

SECTION 7 – SUSTAINABLE, ECONOMIC AND SOCIAL DEVELOPMENT

When the Rawdon Heights Golf and Country Club was created, the promoters convinced the Rawdon village council of the importance of the golf club in attracting tourists and contributing to Rawdon’s economic development. One hundred years later, it is important to evaluate its impact on the community.

At first glance, this impact seems to extend beyond economy to the environment and society. Unfortunately, no impact study specific to the Rawdon golf course could be traced. So, we often have to rely on generalizations and try, as objectively as possible, to highlight both the positive and the negative.

7.1 - Sustainable development

Various studies have been carried out over the last twenty years to assess the impact of golf on the environment. These studies show a generally positive environmental balance. The available studies show that the practice of golf and the maintenance of golf courses generate environmental impacts. These studies recognize that by combining natural landscapes, ecosystems and biodiversity, golf plays a positive role in the fight against climate change. On the other hand, these same golf courses use water, fertilizers, pesticides and energy, while generating a great deal of waste.

Golf has grown in popularity in Quebec and around the world over the last few decades. Some 10,000 hectares of land in Quebec are devoted to this activity, spread over more than 360 golf courses. In order to create turf surfaces that offer ideal conditions for the practice of this sport, the use of pesticides is one of the many cultivation practices employed by several golf courses. An environmental monitoring program conducted between 2009 and 2011 by the Ministère de l’Environnement, de la Lutte contre les changements climatiques, de la Faune et des Parcs verified the presence of pesticides in watercourses and documented their presence in groundwater near golf courses. A total of 11 streams of various sizes were sampled. Ten wells were also sampled. Pesticides used on golf courses were detected in 9 of the 11 streams sampled, while insecticides were rarely detected. No pesticides were detected in any of the 10 wells.

Aware for many years of the importance of protecting the environment, the Rawdon Golf Club joined the three-way selective collection program in the late 1990s to reduce the amount of material going to landfill. In the early 2000s, Rawdon Golf Club adopted a sustainable development program entitled “Greener than our Greens,” with a view to implementing best practices in sustainable development. This program was accompanied by concrete measures in the areas of energy efficiency, input management and waste management.

In a significant move to improve energy efficiency, the Club has replaced its fleet of gas golf carts with electric ones. It now has approximately 80 electric carts. In terms of input management,

various measures to streamline the use of fertilizers, pesticides, fungicides and insecticides have reduced the quantity used by 40%. Improvements to the watering system have also reduced water consumption. In the area of waste management, a recent initiative saw the Golf Club collaborate with Compo Recycle on studies aimed at demonstrating the suitability of high-quality natural compost produced from organic residual materials as a replacement for chemical fertilizers.

The Rawdon Golf Resort hasn't stopped at golf-related operations. It has implemented various measures in its restaurant and accommodation operations.

With a more global view of the environment, the presence of these large green spaces contributes to the protection of natural environments and adaptation to climate change. What's more, there are other undeniable benefits to be gained from adopting good environmental practices. Better management of pesticides and other chemical products reduces workers' exposure to these substances and the risks associated with handling them. Efficient environmental management helps to reduce energy, fertilizer, pesticide and waste collection costs. The Rawdon Golf Club's commitment to protecting the environment and combating climate change is a source of pride for its team, while enhancing the quality of services offered to golfers.

7.2 - Economic development

Various studies have been conducted over the past twenty years to assess the impact of golf on the economy of Quebec and Canada. For the most part, these studies have demonstrated significant economic benefits. In the absence of specific data for the Rawdon Golf Club, we have to rely on extrapolations from these national studies.

Studies conducted on behalf of Golf Canada^{xiv} and Tourisme Québec^{xv} demonstrate the colossal impact of golf on the Canadian and Quebec economies. Golf represents thousands of jobs. Many Canadians and international visitors plan golf vacations at resorts. Golf-related charity events generate millions of dollars a year for causes and charities.

In Rawdon, even before the club opened, at a meeting held on April 25, 1925, the municipal council recognized the benefits of having a golf club on its territory. However, the golf club promoters' request that the assessment for taxation purposes be maintained at \$350 for fifteen years gave rise to lengthy debate before being accepted. The council subsequently gave its support to the golf course construction project, as evidenced by this excerpt from the minutes of the council meeting.

and the making of our town, will have for effect the bringing in of many tourists, who will invest in lots increasing the valuation and create a much larger revenue for our Municipality.

The members & directors of the Rawdon Heights Golf and Country Club, state that it is their intention to obtain a charter for their club, and that for same it would be necessary to have a resolution of this council approving same.

Proposed by Councillor Michel Peltier and seconded by Councillor Lachance that the above movement be and is much appreciated.

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both by this council and by the inhabitants of this Municipality of the village of Rawdon

As soon as the club opened in 1926, business owners were already anticipating the economic benefits, as shown in this advertisement for the Balmoral Hotel (the forerunner of the Rawdon Inn).



Advertisement in *La Presse* – May 29, 1926

A 1932 Quebec Ministry of Tourism publication, in its description of Rawdon, pointed out the presence of a “sporty 11-hole golf course with log cabin clubhouse overlooking the lake.”

Today, club members, avid players and occasional golfers alike devote substantial sums to their sport. Locally, these sums translate into direct jobs and taxes (municipal, school, value-added and others). Indirectly, the presence of the golf course attracts tourists to the municipality, generating additional income for local businesses.

The 2002 study conducted for Tourisme Québec identified five indicators of the economic value of golf courses: land value, operating revenues, operating expenses, investments and jobs created.

The total assessed value of the Rawdon Golf Club is \$3,809,100, as shown on the May 2025 municipal assessment roll. The Municipality of Rawdon’s assessment roll divides the value of the golf club into two assessment units: the main clubhouse with its hotel facilities and the golf course with its accessory buildings, including the clubhouse with its pro shop, administrative offices and restaurant as well as the grounds maintenance facilities. The main clubhouse was appraised at \$1,658,600, while the 558,890 m² golf course was appraised at \$2,150,500. The total of \$3,809,100 is slightly above the average value calculated by the Tourisme Québec study and updated for inflation using the Bank of Canada^{xvi} spreadsheet (less than 10% difference).

Operating revenues come from a variety of sources, including memberships and green fees.

The newspaper *Les Affaires* published in mid-March 2021 reported a 25% drop in the number of golf rounds played between 2004 and 2019. It also reported a drop in revenue of between 3% and 5% per year between 2013 and 2017 at the Rawdon Golf Club. To ensure the club’s survival,

club members organized the “Les amis du golf” tournament from 2013 to 2015 and carried out a community clean-up event in 2016. The funds generated by the tournament were used to carry out various improvements to the course, such as building a new tee box, repairing the playing surface (grass), installing a new sand trap, etc. The community event helped clean up the course, carry out pruning work and collect the dead wood.

With golf always subject to capricious weather, the Association des Clubs de Golf du Québec revealed that, in 2024, 9.5 million rounds of golf were played on Quebec’s golf courses, up 1% over 2023. At the Rawdon Golf Club, over 30,000 rounds of golf were played in 2024, generating substantial revenues. The Golf Club’s profitability also relies on revenues from tournaments, food and beverage sales operations, the pro shop, packages (golf, overnight stay, meals) as well as hotel operations. Operating expenses include labour, grounds maintenance (fertilizers, insecticides and other inputs), building maintenance, watering and irrigation systems, equipment and material purchases, as well as electricity and gasoline. Added to these expenses are property taxes and interest on debt. The profitability of the golf club and the business also depends on revenue from food and drink sales, the pro shop, package deals (golf, accommodation, meals) and the hotel.

Using the same study produced for Tourisme Québec as a basis and updating the data based on the Bank of Canada’s tool, it becomes possible to evaluate the Rawdon Golf Club’s operating revenues and expenses. On this basis, the Rawdon Golf Club’s revenues are estimated at about \$1,826,420, while operating expenses amount to around \$862,001. Investments of \$570,972 are also expected. While these results are generally positive, it must also be recognized that there have been, and will continue to be, more difficult periods. Looking back over the years, the Rawdon Golf Club has had to face its share of tougher times. The Club experienced the economic crisis of the late 1920s and early 1930s, World War II, the oil crisis of the 1970s, and the high interest rates of the late 1970s and early 1980s. To these periods, we must add sporadic petty crime, such as the theft of carts or daily receipts. Nor should we forget the various bankruptcies that marked or preceded the club’s existence.

Two groups of jobs are needed to run a golf club: “full-time employees,” which include permanent year-round employees and permanent seasonal employees, and “seasonal employees,” which include supernumeraries. The same study estimated the number of full-time and seasonal jobs required to run an eighteen-hole golf club at 22 and 25, respectively. For the year 2025, as Tracy Tannahill pointed out, the Rawdon Golf Club would employ, on average, around 100 people, including some 30 full-time staff on an annual basis.

The economic impact of golfers’ spending on equipment, travel and miscellaneous expenses was also assessed. Indirect economic benefits, however, were not. Golf Québec^{xvii}, based on a 2006 survey conducted by Ipsos Reid on behalf of the Royal Canadian Golf Association, assessed the

spending habits of Quebec golfers. Updated using the Bank of Canada's tool, these figures show that the golfing population spends over \$3,000 on average each year, including:

- \$1,677 on green fees and memberships
- \$570 on golf equipment
- \$439 on golf apparel
- \$411 on golf trips/vacations

The survey also revealed that there are 1,141,000 golfers in Quebec, divided between women (31.4%) and men (68.6%). An unscientific analysis of where current club members live shows that 43% (over 40%) come from outside Rawdon, bringing significant economic benefits to the community. In the case of players paying daily green fees, this percentage is likely to be higher, injecting even greater amounts into the local economy.

The study conducted by Zins Beauséne also provides indicators that give an idea of the tourism value of golf courses, including these:

- More than one in five Quebec golfers (21.6%) have taken a golf trip in Quebec.
- The proportion of tee times registered by tourists at the province's public golf courses and semi-private clubs is estimated at 7.1%.
- Golf tournaments account for 12% of registered tee times.

However, the study also acknowledges the significant tourism loss due to golf trips taken by Quebecers in the United States. Finally, it points out that there are no studies with precise, detailed figures on the tourism behaviour of Quebec golfers but stresses that advertisers and advertising agencies recognize that golfers are a prime market.

The Canadian study concludes that the golf industry—which includes over 5 million golfers, nearly 2,300 local establishments and retailers, as well as countless superintendents, professionals and stakeholders of all kinds—plays a major role in the growth and vigour of the sport.

7.3 - Social development

On a social level, golf offers many benefits, including the opportunity to network, build friendships and strengthen family ties. It creates a relaxed environment conducive to interaction, making it an excellent way of forging links with other people and developing a sense of belonging to the community.

It's relatively difficult to put a figure on the importance of golf in Quebec and in Rawdon. The only relatively reliable statistics available assess the supply, that is, the number of clubs in existence. In terms of demand, there is, and has long been, total confusion. Estimates of the number of golfers vary from simple to double, while the definition of the word "golfer" is no clearer. A 2009 study by the Strategic Networks Group^{xviii} estimated the number of golfers in Canada at 6 million. A landmark study by Ipsos Reid^{xix} in 2006 put the number at 5.95 million and estimated the value of the golf-related market at \$13 billion. A 1997 study using figures from 1980 put the number of golfers in Canada at 3,900,000, and divided them into three distinct groups:

- 2.2 million occasional golfers (play seven games or less in a year)
- 1.4 million regular golfers (play more than seven rounds a year)
- 0.3 million junior golfers (aged between 12 and 17).

Golf Québec, based on the study carried out by Ipsos Reid in 2006 on behalf of the Royal Canadian Golf Association, maintains the figure of 1,114,000 golfers in Quebec, with 69% men and 31% women.

Statistics on the number of clubs differ according to membership of federating bodies such as Golf Canada and Golf Québec, as many clubs are not members. Furthermore, the total number of clubs in operation does not necessarily reflect the availability of clubs. As well, the number of clubs should be compared with the total population. The following paragraphs provide an unscientific overview of the evolution of the number of golf clubs in Quebec.

Twenty-four clubs began operations before 1920 (see table below). Seventy more were added between 1920 and 1962.

CLUBS IN OPERATION (YEAR)	NUMBER
Before 1900*	7
Before 1910*	14
Before 1920*	24

*Data provided by Golf Québec^{xx}

Tableau 28 *Évolution du nombre de terrains de golf au Québec depuis 1962*

Années	Nombre de terrains de golf
1962	94
1966	163
1970	181
1974	224
1975	229
1976	233
1977	252
1978	257
1983	298
1988	303
1990	307
1993	328
1996	341

Number of golf courses in Quebec since 1962

In the 1960s and 1970s, the number of golf clubs multiplied. While 70 clubs were built between 1920 and 1962, 87 new clubs were created over an eight-year period between 1962 and 1970. Seventy-six new clubs were added in the subsequent eight-year period between 1970 and 1978, bringing the total to 257. The pace slowed thereafter, but growth remained firm.

Tableau 24 Comparaison entre le nombre de parcours québécois entre 1990 et 1997.

Distribution des terrains de golf	Nb de parcours en 1990	Nb de parcours en 1997	Variation
Parcours de 9 trous	112	111	- 0.9 %
Parcours de 18 trous	145	182	+ 25.5 %
Parcours de 27 trous	14	20	+ 42.9 %
Parcours de 36 trous	20	23	+ 15 %
Parcours de 45 trous et plus	5	5	0
TOTAL	296	341	+ 15.2 %

Comparison of the number of Quebec courses between 1990 and 1997

Distribution of golf courses – Number of courses in 1990 – Number of courses in 1997 – Change

These last two tables were obtained from a study by François Giasson of the Université de Sherbrooke^{xxi}.

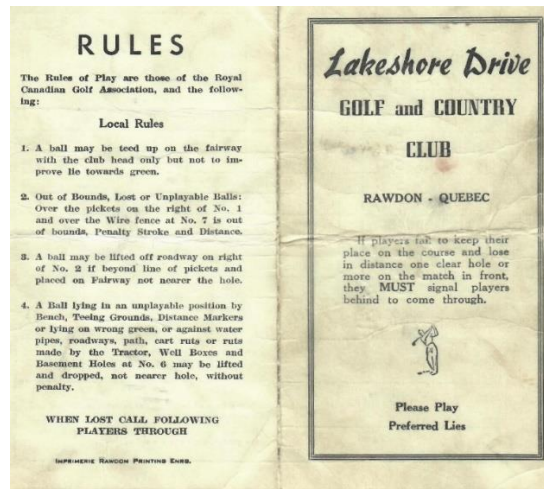
A 2006 study^{xxii} put the number of courses at 362, broken down as follows:

By type of property	Number of clubs	By number of holes	Number of clubs
Private	32	9 holes	91
Semi-private	97	18 holes	216
Public	233	27 holes and more	55
Total	362	Total	362

When questioned on the occasion of the 90th anniversary of the founding of the Rawdon Golf Club, the company's management staff were unanimous in stating that the club owed its longevity and renown to the customer service and friendly atmosphere that made it a real family. Even though, some ten years later, the family has grown, this family aspect remains very much present within the company, its staff and its clientele.

Over the years, the Rawdon Golf Club has become more than just a golf course; it has also hosted numerous community events. When it was founded, the club, then known as the Rawdon Heights Golf and Country Club, was given a name that added the social aspect of a "country club" (dancing, shows, card parties, weddings) to the golf side. As in society in general, the 1960s were

marked by many changes. An initial name change to “Lakeshore Drive Golf and Country Club” maintained the notion of “country club/club champêtre.”



Many social events were held at the Rawdon Golf Club in the 1950s and 1960s, including opening and closing dinners, Halloween parties, Hawaiian nights, junior parties, fashion shows, masquerades, card parties and Saturday night dances.

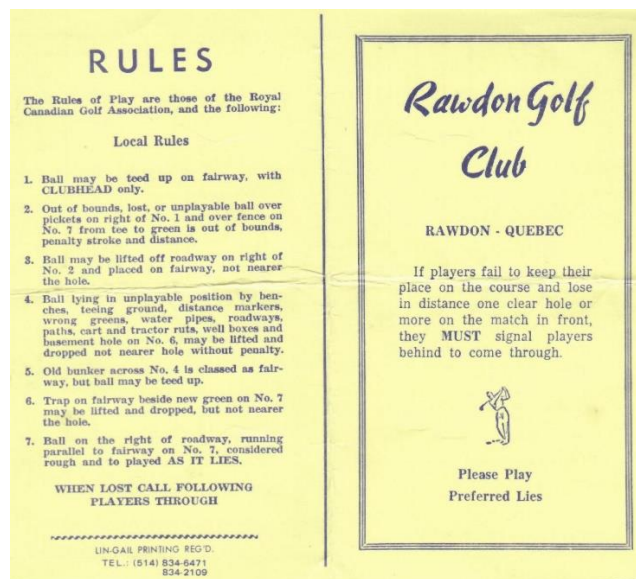
The arrival of a new owner in 1967 and the desire to adapt to the evolution of society in general and attract a new clientele led Gordon Scott to adopt a new corporate image. With the expansion of snowmobiling in the 1960s, Gordon Scott saw an opportunity and, on December 20, 1967, created the Rawdon Golf and Ski-doo Club Inc. This new corporate identity was used from the 1968 golf season onwards.



This new image helped attract new members to the golf club, which allowed snowmobilers to use its golf course in winter. Respectful of their community’s history, Gordon and Irene Scott were

instrumental in organizing Rawdon's now-famous St. Patrick's Day parade. Initiated in 1978, it is fast approaching its 50th edition.

The environmental problems caused by snowmobiling (noise, greenhouse gas emissions), combined with the construction of the eighteen-hole course and the creation of a new company called the Rawdon Golf Club in the early 1980s, put the emphasis back on golf.



Renovations to the clubhouse/main pavilion in 2007-2008 provided the community with two function rooms accommodating from 40 to 200 people. With their terraces, lakefront setting and rustic décor, these function rooms are ideal for all kinds of corporate, charitable and community events. Under the aegis of the current owner, shows were also organized (rock band challenges, comedy/just for laughs nights, etc.) between 2008 and 2011. The opening of Gordie's and its marquee terrace in 2011 would multiply the number of events. Examples include Chamber of Commerce galas, Rawdon's volunteer brunch and book launches. All these events have made the Rawdon Golf Club an essential part of the social and community life of Rawdon and the region. The recent acquisition of the Riviera hotel-motel will add one or two function rooms to the existing capacity.

On family ties

From his experience at the Rawdon Golf Club, John Scott remembers his collaboration with his father, which he describes as follows: "I grew up working by his side on the golf course. He did not teach me about turf, but he taught me about life and how to go for your dreams. My father was working in the labs at the Shell refinery in Montreal and one day decided to buy a golf course. He wasn't a golf pro, nor did he know about agronomy. He bought the golf course to be a business

owner and do it his way. My father worked 7 days a week and showed me the value of hard work. His motto was do the work and then have fun.”

7.4 - Prizes and awards

Thanks to its efforts and the contribution of its entire team, the Rawdon Golf Club has distinguished itself to the point of being recognized throughout Quebec and the region in terms of environmental protection, business management and the quality of its human resources.

The Rawdon Golf Club was given the 2009 Phénix award in the Small and Medium-Sized Business category for all its environmental measures and leadership. An initiative of Quebec’s Ministère de l’Environnement et de la Lutte contre les changements climatiques, the Phénix de l’environnement awards recognize outstanding achievements in environmental protection and sustainable development. More recently, the Rawdon Golf Resort was a finalist at the Xcelsiors gala as Business of the Year in the Tourism, Culture and Events category. In addition, Célia Marchand from the Rawdon Golf Resort was recognized as Employee of the Year. Her dedication, her desire to do things right and her support for all departments in need of assistance make her a truly exceptional person. The Xcelsiors gala, held on May 9, 2025, was organized by the Chambre de Commerce du Grand Joliette to recognize the expertise of local businesses.

While this may not be an award or a nomination, the Rawdon Golf Resort received government financial support under the regional partnership and digital transformation in tourism agreement between the Ministère du Tourisme, Tourisme Lanaudière and the Table des préfets de Lanaudière. Although this support represents only a very small percentage of the total investment, it nevertheless demonstrates the importance of the tourist complex established by the Rawdon Golf Resort. The Rawdon Golf Resort is increasingly becoming an inspiring business model for young entrepreneurs and other regional businesses.

SECTION 8 – MORE THAN GOLF: A COUNTRY CLUB AND A RESORT

8.1 - Complementary infrastructure

Even before the golf course opened, Rawdon’s municipal council and business owners recognized the associated tourism potential. The club’s owners had also recognized this and made appropriate infrastructure available to visitors. Indeed, since the early years of the club, the Finlayson family welcomed visitors to their hotels, first the Heather Lodge and then the Thistle Manor. Having sold the Heather Lodge, Nina Finlayson did not, however, abandon the resort hotel business. She revived the Heather Lodge by building the Thistle Manor, a large resort inn on Lakeshore Drive. The building, constructed in the early 1960s, was enriched by the superb woodwork, monumental staircase and stained-glass windows of Montréal’s very select St. James Club, demolished in 1961 to make way for the construction of Place Ville-Marie. Tennis courts were installed. For many years, it was a meeting place for local sports enthusiasts and many vacationers.

With the Scott family as owners, the initial focus would be on strengthening golf-related activities, including the expansion to eighteen holes and general service improvements. Gordie’s restaurant and bar was added to the services offered in 2011, followed by accommodations in July 2017. Ten rooms, including three suites, with views of the lake or the golf course were set up on the second floor of the clubhouse (main pavilion). In 2024, the clubhouse would be further expanded with the addition of sixteen new rooms. The growth momentum continued in 2025 with two major projects, namely, the addition of a swimming pool and two spas and the acquisition and conversion of the Yucca Riviera Motel on St. Patrick Street in Rawdon, adding seventeen rooms to the Rawdon Golf Resort. These investments made it possible to host two major television productions: an American film crew, who set up their base camp at the golf course, and the film crew of “Mon Grand Chantier Rona,” who were on location for three months.

8.2 - Other summer activities

In addition to golf, the Rawdon Golf Resort boasts the largest dock in Lanaudière and the Laurentians, with an area set aside to enjoy the tranquility of nature and non-motorized watercraft. Lounge chairs, rest areas, dining areas, kayaks, paddle boards and pedal boats are all available to guests. The Rawdon Golf Resort also has access to the summer trails of the Tournée des Cantons, including 45 km of forest trails for hikers, 17 km of fat bike trails and 35 km of mountain bike trails.

8.3 - Winter activities

Directly overlooking Rawdon Lake, the golf club has access to the skating rink on the lake maintained by the Municipality of Rawdon. Although at the mercy of climatic conditions, this rink is maintained by a Zamboni resurfacing machine, ensuring top-quality ice. In collaboration with the Tournée des Cantons, the golf club also offers winter access to 13 km of mechanically groomed cross-country ski trails, 35 km of ungroomed cross-country ski trails and 18 km of snowshoe trails, ranging from easy to intermediate and difficult, as well as fat bike trails. The Rawdon Golf Resort has snowshoes, cross-country skis, and nearly a hundred fat bikes available for rent to hotel guests and visitors. These complementary and seasonal activities help maintain permanent jobs at the Rawdon Golf Resort.

In the “Did you know?” section, Gordon Scott, in addition to founding a company called the Rawdon Golf and Ski-doo Club, was a snowmobile dealer for a period of six or seven years between 1968 and 1975. He organized snowmobile races on the golf club’s fairways.

8.4 - Collaborations and community involvement

All these recent initiatives have been undertaken with the collaboration of organizations present on the Rawdon territory, namely, the Tournée des Cantons, the Canadiana Village and the Société d’histoire de Rawdon.

Thanks to the collaboration of its partners and the generosity of the owners of the land on which its trails run, the Tournée des Cantons de Rawdon offers free access to a network of trails available in both summer and winter.

A reconstructed historical village, the Canadiana Village features some fifty period buildings. A museum village in the 1980s and 1990s, it later became a film studio. Today, the Canadiana Village offers lodging in prospector tents and ecological mini-homes, site rentals for private events or film shoots, as well as shows and cultural events. The Canadiana Village and the Rawdon Golf Resort offer different but complementary experiences.

The collaboration with the Société d’histoire de Rawdon, for its part, has enabled gathering a wealth of information on the history of the Rawdon Golf Club, which may serve as a basis for an exhibition, the publication of an album commemorating this 100th anniversary or other events linked to the history of the Rawdon Golf Club.

The Rawdon Golf Resort also offers packages in collaboration with local businesses such as Arbraska, Kinadapt and La Source spa. Arbraska offers a thrilling adventure in the heart of the forest with its tree-top course and Tree-in-Sky Village (colourful cabins, slides, suspension bridges, and net walkways connecting the trees). Kinadapt offers outdoor activities, physical exercise, and

dog sledding to get people moving. Carved out of the mountains on the edge of Rawdon's lush forest, La Source Bains Nordiques offers a soothing retreat with therapeutic massages, Nordic baths, relaxation areas, and a bistro.

The Rawdon Golf Resort is a member of the Rawdon Chamber of Commerce and continues to support events linked to the St. Patrick's Day parade, now organized by the Municipality of Rawdon.

Finally, the Rawdon Golf Resort is proud of its dedicated staff, its collaboration with numerous suppliers and its loyal clientele.

SECTION 9 – THE NEXT CENTURY (THE 19th HOLE)

Although they always set highly ambitious goals for themselves, the owner and president of the company and the vice-president say they are proud of their achievements to date. However, both recognize that it is now time to consolidate and complete the work resulting from recent investments. A year-round swimming pool still needs to be built behind the hotel, and finishing work on the Riviera needs to be completed.

The pandemic, with the restrictions it imposed, allowed the management team to take a step back and realize that hospitality and golf were the company's two most profitable business segments. The team also noted the interdependence of these business lines. To maximize the use of the facilities from Monday to Friday, it became important to continue developing the corporate market. Whenever an event was held, the hotel's ten rooms were fully booked. It quickly became clear that the hotel needed to be expanded. A larger hotel would, in turn, require more adequate catering facilities that would be open year-round. Gordie's had to become more than just a snack bar open six months a year.

The ambitious goal they have set for themselves for the next century, or more realistically, for the next few years, is to become a must-visit four-season destination in Lanaudière for both the corporate and recreational markets.

Improving the golf course will continue to be a priority, particularly with the automation of the sprinkler system on holes that do not yet have such a system.

Developing the corporate market will be the second priority. This will lead to better use of the infrastructure, particularly during the week and in winter.

The addition of sixteen rooms to the hotel is a significant first step. The purchase of the establishment known as Le Riviera has added to the accommodation and reception room offerings. These facilities will allow companies to set up shop for a few days of training, hold their annual meals and organize conferences. The recreational market includes weddings, parties, birthdays and golf tournaments. Optimizing the facilities is also a priority. Replacing Sunday brunch with a monthly brunch during the winter season has proven to be a great success, both in terms of popularity and on a financial level. All these initiatives have led to the use of the term "resort." This term encompassed everything that was offered, including the lake, the Tournée des Cantons de Rawdon trails, and fat bike rentals, both in summer and winter.

An increase in the corporate clientele will quickly demonstrate the insufficient size of Gordie's restaurant and bar, which will need to be expanded. Such an expansion will have to take into account any developments in the golf market, particularly in "virtual" golf. Among other things, the Rawdon Golf Resort is studying the feasibility of acquiring golf simulators.

As part of its medium- and long-term objectives, Rawdon Golf Resort / Rawdon Golf Club is always on the lookout for new business opportunities. In particular, it has considered acquiring a legendary hotel in Rawdon and the surrounding area.

In summary, for the next century, or more realistically, the next decade, the owner has set three strategic objectives:

- Consolidating current operations
- Seeking new opportunities
- Ensuring customer satisfaction and maintaining a family-friendly, country atmosphere

Customer satisfaction presents its own set of challenges with an interdependent but diverse clientele. While the opportunity to purchase Riviera presented itself, it also posed another challenge: managing two locations that are far apart.

Intrinsic to all these investments, a passion for golf remains the key to the company's success. The Rawdon Golf Resort must be an ambassador and pass on this passion to young people and families. It must show young people and families that it is enjoyable to spend a day playing golf.

The general manager, who also holds the title of vice-president, must not only contribute to the definition and achievement of medium- and long-term objectives but also be responsible for operational objectives relating to the four main activities of the Rawdon Golf Resort: golf, hospitality, catering and winter activities, including snow removal, which has hardly been discussed but is considered useful because it is seasonal. For golf, the objectives focus on two interdependent areas:

- Number of rounds of golf played
- Number of golf tournaments organized

For rounds of golf played, the goal will be to maintain a level exceeding 30,000 or 35,000 rounds, which is the maximum unless lighting is added to the course. When it comes to tournaments, the Rawdon Golf Resort offers a complete golf tournament organization service: guest reception table, welcome gifts, photo shoot, brunch, golf cart distribution, tee-off, food and beverage service on the course, post-golf cocktail party, gourmet meal, evening entertainment and door prize draw.

With regard to hospitality, the objectives are established on two levels:

- Room occupancy rate
- Number of conferences or events organized

Comprehensive services are also offered for organizing business meetings, conferences or team-building activities: determining the best formula, guest gifts, activity options, menu, schedule, accommodation, necessary equipment, room configuration and number of participants.

Finally, for catering, the objective is expressed in terms of the number of meals served and customers welcomed, and once again, there is interdependence with the other activities of the Rawdon Golf Resort. An inherent sub-objective is to increase traffic during the low season.

An appendix (see Appendix 8) to this document outlines James Scott's achievements since he took over operations at the Rawdon Golf Club and the Rawdon Golf Resort.

SECTION 10 – TIMELINE

Many events have marked the history of the Rawdon Golf Resort. Selecting the most relevant ones proved to be a rather difficult exercise and led to decisions to put aside certain events that would have deserved their place in the eyes of many. Here are the ones selected.

1912 and even before	Promoters start planning a large development project requiring the purchase of 1,000 acres of land, building a dam and creating a lake. The initial plan also includes a golf links
March 1913	Establishment and acquisition of letters patent of Rawdon Heights Realities Limited
1914-1915	Construction of the dam and creation of Rawdon Lake
1914-1915	Design of the initial course by Rickson Outhet
January 4, 1918	Liquidation/Winding-up Order of Rawdon Heights Realities Limited's assets
May 30, 1923	Establishment of the Rawdon Heights Realty Company
March 4, 1925	Completion of the liquidation of Rawdon Heights Realities Limited's assets. The lots are sold to the Rawdon Heights Realty Company.
April 25, 1925	The municipal authorities of the Village of Rawdon authorize the creation of a golf club in accordance with article 5487 of the Statutes of the Province of Quebec, 1888.
June 24, 1925	The Rawdon Heights Realty Company leases land for a 15-year term to Rawdon Heights Golf and Country Club Inc. to build and operate a golf club (signature of a lease).
1925-1926	Construction of the clubhouse and the golf course.
May 1926	Opening of the Rawdon Heights Golf and Country Club
September 18, 1926	Liquidation/Winding-up order of Rawdon Heights Realty Company's assets
November 15 1926	Public auction for the liquidation of the assets of the Rawdon Heights Realty Company – awarded to Lorenzo Tremblay for \$13,500 in the name of a company to be created
December 9, 1926	Creation of the Rawdon Land & Construction Company
December 14, 1926	Deed of sale transferring the assets of the Rawdon Heights Realty Company to the Rawdon Land & Construction Company, represented by George Ainslie Finlayson, its president, and Lorenzo Tremblay, secretary-treasurer
July 16, 1930 / September 23, 1930	Ladies' section – <i>The Gazette</i> reports the scores of the ladies playing for the Captain's Prize. <i>The Gazette</i> also announces the death of Mrs. Thomas Pearson, noting that she had been the president of the ladies' section of the Rawdon Heights Golf and Country Club.
June 1937	George Elder sets the course record with a score of 32.
August 8, 1938	Death of George Ainslie Finlayson, a founding member of the golf club and president of the Rawdon Land & Construction Company

December 11, 1942	Deed of sale to rectify errors on deeds signed in 1925 and 1926 – Addition of numerous subdivisions of lot 17 – Range 5
July 23 and 24, 1949	Rawdon Open tournament (with a purse of \$1,000)
October 21, 1950	Fire razing the first clubhouse
July 1951	Construction and opening of the second clubhouse
July 1955	The Rawdon Golf Club wins an intercity tournament ahead of Sorel and Joliette.
1960	Design of the eighteen-hole course by Albert Murray
January 5, 1962	Death of Johnny Murphy, one of the Rawdon Golf Club's first and most loyal employees
July 27, 1963	The Rawdon Golf Club wins an intercity tournament ahead of Sorel, Berthier and Joliette.
February 25, 1964	Establishment of the Lakeshore Drive Golf and Country Club Inc.
1966	Wayne Marlin sets a new course record with a score of 31.
July 17, 1967	The Rawdon Land & Construction Company, represented by its president George Weir Finlayson, sells the golf club to Gordon Scott.
April 2, 1970	Establishment of the Rawdon Golf and Ski-doo Club
1980-1981	Sale of lifetime memberships to finance the construction of the eighteen-hole course
Spring 1981	Opening of the eighteen-hole course
October 4, 1983	Incorporation of the "Rawdon Golf Club" company
1982 and after	Inversion of the first and second nine-hole sections of the course
1994	Construction of the golf cart shelter
2004	Appointment of James Scott as general manager
2004	Construction of the service building (golf side with pro shop, administrative offices, starter)
October 2, 2007	Death of Gordon Scott
2007-2010	Renovation of the main clubhouse – installation of reception and conference rooms
2011	Opening of Gordie's restaurant and bar with marquee terrace
2011	Opening of the driving range
2012	Tribute to Guy Juteau and dedication of the driving range
2017	Expansion of the main clubhouse – Ten rooms, including three suites, are built on the second floor of the clubhouse.
2024	Further expansion of the main clubhouse with the addition of sixteen rooms
December 2024	Acquisition and renovation of the Riviera Motel, adding seventeen rooms
May 2025	Célia Marchand wins the Xcelsiors award – Employee of the Year 2025, and the Rawdon Golf Club is a finalist in the Tourism, Culture and Events category

October 8, 2025	Former employee John Scott is named Green Master of the Year by the Canadian Golf Superintendents Association.
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SECTION 11 – CONCLUSION AND RECOMMENDATIONS

This research compilation addresses numerous topics of historical importance and value, which will vary depending on the target audience and the medium used to convey the message. As is always the case in history, new elements will be added to this compilation as new sources of information are identified and knowledge of Rawdon’s history grows. There is therefore every reason to expect periodic updates to this document.

Although this compilation has been divided into twelve sections, the number of topics that could be the subject of a historical message is not limited to these twelve section titles. The topics deemed of interest by the Société d’histoire de Rawdon include the following:

- Timeline
- Golf is 100 years old, but its history began long before that (the Rawdon village extension project)
- The designer of the resort development plan and golf course: Rickson Outhet
- The economic impact of the project, the Municipality’s unprecedented role, and an unusual lease
- Difficulties at the start and during transitions: bankruptcies
- The first owners: the Finlayson family
- The course from nine holes to eighteen holes
- The clubhouse
- From the Finlayson family to the Scott family
- Hole #7 of the nine-hole course: the longest in North America and other distinctive features
- The second owners: the Scott family
- The design of the eighteen-hole course: Albert Murray
- Exceptional staff: the Murphy family and John Scott (Green Master of the Year)
- From founding members to current members
- Sporting achievements (Kenny Tinkler Memorial Tournament)
- Economic, environmental and social impacts of golf
- The future of the Rawdon Golf Resort
- Acknowledgments and credits

There is sufficient material on all these topics, to the point where summaries and selections from the photographic documents will be necessary.

It should be noted that the Société d'histoire de Rawdon has obtained the collaboration of Alain Chaput, a specialist in the history of golf in Quebec, who could suggest various activities to celebrate the Rawdon Golf Club centennial (see Appendix 9 – Biographical Note).

To all readers of this document, please feel free to send any comments, additions or corrections to the Société d'histoire de Rawdon (info@histoirederawdon.ca).

SECTION 12 – ACKNOWLEDGEMENTS, REFERENCES AND CREDITS

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Véronique Forget – General Manager until June 20, 2025

Annik Perreault – Vice-President and General Manager

Persons interviewed:

Dawson Carroll, Layout - second nine-hole section and driving range

Carol Finlayson, granddaughter of one of the club's founding members and daughter of G. Weir Finlayson, owner of the golf club until 1967

Annik Perreault, Vice-President and General Manager – Rawdon Golf Resort

Hugh Scott, son of the owner of the Rawdon Golf Club between 1967 and 2007 and golf club employee from 1982 to 2004, including as superintendent

James Scott, President and Owner of the Rawdon Golf Club – Rawdon Golf Resort

John Scott, son of the owner of the Rawdon Golf Club between 1967 and 2007 and golf superintendent from 1994 to 1998

Tracy Tannahill, Administrative Assistant – 2008 to present – Various positions between 1993 and 2000 – Rawdon Golf Resort

James Tinkler, Member – Rawdon Golf Club from 1973 to the present day

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