



## Background Memo

TO: City of Markham Cycling & Pedestrian Advisory Committee

FROM: Fion Ho, TDM Coordinator, Engineering  
Diane Samek, Senior Advisor, Communications & Community Engagement

DATE: February 18, 2016

Re: **Markham Cycling Day as a Corporate Event**

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### **PURPOSE:**

The purpose of this memo is to provide CPAC with information and rationale on transitioning “Markham Cycling Day” to a City of Markham Corporate Event.

### **BACKGROUND:**

In 2008, the first Markham Giro Bicycle Race (Markham Giro) was held for young Markham children up to age 13. This bicycle racing event was initiated by CPAC to raise the awareness of cycling and encourage young children to be active. The event was organized by Engineering Staff, with the help of Corporate Communications Staff and the D’Ornellas Racing Team, and was funded by the CPAC.

The Markham Giro Bike Race gained popular interest and has since become the annual signature cycling event in Markham. Between 2008 and 2012, the Markham Giro operated in a similar structure at the Hwy 7 & Hwy 404 business park area along Cochrane Drive. In 2013, as a result of ongoing heavy construction on Hwy 7 due to the YRT/VIVA rapid transit project and to meet the demand of the growing number of event participants, the host venue for the Markham Giro was relocated to Honda Canada (Elgin Mills/ Hwy 404). This allowed for a more remote and safe racecourse on which to host this event specifically for young children. The event was held again at Honda Canada in 2014, at which the number of participants doubled from the inaugural event in 2008 with an estimated 800+ attendees with 415 racers accompanied by family and friends.

In fall 2014, CPAC expressed interest in initiating a City-wide bicycle ride that would take participants to various points of interests throughout Markham. The event could also be more inclusive, allowing for participants of all ages, skill levels and locations. This community bike ride was branded as the “Tour de Markham”. After some discussion, CPAC and City staff recognized the benefits in combining the Markham Giro Bike Race and the Tour de Markham into a bigger and more comprehensive City cycling event.

On September 27, 2015, the first “Markham Cycling Day” took place at the newly constructed Markham Pan Am Centre. Markham Cycling Day included both the traditional Markham Giro Bike Race for young children ages 3 to 13, and the new Tour de Markham community ride that crossed six wards in Markham (See attached route maps). The first Markham Cycling Day was very successful, drawing 350 Giro racers and 412 Tour de Markham (with an estimated total of 1000 attendees at the event), nine sponsors, 70 volunteers and 15 event exhibitors/vendors.

## **DISCUSSION:**

Since the first Markham Giro Bike Race in 2008, the number of event participants and total attendees, along with the number of sponsors and exhibitors has grown each year. With this rising interests in cycling, “Markham Cycling Day” was intended to raise the profile of cycling in Markham. The event is also intended to:

- Raise the awareness and benefits of cycling to young children and their families
- Provide an opportunity for a community bike ride to encourage cyclists of all ages and levels to ride
- Offer a safe cycling route that showcases the various bicycle facilities and local amenities across Markham
- Educate and promote safe cycling in Markham
- Emphasize the need and importance of cycling to the public as an environmentally friendly mode of transportation
- Showcase Markham to visitors from York Region and the GTA

The increased participation and scope requires greater resource demands to execute this event. Discussion with the CPAC’s event sub-committee and City staff suggested that it would be beneficial to make this a Corporate Event for the following reasons:

### **1) City Event status allows for enhanced staff resources**

Markham Giro is already a well-established event. However, with the addition of Tour de Markham, the event has grown beyond the available staff resources for the Engineering Department to handle with the support of the department’s Communications advisor. By becoming a Corporate Event, it would have official access and support from staff from various departments, including Special Events (Corp Comm), Corporate Communications (Sponsorship, PR and promotion), Operations (logistical duties), Finance (overseeing finances).

### **2) Corporate Event status provides a formal structure**

By achieving Corporate Event status, it would provide the Event Committee with a formal working structure with a Committee Chair (a Council Member appointed by the Mayor) to oversee the event and community volunteer committee members. The various event components can be divided up and managed by subcommittees to equitably share responsibilities and workload amongst Committee members. City staff would provide

support, as required, on event logistics, marketing, sponsorship and more. Regular meetings would be scheduled and minutes taken during each meeting. This approach would further formalize the planning process and assist the Event Committee in planning and running the event more efficiently.

**3) Corporate Event status would raise Markham's status as a bicycle friendly community**

Both the City's Official Plan and Council's Building Markham's Future Together: 2009-2014 Strategic Plan recognize transportation and environment as key issues in Markham. Specifically, the need to increase and improve travel options other than driving, and to support building a sustainable community in Markham are identified.

The objectives for the Markham Cycling Day event align well with Council's Strategic Priority and the City's long-term planning vision by encouraging more people to cycle in Markham. As such, it would support alternative modes of transportation and reduce carbon emissions from driving motorized vehicles. By transitioning the Markham Cycling Day into a Corporate Event, it would reinforce the City's commitment to support cycling and raise Markham's status as a bicycle friendly community. It will also support the City's policies to protect the environment as stated in the Green Print, Markham's Community Sustainability Plan.

**4) Corporate Event status would increase funding and sponsorship opportunities**

Upon becoming a corporate event, the event would be eligible to receive funding from the Celebrate Markham Grant Program under the "City-led events" category (See "Financial Considerations" section for details). The actual amount will be reviewed and determined by the Corporate Communications Department. Also, achieving official City Event status, would help to increase opportunities to attract more sponsors and vendors to fund, support and participate in the event, supporting further growth.

## **FINANCIAL CONSIDERATIONS:**

Since 2008, the Markham Giro event was solely funded through CPAC under Engineering's "Cycling Awareness" account with a budget of \$10,000 each year with some sponsorship.

For the 2015 Markham Cycling Day event, the overall event expenses totalled approximately \$18,000. The event received funding of \$10,000 from CPAC (Account #640-101-5699-15041), as well as a total contribution of \$10,200 from event sponsors. The event expenses came under budget with a surplus of \$2,200.

In the case where Markham Cycling Day becomes a Corporate Event, CPAC would continue to fund the event with a budget of \$10,000 for 2016 (from Account #083-6900-16039-005). Moving forward, CPAC would only provide funding to cover any incurred expense(s) that cannot be










subsidized by Celebrate Markham grant or sponsorship through the “Contingency for Cycling Events/Promotion” under the CPAC budget.

The event would be eligible for Celebrate Markham grant (City Event portion) in 2017(Funding for corporate events has been fully allocated for 2016). In addition, event sponsorships will help to fund the event. Markham Cycling Day is anticipated to attract more sponsors as it continues to grow and becomes a Corporate Event that City staff can offer as part of a larger sponsorship package to key corporate sponsors.

**RECOMMENDATIONS:**

- 1) The memo titled, “Markham Cycling Day as a Corporate Event” be received; and,
- 2) CPAC approves the recommendations in the memo to transition Markham Cycling Day to Corporate Event status; and,
- 3) Funding of \$10,000 from the 2016 approved CPAC budget (Account# 083-6900-16039-005) be allocated for the 2016 Markham Cycling Day event; and,
- 4) CPAC’s recommendation on this matter shall be brought forth at Council for final approval.

## Tips and Information to Help Make Your Tour de Markham Enjoyable

-  Follow the rules of the road
-  Be very careful at intersections; don't just follow the crowd across
-  Look for intersection walk buttons to cross busy roads
-  Follow the directional road signs and designated lead rider to avoid becoming lost
-  Some portions of the route are gravel; reduce your speed on corners / bends appropriately
-  Carry the equipment you need to repair flat tires, along with a rain jacket and cell phone
-  Assist others in need; if serious, call 9-1-1

## Thank You to Our Sponsors and Partners

Presenting Sponsor:



Gold Sponsor:



Silver Sponsor:

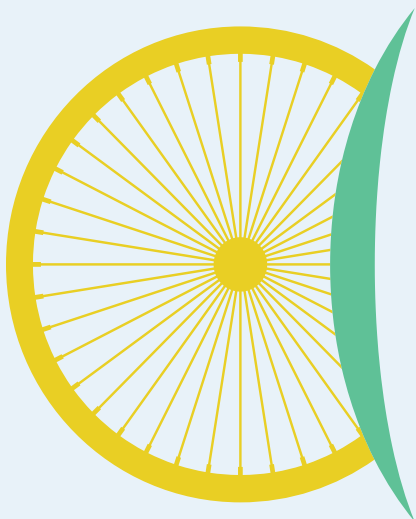


Rest Stop Sponsors:



In-kind Sponsors:

Community Partners:



# Markham Cycling Day

Presented by Centennial College

September 27, 2015 | 9 a.m. - 3 p.m.

## 11 km Route



markham.ca










# Rest Stops

- 1. Milne Dam Conservation Area
- 2. Crosby Memorial Arena / Main Street Unionville
- 3. Markham Pan Am Centre - Registration / Start / Finish



Short Route (11 km)

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Silver Sponsor:

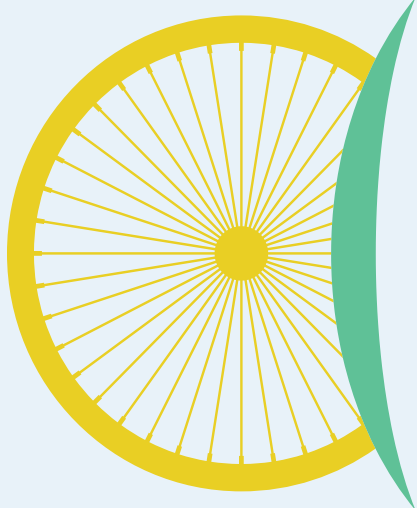


Rest Stop Sponsors:



In-kind Sponsors:

Community Partners:



# Markham Cycling Day

Presented by Centennial College

September 27, 2015 | 9 a.m. - 3 p.m.

## 25 km Route

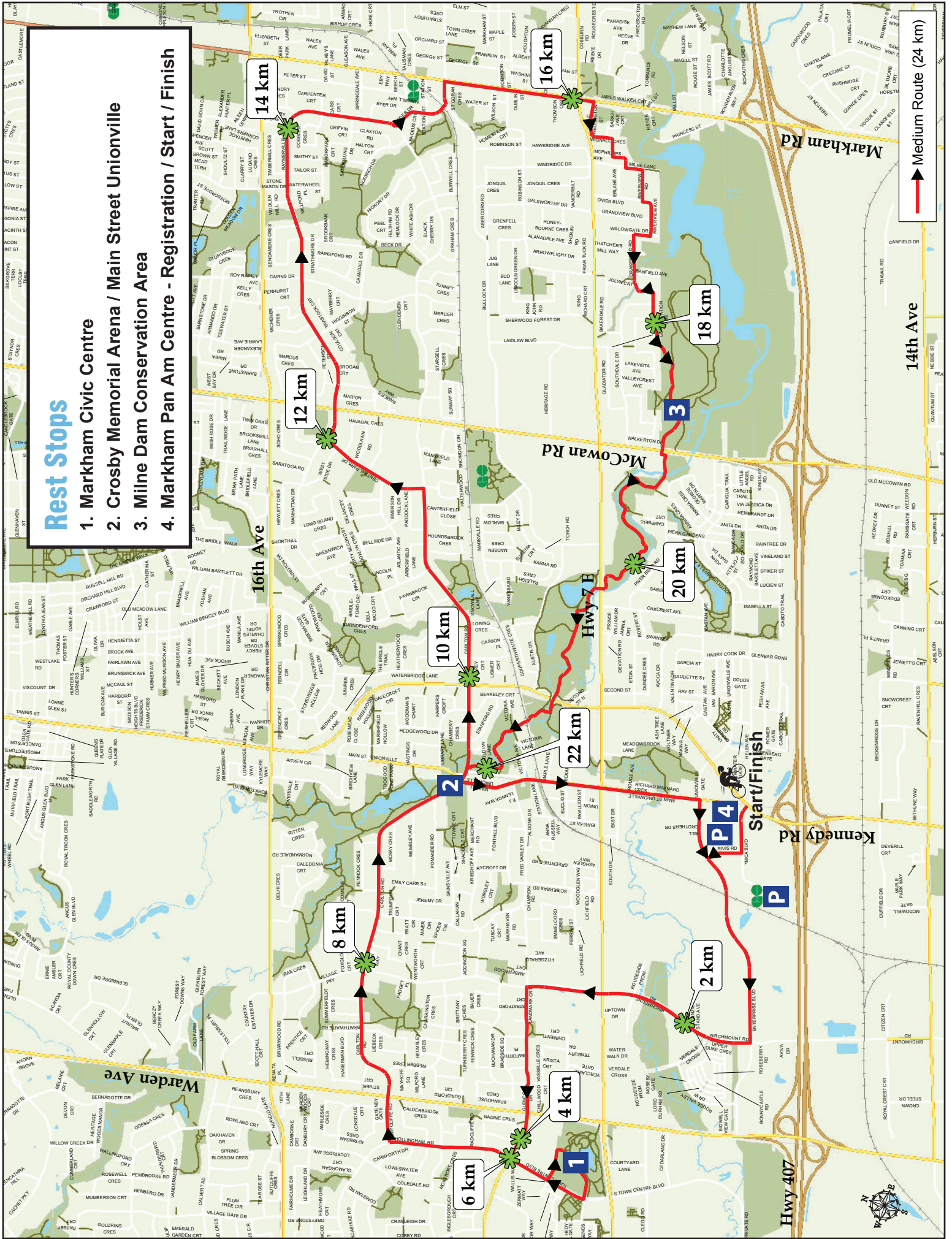


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# Rest Stops

1. Markham Civic Centre
2. Crosby Memorial Arena / Main Street Unionville
3. Milne Dam Conservation Area
4. Markham Pan Am Centre - Registration / Start / Finish



Medium Route (24 km)








14th Ave

Start/Finish





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Gold Sponsor:



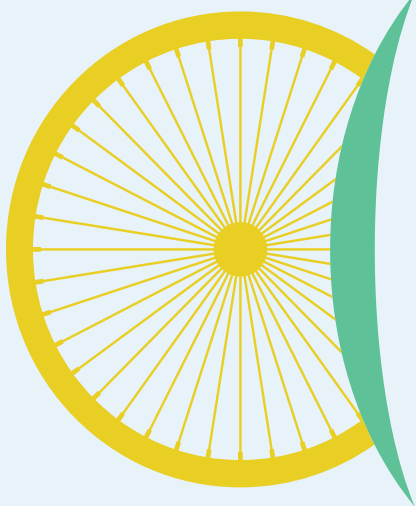
Silver Sponsor:



Rest Stop Sponsors:



Community Partners:



# Markham Cycling Day

Presented by Centennial College

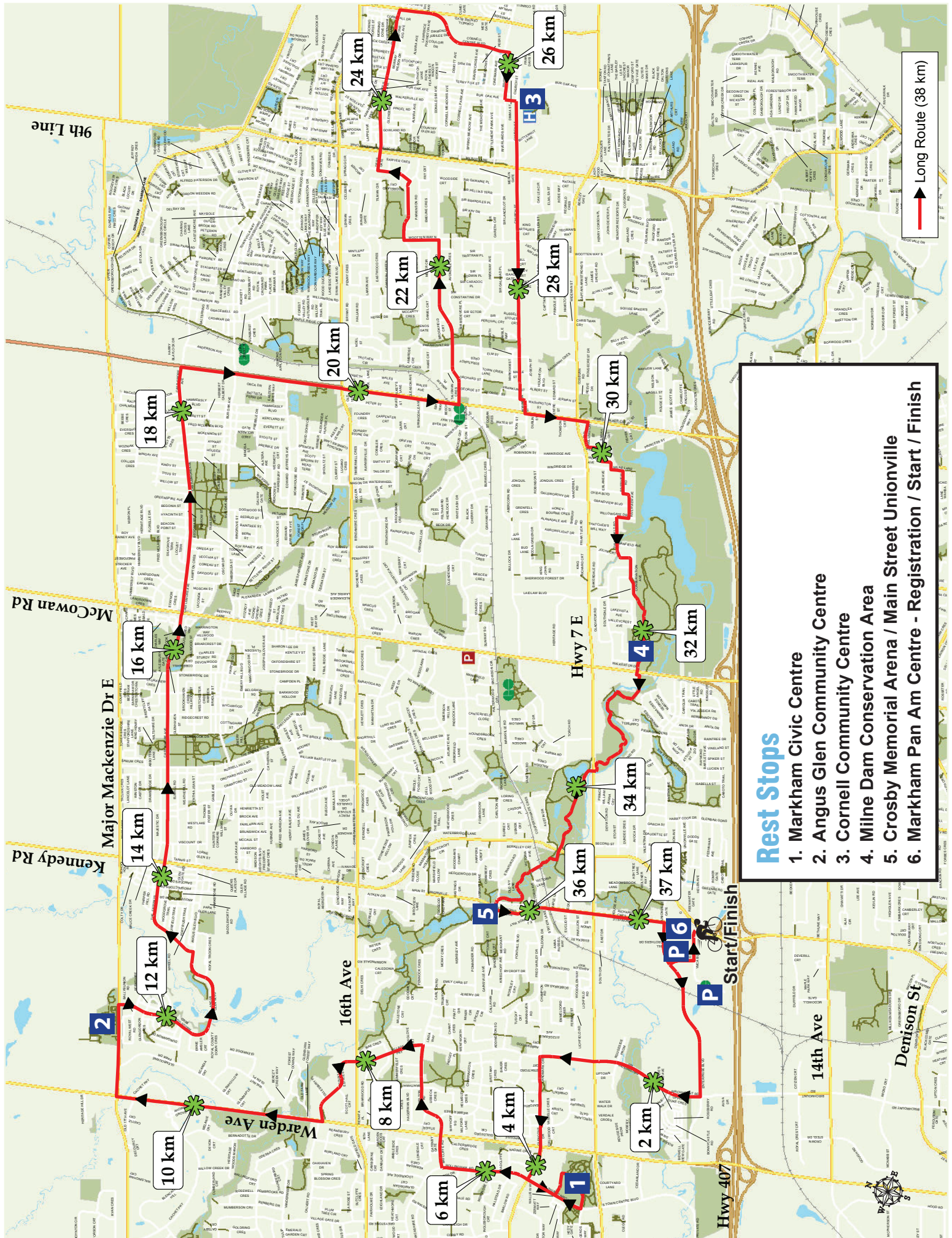
September 27, 2015 | 9 a.m. - 3 p.m.

## 40 km Route



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- ### Rest Stops
1. Markham Civic Centre
  2. Angus Glen Community Centre
  3. Cornell Community Centre
  4. Milne Dam Conservation Area
  5. Crosby Memorial Arena / Main Street Unionville
  6. Markham Pan Am Centre - Registration / Start / Finish

 Long Route (38 km)

