

The City of Toronto Economic Development Committee  
Committee Room 1, Toronto City Hall  
100 Queen St W, Toronto, ON M5H 2N2

April 13<sup>th</sup>, 2018

Re: Item ED28.6 – Strengthening Running Tourism in Toronto

Dear Chair Thompson and members of Economic Development Committee,

Canada Running Series is a national running organization that organizes and manages successful running events throughout the country, including the Scotiabank Toronto Waterfront Marathon, Toronto Waterfront 10K, Vancouver half marathon and the Montreal half marathon.

Canada Running Series was an active participant in the Toronto Running Tourism Stakeholder Group that was developed to put forward a strategy to strengthen running tourism in Toronto. I would like to take this opportunity to thank the City, especially the Economic Development and Culture department, for taking time to speak with us and listening to our recommendations.

Canada Running Series' Scotiabank Toronto Waterfront Marathon, which is held in the Fall every year along the waterfront and in downtown Toronto, is Canada's second largest marathon with over 4,100 runners. This, added in with the 5km, and half marathon events, resulted in over 25,000 running participants and 100,000 spectators adding \$35 million to the local economy. Additionally, the race contributes millions of dollars for charitable initiatives, including raising \$3.2 million in 2017 for 180 charities. Beyond the local impact, the Scotiabank Marathon is broadcasted live online giving the ability to showcase Toronto to the world. In 2017, the race was viewed by over 160,000 people in 140 countries. As a result of the marathon's growth over the past 25 years, the Scotiabank Marathon has attained the coveted IAAF Gold label status (one of only four cities in North America to attain this title), and the National Championships. Due to its continued success, the 2019 marathon has been chosen as Canada's key Olympic selection event.

The success of the Scotiabank Marathon, and the potential for growth of this race highlights the opportunity for Toronto to further boost the City's tourism profile and economic development. Through a strong partnership with the City of Toronto and the Toronto Transit Commission, the Scotiabank Marathon can both become Canada's largest marathon and further attract worldwide viewership, participation and spur greater tourism.

We fully support the staff recommendations put forward in the report to the Economic Development Committee. With the implementation of the recommendations, we are confident that the Scotiabank Marathon will become Canada's largest marathon and continue to grow similar to other international cities like Berlin, Chicago and Tokyo, thereby producing even more local economic impact and charitable donations while continuing to showcase Toronto to the world.

We hope to see all of you out on race day this year on Sunday, October 21st either as runners or as spectators. Thank you kindly for your time and consideration, we look forward to continuing to grow our successful partnership.



Alan Brookes, Race Director,  
Canada Running Series & Scotiabank Toronto Waterfront Marathon



A few pictures from previous year's races:

