

## CORPORATE REPORT

To: CAO for the Recreation, Culture & Airpark Services Commission      Date: 2019-01-22

From: Jody Castle, Manager of Recreation, Culture & Airpark Services

**Subject: Ride to Conquer Cancer Facility Booking**

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### RECOMMENDATION

THAT the Dan Sharrers Aquatic Centre, Conference Centre and Arena be closed to the public on Sunday, August 25, 2019 for the purpose of hosting the Ride to Conquer Cancer Finish Line event.

### STRATEGIC AREA(S) OF FOCUS

Support Healthy & Sustainable Community

Provide Responsive & Effective Public Services

### BACKGROUND

The Ride to Conquer Cancer is a 2 day, 220 km bicycle ride to raise funds for the BC Cancer Foundation. Approximately 2000 participants commence their ride on Saturday, August 24<sup>th</sup> from Cloverdale along a fully supported route which includes the provision of food, and if necessary, shuttle rides and medical care. Riders camp overnight in Chilliwack, before riding an additional 110km to Hope on Sunday. The Finish Line is proposed to take place at Sixth Avenue Park from 8am to 4pm on Sunday, August 25<sup>th</sup>. The finish line is open to the public and is an area to welcome the riders after the two day ride.

In 2017, the Ride raised \$10.6 million for the BC Cancer Foundation. The ride was scheduled to conclude in Hope, however fires along the route prohibited participants from finishing in Hope. Last minute changes allowed the event to continue, however the event organizers rerouted participants and concluded the event in Chilliwack.

### DISCUSSION

The Ride to Conquer Cancer has requested use of the Recreation Centre to host the finish line. They have provided a site map (reference attached) that indicates they would likely be accessing the majority

of the parking surrounding the facility, the Conference Centre (designated control central), showers (both arena and aquatic centre if possible) and potentially small sections of the arena lobby or floor.

Given the likely limited parking and the large number of people accessing the facility, it may be challenging for facility members and drop in customers to use the facility without disruption. The event date falls during the proposed pool maintenance shutdown period and Sundays, in particular, during this time, have shown to be lower in attendance. For example, in 2017, 25 membership scans and \$78 in drop in revenues were generated.

While the Ride to Conquer Cancer is a fundraising event, event representatives noted a willingness to contribute financially for access to the facilities.

## **COST**

### **Potential Revenue**

Conference Centre (5am-5pm)	\$647.00
Arena and Mezzanine	\$800.00
<b>Total Revenue</b>	<b>\$1447.00</b>

### **Potential Loss of Revenue**

<b>Last Sunday in August</b>	<b>2017</b>	<b>2018</b>
Membership Scans	\$100	0
Drop Ins	\$75	0

## **COMMENTS BY:**

**Mike Veenbaas, Director of Financial Services**

Reviewed and supported.

**Paul Gipps, Chief Administrative Officer**

Reviewed and supported