



Report Date: October 22, 2024

VanRIMS No.: 08-3000-30

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TO: Park Board Chair and Commissioners
FROM: Director, Business Services
SUBJECT: T100 Vancouver Multisport Festival 2025 - Special Event

RECOMMENDATIONS

THAT the Vancouver Park Board approve an application from Professional Triathletes Organization and Do North Events to host the T100 Vancouver Multisport Festival special event at Jericho Beach Park and Locarno Beach Park over three days on Friday, June 13, Saturday, June 14 and Sunday, June 15, 2025, with all arrangements to the satisfaction of the General Manager of the Park Board.

PURPOSE AND SUMMARY

The T100 Vancouver Multisport Festival will celebrate the triathlon and endurance sports over three days throughout Vancouver, culminating with the triathlon event at Jericho and Locarno Beach Parks. Elite and amateur athletes will attend from all around the world to participate in the activities. The Elite triathlon races will be broadcast globally. In addition, the event will feature a sport expo, VIP hosting and entertainment. The event will be open to public and free for spectators.

The organizers of the event, Professional Triathletes Organization and Do North Events, are seeking approval to host this event over three days at Jericho and Locarno Beach Parks on June 13, 14 & 15, 2025. The purpose of this report is to present the T100 Vancouver Multisport Festival special event to the Park Board, review the event organizers' application to use Jericho and Locarno Beach Parks, and seek the Board's approval for this request.

BOARD AUTHORITY / PREVIOUS DECISIONS

Per the [Vancouver Charter](#), the Park Board has exclusive jurisdiction and control over all areas designated as permanent and temporary parks in the City of Vancouver, including any structures, programs and activities, fees, and improvements that occur within those parks.

As informed by the [Guidelines for Special Events](#), the [Special Events Policy \(2003\)](#), as well as current practices, the Park Board reviews and approves new major special events, as well as significant changes or revisions to existing major special events.

On May 13, 2019, the Board [directed staff to update the aforementioned policy and guidelines](#). Concurrent with this direction, the Board also instructed staff to maintain and support the Park Board's current portfolio of commercial events and activities but issued a moratorium on the introduction of any new commercial initiatives until after the Special Event Policy & Guidelines have been updated and approved by the Board.

On October 19, 2020, the Park Board approved the [VanPlay Framework](#), for Vancouver's [Parks and Recreation Services Master Plan](#). VanPlay sets out priorities and provides tools and policies to support the pursuit of equity, connectivity, and access to parks and recreation for all. The Framework provides a succinct method for referencing and implementing VanPlay directions. The T100 Vancouver Multisport Festival supports and aligns with VanPlay's directions to "Welcome Everyone" (parks and recreation experiences that improve quality of life) and "Weave the City Together" (parks, nature, recreation and culture integrated into everyday life).

On December 5, 2022, the Board [directed staff to lift the moratorium on new commercial event initiatives in Vancouver parks](#), and communicate the decision to the public and the festival and event community.

On January 16, 2023, the Board passed the ["Think Big" Revenue Strategy motion](#) to prioritize and enable opportunities for increased commercial revenues. Subsequently, on July 17, 2023, the Board endorsed the Think Big Action Plan as presented in Appendix A in the ["Think Big" Revenue Strategy – Report Back: July 6, 2023](#), and further action the preliminary revenue-generating opportunities presented in Appendix D, including attracting new corporate and commercial special events.

CONTEXT AND BACKGROUND

T100 Triathlon World Tour

The T100 Vancouver Multisport Festival is part of the T100 Triathlon World Tour, a newly established world tour of long-distance triathlon races showcased in iconic locations around the world. The tour is televised live in over 190 countries to an average of 6 million viewers worldwide. Fully recognized and sanctioned by the sport's international federation (World Triathlon) and national governing bodies as the official and exclusive world championship tour of long-distance triathlon, the T100 Triathlon World Tour includes not only the top ranked endurance athletes in the world, but multiple mass participation events that harness triathlon and its three component sports – which combined have a following of close to 1 billion worldwide. In 2024 the T100 has travelled to eight iconic venues such as London, Las Vegas, Singapore, Dubai, Miami, Ibiza and San Francisco, with expansion to two new locations in 2025.

T100 Vancouver Multisport Festival 2025

Vancouver is the only city in Canada and one of the new locations proposed by Professional Triathlon Organization to host the event in 2025. This event will bring a globally promoted broadcast, mass participation races that drive tourism and local engagement through community races and initiatives. Positioned as the 'F1 of Fitness', the event would be an annual 3-day multisport festival including the following components:

- 2x Globally Broadcast Elite Triathlons (Male & Female) - over the 100km distance;
- Sport tourism 'bucket list' amateur triathlons - including full 100k distance, accessible sprint races, and corporate relays;
- Open-water swimming events - in partnership with the local swimming community/federation, pending local feedback;
- Youth & schools program - delivered in partnership with Triathlon Canada and Triathlon BC;
- Local mass participation run - night-time 5km 'Music Run' themed run event to dance music and/or 10km 'serious' run, pending local feedback and traffic impact;

- Fan Village with family and fun activations throughout the weekend;
- Endurance Sport Business Conference; and
- In addition to the status of T100 Triathlon World Tour stage, the event will grow to be recognized as the World Triathlon America's T100 Championships on a rotating 3-year basis, drawing significant visitors from north, central and south America.

Professional Triathletes Organization

The PTO (Professional Triathletes Organisation) is the not-for-profit membership body of professional triathletes, akin to the ATP/WTA in tennis and the PGA/LPGA in golf. The goal of the PTO is to promote the sport of triathlon and its components - swimming, cycling, running - through the establishment of a globally broadcast season-long world championship tour with maximum community impact.

Do North Events

Do North Events is a Canadian-based not-for-profit organizing committee that has been delivering world-class sporting events in Canada and abroad since 1998. Do North Events has successfully organized over 100 sporting events from local school races to world championships and major Games. Their social entrepreneurship methodology and not-for-profit status allows them to focus on legacies and community impacts with every event they deliver.

Festival Location

The proposed festival site is comprised of Jericho Beach Park, Locarno Beach Park, adjacent roadways and UBC Endowment Lands. These locations were selected in part due to their scenic features, ease of public access and based on well-established precedents from similar annual events such as Vancouver Marathon and Vancouver Half Marathon. Below is a list of various sites that make up the festival. Preliminary site and route plans are provided in Appendix A.

All proposed routes & sites have been vetted by FEST Committee to ensure alignment. If the proposal is approved by the Park Board, the organizers will continue to work with FEST Committee and fine-tune the operational plans. Preliminary details are included in this report under the separate heading "Transportation, Traffic and Parking Mgmt. Plan".

Swim Route: Jericho Beach (start and finish), Burrard Inlet/English Bay (outside Park Board's jurisdiction)

Bike Route: Discovery Street, Belmont Avenue, NW Marine Drive, UBC Endowment Lands (outside Park Board's jurisdiction)

Run Route: Jericho Beach Park Parking Lot, Jericho Beach Park Pathways

Elite Transition Area: Jericho Beach Parking Lot

Age Group Transition Area: Jericho Beach Rugby Field

Athletes Village: Jericho Beach Diamond

Global Broadcast Compound: Jericho Service Yard Parking Lot

Finish Area: Locarno Beach

DISCUSSION

Event Proposal

The organizers of the T100 Vancouver Multisport Festival, The Professional Triathletes

Organization and Do North Events, are seeking approval to deliver a celebration of triathlon through participation, education and spectating over three days of activities and racing centred around the sport of triathlon for locals and international visitors at Jericho Beach Park and Locarno Beach Park on Friday, June 13, 2025, from 9:00am to 2:00pm, Saturday, June 14, and Sunday June 15, 2025, from 5:00am to 5:00pm.

The event will feature elite women and men triathlon races (T100), amateur (age group) triathlon races, junior/youth triathlon, school multisport activities, open water swim, 5km Fun Run, local vendor expo, endurance sport summit and VIP hosting. The expected participation in 2025 is 10,000 - 12,000. The event is open to public and free for spectators.

This event is sanctioned by World Triathlon, Triathlon Canada, Triathlon BC and supported and sponsored by the Vancouver Sport Hosting Grant Program and Province of BC Hosting Grant Program. The core objectives of the event are centered around celebrating the sports of triathlon through participation, education and spectating. The event will bring measurable benefits to Vancouver in four key areas: sports; social; economic and reputational.

The event is a self-sustaining initiative, with expenses offset by hosting grants, entry fees, alcohol sales, and sponsorship. All expenses related to the delivery and execution of the event will be borne by the event organizer, including site remediation costs if applicable.

The event has received preliminary support from the FEST Committee, subject to Board approval and development of the requisite operational plans.

Event Set-Up/Tear-Down

Setup for the event will begin on Monday, June 9, 2025, and continue for four days leading up to the event on Friday, June 13, 2025. Tear down will be completed by the end of Tuesday, June 17, 2025.

A post-event restoration plan for the event site (if required), with expenses to be covered by the organizer, would be implemented to ensure the field is ready for use after load-out.

Transportation, Traffic and Parking Management Plan

The event site, Jericho Beach Park and Locarno Beach Park, is easily accessible by public transit and alternative modes of transportation, such as cycling, walking, and rideshares.

The event organizer will develop an integrated transportation, traffic and parking management plan to ensure efficient and effective ingress/egress to/from the venue, to mitigate any potential public safety concerns and to minimize potential public and neighbourhood impacts. This plan will be developed in collaboration with the FEST Committee and supporting agencies. Some of the key elements are:

- Advance public engagement along the proposed routes, addressing and incorporating mitigation for other historical/legacy activities during the proposed dates, as well as impacted residents, businesses and key stakeholders in the adjacency of the event;
- Review of key capital projects scheduled and anticipated by the City and Park Board in and around the proposed event routes; and
- FIFA World Cup 2026™ Parallel Events Strategy and Engagement with the Host Committee.

Event Benefits

Staff recognize that sensitivities and concerns exist when access to public spaces is restricted, and as a result, consider all requests of this nature very carefully. Staff are supportive of pursuing this initiative due to the meaningful benefits that would accrue to the public, the Park Board, and community stakeholders in four key areas:

Sports

- Creation of a youth & schools activation campaign to engage and inspire the next generation of athletes, including in-school visits from elites, volunteering program and youth activities.
- Mass participation events for the local community.

Social

- Indigenous representation/participation and investment.
- Community focused participation and wellness activations.
- Appointment of a Canadian LOC (Local Organizing Committee) as delivery partner, ensuring the growth of industry capability and community capacity.
- Legacy development with key stakeholders to ensure foundational planning and full delivery.

Economic

- Direct economic impact from international attendance.
- Operational spending commitments of \$2.4M+ within Vancouver economy, including the appointment of a local organising committee for delivery.
- Corporate program to bring business awareness to the event and host.
- Economic impact of the 2023 T100 Triathlon World Tour in Ibiza was €20M.

Reputational

- Global broadcast to 195 countries with estimated reach of 425M and average live viewership of 6M+.
- Year-round content promotion and destination profiling.
- Travel partner program to promote the event to high value travelling demographic targeting USA, MEX, JPN and CHN.
- Rotating host of World Triathlon America's T100 Championships.

FINANCIAL CONSIDERATIONS

Subject to Board approval, Park Board staff will work with the organizers to finalize the financial terms and conditions for the use of Jericho Beach Park and Locarno Beach Park in a manner consistent with the Park Board's annual Fees & Charges framework. As noted earlier in the report, all expenses related to the delivery and execution of this event will be borne by the event organizer; accordingly, there will be no costs to the Park Board related to this initiative.

The initiative is supported by the City's Sport Hosting Program. The organizers will negotiate financial terms with respective FEST agencies directly and separately from the Park Board.

OTHER CONSIDERATIONS

Neighbourhood Impact

The organizers of the event will draft a plan to minimize disruptions to the surrounding neighbourhood in consultation with FEST Committee and West Point Grey Neighbourhood Association. Key areas for consideration will be potential impacts from the road closures, increased traffic to and from the venue, and use of amplified sound for entertainment and announcements.

Sports Fields, Beaches, Park Access

The organizers of the event will draft a plan to minimize disruptions to public access to park facilities and maintain/share access as long as it is safe and operationally possible to do so (Key areas for potential impact: Jericho Beach, Jericho Beach Park pathways, Jericho Beach Rugby Field, Jericho Beach Diamond, Jericho Beach Parking Lot, Locarno Beach, Spanish Banks Beach).

Jericho Pier Renewal Construction Project

The organizers of the event will draft a plan to ensure safe access around the construction site and its staging area. The Park Board voted to repair the pier on September 11, 2023, and the renewal project will be underway during the proposed festival.

Stakeholder Impact

The organizers of the event will draft a plan to minimize disruptions to area stakeholders (Key areas for potential impact: first nations/archaeology, Jericho Sailing Centre, Jericho Arts Centre, Jericho Hostel, West Point Grey Community Centre).

First Nations/Archaeology: The organizers are working with Musqueam Indian Band, Squamish Nation and Tsleil-Waututh Nation to build a plan for indigenous representation and participation. The organizers are also working closely with the Park Board Archaeology Portfolio Team to protect archaeologically sensitive areas and prevent disturbance.

Jericho Sailing Centre: The organizer has reached out to Jericho Sailing Centre and received full support for the event. The operational plan will include water safety, hospitality service/hosting at the venue with special liquor licence and other operational support.

Jericho Arts Centre: The organizer has reached out to Jericho Arts Centre, and engagement is currently underway. The potential impact to Jericho Arts Centre is expected to be minimal.

Hosteling International Jericho Beach: The organizer has reached out to Hosteling International Jericho Beach for engagement and received support for the event.

West Point Grey Community Centre: Staff has reached out to West Point Grey Community Centre for engagement and received support for the event.

Field User Groups

The organizers of the event will draft a plan to minimize disruptions to public access to sport fields and maintain/share access as long as it is safe and operationally possible to do so (Key areas for potential impact: Jericho Rugby Field, Jericho Diamond, Jericho Synthetic Field, Locarno Diamond & All Weather Field, Jericho Tennis Courts).

Jericho Rugby Field: Jericho Rugby Field will be used as the transition area for the amateur race during the festival. Staff will engage with associated field user groups and find alternative sites during the festival in consultation with the Outdoor Sports Facilities office.

Jericho Diamond: Jericho Diamond will be used as the Athletes Village during the festival. Staff will engage with associated field user groups and find alternative sites during the festival in consultation with the Outdoor Sports Facilities office.

Jericho Synthetic Field: Jericho Synthetic Field will be left open and made available during the festival. Key areas for consideration will be potential impacts from the road closures, increased traffic to and from the venue, and use of amplified sound for entertainment and announcements.

Locarno Diamond: Locarno Diamond will be left open and made available during the festival. Key areas for consideration will be potential impacts from the road closures, increased traffic to and from the venue, and use of amplified sound for entertainment and announcements.

Locarno All Weather Field: Locarno All Weather Field will be left open and made available during the festival. Key areas for consideration will be potential impacts from the road closures, increased traffic to and from the venue, and use of amplified sound for entertainment and announcements.

Jericho Beach Tennis Courts: Jericho Beach Tennis Courts will be left open and made available during the festival. Key areas for consideration will be potential impacts from the road closures, increased traffic to and from the venue, and use of amplified sound for entertainment and announcements.

Impact on Wildlife

The main wildlife component will be the active eagle nest located near the Jericho Service Yard. The organizer will be required to engage a Qualified Environmental Professional prior to event and draft a plan to mitigate any potential impacts to the nest and prevent disturbance.

2026 Event

The T100 Multisport Festival normally requires a two-year commitment from the host city. The proposed dates for 2026 are to be determined in consultation with the FEST Committee, FIFA World Cup 2026™ Parallel Events Team and area stakeholders. The staff will report back to the Board after the 2025 festival with further recommendation.

CONCLUSION AND NEXT STEPS

The T100 Vancouver Multisport Festival presents a new and exciting opportunity to showcase Vancouver's premier waterfront parks to a global audience, drive sport tourism and engage local community through various programs and initiatives.

Park Board staff have carefully considered the various aspects of this application and are confident that this initiative can be executed successfully and as intended. Accordingly, staff recommend that the Board approve this application as outlined above.

APPENDIX A

T100 Vancouver Multisport Festival 2025 Preliminary Site & Route Plans



Run Route



Bike Route

