

Memo



Date: September 27, 2010
File: 0610-53
To: City Manager
From: Director of Recreation & Cultural Services
Subject: GranFondo Event

Recommendation:

THAT Council receive for information the report from the Director of Recreation & Cultural Services dated September 27, 2010.

Purpose:

To provide City Council with an update on discussions with TOIT Events regarding their interest in staging a GranFondo in Kelowna in 2011.

Background:

Gran Fondo's are mass participation cycling events. Loosely translated from Italian, "gran fondo" means "big ride". For these events, rides are often 100 km or more and attract cyclists at a variety of skill levels - everyone from the competitive cyclist to the amateur wanting to challenge themselves over distance and time. While these are not races, top finishers are often recognized.

TOIT Events, through its cycling division GranFondo Canada, staged the inaugural RBC GranFondo Whistler on September 11, 2010. The event sold out 4000 spots in 3 months. Planning is already underway for the 2011 GranFondo Whistler for September 10, 2011.

TOIT Events is planning to bring the GranFondo to the Okanagan in the summer of 2011. The Sport Event Development Manager with Tourism Kelowna has been the primary contact for TOIT Events as they consider Kelowna as a possible site.

Communication with TOIT Events

After a couple of preliminary conversations, Tourism Kelowna played host to Mr. Kevin Thomson, partner in TOIT Events along with Mr. Neil McKinnon, on July 27-28 as part of the 2011 GranFondo Okanagan site selection. Through the familiarization tour (FAM tour), TOIT Events made it clear that Penticton was also in the running as a potential site. The objective of the FAM tour was to visit potential staging sites and meet key people in our cycling community and stakeholders who would support a GranFondo in Kelowna.

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During the FAM tour, TOIT Events suggested that the community support is an important factor in determining a viable location. \$60,000 was the suggested amount of a combination of cash and VIK. Their location of choice (for a Kelowna based event) was a combination of the Delta Grand Okanagan, Prospera Place parking lot and Waterfront Park. July 8-9, 2011 was the weekend preferred based on other commitments for TOIT Events and GranFondo Canada, other events in Kelowna and the lead up time to the GranFondo Whistler event in September.

Mr. McKinnon communicated further with Tourism Kelowna staff after the FAM tour and advised that a decision was made to have the GranFondo event in the Okanagan for 2011. The site for that event was still to be determined. An official response to Mr. McKinnon was provided from both the City and Tourism Kelowna (attached) on Friday, August 20th. In the letter from the City a proposal was requested and has yet to be received.

Mr. McKinnon contacted Tourism Kelowna the week of September 20th regarding the availability of Waterfront Park, Prospera Place parking lot and Delta Okanagan Grand. These items are being investigated or appropriate contracts provided back to TOIT Events for their follow up.

Internal Circulation To: General Manager, Community Services; Outdoor Events Team

External Agency/Public Comments: Contents of the report were provided through discussions with the Sport Event Development Manager from Tourism Kelowna.

Legal/Statutory Authority: The *Community Charter* places restrictions on the City's ability to provide assistance to a business.

Legal/Statutory Procedural Requirements: Public notice is required before the City can provide assistance to any organization.

Considerations that were not applicable to this report:

Financial/Budgetary Considerations:

Personnel Implications:

Alternate Recommendation

Existing Policy

Technical Requirements

Communication Considerations

Submitted by:



J. Gabriel, Director of Recreation & Cultural Services

Approved for inclusion:  J. Vos, General Manager, Community Services

cc: General Manager, Community Services
Events Development Manager, Tourism Kelowna

August 19, 2010



Chad Douglas
Sport Event Development Manager
Tourism Kelowna
544 Harvey Avenue
Kelowna, B.C. V1Y 6C9

Re: GranFondo Cycling Event

This letter is provided based on the initial discussions with the City regarding the interest of TOIT Events staging a GranFondo cycling event in the Okanagan.

From these discussions and without a lot of detail to go on, this event appears to be the type of event that we would welcome in Kelowna. It fits nicely with our vision of a healthy active community and certainly supports the development of sports tourism.

A number of years ago, the City implemented the Outdoor Event Application and Approval Process. This process is anchored in the Recreation & Cultural Services Department and facilitated by two full time Outdoor Event Coordinators. A key piece of the process is the Outdoor Events Committee that has representation from City departments and other agencies (RCMP, Fire Dept, BC Ambulance, and IHA) that have a role in Outdoor Events in our community. The advantage of the Outdoor Event Committee (and approval process) is that it gives event organizers a "one stop shop" for getting all the information they need on hosting an event in Kelowna. The process also consolidates all the requirements of the City (and other agencies) in one place and gives the event organizer one point of contact.

The steps to move this GranFondo cycling event forward include:

1. TOIT Events to provide the City a proposal that includes an outline of the event, additional activities and logistical requirements to better identify an event site/route. The detail doesn't have to be extensive at this time but needs to "paint a picture" so that Outdoor Events staff has a better understanding of what is being proposed.
 - Initial contact through the Outdoor Events team should be through Don Backmeyer, Manager, Sports & Facility Programs, at (250) 469-8859) or email at dbackmeyer@kelowna.ca.
2. The proposal becomes the document that initiates the Outdoor Events process and engages the Outdoor Committee. A presentation to the Committee would be required so all members of the Committee have an opportunity for input and clarification. At this point, preliminary approval is given to proceed.
3. A formal application is then made that requires a higher level of logistical event detail.
4. When all application requirements are met (i.e. insurance, traffic management plan, site plan, etc.) an Outdoor Event Permit is issued.

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Cultural Services**
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While we cannot provide permit approval at this time for an event in 2011 we are enthusiastic to provide our "support in principle" based on the steps outlined above.

We understand the suggested date to stage this event in Kelowna is July 9, 2011 and the preferred location is Waterfront Park. During the brief meeting between you, Kevin Thomson, and Claudia Buhler (of our Outdoor Events team), Kevin was advised that there is an existing annual event in Waterfront Park that continues to grow. We anticipate having these two events on the same date would pose logistical challenges with this site that need further discussion or alternate sites or dates considered.

While the City's practice is not to provide a direct financial contribution to events, we do offer support through existing resources. For planning purposes examples of support provided include:

- Support from Outdoor Events staff that work closely with event organizers to act as a conduit with the application process. Their roles will be to liaise with other key City departments and external agencies that are critical in the planning and implementation of the event. Also from their experience in working with a number of large events on City property and roadways, they can also advise on various aspects of site planning and event related logistics.
- Support in the development of a Traffic Management Plan through a City Traffic Technician, RCMP and Bylaw.
- Event equipment provided at no charge. This includes items such as changeable message boards, traffic cones, barricades, safety vests and traffic paddles.
- Coordinate media release and post on the City website information regarding traffic impact and road closures.
- Site janitorial and washroom maintenance during event.
- As we better understand the event plan and requirements we are then able to explore other opportunities to support the event.

I trust this information provides additional clarity on the steps and level of support the City of Kelowna is able to provide. We look forward to working closely with TOIT Events with their planning for a GranFondo cycling event in Kelowna.

Regards,

Jim Gabriel
Director, Recreation & Cultural Services

Cc: City Manager
General Manager, Community Services
Outdoor Events Team

August 19, 2010

TOIT Events
Attn: Neil McKinnon and Kevin Thomson
4111 Fraser Street
Vancouver, BC
V5V 4E9

Dear Neil and Kevin:

Tourism Kelowna is pleased to support a GranFondo cycling series event in Kelowna for 2011. We look forward to an outstanding event in Kelowna based on your expertise, the overwhelming response to RBC GranFondo Whistler and the potential for our destination to attract cyclists.

Your participants will enjoy easy access through Kelowna International Airport, the 10th busiest airport in Canada with daily non-stop flights from Toronto, Calgary, Edmonton, Vancouver, Victoria and Seattle, USA. With 4,500 guest rooms in the Kelowna area, we offer quality and variety in our accommodations. More choices come with our many golf courses and wineries.

For our part, Tourism Kelowna has developed a number of support services for sport planners. You are familiar with one of these services after our Sport Event Development Manager, Chad Douglas, hosted Kevin for a Familiarization (FAM) Tour in July. In addition, we offer:

- Bid Development
- Accommodation/Venue Information
- Promotional Tools
- Welcome Packages
- Family/Spousal Programs

While we do not support events financially, we provide access to the City of Kelowna's Sport Event Development Grant (SEMG) and Event Kit. Tourism Kelowna also provides pre-event advertising support through existing media channels.

We use our reach to your advantage. Thank you for considering and visiting Kelowna as you look to grow GranFondo and the sport of cycling across Canada.

Warm Regards



Nancy Cameron
Chief Executive Officer