

Date: May 7, 2019 **File No:**
To: Donny van Dyk, Chief Administrative Officer
From: Bregje Kozak, Director Recreation & Facilities
Subject: **Triathlon Strategy**

Staff Recommendations

THAT Council direct staff to negotiate a 5-year agreement to host IRONMAN Canada, a full distance triathlon race, held annually and on the last weekend in August, from 2020-2024, requiring an estimated annual City commitment of \$410,000 (including \$299,000 cash and \$111,000 of value in-kind contributions).

AND

THAT Council direct staff to explore opportunities for hosting a future multi-sport event, and return to Council with options.

Strategic Priority

Economic Vitality – Support business development, continue to develop Penticton’s event hosting potential and invest in branding Penticton as an event City.

Community Building – Invest in community enhancement and vibrancy, with focus on healthy living.

Background

A triathlon is a multisport race with three continuous and sequential race stages. While variations of the sport exist, the most common form includes swimming, cycling, and running over various distances. Races are typically categorized as standard or short course (also known as Olympic distance, covering 51.5 miles), middle distance (70.3 miles travelled) or full distance, which covers 140.6 total miles.

The most commonly known full distance race event is called the IRONMAN, which consists of a 2.4-mile (3.86 km) open water swim, a 112-mile (180.25 km) bicycle ride followed by a full marathon 26.22-mile (42.20 km) run, raced in that order and without a break. Most IRONMAN events will be completed between 8 hours and 16 or 17 hours as the cut-off time to complete the race, course dependent. It is widely considered one of the most difficult one-day sporting events in the world and any participant who manages to complete the triathlon within the time constraints is designated an IRONMAN.

IRONMAN's history dates back to 1978 where 15 competitors participated in the original race in Oahu, Hawaii. The race was moved to Kailua-Kona in 1981 where the world championships were held annually since then and continues today, now known as the IRONMAN World Championships.

IRONMAN is now one of the world's most well-known brands and operate 40 IRONMAN races, 106 IRONMAN 70.3 races, and various other short-course triathlons and multi-sport festivals. There are currently 4 other race locations in Canada including; Whistler (Full distance and 70.3), Calgary (70.3), Mont-Tremblant (full distance and 70.3) and Victoria (70.3). IRONMAN boasts a global reach, international exposure and a world class racing event with significant economic impact to its host community.

From 2012 to 2016, the IRONMAN Canada events in Whistler are estimated to have generated \$42 million in economic activity, and the 2017 event alone had an economic impact of \$11.5 million directly to the Whistler local economy.

Penticton's Triathlon History

Penticton has a unique and long history in hosting world class triathlon events, starting with the hosting of our City's first IRONMAN race in 1983. Starting with only 25 participants in its first year, the race grew dramatically in Penticton over the next thirty years, reaching registration numbers of close to 3000 athletes and ending up with a capped registration of 2500 participants in 2012. As the second longest-running IRONMAN competition in the world, with one of the few single-loop long-distance race courses, Penticton earned its reputation for world-class long distance racing.

Over its time in Penticton, IRONMAN Canada grew into an iconic race and it became part of the lifestyle here. The athlete experience was like no other, and the race was known for its established and committed base of thousands of volunteers, who were world-renowned for their enthusiastic welcoming of athletes from across the world.

The event also generated significant economic, social and community impacts for the City. A 2004 report estimated that IRONMAN's direct economic impact to Penticton at that time was in the range of \$12.5M.

In 2012, IRONMAN and the City decided to part ways and award the Challenge family (a competitor of IRONMAN in the triathlon industry) an exclusive license to produce the triathlon race in Penticton, starting in 2013. The Challenge Penticton races were staged by the Penticton Triathlon Society for the initial two years (2013 and 2014), before a competitive RFP was issued for a five-year exclusive license to produce the Challenge event. The five-year license was awarded to KCMB Events, which Michael Brown eventually assumed full ownership of and now operates as MB Events.

After another two years of staging Challenge Penticton (2015 and 2016), Michael Brown, in consultation with the City, decided to run its last Challenge race in 2017 and also staged the 2017 International Triathlon Union (ITU) Multisport World Championships Festival in Penticton. The ITU event brought approximately 3600 athletes to Penticton over ten days of international racing. Through this event, Penticton established itself as a desirable location for multisport triathlon festivals (ex. trail races, aquabike races, etc.) in addition to its already established reputation for traditional triathlon events. The widely regarded success of this event earned Penticton visibility on the ITU international circuit, and continued our excellent reputation as a host triathlon city.

For the remainder of its contract, MB Events is staging the Super League Penticton Triathlon event, which features short course loops and off-road events in addition to more traditional triathlon races. Unfortunately, only half of the event was staged in 2018 due to heavy smoke cancelling most of the races. 2019 is the final year of the current agreement between MB Events and the City of Penticton. With the upcoming expiry of the current triathlon agreement, City Council had identified that one of their key priorities was to seek options for a signature triathlon event in Penticton.

Current Status

City staff have been in discussions with IRONMAN over the past few months regarding the potential return of the full distance race to Penticton in 2020. Previously bound by a Non-Disclosure Agreement (NDA), City staff were tight lipped about their meetings with IRONMAN and were unable to provide information or updates to residents or the media until now. Staff proceeded with their due diligence including two face-to-face meetings with an IRONMAN representative in Penticton, and explored the total cash and in-kind commitments that would be required to bring IRONMAN back to Penticton. This staff report is intended to update the public and City council on the discussions to date.

At the same time as the IRONMAN discussion was occurring, the City issued an Expression of Interest (EOI) to test the market and see what other options might be available to City council for bringing back a world-class signature triathlon or multi-sport event to our City. This report also summarizes the EOI results and recommendations coming out of that process.

A public survey was then issued to seek community input on future triathlons and events in Penticton. The intent was to gauge public interest in hosting major triathlon events and the level of support for hosting major events in Penticton. The information received from the EOI, IRONMAN and the community survey are all important in helping guide Council decision-making on the future of triathlon events in Penticton.

Community Engagement

In order to help inform the triathlon strategy, a public survey was issued to provide feedback on what the public wants to see in terms of a signature triathlon or multi-sport event in Penticton. The survey ran from March 22 to April 7. It was available electronically on the shapeyourcitypenticton.ca engagement platform. Paper copies were also provided at City Hall. The goal of the survey was to provide residents with the opportunity to share their feedback on the triathlon events and to understand how important these events are to the community. The following is a summary of the findings:

- The City received 491 responses including a mix of residents (77%), businesses (8%) and other (15%). The other category included out-of-town athletes and respondents.
- About 68% of participants have been here more than 8 years and have been involved in one or more of the signature triathlon events including IRONMAN (64%), Challenge (48%), ITU Multisport (27%) and Super League (15%).
- About 60% of the residents describe their participation as a spectator followed by volunteer (45%), neighbor of the route (30%) and athlete (29%). Of the 40 participants who identified as businesses, nearly half describe their involvement as related to tourism, and a quarter describe their businesses as disrupted by the events.

- Participants were asked how important the events are to the vibrancy of the city and the local economy. More than half of business and residential participants felt that the world-class triathlon event is very important and over 45% said they are very supportive of investing tax dollars to bring these events to the city.
- When asked to name three advantages of the event(s), the top responses include the economic impact it generates, the tourism it attracts, the international exposure it provides, the spirit and pride it creates in the community, and the healthy lifestyle it promotes and inspires.
- When asked to name three disadvantages of the event(s), the top responses included the traffic it creates, the disruption caused by road closures, the need for taxpayer funding and questions about the economic impact. The second most common response was that there are no disadvantages to the event.
- The City asked participants to identify any events they would like to see come to Penticton. 62% expressed interest in an IRONMAN full distance or 70.3 distance race coming to the city. The remaining responses point to a wide range of events such as arts and culture, cycling and swimming, nature and environment, and soccer and pickleball.

Some of the comments made by participants of interest include the following:

“Incredible tourism. Not just for the event but training camps and weekend trips. I would come to Penticton 3 to 4 times per year beside IRONMAN week.”

“IRONMAN is one of the reasons I moved here. The first time I came was on a training camp, then spectator, then athlete. Now we raise our family here.”

“Jeff Symonds and Jen Annett (IRONMAN athletes) are amazing ambassadors for health and wellness not just in Penticton but throughout Canada.”

“The big disadvantage for me is trying to get anywhere in the city on event days. I often work weekends and have trouble finding a place to cross.”

“The value to the community is restricted to business interests such as hotels, motels, restaurants and trinket shops. The city residents see no value.”

The complete survey results as well as a summary of the comments on social media are available in Appendix A.

Event Options

1. IRONMAN Canada

Type of Event: Full distance IRONMAN race, based on original single loop bike route and finish line on Lakeshore Drive. The race will be held annually, for 5 years, and on the last weekend in August, with the first race starting on August 30, 2020. A 5-year agreement is being proposed and the race will run out of downtown and the Okanagan Lake area of the City. In addition to the race day activities, the City has proposed to include a budget for tertiary events and marketing, to celebrate ‘Race Week’ and enhance the overall IRONMAN experience.

Projected Attendance: 2600 athletes first year (suggested capped registration numbers)

Cost to City: \$150,000 CAD annual fee, plus additional Host City Requirements

Following is a breakdown of the Host City requirements. These are being proposed to be provided by the City of Penticton, and cover both cash and in-kind services :

Item	Description	Estimated Cost
Host Fee	Annual Fee for hosting full distance IRONMAN event	\$150,000
Event Space	Staging areas, race office, IRONMAN village, athlete areas, supply depot	\$141,000
Public Works & Police services	Barricades, signage, street cleaning, beach cleaning, etc. and contribution towards traffic management plan (first \$10K = IRONMAN cost, \$10,001 to \$70,000 is cost shared 50/50, IRONMAN pays anything over that amount) RCMP personnel for managing traffic at key intersections, quick response team and general duty officers	\$108,000
Hotel Accommodation	320 complimentary room nights for IRONMAN staff	\$ 96,000
Medical Services	City to provide space as per 'Event space' requirements, IRONMAN to provide all medical services	\$ 0
Communications	Race week events, traffic impacts, road closure notifications	\$ 10,000
Other Municipal Services	Delivery and rental of parks, bleachers, equipment and mobile washroom etc. Use of barge for setting up race course, use of Rescue zodiac and radios, set up and use of Emergency Operations Centre	\$ 25,000
Race Week Event Enhancements	Tertiary events and marketing budget to put towards race week enhancements, economic impact survey	\$133,000
Gross Costs		\$663,000
Less:		(253,000)
Sponsorships & Cost Savings		
Cost to City		\$410,000

All City services are limited to those provided within City limits and to what is explicitly listed in the proposal. Any additional requirements not listed as Host City Services will be provided by IRONMAN at their cost.

The proposed total value of Host City Contributions is valued at \$513,000 for a total combined maximum annual cost to the City of \$663,000, including the annual Host City Financial Fee. These costs will be offset by \$53,000 in savings identified by staff and over \$200,000 in community sponsorships which have already been committed, with potential for more contributions as details of the event are released. The net annual cost to the City is estimated at \$410,000, including \$299,000 cash and \$111,000 value in-kind services.

Operational Impacts - All related City departments have been consulted on their involvement and contributions towards the IRONMAN event, and their corresponding budget requirements are reflected in the event budget. All major City departments will be involved in staging a large event such as this including; Recreation & Facilities, Parks, Public Works, Engineering, Bylaw, Communications, Economic Development, Human Resources & Safety, Finance, RCMP and the Penticton Fire Department.

Many of the City services are provided at value in-kind. We know from experience that the cost of municipal services can quickly escalate for large events and it is important to build in as much cost certainty as possible to protect the City from unexpected cost increases. In order to address this, the City of Penticton's proposal identifies a total maximum value of in-kind services and that anything over and above the agreed upon services and amounts will be at IRONMAN's expense. The proposal also transfers risk for some of the more costly services back to IRONMAN including the traffic control plan and implementation (City's contribution is capped at \$30,000) and medical services.

Communications - A separate communications budget has been established to address the needs for public notifications and communication requirements throughout race planning and on race day. Communications will focus on providing relevant and timely notification of items such as related community events, volunteer opportunities, traffic impacts and road closures. Accurate communications will be critical in ensuring business and resident impacts are clearly understood and minimized.

Tertiary Events and Marketing - The City plans to host race week events that are intended to enhance the vibrancy and energy leading towards the IRONMAN Canada race. The events will generate excitement, celebrate volunteers, athletes, spectators, visitors, residents, local businesses and highlight our great City. The events and marketing budget may also be used to enrich the athlete/participant experience through marketing, activations and event enhancements.

Sponsorship and Donations

The city is seeking partners that are interested in contributing in-kind or cash donations towards a portion of the hard costs or sponsoring one of our race week events. Important partners such as Travel Penticton have already come to the table and offered to take care of the required IRONMAN staff accommodations (estimated value of almost \$100,000) at no cost to the City.

Key businesses and organizations in the community have also been engaged to determine their support for bringing IRONMAN back to Penticton and early commitments to date total just over \$200,000 of cash and in-kind annual funding towards the event. Sponsorship interest ranges from providing innovative local event support through the provision of space needs, goods and services, operational and logistical assistance, all contributing towards reducing the costs for hosting this event.

Financial and In-Kind contributions from local businesses and organizations at this early stage include the following businesses, which staff wish to thank for their positive response and support in bringing IRONMAN back to Penticton:

- Travel Penticton, providing a contribution for hotel accommodations
- Lakeside Resort, for annual in-kind space needs and event support
- Robin, Jessica & Lee Agur, contributing to the provision of products and services to support community events

- Valley First Credit Union, for the provision to support community events either side of the race weekend
- Greyback Construction, for the provision of infrastructure and equipment for logistical / operational assistance for events
- Wildstone Construction and Engineering, for the provision of logistical and operational support for events
- Gateway Casino for the provision of in-kind support to enhance the athlete experience
- Great Estates Okanagan for enhancing the event participant experience and showcasing Penticton and area to new visitors

Specific details around sponsorship of race week events will be determined over the coming year, including benefits to local sponsors and scheduling of events. Should IRONMAN be supported by Council, staff are confident that additional support and investment from the business community will be received, over and above the businesses that have supported this initiative so far.

Staff were unable to reach out to many other organizations in the community given the timeline and confidentiality of the discussions with IRONMAN, but look forward to working with the local and regional business community to enhance the existing support received. Early discussions with the wine industry have been positive and ongoing discussions will continue moving forward.

2. Expression Of Interest

An Expression of Interest was issued on March 24, seeking interested parties to organize and execute a triathlon race and related events in Penticton. The EOI closed on April 24 and a total of 3 compliant submissions were received, summarized as follows:

1) Proponent #1 - Race Festival

Type of Event: Race festival, featuring an Olympic distance triathlon (covering 51.5 miles) highlighting 22 professional racers, an amateur field, and featuring race options such as team races and tri-together events. Ancillary festival events include a 10km wine-themed, non-competitive race, a unique expo and free movies in the park, and two ticketed music concerts on the beach.

Projected Attendance: 2020 – 920 participants, 2000 spectators, 500 volunteers. Projected growth to 1100 participants in 2021, 1400 by 2022.

Location: Race and festival events centralized at Okanagan Lake Park. Swim – Okanagan Lake, Bike – Hwy97 and out Green Mountain Road, back along Government, run – Naramata Road

Organizers: Vancouver-based events company, experienced music and festival event organizers (limited sport event experience)

Cost to City: City owns the event and carries all financial risk. Projected revenues of \$213,000 not including municipal services. Need at minimum \$315,000 cashflow to fund the event annually.

2) Proponent #2 - Major League Triathlon

Type of Event: International endurance festival, featuring multitude of events such as professional triathlon racing, short course amateur triathlon race, gravel bike ride, cyclocross, criterium event, 5km run, beer mile, etc. Ancillary events include a three-day festival weekend (including live music, interactive expo, beer gardens, and kids' zone)

Projected Attendance: Year 1 – 1500 participants, Year 2 – 1750 participants, Year 3 – 2000 participants

Organizers: USA-based company representing a professional triathlon league, which focuses on the mixed team relay style of racing (debuting as Olympic sport in 2020) and plans to expand internationally from the USA in 2020.

Cost to City: \$85,000 USD Race Fee (\$114,525 CAD)

Value Add: Offer to create and manage a Penticton Major League Triathlon Team that will compete on the national MLT circuit and host World Championships in its third year.

3) Proponent #3 - Penticton Long Course Triathlon

Type of Event: Premier Multisport Festival featuring a half distance long course triathlon, scalable to incorporate variety of multisport events including cross triathlon, standard distance triathlon, aquabike, aquathlon, duathlon and scalable to accommodate national and international championships. Designed to build on success and international reputation of 2017 ITU Multisport World Championships while appealing to the “race local, home-grown” concept. Ancillary events include an athlete and family centred celebration plaza at Skaha Lake Park.

Projected Attendance: 2020 – 600 participants

Location: Skaha Lake Park. Swim – Skaha Lake, Bike – two-loop course out Eastside Road/McLean Creek Road to OK Falls, back on Hwy 97, Run – Hwy 97/Channel Parkway. Location is intended to minimize disruption to community (i.e. road closures) and to create business benefits for businesses at south end of town, while minimizing pressures on businesses/hotels at northern end of town on an already busy weekend in August.

Organizer: Local respected race organizers with existing successful events in Penticton and Okanagan

Cost to City: Request for \$30,000 of in-kind services

Value-Add: Offer to time with existing events under the race organizers' portfolio to create a two-weekend festival event in Okanagan

As a result of the EOI process, staff recommend that the City explore opportunities for hosting a future multi-sport event/festival (cross tri, aquathlon, aquabike) in Penticton. Keeping a multisport event in our repertoire

is something staff would like to see, as it would maintain Penticton as a multisport destination and enable us to stay on the ITU radar for future ITU events.

Proponent #3's submission was of interest as it offers a variety of race options, and provides opportunity to work with well-known successful local organizers who know our local terrain and environment. Their proposal is also the only one to identify Skaha as a potential race location which would enhance vibrancy and economic impact on the South end of town. With proposed initial costs of approximately \$30,000 (in-kind contributions), there could be potential to host such an event at a small cost and low risk to the City.

The other two proponents are both proposing brand new events for the City. The Race Festival is more of a festival with a race component, and requires that the City own the event and carry all of the financial risk. The Major League Triathlon is a new brand requiring a minimum race fee of \$114,000 CDN plus in-kind services. Both of these events are unproven brands, come at a significant cost to the City, and are not recommended to be pursued further at this time.

Financial implication

The financial impact of hosting a marquee event is dependent on the event production company and brand and on how many visitors it attracts to a host city. In order to host an event that attracts and services large numbers of athletes, volunteers, and spectators and generates substantial economic impact (while promoting a positive image of Penticton), the City must typically provide both financial and in-kind support for the event. While this may require initial investment, it is important to note that events have proven to be a lucrative industry with a high return on investment (ROI).

The original estimate to host the IRONMAN event was \$663,000. However with confirmed sponsorship contributions of over \$200,000 and a further \$53,000 in cost saving opportunities confirmed by staff, **the resulting annual net City contribution is valued at \$410,000. This includes cash contributions of approximately \$300,000, and value in-kind services of approximately \$110,000.**

Staff will continue to pursue sponsorships and donations to reduce the overall cost of the event. The City presently has \$110,000 annually allocated within the 2019-2023 financial plan towards a triathlon event. The net budget increase required by the City to host Ironman will be \$300,000. This additional budget increase will be incorporated into the 2020-2024 financial plan should Council support this event.

Analysis

Penticton is a triathlon city; continuing to host an annual marquee triathlon event here will capitalize on the success of our previous signature events including IRONMAN, Challenge Races, 2017 ITU Multisport World Championships and Super League.

These events have shaped Penticton's identity as an event destination, encouraged its volunteer spirit and outdoor adventure lifestyle, and allowed residents to take pride in showing their community to the world. The City has invested heavily in event tourism and the sport of triathlon specifically; this has proven to be a worthy investment for the community. IRONMAN was previously estimated to have a \$12.5M economic

impact for Penticton and those numbers would be expected to be similar for the return of IRONMAN to Penticton.

From the start, staff wanted to ensure that any recommendations provided to Council were thoroughly considered, based on a review of several possible options and aligned on matters pertaining to budget, sponsorship and community support. The recommended triathlon strategy that staff have prepared for Council, which includes the opportunity for Penticton to resume its historic role as a full distance IRONMAN host city, achieves Penticton's goal of continuing its tradition of holding successful, cost effective and pride generating world class triathlon events.

Bringing IRONMAN back to Penticton does not exclude the City from exploring other opportunities for hosting multisport events and is an important consideration in the future of triathlon and multisport in our City.

To be a host community for an IRONMAN event is a significant accomplishment and something that is coveted by many other municipalities. There are only 5 other communities in Canada that have such an honour, and only one other full distance event come 2020. The community has shown their support and are nostalgic about our City's unique IRONMAN history. With no marquee triathlon event currently scheduled beyond 2019, the City is uniquely placed to bring IRONMAN back to Penticton.

Alternate recommendations

THAT Council provide staff with alternate direction.

Attachments

Appendix A – Triathlon Event survey report and social media summary

Respectfully submitted,



Bregje Kozak
Director Recreation & Facilities

Concurrence

Chief Administrative Officer DyD	Chief Financial Officer <i>LWB</i>
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Survey Report

01 March 2019 - 24 April 2019

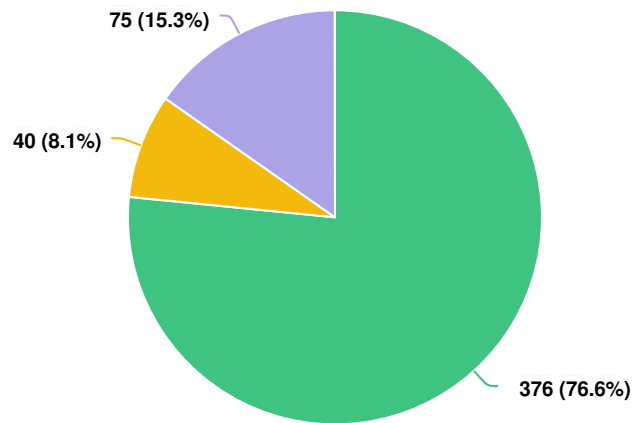
What should we TRI?

PROJECT: Triathlon Survey

Shape Your City Penticton

engagement hq
by Bang the Table

Q1 Which best describes your interest in completing this survey?

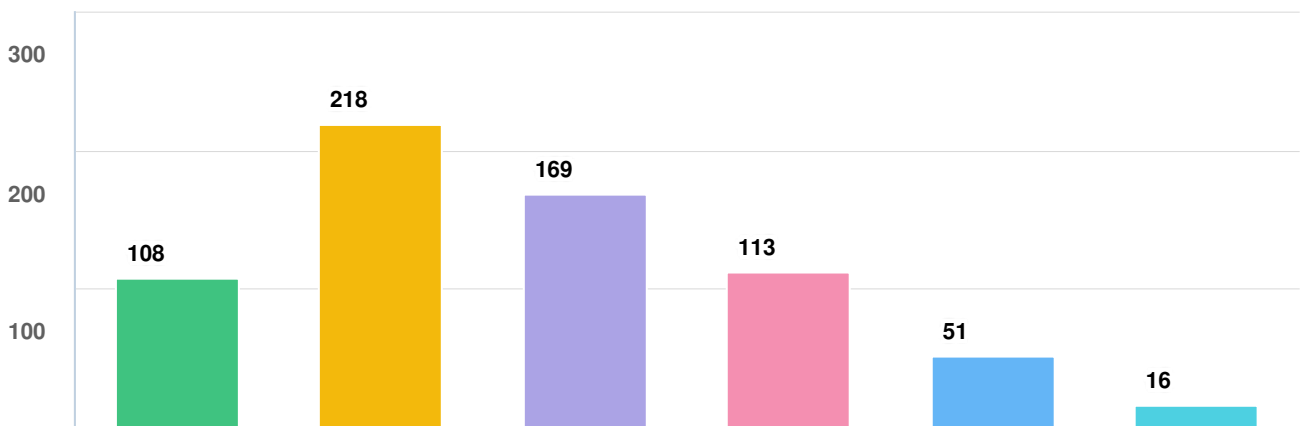


Question options

- I am a resident of Penticton.
- I am a business owner in Penticton.
- Other

Optional question (491 responses, 0 skipped)

Q2 If you chose 'resident', what has been your involvement in long distance and multisport triathlon events?



Question options

- I am an athlete / participant.
- I am a spectator.
- I am a volunteer.
- I live along the event routes.
- I am not involved in the events.
- Other

Optional question (376 responses, 115 skipped)

Q3 | If you chose other, please identify:



Would like to volunteer but havn't

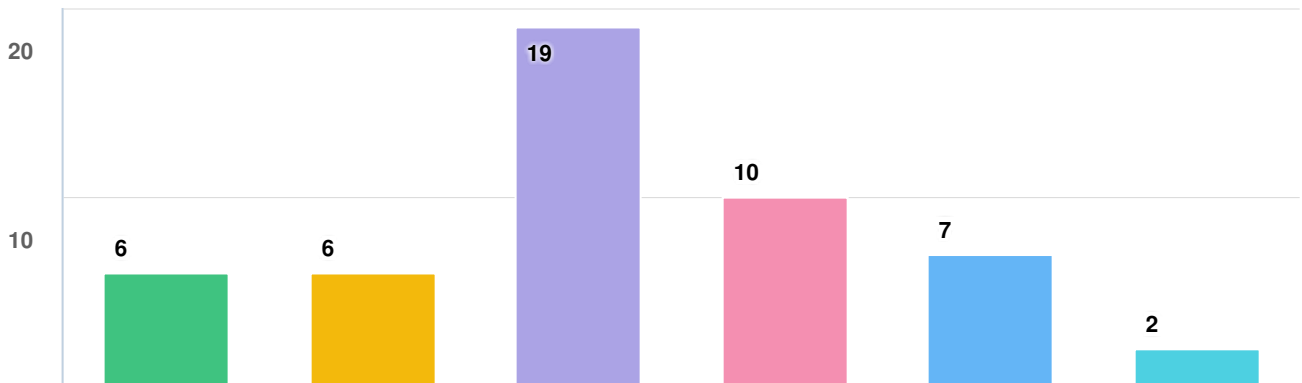
I previously lived there. Was involved in Ironman. I still sit on the board of directors for the peach city Beach cruise for 19 years.

Support family and friends

Triathlete Tom Evans

Optional question (4 responses, 487 skipped)

Q4 | If you chose 'business owner', what has been your involvement in long distance and multisport triathlon events?



Question options

- My business sponsors the events.
- My business supplies the events.
- My business benefits from the tourism generated by events.
- My business is disrupted by the events.
- My business is not affected by the events.
- Other

Optional question (40 responses, 451 skipped)

Q6 | If you chose 'other', please identify your interest:

I live out of town and like to watch events in Penticton.

I own a business as well, but we weren't allowed to choose both. I think these kinds of events benefit all kinds of local businesses and is good for everybody !

Naramata resident

I live in Summerland but work and often recreate in Penticton.

I am a triathlete from Osoyoos and often race in the Okanagan.

I used to live in Penticton - moved there to race Ironman Canada - I have completed 11 Ironman Canada's in Penticton - but moved back to Calgary when the race left (just coincidence - but with the race gone - one of the factors to live there was gone)

Triathlon competitor

Out of town athlete

I am a frequent visitor to Penticton because of triathlon and cycling.

Past Ironman and Challenge participant.

Have a summer place in Penticton

Former Ironman participant and tourist

Triathlete

Visit for business (bike industry) many times a year

We come to Penticton for the entire month of August each year for a holiday and triathlon. We've been coming for 11 years now.

Have been visiting Penticton since the late 80's!

Penticton is the home of triathlon for me. I love the Okanagan and Penticton in particular. When I retire in 10-15 years, I plan on moving to Penticton and raising my now infant sons there. I travel to Penticton at least twice a year from Vancouver.

I have raced triathlon in Penticton every year for the past 4 years.

Past participant in Challenge races. Vacationed to Penticton for Ironman Canada

I live in Burnaby but travel to Penticton specifically to do some triathlon training every year.

Love coming there to train, race and holiday!

Visit regularly for pleasure

Love training, racing, visiting friends in Penticton. Would love to live in Penticton.

I'm an Ironman triathlete and my interest is seeing Ironman come back to Penticton. All athletes wish this.

I am a triathlete.

I am a triathlete, I love racing in Penticton and would love to do another Ironman in your city.

Ironman participant and part time resident for 9 years

I live in Summerland and spend lots of time and money in Penticton, shopping, arts, sports, symphony etc

I am a visitor there 2-3 times a year. Used to be more when Ironman Canada was there

Vacation Property Owner

I have been an Ironman and Penticton Triathlon participant. Have vacationed there lots.

Frequent visitor and event participant

Frequent visitor

Summer resident

Frequent visitor to Penticton

Regular visitor to Penticton

16 time ironman Canada finisher

Live travelling to Penticton at least 2x every summer to vacation and participate in triathlon events!

Fan of triathlon

We have come to Penticton for Ironman and Triathlon for almost 30 years

Long distance triathlon. Penticton hosted the best Ironman CANADA. Would like to see if it can come back

I live in Kelowna & Penticton is in my backyard, so I support all triathlons. Either by competing or volunteering.

Completed IM in Penticton twice

Summerland resident who shops and recreates in Penticton regularly.

I am a professional triathlete and long time Penticton visitor! I come to Penticton regularly and have friends that live there, I come often to train and compete in Penticton.

Have watched, supported, and competed in many events in Penticton (IMC, Challenge, Fondo), believe it is ideal city/location to host

I reside on the route for several Triathlon activities and my route into Penticton (Where I work)

Former resident of Penticton, parents and friends still live there so visit often.

Kelowna resident and triathlete

Resident and business owner in Summerland

I own a home here but live here only in July/August.

Business owner and resident in OK Falls

second home owner

I live in Naramata!

Live in Naramata

Grew up in Penticton. Visit in summers.

property owner in Penticton

I vacation here every summer and have chosen Penticton as a race destination for many years.

I live in Osoyoos

I am an Ironman but only trained in Penticton since it had moved to Whistler. I love the area and have biked the old IM bike course and loved it. I wanted Penticton to be my 1st im but settled for the Long Distance race. Penticton has been a triathlon destination for me for years: to watch, to compete, to train

spent lots of time training, racing and spectating in Penticton

Visitor for Ironman events

resident of WA state that used to love coming to Penticton for Triathlons.

Bringing a big triathlon event back to Penticton

I am a frequent visitor to Penticton. My wife and I visited Penticton every August from 1988 to 2015 to compete in IM Canada and Challenge Penticton.

Live just outside Penticton and like the tri events and the business it provides Penticton.

Parent of participant and luv the excitement

live in oliver, visit Penticton often



Reside in Summerland, interested in Penticton prospering

I live in Kaleden, so am directly impacted.

I have been doing triathlons in Penticton and around Penticton for the past 7 years and enjoy vacationing in the area.

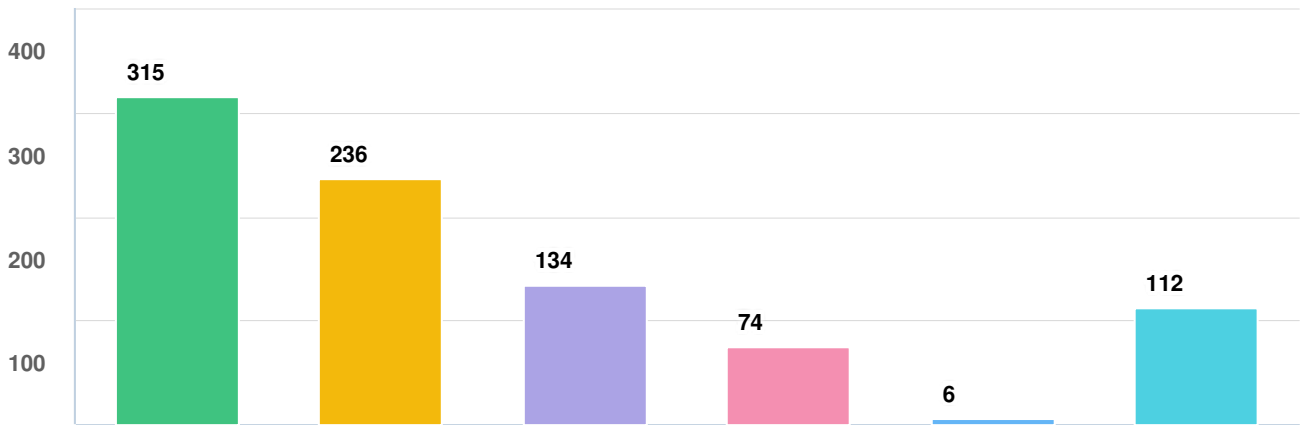
Ironman benefits all surrounding areas which benefits everyone.

I enjoy volunteering

summerland resident

Optional question (75 responses, 416 skipped)

Q7 Which events have you been involved in? (Please consider your response to the previous question.)

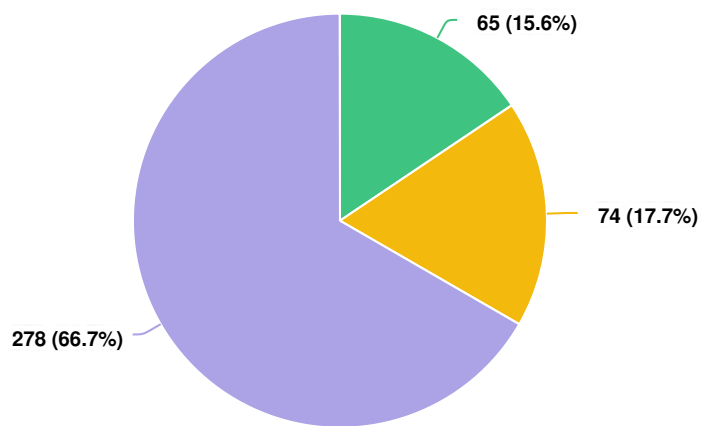


Question options

- Ironman Penticton (1983-2012)
- Challenge Penticton (2013-2016)
- ITU Multisport World Championships (2017)
- Super League Triathlon Penticton (2018-2019)
- I am not sure.
- I have not been involved.

Optional question (487 responses, 4 skipped)

Q8 How long have you lived or owned a business in Penticton?



Question options

- 1 to 3 years
- 4 to 7 years
- 8 or more years

Optional question (417 responses, 74 skipped)

Q9 | What do you think are the advantages to hosting long distance and multisport triathlon events in Penticton? Please list up to three points.

The terrain and already in place trails Previous experience with Ironman and ITU Multisport Weather

exposing people from away to Penticton good for local business

Increase in visitors Exposure to national media Good for local businesses

Encourages fitness Boosts economy

Can't think of one.

brings in people to penticton, cafe's, stores, extra motels and hotels. for visitors to see our penticton

Economic spinoff Global marketing awareness/exposure Community pride/morale

Introduces people around the world to Penticton. Brings excitement to the town. Encourages an active town.

1. It increases our economy/revenue/profit - participants and their supporting family members come, book hotels, flights, buy food, souvenirs etc. 2. It gives participants (and their family, friends, etc.) the chance to see Penticton. If they have a good experience and a fun time they are most likely to return for future events, for vacation, maybe even to move here. 3. It brings the residents of the city out- when there is a free event happening in the city, more people will be outside spectating, getting involved, having fun, etc. adds attention to the city, increases revenue spent etc

The international visitors it brings to the City and the resulting economic impact to local businesses.

It brings economic benefits as the athletes spend a lot of money to compete here but also to train here. It increases the profile of Penticton as a sport supporting City. It provides visual reinforcement of the benefits of being physically active. it supports our cycling infrastructure which desperately needs support. It brings active healthy people to our City who may then move here and contribute positively to our economy.

Huge economic exposure for Penticton and surrounding communities.

Hosting Ironman Canada in Penticton for 30 years lead to people moving to Penticton so they can live where they want to train. Businesses being opened

here relating to triathlon. For example : coaching services, Swagman, triathlon training camps, etc, Podium Imports, etc. This has also led to other events such as the Axel Mercyx Gran Fondo.

Tourism dollars

Entertainment, motivation for other athletes, City pride. spin off events

Introduces people around the world to Penticton. Brings excitement to the town. Encourages an active town. Inconvenience to businesses and residents on day of event. Being a young and active member of this community I look forward to these events each year. I feel honoured to live in a city that supports these events and encourages our citizens to be active and involved.

-Brings tourist dollars in. They stay in our Airbnbs and eat at restaurants. - Brings prestige to the city. We are known for our events. -We get to see world class events

Hotel/vacation rental demand Introduce Penticton as a destination with pre-race visits, potential re-visitation for pleasure. Role models for citizens and their children.

-revenue -exposure

It showcases our beautiful city and brings a lot of additional revenue here.

1. Increased Tourism 2. Boosts economy

Revenue for businesses is great.

Puts us on the map. Brings in revenue. Builds community spirit.

Definitely more people visiting us A chance to highlight our city

Economic opportunities Increased tourism Increased number of people interested in living here (population growth)

International recognition as a great host city, of which we have always been with Ironman. Economic advantages, of course! We even have an auto dealership named after our most famous event, the Ironman triathlon. We rely heavily on tourism and the Ironman is one of our biggest draws. The volunteer base was absolutely the best. This is what we were most known for in the competitive sports event.

1. Exposure 2. Business to city 3. Healthy lifestyle

-low carbon footprint- ways to become more "green" -can support local business- some more than others- need to be selective -opportunities to support non-profits through honoraria for volunteer groups
Penticton gains an image of a healthy living community. Tourist dollars from participants and their entourage. Events provides a true international exposure for city and region.

Tourism revenue Media coverage Promoting healthy living

Economic gain for the city. Inspirational for citizens of the city. Puts Penticton on the map.

1. Penticton is the original and true home for Ironman Canada, and needs to come home. It's a significant highlight & international event for the South Okanagan. 2. These events showcase the best of the South Okanagan in terms of outdoor sports, healthy living, and natural environment of the area. The area has a well-honed and committed pool of volunteers for the right event. 3. It provides extensive revenue for Penticton and area not just for the main event, but for all related activities such as training camps throughout the year & individual athletes training in situ before the event.
economy , city awareness , participation

1) Promotes our city, 2) brings athletes and spectators who spend money which supports the local economy.

Brings in families for the community Economy Enjoy the beauty of the Okanagan

great for economy, great worldwide exposure, great for community pride

brings athletes and their families to our city athletes and their families spend money in our city attendees tell others about our city

economic development. I first came to race Ironman in 2003. Then 4 more times. Then I moved here from Toronto in 2013. Tourism not just for race but throughout summer months for training. With increase in wineries there is a cross pollination where athletes come to do more than just swim, bike, run Branding. A true world class event like ITU Worlds or Ironman (I race Challenge, they were terrible in comparison) puts Penticton on the global map.

Ironman Penticton was well-known in many other communities I lived in, across the country. A long-distance triathlon with a reputation for being challenging is something that gets put on bucket lists, so people plan to come here to race. It's an event that people aspire to complete, and brings some healthy, young tourists and their families to our community.

It is an excellent revenue generating activity for the city - hotels, restaurants, entertainment. People that come for the events will want to come back with

their families which equals more tourism revenue. It keeps Penticton "on the map" for when we are seeking other world class events.

1. recognition internationally 2. fun

Promotion as a sport destination and increased economic tourism generation. Youth and others aspire to be active, sporting events inspires others to be active and try something new Diversification of economic activity, from the regular wine and beach tourists.

They bring lots of visitors and family They keep the city Vibrant Create the illusion we are all fit

Economy and for spectators

The terrain here is perfect and our tourism focus means businesses and residents know how to support events, festivals etc.

Attract people to Penticton. Tourist \$\$

Tourism. Most athletes bring 2 or 3 people to cheer them on. Motels, restaurants, local shops & services benefit. Community involvement as spectators - great community atmosphere - entertainment, beer gardens also. Visitors will use "word of mouth" to encourage others to come to Penticton and area.

Showcases our city as a family, sport health oriented destination. Brings economic advantage to the City. Brings more tourists to area.

Possibly increased tourism revenue

-these events bring thousands of people that otherwise would not visit Penticton -these people generate money on accomodations, food, recreation etc., ideally into the local economy

If you are going to revisit it, I suggest you look at ITU and hosting a week long series of events like was done in 2017/18. I was the Run Course manager for these events, and saw the benefit of folks in town all week. I know several businesses on Main St. that did great increases during that week.

Fun. Excitement for competitors and spectators. Promotes tourism.

Tourism!!!

It's just good business for all our Entrepreneurs/Business Owners in Penticton. It creates employment for our youth. It's a great way to showcase our beautiful City and it's surroundings. This type of event like the Ironman brings Families back for vacations and even eventually settling here.

Notoriety for Penticton Brings in money.

The participants of these types of events are generally well heeled and spend a fair amount of money in the city while they are here. As well, they seem to be extremely well behaved while here and there is no need for extra policing, etc. It is wonderful to be a senior, watching all these incredible athletes compete at the highest level. Not only cheering on our own citizens but those who have come from great distances to enjoy our beautiful Okanagan. It helps the economy. It show cases Penticton to the world. It creates jobs

revenue for tourism sector revenue and exposure of the region revenue

Attracts tourists to watch the events, brings in business to local businesses, encourages BC athletes

encourages fitness brings people to town creates a festival atmosphere

- Incredible tourism - not just for the event - but training camps and weekend trips. I would come out to Penticton 3-4 times a year beside Ironman Week to do training, etc. Before we eventually moved to Penticton - one of the reasons was the race. - Active community that comes out. Generally very respectful - spend money in the community - bring families and are not there to trash the community. Healthy people who eat out. - Source of inspiration for the members of the community. As a teacher at Pen High - I had 4 ex-students complete in Ironman or Challenge Penticton that I know of. There were probably more...but it was incredible to see their interest and desire to set the goal of competing in the race and then to see them cross the finish line. I was so honoured to be asked by 2 former students to join their Challenge Penticton relay team. It was awesome.

Brings money to businesses in Penticton Adds to Penticton's vibrant summertime community. Showcases Penticton to the works.

brings in people to penticton makes penticton a mass cycling attraction. races inspire people achieve better

Penticton is an incredible place to showcase an iconic Ironman distance course. One of the few courses that's a one loop swim, bike and run. The volunteers/community are great. Financial benefits to the businesses of Penticton.

More visitors to Penticton, more exposure for our city, more money spent during training and racing visits

Increased visitors boosting the local businesses associated with tourism around the event date, as well as encouraging visitors before their main event to train on the course and get to know the area.

•it's great for the economy of the city with all of the out of town people

coming, staying at hotels, shopping localing, eating at restaurants etc.
•promotes a healthy, active lifestyle •gives locals the opportunity to volunteer and be proud of the amazing city they live in. My family has volunteered many times and we always meet some of the most incredible people!
A lot of good point for the city. Money, tourist, inspiration, new owner, new interesting job, good for economy, put Penticton on the map, city alive. . This is why I move in Penticton, because of all her event of mondial class.
none

Good for the local economy; puts Penticton on the map for other visitors.
provides an sense of community

Economic - we come and stay in hotels, eat in restaurants and support the economy. Tourist - promotes BC and Canada as a sport centre

1. It puts Penticton on the International map. I've being to Ironman events from Barcelona to Austraila & another 10 venues in between. At every place I have visited, I have ALWAYS being asked, why did Penticton give up on such a iconic venue? No lie. Everywhere I have gone, Penticton was known as the premier destination next to the Championships in Kona. 2. Triathletes spend money. They come for a "RACEcation". They stay on average 10 days surrounding the race. Tourism, wine, ect... 3. Ironman is the Ferrari of races. It's the be all that ends all, in the triathlon community.
Recognition to city. Economic advantage. Better well being for citizens and visitors.

- great people - great location - great event

Puts Penticton on the map Encourages visitors to Penticton Encourages locals to be active

Brings in visitors from all over the world, year round to prepare for these events! Local economic win!

Beauty of the city, and area History of Ironman in Penticton Logistics of hosting

Puts our city on the map. Contributes to city economy Good family event

Increased tourism during and before events (training) Exposure to a global audience

Economy Build active culture

-Long history drawing visitors to town -Increased tourism during spring and summer gearing up for the event - better specialty business for local businesses (esp. Bike Barn, Freedom, Peach City Runners)

Economy - tourist dollars

It is a fantastic venue. The locals treat the visitors so well. The volunteers are great.

These events build community spirit in general. An iron distance triathlon maintains the community of Penticton's heritage with the sport of triathlon. Triathlon is a lifestyle where people all ages and abilities can participate in many ways, be it as an athlete, volunteer, fan, or sponsoring business. Significant positive economic impact directly and indirectly for not only race week and race day, but prior to for athletes travelling to the area for training camps, coming for vacations before and after race week.

None

I have travelled to Penticton twice a year for the last 4 years for both an early season training camp and a race, spending thousands of dollars on accomodation and food and other purchases.

Wonderful community for hosting event. Great venue. Amazing people and volunteers. Fun community event. Economic impact for variety of business!

Tourism - attracts individuals to Penticton that may not otherwise come here
Economic benefits Increased activity & excitement during event week

Money for the Hotels, Motels, Restaurants, etc.

Events like the triathlon brings tourism to Penticton. Athletic endeavours attract a younger, diverse group of visitors that all of us in Penticton will benedit from. These participants will (hopefully) return to visit us many times in the future, and , if we do it right, their retelling of their experience will attract even more visitors.

A real community event with a world class feel. Businesses and hotels boom. Brings tourism to Penticton throughout the year as athletes train from spring rock fall.

1. Penticton is an excellent location for swimming, bicycling, running, and other outdoor summer events 2. Penticton has the basic infrastructure to host these events

The people and energy it brings to the community. The \$\$\$ it brings in to support local businesses. The exposure it shines on Penticton as a destination of choice.

Location Volunteers Community spirit and history

I think Penticton is the perfect spot for a long distance Trathalon and would love to see one come back. Showcases our town well. Increases tourism

We bring a lot of business to your community- not just race week but training weekends as well

Promotes Active lifestyle, brings people to the area for training camps and races, and offers volunteer opportunities

I have raced in multiple locations and Penticton is the best. 1- the volunteers. 2- the course (quality roads for one loop bike, great climbs!! perfect lake and spectacular scenery) 3- accommodation options for everyone. 4- spectator friendly.

Local economy Exposure to potential future visits Entertainment

Tourism Showcase the area Engage the community Use of facilities

Money for the business people

We as residents can race where we live. Brings in a lot of people from around the world We have the perfect setting for hosting races like this. Lakes and highways plus all the hotels.

Show case Penticton and the okanagan valley. Good for local business and tourism

- Brings tourism to the area - Brings economic benefit to the area - Promotes healthy / outdoor activity

Increased tourism. Financial benefits.

Healthy lifestyle Economic impact Inspirational role models

Possibly a small boost to economy on last week of August

Penticton gains international attention of being a destination location, not just for race events but for vacations for the whole family. They come for an event and stick around for the rest of the amenities...the food, beer, wine, farmers markets and other athletic opportunities.

Promotes an active lifestyle Excellent year round tourism (training and racing) Excellent promotion vehicle

1 inspires youth 2 economic boost 3 exposure

Encourages tourism. Builds civic pride. Promotes active lifestyle in the community.

1. Boost for economy and tourism, all through the year. 2. Builds community spirit by watching and volunteering and fitness and involvement 3.races support good people, good causes and inspire people to support athletes Ironman was a huge economic generator

Exposure, profit for local businesses, healthy lifestyle

It highlights your city and brings lots of business, triathletes have money to burn! It's close to my home, and it promotes participation on local sporting events, I don't have to travel to do an iconic race. Also, the Whistler course is really hard, and has turned me off ever doing a race there again. Penticton course, though hard, is farm more doable and fun!
International recognition Fit people Kids get involved

Penticton is the perfect venue for Ironman Canada and provided Penticton with a level of excitement that was well above Challenge or ITU. Please bring back Ironman. People that I know that participated in Ironman made on average 2 training weekends prior to the event...that's meals, accommodations, business for the merchants...

1. World wide promotion and recognition of Penticton 2. Financial benefits to the city with full hotels and restaurants 3. Brings all ages of residents of Penticton together to work toward hosting the event

Good for economy and tourists, great event for locals to enjoy and participate.

ever since moving here in 1999, we have attended, as spectators, the IRonman, cheering on the competitors all day along Main Street. Loved the vibe, enthusiasm, community spirit, did not miss an event. When the event left town, there was no substitute for the entertainment that day provided
When iron man was here it brought alot of athletes supporters and tourists. It brought in alot of money to Pentictons economy, the hotels motels bnbs restaurants were full up and down the valley. Some of these people have moved here. The athletes love Penticton. Grandfounyo, Dragon boat also grate events.

Brings visitors and athletes to the okanagan supports local economie

Usually event takes place at end of summer break, therefore hotels/restaurants/wineries receive an additional boost Increase profile for South Okanagan region

I think having a marquee triathlon event as we have done is a nice thing for the city. I also think having some development events like Peach Classic that are less resource intensive are also a good thing. Creating a diverse offering of activities and events for residents and visitors is part of what makes Penticton a great place to live and visit.

Direct tourism dollars Indirect tourism dollars City gets a focal point for participation, as athletes and volunteers

(1) Boost to sports tourism during the week leading up to the event, the weekend of the event and the week after the event. (2) Potential knock-on

effect of having participants wishing to visit Penticton prior to the event to train and familiarize themselves with the course and city, Both of these have a direct impact on tourism dollars spent in the city and surrounding region. Improves Penticton image. Helps our economy.

World recognition Economic benefits

Increased tourism throughout spring summer and fall Increase business to hotels and restaurants Brings not only athletes but their families throughout spring and summer

It brings revenue in for the business community It brings athletes there to train from other communities and cities

Increased sense of community Displays healthy lifestyle Increased tourism dollars

Sustainability for Athletes to continue to train and live in Penticton

Triathlon brings all the positives of an event to our community. Athletes who have committed to a healthy lifestyle and families who support them in their endeavours.

great venue; great community support;

Brings tourists to town (during event and before) Great courses and training areas Great hosts- passion about triathlon

Economic impact. Great venue.

Brings money to community Promotes active & healthy lifestyle Showcases Penticton and all it has to offer

Races, especially the ones that capture the imagination, build community spirit and civic pride. These kind of races also inspire healthy lifestyles of the citizens of Penticton There is a huge boost for tourism from these events, especially the longer distance ones like Ironman where many participants come into town for an extended period or even come long beforehand to train the course.

Puts us on the map for tourism and helps our economy

Brings additional tourists - athletes, supporters, families - gives boost to businesses - accommodation, restaurants, gift shops etc. Raises Penticton profile in a way money can't buy - TV coverage of race, word of mouth - shows as a healthy place to be - volunteer army Creates sense of community and community pride through volunteer army and interaction

Business for the local community Builds community spirit Increases

Penticton's marketability internationally

Supports local businesses and build awareness for pentiction

When people are training for a long distance triathlon, they visit the city for training sessions (eg for IMC 2011, I visited 3 weekends in 2010, 2 weekends in 2011, 4 training camps over 2 years, plus 10 days the week of the event) plus we bring family and friends for support. We do more than swim, bike, run - we tour the city and surrounding cities (wineries, restaurants, water activities, grocery stores, bikes and running stores, etc) - as do our family and friends. We share our stories with coworkers, family, friends and in social media.

Great sport for all ages to participate in. Promotes our town in a good way. People watching these races tend to start cycling, running and swimming.

Increased revenue due to athletes coming into town, before, during and after the event. Increased interest in Penticton as a tourist town, a clean healthy place to visit. Maybe less homeless people and drug addicts will live here. When IM Canada races were on, there was not this problem in Penticton to the degree it is now. Penticton needs to invite health conscious people who have money to spend on tourism..... These events encourage locals to be more healthy and participate. Even those who volunteered sometimes ended up as athletes at events after a few years.

Because of the location and facilities available in Penticton it is the ideal location to host such events. It also provides much needed financial stimulus to the city and surrounding area.

- Many of out of town athletes and their supporters from around the world come to Penticton for several days during the week of the event as well as during the months leading up to the event to practice on the course. While in Penticton the athletes and supports support local hotels, restaurants, wineries, shops and other businesses. - A major triathlon such as Ironman brings with very significant positive media exposure and publicity to Penticton and the surrounding areas. - A long distance triathlons such as Ironman involves many athletes and volunteers who bring with them significant excitement and pride to the City for several days at the end of the summer. Penticton is known as triathlon mecca of canada

-Those that stay in Penticton use our motels/AirBnB/campgrounds, though they may fill up with non-cycling tourists otherwise. I do not have the numbers on that. -They eat .. A LOT -They spend A LOT, but mostly just on bike parts and high protein food.

Good for the hospitality industry in Penticton

Bringing in tourist revenue and showcasing the areas eateries and wineries

- economic impact - entertainment value - inspiring event for new comers to sport

Brings participants, friends and family. Good opportunity to showcase the city and for businesses to earn \$\$ critical to survival given that sectors of the economy are seasonal.

1) Increased number of visits from athletes throughout the year - athletes are visiting to train multiple times in the year, not just during a race weekend. This includes bringing families to visit as well. 2) Role Models - as a kid I would watch Ironman every year and be inspired by the athletes that would compete. The dedication and perseverance was amazing to see. It is one of the reason I have competed since. 3) Community Spirit - volunteering with Ironman helped bring out so much community spirit. This can be difficult to cultivate with unknown entities, but needs to be one of the focuses.

Brings people to our city. Put our city on the world map Encourages athletes from our area to compete in other events

Brings in lots of money Probably one of the best locations for the race and training

Brings people to the city. Recognition for the city

1. Tourist filling restaurants and hotels 2. Increases awareness of the city with lots of media 3. Community economic development opportunities

Visitor influx and economically beneficial.

Tourism boost

Tourism Money People

Brings more tourists to town for the race and training.

Active community and tourism

Brings many athletes and their families to the area for a few nights, so spending on hotels, restaurants, and at the community markets.

More visitors to the city spending money. It also gives the City more publicity and attention.

-showcases our area to the world -fosters an amazing volunteer base - economically benefits this area

1- An opportunity to showcase Penticton to the world. 2- Economic spin offs of Ironman 3- Helps to promote a healthy lifestyle

Commerce, tourism, community wellness and spirit come with large triathlon festivals.

Financial Highlights the city community spirit

brings people to the city; makes the overall summer experience more fun; makes you appreciate the hard work and dedication of athletes

Bringing tourism to the city, promoting healthy physical activity and sport to our community

It gives our city a personality as a healthy, vibrant community. It attracts visitors and athletes. It keeps our community engaged in active sports.

One of the reasons I moved here if I had not competed in Ironman I would not live here now. The first time I came here was on a training camp with a friend and then spectated later that year, then racing myself the following year also bringing many friends and family to the city. Now we raise our family here, contribute to the community that would not have happened without triathlon here.

Tourism Healthy activity for the community Promots sport for life

Long distance races with desirable courses attract athletes to train in Penticton in the months leading up to the event(s) Sticking to one good course and a consistent distance, encourage people to return to beat their previous time/placing. Athletes and supporters stay longer at event time, the longer the race is.

Tourism \$\$\$ World exposure Excellent event for spectating

Good for community spirit. Good for community tourism. Good for the local businesses'.

shows off the beautiful nature setting of Penticton promotes tourism and people returning for other trips after the main event good for business

Puts Penticton and its surrounds in the spot around the world, promotes sports, boost the local economy

- The races (especially IRONMAN Brand) bring an incredible amount of tourism dollars to Penticton - the training camps that attend Penticton for the races (especially IRONMAN brand) bring a lot of tourism dollars. - Penticton has the perfect backdrop and geography for ideal race courses and have a variety of terrain and elevation change for a fun and challenging, spectator friendly course

Athlete visits, athlete family member visits and earned media.

I love the vibe created by a major sporting event. I also think that the people who travel to Penticton to participate in these types of events are the kind of visitors we want to attract i.e. affluent, non-partiers, big eaters and often travelling with friends and/or family.

The tourism influx when the event is on plus the weekends heading into the events athletes come to train. Brings tourists that are not all about just partying and causing more work than what they are worth.

I think the main advantage is that it puts Penticton on the Global map. It attracts a high calibre of athletes that bring a lot of support people with them. It brings the community together through volunteering and spectating that creates community pride.

Tourism - I travelled to Penticton approximately 5 times per Ironman and multi sport year. Non race years I was here 1 time Generate revenue

Volunteers Location Infrastructure

More visitors Family travel to watch long distance more often. They spend money in Penticton

community event - brings people here and working together brings tourism to Penticton brings families and athletes here to enjoy the area

City revenue goes up. Puts us on map. Challenging course

clean sport, lots of exposure, great people

Tourism Healthy lifestyle

I love the business and activities it brings

local participation as an athlete or volunteer health benefits Penticton and area tourism/marketing

Good for businesses. Positive influence in the youth.

Puts Penticton on the "Map" - literally brings to world to Penticton. Adds significant dollars for the service industry. It shows off Penticton at the height of our agriculturally productive season - this is particularly significant for the wine industry since many of the participants and followers of triathlons are high end earners who are also willing to spend\$ on vintage wines. We cannot understate this because people purchasing wines from the valley will become attached to them because of "good memories". This results in returning spenders and often purchasers of property. It is the ripple effect!
- healthy lifestyle - brings new activities and entertainment - promotes volunteerism

1)Tourism revenue for the entire summer as athletes and their families visit;
2)increased media profile for the City; 3)Encouraging youth through sporting opportunities;

Encouraging tourism, promoting a healthy active lifestyle in the region

Its good for the economy of the City and its good for international exposure.

Tourism, town recognition, increased town revenue.

Increased tourism. Helps the local economy. Improve Penticton's reputation as a locale that can host world class events.

Tourism Community identity Promoting physical activity

Love it- watching it is great and I think it makes the city more health conscious

Increased tourism and associated revenue

The City is known as a mecca for triathlon. It has had some first-class organisation It provides a huge media presence - good for the local economy.

Opportunity for athletes to race in home town Economic gains for the city
Improve tourism Community spirit

- A positive impact on our tourism industry - These types of events are very "clean" and have a low impact on the community infrastructure - This target market have substantial funds - so spend well here
massive uptick in spending - promotes city and region - provides employment

Bringing athletes to our community

These are health-conscious events that bring lots of like-minded tourists to Penticton

Builds tourism and Penticton Brand. Promotes Penticton within athletic community and may encourage non sports travel for other trips to pre training trips. From hotels, stores, restaurants to the gas stations extra business means more hours for employees to more revenue for small business to franchises.

City pride/engagement; brings \$ to Penticton businesses; fun

Exposes our community to many people who may never visit here. It

showcases how beautiful our area is.

Tourism - helping people see how wonderful the area is Tourism - attracting new dollars to the area Penticton is just the right size

Folks from around the world get to experience our wonderful city and area. There is still a nostalgia around the good old IMC days, and I do believe that triathletes would come back for a full iron distance event, especially if it is MDot. ITU Worlds was great, and I think folks would come back for such an event.

Long distance Tri is a one day event - not multiple days Great for tourism as family and athletes come to train ahead of race Most come a year in advance to sign up and volunteer - again great for community

I was a volunteer, not a racer for years. It brings International recognition to the City. It brings huge financial value to the city. Losing Ironman, businesses took a hit!

Athletes spend money on training camps. Weeks of training. City recognition. Basic tourism and economic development.

- revenue as participants and family come to race & train. - encourages tourism to city and people to move here as we did & 2 other family who bought homes & built business here. - promotes participation for youth and age groupers in healthy lifestyle. -

- Brings more people to Penticton - Helps local businesses - Brings more funding to the city for parks, bike lanes, improvements

Brings tourists to our city to spend money

1. Tourism. Bring so many people who wouldn't otherwise travel to the area.
2. Entertainment. It is incredibly exciting to watch these big races especially if they attract professionals!
3. Leadership/inspiration. I grew up watching Ironman but was always a bit "bigger" and never thought I could do it. I admired people for doing it and thought they were crazy. Finally in university I decided to sign up to try to prove something to my self. I raced was hooked and have now become an elite racer. For the younger generation, being raised around something as healthy as this is super important.

Encourages community involvement as participants and volunteers Brings extra income to local businesses Encourages further tourism as international participants may not have heard of Penticton if it wasn't for being a part of the TRI, and once they have been here, they may come back.

Races held since Ironman left are not very memorable but if a race was as big as Ironman it brings a lot of folks to town during an already busy time of the summer

-it brings athletes and families here to train before the race. -perfect environment for this event. -volunteers are the best in the world.

Penticton and area is prim location for a long distance Triathlon. Brings training camps to Penticton increasing tourism.

Visibility on the world stage Tourism Positive atmosphere in the city

There was a time when just about every person I met in this town had done the Ironman at some point. They got into shape and they did it! How cool is that ? I love living in a town where the vibe is fitness and enjoyment outside. You cant get into trouble when you are too tired too! Sets excellent role models for kids. Athletes have excellent work ethic and we want to attract them to this town. Plus they spend money !

Global exposure, community enthusiasm, economic ie tourism

exposure of our area to people who will return positive influence on the young (and not so young) residents of our city

It draws money into the economy not only through the race but groups training prior, this is a tourism based economy. Due to basically Ironman, Penticton has always had an energy that drew people from around the world to participate here. This creates an active vibrant city. You will not get people travelling from afar for theater. I mean theater is nice but it doesnt' match the oomph triathlon has. It brought the community together, businesses, athletes, volunteers for a common goal that created a feeling of unity and festivity! Economic wellbeing for the city - people come for the race week, but also training camps throughout the year. Positive roll models - Jeff Symonds and Jen Annett are amazing ambassadors for health and wellness not just in Penticton but throughout Canada! Diversification of tourism - Penticton has wine and fruit. Amazing lakes. Abundant leisure. Training and racing are important to many people too - look what Quebec has done with Mont Tremblant!!

1. Lots of participants from out of town. 2. Create business for those participating retailers. 3. Create overflow business non-athletic.

People will race IM Penticton because they love it and the area is perfect. Financial benefits and location.

Good for the economy Fun for all the family Encourages fitness

Increased tourism, revenue and community spirit.

Being involved and having the people come to Penticton.

Economic benefits - Ironman brings in athletes and families not only race week, but throughout the year for training, etc. Healthy lifestyle - Inspires others to take up the sport or become active. Community involvement - brings the community together. Long history of hosting Ironman with huge community and volunteer support.

new people come to Penticton nice "sport" energy income for business and

city

These events benefit too few businesses in the city and disrupt most.

Financial benefits People who come because of the race often continue to visit, or move to the area Building community spirit

Boost economy- not only bringing in thousands of athletes and their friends/family around event time, but also all of the athletes and their families that will come throughout the year for training camps or just training in general. Penticton was very well known as a "destination" training area given the time of year the race took place. People used to come to train and race, then wine tour, etc. This being said, it is important to hold an established, reliable event that will bring these number of people. Other events such as Dynamic events Oliver triathlons, and the Peach Classic all benefit from increased number of athletes training for a large event in the area. Ironman Canada was also known for having some of the best volunteers, some of which travelled hours each year just to help out with this piece of history. Brings people to the community. Raises the profile of our city

I think it breeds a culture of health & fitness in our community & the opportunity to challenge yourself. It is great advertising to the world of our beautiful tourism destination & it's a fantastic economic injection into the community.

Promoting Penticton Revenue

Exposure, Financial

Tourists, marketing in other parts of the world.

It helps boost tourism Brings in money to the community businesses Helps to have Penticton noticed by other communities and countries

Tourism Promote Penticton

I do not see any value. Participants are merely replacing family tourists who have always kept Penticton in the Black. Benefits a very small minority or residents. Blocks to much access.

I have travelled to 22 countries and done events across Canada and the UK and the USA, no one compares to Penticton. Ironman is the reason we bought a place in Penticton. The best volunteers, the best climate, the best energy. A true international Mecca for long distance triathlon.

It's the perfect venue. Hoping it will bring back the huge economic impact that it once did

1. The prestige that comes with these events that is awarded to the hosting city and the global marketing Penticton receives from this. 2. The financial benefit to city businesses

Fantastic tourism and economic opportunity. Iconic history of triathlon sport in Penticton

Helps the economy of the city... A positive environment for the community... A good role model for "future" athletes..

Tourism....haven't seen the excitement & hype since Ironman left Positive role model for young children...kids get involved in sport is always a win...win hopefully keep them out of trouble

Promoting our city and bringing dollars into the city.

None

I always bring my entire family and extended family to the event. Several trips to train.

1.Brings money to local businesses 2.Brings money to local municipalities 3.Penticton is far less egomaniacal then Whistler

Attracting global attention to this valley is a good thing. Economic benefits. Perhaps most importantly is it brings this fragmented community together. Penticton needs events like these to help build an identity and to encourage its residence to come together.

I have raced triathlon and other endurance sports all over the world and in my opinion Penticton is the best venue and destination I have ever raced. Not only was the course the absolute best IM course in the world, but the Okanagan communities were the best volunteers and spectators I have ever experienced. Penticton adopted the athletes and welcomed them with open arms each and every year.

1. From an athletes point of view it is an incredible place to race and by encouraging locals we stay more fit. 2. Economic development- not just the money coming in from this visit but the reoccurring visits once they see our incredible community and perhaps purchase a home here 3. Vibrant city- Yes we have lots of seniors which is great but we need to also keep the city vibrant for all ages and this kind of event helps do that.

Bring athlete and their families to town, increase the local economy, may love the place and move here in the long term. Put Penticton on the map, improve the visibility and in the long term, benefits the tourism and adventure tourism. Having a high profile race such as Ironman encourages people from all over the world to travel here for training. A large triathlon race gets Penticton advertising coverage in magazines, international news and on social media platforms as a go to destination not only for the great cycling, running and swimming, but also for everything else Penticton has to offer to our guests. Many local businesses benefit from having a large internationally renowned

triathlon in Penticton. Ironman Canada brought up to 3000 athletes and their families to Penticton. My husband and I captained the bike lot when we weren't racing, more than half of our volunteers were visitors from out of town. We know how many athletes we had and how many athletes couldn't wait to do Ironman here. The year it was announced Ironman wasn't coming back the next year we actually lost many of our volunteers as they were volunteering so they could get priority for Ironman next year, the general consensus was they were not interested in any other race because they wanted to be an "Ironman" and have a chance at qualifying for Kona. I came back to Penticton after moving away for a time just to volunteer for the race. Many other people came to Penticton just to volunteer or to spectate a high profile race.

Boosts tourism; Contributes to promoting physical health; Economic benefits to the area

Tourism boost

Great exposure for our community Promotes healthy activities in the community

Excellent routes Attracts young population Financial

more tourist dollars for local businesses

None

Economic advantage for all areas of Penticton.

-financial -exposure to our community and surrounding area

Economy, Economy, Economy. Athletes coming into town drive business, encourage tourism, and encourage other to consider participating in an event like this.

it attracts healthy, wealthy tourists that go to bed early

Brings Tourism Dollars Showcases the City as an attractive place to live Allows us an opportunity to show the other great things we have here

1. Brings in huge money into Penticton 2. Tourists get to know Penticton and they will come back at other times 3. Supports campgrounds, & motels

Money for Penticton businesses more tourists local involvement the number of volunteers they can attract.

Publicity / brings tourists to town

Athletes and spectators spend money at local businesses such as restaurants ,hotels, grocery stores, fuel stations, sporting goods stores, farmers market etc. Athletes model a positive lifestyle for local residents which encourages people to adopt an active lifestyle. Many Olympic level and pro athletes decide to make Penticton their forever home.

-Brings money into Penticton -Encourages tourism -Gives us the ability to sell to our visitors

Tourism

Attracting visitors Attracting athletes from all over \$\$\$\$

Advantages to the city: Economic via tourism for multiple areas of the city, attracting people here to relocate, making the city more vibrant and energetic. Advantages to the athletes: Good community size, topography for a challenging course and layout that is good for spectators, area that is good to visit and not just compete in.

great economic impact for Penticton - not just the day(s) of the event, but also training camps and related tourism supports the active lifestyle of many residents

Income for most businesses. The pride of showing beautiful Penticton off and the kindness of our residents. Being able to offer a first class course for the athletes.

Yes. Brings a lot of participants and spectators to our city. Raises the perception of our city worldwide.

Brings in tourist Gives Penticton international exposure

Restaurants and hotels benefit, as do vacation rentals, (some of which, however) are not licensed.

Zero

1. Financially and economically helps so many. 2. We are already on the map! But these races just make us more of a destination. 3. Fun and excitement for us all, makes us so proud!

-creating a year round world class training area that brings people to the area even when the race is not on -great for local businesses and tourism -good for locals to get involved in positive ways instead of negative

Opportunity to showcase our beautiful part of the world. Hoping that visitors spend their money on hotels, in restaurants, and transit of some sort to get here - especially using the airlines into our airport.

Good for business and entertainment in watching the athletic events.

Tourist revenue for the city and businesses; we are a tourist destination-correct? (not just a retirement community as Global TV in Kelowna refers to us.. We have an excellent venue: lake swim, bike route, run route; accommodation options: hotel, motel, airbnb. This is a world class opportunity to show case Penticton our beautiful area: the lake, the wine and agricultural surrounding, and the trails-Not to mention lifestyle and workstyle opportunities. Don't have to build a stadium. Obviously local tourism dollars International advertising

Brings in tourism

Showcase our spectacular area Economic benefits of attracting families to the region for events and many have moved here because of the training and racing Promotes a healthy lifestyle for all generations Inspiration Increased energy in the city Brings multiple ethnicities to our white valley

Additional revenue for hotels and restaurants Publicity for the city Additional summer jobs

1) an established triathlon, especially Ironman, brings tri athletes from all over the world which enhances our tourism 2) triathletes tend to compete in the same event multiple times - to improve their time or because they liked the course 3) a popular world-class event such as Ironman brings in spectators (family and friends of triathletes), world-class news coverage, and puts Penticton on the map would be good for business.

Brings dollars into the city Penticton gets exposure through the media, brings more tourists.

None

Huge attraction for our citizens and businesses. Gives life to Our City.

1) money for the city 2) involvement for the residents (cheering sections) 3) hotels / motels book up

Business to Penticton Making people aware of Penticton

Shows community spirit, fosters participation by youth, brings in revenue

Business for the restaurants and hotels

1) Show casing Penticton to the world 2) Economic benefit for our city

(1) Support local economy and businesses. (2) Educate local youth to engage in healthy endorphin activities verses drugs. (3) Athletes that participate may stay in the area longer support businesses and other activities.

Economic boost Promotion of healthy family oriented activity Boost in civic pride (seeing our beautiful area thru visitors' eyes)

Hotel/AirBnb revenue Restaurant revenue

It brings people into the city.

Bringing tourism into Penticton.

- international attention on our city - draws in, not only athletes, but their families and support crews = influx of money and visitors

Show cases Penticton as a holiday and training destination world wide. Brings athletes and their families to town all spring and summer to train for the event.

Builds Community and City Spirit Draws crowds and local interest

widespread recognition as a healthy community off season training visitors hopefully convincing local businesses to invest in athletic amenities (secure bike storage, trail maintenance, eg.)

Historic and iconic Ironman Course Supportive local businesses Residents that support and volunteer readily.

Our geography and focus on tourism invites hosting multipart triathlons.

Participants from out of area Business/Economy

Economic - it brings \$ to the city and has spin off benefits to many businesses - in particular those that rely on tourism which is the majority of business in this town Reputation/Brand - it strengthens the City's alignment as an outdoor meca for outdoor/athletic pursuits Tourism - it increases awareness of Penticton to a lucrative market and it increases reach provincially, nationally and internationally

Increase visitor stays Halo effect on other aspects of the city Community building

I see no advantages... You can see it brings people to Penticton... but these are not people that come here to see Penticton and spend money here... they simply come for the event and do not add to the economy... They bring a lot people to the City to stay at the Hotels and Motels. I believe their families do shop at the local stores.

brings in people from all over the word opening up foreign investment feeds the economy keeps people involved in the city

I think it brings in tourist dollars It helps showcase our city it helps increase investment and young families into the city

- the competitions have a positive history in Penticton - it reflects positively on the community as a destination for sport and outdoor activities - it is another tourism promoting opportunity

The money it brings in from the people entered in the sports. The attention it brings highlighting Penticton.

1/ Great spirit for the city 2/ New people exposed to the beauties of Penticton 3/ Economic stimulus for Penticton

Boosting the economy. These events bring people, fill hotel rooms, restaurants and generally inject money into local businesses.

Bringing in revenue from tourists attending and participants here for the tri. Makes our region a destination for athletes and their families every year. Also somewhat promotes the mountain biking scene in our area which could help with tourism during times of flooding. bringing in tourists and visitors

brings more dollars to the area brings more knowledge to the area of other events, business, etc.

Tourism income

nothing

Economic benefits to the City and small business owners, wineries, etc., tourism generally. We have the best long distance triathlon setting in all of North America being between 2 lakes and with little comparative traffic on the bike routes. People in our community benefit by the example these athletes provide of an active, healthy lifestyle. revenue for business

influx of money sporting interest showcasing the area

Increased tourism Increased exposure of Penticton and area for other future events Free marketing for city

1) business and economic impacts - e.g. accommodation, restaurants, wineries etc - both during the event and after 2) keeps Penticton known as a triathlon friendly community

Add to the vibrancy of the community brings in more tourists leads to better roads and trails for cycling for all

Penticton is a beautiful place with many options for fantastic courses - either flat or challenging.

- opportunity for additional income for a select few - opportunity for local athletes to race inexpensively - opportunity to gouge tourists with inflated prices

It is exciting for residents and spectators, especially for those who volunteer. It brings athletes and their families to the city, all of whom spend money and enjoy the surroundings. It puts Penticton "on the map" and encourages tourism.

See Other comments

- brings tourists which support local businesses - promotes Penticton as a destination on the world stage (beyond just triathlon tourism) - builds community spirit

The economic benefits to all aspects of our city and area

They are good for the economy . Puts us on the map again

1 - Economically 2 - Tourism 3 - Volunteerism

Unless its Ironman there are none. Trying to replace ironman with an un recognized event doesn't draw significant tourist dollars or benefit business locally.

Revenue from athletes and support members Positive reputation for visitors and people looking for a city to relocate. Participants are usually positive minded and productive which if they relocate to our city are beneficial to our overall health and welfare

Puts Penticton on the Canadian Map as a Good Sports Town .

Multiple countries participate and can see for themselves the beauty of the area. Good for businesses who rely on tourism Allows residents to have pride in their community when a event goes off well.

A sense of pride for residents. Encouraging residents to participate in our community. Spin-offs for Developing Healthier Penticton Lifestyles. Residents get outside Penticton exposure and to outside world exposure

Exposure and revenue

-Continued tourism -healthy population when sport is always in sight

Once Peach Festival is over, summer tourism drops. When Penticton hosted Ironman, hotels and motels were filled for an additional week. This has not happened since we let Ironman go. In saying that, I really don't think the retail or restaurant sectors benefitted that much from any of the races. Participants bring their own food and they certainly don't shop.

comradeship, safety and peaceful, enthusiastic

World recognition. Resonance of health and local sports motivation to all ages Financial Bringing people together purpose and support.

The obvious brings thousands of people to Penticton and the Okanagan. It is free to be a spectator and enjoy the day.

Brings people from around the world to our city .

Brings visitors to my business and attention to Penticton

Financial. Putting Penticton on the map. Encouraging visitors and businesses to visit and possibly choose to move to the area.

tourism revenues.

Brings revenue to Penticton and surrounding communities Brings community togetherness with volunteering and pride in this beautiful city we call home.

Brings families from all over the world to experience the beauty of our city

It brings lots of people to to the city, participants and spectators, who stay,

eat & shop. Plus people come out to watch. It can also give athletes from

here a little push to win, seeing family & friends out.

Great way to promote the city. Good fit with the city's focus on promoting an active lifestyle. Boost to tourism.

Economic impact - Positive Awareness of the City and the surrounding area, leading to future interest/tourism Recognition as a City that promotes physical activity, fitness and well-being

Show how welcoming we are Showcase our scenic marvelous locations

Everyone needs to know about our fantastic wine scene

Promotes healthy living athleticism Brings Tourists

Publicity, Tourism opportunity Promote healthy lifestyle

An opportunity to showcase our small community to the international community Brings money in to community

Adds vibrancy Promotes active lifestyles Brings tourist spending

Usually trouble free events. Athletes are accompanied by trainers, friends, family etc. who patronize many local businesses. Also involved locals as volunteers and creates a "community" feeling.

The revenue and awareness of our City.

More tourists. More traffic. More money

- It brings people and money to the city - Promoting community spirit - we have a great volunteer community - the bigger the event, the larger the interest and the more we get to be involved with our neighbours. - seems like this is sometimes a kick start for the City to invest in infrastructure (e.g. Eastside Rd was patched before the last event, didn't seem to be a priority until Jul/Aug.)

Excellent volunteer community, lakes&terrain are very adaptable for all triathlons. Also, great for tourism as I've met many athletes that were here for the first time and raved about how nice it is here.

most Beautiful country side needs to be featured, not many places have all the things needed to make a triathlon Tons of tourism Tons of spirit in the city

Expose citizens to healthy lifestyles, showcase the Okanagan Valley to visitors, economic benefit.

- Generates tourism, which otherwise wouldn't have been gained - reinforces the perception that Penticton is an active and athletic community - gives Penticton international recognition. People from all over the world have heard of Penticton because of its Ironman history

It brings more tourism into the area but it brings a better understanding of what your city has to offer throughout the whole year after triathlon season has ended.

-brings outside people to stay at hotels, eat at restaurants and bring money into our city -brings a level of excitement and vibe to the city that promotes healthy sports and exercise -is great as an athlete to train and compete on home territory and to meet other athletes from around the world.

- Increased tourism to the city yielding higher economic activity for local businesses such as hotels, restaurants, wineries, etc. - Increased profile of city throughout the province and beyond as a wonderful city to live in as a draw for new residents considering a place to stay forever.

Positive and healthy living Bringing tourists & business to Penticton

Encouraging youth to be active Highlighting Penticton as a beautiful area to

visit

National/world wide exposure for our community

Brings in business and tourists

Brings in people at the end of summer season. Good for hotels.

Increases tourism for race and throughout the year for training camps.
Provides healthy role models for youth and other citizens. Fun event for
community involvement. Puts Penticton on the global stage
recognition it brings to the city economic benefit to businesses awareness of
lifelong fitness

Great for tourism Great for branding our city Great to encourage healthy
communities

Brings tourists to Penticton, which contributes in many ways to the local
economy.

Boost in local economy Bring exposure to the City

1) IRONMAN CANADA Brings Folks to Penticton for 6 weeks Minimum 2)
Creates HUMONGOUS "Good Will" that is recognized Worldwide 3) Solidifies
a deep sense of Community --- "This Is OURS"!

influx of visitors increased revenues for tourist related businesses increased
exposure to Penticton as a sports and vacation destination and/or a place to
stay forever

Good for the economy Good for businesses Community involvement

Brings money into the city

Possible generation of revenue for hotel and restaurant industry

Tourism Clean event

Brings people into our community which is good for businesses

I never understood why the city of Penticton let this iconic race go. It put
Penticton on the international map. Sold out in days. The best Ironman
course, with the best spectators and volunteers of any, of the Ironman
venues ... With Whistler wanting out and having the Challenge race fail, it
would be the perfect time to bring it back home.

Exposure for our city Excitement and healthy energy in our city Encourages locals to be more active and involved

Great for economic development. Participants get to see the city. Hopeful of returns.

Showing off Penticton and the region Tourism Weather

tourism revenue adds interest to the city fun, brings community together, i.e., street music, parades, cheering, etc.

making money is what the city seems to want to do bringing money to town producing revenue

great for the city,, love watching it, great for businesses, tourist, and showcase a great city

The area offers ideal conditions for ultra athlete events. This brings money to the region and exposure from athletes and media.

1. Attracts tourists/spectators 2. Brings money into the community 3. Provides interest and excitement

1. Tourism in Penticton 2. Showcase athletic endeavors 3. Good for hotels, restaurants

\$ coming into the city Tourism increased International exposure

Promotes the city and region Brings economy to city

1. Puts Penticton on the Map 2. Huge economic impact if the right event is running. 3. Community involvement and pride.

Brings tourists

They inspire us to be a health conscious community for all ages

Visitors to Penticton Promotes activity Special events planned in conjunction with the triathlon etc

Interesting visitors, increased business.

1. Positive role models for our youngsters and oldsters. Events bring people thousands of role models that inspire our kids to dream big and be active and inspire our adults to do the same. It's not just that I wouldn't be able to live my dream if I didn't grow up watching Ironman Canada, I wouldn't even have the dream! Let me sure our Penticton youngster have that dream! 2.

Brings amazing in amazing new Pentictonites. There is a long list of incredible people that came here to race Ironman Canada and decided to move here. 3. Economic Impact. This one gets all the buzz. Triathletes spend money. With Ironman, they don't just spend money race week, they come for training camps throughout the year and spend money. 4. Entertainment value. Long before I used to race Triathlons, I used to love watching it. The epicness of the swim start, the grit and determination running down main street and the best part of Ironman Spectating... The midnight finish! 5. Ironman and other world class triathlons have provided Pentictonites with jobs, summer jobs and volunteer opportunities. It is a great way for Pentictonites to gain skills and experience in the industry.

Advantages: 1) international recognition of Penticton as destination town 2) excitement in the air = happy tourists who spend money at restaurants and hotels and shopping. 3) successful events create plans to return and word of mouth to grow the event and increase # of visitors

Endurance sports are still popular...triathlon is one of them Brings people from outside our area to our region Economic boost (for the event, potential training for the event, return visits)

*It puts Penticton on the map internationally and showcases it as also a tourist destination. *It brings new business to Penticton through exposure during these events. * The events give Penticton an identity in itself on the map as a multi sport city. Brings new residents from other provinces and countries, from attending and participating, as a desirable place to live. It provides a venue for athletes. It's an opportunity to showcase the city and area. It bring more people to penticton who will use local businesses.

Raises visibility of Penticton Interesting event to have

-Maintain the rep that Penticton is a world classTRI destination -Continue to support local businesses with increased visitors -Provide inspiration to young people to get into the sport
It brings people here that may return for other occasions.

health promoted great influx of tourists keen helpers

- a boost to the local economy - exposure - long term benefits from return visitors

1. Brings in money. 2 Good publicity fo city. 3 Great sporting event

Shining a lite on Penticton bring in tourism

Money in the economy Increase in tourism

economic influx

Economytourism.....entertainment

Tourism

1. It's a boost to the local tourism industry 2. It's a great advertising opportunity for the city and businesses

A well run event gets talked about all over the world. IRONMAN brings millions of dollars worth of free advertisements through sport magazines, television coverage and word of mouth because the athletes love the Penticton course. Athletes bring family members and friends to Penticton to train for the event throughout the year.

1. Ironman showcased the City to a wide range of athletes from many countries. 2. Great for inspiring young people into sport. 3. Good place for government and business to give back to the community through sponsorship and volunteering.

Increased fitness motivation for residents Excellent healthy role models for youth/residents

Probably fills some motels/hotels downtown area Brings spectators downtown (positive and negative) Local downtown businesses eateries/coffee shops benefit

Showcase city to potential business and property investors Add revenue to hospitality industry's restaurants, hotels

Tourism

Revenue for city businesses Showcase our city

There is none unless its ironman !!

Motels/hotels & B & B's as long as there is access to them. Restaurants, coffee shops, food stores, health food outlets Brings city together in cheering for participants in the race.

Economic impact Promotes the city beyond just the event for future visits Worldwide City visibility due to event marketing, results etc

None

Growth, Competition, Monetary, Sports, Political

Brings tourism to Penticton during triathlons, brings communities together, brings awareness to our town (where we are, what's available to do here, people might come back in their off training season). revenue for the city brings international visitors and the community together showcases our city

Optional question (450 responses, 41 skipped)

Q10 | What do you think are the disadvantages to hosting long distance and multisport triathlon events in Penticton? Please list up to three points.

Road closures - the City is not oriented the best when it comes to cycling
Increased traffic Too many people and not enough hotels

traffic problems

Road closures

Closed streets, inconvenience, noise, litter.

holding up traffic volunteers need to review what streets are open and closed. for event participants they need to have some respect on the road while practicing

Inconvenience of traffic/temporary loss of roads

Inconvenience to businesses and residents on day of event.

1. Road closures - this definitely bothers people and limits their ability to get to/from work, class, etc. 2. Traffic in general- more people in the city means more cars on the road, taking up parking, in stores, etc. 3. Events can be messy - people may get rowdy or intoxicated after the event (after parties), which may lead to vandalism. After an event there are always cups, water bottles, paint, posters, etc all over the road/sidewalks.

blockages of streets

The amount of funding the City is required to contribute to make these events happen. They don't seem to be financially viable on their own, which is odd given the substantial registration fees. The economic impact to our local businesses is greatly diminished when significant tax dollars are then used to finance the event.

If organized well, none.

Triathlon , especially long course events have been on the decline since about 2012.

Disruption

Traffic congestion, drives up local costs, support costs (police etc)

- event routes are blocked. But we understand and plan around them. If we forget, we quietly sit and wait for traffic control. Some people are horrible waiters!

Races that draw participants mainly from the 'local' area (i.e. BC/Okanagan). These folks stay less, drive in for events, leave following, pack sandwiches or stay with friends. Ironman's global brand brought out whole families for weeks, they spent more. Disadvantage #2 is the propensity of councils to divert citizen funds to support these events will never disappear. I was sad the Ironman left, but glad citizens didn't unfairly subsidize the race beyond all hope of a return, just to keep it. Then we blew taxpayer \$ on an unknown brand that cost a lot for with nothing in return. Granfondo is better than challenge, and it cost taxpayers a lot less.

-impeding traffic -losing parking

Finding volunteers Dealing with our homeless issues. Clean up/funding

none

1) The city is held hostage during said events. 2) Local businesses along routes suffer while road closures are taking place.

Traffic delays.

The increase of traffic The roads blocked off which negatively impacts retailers Distraction to drivers and pedestrians The cost for the city ie clean up etc

Potential cancelation of event due to "smoke season"

none. The locals adjust for the week or two the athletes are here.

-traffic increase -road closures -parking

-Traffic implications- some events do a better job of managing this than others- need good communication with local business/residents

Disruption to traffic. Cost to taxpayers.

Disadvantages like road closures are temporary and not significant

I don't see any disadvantages that are not manageable and would be unique to a triathlon event compared with any other community/regional

festival/event.

interruption of transportation ,

Traffic during the event but that is a minor inconvenience considering the benefits.

May disturb some traffic for a short period of time Lack of accomm Lack of flights to Penticton

none, nada, zippo

Blocking of traffic.

traffic congestion if not managed properly

volunteer fatigue. There are events every weekend. I have witnessed an apathy over my 6 years to the volunteer required to keep them running. critical mass. Unless you can get 2000 people shop for other events. The road closures in Penticton on race day are a nuisance, but might be mitigated by moving the transition area to Skaha Park.

The hassle of street closures. (minor)

1. over-using volunteers 2. traffic disruption

Increased cost to communities for hospital/ medical and police coverage
Minor interruption of access to roads regionally and other areas of Penticton for a short time
Disruption to traffic And closure of streets

traffic

The big disadvantage for me is trying to get anywhere in the city on event day. I often work on weekends and have trouble finding a place to cross. Information for residents has never been very accurate or helpful and often those manning the barricades have no clue. I usually plan to just stay out of the way but don't always have a choice.

Traffic difficulties in the week before race day Issues between cars and athletes training

Mainly the inconvenience of drivers that are travelling through Penticton to other destinations. Many Penticton residents & other visitors not here for the event - complain about road closures but we are given plenty of notice of the

road closures on race day. (The problems is that so many Penticton-ites do not read local newspapers or watch the local news!) Maybe radio would help? Possibly petty criminals in Penticton take advantage of the visitors, stealing bicycles or items in the visitors vehicle.
City traffic delays. The advantages far outweigh the disadvantages.

Cost in terms of money and volunteer time Significant stress on the health care system Limitation of access to roads and streets

-road closures are inconvenient and many people are irrationally frustrated with them -if an event does not have enough positive and local economic impact (low attendance/little spending by attendees etc), it is a lot of effort for potentially little gain

Triathlon is a changing sport, just saying "Lets bring back Ironman" won't work. Full Ironman's are a dying breed....too expensive to put on and logistical nitemares. Millenials don't wish to do a full and those that have done it, bucket list checked.

Not having enough low cost rooms for competitors.

Crowds, parking

Road closures Some businesses effected along the downtown route
Increased traffic

Disruption of traffic. I think maps with route and times of road closures need to be in the papers

I find no disadvantage whatsoever. Traffic disruption for a day is something we can all survive.

It increases traffic congestion. Increase in crime. Cost of security goes up.

Too many street closures. Not enough alternate routes. Too many cyclists that don't ride single file

- road closures - inconvenience to residents who aren't interested - air quality the past two summers in particular (not healthy for either the athletes or the spectators)
inconvenience to non-participants due to road closures.

- None. ;-) Aside from traffic holdups on the day. And I know that some community members get frustrated with the sheer volume of cyclists in the town. But perhaps more efforts could be made to advertise to people coming about respecting the rules of the road and being more considerate of the locals.

Building up volunteer base again Road closures during races.

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traffic volunteer but not it penticton sponsorship

Road closures, delays. But one day I don't think is that much of a hardship for the communities.

None

Closed roads affecting locals and people passing through

•hard on locals when so many road closures and Detours affect their day to day commutes •probably noisy, busy and lots of clean-up required following the event

None

-traffic disruptions/ congestion during event -Inability to get to fixed businesses and places our typical tourists wish to go -garbage everywhere - arrogant athletes training in our city long before the event and thinking they own the road with their -bicycles--riding 2 to many abreast -expectations that local people volunteer their professional services for no compensation
Can be disruptive for some people, costs tax payers money. takes a lot of volunteer time

Fatigue on volunteers and resources.

Besides the people who complain about traffic annoyances for ONE day???
Nothing.

Citizens may not like the disruption.

As an out of townner only disadvantage is travel. However, becomes an advantage as I always turned trip into family holiday. Can't comment on local disadvantages.

Road congestion potential costs irritated locals

None!

Is polarizing in the community Hotels are heavily booked (Ironman history)
Road closures

Traffic interruption

Past years during the more successful IM years local hotels gouged visitors

Traffic congestion Cost for the city

- increased fire season from recent years leAves people weary of registering early

None

You need the people to organize and run these events.

1) Temporary traffic inconvenience on race day in the city for local and/or other tourists not involved in the event. 2) Temporary inconvenience for businesses around the race course not directly or indirectly benefiting from the race event. 3) Dislike of the event and athletes training in and around Penticton by some locals.

I do not believe that taxpayers should have to foot the bill for profit corporations. Between cash money, gifts in kind and volunteers these multi/sport businesses should cover costs. Even businesses that make money during these events do so on taxpayers money. It's also getting harder and harder to find volunteers as people have had enough. Takes a large part of the valley and support of Oliver, Osoyoos, etc. Community gives up their town for the day.

Cost of hosting event to city & taxpayers

It was poorly organized and orchestrated. Volunteers and team managers were ill equipped. Traffic controllers are not properly trained. Beverages and supplies were not delivered in a timely manner. Food safe measures were not followed. Athletes were put at risk. Management of traffic was done poorly. Roads were blocked off completely from traffic-which really isn't necessary for success of the event. So many businesses and neighbourhoods were disrupted all for a specific group of athletes- who booked hotel rooms, but many didn't add to our local economy beyond that, their diets and training regiments are so strict- they aren't enjoying our restaurants, wineries, and amenities. It is very disruptive to our locals and tourists who do want to partake in those things. Save the triathlons (if at all needed) for spring and fall- not prime tourist season!

- Huge influx of People, thus traffic and total City congestion!! - City streets being unusable during Race events. Making it hard to move around the city as a citizen. - Large amount of \$\$ the City (Taxpayers) pay to have the "Privilege" of 'Hosting' the event.

Very few. The minor inconvenience of traffic issues will be forgotten in a nanosecond.

1. Involve spectators more; if you look at the Tour de France, the streets are lined with spectators (I've never seen that here in Penticton. The 'spectators' only huddle around the finish line.)

None

None!

Managing Traffic detours

I realize there is a disruption for those not involved in getting around road closures.

Congestion in streets Closes the city to other event opportunities Can bring out the bad in some people

Administration costs?

Clogged city streets

Traffic

I don't think there are any.

Disruption of parking and roads. May keep some families away from beaches. Long line up restaurant

Gives whiners something to whine about. / There are no disadvantages.

Ties up traffic in some areas.

Increase crowds (not necessary negative for an economic purpose)

Road closures organization requiring large volunteer base

Traffic concerns on race day...something that can be planned for a put up with for a large event that has such a payoff for the city. Disrespectful athletes not obeying the rules of the road.

disruption of traffic for 1 day a year!

1. some business may be adversely affected 2. environmental impact from

increased travel

Inconvenience to residents. Imposition on volunteers. Hotels take advantage of event demand.

The only disadvantage is the roads are tied up for ONE day and I don't view this as a problem if people are forewarned

Challenge and super league are a waste of pentictons time 1. The participants are billeted out and rooms stay empty 2. The participants eat with their host families and restaurants stay empty 3. The town shuts down for a very small economic benefit Bring back Ironman
None

Traffic issues, inconvenience to residents.

Main Street closed for extended periods. Not enough give back to the cycling community. It is a for profit event. To insular of an event.

People are inconvenienced for a day with road closures

1. Possible inconveniences to businesses and residents on the day of the event related to the ease of driving in and out of Penticton

Blocked streets

i can't think of any meaningful disadvantages for an event that contributed so much to the community and put it on the World stage

Billeting any event is a waste of Pentictons time. Nothing goes back to the economy. Athletes stay and eat at locals homes. Hotels and restaurants and stores get hardly anything and there is very little that goes back into Penticton to warrant all the road closers and inconvenience, no to Challenge or Super league

Too much focus on triathlon and not other events such as mountain bike races and various other cycling events eg Gran Fondo. Cycling events are much faster to set up and complete and without the traffic disruption
Businesses along the route must shut down for entire day, therefore costing business No financial or non financial contribution from outside regions beyond Penticton boundaries

- As a business owner I have not been paid for services provided at the ITU Multisport event in 2017, nor for Superleague in 2018. There are no checks and balances or accountability for how funding for these events are spent. My involvement in the 2018 event was only in hopes of recouping funds owed from 2017. To date I have not been paid for either despite repeated communication and arrangements with the owner. Slow or no payment has been the norm with this organizer and I know I am not the only one who

experiences this; however, expensive "business" trips to Hawaii and personal holidays seem to take priority as evidenced through their official events instagram. - ITU Multisport clearly had a negative impact on the city despite being a fun and potentially fruitful event for those involved personally and in business. 10 days of closures and interruption created a negative sentiment in the community outside of triathlon. Also, I witnessed numerous egregious actions from outside officials from the ITU as they dealt with the public. I was not happy about this. They come here temporarily, but we have to deal with the aftermath in our own community. They needed to show a little more respect for the locals and understand that they are guests in this community, rather than take over the city like they own it. - Some businesses that I deal with in my line of work, wineries and restaurants, are negatively impacted by triathlon events either through closures or lack of interested clientele during those busy events.

No downside that I can think of

(1) Cost to the city - this needs to be financially sound agreement with tangible benefits unlike some of the previous contracts/agreements made in the past 5+ years. For example, the Challenge events were an overall net loss on many fronts - high cost to city, lower than expected participants, lack of knock-on effect of bringing participants/families to the city to train, etc. (2) Can you attract a top level event to Penticton at the right cost that will draw in the right sized participant field to make it financially viable. There are really only two existing brands that allow this to happen - Ironman brand or the the ITU brand - the rest are step or more below in terms of brand power to attract participants. Much can now be learned from the successful Penticton Gran Fondo event.

Impedes transportation but is worth it given the short time period.

Road closures

Ironman would make it difficult to get last minute hotel bookings around the date Increased traffic

It does create traffic issues for one day

None

Race day traffic. - It's a small price for a world class event. Investment - There's always a risk to the size of the investment required. Timing - If we try to attract an event we need to factor the potential of smoke from forest fires. this seems to be the new and unfortunate reality.

None

None.

None

No.

Non? Cost?

Cost to City, offset by benefits to community as a whole Toll on volunteers - perception - especially when Ironman has run with paid 'volunteers' in Whistler.

Traffic disruption

None

They can disrupt the flow of traffic in town and surrounding areas.

If Penticton does not profit monetarily from having the race. Some older residents complain about traffic/road closures, they are not realizing the tourists the races attract. Residents may not like their community being crowded when events are taking place.

1. Exposure to the world through online multimedia and word of mouth 2. Financial stimulus to the city and Okanagan 3. Potential for provincial government funding to enhance infrastructure due to influx of tourist numbers - Temporary disruptions to traffic in parts of Penticton on race day. - Some extra costs and demands on City services during event

None

-Long distance events barely do anything for the area outside of where athletes are spending the money, which would be the largest community. Outside of that they are just an annoying hinderance as they do not spend any money and are still present expecting everything but giving nothing. -The residents of Penticton may finally be done with having streets closed so often in the summer and highway access blocked for nearly half the town unless you are prepared or live on the safe side of town (we do not, but we are always planning ahead to leave before it starts).

Traffic delays on race day

None

- impact to traffic conditions

Short term traffic issues.

1) Traffic - although ample notice has always been given, it can be difficult crossing main Street. There is also increased risk to athletes at these points. I don't think this is a big enough disadvantage to stop anything. They are just things that need to be planned around.

Congestion during the event

Traffic tie ups

Cost from a tax payer perspective. Value to the community is restricted to business interests such as Hotels, Motels, B&Bs, restaurants and trinket shops. The city residents see no benefit other than they lose tax dollar value that could be put to better use elsewhere.

Too busy Locals get annoyed

Road closures

Traffic disruption.

Traffic and parking issues. There may be now more sports events than we actually need. There needs to be some balance in other cultural events. Businesses need to contribute more money rather than the City spending more.

-traffic disruption -can disrupt other tourism

1- An initial cost to bring an Ironman race back. 2- yes there will be street closures 3- not everyone will agree, but that's life

People come here for the race. They don't spend money on other things. The hotels benefit and some restaurants but the rest of the businesses suffer because there are fewer tourists who spend money and more racers who spend little. It also causes distribution to the roads.

I don't see any disadvantages

possibly higher crime while the city is full of tourists; it's hard for friends coming for just a couple of days to find places to stay

Road closures May worsen the availability of long term rental properties (for people living here) as demand for short term tourism rentals increases with

large crowds coming to the city with sporting events

None, none, none

There may be some in the community who don't want to put up with the inconvenience of traffic delays. These are the same people who probably try to run me off the road when I am riding my bike.

Traffic plans are poor in some areas and cut off areas to 911 services Not enough promotion of local businesses in the athlete zone at the parks

Volunteer requirement. Road closures are a disadvantage to non-interested residents.

Traffic issues Lack of proper training routes Lack of higher end accommodation

None

imposes limitations on the use of public roads and facilities

Volunteers are getting worn out and locals tired of the inconvenience of the traffic, lack of parking and blockades

- cost to the city for race licenses - inconvenience to residents for road closures - inconvenience to residents with increased volume of visitors

Labour intensive, inconveniences non-participants and cost. Now that IronMan is in Whistler and there is zero news coverage, we see how little publicity hosting such a major undertaking generates.

I think the advantages by far outweigh any negatives.

Road closures are the biggest complaint. However the route was less complicated with Ironman that it has been with Challenge.

I don't see any. Penticton should never have let Ironman Canada leave. The city was known world wide for the race

Closed roads Lack of volunteers

if the community is not happy with the race or event the course should be central but also work around residents that live here

Lost revenue. No new people to city. Nothing going on for town

Expensive to put on

Traffic inflated prices Confining

traffic inconvenience

Traffic congestion. Volunteer burnout.

Interference for residents. Pentictonites need to be educated as to the incredible benefits of these summertime events and how they may directly affect our tax base - that is how we can have lower taxes if business is more successful. The events are "exclusive" in that they are geared to high end earners as mentioned above. Some people will feel left out. Planning has to be inclusive of all the folks who live in Penticton and advertised as such. Events are weather dependent. Is there a way to use SOEC and/or other venues as a default? The end of August has been very smokey the last couple of years. Can things be moved to earlier before the fire season? Late June? Early July?

- they are often 'sold' to the public on the basis of exposure - the business models of the past do not reflect today's demands for greater accountability - most events do not truly operate on the basis of a partnership where one organization or group (e.g. event sponsor, hotels, restaurants, retail stores etc) makes all the money and the city is expected to provide hundreds of thousands in subsidies and in-kind services based on intangible economic impact reports.

Transportation issues on race days.

Issues with air quality from forest fires in the summer

None its a short term re direction in traffic. We can live with that as we get lots of notice.

Some residents don't like the disruption to their daily routines. ie. road closures Businesses along the course are impacted.

Traffic congestion on race day

Traffic problems

None

Disruption to traffic

- very few disadvantages - eg. - maybe an impact on traffic congestion...?

Otherwise, not much.

negative minded individuals are given an opportunity to whine about small interruptions

The disruption it causes to residents along the course

Can't think of any disadvantages

Sharing our fabulous restaurants and having to wait in line can lead to "hangry" locals. Longer lines at Timmie's. Making other host cities look bad because our friendly amazing volunteers simply rock.

Road closures; possible weather complications (smoke)

None

Some Inconvenience re traffic Booking all available accommodation so others cannot come Do these participants actually take advantage of all that Penticton and area offers - or are they simply focussed on completing their event(s)?

COST, especially if it is MDot. Trying yet again something new by Michael Brown who does not have a good reputation as being age group athlete friendly, and some feel just chases the big glory of big name events.

Multi day races are a burden on resources - should only be 1 day - Cost to city

Volunteer burnout, traffic issues for a couple days.

Traffic issues Hotels take advantage and increase prices.

- minor traffic alterations

- The City gets very busy - People may disrespect the city

Nothing

Increased traffic Road closures (but for a day so it's not that bad really) Not enough accommodation!

Penticton is still 'small town' with road infrastructure, so traffic congestion is the main disadvantage I see.

I guess Ironman left because of the funding they demanded and races we

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have supported since then seem to have received \$100 or \$200K per year. With the obvious exception of the Lakeside much of Penticton's accommodation is 2 star or less - few exceptions - and they pay limited taxes. If it requires an even larger payment by the City to attract a world class event then get the tourism industry and perhaps some of the many new B & B's etc to pay for it - not the taxpayers who do not benefit.
-not enough payback/gratuities for the volunteers.

Traffic concerns and lack of accessibility for businesses on route

Congestion on race day

Race day will close the roads. You will get people complaining. Only because they don't want to make the effort to leave 10 minutes earlier to where they need to go. Rediculous really.

Traffic/road closures

there are none

More traffic Harder to get accomodations in that time period

Inconvenience to locals on a Sunday in August (or whenever the event is held). Increased bike traffic could be a safety issue.

1. Doesn't appeal to enough people. 2. Long courses tie up roadways, other expensive resources. 3. Need too many volunteers. 4. Cost too much to participate.

None

Ties up flow of traffic Some locals will not come downtown when a triathlon is on as it is too crowded Must advise residents in advance of the different road closures if need be run your information on road closures more than once Residents are not always happy to contribute tax money for these events Brief traffic disruption Need for traffic controllers on the day Need for law enforcement on the day

People who want a quiet town

None

I do not see disadvantage

There is very little advantage received for the city or its citizens in hosting these events any longer. Because there are so many of these events held worldwide, very little notoriety is received for the city. Local business receives very little patronage from these events while normal tourism is constrained during the events. Because these events consume the city's vacancies, we experience a lull in business, typically for a week leading up to the event and a week after. Most local businesses suffer from these events while only a few benefit. Most citizens are disrupted by these events while only a small percentage participate. These events impose on the traffic flow of local businesses, rather than being held at the 'event centre' where they could belong.

Traffic disruptions

Because of the decision that was made 6 years ago to not renew with IMC, it will be a risk to try to bring an event back. With the exception of ITU, there has not been much success, and my very strong opinion, having raced all over North America (Ironman specifically) is that you cannot compete with Ironman. This is the brand that people want in North America, and also the brand that will bring not only the athletes, but the volunteers, family, and expo/village buzz that comes with the race.

Road closures

Traffic disruptions

Impossible traffic Poorly trained staff

None

Doing a bad job, or throwing it away like we did the Subaru Ironman.

none

Nil

Same as above. Events last too long and drag out. Disrupts local traffic and can be very dangerous.

None come to mind. But a disadvantage to NOT hosting has been watching the demographic switch — where it was once a town that felt teeming with what's possible in the summers, it now feels like a town teeming with parties in the summers.

The city of Penticton and the surrounding areas do not have the necessary

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infrastructure to host these sorts of events. Race days are mitigated by heavy labour investment, yet the weeks of practice leading up there are bikers and runners sharing a road system that is not adequately built for both. These problems extend into the RDOS areas, which are involved in the race course, yet again are not properly maintained.

Road closures

1. The main disadvantage is traffic and congestion. I am a business owner with multiple vehicles trying to navigate the increase in congestion but this is a minor inconvenience considering the benefits. Some locals might view the events as disruptive.

1. Creates strain on community resources: roads, parks, volunteers, accommodations, restaurants and grocery stores. 2. Benefits too small a segment of the population in relation to the resources required. Primarily benefits the business putting on the event at the expense of citizens. 3. Makes the city largely unavailable to other tourists during that week. Crowd control (that being said, usually a multi sport activity doesn't attract a criminal element) Waste management (extra bins etc) Possible traffic congestion (which the city most likely gets in the summer months anyway) Route closure inconveniences

There are none!

Pollution of bicycles Illegal use of road use Disrespect and disregard for locals

No downside.

Some locals find the road closures annoying.

Associated costs. Corporate and political pressures.

None

Only disadvantage is on race day with a bit of traffic changes. But really, that is nothing compared to the benefits The one thing that is a disadvantage overall is the lack of safe bike space along East Side Road. That should be addressed so people training are safe.

I cannot think of any

There are some local people who think closing down roads for a race is an

inconvenience. However, many locals liked setting up in their front lawns to watch all the athletes.

Traffic congestion and inconvenience; Cost to the City for services; Volunteer fatigue.

Poor organization

Lots of volunteers required Cost

I see no disadvantages

too many traffic interruptions with the participants practicing for months ahead of the event on all the local streets; when the event is happening it shouldn't be on main traffic routes and highways and in the downtown core as it's very very frustrating to local businesses and local people as arterial routes are shut down or detoured and it's a flipping mess. these type of events, if they are to occur in our beautiful town, need to be reorganized to an area outside of the city limits in the country so it's not disrupting! The cyclists that are competing cause road rage because they don't ride single file but two abreast and sometimes three abreast and practice on eastside road and the road to naramata and apex where it isn't wide enough for this. They shut down the city They spend very little money Most participants are self centred and arrogant Huge noise factor

Expense to City of Penticton

-traffic concerns for the citizens -all the bike traffic (not a fan of them not following road rules) -the monetary commitment that is expected of the City to these businesses/events

Disruption of traffic can be a one, but one people should be willing to put up with for the betterment of the greater community. Its important that good communication between the event organizers and community occurs.

Gives a minority of people an opportunity to complain with their loudest voice... again.

NONE !

Disruptive streets closed

none nothing same as the above

People on bikes who think they don't need to follow traffic rules.

Organizations that charge Huge fees to come here (ie Ironman towards the end).

Road closures cause traffic jams, our roads are narrow and sufficient funds not not spent to widen roads for the safety of those training and participating in events There are insufficient good quality RV Parks for those who may wish to travel to events in their RV. Our existing parks are old, run down and in very noisy areas. They do nothing to encourage visitors to return to our beautiful community.

-It does need to have road closures so we do need to move through the city with a more thought out plan. -We do not have enough accommodations to house the amount of people we can receive during the sport events as well as the other events throughout the year.

None

Traffic stoppage Streets closed Congestion

Race day interruptions in traffic flow, more traffic, hotels fill up.

can be a challenge to get enough volunteers congestion in the downtown core

Traffic of course. (Doesn't bother me, it's only one day) The disgruntled residents that just have to grumble about something.

None

1. Poorly publicized/confusing road closures, 2. Not enough volunteers because they are treated poorly and/or the novelty of these events has worn off, 3. They've become a nuisance to some, as there are too many of these events.

getting around town is a nightmare. I tell people not to even bother coming to visit during these weekends because it can take up to an HOUR to cross town. Events have been cancelled due to smoke and it seems with the summers getting worse and worse for fires nothing will change.

Temporary road closures. Traffic. Other visitors can't find accommodations.

-people freak out over traffic issues even though they have an entire year to prepare for 1 or 2 days

No disadvantage that I can see.

It may cause traffic problems.

I wouldn't use the word disadvantage, instead I would use the work "challenges": We need to make money, or realistically justify/quantify the

dollar expense-financial risk. Quantify the value for the city. Staffing and volunteers, dedicated quality people that will commit to run an efficient event. Selling the event to the no-sayers-With a large segment of our city with low incomes, we need the revenue generated from large events. Need to look at the time of year.....later in August "smoke from fire season is risky". We only have one decent hotel in town. Short term plan could be put together an album of exclusive Airbnb a Premium and Luxury section on the Penticton website.

Impossible traffic patterns for the disabled and the ambulances Imperious and dangerous bicycle maneuvers on local roads in the weeks prior

Blocks traffic Increased garbage

Road closures upset some residents Cycling groups upset some motorists - need better shoulders/bike lanes on Eastside Road

No dedicated multiple sport facility- the city has to accommodate sport, even if they don't identify with competition

Cost to tax payers Closures of streets where residents living north of Vancouver ave have no access to their property for up to eight hours The above causes residents in this area to have to schedule visits by friends and family
the outflow of civic funds!

The logistics, especially for local traffic. The course must be well-planned to minimize the impact to traffic, and plenty of warning should be given - not just posted signs but in newspapers and on TV and radio.
don't want the park along lakeshore closed all the time. we walk there every day.

Harder to get around the city because of road closures and delays.

Cause too much disruption and inconvenience with the closing of the areas

* disrupts my getting to Mass easily. *Not much work for Police rounding up Drunks. *Have to get out of bed earlier than normal to watch start

1) what will the Ironman cost the taxpayers of Penticton should it come back? The organizer wanted too much money to keep it past 2012. For this reason I was glad it went to Whistler instead. 2) traffic tie-ups with only certain intersections that are open 3) road closures can be a disadvantage when one lives between South Main Street and Main Street to get around. Blocks of roads for a long time causing issues for those who live here Business may see increased income but none of it filters down to residents like reduced taxes

Minor traffic issues, but the pros far outweigh the cons

disruption for residents trying to move about.

NONE

(1). Those involved in sporting events will limit the number of tours to wineries and breweries, due to the nature of sports. (2). The City will focus on the event which will take away families from having the ability to stay in Penticton at this time. The City turns into a zoo when these events have taken place in the past. (3) Dynamics of the downtown core and City has changed and could impact those coming to the City. (4) Seasonal fires would cancel the event.

Occasional road closures

1. Route/road traffic congestion with road closures throughout downtown and residential areas downtown (we live in the 100 block of Abbott) 2. These types of sports events target a very small specialized audience. Not the wide, inclusive general public. This is limiting. Potential hotel availability conflicts for longer term summer visitors. 3. What is the actual cost to the City/tax payers to host these events (set up, clean up, policing, increased infrastructure maintenance etc)?

Traffic inconveniences for locals.

Cost of hosting and cleanup. Disruption to locals lives.

- traffic disruption

Expensive up front and inconveniences some residents and businesses on race day.

The months of training leading up to event make it hard to share the road with so many. The cost

volunteer burnout

None

Securing competent event organisers so there's consistency in the handling of such international events.

Too many days for the event

I don't see any "disadvantages". You will; however, need to carefully consider the date as wildfires/smoke are a threat that are going to be an ongoing issue going forward.

Occasional traffic tie-ups. But this is very minor, and the whiners are those who will complain about everything anyway.

You shut the streets down... these people believe that they are elite and we should stay out of their way and cater to them...

The main disadvantage is the blocking off of the Main Streets. I believe that makes it difficult for the working people who only have the weekend off to get around to do their shopping and errands that need to be done. I can truly say, I have seen some very angry people when they can not cross the intersections.

none

the congestion and extra garbage use of tax dollars to support events

- they typically run during peak tourist season - - so they don't present a net positive gain in terms of tourists - the competitors do not necessarily take advantage of the local food and beverage - because they are purpose focused on competition (not on wineries and eating) - it would be interesting to find out how many hang around to vacation after the competition . . . I would gamble that many don't hang around - it significantly disrupts traffic flow in the city - and tourists making it to winery destinations on the Bench Too many in one year can be annoying because of the delays for residents as in getting to work or trying to run errands.

Minor traffic delays

I see no disadvantage.

Much of the downtown is shut down, which makes it hard for our business. I personally enjoy that, but it does make it hard for customers to get to our store, especially seniors.

unavoidable road closures

slows down local and tourist traffic makes the city hard to navigate

total lack of consideration for the movement of people along /across the route. due to closures and inadequate crossing locations. total miss understanding of the economics of the event. penticton is a summer destination even without the triathalon event. the event clogs the summer

rental market deterring people that would come for pentiction, not for the triathalon. loss of prime summertime enjoyment by non triathalon residents and visitors. there are only so many week ends in the summer, and to lose one due to the city's decision to take it away without compensation is upsetting.

1. Disruption to traffic 2. Disruption to businesses along involved routes

road closers and traffic

Some travel disruption occurs but the community benefits far outweigh the negatives.

disrupting traffic flow

1) traffic implications 2) obtaining enough volunteers

cost

All the complainers

Disruption of use of the city by residents and residential taxes going to fund these events. If tourism, food and beverage , and other associated businesses want this in the city then they should be covering the costs not tax payers who do not benefit.

- gives tourists the impression of an expensive place to visit - the increase in cycle/auto collisions is inevitable - the destruction of our parks - compacting of the ground - ie Gyro Park - surrenders to the corporate greed of the event organizer that keeps trying to gouge the city and citizens of Pentiction It temporarily ties up vehicle traffic.

None

- minor inconvenience to traffic patterns for a limited portion of the day(s)

minor inconvenience for a few days

The blockage to the marina on okanagan lake wasn't fair last year...it was impossible to get to the marina.

1 - Inconvenience to people who live along the routes whose parking is blocked 2 - Noise to people who live along the routes during the events 3 -

Tourism that accompanies the events and brings partiers who make a lot of noise at night

Disruptive and not engaging to the community (like ironman was) Unpopular with the public and cater to a niche minority. Do not support local business whatsoever. For example: When Challenge penticton had their signage printed overseas... which then was wrong and which gave the event the moniker "challenged" penticton.

Road closures Businesses being cut off from their usual access for customers

No Disadvantages

Road closures for locals who need to get around

No disadvantages

Congestion, inconvenience to residents

-cost to the city

If you don't have the right event it isn't worth the investment to host it.

Challenge was a financial disaster that did nothing but cost taxpayers 'far more' than if the City had negotiated harder with Ironman.

Traffic only

No disadvantages, advantages totally outweigh the disadvantages. Some people complain about traffic and getting around with streets blocked off - I believe these people will always find something to complain about. Other than a few traffic disruptions, none.

There are a few delays and inconveniences.

traffic snarls.

None at the moment.

The biggest disadvantage is for the Traffick, but I came here only 5 yrs ago & I get around it. I cannot think of anything else

None.

Some people complain about congestion, parking etc. but that is the viewpoint of a minority Otherwise, no disadvantages

none

Busy

All the miserable old bastards will complain it interfere with there beer drinking, cigarette smoking, donut eating lifestyles

Increased demands on local services (ie. roads, utilities, etc)

Costs to the City - should be "cost neutral" events. Arts and cultural events have not received the same benefits and considerations. Should be a balance. Road closures are a nuisance and delay for many people. No disadvantages.

Traffic jams, loss of access to public areas and routes, overcrowding by a select group

- Short term inconvenience on event days for those not involved or interested. - I don't know if the peaks involved in large events like Granfondo and the Triathlon discourage 'other' summertime visitors who might be inclined to stay longer but can't find accommodation ???

Traffic has been an issue. Recent actions including using the River Channel path are good ways to keep more roads open.

Hard on the oldest and youngest residents with increased traffic. Not enough space in penticton cause it is blocked in by hills and lakes, some rowdy parties ruin it for the calm people

Limit family and tourist visiting To much focus on event Penticton use to be about tourist now it's focus is event

Traffic congestion..short term pain vs long term gain....

Potential shortage of beds if events are successful and tourism exceeds capacity Potential shortage of volunteers

- local support who are not into sports or tourism. Very common throughout any town or city. - lack of reasonably price accommodation.

none , i fully support it.

A minor disruption to traffic flows, especially for the longer courses.

public travel during the event (ie. road closures, parking) other than that, I can't think of any

None

The route impacts our ability to travel

It seems to cost Penticton city money every year. There is no longer term financial benefit.

None

disrupts traffic for that day

Lack of accommodation to support participants

May lack certain logistics Create more strain on local public services

N/A

Madcap traffic Too much dependence on volunteers

The traffic Road closures , especially government street. Doesn't work, too residential. A lot of locals avoid the events all together

Everything. Road closures. Our streets were not designed to service the surge of people. Cyclists everywhere for the weeks leading up to the event not following the rules of the road. Overbearing the residents who live, work and pay taxes here year round

1) Penticton is no longer a small town. It is a city of aprox 40000 people (and growing). It is ridiculous to close roads and/or major highway to accommodate these events. Traffic issues. 2) Tax dollars should not be spent to host these events for tourists. Tax dollars should be spent on fixing Main Street between Industrial and Brandon. Tax dollars should be spent on traffic police (pedestrian get hit often, no on stops at stop signs, speeding). Tax dollars should be spent on clearing snow effectively for residents, not spent on tourist events.

Traffic problems City putting up too much money and little return to the average resident Only business gain financials from these events

None

The people that complain about the 1 day traffic congestion.

Some older members of the community are angered by changes to traffic and increased tourists

Strain on residents mobility. Fencing upsets shop walk traffic. Not feeling part of it; as it's all about the money mind set.

Road closures Not enough hotels

ties up the city Noisy Hard to drive anywhere

interrupting the city life disrupting traffic attracting more people to live here

traffic,, and that doesnot bother us

Lack of information to the public about closures, rerouting and other inconveniences.

1. Increased traffic problems 2. Parking problems 3. Possible inadequate public facilities (restrooms, etc)

1. Downtown core stores have to be closed down. 2. Traffic issues 3. Too many events over the years

Traffic closures Booked hotels Residents complaining

A lot of work. Blocks up the city and area the whole day.

Wear and tear on infrastructure inconveineincing a hand full of local residence for a day

Impedes mobility Changes bus routes Interferes with people's routine

The uneducated or uninformed curmudgeon a have a chance to complain for days on end!!!

Air quality in August is poor over the past two years especially People need to be patient and plan their driving routes Do not use local suppliers and businesses

Congestion for traffic

Disadvantages: 1) traffic jams before and after end of event as athletes and families ands tourists arrive and leave 2) disrupted traffic flow during event

Can cause traffic disruption(s) Too many people make some grumpy people even more grumpy

The only negative I have ever experienced personally was having something stolen from my property on an Ironman weekend but that could have been a local resident also. As having owned a home very close to the start and finish line near the lake front a few parking issues but the sporting clientele are usually always reasonable and polite Athletes. More work for city workers but as I was one and experienced this first hand it's just a catch up game. They cause some traffic disruptions.

A bit of a disruption of traffic Taxpayers should not fund

-Traffic slow downs (can be managed though) -Tough to get volunteers (provide more info about the economic impact of having an event vs not)

Taxpayers do not directly benefit in fact some of our tax dollars end up in the pockets of out of town business owners. Very generous of Penticton taxpayers!

cost of event downtown disrupted

Traffic congestion seems to really annoy ALOT of locals who are no longer in the work force and seemingly unaware of how badly Penticton needs these events.

1. Disrupts traffic.

Road closures

None

road closures, reduced access to taxpayer funded infrastructure

access to store is limited day before and day of

1. Traffic disruption and congestion which inconveniences residents and businesses. 2. The city's exposure to liability from event related incidents

The disadvantage is if the event isn't well run and the city isn't safe, clean and embracing the athletes will go away but the bad reputation will live on.

1. Buy in from those affected by road closures. This could be avoided by hiring professional flaggers at the busiest places during heavy traffic times. Have clear alternate routes drawn out in the newspaper and online well in

advance.

"Rowdy behaviour" by local hooligans sometimes increased theft

Major disruption of traffic patterns (not Grand Fondo) Negative impact on wineries along closed traffic routes (Vancouver Ave, Johnson Rd) Naramata bench business (wineries and B & B's lost business)

Costs from City Reserves for staff overtime, electrical, ERS costs

Lack of concern for residents

Forest fires ruin the races Brings visitors and residents together

No one can get around when needed

If not organized properly, major disruption of roadways occurs. Negative impact on wineries and B & B's access on Naramata Rd and Main St

Minor inconvenience to the public to road closures Volunteer fatigue

Disruption to our community

Carelessness, Cost, Theft

Disturbs traffic flow a lot (getting to work on time or getting across town is quite a struggle when the main road is blocked off and crossing it can be very difficult at times), depending on how much money is spent on these events the money could be spent elsewhere.

travel and transportation issues smoke from fires maintaining security

Optional question (430 responses, 61 skipped)

Q11 | The City has identified several criteria to evaluate event proposals including: type of event and organization, experience of the organizers and their staff, financial ability of the organization to host the event, probability of the success of the event, and potential value to the community. What other criteria do you think should be considered?

Communication Planning

will there be spinoffs for business, future events

Use of local businesses to supply good and services

Encouraging all members of the community to take part, not just rich and/or elite athletes.

We should consider elevating the status of the city beyond 'jock central'
Many people avoid the city when these events are on I know we do! Visit towns like Ashland Oregon, Cedar City Utah, and Niagara on the lake Ontario and see how the arts improve life in those communities as well as draw tourist dollars.
well done

Route - What route is planned for the triathlon/event? How will this impact residents and businesses? How will this impact motorists and pedestrians?
Popularity - How popular is this event? How many people know about it?
Does it have a good reputation?
Timeframe. Can it be a weekend where the local accommodation isn't already full?

The cities willingness to be a partner in such events. Example: Flexibility on park use and street closures.

Is an event the local population supports

Like Ive said a hundred times MAKE them buy a reasonable sized bond to run their business on our public assets. I've recommended this for concerts and festivals for some time. They all sell tickets in advance, and should have the cash to post it. This would have meant our vendors get paid for that failed concert in kings park. Without a bond, when they fail, it's the residents who pay the costs.

Consider the impact on residents. Roads in Penticton are blocked too frequently during the summer months in Penticton. I find myself staying home on beautiful summer days in the City I pay taxes to because the impediment of all the marathons/triathlons.

Fitting in with success of the event and community value, I would like to see long term partnership and growth planning added.

1. Parking 2. Accommodations/ accommodating their needs 3. event size

Amount and range of participants.

Event location definitely needs to be thought out, we should not be blocking the Main Street which should be easily accessible for tourists visitors locals etc

Please bring back the Ironman race! This event is what every athlete aspires to. Ironman is tops! We hosted such a well attended, reknown event and can do it again. We are one of the best venues (topography, climate, volunteer base) to host the Ironman. Our city was never the same after we passed on the bid. The Challenge, two thumbs down. The out-of-town athletes inject \$\$\$ into our economy and our local athletes are better for it as well.

Na

carbon footprint

National and international exposure based on multi-national representation of participants. Media exposure for the city and region. Impact on volunteers. Legacy benefits for the community from the event/organizers.

History: every successful event is built on a story, in this case, Penticton developed a reputation as a hotbed for triathletes. And a reputation for a highly committed bunch of volunteers in a supportive community. since most require large amount of volunteers it has to have the appeal that it,s not just we are here for a day and out like Ironman

Value to the community is the key.

Donations from local community

cost to revenue balance

impact on the residents of the community

I think you are missing something. When city says "Financial ability of the organization to host the event" you are missing the key component, what does the city provide to lure these events here. That said, I think city should also think, if they are putting skin in the game to bring events here, what is the legacy left behind. Ironman had the Ironman Foundation funds that paid

for the indoor track. All that funding is now gone. And that is a big miss by the city when they bought into Challenge events.

The city should consider how the event encourages tourists to come to Penticton for reasons other than the well-established wine tours and beach-going. Triathlons bring a different type of tourist, both for the race and for weeks of training leading up to the event.

Whether an event of this type is offered within an hour of Penticton. Whether there will be a requirement for security. Their track record vis-a-vis marketing etc. (perhaps covered in the current criteria)

International recognition

This is excellent criteria. There may be more complexity and depth to the value of the event to the community: -will the organizers provide funding for increased medical and policing costs? -will the organizers involve local clubs and provide honoraria or donation for their assistance? Recognize volunteers? Brand the community and the region as part of their promotions?

No value

That seems to cover it. Aside from some in kind support I don't think it should cost the city. Iron man got phenomenal volunteer support and then wanted money.

Perhaps the amount the city has to pay to the organizers so Penticton can host the event. Penticton provides the roads, parks, etc. and these organizers expect a huge number of volunteers and the organizers net a huge profit. These events mainly create a profit for Penticton businesses & services, not the ordinary homeowner or renter in Penticton.

Cost!

Unless it's ITU or Super League, I strongly suggest you look at other opportunities outside of triathlon for that time slot.

Not enough volunteers helping with events. Security at the event. Safety of competitors.

Cost of additional security. Weigh the overall revenue value to the City and businesses as a whole to ensure the event outweighs the costs. We should have never lost Ironman. I and my employees ran an aid station for 14 years. We had 85 volunteers as we manned one of the more busier aid stations. Everyone got involved and felt they contributed to the success of the event and the Community.

I think that covers it.

Those are good points. I cannot add to any of them.

What are the pros and cons to the community. Is it more trouble than its

worth.

is the event an internationally recognized event (like Ironman)? does the event compliment other events? is the event unique and would it attract a unique audience?

ability to attract participants from out of town and the ability to attract regional, national and international media coverage / buzz.

The brand name is crucial - as you have seen with Ironman vs Challenge. Ironman has a huge following and many North Americans view Ironman as "THE" organization and/or race to do. You have to pay the premium to have them there - but it is worth it.

Evaluate volunteer bases

ironman 70.3 ironman full distance ironman world championships

The opportunity to bring the beauty of this amazing city to triathletes from across the world. We have 3 pairs of friends who own homes now in the city and eventually we too would like to retire there. We literally fell in love with the city the first time we visited.

Events must not cause traffic disruptions on the major highways, and should not block peoples access to drive across our city

scale of disruption. amount of volunteer time

None others.

What it does for children... it opens up a whole new activity for them. A activity that require a bike, swim goggles & runners. It's not thousands of dollars, like hockey. Plus it's mainly done in the summer, which Penticton is lacking summer activities for children & youth... just plain healthy That covers it.

Success of the event is huge: Ironman brand sells!!!

Ironman only. There is no value in any of the other brands of events. I have been to Challenge and it was poorly attended. The Ironman branding will bring the triathlon community back to Penticton.

Choose established and branded events if you want to successful. Challenge was an interesting concept but it had no North American following or brand recognition.

Costs and requirements involved for the city

The Okanagan has had a strong history of multi sport events (Penticton (IM, Peach Classic, Bare Bones), Apple Triathlon, Outback Events/Dynamic Events. Consider a race series that draws athletes back to the area multiple times, with the end of August event as the marquee/series finale
Timing of dates

I think any iron distance event in Penticton has to be an "Ironman" event to be successful Penticton. Other branded events have proven not to be a success, not just in Penticton, but in North America. Penticton ia the home of Ironman Canada and itwould be ideal if it could return, it is a better race venue then Ironman Whistler, but it must be a an Ironman only event an arrangement could be made for Whistler to be Ironman 70.3 Canada and Penticton to host Ironman Canada again would be ideal, not only for athletes, but for Ironman too.

Recognition of brand helps to draw participants and support of community! I loved what Challenge stood for, wish it was better received.

International recognition of event brand. Recognised events will be more likely to attract visitors

Health and safety practices will be followed and volunteers will be properly trained? Who will benefit locally? Will it be disruptive during our peak tourist season? How many locals will be needed to volunteer? How will volunteers be trained? Will the event coordinators pay for a city staffer to monitor on the day the practices promised are being followed and coordinated correctly? How much "Volunteer" labor will be Required to make the Event Run smoothly!! What if there aren't enough Volunteers?? Do we get penalized??

I think you have this covered.

International appeal and the tradition of the event. The "old course" has lots of iconic moments that brought athletes from all over the world to compete. If you had Ironman you would have a sold out event.

Potential interest to the community as a whole; can you get spectators to line the streets or the beach

Please bring IM back... this is its home.

Despite wanted to have such an event in Penticton, I am totally against the City paying for such an event. It's like blackmail.

What the event gives back to the community.

What entertains most locals as well.

Community engagement - will they include volunteers Safety record
Promotional plan

Duration of the event. Multiple disciplines or types of races over days?

Above look good. A event that encourages family and kids to enter

Popularity of event outside Penticton. Brand of event.

The city's financial contribution - in kind grants. The PTCC and SOEC are great in kind venues for space and we have some incredible parks and waterfront! All great reasons to support and assist events.
Is it sustainable? Can it support itself?

of volunteers required and likelihood of being able to find enough within the community.

Either go large or something more organic and ground roots

All the above are valid.

I think the longevity of the event is important. The Challenge and Super League have both been a flop. Ironman was wildly successful and popular and would be the event to bring back!

That about covers it! IMC was a well oiled machine but people got their nose out of joint because of American ownership. I believe Penticton cut their nose off to spite their face over this.

World wide recognition of the event.

i am not qualified to contribute meaningful dialog here

I can't think of any other.

What legacy will the event leave behind? Previously Graham Fraser donated \$250k for the track at the indoor soccer facility. I would like to see a program established to benefit youth such as development camps or funds that could be accessed by teams or organizations to help offset operating costs
- I think event organizers should be willing to open their books to the city if the city is providing funding to ensure that business is being conducted appropriately and in a timely manner. For me personally, what should have been a good business opportunity has turned into a significant loss and ultimately a colossal waste of time.

Scope of draw (regional, national, continental, global) Schedule conflicts - existing local events and external competing events

(1) One of the following brands.organization: ITU (including Triathlon Canada), Ironman, Super League (2) Spectator friendly - how do you create a course where friends and family can see the athletes multiple times on the bike and run segments from the downtown core (3) Think out of the box in terms of date - June or early Sep is a great time for a race (no forest fires, early prep for a longer race, etc.) (4) Ability to attract 1000+ participants - what is the marketing and advertising reach of the organization; what is their track record (5) Licensing costs or the like that the city has to pay
The above are paramount considerations.

We've seen a series of different events since Ironman left town. While they're interesting, any recurring events have diminished each year. ie - lower numbers registered. I believe that Ironman is the best option. It's expensive to host, however there are no other recognized events that attract participants the way their logo does. I've raced Ironman events, Challenge Events and many privately owned events. As a racer they've all lived up to my expectations. However, the reality is... for the vast majority of racers, when it comes to either a 1/2 or full distance triathlon, most people are focussed on the IM events. They just dominate the North American market.
Proven history of success

Good and reputable race director. Anyone but Mike Brown. WTC is great because they have great logistics and organizational skills.

Try to pick an event that captures the imagination of participants, volunteers, and spectators. Superleague failed because it was not epic enough, and the disjointed nature of it failed to capture the imagination of all but a few.

The event's Brand draw

How well known is the brand in North America (we know Challenge is well known in Europe but not in North America)? How successful is the Race Director, and do they have a welcoming personality (Michael Brown was disrespectful to athletes and his staff/team)?

Possibly include a few Penticton residents in assisting in planning/developing/organizing events and getting paid to help out.

The likelihood that such organisations will utilise local businesses and companies to provide services and product for such events

- The profile of the event both within Penticton and BC, as well as throughout North America and beyond. In this respect a marquee event such as full Ironman Triathlon, followed by an Ironman 70.3 Triathlon, would be the most desirable.

-Any budget given; double it to be safe. -Any organizer hired must have extensive credentials or it'll turn into a ... Challenge (see what I did there ;) - Focus less on the value and more of the impact on the community. It is such a small percentage of locals that attend, you need to be aware of the impact brining in 2000 athletes that do not all understand or follow the rules and general common sense. -Off road cycling events bring in a large number of racers as well, not just the XC (cross country) but the Enduro racers are also fairly wealthy crowds. The average cost of a decent Enduro style bicycle is +\$8000 so not the average schmoe will be coming.
Athlete first focused Post race party - food Pre race banquet in convention centre

Contributes to vibrancy or interests of city. Streams people into city with limited road closures. Advertising reach of organizer and ability to spotlight city.

Good overarching points to consider. Although difficult to determine at first, likelihood of athletes to travel to Penticton to train for this event. Timing of the event in relation to other events on the triathlon circuit. Brand is certainly going to be important..some people will only compete in Ironman while others won't compete in it ever.

Community impact

Generally evaluation of these sort of events and economic benefit is usually exaggerated by the few who do receive benefit. Serious consideration should be given to the DPA and Tourism Penticton and any other organization receiving benefit, rather than the residential taxpayers, paying the full cost associated with putting on the event.

How long the participants will stay in town and spend money locally.

Potential disruptions to the community

When is the event. July and August are bad times to host the event because the city is already busy. Events should be done in June or September.

what athletes want

longevity of an event over many years is very important, perhaps that's why the Challenge and ITU multisport were not as successful

ability for the community to be involved as volunteers and athletes

I think the city should be mindful of how much in kind sponsorship needs to be given to these events while I think it's important to making and keeping penticton on the map perhaps some other annual events should be looked at. Marathons etc if successful can have 1000s of competitors. Running festivals

such as now the multi day running festivals in Vegas or Disney land attracts big crowds so I think while triathlon is great, combining with some of other events maybe worth while.

What are they giving back to the community in the off season?

The positive effects on the youth of Penticton and surrounding areas. Not just in watching the event, but in having people they know race and inspire them.

Impact of the event on businesses on the route and how to compensate them. For example: wineries along the route or eating venues that have to close. This happened with ITU

That the city make some money and pay for all the costs re ; policing, clean up

City's willingness and fiscal capacity to financially support events within the tax base

What about a donation to a local charity or program?

Seems like a fairly accurate assessment.

Does the event exploit existing infrastructure or is it a make work project?

You need to find a way to poll the actual participants. Challenge seemed like a great idea until it was realized that we were not going to get the numbers of athletes that came for Ironman. You also need to consider what other events are being held at the same time, and if it creates conflict. People can only race so much in a season.

Return on investment for City of Penticton

the quality of the brand or race events planning to come here

N/A

Their ability to commit to a longer-term plan. It may take 5 years of building to achieve this.

I always thought that "Challenge" had the right idea: an event over several days that included teams and youth events and different classes ending with the final "Biggy". This has the potential to bring in more people and a bigger variety of competitors for a longer period of time (more \$\$). The problem is marketing. This has to be directed to LOCAL participants. Make it school competitions; business competitions (sponsorships?); local municipality competitions; etc etc. I always think of Naramata centre: They struggle.

Why? Because they ignore the locals. People who live in Penticton seem to be unaware of this incredible facility right next door. The board seems more interested in attracting people from Alberta! GO figure!

Bringing it back should have very clear direct financial benefits to the city that shows how much the city made. That's a partnership compared to the old days when the city would pay out \$100 to \$150,000 in not only in-kind services but cash. There needs to be greater accountability and the business models and criteria used to evaluate financial benefits need to outweigh generic 'economic' benefits.

The value of international marketing that comes with hosting events

Timing of the event with the forest fire season

Has to be a large internationally known event. Iron man was that event it was known world wide and as it was so strong in international exposure we as citizens were more willing to be slightly inconvenienced with traffic and other routes.

Community involvement

Ironman or nothing

The 'Brand' and the its' ability to align it with a National/International component and yet have Penticton and the South Okanagan as a brand component.

Must be an event with a prestigious brand name

- impact on local business - impact on traffic - impact on parks/greenspace - cost to taxpayers (city labor, etc.) - cultural impact - eg. is the event ethically, visually, culturally 'tasteful'? - is the proposed event fairly weather proof? - will the event reflect well for our Penticton identity? potential for longevity - international promotion reach

Can the event draw a significant interest from locals and tourists/participants

What logistic experience and options are they exploring or offering? I.e., could they hold their event in the off-season or shoulder seasons? That would help Penticton economically, versus add to the burden in high season.

Scope of draw for triathletes in a time when there is much competition for event dates.

Reputation of event organizers / brand name Need it to be a bigger name to attract the bigger numbers Cost to city to organize

Looks good.

Good list

Above are valid

I think those are all great points to consider. Brand value would be something to consider. People are crazy loyal to Ironman. Not so much a newer race organization (unfortunately)

How will the value to the community be counted?

I think the city of Penticton should not be greedy in this. To have a big name here like Ironman we are going to need to pay them money. Sure you could get a smaller race company to come for free but not sure it will sell out like Ironman and give you the same bang for your buck.

Not sure

opportunities for local involvement to participate and to volunteer. ability to advertise our event at other events within BC, Alberta, USA and beyond.

When value to the community is considered it should be on different levels. Financial, Well being of community members, How Canada and the world see Penticton. short term and long term value should be considered as well. Growing up in a very active community fosters healthy and active children and adults.

Branding and appeal to the mass market. Niche races haven't proven successful in Penticton.

Would a Millennial do this? Can they afford it? Does it take too many city resources? Does it use existing resources or would new facilities have to be created?

Regular age groupers around the world will come to race a world class event such as IM Penticton...all Ironman/women frequently talk about this race and hope for it

Cost is a factor We have a wonderful city and many citizens are willing to volunteer at many of events but the city often ends up paying the groups putting on the events additional funds to stay with us after a year or two. You have to put more thought into these events before handing over money. Also be more transparent in the cost to citizens at these events.

I have heard that Ironman started having there own little community of stuff to buy etc.. which would draw people away from buying things at shops maybe if they didn't do that and the event had people going into the locals shops.

What event does the community want to see here? Do they want Ironman

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back, which is proven successful or do they want to see another brand continue to try and fail, like Challenge and Super League?
Event organizers must pay a (substantial) fee for the use of civic amenities and the events centre. Failure or inability to do so would show the probability for success would be minimal and that the event would likely be only a disruption for most citizens and businesses.
All covered above

Thats good

Exposures to the World.

Keeping minimal traffic disruption. Having well trained flag persons

How about what the majority want.

Potential strain on infrastructure

I think morality should start to be considered. This has not come into play yet but certain events trigger certain spectators. For example, craft beers have generated the Fest of Ale, what is Craft Weed growers of the future going to spark?
Potential economic value to community and local economy.

Financial ability to host should not include public subsidies, other than volunteers. The cost shouldn't fall on unwilling citizens, while the profits go to a business.
Venue...capacity/size?

History and good record of the organization

None

Accommodations.

n/a

Value to the community needs to be both short term and long term. The criteria also needs to consider how the event impacts tourism throughout the

year and not just during the event.

Can a group set up a community fund to give back a bit funding for participation in the sport. For instance \$10/participant goes into a fund.

Community members, in our region not just Penticton, can apply for support to help them train.

Longevity of the event. Is this a well established event in North America that attracts many people?

Cannot name other criteria

the route these events are to take should not be in the downtown core blocking off numerous streets nor in the city at all as the streets are too narrow, get it out in the country

Whether the majority wants the event How disruptive the event is in regards to residents (noise, road closures, bikes on roadway that show no consideration to motor vehicles , etc)

-are they looking for subsidies-if so you have to weigh out if it's of value to the city as a whole -their commitment to Penticton

None that I can think of.

how busy the dates are

Promoting local experiences through athlete information packages or emails (ie. a link to the Travel Penticton website must be attached to every athlete email and available on their website). A proper communication plan to show how residents will be informed of what is happening and how it will affect them (perhaps this is in conjunction with the City?).

will it hinder emergency movement

the number of volunteers they can attract.

If participants will support local business. Don't want people who billet for free and bring in their own food/don't spend any \$ in town.

Economic value to the community when compared to other events that could be held such as festivals, concerts, conventions.

?? sorry not sure

Shouldn't be costing taxpayers

The type of people that will be attracted to the event. For example, I wouldn't want an event that would typically attract a criminal element such as a hells

angels rally.

I think you covered it all.

Number of days the city is disrupted, financial cost to city, past record of success in Penticton , as in look back at why these events are no longer happening here. Maybe time to try something else?

Amount of road closures that will happen and where. Also if there is an event already happening in town.

-is the event family oriented -does it offer events outside of the race for those not involved in racing to go to -does it promote the local community and economy or just focus on itself?

I'm confident that City officials who are much better informed than I am, are aware of all the criteria required.

Problems if the area is smoked in.

Where is the buyer of the event? What demographic will the event draw; where are they; what is current political mood; what target promotion plan will they implement: W5 & how. What is the competitive current \$ value of the event compared to other similar events, plus can we work with the organizer to complement the actual event promotion with Penticton Flavour in that/those larger markets.

Any impediment to access Jeffer's Chip Van...

Event sustainability to repeat the following year

Opportunities for media coverage and how spectator friendly it is for the community at large

The inconvenience to residents. The last event volunteers were paid for their time.in other words as I see it my taxes are used to inconvenience me. When I volunteered for the Scotties I had to pay 100 dollars and work 30 hours. If events can't get volunteers do the residents really want the event?

Needs to be simple - ITU was interesting and it was great to meet so many foreign athletes, but it was poorly advertised - few residents knew about it. Ironman was the clear winner. Challenge was a disappointing Ironman-wanna-be

Plan less road closures

Can we get the same number of volunteers like years ago.

Should not be considered at this time but to spend money that is needed for those who live here, like road repairs, help with more houseing, more police

protection

What legacy projects the event will contribute to

minimize street closures and blockages

Impact on Residents. These events focus on adults and provide not much for children. Population base is changing. Will there be the volunteer base needed for the event to be a success.

The organizations' commitment to gender equality and inclusivity

Targeted audience. Will all the citizens of Penticton feel welcome and included in the events being hosted here? Will the event include and encourage local participation/audience as much as it will draw visitors from outside the community? Is it possible to have a discounted rate for Penticton citizens to attend the event itself?

Inconvenience to locals.

- no requirement of City funds to continue hosting events

Past successful major sporting events put on by the organization. It takes a very big team with significant recent experience putting on major events to compete with this quickly evolving sport.

volunteers to support the event contribution to trail maintenance if it is an off-road event better communication with local businesses about how these events can benefit them

It always seem to come down to cost to have an event. Permits, street closures, security, etc. If the organizers can't make it financially viable than no event. Perhaps the City needs to be a partner? Investment in Tax dollars is important but not if it is done at a loss to the City.

How will the potential organisers handle such emergencies as smoke from wildfires affecting air quality?

Encouraging the involvement of Local Service Organizations and recognition

Audience (demographics) that the event will draw. Proof of Revenue generated/spin off that occurred at other communities. How will the organization promote the event.

effects of the event and it's participants on the people of Penticton, congestion and mess left behind.

which event has been the most successful in the past??try to get it back the venue is made for it..

environmental impact

- duration . . . the events shouldn't be longer than a day or two and timing (shoulder seasons preferred - such as April/May or September/October) - economic impact to businesses (from the status quo) community impact (going off my last answer)

Worldwide recognition of the event by participants

promotions to businesses in the area to spread the wealth with it. I find some of the athletes come here and avoid spending money on food/entertainment. Would be nice if the organization create a program which encourages spending in the area, not just in the food service industry, shopping, spa. the unrecorded cost to the other users of penticton.. wait times and increased cost to get through the streets..taxis have seniors and other clients that need to get to appointments, and have to wait to just get across the street. the taxi fare is often doubled, and often taxis have to dump the passenger on one side of the blocked road and leave the client to find there way across, and pick up another taxi on the other side. this cost is not passed on to the city and the event. Also the cost of lost enjoyment of the summer by residence due to the disruption caused by the road closures. again not accounted for or paid for by the city or the event.

Safety. The organization must have the safety of participants at the forefront of all considerations.

long term viability as the Subaru Ironman

what local athletes think of the event. E.g. Ironman had a lot of cachet, Superleague not so much.

Race route and plan for support of the athletes

Cost to residential taxpayers and business taxpayers who do not benefit from these events.

That it be economical from the taxpayers perspective. That we not give in to corporate greed. That we remind the organizer that "services in kind" are paid for by the tax payer. Remind the organizers that Whistler residents now want them gone, as Penticton did. Remind them that interest in Tri's is falling and really not needed here.

Volunteers required and their availability.

See other comments

The potential disruption to residents during the events, i.e. closing access to routes for long periods of time and blocking their parking stalls of people who live along the routes.

Over all popularity of such events.. if there were more options on the table people would likely opt for a non triathalon event.

Long term commitment Brand recognition Community involvement

Do not run laps around downtown streets and certainly not for more than 1 day. Multiple sports ie get off street mountain biking and running/hiking. Build relationship with Apex opportunities Vending opportunities not competing with Penticton retail

How much the City of Penticton uses taxpayer dollars to subsidize the event whether in cash or in kind. The ability for local merchants to participate in the 'village' that is set up for sales by organizers.

Future planning

Penticton blew it when Ironman left the valley. Try to get it back.

No matter what Ironman cost the city, the Ironman reputation goes much further. Bring back Ironman!

My only concern is that there is not enough accomodations for athletes and their families as we seem to be losing motels and camping facilities. Too much crime eg. Theft in and around Penticton as well as many drug addicted and mentally ill people everywhere you look. people can cross to get from east to west and advertise it.

Uniqueness of the event.

Reputation of the organizers and positive reviews by other venues Ability to attract elite performers Compatibility with the City's expectations and being a true "partner" with Penticton, not just a venue for profit
Type and potential value

Incorporate wide levels of skills participating in the event

Wine industry depends on International and National Tourism

Commitment to safety and clean-up.

Try something different. Take a break. The old days of Ironman are done.

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These nee events are nothing but second rate events now.

Local ownership would be great if it is possible - e.g. like Granfondo or Peach Classic Triathlon; Positive connections with Triathlon organizations? I don't know the reason why the current operator switched away from Challenge - hopefully there have not been bridges burned by the current operator who is not from the Okanagan.
age and fame of event. The prestige of the event.

Ability of the city of penticton to co-market the event, add other events for citizens, commercials during event online viewing.

History of success in Penticton. For example, Ironman was very well regarded and has so much history in this community

You need a group of organizers that need to stay on the ball in terms of how the "event" is going, on how it is progressing and what it needs to continue to grow from both the participants and from the local's perspective.
-need to create a community support network so that it is well advertised and that we get a good volunteer based established. volunteer captains should be given something for their time to encourage more volunteer signup.
The scope of the event, it is much better to do one big signature event and have that as a marquee platform for the city and do it really well rather than host smaller events.
Can't think of any others.

.....

Locally organized events. Penti-con is a local run and supported event which the city denied funds. The external larger events how ever get tax payer backing. Something is wrong with that

Value to the community is the key factors by which these events should be judged. The community lives here year round. The community shops here year round. The local community should be the key decider for these events. You have most of it covered except for inconvenience to residence and financial obligations with money only going to business owners and not to regular taxpayers.
Influences kids to be active.

How does the event effect the residents? As businesses benefit should residents get some financial consideration for inconveniences and not benefiting from the event?

This is a business proposition, the city tries to produce revenue, therefore the event organizer needs to have a proven track record of been able to produce. However any large event is too disruptive to city life and therefore

events like this should not be taken into the city.

we should not have let Ironman go, now we scramble to get more people out

Ability to provide the public with comprehensive and timely information. About the event and its impact on the community via a road and other closures.

It has to be a reasonable contract with the city, not holding us hostage each year for more money to pay for their event. I did not like the fact that the Ironman group kept upping their price for Penticton to participate. We provided them a great venue, with thousands of volunteers. They were too full of themselves. And the Ironman organization was not respectful and inclusive, which should be expected of any organization using our facilities, tax monies, and volunteer personnel. I was part of a GLBT organization that tried to state a welcome to their GLBT athletes, and we were rebuffed, they wouldn't even talk to us. They seemed very reactionary and horrified we even brought it up. That was the last year I volunteered to help with Ironman, though we came back to assist for two years with the Challenge group. We had done small boat assistance at the swim for many years, and my partner who is a doctor worked the medical tent.

Building a great community culture

Perhaps each event should leave behind one legacy item... A bike repair stand for the public, sponsor a child or challenged athlete(s) for future events, create bike lanes or increase bike safety in our community

Probably covered in the listed criteria, but I think events that promote a healthy lifestyle for adults and youths should be prioritized over those based around unhealthy lifestyles such as drinking alcohol.

competing events simultaneously happening in area and also what similar events in BC and ideal spacing of these events (what is ideal spacing for the athletes. Will close timing of similar events create more or less interest? How is Penticton & the sports event perceived through eyes of visitors? (Outsider pt of view)

-Willingness to have City support scaled to participants or sliding scale (ie. don't just give an event \$100K regardless if they have 1000 participants or 2000+). -ability to communicate with community, volunteers, and participants
How successful the proposed event has been in past in other locations? If the event is suitable for climate and environmental impact? Potentially higher risk of fire starts?

Are there enough workers and volunteers to plan, manage, and run the event?

Cost to the city

International reputation

promotion of health in the community

I think that covers it.

minimized disruption to locals

Access to downtown businesses. Ability to incorporate downtown business into event.

The city should consider the amount of additional world exposure the region would get by the event.

Just stick with Ironman. It is most likely the only brand that will succeed here.

Impact on business on routes. Think "60 day window" and subtract a August Long Weekend.

Media exposure to city What financial contribution event organizer may offer ie: financing for parks, etc.,

Homeowners, Air B & B

If any of this was true you would see the decline of Penticton and the mass closing of shops.

Monday, April 8, letters to the editor - great ideas, I agree with Ed Coughman, Patrick Longworth, Wayne Llewellyn. Read them.

traffic

Ability

economic impact

Optional question (288 responses, 203 skipped)

Q12 | Are there any events that you would like the City to pursue?

A lake to lake biking and swimming event

Live performing arts festivals, theatre, music, opera, dance

Return of Ironman

Ironman, Ironman 70.3

Iron man! This was the best triathlon event that Penticton had hosted. People all over the world came to participate and view it. It was a great success for Penticton.

Blues Festival

It has never been the same since Ironman left - too bad they were so greedy and I fully sided with the decision to let them go. Nothing since has lasted, so maybe it is time to let triathlon go unless it is self sufficient.

I would love to see the Ironman return. It is a recognized brand with power behind its name. Challenge's numbers dwindled because it differs too much from Ironman.

Large scale events in shoulder seasons

The Iron Man competitions elimination was a mistake. If available the city should bid to reclaim it. Perhaps some lake based sport might be useful...hydeo races.

Ironman, ironman 70.3

I would love to see the Ironman back in penticton. The attraction brought to our city on the world stage is extremely beneficial.

Yes, Bring Ironman Back !!!!! And support the long distance Ultra Runs that are up and coming and trying to make headway here

Half ironman, as becoming more popular and finishes earlier in the day.

Environmental/ vegan night market

Ironman!

Ironman

Multi-sport Canada Triathlon Series, ITU World Triathlon Series, create our own South Okanagan Marathon, Women's Distance Festival, sanctioned cross-country event, and Ironman (again).

Speedboat races, winter carnival, marathon, theatre fest like bard on the beach, kite fest, blues

Would love to see the city pursue bringing back Ironman Canada to Penticton.

Bring back Ironman Canada

Future Brier or Roar of The Rings (Olympic Trials), Grand Slam Curling

The events already chosen are great. Apex Mnt also hosts at least 3 -5 events/yr which brings in economy

any sport related tournaments which shows our kids the positive effect of sports.

Penticton should bring back Ironman Canada. Penticton is well known for this event and it brought people into town from all over the globe to compete in this event. We have a huge volunteer base that has experience hosting this event.

to be clear, in North America and triathlon its Ironman or nothing. That said, think what the city wants to be. that is a prime weekend.

A blues festival is always popular. We travel to attend those, would be great to have one here.

Ironman

Diversify- all variations of multi-sport, ultra etc. Would like to see Ironman back here again- or ultra race like Fat Dog 100 or Cdn Death race or Sinister Seven.

Figure Skating

I would like to see more events of an art nature whether shows or activities.

Only Ironman

Tailgate barbecue competition.

Absolutely none

A rock the lake style event

No.

Try to get the Ironman back or at least the Olympic size Triathlon.

The giant slide on Vancouver Avenue was fun to watch, that would be good to have come back. Another outdoor concert for the young people as well.

ITU events

Another big music fesitval

dump multisport - bring back ironman. limit number of cycling events. attract more music/arts events

Ironman

no

Ironman Canada returning to the "Mecca"!

Ironman canada

family fun runs. neon/rock/ marathon

Ironman, itu world championship

Ironman events

Ironman, Rock and Roll Marathon, Ride to Concur Cancer

Ironman Canada. Penticton is the best for Ironman Canada

more curling events

Conventions, more acts at SOEC, Provincial Ringette,

IRONMAN

Ironman Canada

Ironman, Boston and NY qualifiers

Ironman or Ironman 70.3 or xterra

Ironman, full distance

Ironman or ITU multisport

We want Ironman back!

Ironman Canada!! Bring it back!

Ironman Canada

Ironman

Water sports at Skaha Lake. These events don't shut down streets

I would dearly love to see Ironman return to Penticton to have the opportunity to participate.

Half or full distance triathlon, marathons, half marathon.

Ironman

I would like to see more things for children and youth done in the community, Salmon Arm outs on an amazing, affordable Childrens fair on Canada Day (simple games, bouncy castles, face painting, etc William's Lake has a free Winter Childrens Festival.

yes! Theatrical (as in Ashland, Oregon, and artists events, as in La Quinta, California.

Ironman 70.3 or Ironman full

Increase the annual half-marathon to a full marathon; long swims along Lake Okanagan

Ironman all the way. The city needs it, the athletes need it and WANT it!! Please work some magic and bring it home.

More events at the SOEC, all types

Ironman

Ironman and 70.3 Triathlon, ITU multisport

Ironman and Ironman 70.3. Multi sport festival similar to Noosa in Australia.

Can't think of any

Folk festival

We should have never removed Ironman. They are a huge name and bring in a lot of people

We have potential for more rowing type events.

Ironman

Ironman

Instead of one weekend events we should should consider investing in long term facilities that everyone can use. Ie bike paths to summerland etc

Ironman Canada is the #1 choice and most likely to succeed both in terms of organizing a professional event, attracting the most participants and having the best economic impact on the city. Beyond that...SuperLeague would be 2nd.

Ironman, Xterra

environmental fair

Ironman!

bring Ironman back to Penticton. It was a fabulous event and course and so many people came to Penticton and spent money on training, accomodations, food and other, both for the event and other times. People love to have a good reason to come here
Ironman

Ironman. Do whatever it takes to get it back. Losing it was a major mistake.

Ironman Canada...whistler isn't near as good a venue as Penticton and never will be.

Definitely loved the Ironman event and experienced a coming together of the community during the hosting of it.

We need Ironman back into Penticton, was almost a crime to let go.

Ironman return

Iron man is the only one I can think of that I'd like to see come back.

Ironman

Soccer provincial playdowns, triathlon, pickel ball championships, Mountain bike events in three blind mice

I would like to see the city diversify their outdoor activity offering beyond cycling and triathlon. A music festival of some sort would be nice, a climbing event could be cool. Something different. I love triathlon, but ultimately that ship has sailed.

Ironman is the ONLY one the city should pursue

(A) Triathlon Canada National Olympic and Sprint distance championships

(B) aim for an Ironman 70.3 race

Go back to Ironman even if it's a shorter distance half Ironman

Bring back ironman. It seems to be the only successful long distance triathlon this far

Bringing Ironman back to Penticton

Ironman Canada

Ironman. Get it back to Penticton. So much history.

Ironman Canada and/or other triathlon and running/swimming events.

Ironman - super league in that order

Ironman Canada Back!!! And IMC 70.3 and ITU Cross Championships!!

Any triathlon , marathon , gravel bike fondo, running events, xterra or off-road triathlon

Please, please bring back the Ironman. It captured the imagination of the city and the country

Tough Mudder or Spartan Race

Bring back Ironman...

Ironman canada

Ironman! I know so many people, like myself, who would so love to do IMC in Penticton again. Event weekends with various activities and distances (look at Black Diamond triathlon in WA state).
Ironman Canada.

Bring back Iron Man Canada.

Ironman Canada

Talking to the Canadian Enduro Series organizer about bringing a higher level event back to town. We've run a number in the past but they are now at a World Series level.

The return of Ironman Canada!

ITU world cup

Untapped opportunities such as a Red Bull extreme sport event or some

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locally organized outdoor events such as a Kelowna to Penticton mountain bike race on the KVR, a Vernon to Penticton bathtub race, or a Spring Apex to Lakeside event.

Long course events, many people are liking the cross triathlon events.

Ironman

Ironman

Ironman

Ironman Canada

Bring Ironman Canada back!!!

Ironman Canada

Ironman

An international film festival. A literary festival. A folk music festival. An international Soccer/Footbal event. A Career Expo.

Ironman

Ironman or similar caliber

Ironman 70.3, Ironman, Dynamic Events Triathlon

kayak events

Ironman Canada, although to not expect the high participation or Ironman in the past - that was an era that Penticton had the honour of being part of, but it no longer exists.

I feel Ironman is the best recognized name and having it return would be the most advantageous

Iron Man

IRONMAN CANADE PLEASE!

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Apparently Penticton is considered part of the territorial rights for the WHL's Kelowna Rockets. Training camp?

I'd be happy to see IronMan Canada return to Penticton. I'm not involved in the triathlon world anymore so I'm not up on other similar events that might be out there.

If at all possible I think a pitch to Ironman to return would be a good start. It was single, best event we ever held, and it was a mistake to let it go. The additional funds they were asking for, turned out to be not more than what we paid for Challenge.

Ironman Canada or at least a 70.3 Ironman event

Ironman

Ironman and or 70.3 races - reputable races

There are many events that Penticton could host without the disruption that Triathlons produce.

Long course triathlon the last weekend in August.

Regatta? We have TWO lakes! Kelowna had a bad experience but People have changed. It might expand sailing in Penticton. Keep it on Skaha. Promote channel: plant trees, get rid of poison ivy. More bars! with entertainment to 2am particularly in summer.

Ironman, Ironman 70.3

Getting Ironman back would be great, otherwise a similar good distance triathlon

Iron Man again.

Iron man

Ironman Canada

Ironman

Ironman

Ironman Canada

An Ironman 70.3 triathlon - with a view to also attracting a full Ironman distance if the contract with Whistler is not renewed for any reason. Xterra could be another brand with a global appeal.

Ironman is the best viable event

If there is a chance to re-establish an Ironman-branded event, it would likely be worth the effort. The community has proven that this would again be a perfect venue.

Iron man - no brainer X terra - World MTB Enduro

An arts festival (theatre, visual art, music, improv, comedy, dance), perhaps one that partners with the local wine/craft beer industry

Bring back Iron Man.

Ironman

Ironman

IMC again, depending on the cost to the city. ITU World Champs.

Ironman Penticton - full distance one loop course

Ironman Canada should come back.

Ironman 70.3 race should be pursued

Long distance triathlon preferably Ironman Branded. Also a half distance (70.3) race

Ironman Canada

Superleague was INCREDIBLE last year despite being cancelled due to smoke. I think it would be a great event if able to be successful this year.

Ironman

Bring back the full distance Ironman.

Long distance Triathlon

Ironman

Xterra !! The course from the ITU cross tri is already made. Easy to get going. Superleague was fantastic and got a ton of friends who had retired from racing back. Ironman!!

Iron man return

Having raced at Super League last year, I would like this event to carry on. it was amazing for the 2 of 3 races we did, and it will be exciting to see how event 3 plays out this year. I am signed up , and will also participate on Sunday for the half

Ironman and 1/2 Ironman, The current Fondo is great. These kind of world class events! Not these events where you get last years medal and they run out of water at the aid station, ie challenge

Bring back Ironman! Challenge was awesome too, but Penticton lends itself so wonderfully to distance events.

3 on 3 basketball, shorter bike rides, more wine-related events.

Not really

Ironman was a big draw. We gave that up for Challenge and that was not nearly as popular. Since then we realize that paying more to Ironman would have been better. But Ironman isn't as popular in Whistler so speak up and make a good agreement.

Ironman Canada

Ironman

Ironman. The City tried other events, like Challenge and it failed. Ironman has such a big following and brand recognition. Most triathletes and volunteers I've spoken to want to see Ironman back and not some unknown brand with odd formats.

More music festivals. For example, a 'Beatles Festival'. Boating events, such as a kayak racing or sailing event.

Like it or not, Ironman events are going to create the biggest draw

Ironman Canada. Once again, having met hundreds of athletes and people in

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my racing career, 99% say that IMC belongs in Penticton. It was easily one of the most successful events the city had, and put penticton on the map in the triathlon world.

Ironman

I think an multi sport adventure race would be fantastic e.g. similar to the Elevator race but in summer so perhaps kayaking/paddle boarding, mountain biking, trail running, swimming etc

Ironman Canada

Ironman

Any sport events

Family oriented tourist destination. Just not want to be athletes or business

Ironman

Continue with venues that set a cultural to the city. It should not be forgotten that many athletes and families come to the Okanagan-Similkameen to train for local events as well as just train.

Penticton has traditionally been a sporting hub for tournaments and such. I think sporting events should be the principal target of the city. It is the cleanest of all events with the lowest liability and draws the best of people to our city.

Super League, ITU World Champs, Ironman

Rowing/skulls Sailing regatta

Bring back Ironman!

Ironman Canada

More concerts at soec and Highland games

Ironman. Full distance. Go back to what works!

n/a

Ironman Canada and Granfondo

Ironman or Challenge

Ironman

Ironman

Ironman Canada

Ethnic celebrations

Roots and blues festival

Ironman Triathlon

Get ironman back.

Get Ironman back! The subsequent events are not well known or attended by either athletes or spectators.

An Airstream Urban Air Rally which is a gathering of these iconic trailers in the downtown core similar to a car show. This type of event would be unique for this community.

Not sure

The more the better

Ironman

I wish we could have the caliber of the old Ironman.

Chamber music festival, childrens festival

Blues, not jazz, festival. Winter festival. Art walk at Skaha Lake.

Ironman Canada

Any triathlon type of event, possibly a multi-day event similar to what we've hosted in the past

Blues festival, working with the Jazz festival. Bigger talent. tied with the wine festival (fire shoulder season) . sold to major US cities.

Iron Man

More events for younger adults. 20-30 Crowd

Bringing Ironman back. XTerra events. Super League.

Music festival like salmonarms roots and blues

No

Ironman, WTU Multisport, Xterra

No

Centennial CUP 2021

Triathlons, bring back ironman!

Dance competitions (all ages and styles), game competitions of all types (online gaming-big money and all ages here!!)

Ironman Canada

No

Ironman Canada and a spartan race or Tough Mudder

Bring Ironman Canada back!!!!

The Mighty Quail 100K

The arrange of events the City has hosted is great. Professional events,

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mixed pro and amateur, and events for kids. Special Olympics events also admirable, but can't recall if City has hosted these.

Music festivals; running/cycling/hiking events (events or make it easy for visitors to do on their own) ; events that appeal to travellers looking for excuses to visit new destinations.

Ironman

Penticton is the "Original" American Graffiti town... the City should pursue more Automotive events, car shows, racing events etc. This group of people are mostly older, and have the disposable income to spend on things such as hotel/motels, restaurants.

Ironman canada, whistler does a poor job and we really don't want it to go to Quebec

We need attractions in shoulder and non-peak seasons . . . maybe winter sports - cross-country races etc - would also like to see more cycling events

Ironman, more cycling events

I've always thought it was a mistake to give up ironman, I grew up in Naramata/Penticton and looked forward to it every year. The population quadrupled for a week or 2, but the city would shut down for one day and not several. Something like that.

not sure

check out the bridge card game event that is held every year..it is held in the 'off season' has high use of city facilities, brings in people with lots of money, and causes no disruption at all to the streets..best event type ever!

No.

no

IronMan Canada, Ultra-sport events

I would like the city to get the Ironman back

More food and beverage events; more concerts/conferences of larger scale

Ironman

Ironman Canada, Spartan races, multisport events

no answer

Anything other than Tri's. Expecting people to watch a 12 hour event is the equivalent of watching paint dry

Bring back Ironman Canada

Ironman Canada, see other comments

I would like to see a mime festival. Christ Church NZ hold this annually, it is fabulous

Please bring back the iron man!!!! It was our pentictons tradition every August. If I was to volunteer in the future that be the only one I'd support

Ironman. Music festivals. Wake festivals... we need events for all ages, not just seniors and children.

Get Ironman back! Xterra

YES , a Major Pickle Ball Event over 3-4 days . This can be Put on the Pickle Ball Club of Penticton . This Sport is the fastest growing sport in the USA and Now in Canada . We have 6 Courts that can Host Several Divisions Speed skating, Biathlon, Competitive Fishing, Geocaching for Kids, Sailing. Competitive Walking

Challenge/Ironman, Xterra

Ironman

Ironman and expo

Ideal for increased awarenesss to Health Conferences.

See above, get Ironman back. It was the only viable event with world-wide attendance with thousands of participants. I don't know of another similar event.

Iron man or challenge, provincial, national, international championships

As far as Triathalons go Iron Man is the only one that has been successful. More outdoor concerts perhaps?

Any cycling event, or event that contains cycling, possible.

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frequency of event

Bring Ironman back

Bring Ironman back.

Arts and cultural events of high caliber, and receiving the same funding and consideration as sporting events..

Take a break. Give the city a rest for the summer.

Canadian Junior A Championship; Tim Horton's Briar Curling

Bring back the ironman and work on the summer olympics

Ironman and 70.3. Period. End of story.

The return of Ironman Canada. It seems like a natural fit in Penticton and was one of the original Ironman locations

The city needs to get a better handle on any organizer's commitment long term goals for their events (+ 5 years)

i would like to see more ITU (international triathlon union) events. ironman canada returned. multi sport week

Ironman

Would love to see Ironman Canada back in Penticton

Arts/ music events

Ironman branded events either 70.3 or full distance or both.

Ironman

An ANNUAL COUNTRY Star Festival --- Reba has been here & Loved us; Carrie, Alan, Brooks & Dunn /// DO IT; I'll HELP

More events in the spring and fall for locals to enjoy

nil

Try to get Ironman back. It is the only event that has proven to be sustainable. All other events seem to be unsuccessful in the long run and only involve a select few. Ironman was a community event
Bring Ironman back

Ironman

Bringing Ironman back to penticton, more cycling events - Hayman classic etc.

Family friendly sporting events

no

Ironman,

Water-based events such as boat races, water ski competitions, swimming competitions, wind surfing....

Iron man canada

Support the Meadowlark Festival, senior games, swimming events, Shakespeare Festival, Scottish Games, Greek Festival, regional and national Science Fairs, Dancing competitions
Ironman

Ironman first and foremost and if not then something on a smaller scale like Joe Dixon and Dynamic Events puts on. He has a few 500 people races that consistenly sell out and get bigger each year, and athletes leave wanting to sign up again.

Yes!! I fondly remember the Ironman race... too \$\$\$ maybe... Not realty a sport but a serious arts themed water parade with cool floats like you'd find at Burning man or the very popular Hieronymus Bosch parade in Den Bosch, Netherlands

tough mudder / sentinal / Freakin Farmer type / ITU world multi-sport / ITU sanctioned events

I would like to see Ironman brought back. World class bids for international

events.

1. Boat races 2. Airshows

Folk or music festival besides Jazzfest

Iron man

a marathon

Music Festivals.

Ironman Canada

IRONMAN (so sad it was given up on). Penticton is still mentioned in tri magazines.

Ironman Canada Long Course - it was legendary - bring it back with lots of advertising.

Grand Fondo brings in families and more relaxed competitors.

Obstacle Racing ie: Spartan Race

None

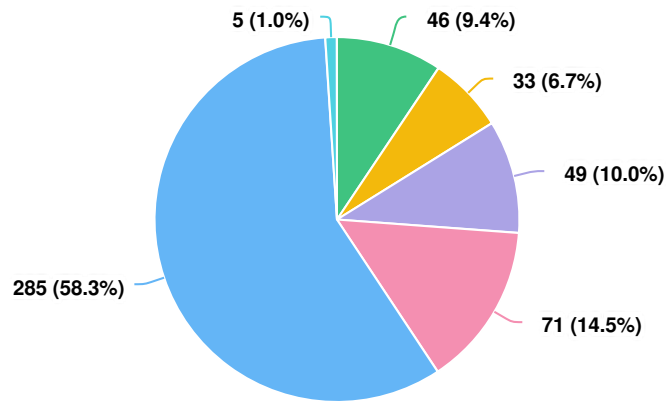
Ironman was a great event to involve 5000 volunteers, who were well recognized for their efforts.

Marketing to purchase for health 2007-2019

Earth Day, more festivals

Optional question (321 responses, 170 skipped)

Q13 In your opinion, how important is hosting world-class triathlon events to the city's vibrancy?

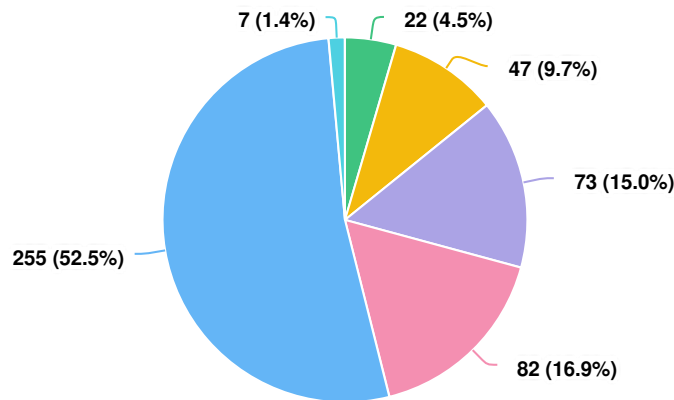


Question options

- Not at all important
- Slightly important
- Important
- Fairly important
- Very important
- No opinion

Optional question (489 responses, 2 skipped)

Q14 In your opinion, how important is hosting world-class triathlon events to the city's economy?

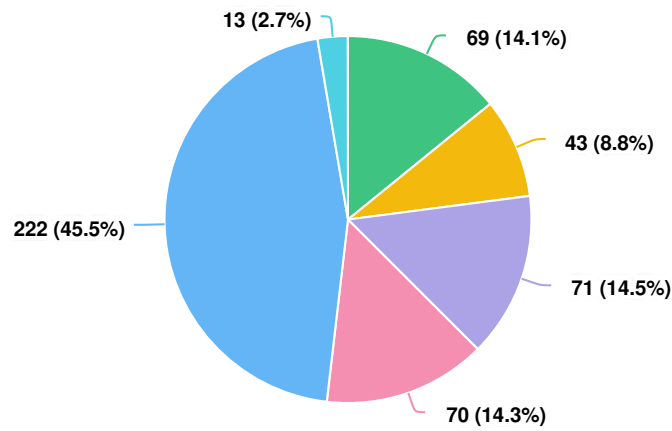


Question options

- Not at all important
- Slightly important
- Important
- Fairly important
- Very important
- No opinion

Optional question (486 responses, 5 skipped)

Q15 To what extent do you support the City investing tax dollars to bring world-class triathlon events to Penticton?

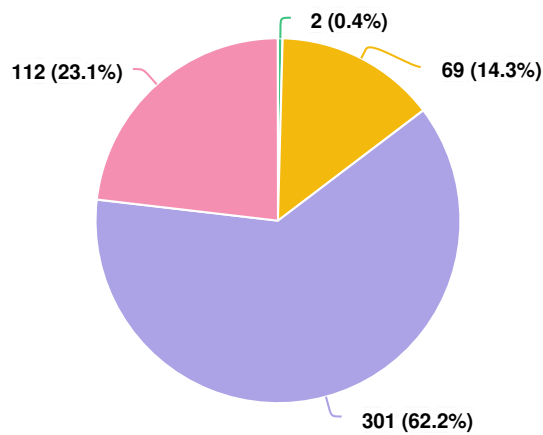


Question options

- Not at all supportive
- Slightly supportive
- Supportive
- Fairly supportive
- Very supportive
- No opinion

Optional question (488 responses, 3 skipped)

Q16 Which best describes your age range?



Question options

- 18 and under
- 19 to 39
- 40 to 64
- 65 and above

Optional question (484 responses, 7 skipped)

Q17 | Do you have any other comments?

I love you!

these events promote and help Penticton's image

If you want to have multiple triathlon or bike races, vary the routes. Every race closes down Upper Bench Rd N and affects my business.

Ditch the jocks. Build the performing arts centre.

Would like to see City encourage more festivals, more often. Look at Austria, and how they are known for festivals and the tourism dollars that brings to the local economy. Also, love to see the City court a major company to relocate corporate head office to Penticton. An example, and it's just an example, would be companies like Fortis, BC Lottery Corp, perhaps an International company similar to Amazon, etc.

Being a young and active member of this community I look forward to these events each year. I feel honoured to live in a city that supports these events and encourages our citizens to be active and involved.

Bring back Iron Man :(

I don't think we should be using taxpayer money any longer to finance a triathlon. There are so many great events in Penticton and new ones all the time. Something else will fill in behind triathlon. I may not be saying this if Challenge had worked and was still going strong, but we cannot seem to keep any one race alive Is the ITU World Championships a possibility to host every 5-7 years? That would be something to support.

The city should consider pursuing other events as well. Such as off road triathlon, Spartan Races, Ninja Warrior events, mud races, adventure races. The trend now is towards shorter events that the not so fit can participate on mass or team events.

Thanks for asking.

Just restating 1) don't use taxpayer funds, limit contributions to cost sharing of in-kind. 2) Anyone using public assets for thier organizations benefit should post an appropriate bond. Think Boonstock, Kings park concert series, Challenge, Trio Marine. Heck ever since the MC Hammer riots you'd think this would be standard protocol for Penticton. Tents blow into ladies injuring them and the offenders just walk away... Bonds make people be responsible, and takes financial risk away from taxpayers.

Penticton athletic reputation has gone downhill since losing Ironman. If

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possible bring them back and return the healthy Fuzzy Peach glow Penticton once had, vrs the crime riddled drug addict homeless reputation it has become over the past 5 years. We need to erradict that and fix those problems. It makes down town look like a slum and we want our Peach City Back.

Ironman was the only event that the community could truly support closing down for. These multi day events are getting old and I'm sick of it.

You need a major sponsor.

Better planning of what routes are taken, busiest roads should always be avoided. Also perhaps look at what days events should take place. We should not block streets like Main Street especially in summer months when tourism is highest or retailers will suffer which in turn doesn't help our economy. Also I would look at events that would need to hire staff here to give young people work.

Please do the right thing--put a bid in to host the Ironman races again.

Why not create our own brand???

Granfondo is a great example of an athletic event that enhances City life-well planned and organized, focused on fun, not self aggrandizement, treats local business and volunteer with respect. Gives back to community- Very well done . It could be a model for these events.

I still hear people talking about the riot and how they don't want "those types of people" to come to town. That's crazy to me. Get over it. Festivals and events will drive this town and are part of the reason we moved here.

Don't underestimate the multi-sport community's impact on showcasing our region....I've met people all over the world who have heard about our comparatively little-known area because of Ironman Canada history. And for those who haven't, we have been able to describe our beautiful community and intrigued many to come and see for themselves.

just do it!!!

Not all triathlon events benefit our city. When people come from out of town or country they need to spend money on accommodation and food for themselves and their support system. If it truly is world class it will attract spectators. It will also have an excitement to it that will engage the locals. Ironman would do this. I don't think either Challenge or ITU Multi Sport World Championships did this.

city really needs to think about what events they want to attract and invest in those events. what we can't do is compete against event hosts like Whistler who have more \$\$ and world class hotels/facilities etc. ie: we are not going to scoop an event like RED BULL or Crankworks. However, we could attract Tough Mudder; Spartan; Ultras. IF the city wants triathlon to prosper again in

Penticton the only avenue toward success is Ironman. If the city wants to fill that weekend with "an event" might want to really reflect what can attract 2000-4000 participants. And maybe that answer is not even sport.

Events should be reasonably self-sufficient, and cover most of its costs through registrations and sponsorships. The city should not be in a position of paying for tourists to participate in a race in our community.

I have met people from all over Canada in airports who, when they learned I lived in Penticton, talked about the Triathlon. That is the kind of profile it has! also, a comment re: the survey design... "fairly supportive" is out of place in the options. It is not needed - only need "slightly supportive" "supportive" "very supportive"

Work like hell to get Ironman back.

I really liked the vibe that a world class event brought to the city. I know there were some issues, but I can't imagine that having a large event like Ironman didn't bring some economic value. A more carefully negotiated agreement might help to solve past issues.

Despite being known for triathlons I think there are many other types of non sporting events we could host that would expand the reasons for people to come here.

There is absolutely nothing necessary about these events and they are of interest to a small range of people

I'd suggest looking at wine, golf, beer events/tours etc....triathlon may be a dead horse.

Bring back the Ironman that originated in Penticton in 1983. The first of it's kind that put Penticton and it's Community on the World stage!

Unfortunately, you didn't expand on why and on what the city would need to spend money to attract these events. Without that info it's difficult to make a decision.

Penticton does a great job at all events that are held. 59 years and counting in Penticton and I love this town!

Go for it!

The past two summers, air quality because of fires, has been a major concern. Ensuring that the organizers have superb insurance in the event that something must be cancelled is paramount so that the athletes are not adversely affected financially.

no.

If you could do it - I would be coming back to Penticton time and time again. I may even have to look at moving back now that there may be more jobs in teaching there. ;-)

please bring ironman back to pentiction.

Ironman Canada should be in Penticton, it should have never left. Whistler does not have the same "magic" that Penticton had.

I had never been to Penticton before getting into triathlon and travelling there for the SuperLeague triathlon event in 2018. I will be back again this year (2019) for the same event and can't wait.

I never understood why the city of Penticton let this iconic race go. It put Penticton on the international map. Sold out in days. The best Ironman course, with the best spectators and volunteers of any, of the Ironman venues ... With Whistler wanting out and having the Challenge race fail, it would be the perfect time to bring it back home. Thank you very much for asking for our opinions. It means alot.

Love Penticton and miss going there for long course triathlon.

I am anxious to see what unfolds with this amazing project!!!!

My wife and I did IM Penticton several times. I even proposed to her at Ironman 2005! Those were special times. We'd absolutely come back if the event returned.

Yes - as a communications and public relations professional, I find this to be a very poor survey. Forcing people to make an account to answer your survey is ridiculous. Research shows that people will not do this willingly. I'd suggest if you want a strong and representative response rate you make it easier for people to respond.

I have completed 11 Ironman events in Penticton and cherish each experience, they have been the best. I have done other Ironman events, in Florida, Chattanooga, and Arizona, and the event in Penticton has been the best!!

Penticton is a the home of long course triathlon in Canada. There is no other city in Canada that have murals of the event on buildings. Penticton's unique location and history demands that long course triathlon return to the community for the community's economic benefit and community spirit benefits.

Give us back our streets. Let the athletes go somewhere else.

I only started competing in triathlon after Ironman left Penticton. Have done it twice in Whistler and an traveling to Mont Tremblant to do it this summer. But nothing would make me happier than being able to do it in a Penticton.

Love Penticton and hope to come back regardless of triathlon, but would be an incentive. Best of luck to a great city.

I would much rather see our money put toward locals, and family events that draw people to our small town community. Not those that interrupt our tourist season, local businesses, and families. Why are we catering to non-locals, who don't support the larger community (mostly just the hotels), during our busiest tourist season?! This is wrong.

The average Taxpayer doesn't "gain" Anything from these Events, except driving hassles, and over crowding of the city.

Events like the triathlon will only enhance Penticton's presence on the athletic circuit, and hopefully beyond. Business begets business!

Consider applying for a Canadian Premier League soccer team; the Penticton Vees are an excellent winter team; Kelowna is looking to host a Canadian Premier League team; Penticton could get a good rivalry in the Beautiful Game

Please bring it back. Nobody, and I mean NOBODY, does it like Penticton. We as athletes come and train there and then come to race. I miss it so much. It needs to come home.

The city needs to do a better job of promoting the festivals we do have like the Dragon boat festival which brings more people to our city than the Ironman ever did.

Thanks for asking for input. I hope to be back in Penticton training and racing soon. ♥

No

This town identifies with triathlon and triathletes. It's one of the reasons we moved here. With all the crime and drugs that have been so prevalent this town needs racing to bring it back. This town is the second longest running triathlon city in the world. How could there be thoughts if not have races here?!

The more city support these events receive, the smoother they will run, and the more people will want to return to our area. If they are run or supported half-ass, then visitors will take note. Stand behind these amazing events 110% and watch our City stand out on the international stage!

I participated in IMC four times and spent a summer training in Penticton. None of this would have happened without the race.

Think big picture - there are so many people that have moved here, set up a business here because of their ironman visit to Penticton.

look into getting ironman 70.3. Anything other than ironman brand will not get the numbers and likely not worth the effort. Look instead at improving recreational facilities for all pentiction people and visitors, such as bike routes. Perhaps construct a Swimming lane in the lake? Hiking paths and safe mountain bike routes.

The city obviously made a gigantic error in losing Ironman years ago. It may cost more to get it back...but the long term implications for the city will pay

off. I travel throughout North America. Many people I have met, only know Penticton exists because of Ironman...and they would sign up tomorrow if it was to return. Yet they had no idea that Super League or ITU champs were here...Ironman is in a league of it's own.

Ironman was a big part of the soul of Penticton for 30 years whether you took part or volunteered or watched. Bring it back!

I'd love to see our city be labelled the Greenest city in the Okanagan

Letting Ironman get away was a huge mistake. Ironman Canada was an iconic event, known around the world. As far as contribution to the local economy, my wife and I moved here because we discovered the area via Ironman participation, and I know many others who have done the same. Council has to start thinking "young" or this city is going to die a slow agonizing death much like it has the last twenty years. I'm close to being a senior myself but I still want to live in a vibrant community with a healthy mix of senior and youth. Younger people also spend money more.

Bring Ironman back to Penticton. It's a tradition! Having the Penticton Ironman so close to home got me hooked on endurance sports. It is a great way to promote sport, community and healthy living!

As important as these events are, some context needs to be applied. These are wealthy people playing in our back yard and what do they really leave behind. I see a lot of self congratulation on what an amazing event it was, but these events create a vacuum for volunteers, their families and leave a lot of people put out for the time of the event. What is the economic benefit for us as residents really?

I am thrilled that the City is seeking input into this and hope that strong consideration is put into hosting Ironman again. There is such a rich history in our city around this event that I feel it would be fully supported if it returns. No, I watched Ironman since early eighties every year, it was great. Not really into The Challenge as much.

No

The triathlon boat has sailed when COP let Ironman leave to Whistler. To come back will take major marketing fee dollars to be paid to Ironman. If it does come back it should be on a looped bike and run course which makes it much more attractive to spectators and easier to manage the logistics of such a large event.

I am not that supportive of the city pursuing triathlon specifically. As a city we are clinging to the past when we should be looking forward. Triathlon has been important to the city, but the sport is changing and so is our city. We can't lament the loss of Ironman anymore. I am all for spending money to attract events, but I would not limit the scope to triathlon. A big half marathon, like Rock and Roll events might be nice for example. In our region there have been at least two fly-by-night triathlon organizers over recent years. This doesn't help the sport. Ironman was exceptional, but they are no

longer here. Let's move on and adjust our expectations around triathlon. A huge mistake was made in replacing Ironman with Challenge. It should have been foreseen - Ironman is the dominant event brand, and was not going to sit by idly and let an upstart group easily take root. It would be insanity to take them on again. A half or full distance event under any banner than Ironman will suffer the same fate. If you are going to succeed it will be with an event that either carries the Ironman banner or does not impact their core offering - so sprint/olympic distance or off-road, but those will never equal the draw of 70.3 and Ironman. Thirty years of development was put it to making Ironman Canada the success that it was - that was wiped out with the stroke of a pen. Those who had a hand in destroying what once was the jewel of North American long distance triathlon should have no part in either the selection or creation of a new event.

City council made a huge mistake getting rid of Ironman . Challenge was an embarrassment. Go back to Ironman (full Or half) or a world class event

IMC was successful in penticton. It supported the local economy starting in early April all the way through to the end of August. Hotels were booked early in the year and the owners were able to rely on the income. Families came and produced a healthy atmosphere.

I had not been to Penticton since I was a kid, after I got into Triathlon I started going there first to train and then to do Ironman, since my first trip to Penticton to train in 2006 I have bought 2 investment properties and have probably made close to 100 trips there over the past 13 years. Every trip I spend money wether it's going out for dinner, going wine tasting and buying wine or taking in some of the local attractions. Because of Ironman being held in Penticton I have spent ten of thousands of dollars no including investing in property there. If there was never Ironman in Penticton you would have never seen that money, and I'm only one athlete!

It's clear that a serious mistake was made when the licence for Subaru ironman was lost to Whistler. I sure hope that we have the opportunity to see it return.

No not at this time. Too bad Ironman Canada left Penticton.

Bring IMC BACK!!!

Get er done!

We chose to move to Penticton because of our good memories participating in Ironman. These kind of inspirational events have tangible and intangible benefits. People talk about them long before and long after they run. We never would have realized how great Penticton was if not for all our time training in Penticton for its Ironman.

ironman has the world wide brand that's now established and in western Canada we really need a high class 70.3 event mid to late summer...

So many of my friends have move to Penticton and if you ask why, they fell in love with the city because of triathlon and the great fitness opportunities.

I do not think the tax payers should invest tax dollars to bring world class triathlon events to Penticton. If there is a cost to having the event here, then it should be taken from the tourism branch or funding.

Just don't sink us into poverty or allow the aging demographic lead the charge into a dying senior village. Ted Morton - Canadian Enduro Series - ted@bcenduro.com Megan Rose - TransBC / TransNZ - megan@ridingbc.com

The only problem I have with targeting larger and more expensive events is that one could likley host a whole series of smaller, more unique, and localized events with the same monies. I was previously in Mexico during their annual Rosarito to Ensenada bike ride - which seems to be a big draw. While some like to race, many people simply decorated their bike and took their time cycling the coastal route - the journey ends in a big field with music and food. Many places also do things like 1/2 marathons such as doing a Naramata to Penticton route; so the athletes can engage in a workout but also enjoy a fun weekend. Rather than focusing on international events, another strategy would be to focus on Western Canadian events that attempt to draw sports minded people from Calgary and Vancouver who are then able to visit more regularly afterwards. It was likely a big mistake to give Ironman away, and given its storied history, it is perhaps simply to difficult to replace. Better to carve out something new and More open to participation. Investing money to bring money to Petition is very important for many industries.

Keep up the good work and we hope to be involved in the future.

Regarding the current events that the city has assumed from the DPA, move the Canada Day celebrations, Fireworks and Santa and Peach-fest parades to Skaha Park and the south end of the city to broaden support for all Penticton businesses and not just the downtown businesses. There is more room and better overall parking at Skaha Park and by moving the parades, floats would have wider and straighter roads to navigate.

Look at Mont Tremblant and how they have embraced IM. Penticton needs to get back to this place.

Please bring Ironman back at any cost. I've talked to people from around the world who would come back. ♂ ♀ ♀ ♥

Having a race lined up for 2020 would be ideal timing for planning, promoting and celebrating!

If you want to host a tri athoj or race it would be much better to do it in June or September as much less tourists at these times. If you do it in July or August you are taking away tourists and replacing them with racers. Which for business is not good.

I hear a lot of talk from people saying how low the tourism industry has been since Ironman left. We definitely need to find something to bring the tourism life back to our City.

I welcome any events that could be combined with opportunities to improve our sport infrastructure, including cycling lanes, cycling paths, hiking/running/walking trails and routes, etc. We should plan a series of cycling routes and provide maps, along with walking/hiking trail maps & routes.

Good luck

Penticton has never been the same since Ironman Canada left in 2013. Having been to the city for many years before and after the event left (I have ALWAYS been an avid supporter of the races in Penticton), I have seen first hand the decline of visitors in the form of training camps and event participation, which is disheartening. Ironman Canada in Penticton was always the heart of triathlon in North America and was a staple in the race calendar for athletes worldwide. It was a legendary race, second to none, the last of a dying breed of races. Please please please consider bringing it back. As someone who plans to move to Penticton in the future, I would love nothing more than to see this return.

This is a geographic, environmental paradise that can't compete with a cheap flight to Vegas. A couple of beach bars wouldn't hurt.

Make sure that there is enough community involvement and input in the process. Presenting residents with a fait accompli is not the answer, and in fact generates resentment and reduces support.

I am also plan to Airbnb so as an athlete I would be thrilled (as would my large lower mainland triathlete friends) to see top triathlon races return. Ironman brand or major championships is the key. I supported someone at the challenge event and it was not successful

I did the Ironman Canada race here 7 times and it was a fantastic community event. Bring Ironman back - it is what worked around here. People love coming to Penticton to train and race - and then will come back for holidays. It is a beautiful city with so much to offer!!!

I love the excitement these sporting events bring. It is something to be proud of. These athletes are the kind of people we want to attract to the city. Maybe they will come back to train and take part in all our other wonderful events.

I support these events as contributing to town vibrancy. They are in part how I discovered Penticton and now moved to it. I think multiple days and events like the super league may be better for hotel stays, participant and family spending vs. one-day events. Traffic issues could be better mitigated with clearer on-street signage for road closures and detours. Past signage has been incomplete and confusing.

We moved to Penticton partly because of its triathlon scene.

Penticton has a lot of old fogies who may not care about where the next dollar is coming from. But we need a tax base. And we need to attract vibrant younger people. We have a choice: Make Penticton a dead retirement home or have a great place to live. Downtown is an example of "dead". If you go "downtown" after 6pm you compete with the tumbleweed rolling down Main St. It should be ILLEGAL for downtown businesses to close before 9pm between May long weekend and Thanksgiving. We have one of the nicest summertime evening climates in Canada and we cannot go to a sidewalk cafe and enjoy it until midnight or even after midnight! Insane. We also have an excellent downtown thanks to the foresight of the last mayor and council. but it is not being used! Why? I guess the last council thought, "Build it and they will come!" Nope. Other things have to change to. Maybe even restricting kinds of businesses. Maybe restricting the numbers of "kinds". Maybe defining signage just like a mall. Maybe getting rid of deadbeat stores through "rules". Imagine, the most active restaurant downtown is the chip wagon! How cultural! Old people buy property but do not spend money. Think of that when we choose. Maybe we should simple expand the Senior center. Now there's a good idea. Buy more 1000 piece puzzles. The loss of Ironman was a huge financial blow to the city. The race had an international profile and brought athletes and their families from around the world. These visitors were a vital boost to the economy. No other race organization can garner the respect and participation of an Ironman event. We are getting another hotel where the Bingo Hall was that will bring in more options for a classy place to stay. Sadly we have a lot of Air B and B's that can host visitors. Ironman was a must do Challenge was a consideration ITU was a one off Super League was a must not do

Grew up watching Ironman - lots of athletes with lots of money coming to our city

The IM Canada event brought so many people to this area that otherwise would have been none the wiser. Many athletes would like to have a reason to return, with their families - and many past volunteers miss the magic, the memories, the friendship and the bonds that the event produced and would love to support such an event again. Look at how this City has been transformed into a fitness-friendly place that also provides goals and dreams and success to the younger generation.

Penticton needs to return to a major triathlon which is popular with athletes around the world

Penticton deserves to be on the world stage and international events do this

I think it was such a loss to Penticton when the decision was made to discontinue Ironman. It was such a clean, vibrant, landmark event for Penticton, providing a huge financial boost for the city, The other 'Tri' events that followed were never able to re-create the buzz and the hype the city

enjoyed during the Ironman years.

The pre- training kick start to actually event boost to our economy always welcomed.

We need something here as a draw for triathletes, but we have to do it right.

Glad to see the City of Penticton is taking a closer look. I participated in Ironman 2012 as my first full distance race. Penticton was simply the best at this race. No other city experience has compared. I know my parents who live in Penticton full time agree.

City needs some vibrancy. Also, support for our homeless. And action plan to reduce crime...which could be linked to our homeless and drug problems.

Long course Ironman's window and allure has passed. It's disruptive to the community and probably won't draw competitors. IM 70.3 event should be pursued.

Bring Ironman back and continue Penticton's reputation as a world class host city for Triathlon.

You need to think of the upcoming generation and long term effects. The people who are opposed to this type of event are the elderly and unhealthy. That's not who you want to base the future of Penticton on.

Penticton is a small city but has a big reputation. We are known as the number one brewery spot in BC. Our SOEC is known to attract bigger acts than Kelowna. And we have always been known to host large, multi sport events. Iron man Penticton was known all over the province/ Canada. These things make Penticton a desirable destination, which help to provide commerce to our city which in turn funds multiple upgrades our city requires. Hosting a sports event is a fun and exciting way to promote a sense of community pride, a healthy lifestyle and international recognition.

Triathlons are commercial businesses that look to taxpayers to pay for the event. If the economic benefit to the City is obvious then the beneficiaries of this benefit should be the ones to help with much of the event funding.

Penticton was known as on of the best Ironman races in the world and being the second oldest race was very prestigious, it was a pity to lose the race.

Having fit people in the neighbourhood increases property values. How cool is it to see your fit neighbours rolling up on their bikes. Or how different do you feel when you see your neighbour out smoking a cigarette rubbing his big belly? Which neighborhood do you want to live in?

Bring back Ironman!

I am curious as to why we are investigating other options at this time. Mike Brown and his team have done a great job with the events they ran since 2013, bringing variety and changes to the type of racing available. IM Canada at Whistler is not moving anywhere, so I don't know what or who specifically is motivating this survey. Is there anyone to speak with regarding

this?

It is too bad that Ironman moved away from Penticton. Many people move and visit Penticton because of it. I came here first in 2002 and did the race. I fell in love with Penticton and finally moved here. It is a nice place to live but it is missing that spark that Ironman brought.

I come every summer to race the Peach Classic. One year I came from my home in Edmonton to train in June, race in July AND August - three separate trips a week long each. I'd love to support Penticton in this way every year with Ironman.

I used to live in Austin, Texas and can tell you that a LOT of people back then were heading to Penticton for the Ironman. But now that I actually live here, I want events that I can do, too. My long course days are over, so do something fun (like the Half Corked) in which I could participate. My need for competition is long over but I do love a fun ride or run. Like the Trestle ride from Kelowna, that was great. Not a competition but a challenge.

With the cost of housing rentals etc. it is difficult to try and convince people to spend more taxes for the events. (eg DPA stepped away from Canada Day etc. and City hall picked up the bill) Is there any way we can get other groups to pay for some of the events eg Elks, Rotary Cluh, or Valley First, TD Bank Most of all we would like to have a vibrant city and we have a tough couple of years ahead after the smoke and flooding last year. I think the more events we can draw the better but we need to have to get more feed back from our residents. Maybe someone from city hall should be at the Farmers' Market and get things going by having the public answer surveys.

Penticton would be truly losing out if they don't keep up with triathlons. I am not someone who does them but I see what it does for the city and the businesses here.

Ironman Canada Redux! please make it happen!

We need more sport events for families - to bring junger people to Penticton

If these triathlon events are hosted in Penticton, they must be conducted away from major traffic arteries and business activities. I'm amazed the city hasn't been charged with liability for disrupting traffic arteries for these events. This impedes fire, rescue and ambulance vehicles, which could result in tragedy!

It was a big mistake to let Ironman go-it provided a high profile for Penticton and brought people and dollars to the city.

I think all sports are good for penticton,However they should be self - supportive. I race off road motorcycles,but I dont think taxpayers would give me any support for my hobby.

Many residents dread race time of year. I do not believe it is whT the people wantq

Penticton and Ironman go hand-in-hand. Like love and marriage, and a horse and carriage. You can't have one without the other. :)

I have every confidence that tourists will come to Penticton at the end of August. I don't believe this event is necessary to fill hotels. And I believe that the strain Ironman put on this city outweighed the benefits.

Any event that improves the image/coffers of the city is welcome. If the city uses the rewards/recognition from such "events" to enhance the community's infrastructure and reputation...that's a plus!

I felt sick when the former city council "let" Ironman go. They ended up spending more money supporting the Challenge which had no cache.

Cancel it

Forget the past. If Ironman is willing to come back take them. Just don't let them gauge you.

This town had an energy when Ironman Canada was hosted here. We have not had that level of energy since it has left. That race postively impacts the South Okanagan and Penticton and put this area on an international stage like no other. I also think the surrounding communities have a stake in this as well. Collectively we need to bring it back.

It is my hope that Penticton is able to bring a long distance triathlon back to the city. Penticton has been a big part of my life for close to 30 years. I have no doubt that Penticton could again become a premiere destination race. Thank you and good luck.

Bring back Ironman Canada, in its original form.

No

Ironman went to Whistler and what a great place to host this event. Let Osoyoos or Oliver have the Challenge or the Granfondo as they need events like this for their economy

The participants of these events do not spend money on food, accommodation, and shopping as participants in other events such as the Beach Cruise.

There are many different sports that attract the exact same demographic, but aren't triathlon. The City has to remember that a sport tourist is a sport tourist, and treat all sports equally.

bring back Ironman Triathlon

Let's help Penticton grow!! Let's bring in activities that our youth feel that they can belong to and participate in/with

Events of all kinds are one of the reasons I chose to move to penticton. Please don't stop.

Let's put Penticton back on the map now that we have become the Napa Valley of Canada. We do have to get younger people involved as volunteers and give them the pride that we as seniors had when we did the events. We seniors are a bit tired and we cannot keep volunteering past our time. Our young people are the future of Penticton. Us seniors have so many senior activities, etc. that need our volunteer services. We need some kind of campaign to get younger people involved.

Please spend tax dollars on family and cultural events - we've spent enough on sport events here for awhile. The triathlons have had their day and not all were successful. Time to try something else, even if it takes awhile to build. I have volunteered at all of these events but there is nothing like Ironman. My son is an ironman and ran in the 30th. He was sorry to see it go to Whistler even though he lives on the coast.

Good luck and thanks for the effort

Qualifier: investing City tax dollars as long as there is a return, otherwise its not a very good investment. there has to not only be a financial return, the city and the citizens need to have a "city pride" return. Qualifer: on the vibrancy question, when I was doing Iron man in the early 2000's Penticton was famous worldwide as having the best run/organized Ironman in the world. This should incite pride, and pride and activity =vibrancy. Let's face it, it's pretty sleepy here in the winter, and the town is spreadout too much so not much visible vibrancy downtown even in the Summer, except on Saturday morning, and event evenings so we need things to be happening. But the happening needs to pay for itself.

We have a history, almost a heritage of an Iron Man race in Penticton. Around the world if people have heard of us it is almost always because of Iron Man. It was like a brand for our city and it would get us back on the map. If we can't manage that, I still think that a zip line from Whistler would still be a great idea. Thank you for asking, Jo
Stop blocking off main Street

I support tax dollar spending for sport events although I think winter sports should have equal investment from the city

Since the decision to part ways with Iron Man the city has attempted to fill the void with a number of events with fewer participants. The city has done a great job in changing Penticton from a place to live forever to a great place to visit but you wouldn't want to live there. Examples of this include school zone speed limits for the downtown. Parking being allowed to become a problem at the SOEC. Multi family dwelling to be allowed without proper parking. The downtown being redesigned to facilitate the farmers market in such a manner you can't even use main street as a parade route.Etc...

Unfortunately, the 'beautification' of Main St has rendered it unusable for triathlons. The cobblestones and speed humps will cause cyclists going full speed to crash. Or they will have to slow down which will really annoy them -

especially if they are competing against pre-beautification times. It's a shame, because Main St was great for spectators. Alternate cycling route will be needed - Winnipeg or Martin

if you ever redo the bathroom along lake shore and the park, it should be done with a few stalls and a few urinals. They should not be able to lock themselves in there for God knows how long, with their bike, grocery cart, etc... send the bylaw around those bathrooms all year round. Thank you Ben. Why was it let go? Due to narrow minded Council and City Hall Staff who don't see the BIG PICTURE.

To bring in any event you need volunteers and the older generations need the next generations to come forward and take over. What happens when there isn't enough volunteers to come forward, what will you and the organizers do then? Most Millennials don't want to take over, so then who are the organizers and City going to turn to? Something to consider as we all age! Maybe not have so many road closures in the city as well. Hard to get around and people work on Sundays as well.

You have to spend money to make money

We moved to Penticton from the coast in 2012. Prior to 2012 we came up for Ironman 5 years. We have been involved as spectators and volunteers each year of the past seven years. Unfortunately all the other events have failed to compare to Ironman and have not provided the hype or the influx of tourists/dollars that Ironman brought to Penticton. The city should consider bringing Ironman back.

Honour Penticton's diverse demographics. Spend more time promoting a wide range of events, not just "world class" sporting competitions. Make a focused effort to engage all of our community members at events both as participants and audience members (not just soliciting for volunteers from the community to work at the events).

Municipal tax dollars should not be spent to host these events. Event organizers like "Ironman" and "challenge" make significant amounts of money off these events, and they should be picking up the cost of the added expenses.

We would need to help the vagrants find their way back to Vancouver so that people who come for any event actually feel safe walking down the street here. Otherwise there's no point in drawing people's attention to the sad state we are in when it comes to public and residential safety and security. I have also participated in The Mighty Quail 100K and I am the one of only two Penticton residents to have finished this grueling trail run. Ultra-Trail Running is becoming one of the fastest growing sports in the world. Penticton should get on board and support the growth of this opportunity.

Capitalise on the types of triathlon events that have worked well in the past. Don't try to be Whistler or other Lower Mainland events that are scaled too big for here. Find our niche here in the South Okanagan and build on it. Start seriously thinking about how to build up the shoulder seasons. Climate change and the forecasts of increasing wildfires are a serious threat in the

Okanagan - its not going away - so we need to figure out how we are going to work around it. There is a marketing law - the more you say something eventually people will believe you. Well if you keep just saying this town is a retirement community - well guess what that is what you get - a reputation as an old person's community. The city needs to work on turning that reputation around.

Penticton needs to attract groups that have money to spend locally... I go back to Automotive events, most that bring cars to the Peach City Beach Cruise for example, stay in our Motels, eat in our restaurants, shop in the stores, and do not cause a bunch of damage or mess as they are mostly older people. Catering to this group a little more would be a plus to the local economy... Maybe a Drag Strip... used to be one here many years ago...Think about it..

I do not know if this is the place to make this comment, but. I never seen the City so dirty and dusty for so long. Maybe some money should be spent on more staff and equipment to prepare faster for these events. If the athletes were to arrive in the City now just to look the City over; with all of this loose gravel and dust they would not be impressed.

Get on it..

Events of a short duration are best . . . such as the Gran Fondo. As mentioned we need to find attractions for shoulder seasons.

Anything to promote our beautiful city should be a priority. I truly believe the busier we are, the harder it is for transients to hang around. They don't want to hangout where public events are taking place or where it is too crowded. The City should never have got rid of Ironman Canada

dont want ironman back because of their excessive money demands. Ironman was our baby, the newer corporation was greedy. business disruption is only for the weekend; I appreciate the tourism effect. the triathalon seems to be the only event penticton has a focus for, it would be nice if the city would support other events even though i do not have a clear idea what other events it could support at this time. survey seems a bit narrow minded and biased to the event

Although Penticton has a storied history of hosting Ironman, the days of being considered a 'world-class triathlon city' are numbered if not over. The City needs to focus its efforts and tax dollars on bringing other and more diverse cultural events to generate its tourism income, year round. City council - look to the future, not the past!

My husband and I and most of our friends are avid cyclists. We are, with few exceptions, ALL over 60. Most of us have relocated here because of the years we have vacationed here and participated in the IronMan events. It may be a misperception that cyclists are young people. When considering these events and complaints posed by "seniors", please keep in mind, there

is a very large contingent of "seniors" very much in favour of promoting and maintaining anything that keeps us healthy and active!

I feel we have lost out when we discontinued the Ironman. We lost continuity, pride and identity.

Losing Ironman was a huge blow, and a big mistake. Challenge could not compete with the prestige and draw of the Ironman event. The Ironman Canada course in Penticton was iconic. That said, I did enjoy the alternate distances offered by the other event organizers.

Stop subsidizing events like this that aren't for the community and only benefit select businesses. Do support Canada Day and BC Day as they are community events.

They did not hesitate to stick it to the citizens of Penticton last time they were here. I would say we tell them where to stick it!!

Get it done.

In the March 28 edition of the Herald, the City asked for expressions of interest in staging Triathlon events for 2020 and beyond, and for input on what sort of Triathlon event the citizens want. I think that the best route forward is to get Ironman Canada back to Penticton in 2021 and beyond; World Triathlon Corporation (WTC), who owns the Ironman brand, is the biggest player in the game, particularly in North America, and can deliver the most tourism related dollars to the City. Whistler has a contract with WTC for Ironman Canada through 2020, is in the event business, and has access to RMI funding that Penticton does not. But, and it's a significant but, Whistler is not an ideal location, the course is necessarily contrived, it's hard (some say too hard) it's a two transition venue and it's quite disruptive, whereas Penticton is none of those and seems custom built for Triathlon, witness the 30 year history of very successful events here. It may be that Ironman has priced itself out of the City's league but increasingly, the City, to grow its economy, needs to embrace the Tourism industry, and that means spending dollars to generate revenue for the multi faceted businesses that comprise it. The Wanda Group and World Triathlon Corporation, owners of the Ironman brand, are very successful, and demanding, but a concerted effort by Council, Tourism officials and senior business people might prove worthwhile. After all, what is there to lose? Doug Fox

It was a very bad decision when the city let Iron Man leave. Tourism BC would help fund the extra money to secure the race here. That comes directly from Ellen Walker.....please talk to her..

I know the events are important to the city for a variety of reasons. I just wish there was a way to have them be the least disruptive to the residents who live quietly here and who need to come and go on a daily basis i.e. those who work. Thank you for the opportunity to provide my opinion.

Above answers pertain to ironman only. As far as I know, there are no other truly world class, well marketed and recognized triathalon events worth pursuing.

Lossing Ironman was a mistake. I'm not judging the decision that made at the time as I believe it was well intended, however, the city lost a part of its attraction, it's swagger and most important an opportunity to leverage its reputation as an "Ironman" city to the every growing business of cycling tourism. Triathlon is not an inexpensive sport and the typical destination athlete is an above average income earner and will spend considerably more money than a budget minded family. We need both, we need Ironman back. Bring it On , Get Penticton More Sports Active of All Ages , Teen Competitions , Young Adults and Senior Type of Events . We're very Lucky at this time to have the Penticton Golf and Country Club to host a Very Successful Golf Tournament in the Summer that attracts Several Golfers of different abilities to Participate . Also The Mountain Bike Races etc . SO NOW GET THE PICKLEBALL HEADS INVOLVED . CHARLIE MIRABELLI , 1st Year in Penticton and Love this Place .
Bring Ironman training, if not the event itself, back

Whistler has better accommodation with prices in line with what the old motels in Penticton charge. It is also is a far more upscale environment than Penticton but we have the track.
Keep trucking

Please note and implement now. There must be much more with planning. Designated planned green spaces in the immediate areas surrounding all the high density complexes for "gathering" in the 1,2,3,4, 5th street areas.
(Imperative)
Bring back Iron Man

Diversification is the key to success. Don't be a one trick pony Penticton.

Penticton seems to have struggled with having a long-term event strategy and being able to attract and encourage a group or organization to invest in Penticton over the long term would benefit business, the City's reputation and the idea that this is the place to come, either to participate, support or just watch the excitement of a major event.
do the best job to bring The Ironman back.

Promote regional events incorporating the KVR chain, Vernon, Kelowna, penticton

The biggest mistake we made was letting Ironman go. We need another long-term event asap.

Running and triathlon events were key features that attracted my wife and I to move to Penticton, they really show off the city's spirit in a great light.

We continue to emphasize sports as the only recreation and focus for the residents - we need a better balance with also emphasizing arts and classical productions and events.

Yes I do. I am supportive of the city spending dollars to promote this and other events, however, it would depend on where the dollars were being spent.

City is full of hobos, drug addicts, homeless bums, thieves. Clean that mess up first. It's not safe to walk anywhere in town. Downtown and Okanagan Lake are the worst. Esplanade is probably biggest chop shop for bicycles in the city and is a small community on its own. Clean it up before bringing any more events to town.

Triathlon worldwide seems to be in flux at the moment, with new organizations like Super League starting but not gaining much traction that I can see. So 'local' ownership with connections to an established worldwide or at least North American circuit seems to be a good combination.

I'm interested to see how Super League goes this year. I hope that Penticton does attempt to bring back ITU as it was very exciting to see athletes from around the world truly enjoying their experience of spending time and competing here. As for the possibility of Ironman returning, I'd support it if they lower their demands, as I heard from others including athletes the general feeling that Ironman had become too big for themselves and too demanding.

Go Penticton Go

Penticton is the perfect host for Ironman....it showcases our beautiful, clean Okanagan Valley and caring residents. It invites the world to come discover our playground and encourages economic investment.

I'm not a local but train and participate in events in Penticton and the surrounding communities. I love coming out two-three weeks every year to not only participate in all the local triathlons but I also enjoy visiting the local vineyards, camping, swimming. Since taking part in these events, I've learned to enjoy the awesome landscape, facilities but also the residents that come out to these events that help volunteer but also are affected whenever these events take place.

i think Penticton has a history for triathlon and ITU events and that we should continue to support it here. i also think we should push for our roads to have some upgraded paving to ensure safe training and racing.

I think the days of sports activities and triathlons are fading for the area.

Overall the community seems to complain about costs and problems not being worth it.

I have travelled all over the world as an Ironman spectator. People know Penticton and love the town and the race as it was under Ironman. They always ask when are we getting it back. This is the time.

USE ME This is: "My Place to stay Forever" and I want IT to be the Greatest.

If we are going to do this get idly off of the heels and away from our main

streets. Enforce road laws for cyclist while here during and prior to the event. Fine property owners renting out rooms or other spaces without a permit. Do not issue short term rental permits to those residence that cannot handle 3vehicles parking on the property. Road parking access should not be considered

Please stop trying to brand Penticton as a tourist town. It is not good business to put all investments in one area. To be successful, Penticton needs diversified investment. Please value your residents over tourists. We are here year round, we shop year round, we pay taxes. Please value Penticton residents over tourists.

Not supportive of events which financially only benefit business and do nothing for the average taxpayers. When I see literature that reports millions in benefits for the city...where's my check? Or reduction in taxes or improved services to infrastructure. When everyone sees a financial gain from these "world class" events then there is more enthusiasm for tax money to be spent on attracting and retaining such events

Let's bring it bring it back.

Thank you for the opportunity for me to participate in this survey.

Please forget the entire idea, keep the city small, give up on trying to enlarge tourism.

Try and secure Ironman ,would attract 3000 entries again,

These surveys are an excellent idea. A great way to garner ideas and public opinion on a wide variety of topics.

I don't think Ironman likes the Whistler venue, water too cold, course awkward, not enough volunteers, Whistler doesn't need them and won't kow tow. If they want to come back it should be under fair terms, with reasonable pay-to-play that is set for several years and not subject to random increase. We've lived here 3 years and visited scores of times over the past 65 years and have never failed to be inconvenienced by multiple sports events impeding mobility in town.

The notion that Ironman is on the decline and shorter races are better is a flat out lie. Currently the 5 biggest triathlons in Canada are all Ironman branded events. 1. Ironman Mont Tremblant 70.3 3,182 Athletes Sold Out, 2. Ironman/Ironman 70.3 Canada 2,980 Athletes Sold Out, 3. Ironman Mont Tremblant, 2,734 Athletes, Sold Out. 4. Ironman 70.3 Victoria 1,788 Athletes, 5. Ironman 70.3 Muskoka 1,600 Athletes Sold Out. SuperLeague is claiming that they had 2,800 age group athletes in Bali, but I would be extremely skeptical about that number and how it relates to Penticton. As far as I can tell less than 100 age group triathletes competing in Bali and the rest of the 2700 comes from fun runs and other events aimed at locals. While I think that is great for Bali, it is not something that is bringing people into Penticton

and not a number that the city of Penticton can replicate because our population is so much smaller than the city in Bali. I might be wrong on how they achieved that number, but my points are to be extremely cautious about it and also that it is not Ironman. I would be more than happy to discuss anything related to triathlon events, but would prefer to keep these comments anonymous for now.

Ironman was great as we were very proud to be such a good host. However a sports event that maximizes the number of first time visitors to the town would be ideal (provided they are wowed by the experience and the forest fires stay away while the event is on!!!) A large number of out of town spectators for an important world class Ironman style event OR tons of athletes WITH families and friends for a less famous but more inclusive event. Wish we could order good weather...sigh.

days of 3000 competitors are past...world of triathlon is over saturated.

Penticton does have great history and should be preserved/leveraged. Try to utilize channel and KVR trail systems to minimize traffic impact.

One of the reasons why we became residents of Penticton and invested here is because of international exposure and benefiting from the revenue it brought.

People come to Penticton during the summer anyway, don't waste money to attract a triathlon. The dragon boat festival probably does much more to impact our economy because it has a large number of participants and it is in September. If an organization wants to bring a triathlon to town we should support it, but not pay for it.

The businesses get the benefits so they should be willing to pay the cost as part of the cost of doing business. Taxpayers should not be on the hook.

These events are the only business that makes money thanks to many volunteers and a large donation from taxpayers.

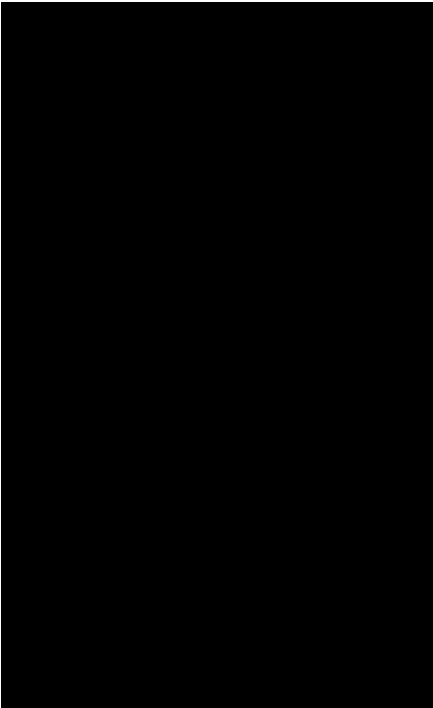
get on with supporting another marathon or tri. financial parsimony by the city cost us the Ironman

Do not waste my tax dollars for the benefit of a select few business (hospitality). Should that business sector wish to benefit from these events, then it should be up to them to fund and promote their chosen event(s). City council should be a governance entity and let merchants including event organizers conduct their business as they see fit.

It is difficult to answer some of these questions as we do not have financial reports or business plans for these events.

We need Penticton not to just host the event but to own it. I mean embrace it 100%. Everything spruced up, roads swept, parks/paths/walkways safe, graffiti gone. Provide a positive experience to the athletes and their families and they will return over and over again. Two people will tell two people and grow the event. Think of where you go for holidays and why. That is what we need. With or without the events.

The Regional District should contribute funds along with Penticton, Oliver, Osoyoos, and Keremeos. Triathletes stay, eat, drink wine and beer, and shop in the region.Make it a Regional event! New Zealand hosts an



amazing Ironman - they showcase all local food and entertainment during the time leading up to the race and after. Local Mauri play an important exciting role as well in the swim and in the dinners and awards ceremonies. Consider major events, not necessarily sporting in the shoulder seasons May, Sept, Oct.

City of Penticton and Host Organization should "make every effort" to hire COP Businesses as vendors of tent rentals, food suppliers, logistics, etc.,

Money generated from previous year could be put toward bringing the triathlon here. We pay enough taxes as it is.

Bring in things more family friendly. Like water slides or something.

DPA and businesses who benefit directly should contribute. (With regards to tax question) Last year people along the Naramata Road and of course the village itself, were held hostage from the downtown area by blocking the only 2 access roads to downtown. We were unable to attend church that Sunday morning as we were not allowed to go over main st. Ironman with more competitors always had access via Duncan, Westminster. Volunteers made the difference. Better city involvement is needed through advertising.

Penticton city populative felt ownership of Ironman and had pride in surveys and were well acknowledged for their efforts. The same organization needs to be expected to have all city residents happy with these events.

The city needs an Neil event of the likes like Ironman or the Challenge

Stop blocking my driveway

Solar electric generation Charging stations Astronauts 2005

good luck this year



Optional question (253 responses, 238 skipped)

The following is a summary of the activity and a list of the comments received on the facebook posts promoting participation in the triathlon survey.

Number of posts: 2

Number of people reached: 10,116

Number of likes: 47

Number of shares: 55

Comments (48):

- I had the opportunity to witness the last ironman in Penticton from both sides. I was employed by ironman and watching it play out as a citizen and minor involvement with city boards. I then also worked for challenge following the transition. While both parties were without guilt on it. It was used as political cannon fodder. In true political fashion, no one had any idea how much work went into running the race and they didn't support challenge nearly enough. I live in Germany right now. Because of Ironman many people in the biking and triathlon world know of Penticton. It has far reaching impacts that stretch far beyond the race week or even training season. There are many ways to move forward, but they all require work and support to succeed. Ironman would be the best in my opinion.
- It would be great to get this event back.
- Skip the jock stuff and have an arts festival. Performing Arts Centre would be a good start.
- Penticton is an outstanding venue for triathlon, but to be successful it needs to be an IRONMAN branded event.
 - at what cost?
 - that is the question.
 - that's what the City is asking with this survey. The local business community and other various local stakeholders should be consulted also.
 - hi! One of the problems with the justification for supporting these events is there's virtually no accountability. The primary benefactors trot out economic impact analyses that rarely, if ever, show any real return to a municipality in exchange for cash subsidies/injections or in kind services. 99% of the time they talk about indirect issues like how many hotel room beds were sold, how many meals were purchased at a restaurant etc. Festivals and events are not the same

as building a new house or putting in a new industrial plant (even then the taxes generated should not be used to consider reducing their taxes). Most of the studies are simply obfuscating the issue and distracting municipal politicians from the core work of providing essential services. Issues like these should be left to local chambers of commerce, hotel associations etc that are well equipped to determine return on investment.

- Suck it up. Bring back the Ironman. Classic venue. I miss the annual pilgrimages
- Iron man is an organization that uses 5000 volunteers and cash from the city in order to make someone money. If it were to return, I would like to see some direct financial benefit to our citizens. Sure the hotels and restaurants benefit but tax money we all pay should not be used.
 - Well said, Bob.
- I have a brilliant idea which will make another conventional sports event unnecessary. How about developing a major theatre sports competition. Just think...no more sweating jocks clogging our sidewalks with their holier than thou attitudes on full display as they strut about showing off that they are physically fit, thus hoping to make the rest of us feel guilty for being a tad overweight. No more very expensive bikes blocking motorists from crossing streets. Theatre sports, folks, that's where it's at. We need more culture so our artistic muscles can have a chance to flourish. If the City of Penticton spent as much money on artistic and cultural activities ...just think of the possibilities.
- Survey says "how long have you owned a business in penticton?" Does that mean this (survey) is only open to business owners?
- Whistler is a wonderful place for IRONMAN
- Ironman long course!!♥
- Ironman needs to come back It is the brand that people know and love bring ironman
- Bring Ironman back just the way it was!
- There's no replacement for Ironman.
- Wayyyy better in Penticton!
- Please consider being back IRONMAN.
- Long course triathlon under whatever banner is needed in Penticton. The Super League is an interesting format however the management of the event leaves much to be desired. A return to the "athletes first" mentality is needed. Ironman and Mike Brown Events are too focussed on their own needs.
- No more bike races unless the routes away from downtown and main roads. Get into the hills and countryside instead.
- Bring back the IRONMAN!
- I prefer a nice relaxing bike ride☺
- Hmmm go back in time and keep Ironman Canada there.... Mistakes were made
- The problem with Iron man was they got too big for themselves and demanded our tax dollars to keep them here.
- Done! Thanks for sharing Jeff!!

- I suggest a multi-sport event which includes mountain bike or cross-bike trails / swimming / dirt-trail running (in whatever event-order organizers see fit) -- with the transition areas being 'spectator-laden hullabaloo's'.

Keeping the triathlon off-pavement as much as possible would also greatly reduce the number-one issue with large triathlon events; that of traffic congestion and the accompanying tongue-lashing received by volunteers.

As a frequent volunteer and volunteer marshal over the years, I can vouch for this being a major issue. It also makes it a challenge to round up volunteers for subsequent events, as they are intimidated by the pressure / anger encountered on the part of the public during paved-road events.

Andrew Drouin

South Okanagan Trail Alliance

- As I understand it, Ironman was part of the problem before Penticton went with the other group then Ironman showed poor sportsmanship by competing against the new event here.
- Ironman!
- Bring back IM
- I dislike Ironman's management more than the offending city council but I hardly think the Ironman would consider returning here, even if we begged them to.
- Bringing it back should have very clear direct financial benefits to the city That shows how much the city made. That's a partnership compared to the old days when the city would pay out \$100 to \$150,000 in not only in-kind services but cash.
- We have a spectacular race course, it is a shame we do not have a world class race here anymore! Bring back Ironman Canada but negotiate a better deal for the community.
- Sucks you have to sign in to do the survey. Won't an address be enough?