

Annual Marathons in the City of Toronto (All Wards)

(City Council on June 7, 8 and 9, 2000, adopted this Clause, without amendment.)

The Economic Development and Parks Committee recommends that:

- (1) the Canadian International Marathon and the Waterfront Marathon take place in the year 2000 as scheduled; and**
- (2) any permit application submitted to the City of Toronto that meets the City's criteria be granted.**

The Economic Development and Parks Committee reports, for the information of Council, having requested the Commissioner of Economic Development, Culture and Tourism to report back, prior to the 2001 racing schedule, on the merits of having one or two marathons in the City of Toronto.

The Economic Development and Parks Committee submits the joint report (May 8, 2000) from the Commissioner of Economic Development, Culture and Tourism and the Commissioner of Works and Emergency Services:

Purpose:

To advise Economic Development and Parks Committee of two marathons in the City of Toronto in the fall 2000.

Financial Implications and Impact Statement:

There are no financial implications resulting from the adoption of this report.

Recommendations:

It is recommended that this report be forwarded to Works Committee for information.

Background:

The City of Toronto, for several years has been host to The Canadian International Marathon which organizes a full marathon and half-marathon on Sunday, October 15, 2000. Both begin at Mel Lastman Square and travel through the former North York, along Yonge Street finishing at Queen's Park.

Recently, another marathon, the "Waterfront Marathon" received a permit to stage a race scheduled to start at the St. Lawrence Market, running along Lakeshore Boulevard, the Leslie Street Spit and finishing back at the St. Lawrence Market on Sunday, September 24, 2000.

Both organizations applied to Works and Emergency Services, Transportation Services, for a permit to hold their marathon in the City. The division requires organizers meet specific criteria in order to obtain a permit. Requirements include notification to residents and businesses affected by any road closures. Also, Police Services and other City of Toronto Departments must be consulted regarding traffic disruptions. Works and Emergency Services representatives issue permits when all criteria are met. Having satisfied all necessary requirements, both race organizations received a permit.

Being less than four weeks apart, concerns have arisen regarding the proximity of two marathons so close together. However, there is no by-law in place restricting the number of marathons the City of Toronto can host.

Both events continue to receive consultation from City of Toronto staff regarding the design of their race route, signage and traffic plans, as well as facilitation of meetings with the public.

Comments:

In the cities of Boston, Chicago and New York, marathons have become major events, which draw runners from all over the world and significantly add to the economic development of the host city. The City of Chicago for example started their marathon five years ago. Since their first marathon, they have had approximately 30,000 participants with an economic impact of \$65 to \$75 million dollars.

One consideration may be to discuss with both organizers the opportunity to move one marathon to the spring with the other marathon remaining in the fall. This could alleviate the concern regarding the proximity of dates.

Conclusions:

Marathons contribute significantly to the vibrancy of a city as shown in other major cities. Every effort is to be made to provide the necessary support to organizers hosting a marathon in the City to ensure their success.

Contact Name:

Ms. Jaye Robinson, Director, Special Events, Telephone: 395-7310, Fax: 395-0278,
Jrobinson@city.toronto.on.ca.

The Economic Development and Parks Committee also had before it during consideration of the foregoing matter the following communications:

- (a) (April 27, 2000) from Mr. John Craig, Executive Coordinator, Ontario Track and Field Association, expressing concern about two separate organizations staging marathon races in the fall of 2000;

- (b) (April 19, 2000) from Ms. Julie McDowell, Chair, Marathon Strides Against MS, expressing support for the Canadian International Marathon, and requesting the City to reconsider hosting two marathons within a one month period;
 - (c) (February 8, 2000) from Mr. Alan R. Hudson, MB, FRCS(C), President and Chief Executive Officer, University Health Network, (Toronto General Hospital, Toronto Western Hospital and Princess Margaret Hospital) expressing support for the sixth annual Canadian International Marathon;
 - (d) (May 3, 2000) from Mr. Neville Kirchmann, President and Chief Executive Officer, The Princess Margaret Hospital, expressing concern with the proposed timing of approval for a second marathon as it would jeopardize the Canadian International Marathon's success, diminishing the revenue and attention it generates for the City of Toronto and the Princess Margaret Hospital;
 - (e) (April 18, 2000) from Mr. Cory Freedman, National Manager, Team Diabetes, Canadian Diabetes Association, expressing concern that the granting of a road and traffic permit for a second marathon in the City on September 24, 2000, will be in direct conflict with the Canadian International Marathon scheduled for October 15, 2000;
 - (f) (April 14, 2000) from Mr. John Stanton, President and Founder, Running Room Canada Inc., expressing support for the Canadian International Marathon and requesting the City to reconsider the approval of the permit for a second marathon just three weeks before CIM's established event;
 - (g) (undated) from Mr. Stephen Stein, Toronto, Ontario, expressing support for the Canadian International Marathon; requesting the City to cancel the permit for a second marathon; and suggesting that the Parks and Recreation Division, with the help of the running community, design a policy on how many and where races should be held;
 - (h) (April 27, 2000) from Mr. Ken Doucette, National Sports Manager, Canadian Forces Personnel Support Agency, expressing support for the Canadian International Marathon and asking the City to reconsider their approval of a second marathon;
 - (i) (undated) from Mr. Anthony J. Pin, President, Ontario Roadrunners Association, requesting the City to reconsider the granting of two marathons in Toronto over a three week period in the fall of 2000; and
 - (j) (May 11, 2000) from Councillor Norman Gardner, North York Centre, expressing his objection to a request by the Toronto International Marathon to overturn a permit for the Mount Sinai/Scotiabank Marathon.
-

The following persons appeared before the Economic Development and Parks Committee in connection with the foregoing matter:

- Mr. John Craig, Executive Co-ordinator, Ontario Track and Field Association;
- Mr. Alan Brooks, Representative, Toronto Waterfront Marathon;
- Mr. David Reid, Representative, Toronto Waterfront Marathon;
- Mr. I. Grossman, Mount Sinai Hospital Foundation;
- Mr. J. Glassman, Canadian International Marathon;
- Mr. Morton Cohen, Marathon Runner; and
- Mr. Neville Kirchmann, President and Chief Executive Officer, Princess Margaret Hospital Foundation;
- Mr. Alan Glass, Canadian International Marathon; and
- Councillor Jack Layton, Don River.