

COMMISSION REPORT

TO: CHAIR AND MEMBERS
PARKS, RECREATION & CULTURE COMMISSION

FROM: DIRECTOR PARKS, RECREATION & CULTURAL SERVICES File: 66000-20

SUBJECT: GIRO DI BURNABY

RECOMMENDATIONS:

1. **THAT** Council be requested to approve the road closure for the Giro di Burnaby as identified in this report.
2. **THAT** Council be requested to maintain the current practice of depositing surplus Giro donations in a reserve for future Giro events

REPORT

Celebrating its 10 year anniversary, the Giro di Burnaby criterium cycling event returns to the historic area of Burnaby Heights on Thursday, 2017 July 13 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 Jewellers. 2016 saw another successful Giro event with large crowds despite some challenging weather.

Utilizing an integrated marketing strategy, the Giro and sponsors are promoted extensively on the internet via <http://girodiburnaby.com>. This dynamic website, complete with extensive video, blog and social media, provides event information to riders, volunteers, sponsors and spectators.

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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 features seven criteriums and two road races. The races are:

- Tour de Delta prologue, criterium, and road race (July 7, 8, 9)
- New West Grand Prix (July 11, new event)
- Gastown Grand Prix (July 12)
- Giro di Burnaby criterium (July 13)
- PoCo Grand Prix (July 14)
- Tour de White Rock criterium and road race (July 15, 16)

With over 5,000 spectators in attendance at each event and over \$135,000 in prize money and crowd 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. For the fourth straight year, BC Superweek will offer equal prize money to both the men's and women's finishers at all nine of the races, making the series one of the most lucrative professional cycling events in North America.

Giro di Burnaby 2017 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 1.2 km. 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. Appia Development has been the sole title sponsor since 2014 and has committed to this role for 2017.

As the popularity and community profile of the Giro has increased, sponsorship and donations have increased in step. The costs of presenting the Giro accrued by PRCS are completely offset by sponsorship and donation revenue. In the event that revenue exceeds the costs, Commission is requested to recommend to Council that the surplus be deposited into a reserve to support future events and event enhancements.

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

City of Burnaby staff will work with the race organizing committee and the Burnaby Heights Merchants Association (HMA) to review the route and the road closure times for 2017. 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 4:00 p.m. 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. With the event in its tenth year, the road closure route and times now have history within the community. 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 4:00 p.m. to 10:00 p.m. on 2017 July 13.

Conclusion

In 2016, 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 2017 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 calibre sporting event on 2017 July 13 (Attachment #2).

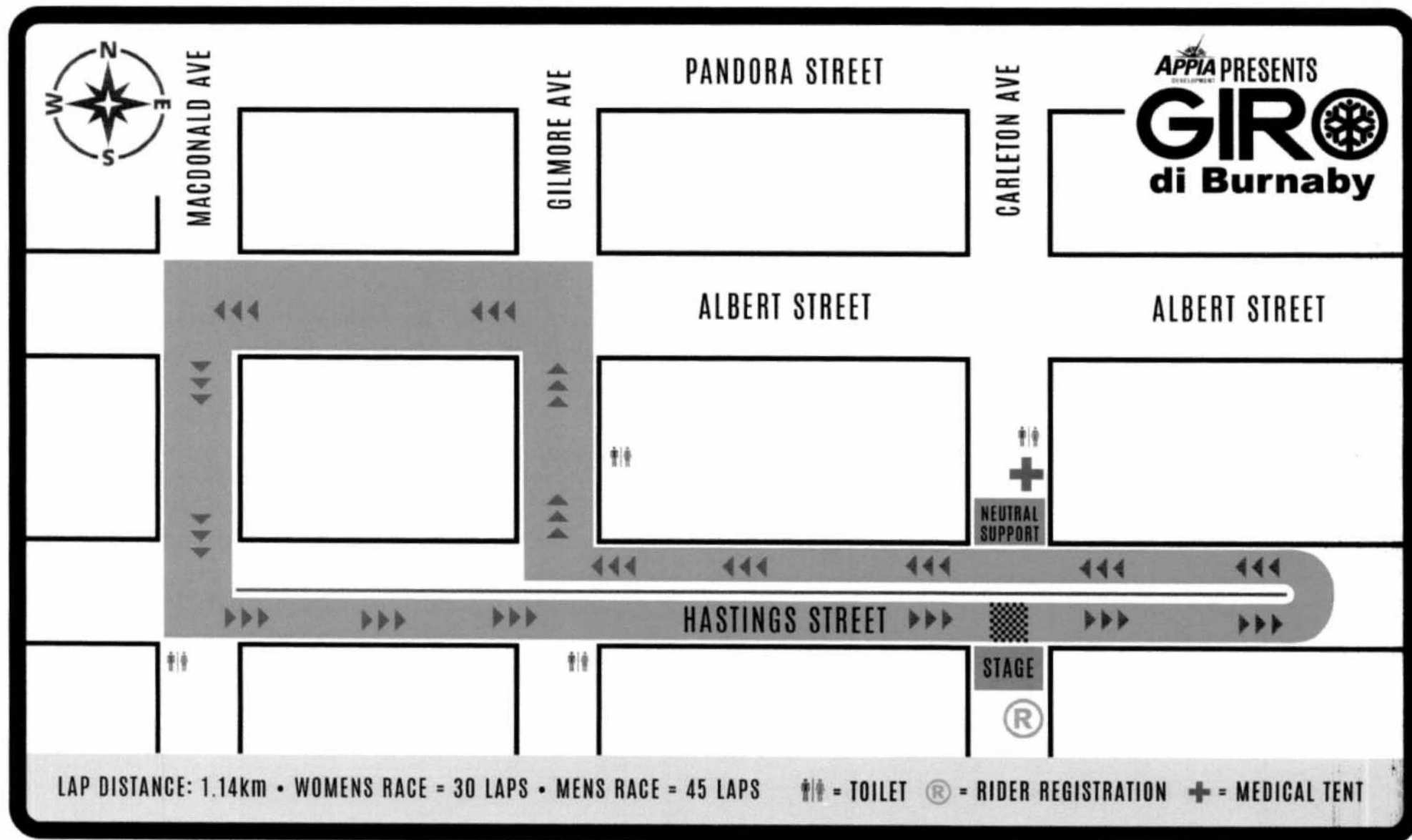


Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

TK:tc

Attachments

p:/admin/tc/data/wp/tk/Giro Di Burnaby - 2017





Nov 23, 2017

Attachment # 2

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 remain delighted that the Giro has become a signature event to take place in the Burnaby Heights district and hope this continues.

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 13, 2017.

We understand that the event will be held on Hastings Street between Rosser and MacDonald Avenues, as usual. The HMA will continue to liaise with our businesses well in advance to encourage their participation and inform them of the 2017 planned road closures and parking restrictions. We will continue to look for ways to enhance the streetscape atmosphere for our visitors.

Each year, more Heights merchants are participating in new ways during the event, by positioning themselves in front of their businesses and looking for ways to offer more of an experience to the passer-by. We are hoping this trend continues and will gradually create a more festive atmosphere to benefit the event.

The HMA hopes this race will continue to grow and attract 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 black ink, appearing to read "Isabel Kolic". The signature is fluid and cursive.

Isabel Kolic
Executive Director

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