25	+11	81
Tommy Fleetwood	26	+12	82
Justin Rose	27	+13	83
Tommy Fleetwood	28	+14	84
Justin Rose	29	+15	85
Tommy Fleetwood	30	+16	86
Justin Rose	31	+17	87
Tommy Fleetwood	32	+18	88
Justin Rose	33	+19	89
Tommy Fleetwood	34	+20	90
Justin Rose	35	+21	91
Tommy Fleetwood	36	+22	92
Justin Rose	37	+23	93
Tommy Fleetwood	38	+24	94
Justin Rose	39	+25	95
Tommy Fleetwood	40	+26	96
Justin Rose	41	+27	97
Tommy Fleetwood	42	+28	98
Justin Rose	43	+29	99
Tommy Fleetwood	44	+30	100
Justin Rose	45	+31	101
Tommy Fleetwood	46	+32	102
Justin Rose	47	+33	103
Tommy Fleetwood	48	+34	104
Justin Rose	49	+35	105
Tommy Fleetwood	50	+36	106
Justin Rose	51	+37	107
Tommy Fleetwood	52	+38	108
Justin Rose	53	+39	109
Tommy Fleetwood	54	+40	110
Justin Rose	55	+41	111
Tommy Fleetwood	56	+42	112
Justin Rose	57	+43	113
Tommy Fleetwood	58	+44	114
Justin Rose	59	+45	115
Tommy Fleetwood	60	+46	116
Justin Rose	61	+47	117
Tommy Fleetwood	62	+48	118
Justin Rose	63	+49	119
Tommy Fleetwood	64	+50	120
Justin Rose	65	+51	121
Tommy Fleetwood	66	+52	122
Justin Rose	67	+53	123
Tommy Fleetwood	68	+54	124
Justin Rose	69	+55	125
Tommy Fleetwood	70	+56	126
Justin Rose	71	+57	127
Tommy Fleetwood	72	+58	128
Justin Rose	73	+59	129
Tommy Fleetwood	74	+60	130
Justin Rose	75	+61	131
Tommy Fleetwood	76	+62	132
Justin Rose	77	+63	133
Tommy Fleetwood	78	+64	134
Justin Rose	79	+65	135
Tommy Fleetwood	80	+66	136
Justin Rose	81	+67	137
Tommy Fleetwood	82	+68	138
Justin Rose	83	+69	139
Tommy Fleetwood	84	+70	140
Justin Rose	85	+71	141
Tommy Fleetwood	86	+72	142
Justin Rose	87	+73	143
Tommy Fleetwood	88	+74	144
Justin Rose	89	+75	145
Tommy Fleetwood	90	+76	146
Justin Rose	91	+77	147
Tommy Fleetwood	92	+78	148
Justin Rose	93	+79	149
Tommy Fleetwood	94	+80	150
Justin Rose	95	+81	151
Tommy Fleetwood	96	+82	152
Justin Rose	97	+83	153
Tommy Fleetwood	98	+84	154
Justin Rose	99	+85	155
Tommy Fleetwood	100	+86	156
Justin Rose	101	+87	157
Tommy Fleetwood	102	+88	158
Justin Rose	103	+89	159
Tommy Fleetwood	104	+90	160
Justin Rose	105	+91	161
Tommy Fleetwood	106	+92	162
Justin Rose	107	+93	163
Tommy Fleetwood	108	+94	164
Justin Rose	109	+95	165
Tommy Fleetwood	110	+96	166
Justin Rose	111	+97	167
Tommy Fleetwood	112	+98	168
Justin Rose	113	+99	169
Tommy Fleetwood	114	+100	170
Justin Rose	115	+101	171
Tommy Fleetwood	116	+102	172
Justin Rose	117	+103	173
Tommy Fleetwood	118	+104	174
Justin Rose	119	+105	175
Tommy Fleetwood	120	+106	176
Justin Rose	121	+107	177
Tommy Fleetwood	122	+108	178
Justin Rose	123	+109	179
Tommy Fleetwood	124	+110	180
Justin Rose	125	+111	181
Tommy Fleetwood	126	+112	182
Justin Rose	127	+113	183
Tommy Fleetwood	128	+114	184
Justin Rose	129	+115	185
Tommy Fleetwood	130	+116	186
Justin Rose	131	+117	187
Tommy Fleetwood	132	+118	188
Justin Rose	133	+119	189
Tommy Fleetwood	134	+120	190
Justin Rose	135	+121	191
Tommy Fleetwood	136	+122	192
Justin Rose	137	+123	193
Tommy Fleetwood	138	+124	194
Justin Rose	139	+125	195
Tommy Fleetwood	140	+126	196
Justin Rose	141	+127	197
Tommy Fleetwood	142	+128	198
Justin Rose	143	+129	199
Tommy Fleetwood	144	+130	200
Justin Rose	145	+131	201
Tommy Fleetwood	146	+132	202
Justin Rose	147	+133	203
Tommy Fleetwood	148	+134	204
Justin Rose	149	+135	205
Tommy Fleetwood	150	+136	206
Justin Rose	151	+137	207
Tommy Fleetwood	152	+138	208
Justin Rose	153	+139	209
Tommy Fleetwood	154	+140	210
Justin Rose	155	+141	211
Tommy Fleetwood	156	+142	212
Justin Rose	157	+143	213
Tommy Fleetwood	158	+144	214
Justin Rose	159	+145	215
Tommy Fleetwood	160	+146	216
Justin Rose	161	+147	217
Tommy Fleetwood	162	+148	218
Justin Rose	163	+149	219
Tommy Fleetwood	164	+150	220
Justin Rose	165	+151	221
Tommy Fleetwood	166	+152	222
Justin Rose	167	+153	223
Tommy Fleetwood	168	+154	224
Justin Rose	169	+155	225
Tommy Fleetwood	170	+156	226
Justin Rose	171	+157	227
Tommy Fleetwood	172	+158	228
Justin Rose	173	+159	229
Tommy Fleetwood	174	+160	230
Justin Rose	175	+161	231
Tommy Fleetwood	176	+162	232
Justin Rose	177	+163	233
Tommy Fleetwood	178	+164	234
Justin Rose	179	+165	235
Tommy Fleetwood	180	+166	236
Justin Rose	181	+167	237
Tommy Fleetwood	182	+168	238
Justin Rose	183	+169	239
Tommy Fleetwood	184	+170	240
Justin Rose	185	+171	241
Tommy Fleetwood	186	+172	242
Justin Rose	187	+173	243
Tommy Fleetwood	188	+174	244
Justin Rose	189	+175	245
Tommy Fleetwood	190	+176	246
Justin Rose	191	+177	247
Tommy Fleetwood	192	+178	248
Justin Rose	193	+179	249
Tommy Fleetwood	194	+180	250
Justin Rose	195	+181	251
Tommy Fleetwood	196	+182	252
Justin Rose	197	+183	253
Tommy Fleetwood	198	+184	254
Justin Rose	199	+185	255
Tommy Fleetwood	200	+186	256
Justin Rose	201	+187	257
Tommy Fleetwood	202	+188	258
Justin Rose	203	+189	259
Tommy Fleetwood	204	+190	260
Justin Rose	205	+191	261
Tommy Fleetwood	206	+192	262
Justin Rose	207	+193	263
Tommy Fleetwood	208	+194	264
Justin Rose	209	+195	265
Tommy Fleetwood	210	+196	266
Justin Rose	211	+197	267
Tommy Fleetwood	212	+198	268
Justin Rose	213	+199	269
Tommy Fleetwood	214	+200	270
Justin Rose	215	+201	271
Tommy Fleetwood	216	+202	272
Justin Rose	217	+203	273
Tommy Fleetwood	218	+204	274
Justin Rose	219	+205	275
Tommy Fleetwood	220	+206	276
Justin Rose	221	+207	277
Tommy Fleetwood	222	+208	278
Justin Rose	223	+209	279
Tommy Fleetwood	224	+210	280
Justin Rose	225	+211	281
Tommy Fleetwood	226	+212	282
Justin Rose	227	+213	283
Tommy Fleetwood	228	+214	284
Justin Rose	229	+215	285
Tommy Fleetwood	230	+216	286
Justin Rose	231	+217	287
Tommy Fleetwood	232	+218	288
Justin Rose	233	+219	289
Tommy Fleetwood	234	+220	290
Justin Rose	235	+221	291
Tommy Fleetwood	236	+222	292
Justin Rose	237	+223	293
Tommy Fleetwood	238	+224	294
Justin Rose	239	+225	295
Tommy Fleetwood	240	+226	296
Justin Rose	241	+227	297
Tommy Fleetwood	242	+228	298
Justin Rose	243	+229	299
Tommy Fleetwood	244	+230	300
Justin Rose	245	+231	301
Tommy Fleetwood	246	+232	302
Justin Rose	247	+233	303
Tommy Fleetwood	248	+234	304
Justin Rose	249	+235	305
Tommy Fleetwood	250	+236	306
Justin Rose	251	+237	307
Tommy Fleetwood	252	+238	308
Justin Rose	253	+239	309
Tommy Fleetwood	254	+240	310
Justin Rose	255	+241	311
Tommy Fleetwood	256	+242	312
Justin Rose	257	+243	313
Tommy Fleetwood	258	+244	314
Justin Rose	259	+245	315
Tommy Fleetwood	260	+246	316
Justin Rose	261	+247	317
Tommy Fleetwood	262	+248	318
Justin Rose	263	+249	319
Tommy Fleetwood	264	+250	320
Justin Rose	265	+251	321
Tommy Fleetwood	266	+252	322
Justin Rose	267	+253	323
Tommy Fleetwood	268	+254	324
Justin Rose	269	+255	325
Tommy Fleetwood	270	+256	326
Justin Rose	271	+257	327
Tommy Fleetwood	272	+258	328
Justin Rose	273	+259	329
Tommy Fleetwood	274	+260	330
Justin Rose	275	+261	331
Tommy Fleetwood	276	+262	332
Justin Rose	277	+263	333
Tommy Fleetwood	278	+264	334
Justin Rose	279	+265	335
Tommy Fleetwood	280	+266	336
Justin Rose	281	+267	337
Tommy Fleetwood	282	+268	338
Justin Rose	283	+269	339
Tommy Fleetwood	284	+270	340
Justin Rose	285	+271	341
Tommy Fleetwood	286	+272	342
Justin Rose	287	+273	343
Tommy Fleetwood	288	+274	344
Justin Rose	289	+275	345
Tommy Fleetwood	290	+276	346
Justin Rose	291	+277	347
Tommy Fleetwood	292	+278	348
Justin Rose	293	+279	349
Tommy Fleetwood	294	+280	350
Justin Rose	295	+281	351
Tommy Fleetwood	296	+282	352
Justin Rose	297	+283	353
Tommy Fleetwood	298	+284	354
Justin Rose	299	+285	355
Tommy Fleetwood	300	+286	356
Justin Rose	301	+287	357
Tommy Fleetwood	302	+288	358
Justin Rose	303	+289	359
Tommy Fleetwood	304	+290	360
Justin Rose	305	+291	361
Tommy Fleetwood	306	+292	362
Justin Rose	307	+293	363
Tommy Fleetwood	308	+294	364
Justin Rose	309	+295	365
Tommy Fleetwood	310	+296	366
Justin Rose	311	+297	367
Tommy Fleetwood	312	+298	368
Justin Rose	313	+299	369
Tommy Fleetwood	314	+300	370
Justin Rose	315	+301	371
Tommy Fleetwood	316	+302	372
Justin Rose	317	+303	373
Tommy Fleetwood	318	+304	374
Justin Rose	319	+305	375
Tommy Fleetwood	320	+306	376
Justin Rose	321	+307	377
Tommy Fleetwood	322	+308	378
Justin Rose	323	+309	379
Tommy Fleetwood	324	+310	380
Justin Rose	325	+311	381
Tommy Fleetwood	326	+312	382
Justin Rose	327	+313	383
Tommy Fleetwood	328	+314	384
Justin Rose	329	+315	385
Tommy Fleetwood	330	+316	386
Justin Rose	331	+317	387
Tommy Fleetwood	332	+318	388
Justin Rose	333	+319	389
Tommy Fleetwood	334	+320	390
Justin Rose	335	+321	391
Tommy Fleetwood	336	+322	392
Justin Rose	337	+323	393
Tommy Fleetwood	338	+324	394
Justin Rose	339	+325	395
Tommy Fleetwood	340	+326	396
Justin Rose	341	+327	397
Tommy Fleetwood	342	+328	398
Justin Rose	343	+329	399
Tommy Fleetwood	344	+330	400
Justin Rose	345	+331	401
Tommy Fleetwood	346	+332	402
Justin Rose	347	+333	403
Tommy Fleetwood	348	+334	404
Justin Rose	349	+335	405
Tommy Fleetwood	350	+336	406
Justin Rose	351	+337	407
Tommy Fleetwood	352	+338	408
Justin Rose	353	+339	409
Tommy Fleetwood	354	+340	410
Justin Rose	355	+341	411
Tommy Fleetwood	356	+342	412

The Players

- **Field:** 2018 was one of the strongest fields in recent memory including 3 of the top 10 on the FedEx Cup standings
- **Champion:** Dustin Johnson, World #1
- **Major Championship Winners:** Brooks Kepka, Bubba Watson
- **Local golfers** – MacKenzie Hughes (Dundas) & David Hearn (Brantford)
- **Purse:** \$7.6 million



Charity

\$1,140,000

- Raised in support of charitable causes and golf in Canada in 2018



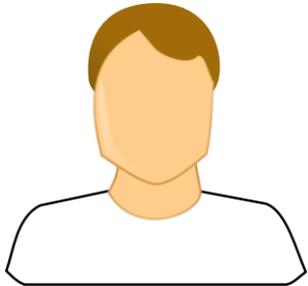
Attendees

75,000+

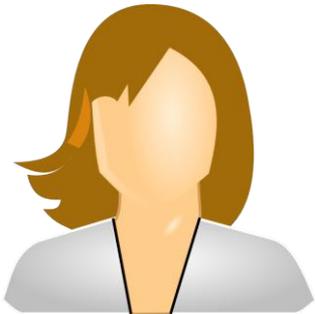
- Best attendance Monday to Friday in 5 years
- Best weekend gate sales in 5 years
- Total ticket sales up 16%



Gender



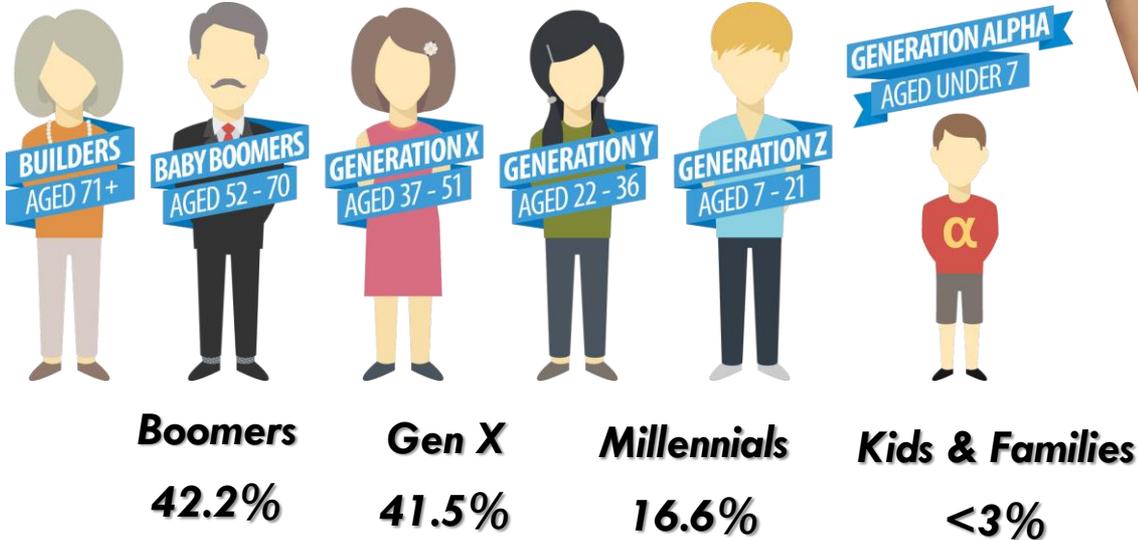
72%



28%



Age Range



Distance Travelled

39%

<40km



20%

40km-80km

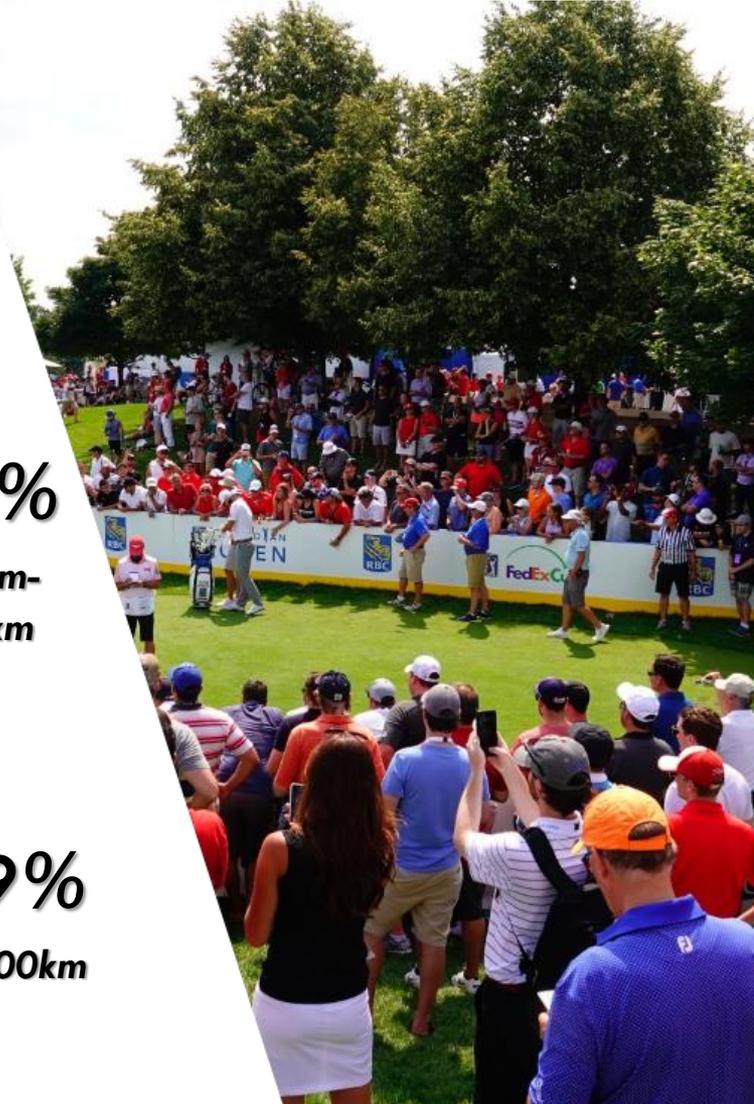
11%

80km-100km



29%

>100km

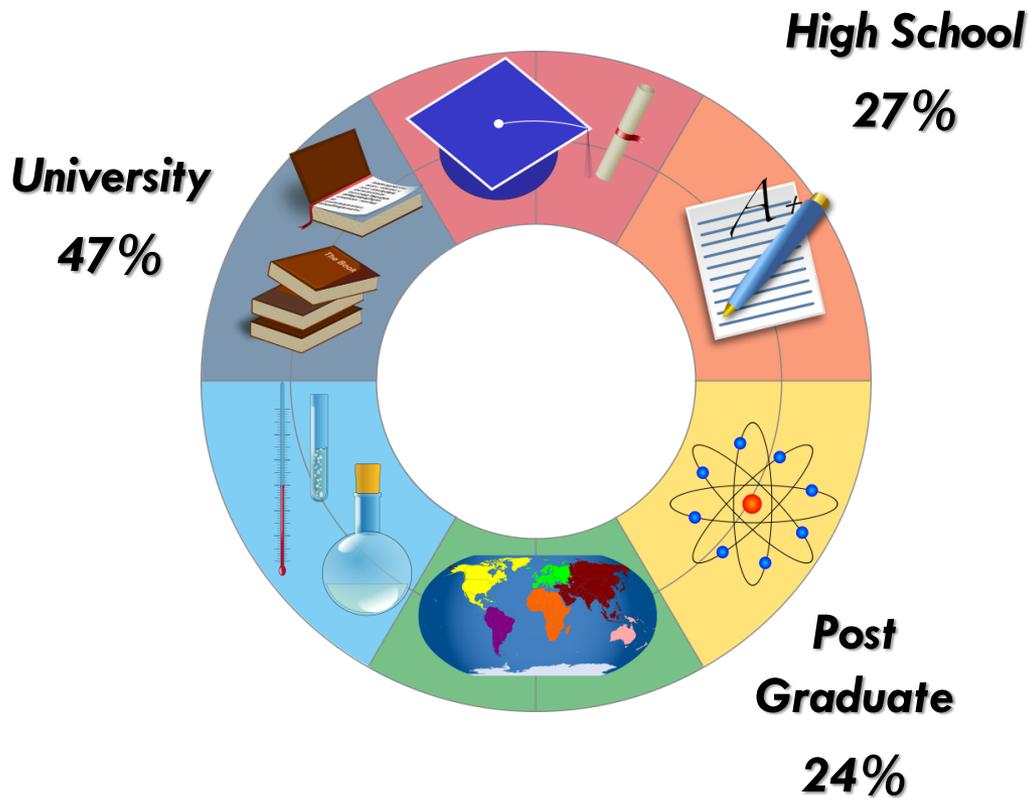


Number of Times Attended

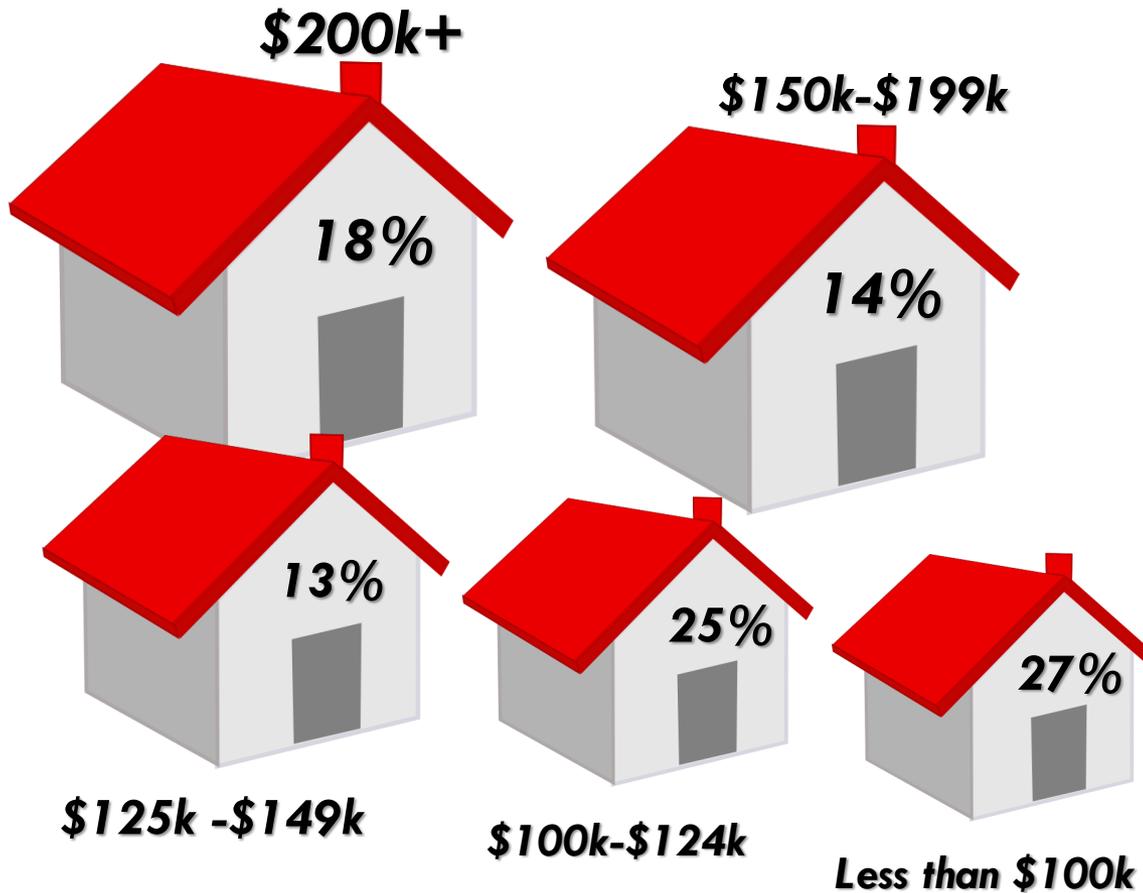
1		33%
2		19%
3+		48%



Education



Household Income



Viewership



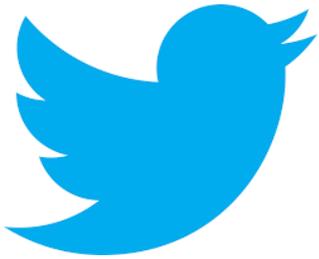
- Highest Saturday Ratings in 7 years
- Tied for highest Sunday ratings in 7 years
- 26 total broadcast hours (CBS Sports, Global, Golf Channel, TSN)



A Golf Canada Championship



Social



2.3m twitter impressions (up 130%)



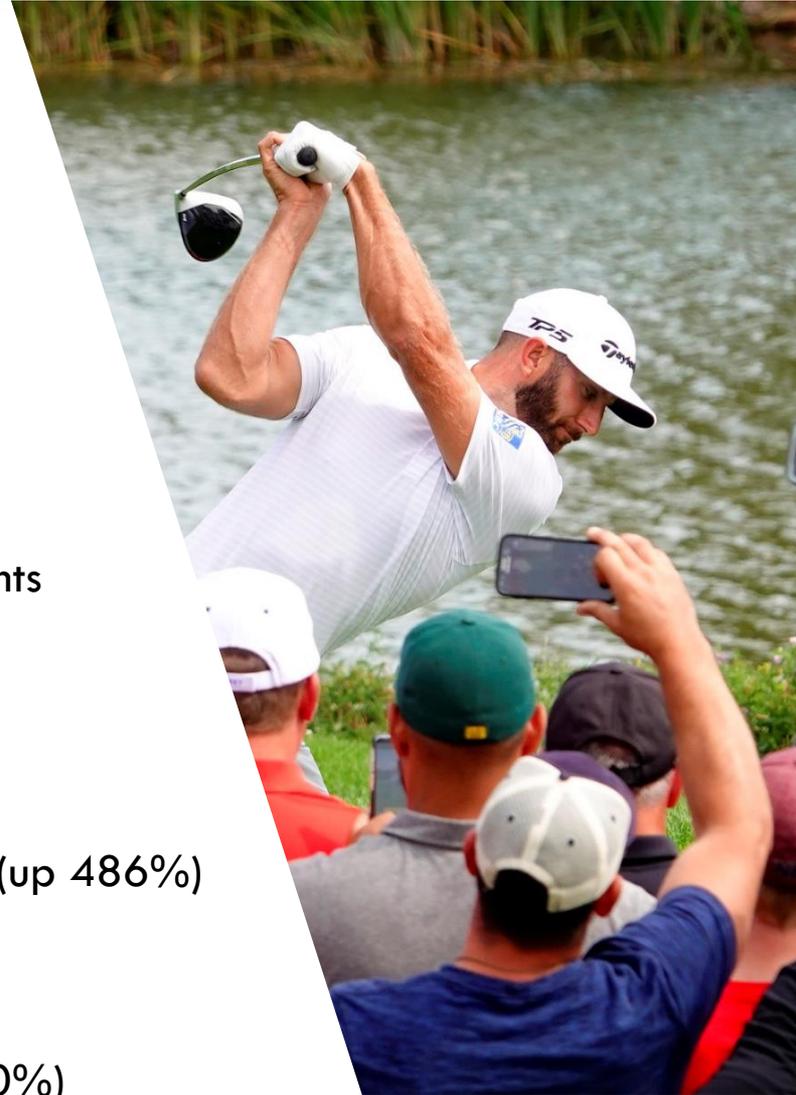
13,914 engagements on Facebook (up 143%)



16,083 engagements on Instagram (up 486%)



220k Snapchat impressions (up 220%)



Volunteers

- 1,550+ volunteers
- 58 Chairs and Vice Chairs of 24 committees
- Still recruiting (800+ currently registered)
- Adopt a hole



Economic Impact

\$41,310,000

Industry Output / Total Impact - Ontario

\$30,016,000

Industry Output / Total Impact - Hamilton



NEW SCHEDULE

- 2019 marks the start of a brand new PGA Tour schedule
- PLAYERS Championship moves from May to March
- PGA Championship moves from August to May
- RBC Canadian Open moves from July to June
- FedEx Cup in August



JUNE 3-9

1. New narrative
2. Before a major championship (US Open)
3. Avoiding cottage and summer vacations
4. Start of festival season
5. School in session



FALL EVENTS

- Super Crawl Booth
- Fieldcote Pumpkin Stroll
- Lister Block Holiday Window

WINTER/SPRING EVENTS

- Community Branding
 - City Hall
 - Lamp post banners
- Additional Events



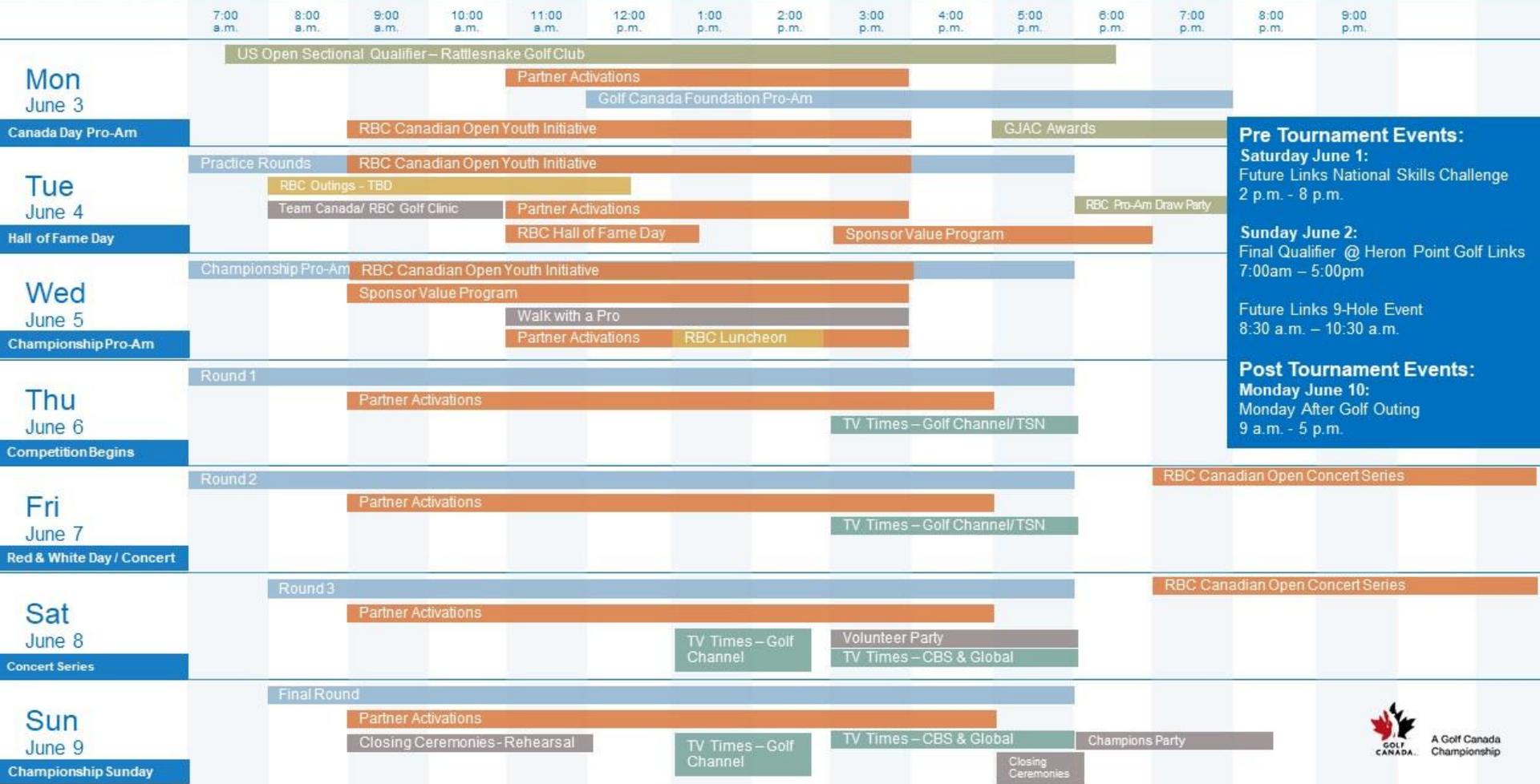
120 Schools 100,000+ Youth Hamilton-Wentworth

- ✓ Future Links Golf in Schools
- ✓ Community Coach Training
- ✓ School Day at the RBCCO



CANADIAN OPEN 2019 Week at a Glance

● Playing Times
 ● On-Site Events
 ● Off-Site Events
 ● RBC Initiatives
 ● Golf Canada/Private Events



Pre Tournament Events:

Saturday June 1:
Future Links National Skills Challenge
2 p.m. - 8 p.m.

Sunday June 2:
Final Qualifier @ Heron Point Golf Links
7:00am – 5:00pm

Future Links 9-Hole Event
8:30 a.m. – 10:30 a.m.

Post Tournament Events:

Monday June 10:
Monday After Golf Outing
9 a.m. - 5 p.m.





Returning

- ✓ RBC Hall of Fame Day
- ✓ The Rink
- ✓ RBC Someday Decks
- ✓ Celebrities Appearances
- ✓ Avion Lounge
- ✓ Steam Whistle Patio
- ✓ Golf Town Leaderboard Viewing Deck

New

- ✓ *RBCCO Concert Series*
- ✓ *The Fare Way*
- ✓ *Family Zone*
- ✓ *Trolley*
- ✓ *School Day at the RBCCO*

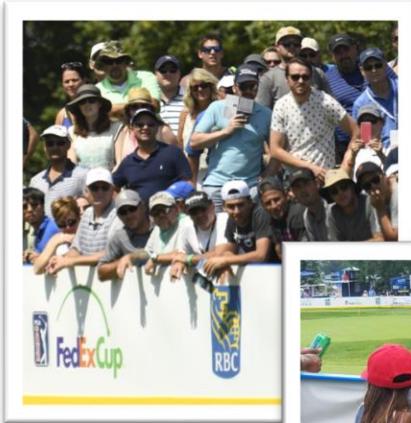


- Tuesday June 4th
- On Site at HGCC
- Ceremony Honouring Canadian Golf Hall of Fame Inductees
- Special Guest to be named (2018 Lee Trevino, 2017 Jack Nicklaus)



2018 PGA TOUR Awards *Best in Class Element Winner*

- 13th Hole
- RBC Someday Deck
- Lodges at the Tee and Green
- Golf Town Patio
- Week Long Programming





- Location: Hole #1 East Course
- Two nights – Rock & Country
- 10,000 per night
- International Artists
- Partnership with Live Nation & RBC MusicX
- Stage to be used for programming throughout week

RBCXMUSIC
Presents

RBC CANADIAN
OPEN
CONCERT SERIES

Supported by

AVION



Coca-Cola



Ontario



Canada



- RBC AVION Lounge
- Top of hill facing stage on the back of 17th Tee
- Will host 400+ RBC guests during concerts
- AVION Public Structure during golf

RBC X MUSIC
Presents



CANADIAN
OPEN
CONCERT SERIES

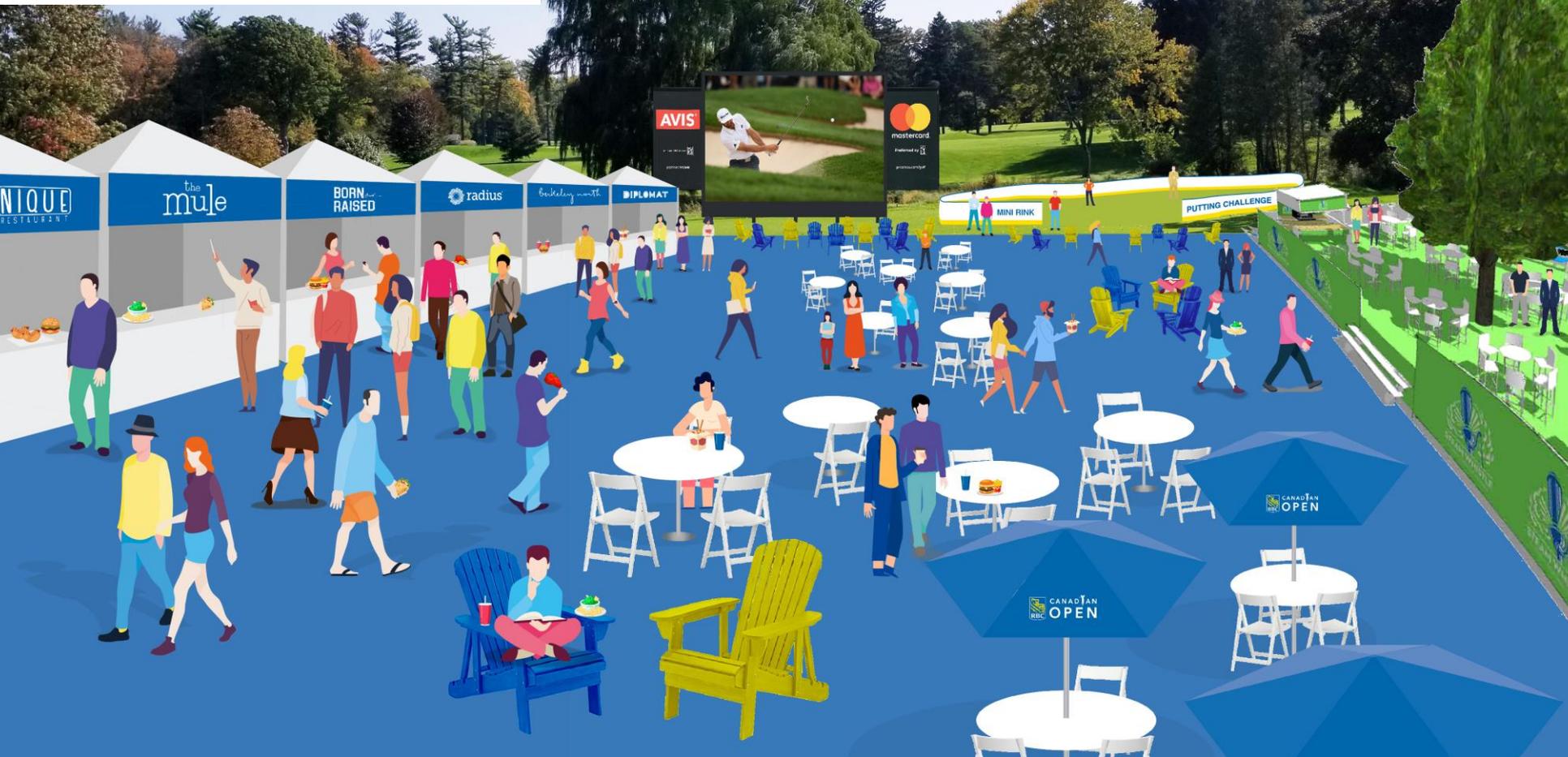
Supported by



- THE - FARE WAY

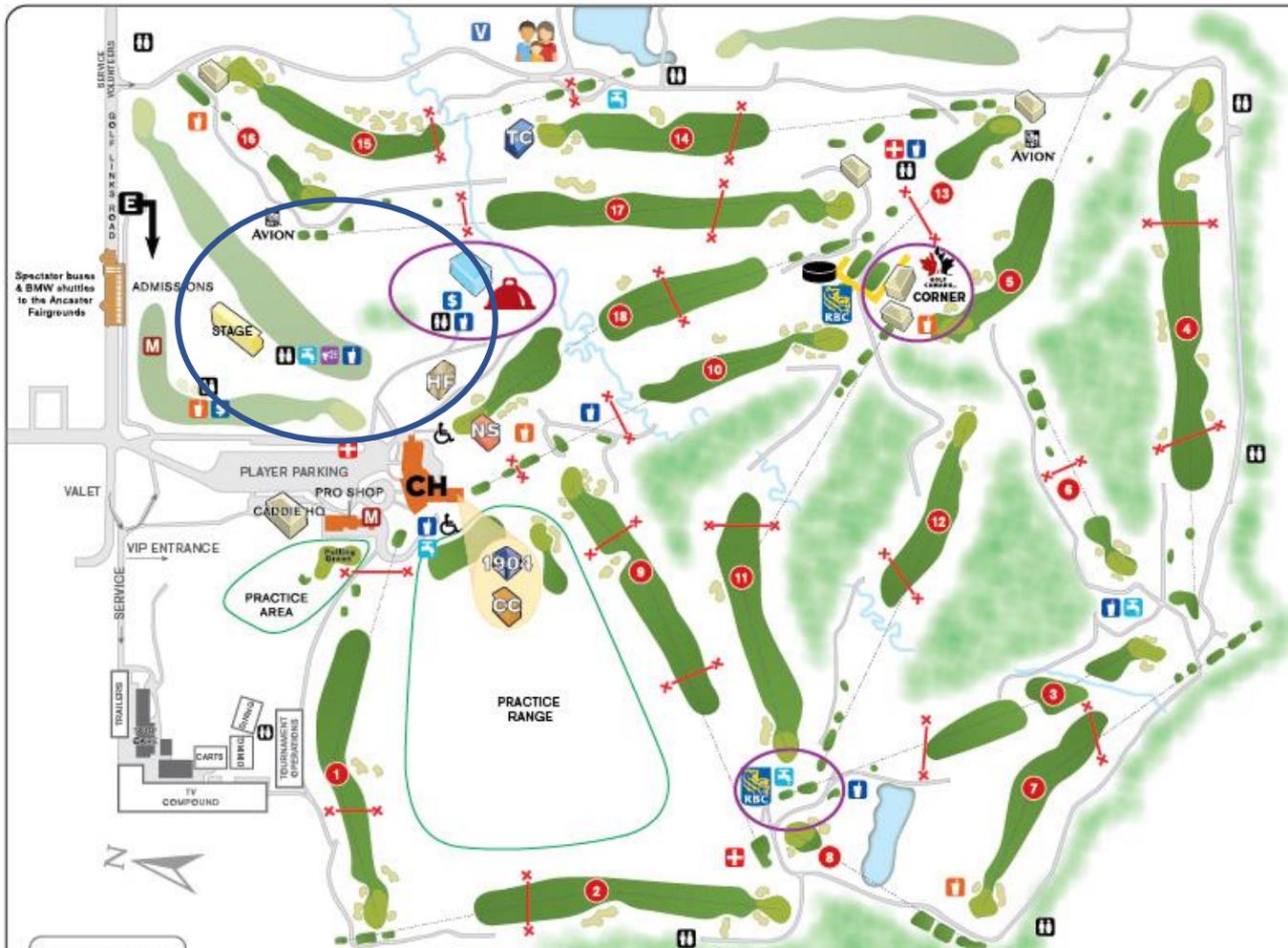
Hamilton Food and Culture Experience

- Location: Short course adjacent to hole #18
- Run in partnership with City of Hamilton
- Hamilton food experience and arts scene
- Programming throughout week





- Location: Hole #6 East Course
- Week long programming for families
- Site of Family Day for RBC employees



LEGEND

- CH** CLUBHOUSE
- W** WASHROOMS
- C** CONCESSIONS
- C** CONCESSIONS (Thu-Sun only)
- M** MERCHANDISE
- S** RBC ATM
- X-X** SPECTATOR CROSSWALKS
- +** FIRST AID
- NS** NICKLAUS SKYBOX
- HF** HALL OF FAME CLUB
- CC** CHAMPIONS CLUB
- 1904** 1904 CLUB
- TC** TROPHY CLUB
- L** LODGES
- ♿** DISABLED VIEWING DECK
- M** MEDIA CENTRE
- W** RBC WATER STATION
- V** VOLUNTEER CENTRE
- E** MAIN ENTRANCE
 - Admissions
 - Will call
 - Check stand
 - Lost & Found
- SL** RBC SOMEDAY LOUNGE
- AL** AVIAN SKY LOUNGE
(Two potential options)
- R** THE RINK
- FD** RBC FAMILY DAY
- TOH** RBC CANADIAN OPEN TASTE OF HAMILTON

YARDAGE & PAR

HOLE	1	2	3	4	5	6	7	8	9	OUT
PAR	4	4	4	5	4	3	4	3	4	35
YARDS	417	442	408	542	317	224	412	210	440	3412

HOLE	10	11	12	13	14	15	16	17	18	OUT TOTAL
PAR	4	4	4	3	4	4	3	5	4	35 70
YARDS	392	481	388	236	450	423	188	550	446	3554 6966



TOURNAMENT WEEK

- **Accommodations**
 - Host Hotel is the Sheraton
 - 6 other hotels have also been booked across the city for various groups
 - Downtown
 - Upper James
 - East Mountain
 - Centennial Parkway
 - Ancaster
 - Private Home Rentals



TOURNAMENT WEEK

- **Parking**
 - Ancaster Fair Grounds
 - Hamilton Airport
 - St Johns Anglican Church
 - Tamahac Club
 - A few others around Ancaster



TOURNAMENT WEEK

- **Transportation**
 - Shuttle buses from designated parking areas
 - Tournament vehicles
 - Taxis and ride shares
 - Mass Transit
- **Road Closures**
 - Golf Links Rd from the corner of Southcote and McNiven
 - Halson from the corner of Wilson



- Group Ticket Packages for BIA members
- VIP / Corporate Hospitality
- Contesting and promotions
- Local Partnerships
- Special Events throughout Hamilton
- Meals and Shopping



THANK YOU

