



## STAFF REPORT ACTION REQUIRED

### Supplementary Report - Establishment of One Toronto Marathon

<b>Date:</b>	February 18, 2010
<b>To:</b>	City Council
<b>From:</b>	General Manager, Economic Development and Culture
<b>Wards:</b>	All Wards
<b>Reference Number:</b>	

#### SUMMARY

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The purpose of this report is to inform City Council on the outcome of the meetings held between the race directors of the two marathons, the General Manager of Economic Development and Culture and staff of Transportation Services in regard to one marathon moving to a spring date and the other marathon remaining at a fall date.

#### RECOMMENDATIONS

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1. City Council delete the recommendations in Item PW30.2 of the Public Works and Infrastructure Committee.
2. City Council direct the General Manager of Economic Development and Culture, in consultation with the General Manager of Transportation Services, to continue to work closely with the race directors of both marathons to minimize the negative impacts on businesses and residents of street closings and to maximize the charitable, economic and tourism potential of their events.
3. The appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

#### BACKGROUND

The Public Works and Infrastructure Committee, at its meeting of February 2, 2010, in considering Item PW30.2 titled "Establishment of One Toronto Marathon", requested the General Manager, Economic Development and Culture, in consultation with the General Manager, Transportation Services, to meet with the two marathon race directors

to determine if one organization would agree to move its marathon to a spring date, and the other marathon would remain at a fall date, and also requested the General Manager, Economic Development and Culture, in consultation with the General Manager, Transportation Services, to submit a report directly to City Council on the outcome of this meeting.

## **COMMENTS**

The General Manager of Economic Development, together with staff of Transportation Services, met and had many discussions with both marathon race directors. The two marathon race directors have reached an agreement with the City whereby one marathon will move to the spring and one marathon will remain at a fall date, effective 2011. They have also agreed to continue to work closely with the City of Toronto to minimize the negative impacts on businesses and residents of street closings. In addition, they have agreed to work with the City to significantly increase participation and to maximize the benefits to the City of larger contributions to charities, expanded economic impacts of more visitors and greater marketing visibility for the City and the sponsors in this region and around the world.

## **CONTACT**

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## **SIGNATURE**

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Economic Development and Culture