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STAFF REPORT: COMMUNITY SERVICES DEPARTMENT



REPORT TO: Committee of the Whole
MEETING DATE: November 10, 2014
REPORT NO.: DOR.14.36
SUBJECT: 2014 Centurion Cycling Event Review
PREPARED BY: Shawn Everitt, Director of Community Services

A. Recommendations

THAT Council receive Staff Report DOR.14.36, "2014 Centurion Cycling Event Review" for information purposes only.

B. Background

This report is to acknowledge the very positive collaboration of a number of neighbouring municipalities, counties, agencies as well as private partners in particular the Blue Mountain Village Association, Blue Mountain Resorts Ltd and MultiSport Canada that worked to ensure that the 2014 Centurion was executed successfully and safely. It is also important to note that staff received no concerns in regards to the 2014 Centurion and has received no concerns from any of the partnering communities.

The 2014 Centurion Cycling Event was held September 12, through to September 14. The schedule of events were as follows;

- Hill Climb on Friday September 12
- 25 Mile ride including the kids ride, as well as the Criterion event all took place on Saturday September 13
- 50 mile ride and 100 mile ride on Sunday September 14

The overall participation levels for the C25 – C50 - C100 reflect an overall 22% decrease from 2013, most significantly a 35% decrease in the C50. Poor weather may have significantly affected the C 25, this event had seen a steady increase over the past 4 years. The 2014 Event numbers are still very strong in comparison to other similar type events.

	Hill Climb	C25	C50	C100	Total of 25,50, 100
2010	N/A	303	530	518	1,351
2011	N/A	652	1219	943	2,814
2012	95	654	1369	965	2,988
2013	20	674	1214	623	2,511
2014	14	503	896	556	1,955
+/- from 2013	- 6	- 171	- 318	- 67	- 556

The 2014 event did have significant enhancements to wayfinding and directional signage that provided much easier traffic management in the Blue Mountain Resort Area as well as effective traffic management that allowed Scenic Caves visitors access during the event. Also important to note, the C25, C50 and C100 event did not have any significant injuries as a result of the event.

The 2014 Centurion Event has been televised by Rogers Sportsnet and will provide marketing of The Blue Mountains. The Economic Development Budget as approved in the 2014 budget process and with the 2014 Agreement with the Blue Mountain Village Association provides \$10,000 funding for the marketing opportunity.

C. The Blue Mountains' Strategic Plan

Supporting the development of social and recreational programs to meet the broad range of needs in the community.

D. Environmental Impacts

To ensure sustainable and appropriate use of roads and promotion of active transportation and healthy lifestyles.

E. Financial Impact

Staff time to ensure all permits and logistical safety requirements are in place and adhered to.

F. In Consultation With

All information gathered was through the Internal Logistical operations Team that includes;

- Engineering & Public Works
- O.P.P.
- Fire Department
- Clearview Township
- Town of Collingwood
- Grey Highlands
- Simcoe County
- County of Grey
- Municipality of Meaford
- Blue Mountain Resorts "Multiple departments"
- Blue Mountain Village Association
- Centurion
- Multi-Sport

G. Attached

None at this time

Respectfully submitted,

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