

COMMITTEE OF THE WHOLE – NOVEMBER 10, 2009

2010 OLYMPIC TORCH RELAY IN VAUGHAN

Recommendation

The Director of Corporate Communications and the Director of Economic Development, in consultation with the Commissioner of Community Services and the Commissioner of Engineering and Public Works, recommend:

1. That the City of Vaughan supports the 2010 Olympic Torch Relay, scheduled to arrive in Vaughan on December 18, 2009, by providing priority services required to ensure city route roads are safe, clear of snow and salted, and;
2. That the City of Vaughan work with the Vancouver 2010 Olympic Torch Relay organizers to promote the event and accommodate public viewing of the relay in Vaughan.

Contribution to Sustainability

N/A

Economic Impact

The cost of accommodating public viewing of the relay is yet to be determined (i.e. setting up bleachers, barricades, garbage/recycling, etc.). Road clearance would be conducted under the Winter Maintenance Program.

Communications Plan

The Corporate Communications Department will issue a media advisory, a news release and provide information on the City website to promote this event.

Purpose

City support for the 2010 Olympic Torch Relay in Vaughan.

Background - Analysis and Options

The Vancouver 2010 Olympic Torch Relay route will be the longest domestic Torch Relay in Olympic history, stretching over 45,000 kilometres across Canada, through more than 1,000 communities and passing within a one-hour distance of more than 90 per cent of the entire Canadian population.

One thousand communities were chosen across the country as Route Communities, including the City of Vaughan.

Residents of Vaughan who want to catch the Olympic Spirit will have the opportunity to see the Olympic Flame in person on Friday, December 18, 2009. The relay is an opportunity to showcase the unique character of our nation and our communities and to unite everyone in cheering on our athletes.

The Vancouver 2010 Olympic Torch Relay is presented by Coca-Cola and RBC and supported by the Government of Canada. Torch bearers are the winners of a contest conducted by Coca-Cola and RBC.

The route through Vaughan will be publicly announced 14 days prior to the event, as per the requirements of the Olympic Torch Relay. Organizers will inform municipalities of the route prior to this date to accommodate any pre-event planning requirements.

The torch relay will pause at a "Community Stop" in Vaughan, the location of which is selected by the relay organizers. The duration of the stop will be 1 to 2 minutes and will provide a photo opportunity for local dignitaries.

The Olympic Committee will be working directly with Vaughan Public Libraries for the Olympic Relay vehicle location in front of the Kleinburg library on Islington Ave.

Relationship to Vaughan Vision 2020 Strategic Plan

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Regional Implications

The Olympic Torch Relay will contact the Region to ensure that regional roads on the relay route will be cleared of snow and ice. The RCMP will coordinate all of the "rolling" road closures with the local police.

Conclusion

Council support of the 2010 Olympic Torch Relay in Vaughan will assist in promoting this national event and encourage the participation of City residents and businesses in this event.

Attachments

None.

Report prepared by:

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Respectfully submitted,

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