

STAFF REPORT: RECREATION DEPARTMENT

REPORT TO: Council
MEETING DATE: Aug 8th 2011
REPORT NO.: DOR 11 055
SUBJECT: Centurion Road Closures
PREPARED BY: Peter McGee

A. Recommendations

THAT Council receive Staff Report DOR 11 055 "Centurion Road Closures" for their information; and

THAT Council approves and support these temporary road closures Clark Street from Grey Road 13 (Marsh St) approximately 105 meters to Mary Street, from 7:30 am to 9:00 am on Sunday September 18th 2011

- Pretty River Road from Side Road 30/31 Nottawasaga North to the 10th Concession, from 10:00 am to 11:30 am on Saturday September 17th, 2011; and

THAT Council approves and supports these temporary single lane closures

- Mountain Road from the Traffic Circle to Ann Heggveit Drive from 8:30 am to 4:30 pm on Sunday September 18th, 2011
- Scenic Caves Road from the top of the hill at the 15th Side Road extension to the traffic circle from 5:30 pm to 9:00 pm on Friday September 16, from 1:00 pm to 4:00 pm on Saturday September 17th, and from 8:30 am to 4:00 pm on Sunday September 18th 2011.

B. Background

Centurion cycling is a grand fondo style cycling event, with 3 signature rides, C25, C50, and C100. The event attracted over a 1300 participants in 2010 over a 2 day period. A survey was taken after the event last year and it was discovered that this event drew a different demographic to the area than other events held in the area and that most would return for the following years race.

For the 2011 event, Centurion Cycling is expanding the event to become a full 3 day festival, to help increase the economic impact by having more people stay the entire weekend and bring their families too. Centurion Cycling is adding a hill climb challenge on the night of Friday September 16th, where riders will compete to be the fastest to climb the Scenic Caves Hill, as well as the Ontario Cycling Hill Climb Championships on Saturday September 18th evening. They are also adding two kids rides on Saturday September 17th, one approximately 3.5kms and the second being 6.5 kms.

For the 2011 event, Centurion Cycling has also partnered with TSN to provide a 1 hour show on The Blue Mountains Centurion Cycling Event, show casing our area and communities across the nation. Centurion has also produced 3 commercials that are being aired during the Tour De France, promoting their ride as well as our region as a cycling destination.

The 2010 event proved to be a large success, and had an obvious economic impact to the entire year by drawing cyclists to the area for training and to experience the Centurion routes.

C. The Blue Mountains' Strategic Plan

- Preserving and enhancing natural and environmental features and cultural heritage of the community
- Supporting the development of social and recreational programs to meet the needs in the community

D. Environmental Impacts

There will be impact to the environment due to increased number of people around during the weekend, although the event promotes active transportation and environmentally friendly forms of transportation.

E. Financial Impacts

There will be some financial impact due to staff time to review proposals and ensure proper permits and arrangements with all necessary departments.

F. Attachments

None at this time

Respectfully submitted,

For more information, please contact:
Peter McGee, Event and Youth Coordinator
pmcgee@thebluemountains.ca