

COMMISSION REPORT

TO: CHAIR AND MEMBERS
PARKS, RECREATION & CULTURE COMMISSION

FROM: DIRECTOR PARKS, RECREATION & CULTURAL
SERVICES

SUBJECT: GIRO DI BURNABY

RECOMMENDATION:

1. **THAT** this report be received for information and that Commission be requested to forward it to Council for approval of the road closure for the Giro di Burnaby as identified in this report.

REPORT

On Thursday, 2016 July 14, the Giro di Burnaby criterium cycling event returns to the historic area of Burnaby Heights for the enjoyment of thousands of fans and spectators. Council approval of the road closures necessary to hold the event is requested as detailed in this report.

Background

The Giro di Burnaby, named as a tribute to the area's Italian community and to the world famous Giro d'Italia, made its debut in 2006, attracting 7,000 spectators. The following year it joined the BC Superweek series, attracting more than 200 riders to the races over the next two years and producing a list of winners that includes some of North America's finest cyclists.

The race took a two-year hiatus in 2009 and 2010 but returned in 2011 with renewed title sponsorship for three years from Embassy Development, Appia Development and Palladio Jewelers. 2015 saw another successful Giro event as we enjoyed wonderful weather and large crowds.

Through funding from a UBCM grant for an integrated marketing strategy, the Giro and sponsors are promoted extensively on the Internet. The dynamic website, complete with extensive video, blog and social media, provide event information to riders, volunteers, sponsors and spectators. Visit www.giroadiburnaby.com to see what has been created.

To: Parks, Recreation & Culture Commission
From: Director Parks, Recreation & Cultural Services
Re: GIRO DI BURNABY

.....Page 2

The Giro di Burnaby committee's objectives are to:

- promote community pride, cycling awareness, local commerce and tourism
- profile Burnaby internationally
- deliver a world class cycling event

The Giro di Burnaby is a professional cycle race that is part of BC Superweek, the richest event in Canadian cycling with professional racers from around the world competing in the Lower Mainland.

Current

This year's Superweek series includes 8 races:

- Tour de Delta prologue, criterium, and road race (July 08-July 10)
- Gastown Grand Prix (July 13)
- Giro di Burnaby criterium (July 14)
- Poco Grand Prix (July 15)
- Tour de White Rock criterium and road race (July 16-17)

With over 5,000 spectators in attendance at each event and over \$110,000 in cash prizes for the cyclists who participate to win, this is the cycling event that puts the Lower Mainland on the map and makes it a destination event for professional teams from all over North America and beyond.

Giro di Burnaby 2016 comprises a single cycling event, the Criterium, open to male and female cyclists competing for a total prize purse of over \$15,000, which is paid to the racers from monies collected from sponsorship. The race consists of 30 laps of the 1.2km course (Attachment #1) for the female riders and 45 laps for the male riders.

Since 2006, title sponsorship for the Giro di Burnaby has been collaborative with three title sponsors. More recently, Appia Development has come on board as the sole title sponsor with a three year commitment for the 2014, 2015 and 2016 Giro di Burnaby.

The women's race will start at 6:00pm and the men's race will start at approximately 7:15pm. Hastings Street and the surrounding streets are required to be closed to local traffic from 4:00pm - 10:00pm with restricted parking in the immediate area beginning at 3:00pm.

To: Parks, Recreation & Culture Commission
From: Director Parks, Recreation & Cultural Services
Re: GIRO DI BURNABY

.....Page 3

City of Burnaby staff worked with the race organizing committee and the Burnaby Heights Merchants Association (HMA) to review the route and the road closure times for 2016. The road closure times and route have now been honed to guarantee both cyclists and timing officials have sufficient daylight to ensure a safe, professional race. The 4:00pm closure allows the large volunteer team the time required to set up the 8,000 plus feet of required security fencing and ample time for the staging area to be moved into position.

The organizing committee and the HMA will provide a notice to residents and merchants regarding the closures. The road closure route and times now have history within the community with the event in its eighth year. Overall it is an evening of racing that is looked forward to by the community with little negative impact to the residents, commuters and businesses along the corridor due to the significant advance notice provided via the website, Canada Post and media sponsor.

Therefore, Council is requested to approve a road closure of the race route on Hastings Street, Rosser Avenue, Albert Street, Gilmore Avenue and MacDonald Avenue, from 4:00pm to 10:00pm on 2016 July 14.

Conclusion

In 2015, the Giro di Burnaby saw thousands of people attend the race. This race continues to gain momentum and community recognition and is fast becoming a signature event for the City of Burnaby. It is expected that 2016 will see more racers competing and additional spectators attending to enjoy the event.

The Burnaby Heights Merchants Association is very supportive of the race and they look forward to welcoming Burnaby and Lower Mainland residents to their neighbourhood to enjoy a high caliber sporting event on 2016 July 14 ([Attachment #2](#)).

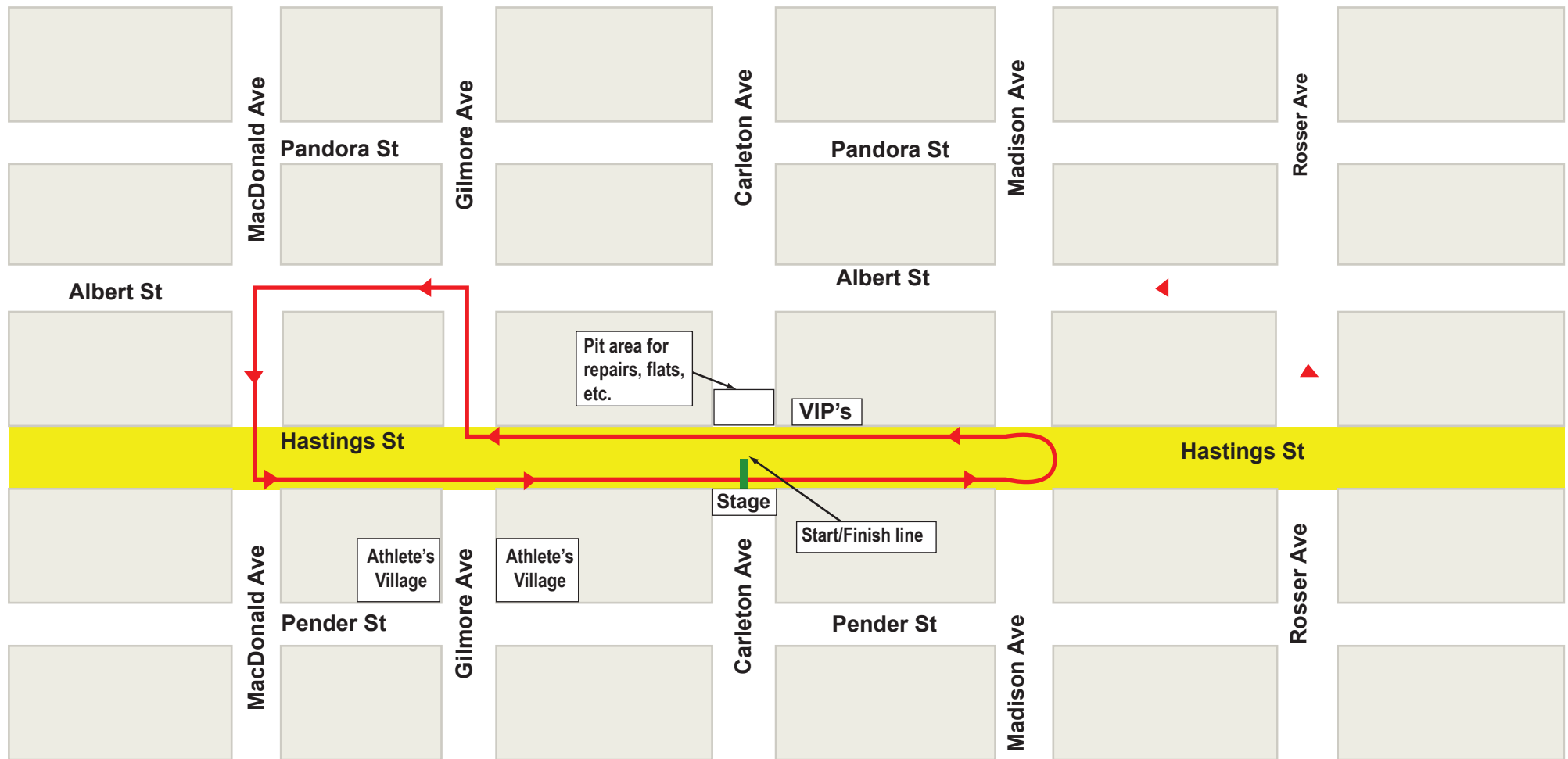


Dave Ellenwood
DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES

TK:lw

Attachments (2)

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Dec. 9, 2015

Mayor Derek Corrigan and
Council Members
City of Burnaby
4949 Canada Way
Burnaby, BC V5G 1M2

Dear Mayor and Council,

On behalf of the Heights Merchants Association, we are delighted to see how the Giro di Burnaby has gained traction and become such a popular event in our City.

We send you and Council this letter as an indication of our continued and enthusiastic support for the Giro di Burnaby bicycle race on Thursday, July 14, 2016.

As in previous years, we anticipate that the event will be held on Hastings Street between Rosser and MacDonald Avenues. The HMA will continue to liaise with our businesses well in advance to encourage their participation and inform them of the 2016 planned road closures and parking restrictions. We will continue to look for ways to enhance the streetscape atmosphere for our visitors.

The HMA hopes this race will continue to build in popularity and draw more and more visitors to our City. We thank the City of Burnaby, Council and staff, for all the work you do to foster the success of the Giro di Burnaby and invest in it as a premier cycling event, and also for choosing Burnaby Heights to host it in.

Sincerely,

A handwritten signature in blue ink, appearing to read "Isabel Kolic".

Isabel Kolic
Executive Director

C: David Ellenwood, Director of Parks, Recreation and Cultural Services
Rainy Kent, Event Organizer, Giro di Burnaby