

STAFF REPORT: Administration



REPORT TO: Council
MEETING DATE: August 30, 2011
REPORT NO.: CEDC.11.20
SUBJECT: 2011 Centurion Event Draft Agreement
PREPARED BY: Lisa Kidd, Communications and Economic Development Coordinator

A. Recommendation

THAT Council receive Report CEDC.11.20, "2011 Centurion Event Draft Agreement" and;

THAT Council provide Staff with direction with respect to Section 3.2 (f) of the attached agreement; and further

THAT Council authorize the Mayor and Clerk to execute an agreement with the Blue Mountain Village Association as negotiated and approved by the Town Solicitor.

B. Background

On June 13, 2011, Don Braden, President of the Blue Mountain Village Association, made a deputation to Council requesting a three-year investment in the amount of \$20,000 annually for support of The Blue Mountains Centurion Race.

Following this, on June 27, 2011, Director of Financial and Information Services Robert Cummings brought forward Staff Report FIT.11.28, at the request of Council, outlining various funding options for said request.

Following consideration of Staff Report FIT.11.28, the following Motions carried: "That the Town approve the Centurion Event Funding request of \$20,000" and further, "That funding the Event shall come from savings in the 2011 budget subject to appropriate documentation as approved by Council at a subsequent meeting".

Since that time, Staff have worked with the Town's Solicitor and the Blue Mountain Village Association to create an Agreement outlining the roles, responsibilities and expectations for both parties, namely the Town of The Blue Mountains and the Blue Mountain Village Association.

All sections of the agreement (see Attachment 1) are acceptable to both parties with the exception of Section 3.2 (f). Town Staff offer the following wording for Section 3.2 (f):

3.2 (f) Videotape and edit the Centurion Event for the TSN broadcast, following the Centurion Event. As riders go through The Blue Mountains, commentators shall feature a minimum of 11 key attractions/ characteristics including the following:

- *The World Biosphere Designation within The Blue Mountains*
- *Georgian Bay, Thornbury Harbour and the Georgian Bay Coastal Route*
- *Loree Forest for its Mountain biking and hiking*
- *The Georgian Trail for its scenic connectivity from Collingwood to Meaford*
- *Blue Mountain Resorts Ltd.*
- *The Blue Mountain Village*
- *Clarksburg for its art amenities*
- *Thornbury for its charm, shopping and dining*
- *Scenic Caves for its attractions and the historical significance of the Petun Indians*
- *Ravenna for its agricultural history and scenic vistas*
- *Apple Growing for the 200 year anniversary of the McIntosh Apple and home to 60 growers, 25% of the apples grown in Ontario, and 3 million bushels of apples annually*

Messages for each attraction shall highlight The Blue Mountains as a cycling destination, a beautiful and scenic destination and quality place to live.

The BMVA shall provide to the Town a copy of TSN broadcast of the Centurion Event referred to in Section 3.2(f) for use by the Town where it considers appropriate.

The Blue Mountain Village Association offers the following wording for Section 3.2 (f):

3.2 (f) Videotape and edit the Centurion Event for the TSN broadcast, following the Centurion Event. As riders go through The Blue Mountain, commentators shall feature the key attractions/characteristics of the areas featured in the broadcast. Messages shall highlight The Blue Mountains as a cycling destination, a beautiful and scenic destination and quality place to live.

Staff are of the opinion that the Town's proposed Section 3.2 (f) is preferable to ensure that points of interest across the Town are highlighted for the benefit and promotion of the greater Blue Mountains area.

Staff are seeking direction from Council as to wording for Section 3.2 (f).

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.

Staff wish to note that future support for this event will be addressed in the 2012 Budget process.

C. The Blue Mountains' Strategic Plan

Providing a strong, well managed municipal government.

D. Environmental Impacts

None.

E. Financial Impact

The \$20,000 financial contribution to the 2011 Centurion Event will affect current budgeted plans but cause minimal disruption to the Town's business in the short-term.

F. Attached

Attachment 1- Centurion Agreement, Version 4

Respectfully submitted,

Lisa Kidd

CENTURION AGREEMENT

THIS AGREEMENT made this _____ day of August, 2011.

BETWEEN:

BLUE MOUNTAIN VILLAGE ASSOCIATION (“the BMVA”)

And

THE CORPORATION OF THE TOWN OF THE BLUE MOUNTAINS (the “Town”)

WHEREAS the BMVA have entered into an agreement dated the ** day of ****, 2011 with Centurion Cycling Canada, Inc. (“Centurion”) to stage the Centurion Event in and around The Blue Mountains region on September 16-18, 2011;

AND WHEREAS the BMVA has requested the Town to 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;

AND WHEREAS the Town is a four season’s recreation and tourist area and tourism provides a major contribution to the local economy;

AND WHEREAS pursuant to section 11 of the Municipal Act, 2001 a municipality may provide any services, including economic development services, that the municipality considers necessary or desirable for the public and the Town recognizes that the Centurion Event provides a contribution to the local economy;

AND WHEREAS the Town wishes to have the BMVA and Centurion stage the Centurion Event in and around the Blue Mountains Region and has agreed to 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 on September 16-18, 2011 on the terms and conditions set out in this Agreement.

NOW, THEREFORE, in consideration for the mutual covenants and agreements hereinafter contained, the Parties agree as follows:

1. Definitions

1.1 Whenever used in this Agreement, including the recitals, unless there is something in the subject matter or context inconsistent therewith, the following words and terms shall have the respective meanings ascribed to them as follows:

“Agreement” means this Agreement;

“BMVA” means Blue Mountain Village Association

“Centurion” means Centurion Cycling Canada, Inc. a limited corporation, incorporated in and pursuant to the laws of Ontario;

“Centurion Event” means the “Centurion, The Blue Mountains” cycling event to be staged in and around the region of Blue Mountains on September 16 - 18, 2011;

“Centurion Agreement” means an agreement dated the ** day of ****, 2011 between Centurion and the BMVA for the staging of the Centurion Event;

“Parties” means the BMVA and the Town.

2. Centurion Event

- 2.1 The BMVA agrees to facilitate with Centurion the staging of the Centurion Event in the region of Blue Mountains in a professional manner upon the terms and conditions as provided for in the Centurion Agreement to ensure the Centurion Event is a world-class sporting event.
- 2.2 The Centurion Event shall be named "Centurion, The Blue Mountains" and this name shall appear on the event logo and all relevant race materials, marketing, promotions, and all other print, outdoor, radio, and telecast media including applicable event signage.
- 2.3 The Centurion Event shall be staged in the region of The Blue Mountains on September 16 to 18, 2011.

3. Promotion of the Town

- 3.1 The Town shall pay to the BMVA \$20,000.00, in following amounts at the following times, for the promotion and advertising of the 2011 Centurion Event by the BMVA and Centurion as provided for in section 3.2 herein (the "Promotion Fee")

(a) \$10,000. upon the execution of this Agreement by the Town; and

(b) the remaining \$10,000, ten (10) business days from the date the Town approves the content of the edited version of the TSN broadcast referred to in Section 3.2(f).

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- 3.2 In consideration of the payment of the Promotion Fee, the BMVA shall:

(a) Include or cause to be included in all or substantially all of the advertising of the Centurion Event, including print, outdoor, media, and electronic advertising, the Town's name or logo;

(b) Refer to the Town as the "Host" and a sponsor of the Centurion Event in all relevant race materials, marketing, promotions, and all other print, outdoor, radio, and telecast media including applicable event signage;

(c) Wherever the Town's logo is used, add or cause to be added, where possible, the words "Recreation at its Peak";

(d) Highlight the Town's commitment during all ceremonial activities such as VIP events, opening and closing ceremonies and awards presentations;

(e) Include or cause to be included the Town's name or logo in press releases, both nationally and locally;

(f) Videotaped and edit the Centurion Event for the TSN broadcast, following the Centurion Event. As riders go through The Blue Mountains, commentators shall feature a minimum of 11 key attractions/ characteristics including the following:

- The World Biosphere Designation within The Blue Mountains
- Georgian Bay, Thornbury Harbour and the Georgian Bay Coastal Route
- Loree Forest for its Mountain biking and hiking
- The Georgian Trail for its scenic connectivity from Collingwood to Meaford
- Blue Mountain Resorts Ltd.
- The Blue Mountain Village
- Clarksburg for its art amenities
- Thornbury for its charm, shopping and dining
- Scenic Caves for its attractions and the historical significance of the Petun Indians

- Ravenna for its agricultural history and scenic vistas
- Apple Growing for the 200 year anniversary of the McIntosh Apple and home to 60 growers, 25% of the apples grown in Ontario, and 3 million bushels of apples annually

Messages for each attraction shall highlight The Blue Mountains as a cycling destination, a beautiful and scenic destination and quality place to live.

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The BMVA shall provide to the Town a copy of TSN broadcast of the Centurion Event referred to in Section 3.2(f) for use by the Town where it considers appropriate.

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(g) Create and cause to be created to the satisfaction of the Town a link from the sponsor section of the Centurion website to the Town website, www.thebluemountains.ca

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(h) Communicate with all residents with Town of The Blue Mountains addresses by mail with respect to road closures, race routes and times.

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(i) Provide a verbal message by microphone to all racers and spectators at the beginning of each race regarding "Share the Road" principles, respect for the property and needs of the farming community, including use of roads by farm machinery and no blockage of farm gates and driveways, and recognition of the green light on vehicles operated by volunteer firefighters.

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Deleted: The Blue Mountains, website to the following websites offering tourist information

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(j) Provide the Town with viewer numbers where Town advertising is concerned;

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www.clarksburg.ca¶
www.thornbury.ca¶
www.visitsouthgeorgianbay.ca¶

(k) Complete post-event registration totals and housing report, including data on all event room nights consumed (paid and unpaid), by accommodation and totals, within 45 days after event date. This information can be used when referring to securing of the event or estimating direct spending impact.

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3.3 The BMVA shall exercise all reasonable efforts to consult with and obtain the approval of the Town as to the form and content of all of the advertising and promotion referred to in section 3.2. In particular the Town shall be included in any consultation with TSN with respect to the content of the TSN broadcast of the Centurion Event referred to in Section 3.2(f).

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3.4 The BMVA shall provide ten (10) VIP packages to the Town for use by staff and officials. The VIP packages shall include access to pre and post race events, gifts and passes to the VIP tent. Additional VIP passes are available at the Town's cost (cost tbd). A list of names for credentials and final counts must be submitted no less than seven (7) days prior to the event.

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3.5 The BMVA shall provide the Town with one (1) 10'x10' booth space in the Centurion Exposition at no cost to the Town. The expo will run from Friday to Sunday of Centurion weekend and include trade and sponsor booths, technique clinics, seminars and ancillary events. The Town will provide its own tent, displays and staffing for said booth.

4. Town In-Kind Services

In consideration of the BMVA entering into the Centurion Agreement for staging the Centurion Event in the region of the Blue Mountains the Town agrees to provide, at the Town's cost, the following in-kind services to the BMVA for the staging of the Centurion

Event in 2011. It is understood and agreed that these in-kind services do not include the payment of any monies to the BMVA or any other third party.

- 4.1 Facilitation of organizational meetings with communities along routes, counties, police, fire and EMS as well as the BMVA along with Centurion Representatives.
- 4.2 Provide assistance in the development of specialized safety plans and event plans such as route approvals, fire safety plan, police plans, paid duty requirements, etc.
- 4.3 Help in the development of communication plans for residents and specific area residents that the routes affect directly.
- 4.4 Facilitate a deputation for Centurion to appear at a meeting of The Blue Mountains Agricultural Advisory Committee
- 4.5 Provide a Town employee to be a volunteer coordinator responsible for recruiting volunteers and volunteer groups from within the Town of The Blue Mountains to fill the volunteer positions within the Town of The Blue Mountains and provide a list of these volunteers to the Centurion Volunteer Coordinator by no later than August 26, 2011.
- 4.6 Supply and delivery of sand for sand bags at the request of organizers
- 4.7 Provide for storage of materials prior to the Centurion Event
- 4.8 Secure, at no cost to the Town, the availability of a street sweeper prior to the Centurion Event
- 4.9 Creation of a critical path for permits and approvals for the Centurion Event
- 4.10 Organization of a post Centurion Event debriefing meeting.
- 4.11 Communication with the Georgian Bay Fruit Growers Association with respect to road closures, race routes and times.
- 4.12 Communication with all residents by means of the Town's website and e-blast newsletter with respect to road closures, race routes and times.

5. Term of Agreement

Despite that the Centurion Agreement is for the staging of the Centurion Event in the year 2011 and further years, this Agreement for the payment of the Promotion Fee and the provision of the Town in-kind services is only for the staging of the Centurion Event in 2011.

6. Compliance with Laws

The BMVA covenants that it will or cause to comply with all applicable statutes, laws, by-laws, regulations, ordinances, orders and requirements of federal, provincial and municipal government authorities, including police, fire and ambulance requirements, which relate to or govern the staging of the Centurion Event.

7. Insurance

The BMVA shall, no later than September 2, 2011, provide commercial a general liability insurance policy in a form satisfactory to the Town of not less than Five Million Dollars (\$5,000,000) for the Centurion Event and all incidental matters related to the Centurion Event and shall name the Town as additional insured

under such policy and shall provide the Town with a copy of the insurance certificate. The BMVA shall also, by no later than September 2, 2011, provide insurance policies to the County of Simcoe, County of Grey, Township of Clearview and the Municipality of Grey Highlands in the amounts and forms satisfactory to these municipalities.

8. Indemnity

The BMVA shall indemnify and save completely harmless the Town and its elected officials, officers, agents, contractors and employees from and against all actions, causes of actions, suits, claims and demands whatsoever which may arise directly or indirectly or in any way connected with the staging of the Centurion Event except to the extent that any such losses are caused by the negligence of the Town and/or its employees or agents.

9. Breach

In the event the BMVA fails to perform any of its obligations herein, the Town shall give the BMVA notice in writing of such breach. If the BMVA has not cured the breach within ten (10) days after receipt of such notice, then the Town shall have the right to terminate this Agreement by giving written notice to the BMVA and initiate legal proceedings against the BMVA for legal or equitable relief.

10. General

10.1 The Parties agree that the relationship between the Parties is that of independent contractors and not as employees or agents. Under no circumstances shall this Agreement be considered a contract of joint venture or partnership.

10.2

(a) Any notice to be given by the Town to the BMVA with respect to this Agreement shall be given in writing and may be mailed by postage prepaid mail, personally delivered or sent by facsimile transmission to or delivered to:

Blue Mountain Village Association

796455 Grey Road # 19,

Blue Mountains, ON, L9Y 0N8

Attention: Don Braden - President

Facsimile: (705) to be advised

or such other addresses which THE BMVA has given to the Town in writing.

(b) Any notice to be given by the BMVA to the Town with respect to this Agreement shall be given in writing and may be mailed by postage prepaid mail, personally delivered or sent by facsimile transmission to or delivered to:

Town of The Blue Mountains

32 Mill Street,

Box 310, Thornbury, ON, N0H 2P0

Attention: Town Clerk

Facsimile: (519) 599-3664

or such other addresses which the Town has given in writing to the BMVA.

- (c) Any notice shall be deemed to have been given to and received by the Party to which it is addressed;
 - (i) if delivered, on the date of delivery;
 - (ii) if mailed, on the fifth day after mailing thereof; or
 - (iii) if faxed, on the date of faxing, as confirmed
- 10.3 The invalidity of any provision of this Agreement or any covenant herein contained on the part of any Party shall not affect the validity of any other provision or covenant hereof.
- 10.4 In the event that either Party shall be delayed or hindered in or prevented from the performance of any act required hereunder by reason of riots, strikes, insurrection, war, act of God, weather, or other reason of a like nature not the fault of the Party delayed in performing work or doing acts required under the terms of this Agreement, then performance of such act shall be excused for the period of the delay and the period for the performance of any such act shall be extended for a period equivalent to the period of such delay.
- 10.5 The BMVA shall not have the right to assign this Agreement or otherwise transfer this Agreement or the BMVA's rights and obligations herein without the prior written consent of the Town, which consent may be arbitrarily withheld.
- 10.6 Each of the Parties acknowledges and declares that the statements contained in the recitals applicable to such party are true in substance and in fact.
- 10.7 Section headings in this Agreement are inserted for convenience only and do not constitute part of this Agreement.
- 10.8 This Agreement expresses the entire Agreement among the Parties hereto with respect to all matters herein. Changes to this Agreement shall be binding only if made in writing and signed by each Party.
- 10.9 Words importing the singular include the plural and vice versa and words importing the male gender includes the female gender.
- 10.10 The failure of the Town at any time to require performance by THE BMVA of any obligation under this Agreement shall in no way affect its right thereafter to enforce such obligation, nor shall the waiver by the Town of the performance of any obligation hereunder be taken or be held to be a waiver of the performance of the same or any other obligation hereunder at any later time. The Town shall specifically retain its rights at law to enforce this Agreement.
- 10.11 Time shall be of the essence of this Agreement and no extension or variation of this Agreement shall operate as a waiver of this provision.
- 10.12 This Agreement shall be governed by and construed in accordance with the laws of Ontario. Any litigation arising out of this Agreement shall take place in an Ontario Court.
- 10.13 This Agreement shall inure to the benefit of and be binding upon each of the Parties hereto and to their respective successors and permitted assigns.

IN WITNESS WHEREOF, the Parties hereto have executed and delivered this Agreement under their respective seals by their respective authorized signing officers duly authorized in their behalf as of the date and year first above written.

BLUE MOUNTAIN VILLAGE ASSOCIATION

Per: _____

Name:

Title:

I have authority to bind the corporation

THE CORPORATION OF THE TOWN OF THE BLUE MOUNTAINS

Ellen Anderson – Mayor

Corrina Giles - Clerk