

Staff Report

Original signed by: Deputy City Manager Bolton

Report Date: April 5, 2018
Meeting Date: April 10, 2018 – Joint Committee
To: City Manager
From: Director of Community Services
Subject: Community Partnership Agreement

PURPOSE

To obtain approval from the City of Quesnel and the Cariboo Regional District to enter into a Community Partnership Agreement with the Gold Rush Cycling Club and the Cariboo Mountain Bike Consortium to develop and promote Quesnel as a Mountain Bike destination.

SUMMARY

- The Cariboo Mountain Bike Consortium is an organization that promotes mountain biking in the Cariboo including 100 Mile House, Williams Lake, Quesnel, and Wells.
- The Consortium has entered into partnership agreements with local governments and local cycling clubs in the Cariboo and would like to enter into a similar agreement in Quesnel.
- The proposed partnership agreement establishes that the parties will promote Quesnel as a mountain bike tourism destination, engage local businesses and tourism associations to enhance the mountain bike experience, seek funding opportunities to support the growth and development of mountain biking in the area, and promote mountain biking as an economic driver in Quesnel.

RECOMMENDATION

That the North Cariboo Joint Committee recommend to the Cariboo Regional District Board and Quesnel City Council that they enter into the attached community partnership agreement with the Gold Rush Cycling Club and the Cariboo Mountain Bike Consortium.

ATTACHMENTS

- Community Partnership Agreement



COMMUNITY PARTNERSHIP AGREEMENT

Between:

The Cariboo Mountain Bike Consortium, the Gold Rush Cycling Club, the City of Quesnel, and the Cariboo Regional District

Whereas:

This partnership is intended to create a platform for a long-term and mutually beneficial relationship that is founded on the principles of trust, respect and open communication.

The partners agree to pursue collaborative approaches to sustaining vibrant, progressive and economically beneficial cycling initiatives in the City and CRD area.

The partners agree that mountain biking and other forms of cycling constitute a net benefit to the community and align with the City's and CRD's sustainability declaration and other planning initiatives.

Therefore, the City of Quesnel, Cariboo Regional District, the Cariboo Mountain Biking Consortium and the Gold Rush Cycling Club agree to pursue the following initiatives:

1. Promote Quesnel as a mountain bike tourism destination.
2. Seek collaborative ways in which to engage local businesses and tourism associations in activities that enhance local mountain bike infrastructure and the overall mountain bike experience.
3. Seek collaborative funding opportunities that support the growth and development of mountain bike infrastructure in the City and north Cariboo.
4. Seek means to continue increasing the public exposure of mountain biking in Quesnel that illustrates the mutual goal of integrating mountain biking into the culture of Quesnel.
5. Collaborate and share marketing and promotional material that enhances the collective effort to advance mountain biking as an economic driver in Quesnel.

Signed on _____, 2018

On Behalf of the Gold Rush Cycling Club:

John Courtney, President _____

On Behalf of the Cariboo Mountain Consortium:

Thomas Schoen, Chair _____

Mark Savard, Vice-President _____

On Behalf of the City of Quesnel:

Bob Simpson, Mayor _____

On Behalf of the Cariboo Regional District:

Margo Wagner, Chair _____