



Municipality of West Vancouver

August 12, 2009

Dear Mayor and Council,

The Sea to Sky Ride will debut on Saturday September 11, 2010. This annual, epic road cycling ride will offer two options; the full distance of 120 km starting in Vancouver and a ½ version of 60 km starting in Squamish. Both rides will feature breathtaking vistas of the Sea to Sky corridor and finish in Whistler. The inaugural event in 2010 will attract 1,000 riders from around BC and the Pacific Northwest and expand to a projected 5,000 cyclists from around the world by 2015.

The Sea to Sky Ride is modeled after successful, long standing international cycling events such as South Africa's Cape Argus Pick n Play Cycle Tour and Italy's Gran Fondo Nove Colli. These events have created an appetite for high-caliber road cycling events that we plan to bring to Vancouver and the Sea to Sky corridor. Evidence of this new appetite can be seen in the inaugural event of the Grand Fondo-San Diego, a similar long-distance road cycling event which debuted this year with 1,100 riders. Currently, there is no other event like this in our area – the time is right.

#### Event Details:

The Sea to Sky Ride's comprehensive Traffic Management Plan is being developed to involve a dedicated north-bound lane that will take riders in the safest and most efficient route from Vancouver to Whistler. This collaborative process with Kiewit, MOTI, and the event organizers started in 2007.

#### Sea to Sky Ride

*Full ride from Vancouver to Whistler – 120 km: Start time 7:00am Saturday September 11, 2010*

- lead peloton category racers are estimated to travel at 35km per hour and arrive in Squamish by 8:30am and Whistler by 10am
- ride consists of category elite racers (at lead of pack) and general public ride
- slower riders are estimated to travel at 15km per hour and arrive in Squamish by 11am (cutoff 11:30am) and arrive in Whistler by 3pm
- Dedicated north-bound lane from Vancouver to Squamish: 7am to 11:30 (lane opens at noon)

#### Sea to Sky Half

*Half ride from Squamish to Whistler – 60 km: Start time 9:00am*

- Last riders arriving in Whistler at 1:00pm
- Dedicated north-bound lane from Squamish to Whistler: 8:30am to 3:00pm

#### How This Event Will Impact West Vancouver:

The ride will start at Stanley Park at 7:00am Saturday September 11, 2010 with riders crossing Lion's Gate Bridge, circling onto Marine, climbing Taylor Way, and riding a dedicated highway lane to Whistler.

As the event is early, at the start of the event, and on a Saturday, the traffic impact will be limited to the traffic delays (not closures) at Marine and Taylor Way from about 7:05am to 7:30am. All highway exits will remain

open for the duration of the cyclists passing through West Vancouver with the highway receiving cyclists from about 7:10am to 8:00am and the final riders rounding Glen Eagles at 8:30am.

Please assist us in realizing this valuable and ambitious project by endorsing this inaugural event. We are simply asking for an endorsement letter from Mayor and Council in allowing us to pass through your community.

Sincerely,  
Neil McKinnon  
neil@toitevents.com  
(604) 720-8534



The ride you've been waiting for.

**September 11, 2010**



## ***Vision***

*To create the largest cycling event in BC providing a unique experience that inspires and challenges riders along one of the most beautiful routes in the world.*

The Sea to Sky Ride aims to establish in BC the long Italian tradition and passion of road cycling. An estimated 1000 riders from BC and the Pacific Northwest are anticipated to participant in the inaugural ride from Vancouver to Whistler. On September 11, a lane along Highway 99 for riders will allow participants to enjoy this spectacular route up to Whistler.

The Sea to Sky Ride is a tremendous opportunity for the Province of BC, the communities along the sea to sky corridor and all the residents from Vancouver to Whistler. Sporting events like the Sea to Sky Ride bring fantastic benefits to the communities that host them and that are featured along the route. They have tremendous positive impact on the economic development, contribute to the health of individuals, and help develop the municipalities and communities that host them.



## **RIDE DIVISIONS**

Three registration divisions offer an experience to suit all levels of fitness and desired experience.



The ride you've been waiting for.  
September 11, 2010

### “Gran Fondo”

For riders who want to challenge themselves at their own pace, the Grand Fondo category is the full 120KM at a self-set pace for intermediate to advance riders.

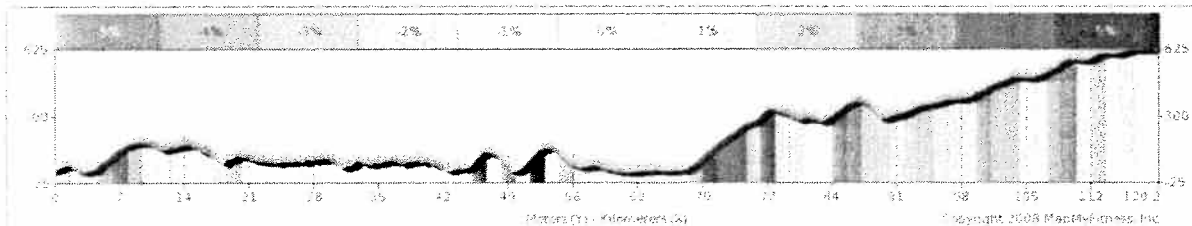


### “Mezzo Fondo”

For those riders who aren't quite ready for the full 120 km but still want to participate, the Mezzo Fondo is a lighter version from Squamish to Whistler. Suitable for beginner to advanced riders.

### “Giro”

For people who want to race, this competitive division of the Sea to Sky Ride is for licensed racers and will challenge riders to climb 2400 meters and descend 1700m from Vancouver to Whistler.



## ABOUT THE RIDE

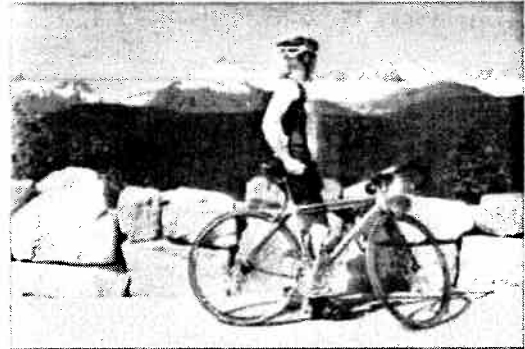
- First year an estimated 1000 riders in total will participate with long-term growth potential to reach 5000 to 10,000 riders.
- Billed as a recreational ride for participants aged 19 years and older. This is an opportunity to ride a route that is otherwise unavailable for most riders due to safety concerns with high traffic volumes.
- Does contain a race component called the Giro. This is a special division for licensed racers only – estimated to be about 200 riders.
- One main aid station at Squamish with 2 water stations at 30k and 90k.
- Mechanical and medical assistance is available at all aid and water stations plus roving medical and mechanical agents on course to offer assistance when needed.
- Top riders estimated to travel at 40km/h and will reach mid-point in Squamish by 8:30am and cross the finish line by 10:30am.
- Slowest riders are estimated to travel at 15km/h and will reach mid-point in Squamish by 11:00am and finish in Whistler by 3:00pm.



The ride you've been waiting for.  
September 11, 2010

## PROPOSED ROUTE

- Mass start at Brockton Point in Stanley Park at 7:00am, Saturday, September 11.
- Designated lane for riders onto and over Lions Gate Bridge; loop onto Marine Drive going west; turn right at Taylor Way and merge onto Upper Levels Hwy.
- Dedicated lane for cyclists from Upper Level's Highway through Lion's Bay and continuing up to Whistler.
- Aid Station at Brennan Park in Squamish and start for those only wishing to ride half.
- Finish line at Creekside, Whistler
- Road will be re-opened as riders clear the area. For example, with the last rider expected into Squamish by 11:00am, the highway will be re-opened to it full capacity between Squamish and Vancouver by 11:00am.



## WHO WE ARE

This vision of an international, world class cycling event showcasing the spectacular vistas from Vancouver to Whistler will be achieved by TOIT Events. An innovative, special events company specializing in sporting events, TOIT Events is made up of Neil McKinnon and Kevin Thomson. With a combined 20 years of experience with successful community and athletic events, this duo has the vision, the expertise, the drive and the resourcefulness to bring a team together to reach this goal.

### ***Portfolio of Events:***

- Chip's Not Dead Yet Memorial Mile
- Granville Island Turkey Trot
- New Balance Fall Classic
- BC Bike Race

Please contact:  
Neil McKinnon  
[neil@ToitEvents.com](mailto:neil@ToitEvents.com)  
604-720-8534

Kevin Thomson  
[kevin@ToitEvents.com](mailto:kevin@ToitEvents.com)  
604-816-1731

**This page intentionally left blank**

**This page intentionally left blank**