

STAFF REPORT: RECREATION DEPARTMENT

REPORT TO: INFRASTRUCTURE & RECREATION COMMITTEE
MEETING DATE: November 22, 2011
REPORT NO.: DOR.11.70
SUBJECT: SPECIAL EVENTS UPDATE
PREPARED BY: SHAWN EVERITT, DIRECTOR OF RECREATION

A. Recommendations

THAT Council receive Staff Report DOR.11.70 entitled "Special Events Update" for information purposes.

B. Background

This report is to identify to Council post event findings for The Blue Mountains Chili Ribfest and the Cedar Run Class "A" Horse Show that took place at the Cedar Run Horse Park in Clarksburg in July as well as the Centurion Cycling Event that took place in September 2011

The Blue Mountains Chili Ribfest

During the preparation of the event organization, Town Staff worked closely with the organizers of these events. All temporary permit requirements were satisfied. The event did not draw the projected numbers of people or traffic, however it was estimated that approximately 3000 spectators took part in the weekend event and it was determined that the facility easily accommodated the reduced numbers. It is suggested that the peak attendance for the weekend event saw approximately 2000 people on site at one time both participants and spectators. The event did generate a number of complaints to the town's By-Law Department due to the level of sound. The sound generated from the event did carry a significant distance. No other comments were received for the event including traffic or lighting. Staff has met with the Landowner as well as the organizers after the event and discussed the event and believe that a better understanding of the issues and concerns as well as potential remedies that will be recommended and implemented if required in the future.

Cedar Run Horse Park Class "A" Show

This event ran for the week prior as well as during the Chili Ribfest event. The show hosted approximately 600 horses and was very successful. The event also generated very positive comments and reviews, this holds well for future events. Staff worked very closely with the event organizers to ensure all permits and approvals were in place prior to the event. The Fire Department was instrumental in working with the organizers to ensure adequate safety measures were in place.

Centurion Cycling Event

The Centurion Event approximately doubled its level of participation from its 2010 event. The total number of registered participants was 2804 not including the Timed Hill Climb Event that took place on Scenic Caves Hill. The 100 Mile had 942 riders, the 50 Mile had 1216 riders, and the 25 Mile had 646 riders. Event organizers and Town Staff as well as representatives from neighbouring communities that are within the route have begun meeting for the proposed 2012 event. Some concerns from the 2011 event have been realized, mostly due to the increased number of participants. In particular, the Saturday 25 Mile event was significantly larger than the first year creating a longer rolling closure of Grey Road 19. The 1st place finisher of the 25 Mile was completed in 1 hr 02 Min while the last place finishers were 2hrs 55min. The major concern during the Sunday 50 Mile and 100 Mile event was the amount of garbage along the route. Organizers did clean up the route within a couple of days however the need to have everything cleaned up immediately after the event has been identified and this has been discussed with organizers. Staff also identified and recommended to organizers that presenting through a deputation to the Municipal Councils would be very beneficial.

As a follow up to the actual participation numbers of the 2011 event the following information was received;

25 Mile ride began at 10a.m.
Increase of 349 riders from 2010

1st place finished in 1hr 02minutes
Final rider finished in 2hrs 55 minutes
Expected finish time 12p.m.
Actual time finished 12:55p.m.

50 Mile ride began at 7:30a.m.
Increase of 689 riders from 2010

1st place finished in 2hrs 22minutes
Final rider finished in 7hrs 37minutes
Expected finish time 12p.m.
Actual time finished 2:37p.m.

100 Mile ride began at 8:00a.m.
Increase of 425 riders from 2010

1st place finished in 4hrs 27minutes
Final rider finished in 8hrs 13minutes
Expected finish time 4p.m.
Actual time finished 3:45p.m.

Centurion Cycling Canada has identified September 14, 15, and 16 as the 2012 event date. Town Staff has arranged for all stakeholders to begin planning for the 2012 event. The first logistic meeting was held October 28, 2011.

Town Staff was impressed with how the organization structure for these events has matured. The process has identified several areas that require additional procedural improvements that have been identified in the Special Events By-Law and Special Event Organizers Booklet. These tools will allow for a consistent message as well as an open line of communication to ensure all requirements are completed.

The collaboration of stakeholders and agencies is essential to ensure events are planned and control mechanisms are in place to ensure a high level of Public & Organizer Safety, as well as allow for the event to be as successful as possible.

C. The Blue Mountains' Strategic Plan

Providing a strong, well managed municipal government

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

D. Environmental Impacts

Ensuring safe use of lands and Public Safety

E. Financial Impact

Allocation of Staff Time from Engineering and Public Works Department, Building Department, The Blue Mountains Fire Department, Collingwood/The Blue Mountains O.P.P., Clerks Department & Recreation Department Staff

The Blue Mountains Chili Ribfest

- Building Permits covered staff costs
- Police \$180.00
- Fire \$350.00
- Engineering & Public Works \$335.00
- Recreation 15 hours \$1,000.00
- Total \$1,865.00

Cedar Run Horse Park Class "A" Show

- Building Permits covered staff costs
- Police \$0
- Fire \$350.00
- Engineering & Public Works \$0
- Recreation 10 hours \$660.00
- Total \$1,010.00

Centurion Cycling Event

- Police \$452.00
- Fire \$625.00
- Engineering & Public Works 50 hours \$2,785.50
- Recreation 75 hours \$3945.60
 - Events Coordinators - \$1964.40 - 60hours
 - Director - \$1,981.20 – 30 hours
- Total \$7,808.10

F. In Consultation With

N/A

G. Attached

None at this time

Respectfully submitted,

Shawn Everitt,
Director of Recreation

For more information, please contact:
Shawn Everitt, Director of Recreation
519-599-3131 Ext 281
severitt@thebluemountains.ca