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January 18, 2013

Councillor Denzil Minnan-Wong
Chairman, Public Works and Infrastructure Committee, City of Toronto

Councillor Mark Grimes
Chairman, Mayor's 2015 Pan / Parapan American Games Secretariat, City of Toronto

Councillor Michael Thompson
Chairman, Economic Development Committee, City of Toronto

To Councillor Minnan-Wong, Councillor Grimes and Councillor Thompson:

Since Triathlon's acceptance into the Olympics in 2000, Canadian, and more specifically, Ontarian athletes, have excelled. Simon Whitfield (Kingston, ON), has won 2 medals (a gold and silver) in 4 Olympics. In 2008, two of the three members of the Men's Triathlon Team were from Ontario. In 2012, the Olympic Men's team included two Ontario athletes. Canada's top placing Olympian and 6th placed athlete in the 2012 World Championship, Kyle Jones, maintains his permanent home in Ontario. Unfortunately he and Simon had to leave our province in order to qualify for these teams.

As the Provincial Governing Body for the sport, Triathlon Ontario has long been concerned that our best athletes have to leave the province to excel on the world stage – it has been one of our long term objectives to create the right environment so this would no longer be necessary. As early as 2002, we recognized that reaching this objective required great coaching, a great training environment and high quality competitive opportunities.

The path to Olympic qualification is long. At the highest levels, athletes can secure a maximum of three positions for their country. To do this they must place well in the ITU World Cup Series Points Standings. Currently there is only one ITU World Cup Series race in Canada (Edmonton) – the rest are spread throughout the world. As one can imagine, this is extremely expensive for athletes. To further complicate this process, prospective Olympians must secure enough ITU Continental Points just to qualify to compete in World Cup Series Races. This requires travelling to Continental Cup events. Currently there is no such race in Ontario of this calibre and only two in Canada.

Triathlon Ontario, in partnership with Triathlon Canada and the International Triathlon Union, has long been searching for a venue that can host an international calibre event. These events are typically held in major urban centres throughout the world; cities like Paris, London, Madrid, among others.

We believe that Toronto is a perfect fit for inclusion in the future. Inclusion into the World Cup Series would allow Ontario athletes to secure the important ITU Points they need without having to incur the crippling travel expenses that must be borne by them (and their families) until they reach the highest levels. In this way, the Toronto Triathlon Festival (TTF) is a perfect fit for Triathlon Canada and Triathlon Ontario. We firmly believe that this event will become one of the premier races on the international race circuit.

A race must build a history of success prior to being included in the World Cup Series. As a result, a carefully

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crafted plan for the TTF has been cultivated leading up to, during and after the 2015 Pan Am Games:

In 2013, the TTF will host the Triathlon National Championship – drawing upwards of 2000 age group triathletes from across Canada. In 2014, a Pan Am Games Test Event will be added to the TTF – it will be a Continental Cup event, making ITU Continental Points available in Ontario for the first time since 2006. The Pan Am Games Triathlon in 2015 is being positioned as a key event in the 2016 Olympic qualifying process. We expect that the majority of the Canadian Team will be from Ontario which is important, but equally important, the athletes will be able to secure ITU World Cup Series Points on a course where they have the home advantage.

With the successful execution of the 2015 Pan Am Games, we believe there is no question that the TTF will then be accepted as part of the ITU International Race Circuit. We have every confidence in the business acumen and professionalism of Sports Focused Consulting (SFC), the race organizers behind the TTF.

At Triathlon Canada's request, and on behalf of Triathlon Ontario, I was assigned to provide the technical support that the TTF required in its first year. This investment, on the part of Triathlon Canada and Triathlon Ontario, was an investment that was necessary to ensure the event's long term sustainability. We do not consider our involvement in the TTF as a short term investment – we expect to partner with the TTF for many years to come. It was a pleasure to work with the SFC Team throughout 2012 and we look forward to 2013 (and beyond).

On behalf of Triathlon Ontario, Triathlon Canada and the International Triathlon Union, I respectfully urge the City of Toronto to fully support the TTF. The long term success of this event is important to our goal of consistently placing Ontario athletes on International Podiums around the world. Beyond that, an event of this calibre will draw large numbers of triathletes to Toronto, as was the case in 2012.

In a tough economic climate, such as the one we are currently experiencing, North American triathletes will provide badly needed economic stimulus to the city. But, to be clear, the ultimate payoff will come in the form of a truly world class event in the best city in the world.

If you would like to discuss this letter further, please don't hesitate to contact me directly.

Regards,

A handwritten signature in black ink, appearing to read "Linda M. Kirk".

Linda M. Kirk
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