

To: Mayor & Members of Council

From: Karen Sabzali, Manager of Community Development Services
John Crass, Manager Traffic Services

cc: Roman Martiuk, Scott Stewart, Kim Phillips, Steve Zorbas, Angela Morgan
Chris Glenn, Bruce Zvaniga

Date: May 5, 2011

Re: Canadian National Road Cycling Championships (CNRCC) Update #5

BACKGROUND:

A full CNRCC report was presented at Community Services Committee (CSC) meeting on March 7th, 2011. At that time, PR-16-11 outlined the various routes for the Cycling Championships. Of the 9 events, 6 were to be held in Burlington, including 5 races. In early April, Council was advised that the June 23rd race event would be relocated to Belfountain.

This update is one in a series of updates that Staff has been providing to Council and CSC on this event – and specifically requested at the last Council meeting. With the impending May 16th critical date for the Halton Regional Police Services (HRPS), this memo is intended to give Members of Council a brief event status update.

Through a series of bi-weekly meetings with the event organizer, City staff has developed and executed both agreements, confirmed the remaining 5 routes in Burlington, reviewed and revised traffic management plans, supported communication plans, and liaised with other municipalities and approval organizations.

A communication plan was submitted earlier in the process and the organizer went to the public on two separate occasions as well as hand-delivered letters to residents along affected routes.

Sponsorship and financial commitments remain two key items of concern. In March, financial issues involving the HRPS led to the setting of the hard date for funding commitments to the Region, which are to be fully secured.

CURRENT STATUS:

On May 5th a full routing meeting was chaired by Transportation Services, at which all in attendance were hand delivered two notices; which indicated that a further 2 events (June 30th and July1) would also be relocated to venues outside of Burlington and Halton Region. This was the City's first indication that either event is to be relocated. Copies of both letters delivered are attached to the end of this update. Additionally a meeting between the BHA, Tourism, City staff and the event organizer was held later in the day. The results of that

meeting are captured in a letter from the BHA to the event organizer indicating their position on the status of their support and subsequent funding, should the July 1st event not take place in downtown Burlington. A copy of that letter is also included at the end of this update.

Table 1 below is taken from report PR-16-11, showing the road races that were originally approved, and updated to reflect the changes in races as of the May 5th meeting.

TABLE 1

Ward	Location	Event/Activity	Date	Update 05.05.11
3/6	Walkers Line / Bell School Line	Elite TT	Thursday, June 23, 2011	Deleted – relocated outside Halton
6	Rattlesnake Point	Elite Road Race	Saturday, June 25, 2011	No changes
3/6	Walkers Line	Masters Time Trial	Thursday, June 30, 2011	Deleted – relocated outside Halton
2	Downtown	Criterium	Friday, July 1, 2011	Deleted – relocated outside Halton
1	Snake Road /Waterdown Road	Road Race	Sunday, July 3, 2011	No changes – pending MTO approvals

For the remaining two routes, the traffic management plan (pedestrian and vehicular), emergency accesses, safe public access, and mitigation strategies were discussed. All parties had opportunities to discuss based on the proposed revised plans from SIDAN. Although there are still some outstanding access and routing concerns, including the 403 ramp closures, the routing committee continues to work towards finalizing the routes. An additional meeting is scheduled for next week to resolve remaining issues.

Per Burlington events protocols, additional updates to residents affected by the routes were to be delivered on a timely basis in March/April and again in June. However, due to the changes in venue and outstanding access and mitigation concerns, the event organizer preferred to defer the spring letter and produce a more comprehensive and accurate communication. Access and mitigation matters are being sorted through as part of the traffic management plans discussed above. Once the remaining two routes have been finalized, a letter to affected residents will be distributed by the event organizer; which will update access and mitigation opportunities.

The timing of this May meeting was critical to allow HRPS enough time and input to ensure all public safety measures are adequate for the events, and which would allow them ample time to confirm their costing measures. At this point HRPS is confident that public safety will not be put at risk with the implementation of the strategies that they have recommended for maintaining access. Their date for full payment of the remaining events remains unchanged

from the May 16th date, as previously agreed-to by Midweek Cycle. Additionally, the Costing Agreement between the parties remains unsigned.

At the May 5th meeting, additional information regarding sponsorship and financial strategies were also requested. No additional information has been received. At this point the event organizer's program strategy is based on revenues collected from the participants. To the extent that additional sources of funding are realized, additional complimentary aspects may be added.

As of May 5th, the following items remain outstanding:

- Finalization of traffic management plan for two remaining routes
- Approval & final costing by Halton Regional Police of traffic management plan
- City of Hamilton approvals for traffic management plan
- MTO, GO Transit, and VIA approvals for Hwy 403 & Waterdown Road ramp closures
- Communications plan
- Confirmation of financial capacity

Staff will continue to work with the event organizers and event partners on the 'Aldershot' and 'Rattlesnake Point' routes with the hope of achieving completion of all requirements in a timely manner. In 2009 the 'Aldershot' race was successfully concluded. Both of these events are viable as stand-alone competitions.

In consideration of the foregoing developments, and the relocation of 60% of the races originally scheduled for Burlington; questions surrounding the status of City of Burlington funding and support are being considered. Specifically, is the support still warranted? Staff will be present at Committee for further discussion.

Thank you,

Karen Sabzali
Manager of Community Development
905.335.7600 ext. 7518

John Crass
Manager of Traffic Services
905.335.7600 ext. 7779

Attached letter from Midweek Cycling Club to Mayor Goldring

May 4, 2011

Mayor Rick Goldring
The Office of the Mayor
City of Burlington
426 Brant Street, P.O. Box 5013
Burlington, Ontario L7R 3Z6

Re: Event Venue Revision, Canadian Road Cycling Championships 2011

Dear Mayor Goldring,

As you are aware, we have endeavoured to work with city staff and Halton Regional Police Service to organize an excellent sporting event centered in and around Burlington, Ontario, while maintaining economic viability. In fact, we are constantly reminded by all parties to manage the event in such a way as to ensure financial responsibility and to avoid at all costs deficits.

To that singular point we must report that policing costs have made the following two events untenable and that all other events are in fact viable and remain unchanged;

- Burlington Masters, U19 and Para-Cyclists Time Trial on June 30
- Burlington Criterium on July 1

These two events will be moved to venues that are outside the Region of Halton.

Movement has been approved by the Canadian Cycling Association.

All other events and promotion of Burlington as host city remain unchanged and are in fact strengthened by this decision, which was carefully considered. We will continue to work with our partners in this event to promote Burlington as a cycling tourism location.

Key events, which continue to showcase Burlington as the center of this event, include:

- Two Road Races (Rattlesnake Point and Aldershot-Waterdown)
- Challenge Ride 180
- Bicycle Parade
- VIP Pre Canadian Road Cycling Championships Reception
- Post Challenge receptions
- Media coverage (all stating Burlington as host city)
- All promotional materials and advertising promoting Burlington
- Accommodations destination

We continue to look forward to promoting Burlington as the event location and host city of a successful and financially responsible Canadian Road Cycling Championships. I am available at your convenience to discuss any concerns you may and continue to work towards delivering an exceptional event of national prominence.

c.c. Greg Mathieu, Executive Director, Canadian Cycling Association
Jim Crosscombe, Executive Director, Ontario

Attached letter from Midweek Cycling Club to Deputy Chief Percy (HRPS)

May 4, 2011

Deputy Chief Don Percy
Halton Regional Police Services
Headquarters
City of Burlington
1151 Bronte Road
Oakville, ON L6M 3L1

Re: Event Venue Revision, Canadian Road Cycling Championships 2011
Dear Deputy Chief Don Percy,

As you are aware, we have endeavoured to work with city staff and Halton Regional Police Service to organize an excellent sporting event centered in and around Burlington, Ontario, while maintaining economic viability. In fact, we are constantly reminded by all parties to manage the event in such a way as to ensure financial responsibility and to avoid at all costs deficits.

To that singular point we must report that policing costs have made the following two events untenable and that all other events are in fact viable and remain unchanged;

- . Burlington Masters, U19 and Para-Cyclists Time Trial on June 30
- . Burlington Criterium on July 1

These two events will be moved to venues that are outside the Region of Halton. Movement has been approved by the Canadian Cycling Association. All other events scheduled for Halton Region remain unchanged.

Sincerely,

PER Midweek Cycling Club Inc.
Craig Fagan
V.P. Programming and Events

c.c. Greg Mathieu, Executive Director, Canadian Cycling Association
Jim Crosscombe, Executive Director, Ontario Cycling Association
CYCLING CLUB

Attached Letter from BHA to Midweek Cycling Club

May 5, 2011
Midweek Cycling Club
502-41 Lakeshore Drive
Toronto, ON
MBV 1 Z3

Attention: Craig Fagan - 2011 Canadian National Road Cycling Championships, Race Director

Reference: 2011 Canadian National Road Cycling Championships

Dear Craig,

As of our meeting Thursday, May 5th 2011, we the Burlington Hotel Association (BHA) understands and appreciates the financial obstacles that have been hindering the progress of detailing all aspects of the 2011 Canadian National Road Cycling Championship. As such we are willing to accept the removal of the time trials on the 30th of June, 2011 .

At the same time the Burlington Hotel Association strongly urges you and your board to reconsider your decision to also relocate the July 1st event. As you are aware, your "guarantee" (email- March 23, 2011. see below) of this event triggered a number of large undertakings on behalf of multiple organizations within the city to ensure this event had city-wide focus and that this City-wide event was a successful addition to not only the 2011 Canadian National Road Cycling Championships but also to our Canada Day Celebrations.

In consideration of the aforementioned and in conjunction with the concessions already agreed to, the further removal of the July 1st event will be interpreted as a failure to live up to the "formal notice" as outlined below as well as our agreement. This will cause the Burlington Hotel Association to re-examine all parts of our partnership up to and including financial contributions.

To ensure proper timelines (which we were not afforded today) and communication windows, I am again requesting "formal notice" of your decision by the Community Services Committee meeting scheduled for Wednesday May 11th 2011.

Craig Fagan email of March 23, 2011:

Please accept this e-mail as formal notice that the organizing committee has decided that the Canada Day I Burlington Criterium will occur on July 1 in Downtown Burlington as outlined previously.

Please appreciate that due to the question mark surrounding receiving permission to host the race in the Burlington's Downtown location and during the time period desired, the event organization team was /forced to search-out a back.-up venue.

While the traditional Canada Day Criterium sponsors wishes to host the event and the costs associated with hosting it in their venue are \$0 for police/security services, in the spirit of

*delivering what we promised we have determined that Burlington
Downtown will be the 2011 venue for the Canada Day Criterium.*

*Best regards, Craig Fagan
www.midweekclub.ca
Cleamew Marketing Communications*

Jason Stoner
Chair - Burlington Hotel Association
CC: Andrew Paradowski - Mid Week Cycling CLub, President
Karen Sabzali - City of Burlington, Manager Community Development Services
Robert Narejko - 2011 Canadian National Road Cycling Championships, Assistant Race Director