

**Delegation to Town Council  
November 11, 2024  
Presented by Graham Martin  
Executive Director**



**Thank you to the Town of Saugeen Shores** for your ongoing support of the Saugeen Memorial Hospital Foundation! We appreciate how you promote us and are always ready to help.

**An expanding population brings an increased demand on services.** In 2023-24 the Southampton Hospital had: 17,985 emergency department visits, 6,987 patient days, 393,132 lab procedures, 9,255 radiology procedures, 4,367 ultrasound procedures, among other services. The cost of these services is rising and the government provides less than 10% of the funding to purchase new equipment.

**Gran Fondo brought in \$420,000 this year** that was put toward purchasing new mammography equipment, resulting in a higher level of care for Saugeen Shores residents. The event has raised approximately \$1.7 million for healthcare since its inception in 2018!!

**Gran Fondo Planning 2025.** We are in the early stages of planning events for the weekend of Aug. 16, 2025. To help with our decision making, we sent out a survey through RMCG to participants after the event, as well as to local business owners

**Participant Surveys** - 289 riders responded, 57% of riders were tourists (lived more than 40 km away), 87% said they are very likely to return to event. It is estimated that riders and their supporters spent approximately \$768,486 at Gran Fondo. In terms of the day of the event, 65% prefer Sat., 25% said it didn't matter and 2% preferred Sun. There is also support for adding a 50 km ride. The majority of comments were very positive.

**Business Survey** – a survey was created by RMCG and distributed through the BIA, but only seven people responded. On a scale of 1-10, two people rated their overall Gran Fondo experience as poor, and the other five rated between 2 and 6. One person was very concerned about closing the street, but we didn't get enough feedback to draw conclusions for the group.

**Moving Forward** – based on the data and the tremendous success of the event (named a 2024 Top 100 Award Winner), our intent is to continue to prioritize Gran Fondo as our premier event. We will also be looking for ways to improve the event to make it even better for 2025.

In addition, we would like to enhance our communications with the public so there are no surprises around the day or format of the event. We hope to be able to continue to use the town's network.

We will be respectful of all business owners. They are the heart of the community, and many of them support local charities including ours. However, we will prioritize the overall success of the event for the community.

#### **How Town Council Can Help**

- Help us spread the word about our events
- Share our posts on your social media
- Watch your mailbox for our fall / spring campaign letters
- Participate, donate or volunteer
- We request that Council waive the rental fee for our Gran Fondo weekend so that funds raised can be maximized and contributed to the hospital

**Thank you again for your ongoing support of the Saugeen Memorial Hospital Foundation!!**