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STAFF REPORT: COMMUNITY SERVICES DEPARTMENT



REPORT TO: Council
MEETING DATE: August 18, 2014
REPORT NO.: DOR.14.033
SUBJECT: Authorization of signing an Agreement for 2014 Centurion Cycling Event
PREPARED BY: Shawn Everitt
 Director of Community Services

A. Recommendations

THAT Council receive Report DOR.14.033 entitled “Authorization of signing an Agreement for the 2014 Centurion Cycling Event”, for information purposes;

AND THAT Council authorize the Mayor and Clerk to sign the Agreement with the Blue Mountain Village Association for the 2014 Centurion Cycling Event, provided that such agreement is to the satisfaction of the Town’s Solicitor, Chief Administrative Officer and Director of Community Services.

B. Background

This report is providing authorization for the Mayor and Clerk to sign an Agreement with the Blue Mountain Village Association for the 2014 Centurion Cycling Event. This is an annual agreement that has been entered into with the Blue Mountain Village Association since 2011.

The previous 2011 and 2012 Agreements identified that the Town agreed to have the Blue Mountain Village Association and Centurion stage the Centurion Event in and around the Blue Mountains Region and also agreed that the Town would provide a contribution to the cost of the advertising campaign for the Centurion Event and certain in-kind services for the staging of the Centurion Event. It is proposed by staff that the 2014 Agreement would contain the same terms and conditions set out in the previous Agreement and would be at the satisfaction of the Town’s Solicitor, Chief Administrative Officer and Director of Community Services prior to the execution of the Agreement by the Mayor and Clerk..

Town staff has met with the Centurion Cycling logistical planning group for the 2014 event that includes all the participating Municipalities and Counties, Emergency Management Services and representatives from Blue Mountain Resorts, Centurion Cycling and the Blue Mountain Village Association. All required information and certificates have been received and approvals are expected to be received shortly for the event.

C. The Blue Mountains' Strategic Plan

Among others, "The Blue Mountains Sustainable Path" document contains a theme of "Regional Thinking", with a goal of creating "a strong vibrant regional community".

D. Environmental Impact

Promotion of active and healthy lifestyles and events.

E. Budget Impact

Funding for the \$10,000 identified in the draft Agreement for marketing of The Blue Mountains through the Centurion Cycling promotion and its events has been funded through the Economic Development Advertising Budget.

F. In Consultation With

Ruth Prince, Acting Treasurer

G. Attachments

None at this time

Respectfully submitted,

Shawn Everitt
Director of Community Services

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