



Staff Report

Community Services

Report To: Council Meeting
Meeting Date: February 18, 2025
Report Number: CS.25.014
Title: Response to Deputation of Jeff Thompson, Alpine Canada
Prepared by: Ryan Gibbons, Director of Community Services

A. Recommendations

THAT Council receive Staff Report CS.25.014, entitled "Response to Deputation of Jeff Thompson, Alpine Canada";

AND THAT Council authorize temporary relief to By-law 2022-49 being a By-law to regulate parking, standing and stopping of motor vehicles on roads and properties under the jurisdiction of the Town of The Blue Mountains, March 14 and 15, 2025 between 9:00am and 6:00pm on Craigleith Road;

AND THAT Council waives the provisions of the Fees and Charges By-law as it relates to covering and uncovering the parking restriction signs;

AND THAT Council authorize staff to provide Town staff resources and equipment to Alpine Canada for the 2025 Ski Cross World Cup event, described in the analysis section as available.

B. Overview

This report is in response to a request from Committee of the Whole and a deputation from Alpine Canada to provide Council with details requested to support the event.

C. Background

In 2023, Council received a deputation from Alpine Canada requesting support for the 2023 event. Council approved the following motion:

Jeff Thompson, Ski Cross World Cup Re: 2023 Ski Cross World Cup Request for Support

Moved by: Councillor Hope

Seconded by: Councillor Ardiel

THAT Council of Town of The Blue Mountains receives the deputation of Jeff Thompson, Vice-President Alpine Canada, regarding the 2023 Ski Cross World Cup Request for Support;

AND THAT, in return for recognition of the Town of The Blue Mountains as an exclusive municipal Partner and including a Blue Mountain logo banner on all print, web and social media postings, Council of the Town of The Blue Mountains will support the 2023 Ski Cross World Cup Event as follows:

1. waives the provisions of the Parking By-law on Craigeith Road on March 17 and 18, 2023 between 9:00 am and 6:00 pm, on one side of the road, opposite the fire hydrants;
2. directs staff to plow the Northwinds Beach Parking Lot for overflow event parking at no charge for the event on March 17 and 18, 2023;
3. directs staff to waive the provisions of the Fees and Charges By-law as it relates to paid parking fees at Northwinds Beach on March 17 and 18, 2023;
4. directs staff to provide marketing support for the 2023 Ski Cross World Cup event, through social media channels, Town website, Town eblasts and digital outreach.

At the February 3rd Committee of the Whole meeting, Jeff Thompson, Alpine Canada presented a deputation resulting in Committee requesting staff to bring this report directly to Council February 18, 2025.

D. Analysis

Alpine Canada identified the following reasons why the Town should support the 2025 Ski Cross World Cup:

Region is playing host to a world class sporting event

Competition brings both national and international audience

2 days of broadcast production by CBC sports – bringing international exposure to the region

Position of the Town of The Blue Mountains as a hub for an active and healthy audience

Many opportunities for Town of the Blue Mountains constituents to engage in this event

Opportunities to integrate the Town into the event

Town of The Blue Mountains benefits:

2 on hill banners with Town logo

2 VIP tickets to ACA VIP area

Logo on SXWC website

Logo on all event material

Logo on social media postings

An opportunity to welcome teams and athletes at opening ceremonies

Ability to have a presence on-site to engage with spectators

Request for support:

Waive the no parking by law or charge Craighleith Rd on March 14/15 between 9:00 am and 6:00 pm at no charge

Provide available traffic cones, barricades and high res. vests as is available

Promote the event on Town of BM channels and publications

Social channels

Municipal website and Tourism partners

Eblast and digital outreach

Town staff recommend providing the requested resources as available and that Council approve the temporary relief to the parking regulation by-law.

E. Strategic Priorities

1. Communication and Engagement

We will enhance communications and engagement between Town Staff, Town residents and stakeholders

2. Organizational Excellence

We will continually seek out ways to improve the internal organization of Town Staff and the management of Town assets.

3. Community

We will protect and enhance the community feel and the character of the Town, while ensuring the responsible use of resources and restoration of nature.

4. Quality of Life

We will foster a high quality of life for full-time and part-time residents of all ages and stages, while welcoming visitors.

F. Environmental Impacts

Direct environmental impacts will include Greenhouse Gases (GHG) to load, deliver and pickup the requested items. They will also include GHG's required to cover and uncover the no parking signs.

G. Financial Impacts

Request	Estimated Value	Description of Work	Actual Cost for Staff Time
Provide temporary relief to parking by-law	Unknown – estimating the value of renting 1.5 acres of land which may not be available or a practical equivalent to on-road parking	Cover and Remove Coverings from 12 signs - \$33.71/hr x 4 hours x 2 staff. Fees and Charges By-law - \$	\$269.68
Traffic cones, barricades, safety vests, fencing, etc.	\$12,000	Delivery and Pick-up Costs - \$33.71/hr x 9 hours + delivery \$50/hr.	\$403.39
Event Promotion	The Town does not sell advertising on its platforms but reaches thousands of a hyperlocal audience through various channels. Equivalent could range from \$500-1000	Content creating, posting, updates to website, promotion on social channels – \$42.85/hr x 6 hours Fees and Charges for covering signs - \$20/sign	\$257.10
Total			\$930.17

Estimated value of promotion by Alpine Canada for The Blue Mountains was identified as an event partner, equivalent sponsorship of \$25,000 - \$50,000.

H. In Consultation With

Steve Conn, Fire Chief

Kevin Cornell, OPP Detachment Sergeant

Allan Gibbons, Acting Manager of Communications & Economic Development

Jim McCannell, Manager of Roads and Drainage

Jessica Robb, Deputy Chief of Operations – Paramedic Services

Jeff Thompson, Alpine Canada Aplin

Debbie Young, Manage of Bylaw and Licensing

I. Public Engagement

The topic of this Staff Report has not been the subject of a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Ryan Gibbons, Director of Community Services directorcs@thebluemountains.ca.

J. Attached

1. Map – Craigleith Road

Respectfully submitted,

Ryan Gibbons
Director of Community Services

For more information, please contact:
Ryan Gibbons, Director of Community Services
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519-599-3131 extension 281

Report Approval Details

Document Title:	CS.25.014 Response to Deputation of Jeff Thompson, Alpine Canada.docx
Attachments:	- Att-1-Map-Craigleith-Road.pdf
Final Approval Date:	Feb 10, 2025

This report and all of its attachments were approved and signed as outlined below:

Ryan Gibbons - Feb 10, 2025 - 3:30 PM