



Vancouver Board of Parks and Recreation

Special Event: IRONMAN Triathlon 2016

October 21, 2015

Visit the Park Board website at: vancouverparks.ca



RECOMMENDATION

THAT the Vancouver Park Board approve a request from IRONMAN, organizers of the IRONMAN 5i50 Vancouver Triathlon, for the following:

- A. Use of the Harbour Green Dock from 5:00am to 8:30am on Sunday, July 10, 2016, to accommodate the swim portion of the event;
- B. Use of the west side of Harbour Green Park from 9:00am on Friday, July 8, 2016 to 6:00pm on Sunday, July 10, 2016, to accommodate the swim/bike transition area of the event; and
- C. A road closure in Stanley Park from 5:30am to 10:30am on Sunday, July 10, 2016, to accommodate the cycling portion of the event.

BACKGROUND

Park Board Review

- Presented to the Board on September 28th; referred to October 21st meeting
- Conducted thorough review of event plans and routes:
 - Finalized event date
 - Moved race start time 1 hour earlier
 - Clarified Harbour Green Park requirements for swim
 - Reassessed projected traffic flows on seawall to ensure safety of run



BACKGROUND

IRONMAN

- 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

5i50 Vancouver Triathlon

- IRONMAN acquired the Subaru Triathlon in 2014
- Goal to upgrade the event in 2016:
 - Rebranding and relocating
 - Converting race into a destination event (5i50 Canadian Championships)
- Proposed event route:
 - Swim: Coal Harbour
 - Bike: Coal Harbour & Stanley Park
 - Run: Coal Harbour & Stanley Park Seawall



BACKGROUND

Event Benefits

- Expected to attract roughly 2,500 participants
- Opportunities to grow the event in future years
- Significant benefits for the region:
 - Up to 10,000 visitors
 - \$12 to \$14m in economic activity
 - 7,000 room nights
 - Destination brand building
 - Community/sport development



2016 PROPOSAL

Planning Process

- Significant efforts undertaken to review all possible route options
- Non-recommended routes turned down:
 - Did not meet requirements
 - Community impacts
 - Conflicts with civic projects
 - Cost implications
- Recommended routes:
 - Meet event goals
 - Best distribute impacts
 - Ensure participant safety



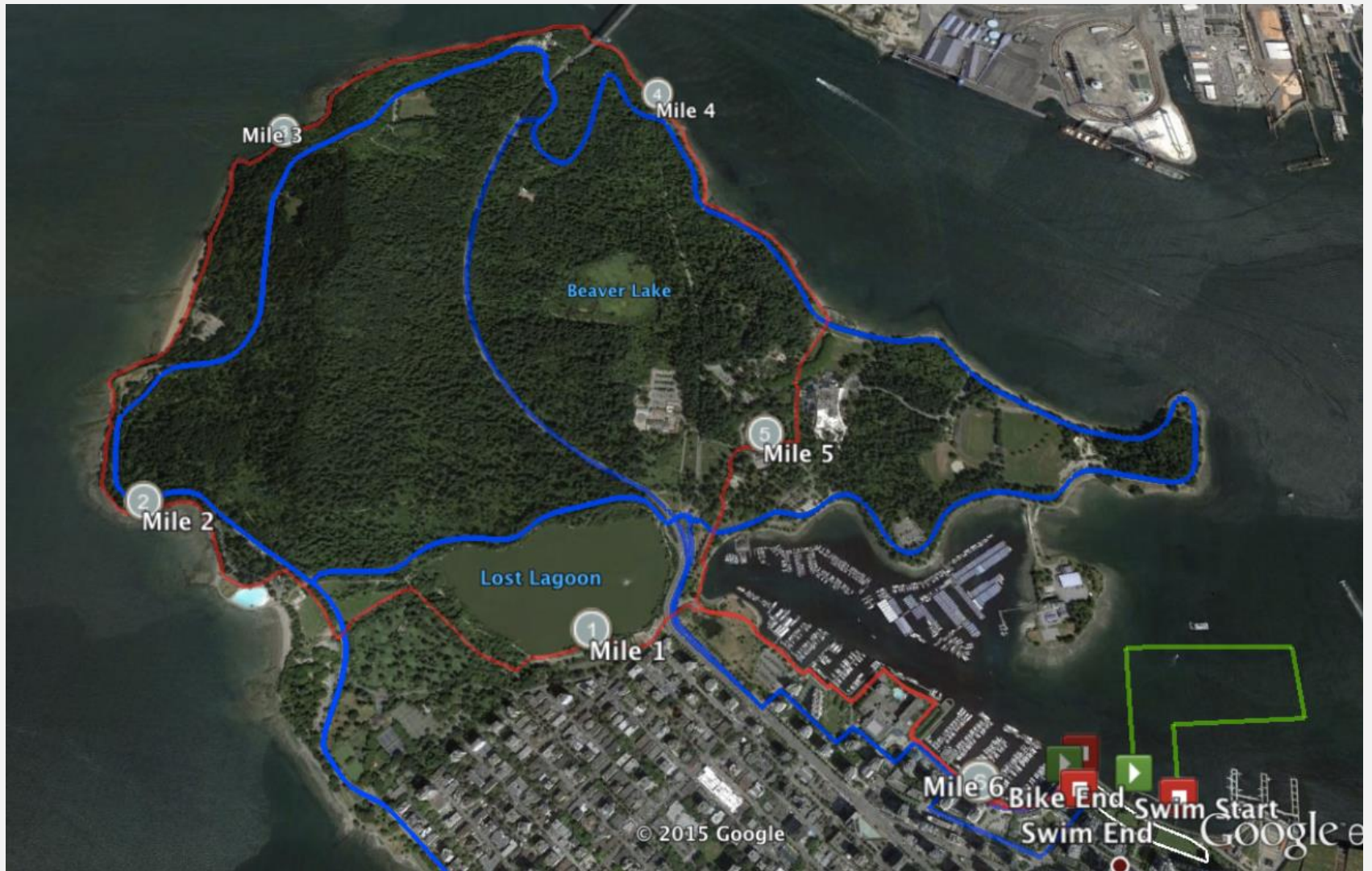
2016 PROPOSAL

Swim Route

- Based out of Harbour Green Park
- Coal Harbour course offers superior value
- Alternative locations considered but turned down:
 - Lesser appeal, community impacts and cost implications
 - Unavailable
- Use of the west side of the park and dock



Proposed Event Route - IRONMAN Vancouver Triathlon



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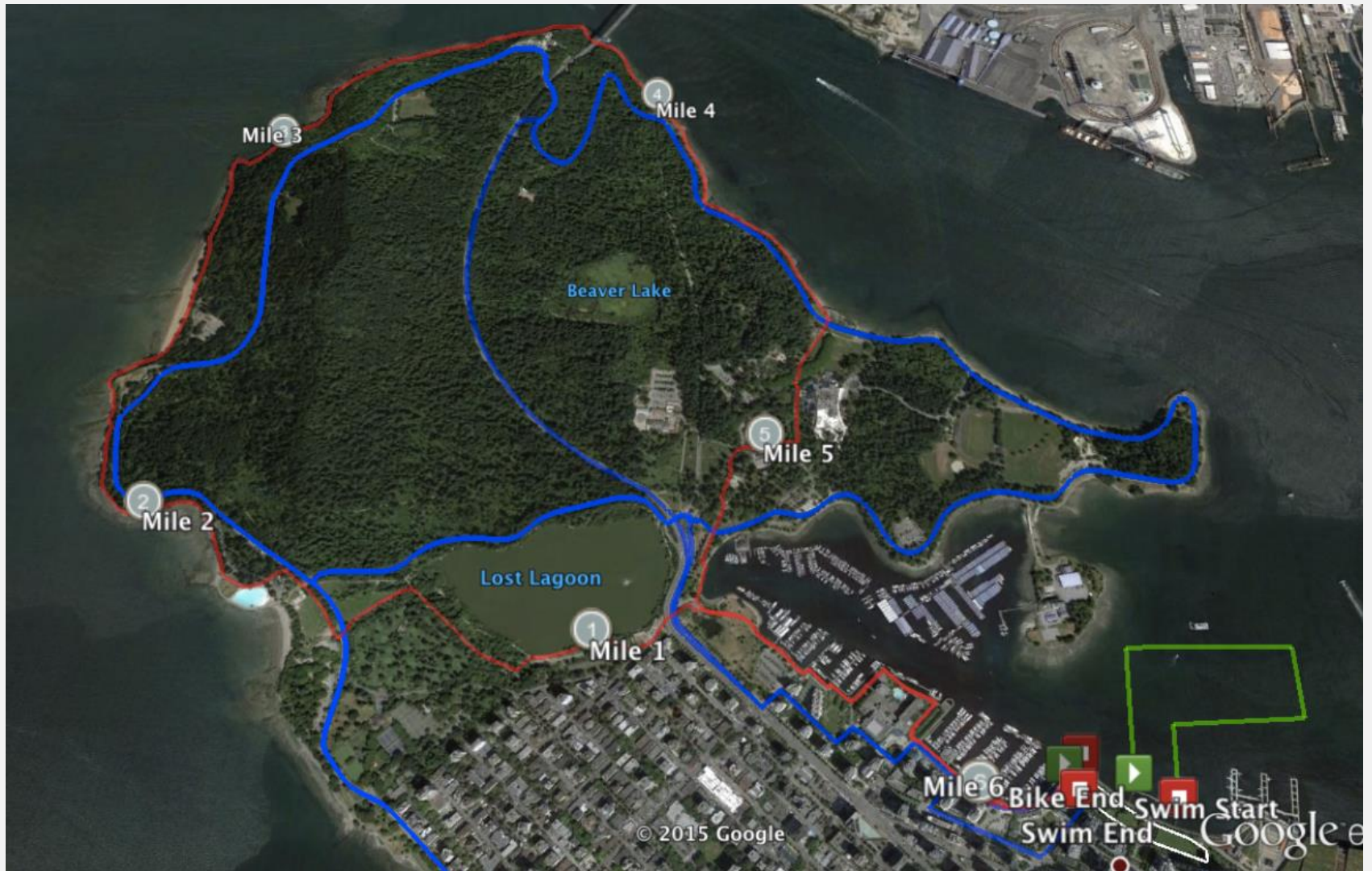
2016 PROPOSAL

Bike Route

- Travel through Coal Harbour, up the Causeway and into Stanley Park (2.5 laps)
- Several route options considered:
 - Street only routes
 - Park only routes
 - Combined street/park
- Combined recommended:
 - Least disruptive
 - Financially feasible
- Require morning road closure



Proposed Event Route - IRONMAN Vancouver Triathlon



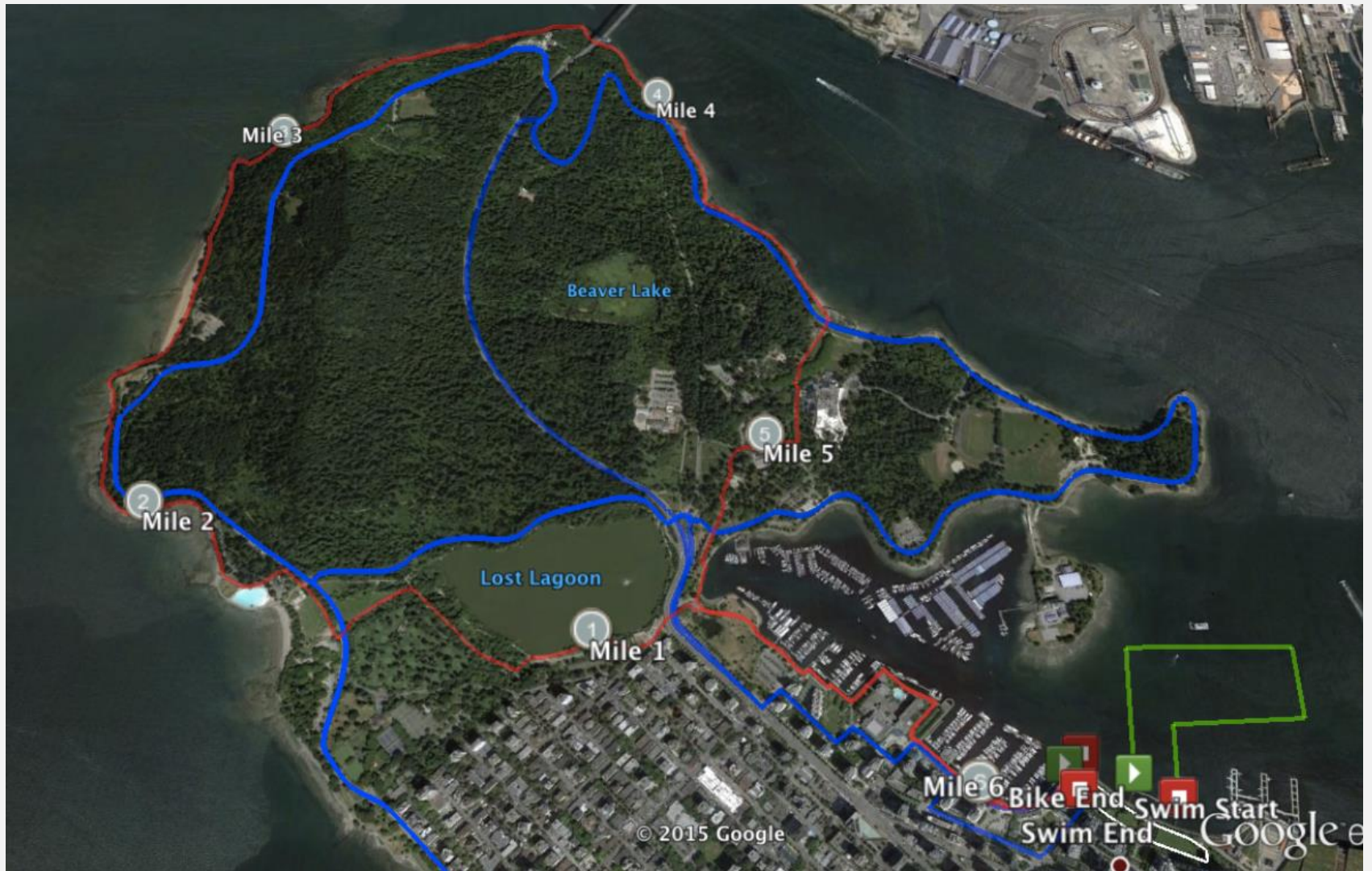
2016 PROPOSAL

Run Route

- Start in Coal Harbour, loop around the seawall and finish near VCC
- Detailed review conducted; reaffirmed no closure required:
 - Traffic flows (athletes and public)
 - Current practices
- Run will be supported by:
 - Course marshals
 - Event signage
 - Emergency personnel

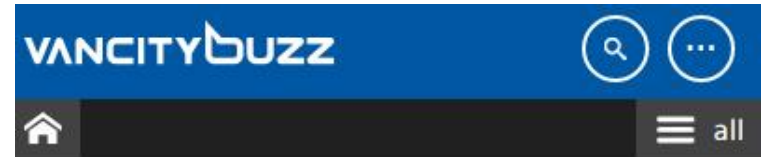


Proposed Event Route - IRONMAN Vancouver Triathlon



KEY CONSIDERATIONS

- Comprehensive process has completed and the proposed routing is the only option that meets event requirements/goals
- Staff continue to believe event can be executed successfully
- Application reviewed and approved by FEST Committee
- Strong support by local stakeholders and participants



Major international triathlon competition proposed for downtown Vancouver

BY KENNETH CHAN
11:12 AM PDT, TUE SEPTEMBER 29, 2015

 Comments

NEWS

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KEY CONSIDERATIONS

- Aligns with several key strategic goals/priorities:
 - Vancouver Sport Strategy
 - Generates economic and public benefits
 - Promotes healthy active living
 - Showcases Vancouver's premier parks and recreation system
 - Enhances the vibrancy of our city
- Post-race review will be conducted to inform future route revisions and event date





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