



MEMORANDUM

TO: City of Toronto Staff (Transportation and Economic Development)

FROM: Jeff Chong

DATE: September 22, 2011

RE: Requested Follow Up Information Regarding Proposed Ironman 5150 Event in Toronto (July 22, 2012)

The Ironman Brand

Ironman, founded in 1976, is a healthy lifestyle brand that appeals to the mass market and active consumer audiences. Ironman is the #1 user-based sports brand in the world, featuring over 60 races on 6 continents and well over 250,000 competitors. Ironman has become the international standard of excellence, symbolizing quality, passion, commitment and success. For the 16th year, NBC aired the Hawaii Ironman World Championship and through global PR efforts, more than 4 billion consumers are touched by the Ironman brand.

Economic Development Opportunity

The Ironman 5150 is an international race attracting professional and avid triathletes. To this end, tourists comprise approximately 40% of participants, resulting in thousands of "overnight stays" in Toronto hotels. The Ironman 5150 Series attracts a broad range of athletes and has massive consumer reach as a result of attainable distances in each of the triathlon's three disciplines (swim, bike, run).

The Ironman 5150 will inject a significant amount of economic activity into Toronto. With most seasoned Ironman 5150 events selling out within hours and an average of 4,000 participants, the 5150 Series will have immediate and significant economic impact in the cities that support the event. The boom is expected to be in the millions and will be attributed to hotel stays, airline travel, car rentals, restaurant, grocery and recreational shopping, as well as the local market impact spending from event suppliers, vendors and catering for athletes and spectators. The 5150 races in Tampa and New York delivered an estimated \$5.0 and \$15.0 million in economic impact, respectively, to its city in 2010.

The 2011 NYC 5150 Triathlon attracted 3,500 participants and approximately 150,000 spectators. 44% of the athletes were tourists. The race "sold out" in 5 minutes and the race's signature "bike leg" helps to elevate the stature of the triathlon. This "bike leg" utilizes the West Side Highway (WSH), the comparable roadway / highway to Toronto's Gardiner Expressway and Don Valley Parkway. The NYC 5150 Triathlon is the only race in New York to shut down a significant portion of the WSH, so no precedent has been set for other events to use the WSH. In addition to NYC, other Ironman 5150 Series races attracted large numbers of participants in 2010, including St. Petersburg, FL (4,500 entries), Zurich (3,500 entries), Des Moines, IA (3,000 entries), among others.

Significant Charitable Component

The Toronto Ironman 5150 has entered into an innovative partnership with Maple Leaf Sports and Entertainment's charitable arm. MLSE's "Team Up" Foundation invests in the revitalization of communities through sports and recreation. It strives to improve the lives of youth by building facilities, giving to sustainable programs and empowering youth through sports and recreation.

The Ironman Foundation makes direct charitable donations to entities in the cities that host Ironman events. The "Team Up" Foundation will be the recipient of this donation (forecast to be in the \$30,000 range) and it will be utilized to refurbish (or build) a multi sport facility in an at-risk community in Toronto. Significant and additional participant-specific fundraising initiatives will be supported by MLSE and its built-in technology infrastructure. For context, it is estimated that the New York 5150 raises over \$1.0 million on an annual basis for charities in the New York area.

Ironman 5150 Series Highlights

The 5150 Series is the largest international Olympic distance triathlon series in the world. The number "51.50" (or "5150") refers to the aggregation (in kilometres) of the swim, bike and run portions of the triathlon. The 5150 Series comprises 9 races in the United States and 6 globally. The planned Toronto 5150 on July 22, 2012, would be the only Canadian event of the series.

Full Length Ironman vs Half Ironman vs 5150

A traditional Ironman triathlon consists of a 2.4 mile swim, a 112.0 mile bike and a 26.2 mile run (or a marathon). In 2006, the Ironman 70.3, or the "Half Ironman" was launched. "70.3" is the aggregation (in miles) of the swim, bike and run portions of the race. As described above, the "5150" triathlon comprises the Olympic distance (1.5 km swim, 40.0 km bike, 10.0 km run).

Extensive Government, Sport and Corporate Support for a Toronto 5150

Local race organizers have been extensively researching an Ironman event for 3+ years and as a result, significant momentum has been generated. Support for an Ironman event has been earned from entities including, among others:

- Ontario Place
- Tourism Toronto
- Waterfront Toronto
- Exhibition Place
- Harbourfront Centre
- Ontario Ministry of Health Promotion and Sport
- Ontario Ministry of Tourism
- Maple Leaf Sports and Entertainment
- ParticipACTION
- Toronto Sports Council
- Nike Canada

Selected Letters of Support are attached hereto.

World Triathlon Corporation and World Endurance Canada

World Triathlon Corporation (WTC) is a Tampa, Florida based company that owns the Ironman brand. WTC organizes, promotes and licenses Ironman triathlon races. WTC is also the owner of numerous "Ironman" related trademarks used both in connection with the various Ironman race series and in conjunction with various goods and services.

In 2009, WTC bought Trisport Canada, the owner of the Subaru Triathlon Series, the largest triathlon series in Canada. The Subaru Triathlon Series comprises nine triathlon (and duathlon) events on an annual basis. Trisport Canada has been organizing and staging endurance events for 20+ years. Trisport Canada has since been renamed World Endurance Canada (WEC) and is the entity that oversees and manages WTC's Canadian operations. WEC will work with Sports Focused Consulting with respect to staging an Ironman 5150 triathlon in Toronto in 2012 and beyond.

Sports Focused Consulting

Sports Focused Consulting (SFC) was formed in 2006 and its mandate is founded on the delivery of sports related initiatives in Canada. SFC's founder provides a unique combination of finance experience, business acumen, sports passion and strong relationships in the corporate sector. SFC and its founder have been engaged by professional sports leagues and other sports related entities with respect to specific consulting mandates. SFC also works closely with strategic partners in the organization of sports and physical activity-related events and initiatives.

SFC's consulting mandates have included, among others, the Canadian Football League and Maple Leaf Sports and Entertainment. In addition SFC's sports initiatives have included, among others, creation of a "Life after Sport" education program in partnership with Ryerson University, with a mandate to better prepare Canada's elite, national team athletes for the difficult transition to their lives post competition. SFC has also managed the hosting of the "RBC Olympians" Orientation at the Ted Rogers School of Management at Ryerson University, working directly with the Dean of the Ted Rogers School of Management and the Senior Manager, Sports Brand Marketing at RBC, to create programming for 25 Canadian Olympians and Paralympians.