

PARKS, RECREATION AND CULTURE COMMISSION

TO: *MAYOR AND COUNCILLORS*

SUBJECT: GIRO DI BURNABY AND GIROLINO EVENT

RECOMMENDATION:

1. THAT Council authorize to host the Girolino event in 2023 instead of the Giro di Burnaby, as outlined in this report.

REPORT

The Parks, Recreation and Culture Commission, at its meeting held on February 14, 2023, received and adopted the attached report seeking Council approval to proceed with Girolino in 2023.

Respectfully submitted,

Councillor S. Dhaliwal
Chair

Commissioner R. Kent
Deputy Chair

TO: CHAIR AND MEMBERS
PARKS, RECREATION & CULTURE
COMMISSION

DATE: 2023 February 07

FROM: GENERAL MANAGER
PARKS RECREATION AND CULTURE

FILE: 66000-20

SUBJECT: GIRO DI BURNABY AND GIROLINO EVENT

PURPOSE: To seek direction to proceed with Girolino in 2023.

RECOMMENDATION:

1. **THAT** the Parks, Recreation and Culture Commission recommend to Council that the City host the Girolino event in 2023 instead of the Giro di Burnaby, as outlined in this report.

REPORT

1.0 BACKGROUND

The *Giro di Burnaby* cycling event has been held in Burnaby since 2006 as part of the BC Superweek series, with the exception of 2020-2022 due to the COVID-19 pandemic. There have been significant changes to the 2023 BC Superweek events with many municipalities no longer hosting cycling events. The *Girolino* event was created in Burnaby as a bridge event in 2022 to keep the spirit of *Giro di Burnaby* alive with the cancellation of BC Superweek in that same year. Staff are recommending the City continue to host the Girolino and not proceed with the Giro di Burnaby for reasons outlined in this report.

2.0 POLICY SECTION

The Girolino event is aligned with Council adopted Burnaby's Economic Development Strategy 2020, which focuses on Tourism and Sport/Tournaments and the Social Sustainability strategy, which identifies the importance of a sense of belonging, and high quality of life.

3.0 BACKGROUND

Giro di Burnaby

The Giro di Burnaby is a cycling road race that historically attracted international riders. The race made its debut in 2006, attracting 7,000 spectators. In 2007, Burnaby joined the BC Superweek series. This series was comprised of 9 races that made up 10 days of cycling hosted in various cities across the Lower Mainland. The table below shows the cities that were involved in BC Superweek and the days of the races.

City	Race Days
Delta (Tour de Delta)	Friday, Saturday & Sunday
New Westminster (Grand Prix)	Tuesday
Vancouver (Tour de Gastown)	Wednesday
Burnaby (The Giro de Burnaby)	Thursday
Port Coquitlam (Grand Prix)	Friday
White Rock (Tour de White Rock)	Saturday & Sunday

In 2019 there were 5,000 spectators at each race and a total of \$140,000 in cash prizes. This put the Lower Mainland on the international cycling event circuit, making BC Superweek a destination for professional teams from all over the world. The *Giro di Burnaby* has attracted more than 200 riders producing a list of winners that includes some of North America's finest cyclists.

The race took place along Hastings Street, Rosser Avenue, Albert Street, Gilmore Avenue and MacDonald Avenue requiring road closures from 4:00 to 10:00 p.m. The evening kicked off with a short youth race, followed by the women's 40 lap race, then the men's 50 lap course along Hastings Street.

Due to the COVID-19 pandemic BC Superweek was cancelled in 2020, 2021 and 2022.

Girolino

In 2022, with the absence of the *Giro di Burnaby*, the City offered the *Girolino* event at Confederation Park on August 27. The event consisted of fun bike/run races for children aged 5-12 years. Three separate age groups had a specific distance bike ride along the Confederation track and then a run within the park. The popular walking track was closed down for the morning for the event and special permission was given to allow the bikes on the track. The event was developed as a bridge event to keep the spirit of the *Giro di Burnaby* alive. The event was a success with 226 children participating in the races and over 400 spectators in the park. A variety of craft activities, information booths, dinosaur display, play stations, entertainment and a BBQ hosted by the Burnaby Fire Department created a family fun celebration. Each participant received a medal presented by Mayor Mike Hurley and Councillor Calendino. Appia Development was the title corporate sponsor for the event.

4.0 DISCUSSION

The COVID-19 pandemic has impacted many sport and culture organizations and has resulted in upheaval in the event sector. Some events have seen tripling in participation and others have ceased to exist after three years of cancellations. For many reasons, including the impact of COVID-19, this year the BC Superweek series will not proceed with the full compliment of events. Vancouver (Tour de Gastown) has confirmed participation, while New Westminster, Port Coquitlam and Delta have withdrawn. White Rock is pending a decision by their Council in early February, 2023.

Without the full compliment of races in BC Superweek, the number and calibre of cyclists will be reduced as the athletes follow larger prize money opportunities at different events. The *Tour de Gastown* is scheduled to take place on Wednesday, 2023 July 12. The *Giro di Burnaby* would take place the following day on Thursday, July 13. The two days of racing is anticipated to attract a limited number of local athletes from BC, Alberta and Washington State who may travel on to weekend races along the western United States. With fewer race events and lower potential prize money, these events are anticipated to attract fewer riders.

If the *Girolino* event is offered this year, staff would consider moving the bicycle race from the track to a new route. There was an exception made in 2022 to allow bicycles on the track, as this is not typically allowed due to maintaining the track surface and safety for the walkers/runners. Construction on the Confederation Park covered multisport box will start in February, 2023 and continue throughout the summer. This will reduce the area available for the event. A new location would be determined which could include making a safe road-based route in the Confederation Park vicinity.

The table below summarizes the highlights for each event:

Item	Giro di Burnaby 2023	Girolino 2023
Athlete Participation	Potential 40-45% reduction. 2019 had 199 participants and this could decrease to 110.	Potential 10% increase in participation. 2022 had 226 participants and this could rise to greater than 250.
Attendance	3,000 to 5,000 spectators. It is anticipated that this event may draw 2,000 to 4,000 spectators.	400 to 500 spectators, with activities for community participation.
Considerations	Will attract local athletes from, BC, Alberta, Washington VS North America and International. Decrease in the number of participating athletes.	A change of venue will be explored.

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From: General Manager Parks, Rec and Culture
Re: Giro Di Burnaby and Girolino Event

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Estimated Budget	Expenses: \$192,210 Sponsorship revenue: \$60,000 Net cost to host event \$132,210	Sponsorship revenue: \$15,000 Net cost to host event: \$2,000
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If the Commission chooses to proceed with the *Girolino* in 2023 and not the *Giro di Burnaby*, staff will investigate and assess the future of BC Superweek or similar cycling events moving forward and report back to Commission on those findings.

5.0 FINANCIAL CONSIDERATIONS

Without the full event schedule of BC Superweek, the cost of hosting the *Giro di Burnaby* will increase. With only Vancouver participating to date, Burnaby will lose many benefits of working with four other municipalities to organize certain aspects of the races. There were shared costs and tasks amongst the BC Superweek cities. This included rental/purchase of fencing, staging, radio sets, timing systems, and jerseys. These were organized collectively at a discounted price and used by each event. Without the participation of other municipalities, Burnaby would be responsible for covering the full cost of organizing the race with minimal shared costs with Vancouver. This will increase the amount of tasks placed on City staff resulting in increased staffing time and costs. Some supply costs such as fencing, have tripled since 2019. Couple this with the decrease of athlete participation and the overall net cost to facilitate the event will increase substantially as corporate sponsorship support will be lower.

The *Girolino* event will maintain a similar budget to that of 2022 assuming corporate sponsorship is secured. Appia Development provided \$15,000 in sponsorship for the 2022 event which offset the majority of costs.

6.0 RECOMMENDATION AND NEXT STEPS

Staff are recommending the Commission support the continuation of the successful *Girolino* event. Staff will investigate the future of Superweek and cycling races of this calibre in the Lower Mainland and report back to Commission at a future date with this information.



Mary Morrison-Clark
GENERAL MANAGER PARKS, RECREATION AND CULTURE

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Copied to: Chief Administrative Officer