



# Vancouver Board of Parks and Recreation

**Special Event:  
IRONMAN Triathlon 2016**

September 28, 2015

Visit the Park Board website at: [vancouverparks.ca](http://vancouverparks.ca)



## RECOMMENDATION

THAT the Vancouver Park Board approve a request from IRONMAN, organizers of the IRONMAN 5i50 Vancouver Triathlon, for a road closure in Stanley Park on a Sunday in July 2016, from 6:30am to 11:30am.



## BACKGROUND

- IRONMAN is the world's largest participation sports platform, engaging over 250,000 athletes
- Recognized for excellence through distinguished events, world-class athletes and quality products
- IRONMAN has grown into a global movement with more than 190 events across five unique brands



# BACKGROUND

- IRONMAN acquired the Subaru Vancouver Triathlon in 2014
- 2016 IRONMAN event will be positioned as the 5i50 Canadian Championships
- Working collaboratively with key stakeholders
- Event route:
  - Swim: Coal Harbour
  - Bike: Coal Harbour & Stanley Park
  - Run: Stanley Park Seawall



## EVENT BENEFITS

- Expected to attract roughly 2,500 participants in 2016
- Opportunities to grow the event in future years
- Generate significant benefits for the region:
  - Tourism/economic
  - Destination brand building
  - Sport development
  - Public/social

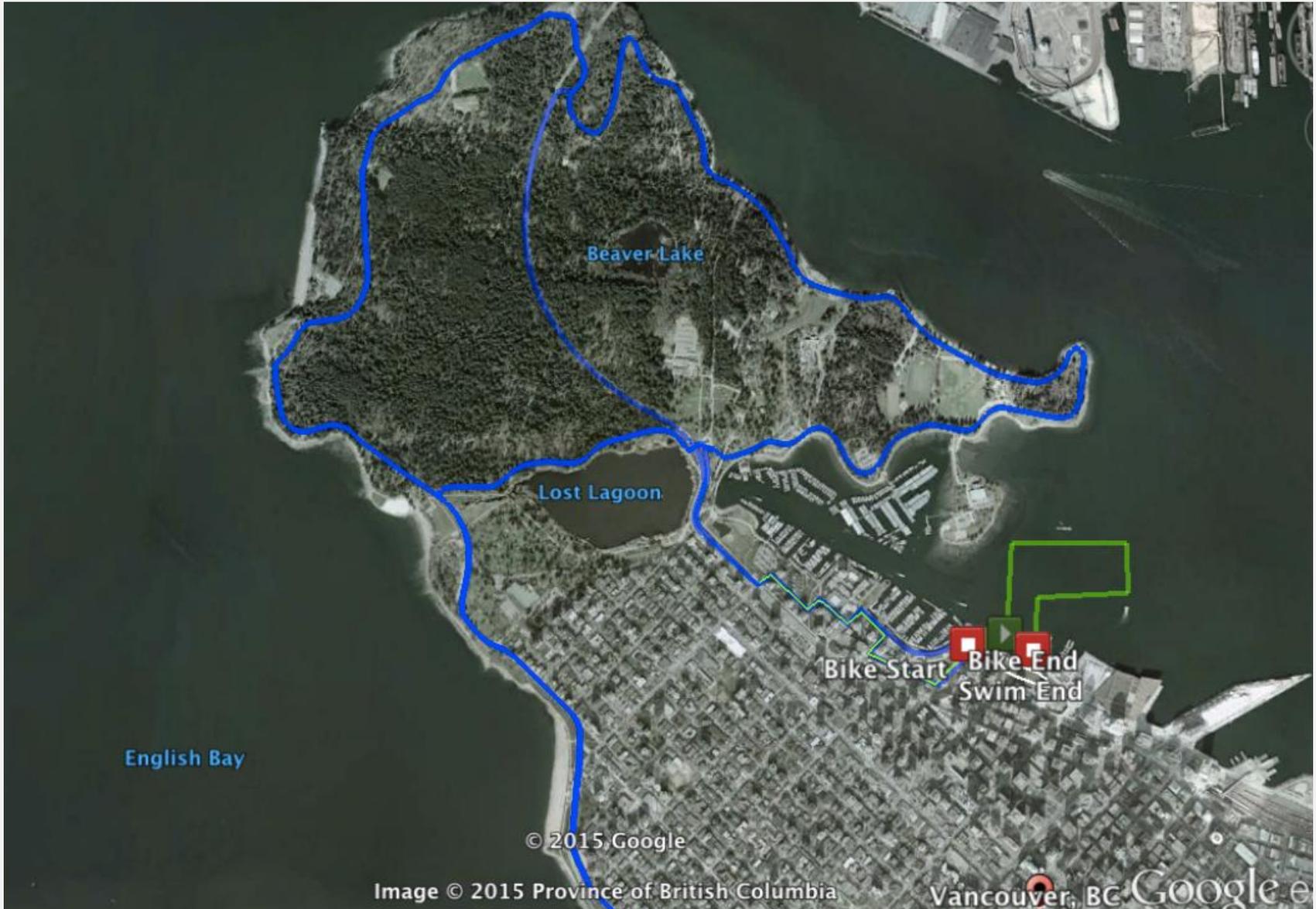


# 2016 PROPOSAL

- Organizers are seeking road closure from 6:30am to 11:30am to ensure public and participant safety
- Final event date has yet to be confirmed but anticipated to be a Sunday in July 2016
- Will work closely with Park stakeholders to:
  - Deliver safe and successful event
  - Address impacts of closure and maximize opportunities



# Preliminary Event Route - IRONMAN Vancouver Triathlon



## KEY CONSIDERATIONS

- Application reviewed and approved by FEST Committee
- Staff have reviewed the application; confident event can be executed successfully
- Aligns with key strategic goals/priorities:
  - Promotes healthy and active lifestyles
  - Generates economic and public benefits
  - Adds vibrancy to the city





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VANCOUVER

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