

REPORT

Parks and Recreation

To: Mayor Cote and Members of Council, **Date:** January 10, 2022

From: Dean Gibson,
Director of Parks & Recreation **File:** 1998069

Item #: 2022-23

Subject: BC Superweek Pro-Cycling Series – New West Grand Prix

RECOMMENDATION

THAT Council receive this report for information, and

THAT Council direct staff to report back in the Fall of 2022, and in advance of the City's 2023 Operating budget deliberations, regarding opportunities to host future New West Grand Prix cycling events.

PURPOSE

This report is provided to inform Council that BC Superweek Pro Cycling Series - New West Grand Prix will not be hosted in the City in 2022 as a result of civil engineering construction projects on Columbia Street and in adjacent areas of the downtown.

SUMMARY

New West Grand Prix (NWGP) has been hosted in the City of New Westminster in 2017, 2018, 2019 and was scheduled to be held in 2020 until the COVID-19 pandemic began. The BC Superweek Pro Cycling Series was cancelled in 2020 and 2021 as a result of Provincial Health Orders (PHO's) regarding gatherings and events. Due to the uncertainty of the pending PHO's and the timeline for the completion of associated construction with the Metro Vancouver sewer on Columbia Street and the Pattullo Bridge replacement, a commitment cannot be made for NWGP in 2022.

BACKGROUND

BC Superweek has existed for over a decade and consists of six separate events including The Tour de Delta, New West Grand Prix, Global Relay Gastown Grand Prix, Giro di Burnaby, PoCo Grand Prix and the Tour de White Rock. The series has a total prize purse of more than \$140,000 and has fast become one of the most prestigious pro-cycling events in North America. In 2017 cyclists from around the world gathered in New Westminster for the inaugural New West Grand Prix (NWGP). An estimated 4,000 spectators gathered in downtown New Westminster to watch the races. Given the success of the first year, Council committed to hosting the NWGP for the remaining three years (2018, 2019 and 2020).

An event of this magnitude relies heavily on the support and cooperation of the Downtown BIA, Tourism New Westminster, many businesses and hundreds of volunteers. Past events have been funded through the City's Special Events operating budget and with additional sponsorship opportunities. In 2019, the financial commitment from the City was \$105,199 (Expenditures - \$155,592 & Sponsorship - \$50,393) for this one-day event.

ANALYSIS

The Special Events team has been in discussions with the organizers of BC Superweek Pro Cycle Series as well as other host cities regarding the BC Superweek Pro Cycling Series scheduled for July 8-17, 2022 (Delta 8-10th / New West 12th / Gastown 13th / Burnaby 14th / PoCo 15th / White Rock 16-17th assuming all host cities return to their previous days of the series). At this time, many host cities have yet to confirm their commitment due to a number of contributing factors such as uncertainty regarding PHO's that will be in place for the series and associated financial impact.

In New Westminster, Parks and Recreation staff have consulted with the Engineering Department regarding the feasibility of hosting the event this summer in light of the two ongoing major construction projects that will impact street closures as well as businesses on the event day. To date timelines have been reviewed and there is no confirmed date of completion of the Metro Vancouver sewer replacement on Columbia Street, and it is unknown as to what condition the road will be in to support a world-class cycling event that would be safe for cyclists and spectators. The Pattullo Bridge project will also be requiring a prolonged closure of Front Street, but the timeline for that is also uncertain. If Front Street is closed by July, a concurrent weekday closure of Columbia Street for the NWGP would be very challenging from a traffic management perspective.

There is also a high degree of uncertainty regarding the amount of sponsorship dollars that would be able to be realized due to many businesses having struggled for the past two years through the COVID-19 pandemic. Businesses have also been impacted by the construction that began in the summer of 2021.

Due to the uncertainty of the pending PHO's and the timeline for the completion of associated construction with the Metro Vancouver sewer on Columbia Street and the Pattullo Bridge replacement, a commitment cannot be made for NWGP in 2022. Staff propose that the City consider the opportunity to host the 2023 NWGP later in this year.

INTERDEPARTMENTAL LIAISON

Parks and Recreation has been in discussions with the Engineering Department regarding confirmation of a timeline for the two constructions projects. Neither department is in a position to make any commitment to this series at this time.

OPTIONS

1. That Council receive this report for information
2. That Council direct staff to report back in the Fall of 2022, and in advance of the with City's 2023 Operating budget deliberations, regarding opportunities to host future New West Grand Prix cycling events.
3. Provide alternate direction.

Options #1 & #2 are recommended.

This report was prepared by:

Renee Chadwick - Manager Special Projects and Community Partnerships

This report was reviewed by:

Mike Anderson – Acting Manager, Transportation

Lisa Kemp – Special Events Coordinator

Dean Gibson – Director Parks and Recreation

Lisa Leblanc – Director of Engineering

This report was approved by:

Dean Gibson, Director Parks and Recreation

Lisa Spitale, Chief Administrative Officer