

B.1.a

Centurion Cycling Festival

The Blue Mountains & Area



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Benefits Align With Economic Goals:

- Aligns with RED HOT AND BLUE
 - Core Principle – Create a sustainable, pre-eminent four-seasons tourist destination
 - Strategic Objective – Expand and strengthen a sustainable, four-season tourism destination
 - Actions – strengthen off-season tourism activities; develop regional partnerships in tourism; market cohesively; lifestyle media promotions of health-oriented lifestyle; create a unified image of The Blue Mountains; increase the budget for promotional tourism marketing; develop a pride of place

 - Aligns with Regional Economic Plan
 - Tourism Objective: Increase visitor expenditures in the region
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Benefits Align With Sustainable Path:

- ❑ Facilitate a strong volunteer force to support community events and services
- ❑ Develop tourism products in alignment with the Town, the DMO and industry partners on both a short term and long term basis to ensure success
- ❑ Host spring and fall festivals, tournaments, sports events
- ❑ Engage all community groups in becoming a friendly place that truly welcomes its visitors

Benefits Align With Strategic Plan

- ❑ Supports the development of social and recreational programs to meet the broad range of needs in the community
 - Supports *Share The Road* program
 - Supports active transportation and lifestyle
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Town Staff Opinion in 2011

- Staff are of the opinion that the Centurion event will have a great impact for the community, and investment in this event is consistent with the Red Hot and Blue Strategy and the Regional Economic Development Strategy for the municipalities of The Blue Mountains, Collingwood, Clearview and Wasaga Beach.

2011 Results Met Goals

2012 Promises to be Even Better

2011 Event Results

Survey Early Results (2010 in brackets)

- 25 Mile – 21% (23%)
- 50 Mile – 50% (36%)
- 100 Mile – 43% (41%)
- Total riders – 3,100 (1,299)
- Male 78% (87%), Female 22% (13%)
- 70% between 35-59 (51% between 35-49yrs)
- 80% College/university (Highly educated, high income earners)

Lodging

- 28% at Resort and 19% in other commercial lodging
 - Village accommodation up 12% over 2010
 - 70% travelled > 100 Km
 - 60% stayed more than 1 night
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2011 Event Results

Other key Indicators

- ❑ 53% visited surrounding communities
 - ❑ 49% ate in Village restaurant
 - ❑ 39% this was 1st cycling event
 - ❑ 12% first time in the area in past 5 years
 - ❑ 50% thought volunteers were excellent and 45% thought very good
 - ❑ 68% brought an average of 3 supporters with them
 - ❑ 23% were day trippers vs 30% in 2010
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2011 Event - TSN

Broadcast Schedule

- Sunday October 30th at 11:00pm - TSN2
- Tuesday November 1st at 6:30pm - TSN2
- Thursday November 3rd at 2:00pm - TSN
- Saturday November 5th at 8:00pm - TSN2
- Tuesday November 8th at midnight - TSN

Also translated and scheduled to run on RDS

Insert clip

2012 Event – Sept 14-16

Format:

25 mile ride, 50 mile, 100 mile race **NEW:** C25 will be a ride not a race

Continuation of kid's rides

NEW: Blue Mountains is Championship for Centurion North American series

Legacy Programs:

Grants for volunteer organizations

Bike donations to elite junior cyclists and BVO camp program

Supports Charity Teams

Centurion legacy will grow as the event grows

Expected Volume:

- ❑ 84% Very likely to return and 12% Somewhat likely
 - ❑ Will build on Niagara and New York - 86% said likely to go to Niagara in 2012
 - ❑ Forecast is another 2,000 riders for total of **5,000**
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Advertising, Marketing & Promotion

Promotion at New Centurion Events – value \$20,000

- Promotion of the Blue Mountains event will occur at New York (June) and Niagara (July) Centurion Events. These events are prior to Blue Mountains event and will stimulate demand from committed riders

Promotion of Blue Mountains as Championship of Centurion North American – value \$10,000

- This positioning of Blue Mountains will make the area a premier destination for cycling

RTO7 Exclusivity – value \$5,000

- The Centurion – BMVA Agreement provides that no other all age grand fondo , 25, 50 and 100 mile Centurion event can take place in RTO7
- Centurion will run other cycle events in RTO7 that lead up to Blue Mountains event
- This will enhance Grey County cycling programs and may attract RTO7 product development

Promotion for Training – value \$10,000

- Aggressive lodging promotion directed at riders who train on the course in the 4 months leading up to the event will extract more tourism receipts

On-site Recognition – value \$10,000

- Banners, booth, announcements
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Advertising, Marketing & Promotion

Web / Eblast - value \$30,000+

- Centurion NA databases, Iron Man Canada
- BMR, BMVA, Westin/Starwood
- **NEW:** Social Media (facebook, twitter)
- Sponsor channels: Subaru, Cervelo, Pepsi/Gatorade, Timex, OCA, Active, Creemore Springs
- Over 50,000 impressions expected

Expo Participants pre-promoting the event – value \$15,000+ and exposure to new audiences

- Select Tri events
 - Ride to Conquer Cancer
 - Gatineau Park Grand Fondo
 - Ottawa Marathon Expo
 - Tour de Creemore
 - Waterloo ride
 - Ironman Canada
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Advertising, Marketing & Promotion

Print – value \$20,000+

- Pedal Magazine
- Cycling/Running/Tri Canada
- Escarpment and other local area publications
- Toronto Life / Star (ads/contesting)
- OCA (calendar and publications)
- Mountain Life (online and print)

TV / Radio – value \$5,000

- PeakFM
- Rogers

Total: \$+ \$125,000

While less total value than 2011, we expect the increased access to highly focused groups will increase participation – e.g. access to 2 new Centurion events in large markets (Niagara and new York)

2012 Organizational Committee Structure

BMVA (supported by BMR)

- Lead resource on committee
- Contracts with Centurion, TOBM, Regional Partners, BMR
- Event programming in the Village (concert/festival)
- A funding partner

Centurion - 3rd party supplier

- Turn key event operation
- Marketing & Advertising
- Registration

TOBM

- Contributor to advertising campaign
- In-kind logistics: Roads, Volunteers, OPP, Permits

Regional Partners (TBD – Ag, Creemore, Clearview...)

- In-kind Volunteer planning and support
 - Sponsorship
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2012 Request

- In-kind logistics management: volunteer program (within Town boundaries), coordination of; permits, policing, fire, roads, monthly meetings
 - 3 year commitment to In-kind
 - \$20,000 contribution to Marketing Campaign
 - 1 year commitment to Marketing
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