



September 17, 2015

**TO:** Park Board Chair and Commissioners  
**FROM:** General Manager - Vancouver Board of Parks and Recreation  
**SUBJECT:** Ironman Triathlon Special Event

---

## 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.

## POLICY

Park Board approval is required for special events not included in the annual Calendar of Major Special Events and/or that are in variance with one or more Park Board by-laws.

## BACKGROUND

The iconic IRONMAN series of events is the largest participation sports platform in the world, engaging over 250,000 athletes. Since the inception of the IRONMAN brand in 1978, athletes have proven that anything is possible by crossing finish lines at the world's most challenging endurance races. Recognized for excellence through distinguished events, world-class athletes and quality products, IRONMAN has grown from a single race to a global movement with more than 190 events across five unique brands (IRONMAN, IRONMAN 70.3, 5i50 Series, IRONGIRL and IRONKIDS) - 22 of these races are owned and operated in Canada.

In 2014, IRONMAN acquired the Subaru Vancouver Triathlon event with the objective of rebranding the competition and relocating it from Spanish Banks to downtown Vancouver in 2016. The new 2016 triathlon race will be positioned as the 5i50 Canadian Championships and is expected to attract approximately 2,500 participants from around the world, generating considerable visitation and economic benefits, including:

- Roughly 10,000 visitors (each athlete brings 3 to 4 guests)
- Over 7,000 hotel room nights
- Repeat visitation (host cities have seen up to 80% of athletes return year after year)
- City brand/awareness building (over 22 countries represented)

In order to successfully relocate and execute the 2016 event, the organizers of the Vancouver race are working collaboratively with the City of Vancouver, Park Board staff, and the Sport Hosting Vancouver partnership, as well as other stakeholders.

## **DISCUSSION**

The event is expected to begin in Coal Harbour with a 1.5 kilometre swim. Athletes will then begin the bike portion of the race which travels through Coal Harbour, up the Causeway, before entering Stanley Park. Athletes will then complete 2.5 laps of Stanley Park along with a short out and back section along Beach Avenue before returning to the transition area in Coal Harbour (see Appendix A). The run portion of the course travels along the seawall before finishing at Jack Poole Plaza.

To accommodate the new downtown Vancouver course and specifically the bike portion in Stanley Park, roads in the Park will need to be closed to vehicle traffic from 6:30am to 11:30am in order to ensure the safety of the public and race participants. The exact date of the event has yet to be confirmed, but is anticipated to be on a Sunday in July 2016.

The City's FEST Committee, which includes representatives from the VPD, VF&RS, BC Ambulance Service, BC LC&LB, City Special Events, Traffic Management and the Park Board, has reviewed and endorsed the requested event changes. Subject to Park Board approval, staff will work with IRONMAN to ensure appropriate safety, security, traffic, and waste management plans are in place.

Engagement with Stanley Park stakeholders will also continue as organizers work to address impacts from the closure. Park Board staff recognize that road closures can disrupt the normal operations of Park businesses and as a result, carefully consider all requests and work closely with event organizers to re-open roads as quickly as possible. In 2015, there were 9 events which required road closures in Stanley Park, only 3 of which extended past 10:00am (see Appendix B).

After thoughtful review, staff believe that the requested event and route changes can be executed successfully, and will continue to collaborate with the organizers to ensure the event is delivered in accordance with all permit conditions.

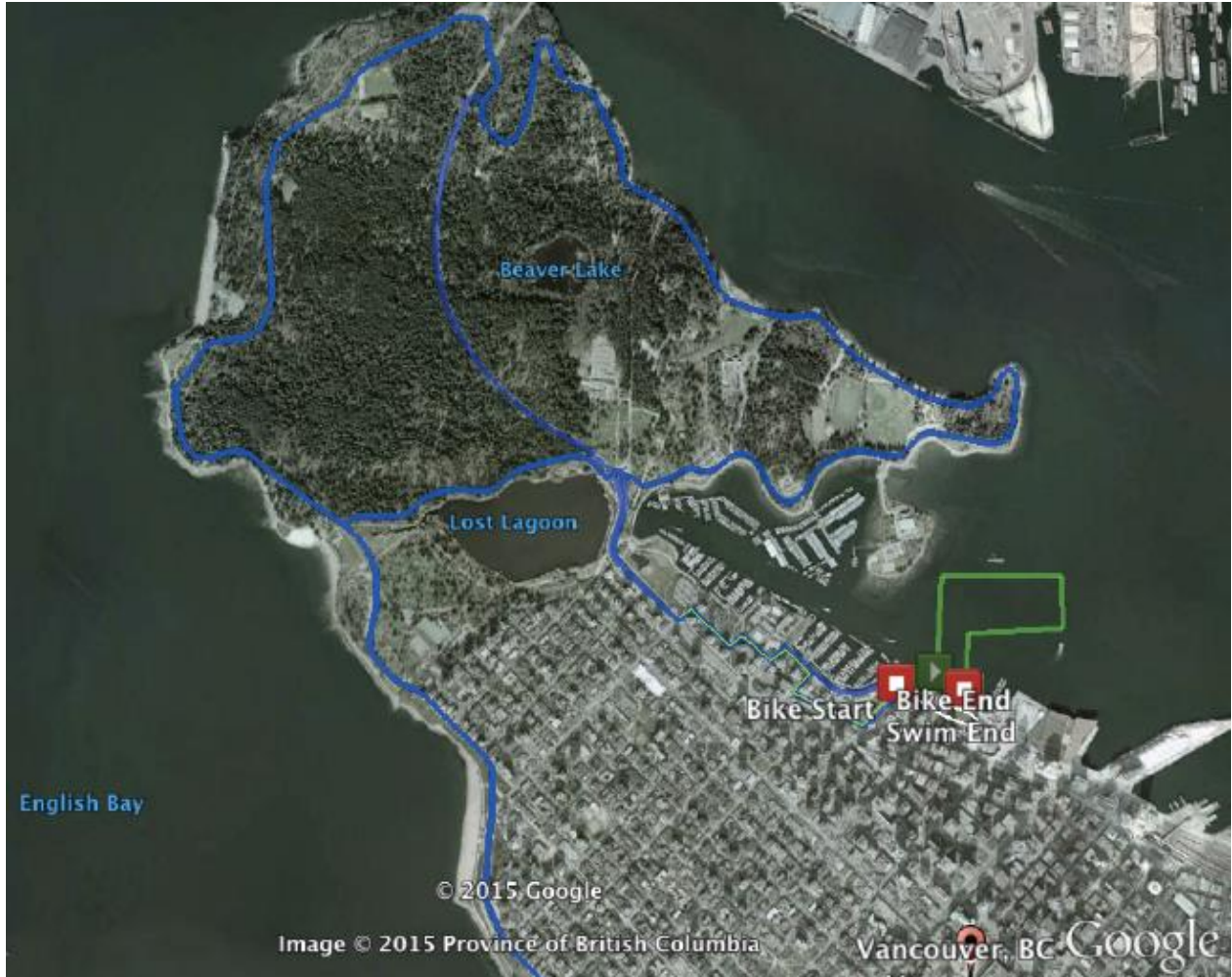
## **SUMMARY**

IRONMAN is an industry-leading active lifestyle organization producing world class athletic events. It is seeking to initiate a Vancouver race which will promote active living, enhance the vibrancy of our city and generate important public and economic. Accordingly, staff recommend that the Board approve the request as outlined above.

General Manager's Office  
Vancouver Board of Parks and Recreation  
Vancouver, BC

Prepared by:  
Octavio Silva, Manager of Business Development  
/os

IRONMAN 5i50 Vancouver Triathlon - Preliminary Event Route



### 2015 Road Closures in Stanley Park

The following recurring annual events required road closures in 2015:

March 14, 2015	St. Patrick's Day 5km Attendance - 2,000	9:30am to 10:30am
April 19, 2015	Vancouver Sun Run Attendance - 50,000	6:30am to 10:00am
May 3, 2015	BMO Vancouver Marathon Attendance - 17,500	6:30am to 10:30am
June 28, 2015	Scotia Bank ½ Marathon & 5km Attendance - 6,000	5:30am to 12:00noon
August 15, 2015	SeaWheeze Run & Festival Attendance - 15,000	Post 10:00pm
September 7, 2015	Vancouver Triathlon Attendance - 1,000	6:00am to 10:00am
September 12, 2015	RBC GranFondo Whistler Attendance - 4,000	3:00am to 10:00am
October 24, 2015	James Cunningham Seawall Race Attendance - 2,500	6:00am to 9:00am
October 25, 2015	Rock & Roll ½ Marathon & 10km Attendance - 15,000	6:00am to 11:30am