

STAFF REPORT: Office of The Chief Administrative Officer

REPORT TO: Council
MEETING DATE: August 30, 2010
REPORT NO.: CAO.10.14
SUBJECT: Centurion Cycling Agreement
PREPARED BY: Paul Graham,
Chief Administrative Officer

A. Recommendation

THAT Council receive Report CAO.10.14 entitled “Centurion Cycling Agreement” for their purposes and;

THAT Council authorize the Mayor and Clerk to sign an agreement with Centurion Canada, Blue Mountain Resorts, Blue Mountain Village Association and any other appropriate signators, upon the final recommendation of the Town’s Solicitor and the Chief Administrative Officer.

B. Background

There has been a significant amount of discussion around the Centurion Cycling Event that is scheduled for September 17, 18 and 19, 2010. It is planned to be a recurring event annually in The Blue Mountains for a number of years. Planning is proceeding and many details were clarified during a meeting at the Beaver Valley Community Centre on August 11.

The Blue Mountains was a co-applicant to Centurion Canada for this event to be based in The Blue Mountains. Details are now developed to the point where the parties are working to finalize an agreement. The signators to this agreement will include The Blue Mountains, Centurion Canada, Blue Mountains Resort and Blue Mountains Village Association. While we currently anticipate these four partners signing the agreement, it is conceivable that another partner or two may be added and thus the recommendation to this Report provides the flexibility for that to happen.

Centurion Canada, Blue Mountains Resort and the Blue Mountains Village Association have the majority of the responsibility for delivering this event. We, at The Blue Mountains, have an important role to play in assisting these other partners. While we do not have the final agreement available for Council’s review at this Meeting, we provide the following details which will define our roles and responsibilities which will be documented in the final agreement.

The Agreement will include the following details:

- The lead partner responsible for the delivery of the event will be Centurion Canada.
- The Blue Mountain Resort and the Blue Mountain Village Association will be described as promoters who will provide many of the support services.
- The Blue Mountains will be referred to as the “Town” in the agreement.
- There will be a schedule contained in the agreement setting out the Town’s obligations.
- The Town will be responsible for services that it can directly deliver and will not be held responsible or accountable for decisions or actions of other parties, which may have an effect of the undertaking of the event.
- Centurion Canada will be providing \$5M of insurance as per our normal requirement and The Blue Mountains will be named as a co-insured.
- The Town will be provided the opportunity to hold the VIP event annually. The event will be handled by others this year, but it is anticipated that the 2011 VIP Event would be held at the newly-opened Town Hall in Thornbury.
- The Town’s role will be primarily that of facilitator but will provide some services which include organizing events for race day along the course. In 2010 we are currently working on events in Ravenna and Clarksburg.
- Recreation Staff will be assisting where feasible, as will the Roads Department to a lesser degree.
- The agreement will recognize the importance of agriculture to The Blue Mountains and the need to work with and advise the Agricultural Community of the details of the rides. Centurion Canada and
- Centurion Canada and The Blue Mountains will partner in the rolling out of a “Share the Road” campaign. We are currently working very closely with the Roads Department at Grey County and the County will likely be a partner in delivering our “Share the Road” campaign.
- The Town will be assisting with the recruitment of volunteers for this cycling event.
- The Town will also be assisting with communications and advertising as was anticipated in the proposal originally delivered to Centurion Canada.

With the benefit of the details provided above, we are now asking Council to authorize the Mayor and Clerk to sign an Agreement generally as outlined above and only after the Town’s Solicitor and Chief Administrative Officer are satisfied with the details of the Agreement.

C. The Blue Mountains’ Strategic Plan

Strategic Action 3.5 anticipates the continued support of cultural groups and community events. The Town has developed a reputation and promotes itself as “Recreation at its Peak”. Tourism is one of our key economic engines.

Cycling is becoming big business and this Centurion Cycling Event has the potential of making The Blue Mountains and our regional neighbours a national and international cycling destination. We are very fortunate to have a world class event developer working with us on this very exciting project.

D. Environmental Impact

No negative environmental impacts relating to this project other than the emissions related to transportation costs associated with visitors who are participating or viewing the event. On a positive side, this event supports our actions in The Blue Mountains Sustainable Path into becoming a more active healthy community.

E. Budget Impact

Direct costs are anticipated to be in the range of \$10 -15,000 plus a significant amount of in-kind services provided by Staff. There are adequate funds contained in the current Budget for the financial contribution primarily in the Communications and Economic Development Budget and the Recreation Budget. Costs associated for Staff support are distributed across several departments.

Therefore, there is no need for additional funding to support this event over and above that which is contained in the approved 2010 Budget.

F. Attachment

None

Respectfully submitted,

J.P. (Paul) Graham, P. Eng.
Chief Administrative Officer

For more information, please contact
Paul Graham
pgraham@thebluemountains.ca
519-599-3131 ext. 234