

**STAFF REPORT: Office of The Chief Administrative Officer**

**REPORT TO:** Council  
**MEETING DATE:** February 22, 2010  
**REPORT NO.:** CAO.10.02  
**SUBJECT:** Centurion Cycling Venue Agreement  
**PREPARED BY:** Rob Potter,  
Communications & Economic  
Development Coordinator

**A. Recommendation**

**THAT** Council receive report CAO.10.02 entitled "Centurion Cycling Venue" for their information and;

**THAT** Council endorse and support the Centurion Cycling races and related Community events during the period from September 17 to 19, 2010, and;

**FURTHER THAT** Council authorize the Mayor and Clerk to sign the Centurion Cycling Venue Agreement with Centurion Cycling LLC, Blue Mountain Resorts Limited and The Blue Mountain Village Association upon final approval of the said Agreement by the Chief Administrative Officer and the Town's Solicitor.

**B. Background**

The Town, Blue Mountains Resorts, Blue Mountain Village Association and Centurion Cycling LLC have reached a tentative agreement on a partnership to host a Cycling Event in The Blue Mountains, September 17 to 19, 2010 and, thereafter, on a mutually-agreed date from 2011 to 2014.

This world-class event will be one of four inaugural Centurion Cycling Events in North America. The others will take place in California, Wisconsin and Colorado. It will attract substantial national media coverage as the participants will include elite-level athletes and celebrities. It should be noted that the event is open to riders of all skill levels.

The Cycling races of 25, 50 and 100 miles over various roads in The Blue Mountains, Grey Highlands and Clearview are on September 18 and 19. Consultations are taking place among the partners and the County of Grey and County of Simcoe, as well as Grey Highlands and Clearview, regarding routes, traffic management, emergency services, waste management, business and volunteer participation and other details.

There will be opportunities for community celebrations along the cycling routes. Over the next several months, Town Staff will engage the various communities along the routes to develop food, music, arts and other cultural activities that will augment the cycling events. The weekend activities will include a special kick-off concert on Friday evening.

Graham Fraser, founder and president of Centurion, is an Ontarian and has a distinguished 25-year record of achievement, having organized a series of annual Ironman Triathlon events across North America since 1986. A Race Director, Dan Mainguy, has been engaged to lead the team that is organizing the Centurion Canada races.

Town Staff believe this to be an excellent economic development and community engagement opportunity. It will allow the Town to:

- Work in partnership with local private enterprise on a sustainable, world class, multi-year project that is expected to gain national and international media attention;
- Promote healthy, environment-friendly lifestyle choices;
- Engage our local communities to become partners in a Town-wide event;
- Assist our Tourism Industry by bringing visitors to the area in an off-peak period and by positioning the Town and the Region as a premier cycling destination;
- Establish a relationship with one of North America's leading organizers of recreational events;
- Strengthen the Town's relationship with local businesses and communities, and;
- Engage local individuals and families, including youth, to take part as participants and/or as volunteers.

### **C. The Blue Mountains' Strategic Plan**

This project fits very well within the Mission Statement of the Town: "The Blue Mountains will be a progressive, four-season community, building on its agricultural and recreational features, offering a healthy and supportive lifestyle to a diverse range of residents, businesses and visitors."

The project also meets the Strategic Plan Objective: "Supporting the development of social and recreational programs to meet the broad range of needs in the community."

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#### **D. Environmental Impact**

This event will promote environment-friendly transportation and lifestyle choices and promote local food products. It will also encourage 'green' tourism by promoting the Town and surrounding region as a great destination for cycling.

#### **E. Budget Impact**

The overall total budget for this event will be in the low six-figure range.

The Town will commit funding of \$10,000 from the 2010 Economic Development Initiatives budget. These funds will be administered by the Town and will sponsor activities related to the Centurion Canada Event.

As well, the Town's proposed commitment is to provide in-kind services to an estimated value of \$20,000. The Town's in-kind assistance includes:

- Policing and traffic management
- Storage space
- Ambulances and Emergency Medical Technicians
- Communication support/equipment
- Road maintenance
- Waste management
- Volunteer organization
- Permits

#### **F. Attachments**

Traffic Management Overview  
Centurion Is ...

Respectfully submitted,

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Rob Potter  
Communications & Economic Development Coordinator  
For more information, please contact  
Rob Potter  
rpotter@thebluemountains.ca  
519-599-3131 ext. 282



## **Event Overview**

Centurion Cycling is North America's most exciting, new bike adventure. It's based on the European concept of gran fondos but with a distinctive twist unique to this side of the Atlantic.

In Europe, you can ride a gran fondo almost every weekend from March through September. They come in all shapes and sizes and attract riders of all abilities. Often, they are named for celebrated cyclists such as Gran Fondo Eddy Merckx, in Belgium, or for famous courses like the Nove Colli, or "nine hills", in Italy. Some gran fondos are group rides on open roads much like a "century" ride. Centurion Cycling, on the other hand, is modeled after the legendary gran fondos such as l'Etape du Tour and the Giro delle Dolomiti.

Each Centurion has the look and feel of a professional road race. Traffic is restricted, technical and medical support are in the caravan, officials time and judge the event, food is excellent, and riders are treated like professional cyclists. For the athlete, the experience feels like riding in the Tour de France for a day.

What makes the Centurion Cycling brand revolutionary? We take the best of Europe's storied gran fondos and add our own distinctive highlights. Centurion course distances are set at 100, 50 and 25 miles, challenging riders to develop time goals as runners do with marathons, and half marathons. At the end of the season-long series, athletes who qualify compete in a championship event.

Courses are difficult – designed to appeal to the serious, competitive, recreational cyclist. However, our seeding process and a broad range of age and award categories encourage families and riders of all abilities to embrace the challenge. When course and closure conditions permit, we even add a time trial to appeal to individual athletic performers.

The Centurion Cycling series is contested over the most beautiful cycling terrain North America has to offer. Each course highlights the unique cycling in and around the host venue. Our series and rotating championship event encourage families to discover new places, explore new adventures and design Centurion vacations.

Centurion Cycling is managed and produced by North American Sports, the company that set the standard for Ironman races in North America. Our corporate mission is to encourage fitness and health along with community and environmental consciousness. Our sports expos focus on healthy lifestyles, exercise, fitness and nutrition. We do business with industry leaders that demonstrate concern for the community, people's health and the environment. We encourage our riders to use our events to raise money for the charity of their choice. We divert a portion of our profits to our own foundation that supports local programs that encourage fitness in children. Our reputation for excellence guarantees a first class cycling experience for all.

## **Course Design**

Cyclists are passionate. They are looking for something memorable, exciting, and challenging. The Centurion courses highlight the remarkable and unique cycling opportunities in the area. Distinctive and special courses guarantee higher participation, annual growth, repeat visits throughout the year, and greater economic impact for the host community.

Centurion organizers work closely with community and law enforcement officials to design courses that maximize the competitive and memorable aspects of the event while minimizing potential effects on traffic and the community.

## **Traffic Control**

Safety of the participants and the citizens in the host community is our primary concern. Traffic control is the single most important safety element of the event. It is also the key attraction that distinguishes Centurion Cycling and gives participants the look and feel of a professional road race.

Recognizing the impossibility of retaining a full-closure for the entire day, on the entire route, Centurion uses a three-stage traffic control plan. The three stages are designed to be flexible and can vary in length depending on conditions presented by racing tactics and traffic conditions on the day of the event. Direct communication between organizers and law enforcement officials facilitate decisions on the road.

The green zone, ideally within 30 minutes of the lead rider, uses a rolling enclosure to allow riders full use of the roadway. The rolling enclosure is under the control of mobile race officials and police personnel. Stationary officers shut traffic down as the caravan approaches and do a controlled release after the caravan passes.

The secondary, or yellow zone extends one to two hours after the rolling enclosure has passed. During this period, traffic is allowed to cross the course at designated intersections. Riders use the right-hand lane and shoulder, rather than the full roadway. Traffic is carefully monitored to ensure vehicles do not impede rider progress. Centurion trained motorcycle-mounted marshals assist vehicles needing to pass riders and restrict oncoming traffic to the proper lanes. Stationary police personnel monitor the crossing intersections. Trained foot marshals assist the police by educating and preparing waiting drivers so crossings can be made quickly and efficiently when conditions safely allow.

A race official monitors the end of the yellow zone and notifies any rider who falls behind the time limit that they are now outside the protective envelope of the race. Riders in this red zone are given the choice of abandoning the race via a sag wagon or continuing as a citizen rider. As citizens they must ride on the right hand shoulder and are required to follow all standard traffic rules.

Organizers works closely with law enforcement officials and traffic management planners to develop a detailed closure plan including marshal and police assignments, crowd and traffic control, communication plans, timelines, and notification of residents and communities affected by the closures, etc.

## **Sanctioning and Insurance**

Centurion is open to licensed amateur racers of all categories as well as to foreign, and recreational cyclists of all abilities. You must be at least 18 years of age to enter.

USA Cycling sanctions all Centurion Cycling events. All participants must have a valid USA Cycling license and sign a USA Cycling event release form. The license and waiver are required for insurance coverage.

USA Cycling also provides general liability insurance for the event organizer. Certificates of Insurance naming host venues as additional insured will be submitted prior to the event.





## RACERS RACE - RIDERS RIDE - EVERYONE HAS FUN

Starting in 2010, Centurion Cycling will forever alter the landscape of North American amateur cycling, launching a four-event series that will enhance, improve and unite non-competitive charity rides and ultra competitive races. Now, for the first time in one event, racers can race, riders can ride, and everyone reaps the boundless benefits of two-wheeled transportation. But what exactly is Centurion Cycling? And what benefits does it offer? To better understand, we present this primer.

### CENTURION CYCLING IS:

- **An international four-event cycling series** with stops in Colorado, Wisconsin, California and Ontario. Each two-day event features 25, 50 and 100-mile rides, allowing competitors to select a distance that best suits their abilities and objectives. Racers race. Riders ride. Everyone has fun.
- **A major campaign to promote health and wellness** in North America. Centurion Cycling is acutely aware of the current health issues in North America and firmly believes that proactive life change is the best way for people to improve quality of life. Riding — and racing — bicycles provides a clear path to this end.
- **A proponent of cycling** as an environmentally friendly alternative transportation. Riding a bicycle leaves almost no carbon footprint, reduces traffic, parking congestion, and allows access to areas unavailable to motor vehicles. People who switch from car commutes to cycling commutes often find the worst part of their day becomes the best.
- **A venue for charitable organizations** to engage in fund raising efforts, and a means for small businesses and corporations to encourage employees to engage in healthy activities.
- **A proponent of kids cycling programs.** Each Centurion Cycling event includes a community bicycle donation program, providing bikes to needy and deserving children.
- **A vehicle to educate** people of all ages on the importance of nutrition and regular exercise. Each Centurion Cycling event features an expansive expo and festival, with an emphasis on health and wellness education.
- **A driver of positive economic impact** for host cities. Each event attracts between 3,000 and 5,000 participants, meaning a boon for local hotels, restaurants and shops. Similar events run by the Centurion Cycling organization generated in excess of \$7 million in economic impact.
- **A means to promote the host area** as an attractive destination. Centurion Cycling only chooses the most spectacular cycling destinations. The ensuing word-of-mouth buzz and mainstream media attention increases overall awareness about the host area as a tourist destination.
- **A provider of sponsorship and vending opportunities** for local business, which gain access to a large potential customer base. Centurion Cycling's high traffic aid-stations generate increased spectator traffic, providing an additional boost to local merchants.
- **A promoter of safer roads via local and regional campaigns** to facilitate improved cyclist-motorist relations. All users can enjoy a safer riding and driving experience.
- **A well managed professional event series** that ensures the safety of participants and spectators, while operating under a zero-waste mandate, leaving venues cleaner than they were found.

**For more information log-on to [www.CenturionCycling.com](http://www.CenturionCycling.com) or call 303-376-6362**