



**STAFF REPORT
ACTION REQUIRED**

Toronto Triathlon Festival – 2012 Outcomes and 2013 Road Closures

Date:	December 21, 2012
To:	Public Works and Infrastructure Committee
From:	General Manager, Economic Development and Culture General Manager, Transportation Services
Wards:	Wards 13, 14, 19, 20, 26, 28, 29, 30 and 31
Reference Number:	P:\2013\Cluster B\TRA\Toronto and East York District\ROW\Te2013009te.row.docx

SUMMARY

The purpose of this report is to provide a post review on the inaugural 2012 "Toronto Triathlon Festival" and seek City Council authority to close portions of the Gardiner Expressway (east bound lanes) and Don Valley Parkway (north bound lanes) to accommodate the 2013, 2014 and 2015 Toronto Triathlon Festival event.

On July 22, 2012 the inaugural Toronto Triathlon Festival was staged for the first time in Toronto using parts of Lake Ontario and the downtown core including the Gardiner Expressway (east bound lanes), the Don Valley Parkway (north bound lanes) and the Martin Goodman Trail. Over 1200 athletes participated collecting over \$50,000 for local charities with an estimated \$808,000 in economic activity for the City of Toronto.

A post review of the event by City staff and related agencies confirmed a smooth operation undertaken by the event organizers with no serious concerns recorded.

RECOMMENDATIONS

The General Manager, Economic, Development and Culture, and the General Manager, Transportation Services, recommend that:

1. City Council approve the closure of the F.G. Gardiner Expressway, eastbound lanes only, from the Humber River to the Don Valley Parkway, including all ramps, and the Don Valley Parkway, northbound lanes only from the F.G. Gardiner Expressway to Eglinton Avenue East, including all ramps, on the Sundays of July 21, 2013 and July 20, 2014 and on a Sunday in the summer of

2015 (subject to Pan Am Games coordination), from 2:00 a.m. to 12:00 p.m. (noon), for the 2013, 2014 and 2015 "Toronto Triathlon Festival" event.

2. City Council prohibit other road closures due to events or film permits on arterial roads bounded by Highway No. 401, Warden Avenue, the Lake, Humber River, Queen Street/The Queensway, and Yonge Street, which will be required to accommodate overflow traffic from the expressway closures on the day of the 2013, 2014 and 2015 "Toronto Triathlon Festival" event.

Financial Impact

Event organizers will be responsible for the full costs associated with the 2013, 2014 & 2015 Toronto Triathlon Festival and there are no direct budgetary implications to the City.

The Deputy City Manager and Chief Financial Officer have reviewed this report and agree with the financial impact information.

DECISION HISTORY

On October 24, 2011, City Council adopted a report from the Public Works and Infrastructure Committee titled "F. G. Gardiner Expressway and Don Valley Parkway Closure - "Ironman 5150" Event 2012 and Framework to Assess Applications to Close Expressways for Private Events "

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2011.PW8.2>

In the recommendations, City Council directed the General Managers of Economic Development and Culture, and Transportation Services, to report to Public Works and Infrastructure Committee on the outcomes and any concerns related to the 2012 event, if approved and completed, should the proponent apply for similar expressway closures in subsequent years.

COMMENTS

On July 22, 2012 the inaugural Toronto Triathlon Festival (TTF) was staged using parts of Lake Ontario for the swim and the downtown core including the Gardiner Expressway (east bound lanes), the Don Valley Parkway (north bound lanes) for cycling and the Martin Goodman Trail for running.

Key statistics include:

- Over 1200 athletes participated – 66% from Toronto, 28% Ontario, 2% Canada, 2.3% United States and 1.7% other countries, making it one of the largest ever 1st time urban triathlons
- Featured Olympians Simon Whitfield and Paula Findlay
- Over 3,000 people (athletes, families, spectators) took part in the TTF Race Weekend
- Over 100 World Championship Qualifying Spots awarded to TTF athletes

- Over \$50,000 raised for local charities
- Over 200 local volunteers

In addition to the race, 2,200 participants visited the TTF Sports and Fitness Expo with 12 exhibitors at the Westin Harbour Castle and a 1.2 km Porter Airlines Fun Run was held.

The Canadian Sport Tourism Alliance, using its proprietary Sport Tourism Economic Assessment Model (STEAM), estimated \$808,000 in economic activity for the City of Toronto and \$1.2 million to the Province of Ontario.

A post review of the event by City staff and related agencies confirmed a smooth operation undertaken by the event organizers with no serious concerns recorded.

IN 2013 AND BEYOND

The 2013 Toronto Triathlon Festival will be held on Sunday, July 21, 2013, utilizing the same route as 2012 and the potential addition of a curb lane closure on Lakeshore Boulevard East from Windermere Avenue to Ontario Place for the run portion of the triathlon.

The governing body of the sport, Triathlon Canada has awarded the Toronto Triathlon Festival the Canadian National Championships (Sprint and Olympic Distances). This designation will continue to enhance the Festival's profile across Canada and internationally, while assisting in growing the event participation numbers up to 2000.

In addition, Triathlon Canada and the Toronto Triathlon Festival Organizers are working together to insure the 2014 Toronto Triathlon Festival becomes the official test event for the 2015 Pan Am Games. Post 2015 the goal will be for the Toronto Triathlon Festival to host an International Triathlon Union sanctioned race as part of their event. This race would then become part of an ongoing international series that produces Olympic level athletes.

CONTACT

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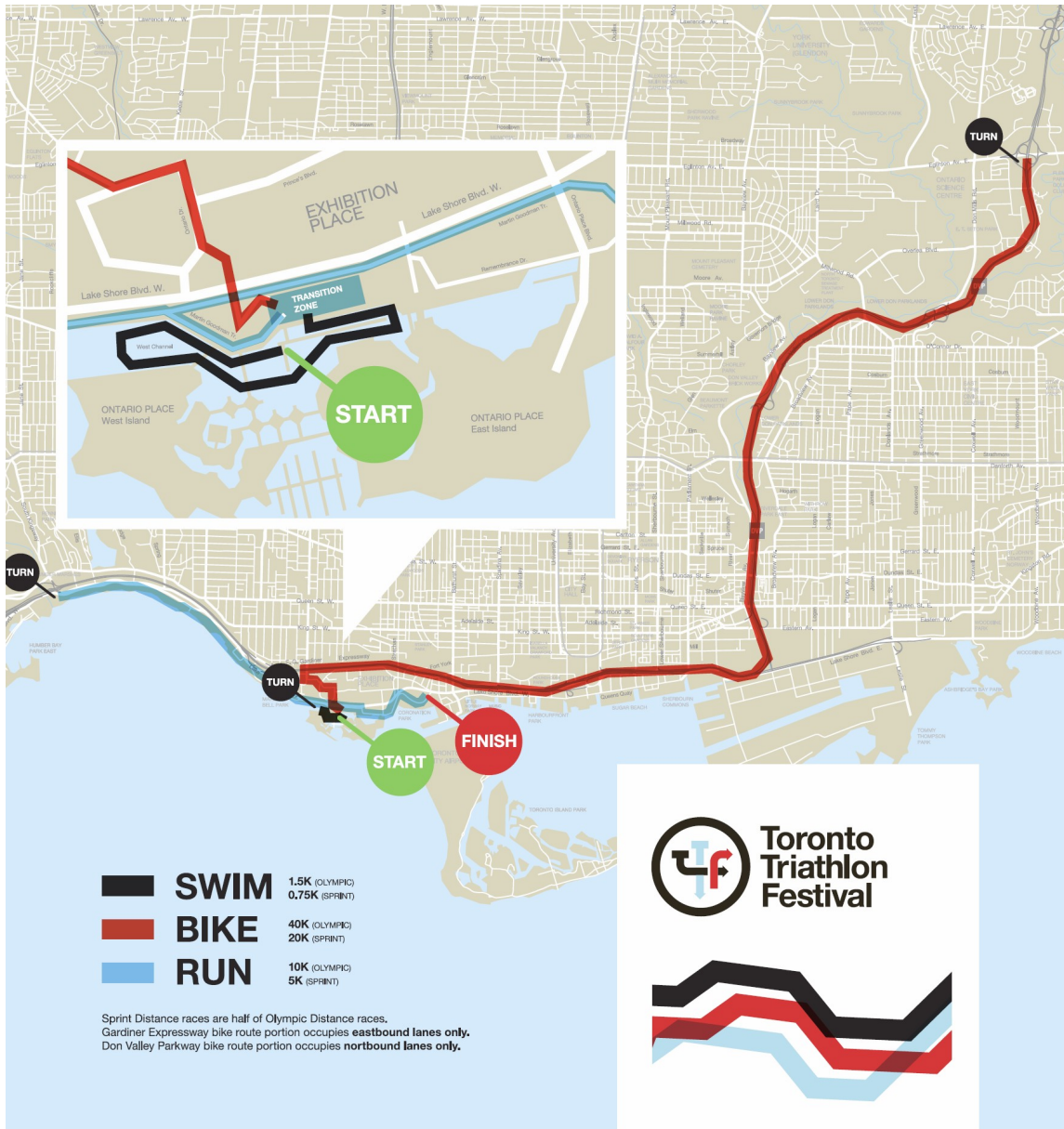
SIGNATURE

Michael H. Williams, General Manager
Economic Development and Culture

Stephen Buckley, General Manager
Transportation Services

ATTACHMENT

Appendix 1 –Triathlon Route Map



OLYMPIC DISTANCE COURSE