



Report Date: September 25, 2025

VanRIMS No.: 08-3000-30

[Submit comments to the Board](#)

TO: Park Board Chair and Commissioners

FROM: Director, Business Services

SUBJECT: T100 Vancouver Multisport Festival Triathlon - Special Event - Report Back

## RECOMMENDATIONS

- A. THAT the Vancouver Park Board receive for information the report back on the 2025 T100 Vancouver Multisport Festival Triathlon as outlined in this report.
- B. THAT the Board approve the addition of the T100 Vancouver Multisport Festival Triathlon to the annual Calendar of Major Special Events starting in 2026.

## REPORT SUMMARY

The inaugural 2025 T100 Vancouver Multisport Festival Triathlon ("T100" or "Triathlon") was successfully hosted at Jericho Beach and Locarno Beach Parks from June 13 to June 15, 2025. The Triathlon was enjoyed by approximately 11,000 attendees and received a predominantly positive response from attendees, event partners, and other stakeholders. The purpose of this report is to provide a report back on the T100 Vancouver Multisport Festival Triathlon, and in accordance with the successful delivery and positive response to this event, seek Park Board approval to add this initiative to the annual Calendar of Major Special Events.

Per the Park Board's standard practice, this report back would normally occur in Q1 2026, however, due to the necessity to confirm arrangements with other event partners for next year's event, publicly announce the 2026 initiative, and begin detailed planning for the 2026 triathlon, Park Board staff are advancing the report back for this event on an earlier timeline.

## BOARD AUTHORITY, POLICY & PREVIOUS DECISIONS/UPDATES

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 Triathlon 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 action the preliminary revenue-generating opportunities presented in Appendix D, including attracting new corporate and commercial special events.

On November 4, 2024, [the Park Board approved an application from Professional Triathletes Organization and Do North Events](#) to host the 2025 Vancouver Multisport Festival Triathlon at Jericho Beach and Locarno Beach Parks from June 13 to June 15, 2025.

## **BACKGROUND**

### **Event Overview**

The T100 Vancouver Multisport Festival Triathlon was successfully delivered at Jericho Beach and Locarno Beach Parks from June 13 to June 15, 2025. The event was highly rated by the athletes and spectators who competed and attended the races, reaffirming the success of the inaugural event and the popularity of the event location.

### **Event Location**

The event venue was made up of Jericho Beach Park, Locarno Beach Park, adjacent roadways, and the UBC Endowment Lands. These locations were selected due to their scenic backdrops, ease of public access, and well-established protocols for similar race events such as the Vancouver Marathon and Vancouver Half Marathon. The site plans for the activations at Jericho Beach and Locarno Beach Parks are shown in Appendix A.

### **Event Highlights**

The three-day T100 event celebrated endurance sports at various locations across Vancouver and culminated with the triathlon event at Jericho Beach and Locarno Beach Parks. The event featured elite and amateur athlete triathlon races, junior/youth triathlons, school multisport activities, open water swim, 5km fun run, local vendor expo, endurance sport summit, and VIP hosting.

Over the course of the event period, the initiative welcomed approximately 11,000 participants and spectators. The elite triathlon races were broadcast globally, attracting an average of 6 million viewers from over 190 countries worldwide.

Key observations/highlights included:

### ***Traffic, Transportation & Parking Management***

The event organizers developed integrated transportation, traffic, and parking management plans to ensure efficient and effective ingress/egress to/from the event locations, to mitigate any potential public safety concerns, and to minimize potential public and neighbourhood impacts.

The respective plans worked well, including a shuttle service from UBC. No significant issues were reported by the organizers, stakeholders, members of the public, or the FEST Committee except for the need to improve management of the Jericho Sailing Centre parking lot at future events. To address this issue and improve vehicle access for Sailing Centre patrons and members of the public during event set-up and tear-down, the event organizers are planning to move the Sailing Centre parking lot activations to Locarno Beach Park in 2026 (in consultation with Park Board staff and the FEST Committee).

### ***Public Safety & Water Safety***

Public safety and medical plans were reviewed and approved by the FEST Committee before the event and executed without any significant issues.

The only notable observation was that ocean currents were stronger than expected for many first-time participants. Accordingly, the event organizers plan to work with Jericho Rescue and the Vancouver Lifeguard Association to modify the 2026 course route to improve upon this year's experience.

### ***Event Setup & Tear Down***

Setup and tear down for the event took place on schedule. There were no significant impacts or damages to park assets after the event.

### ***Wildlife Impact***

The main wildlife consideration was an active eagle nest located near the Jericho Service Yard. The organizers engaged a Qualified Environmental Professional to draft a plan to mitigate any potential impacts to the nest and prevent disturbance. This included an on-site monitor to observe eagle activities. There were no notable issues to report post event.

### ***Sports Fields, Beaches & Park Access***

The event organizers prepared a plan to minimize disruptions to public access to park facilities and maintain access while it was safe and operationally feasible to do so.

The morning closure of the roadways and parking resulted in some disruptions, but the access to beaches and parks was facilitated with relative ease, and no significant issues were reported post event.

Some field user groups, including beach volleyball players, experienced some inconveniences due to a lack of direct access or relocation/rescheduling of their historical bookings. The organizers will continue to work with the user groups to minimize impacts in 2026.

### ***Neighbourhood Impacts***

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

The organizers conducted significant community outreach and notification in advance of the event, including a direct hotline to the event organizers in case residents needed to flag any issues in a timely manner. Over the three days of operations, only one enquiry was received.

### ***Stakeholder Impacts***

The event organizers sought to minimize disruptions to area stakeholders (key areas of potential impact included First Nations/archaeology, Jericho Sailing Centre, Jericho Arts Centre, and Jericho Hostel).

The organizers contacted all stakeholders directly to ensure impacts from the event were minimized and all stakeholders reported that they had an opportunity to voice potential areas of concern. All issues were properly addressed and resolved in a timely manner through open dialogue and adjusting of operational plans. No issues were raised by stakeholders post event.

### ***Event Benefits***

The Triathlon produced a significant amount of international visitation and media visibility for the city. Over 2,000 out of town visitors attended the event, generating broad and significant economic impacts for Vancouver, including important investments by the organising committee into park businesses and services. In terms of media reach, the triathlon generated over 38.6 million online video views and 3.5 million+ live television spectators in key tourism markets.

The event also invited local Host Nations to participate in the planning, delivery and presentation of the event. Key initiatives included:

- Artists from each Host Nation were involved in designing the medals, awards, and event brand elements;
- All three Host Nations were featured in the live international broadcasts, and opened the event with traditional territorial acknowledgements and blessings; and
- Host Nations youth were provided opportunities to participate in the event free of charge.

As one of the most prominent triathlon events in Canada, the T100 was the highlight for local triathletes, officials, organizations, and clubs. Every triathlon club in the region participated in the event through racing, volunteering, or supporting the professional athletes. The opportunity to compete in a flagship event close to home and be part of the internationally broadcast races was a unique and special opportunity for local athletes.

The event organizers also supported the Exceleration Youth Triathlon Program throughout the week, with a number of professional athletes attending select trainings sessions for photos, autographs, and Q&A opportunities. Support was also provided for the Exceleration Tri-It Youth Triathlon Program.

Lastly, the event established a new level of partnership and collaboration between the Park Board, City of Vancouver, Jericho Sailing Centre, University of British Columbia, Metro Vancouver, Province of BC, and several other local stakeholders to successfully deliver the event.

## DISCUSSION

### Event Proposal

Given the positive response to the inaugural T100 Triathlon, the event organizers (Professional Triathletes Organization and Do North Events) are seeking approval to add this event to the Park Board's annual Calendar of Major Special Events. It is anticipated that future Triathlons will be executed in much the same manner as the 2025 event, except for requisite revisions to annual event dates. Notwithstanding the addition of the Triathlon to the Park Board's annual Calendar of Major Special Events:

- The initiative would be subject to annual reviews by both Park Board staff and the Host Nations before proceeding each year;
- Any major changes to the delivery of the Triathlon would be subject to Board approval; and
- The Park Board reserves the right to remove the Triathlon from the annual Calendar of Major Special Events if the event is not delivered as intended and/or the Board determines that it no longer wishes to host the Triathlon at Jericho Beach and Locarno Beach Parks.

For the Board's reference, a summary of some of the key event parameters are provided below.

### Event Dates & Site Use Period

Due to restrictions associated with the FIFA World Cup 26™, the proposed dates for T100 Vancouver Multisport Festival Triathlon in 2026 will be adjusted to August 14, 15 & 16, 2026. If approved by the Board, setup for the event will begin on Monday, August 10, 2026, and continue for four days leading up to the event on Friday, August 14, 2026. Tear down will be completed by the end of Tuesday, August 18, 2026. The proposed site use periods are in line with other Park Board high complexity event initiatives.

### 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 carefully. Staff are supportive of adding this initiative to the annual Calendar of Major Special Events due to its uniqueness, its marquis nature, and the significant benefits identified earlier in the report that would accrue to the public, the Park Board, and its partners/stakeholders, including most notably:

- Significant amount of international visitation, economic impact, and media visibility for the city;
- Inclusion of Indigenous representation throughout the Triathlon (which will recognize the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish), and səliłwətał (Tsleil-Waututh) Nations) and the provision of opportunities for Host Nation members and the broader Indigenous community;
- Collaboration and support with existing partners/stakeholders;
- Collaboration and support for the local triathlon community, including athletes, officials, organizations, and clubs; and
- Generation of important incremental revenues that can be used to deliver non-budgeted programs and services in Vancouver's parks and recreation system.

**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 and Locarno Beach Parks 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 (including any potential restoration expenses) will be borne by the event organizer; accordingly, there will be no costs to the Park Board related to this initiative.

As in 2025, the organizers will continue to work directly with other FEST partners to negotiate the financial terms and conditions that fall outside Park Board jurisdiction.

**Other Considerations**

FEST Committee members, including the Vancouver Police Department, Vancouver Fire & Rescue Services, Engineering Services, and BC Ambulance Service have all provided favorable reviews of the 2025 event.

The 2025 event proposal was reviewed by representatives from the xʷməθkʷəy̓əm (Musqueam), Sk̓wxwú7mesh Úxwumixw (Squamish), and səliłwətał (Tsleil-Waututh) Nations. No issues of concern were noted or identified through this engagement process and the event organizers will continue to work closely with the Host Nations in future years. In addition, Park Board staff will engage with the Host Nations on this initiative via the existing referral process (e.g. government-to-government dialogue). Future events will only move forward with the support/endorsement of the Host Nations.

**Conclusion & Next Steps**

Large scale special events activate public spaces, foster community connectedness, and provide enriching experiences. Informed by robust planning, positive stakeholder engagement, and strong execution, the 2025 Vancouver Multisport Festival Triathlon not only achieved these objectives but also established a new marquis event for the city and generated important economic benefits for a wide range of partners/stakeholders. Not surprisingly, future editions of this event are eagerly being anticipated by Vancouverites and visitors to the city.

Park Board staff have carefully considered the many aspects of this application and are confident that future editions of this event can be executed successfully and as intended. Accordingly, Park Board staff recommend that the Board approve the recommendations in this report, including the addition of the T100 Vancouver Multisport Festival Triathlon to the annual Calendar of Major Special Events, so that the event organizers can confirm arrangements with other event partners for next year's event, publicly announce and advertise the 2026 initiative, and begin detailed planning for their 2026 triathlon. Park Board staff and other event partners will also begin early engagement and collaboration with the T100 team to ensure the delivery of another successful triathlon in 2026.

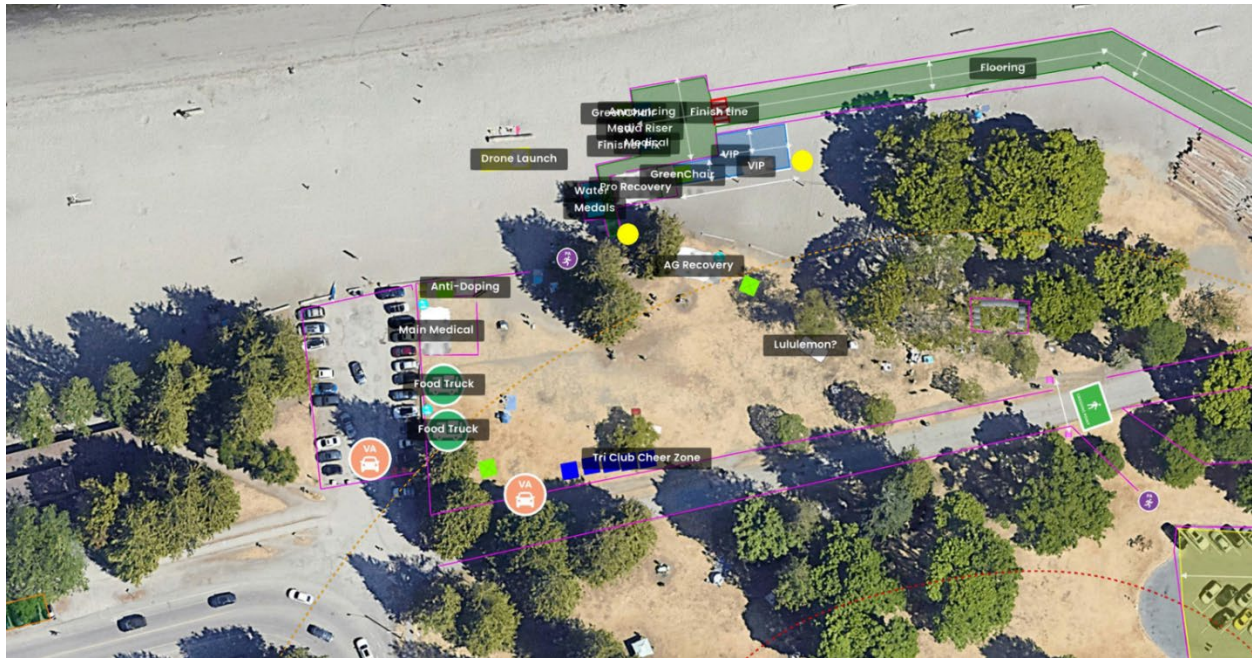
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## APPENDIX A

## 2025 VANCOUVER MULTISPORT FESTIVAL TRIATHLON SITE PLANS

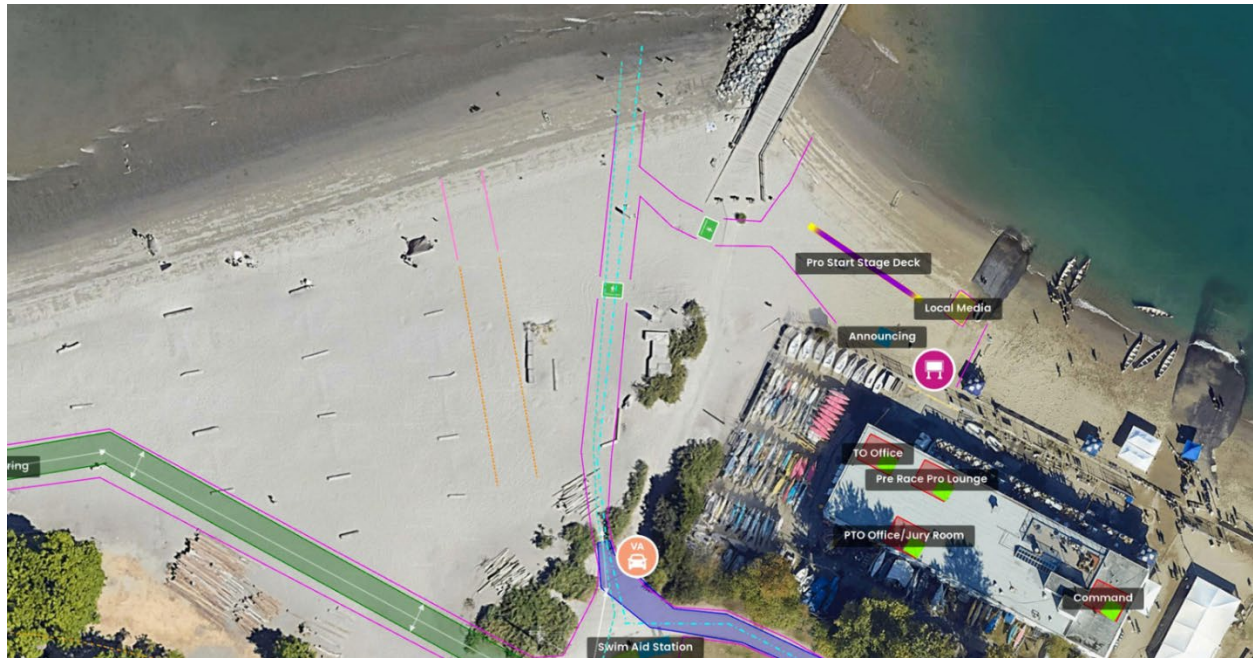
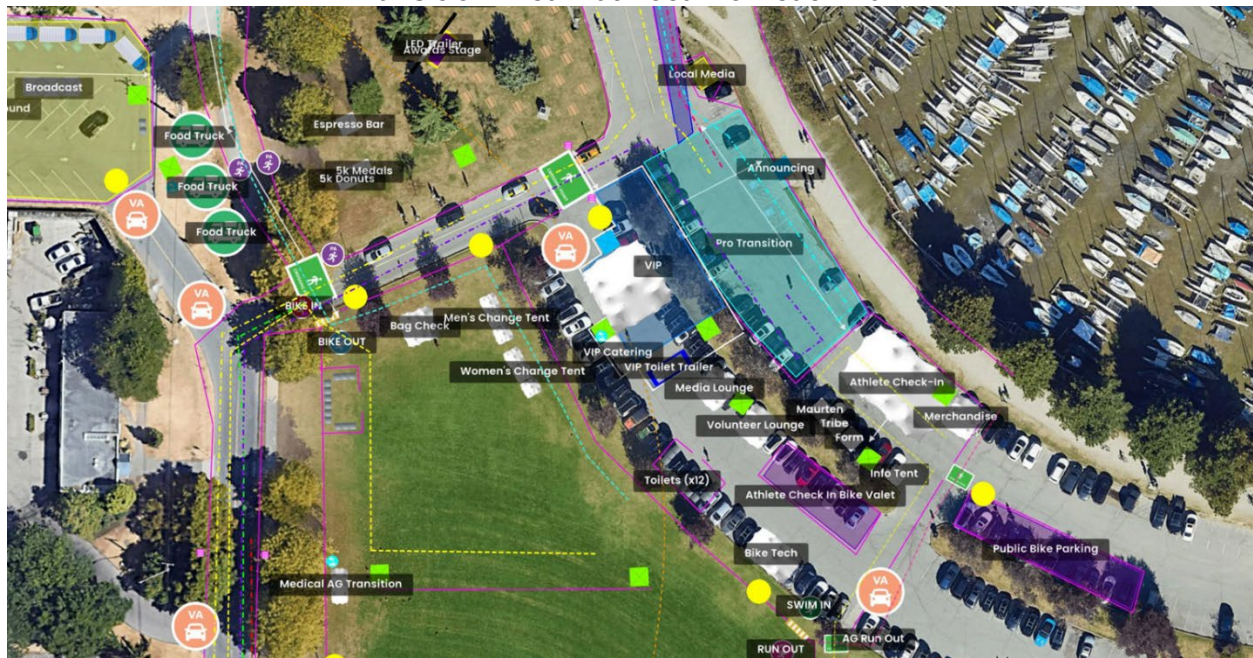
## Finish Line at Locarno Beach Park



## Broadcast Compound Area at Locarno Beach Park





**Transition Area 1 at Locarno Beach Park****Transition Area 2 at Locarno Beach Park**



### Production Staging Area at Locarno Beach Park

