



Agenda

1. Call to Order
2. Signing of Waiver
3. Adoption of Agenda
4. Decision Items:

4.1 Councillor Fredrickson– Tour of Alberta – Finishing Stop Fee

5. Adjournment

AGENDA ITEM: 4.1	Tour of Alberta – Finishing Stop Fee
Department:	Administration
Presented by:	Councillor Fredrickson
Support Staff:	Dwight Dibben, CAO

BACKGROUND:

The Tour of Alberta, presented by ATB Financial, is Canada’s first and highest ranked professional road cycling stage race taking place across the diverse landscape of Alberta. Drayton Valley has the opportunity to be a Finishing Community during the staging of the 2016 Tour of Alberta. This years’ race will be held on September 1-6 and the Finishing Stop in Drayton Valley is proposed to be the afternoon of Saturday, September 3, 2016.

The fee to be a Finishing Community is \$150,000. Direct benefits to being a finishing community include

- Three (3) 30 second commercials during the live broadcast on our stage day;
- Course signage; inclusion of Drayton Valley and our logo in various Tour publications (local and international);
- Various other media, PR and social media inclusions and references;
- Sponsors hospitality passes locally and for outside Tour events;
- Direct economic benefits to the Town including Tour requirements of approximately 400 hotel rooms over two days; two meals for Tour participants, teams and organizing officials (supper on the night of September 3, and breakfast the morning of September 4);
- Indirect economic benefits of anticipated spectators and other interested parties being in town for the event (Tour estimates from past years events are that between 10,000 to 12,000 spectators will come to watch the race).

Administration has initiated discussions with the Drayton Valley Hospitality and Tourism Authority in efforts to have them assume a portion of the costs associated with being a Finishing Community. Following the official announcement of the Tour schedule on April 14, additional discussions with Tour officials will be occurring in order to better understand other sponsorship opportunities and the potential identification of others to further defray the costs to the Town. The proposal before Council is that the Town will ultimately assume the costs of the entire Finishing Community Fee should other potential sponsors not be secured.

MOTION:

I move that Council approve a contribution of up to \$150,000 in order to secure the rights to be a Finishing Community for the 2016 Tour of Alberta on September 3, 2016.