

**REPORT NO. 203 of the
SOCIAL DEVELOPMENT,
HEALTH & CULTURE STANDING COMMITTEE**
of its meeting held February 5, 2014

Present:
Councillor Ed Sleiman, Chair
Councillor Jo-Anne Gignac
Councillor Alan Halberstadt
Councillor Al Maghnieh
Councillor Fulvio Valentinis

That the following recommendation of the Social Development, Health and Culture Standing Committee **BE APPROVED** as follows:

Moved by Councillor Gignac, seconded by Councillor Maghnieh,

THAT the application from Viral Events LLC to host The Run or Dye 5K Run at the Riverfront Festival Plaza and the Riverfront Civic Terrace and the Riverfront Tail on September 20, 2014 and September 21, 2014 (rainout event day) **BE APPROVED**; and further

THAT a temporary road closure of Riverside Drive West between Ouellette Avenue and Sunset Avenue on September 20, 2014 (September 21, 2014 rainout date) **BE APPROVED** subject to the terms and conditions of the Special Events Agreement.

Carried.

Livelihood 16947, SR2014

Clerk's Note: The administrative report authored by the Coordinator of Special Events dated January 14, 2014 entitled "*Viral Events Run or Dye 5K Run, Riverfront Festival Plaza and Riverfront Civic Terrace, Riverfront Trail, Temporary Road Closure of Riverside Drive West*" is attached as background information.

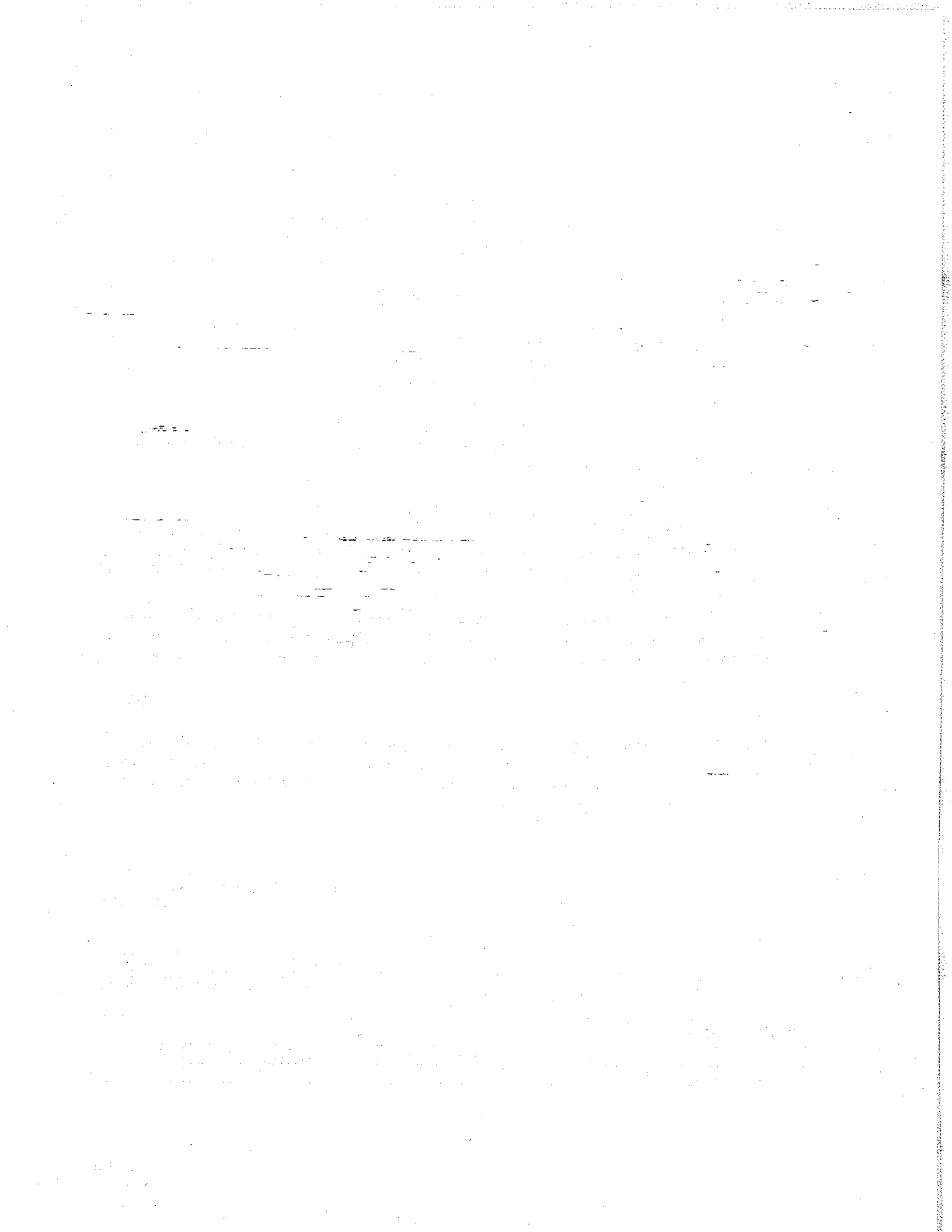


CHAIRPERSON



COUNCIL SECRETARIAT

NOTIFICATION :				
Name	Address	Email Address	Telephone	FAX
See notification in report				



THE CORPORATION OF THE CITY OF WINDSOR
Social Development, Health and Culture Standing Committee-
Administrative Report

**MISSION STATEMENT:**

"Our City is built on relationships – between citizens and their government, businesses and public institutions, city and region – all interconnected, mutually supportive, and focused on the brightest future we can create together."

LiveLink REPORT #: 16947 SR2014	Report Date: January 14, 2014
Author's Name: Mike Taylor	Date to Standing Committee: February 5, 2014
Author's Phone: 519 253-2300 ext. 2716	Classification #:
Author's E-mail: mtaylor@city.windsor.on.ca	

To: Social Development, Health and Culture Standing Committee

**Subject: Viral Events Run or Dye 5K Run
 Riverfront Festival Plaza and Riverfront Civic Terrace, Riverfront Trail
 Temporary Road Closure of Riverside Drive West**

P&R 14-03

1. RECOMMENDATION: City Wide: _____ Ward(s): 2

That the application from Viral Events LLC to host The Run or Dye 5K Run at the Riverfront Festival Plaza and the Riverfront Civic Terrace and the Riverfront Trail on September 20, 2014 and September 21, 2014 (rainout event day) **BE APPROVED**; and further

That a temporary road closure of Riverside Drive West between Ouellette Avenue and Sunset Avenue on September 20, 2014 (September 21, 2014 rainout date) **BE APPROVED** subject to the to the terms and conditions of the Special Event Agreement.

EXECUTIVE SUMMARY:

N/A

2. BACKGROUND:

Viral Events LLC is a Utah, USA based company that specializes in organizing and executing community events. One of their events is the Run or Dye event, which is a 5K fun run/walk. Participants follow a designated pathway and run through a series of designated spots that layer the participant with coloured dye material. This event is very similar in nature to the Color Run event that took place in Windsor in July 2013. Viral Events LLC are scheduled to host Run or Dye in twenty three other Canadian cities in 2014, and well over one hundred and fifty other locations throughout the USA.

The Run or Dye™ 5k is a unique experience focused less on speed and more on crazy color fun with friends and family. Color runners come from all different ages, shapes, sizes, and speeds. The event has proven successful in over one hundred other locations in and throughout North American in 2013, drawing upwards to 15,000 participants in many of the recent locations, and some as high as 30,000 runners and walkers. Runners/walkers begin the 5k at the start line wearing white only T-shirts, shorts and appropriate footwear. By the end, they look like they finish in a vat of colors goodness. As the runners/walkers reach the kilometre color zones, they are blitzed by event volunteers, sponsors, and staff with a corn starch dye material. All products are 100% natural and safe.

3. DISCUSSION:

Participants would be expected to register at the Riverfront Festival Plaza the day prior to the event. September 21, 2014 has been designated as the rainout date. The event would begin at 8 a.m. on September 20, 2014 (September 21, 2014 rainout), with a temporary road closure of Riverside Drive West between Ouellette Avenue and Sunset Avenue from 8:00 a.m. – 10:15 a.m. Windsor Police Services will be requested to assist in the temporary road closure.

As runners/walkers pass through the color zones (four), volunteers 'paint' the runners as they go by. The products used to paint the participants are a non-toxic biodegradable product.

Color Stations would be located in proximity to:

- 1- Riverside Drive near Campbell in front of Straith Park
- 2- On the Waterfront Trail in the parking lot at Assumption Park
- 3- On the Waterfront Trail near Campbell Street
- 4- On the Waterfront Trail west of the Caron Avenue Pump Station Park

Road Closures

The route requested is the same route that was used by the 2013 CIBC Run for the Cure (held annually in October of each of the past seven years), and the 2013 Color Run held last July 2013. Similar to the Color Run, the event will proceed west bound on Riverside Drive West to Sunset Avenue, then north bound on to the Riverfront Trail, running eastward along the trail to the finish line at Riverfront Festival Plaza.

The general public will be encouraged to come to the river front and watch the event and cheer on the participants. Volunteers will manage the trail with stationary positions along the route, including assisting Windsor Police Services in managing the temporary road closures.

At the time of this report, a communiqué was discussed members of SERT (Special Event Resource Team) asking for any objections to the proposal being brought forward to Council. No objections were expressed.

The event organizers will be expected to enter into an agreement with the Corporation to the extent similar to the other festivals and events that currently are presented in Windsor, including indemnifying the City of Windsor of any future legal, environmental, or financial liability associated with the event. The event organizers have indicated that they intend to donate a portion of the proceeds to a charitable organization, and anticipate announcing the charity in approximately one month.

4. RISK ANALYSIS:

As part of their agreement with the City of Windsor, the event organizers are required to develop a security plan and consult with Windsor Police Services, Windsor Fire and Rescue to maximize safety for those attending the event. Event organizers are required to ensure that the colour zones are cleaned and returned to their original state, and that the material used for the colour zones meets all environmental standards and conditions.

5. FINANCIAL MATTERS:

The client will be required to pay appropriate fees as per the approved 2014 Schedule of Fees, and may be subjected to other service fees from participating departments as required.

6. CONSULTATIONS:

Financial Planning Administrator, Recreation and Culture Department, SERT (Special Events Resource Team). E-mail notification sent to City Solicitor; Executive Director of Parks and Facilities; Executive Director of Operations; Chief Building Official; License Commissioner; Risk Management Supervisor and Ward Councillor.

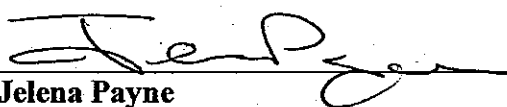
7. CONCLUSION:

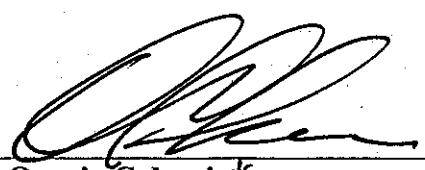
The City of Windsor recognizes the importance of special events and festivals in enhancing the quality of life, tourism, culture, recreation, and education, all of which would not be possible without the invaluable services of volunteers, community groups, and sponsors that add their support and skills to enhancing the community events. The Run or Dye event is anticipated to draw participants from across the southern Ontario and the Michigan/Ohio state boundary.


Mike Taylor
Coordinator Special Events


Jan Wilson
Executive Director Recreation and Culture


Mark Winterton
Acting Executive Director of Operations


Jelena Payne
Community Development and Health
Commissioner and Corporate Leader Social
Development, Health, Recreation and
Culture


Onorio Colucci
Chief Financial Officer/City Treasurer
and Corporate Leader Finance and
Technology


for Helga Reidel
Chief Administrative Officer

MT:hg

APPENDICES:

DEPARTMENTS/OTHERS CONSULTED:

Name:

Phone #: 519 ext.

NOTIFICATION :

Name	Address	Email Address	Telephone	FAX
Clark Lind, Viral Events LLC	PO Box 708607 Sandy Utah 84070	clark@viralevents.com	801.256.6784	
Mike Holdsworth, President Downtown Residents Association Windsor		mnh1@cogeco.ca	519.253.4567	
Ward Councillor Jones				
Ward Councillor Valentinis				
SERT				