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Director's Report No.....	2
Meeting	2019 Feb 12

COMMISSION REPORT

TO: CHAIR AND MEMBERS
PARKS, RECREATION AND CULTURE
COMMISSION

DATE: 2019 Feb 12

FROM: DIRECTOR PARKS, RECREATION AND
CULTURAL SERVICES

FILE: 66000-20

SUBJECT: 2019 GIRO DI BURNABY

PURPOSE: To request approval for the road closure for the Giro di Burnaby as identified in this report.

RECOMMENDATION:

1. **THAT** the Parks, Recreation and Culture Commission recommend Council authorize the road closure for the Giro di Burnaby as identified in this report.

REPORT

On Thursday, 2019 July 11 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 few years and producing a list of winners that includes some of North America's finest cyclists.

2018 was another successful Giro with large crowds and terrific racing, and once again the event is generously sponsored by Appia Development as well as many other Burnaby based sponsors.

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Utilizing an integrated marketing strategy, the Giro and sponsors are promoted extensively on the internet via www.girodiburnaby.ca. This dynamic website, complete with extensive video, blog and social media, provide event information to riders, volunteers, sponsors and spectators.

The Giro di Burnaby'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.

POLICY SECTION

The Giro di Burnaby is aligned with the City of Burnaby's Corporate Strategic Plan by supporting the following Goals:

A Connected Community

Social connection

Enhance social connections throughout Burnaby

A Healthy Community

Healthy Life

Encourage opportunities for healthy living and well being

A Dynamic Community

Economic opportunity

THE 2019 EVENT

This year's Superweek series includes 9 races:

- Tour de Delta prologue, criterium, and road race (July 5,6,7)
- New West Grand Prix (July 09)
- Gastown Grand Prix (July 10)
- Giro di Burnaby criterium (July 11)
- Poco Grand Prix (July 12)
- Tour de White Rock criterium and road race (July 13, 14)

With over 5,000 spectators in attendance at each event and over \$140,000 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.

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Since 2006 title sponsorship for the Giro di Burnaby has been collaborative with three title sponsors. Appia Development came on board as the sole title sponsor in 2014 and they continue as the sole title sponsor in 2019.

Giro di Burnaby 2019 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 1.1 km. course (Attachment #1) for the female riders and 45 laps for the male riders.

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 Director and the Burnaby Heights Merchants Association (HMA) to review the route and the road closure times for 2019. 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 Race Director 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 twelfth 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.

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 2019 July 11 (Attachment #2).

RECOMMENDATION

In 2018, the Giro di Burnaby saw thousands of people attend the race. This race continues to gain momentum and community recognition and has become a signature event for the City of Burnaby. It is expected that 2019 will see more racers competing and additional spectators attending to enjoy the event.

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It is requested that Commission recommend Council 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 Thursday, 2019 July 11, as indicated in this report.



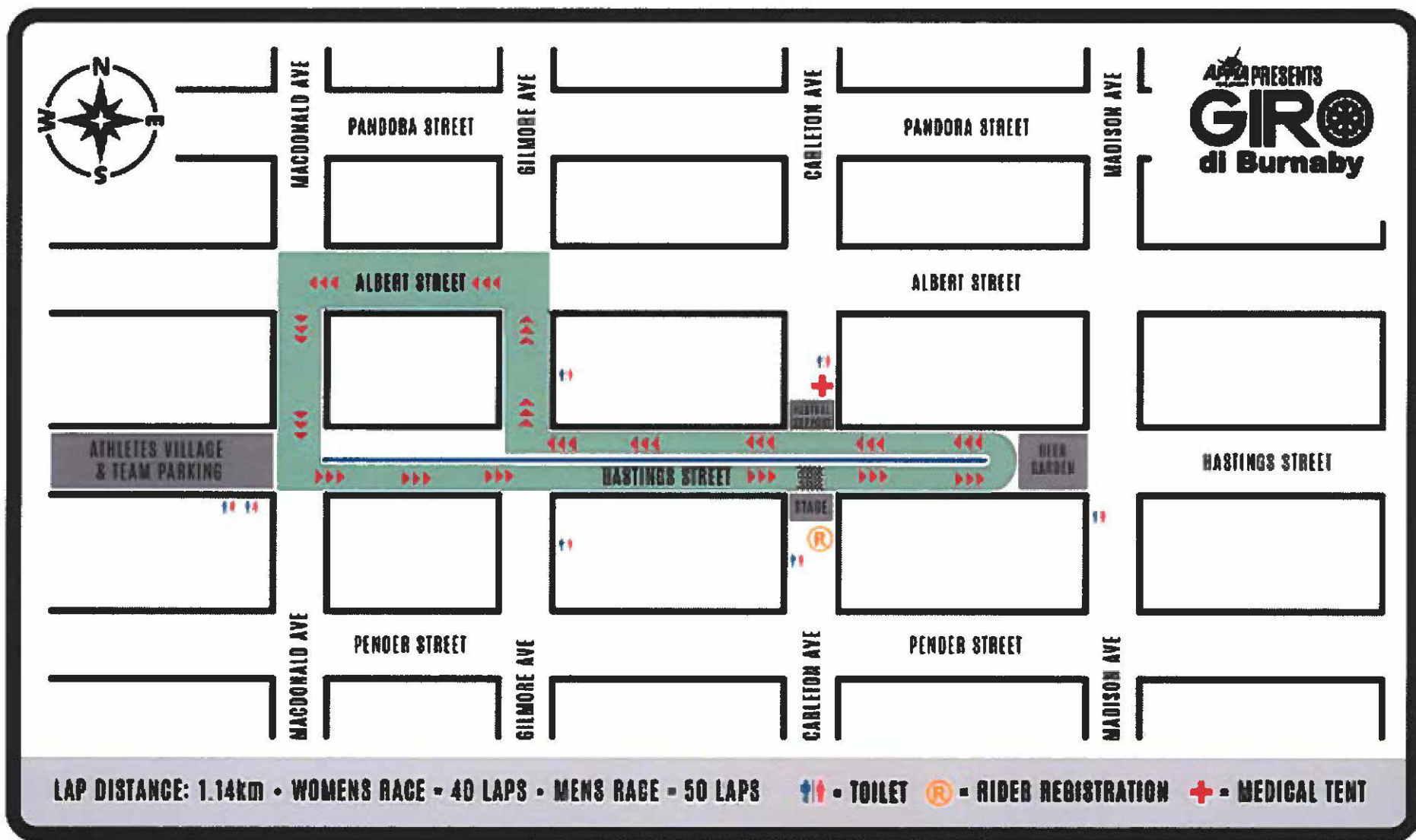
Dave Ellenwood
DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES



TK:km:tc

Attachments (2)

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Attachment #2

Jan. 7, 2019

RECEIVED
Parks, Recreation & Cultural Services

JAN 09 2019

Mayor Mike Hurley and
Council Members
City of Burnaby
4949 Canada Way
Burnaby, BC V5G 1M2

Filed To <i>JE</i>	Initials <i>[Signature]</i>
<i>CE</i>	<i>[Signature]</i>
<i>TK</i>	

Dear Mayor and Council,

On behalf of the Heights Merchants Association, I am writing to express the Heights Merchants' Association support and enthusiasm for the Giro di Burnaby.

We are aware that plans are already underway for the 2019 Giro di Burnaby scheduled for Thursday, July 11, 2019. Here, at the HMA, we aim to support this event by liaising with our merchants, communicating details of the event logistics to them on the Giro's behalf, encouraging businesses to participate in various ways, and promoting the event through our own channels. Our support involves contributing not only staff time during the summer months, but also the large local audience we have raised through our various marketing channels.

As in previous years, we anticipate that the event will be held on Hastings Street along a fixed route. The HMA will continue to liaise with our businesses well in advance to inform them of the 2019 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 growing in popularity 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,

Isabel Kolic
Executive Director

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