



Ironman Canada Bid  
September 24, 2012



File: 6910-01 (IRONMAN)

THE CORPORATION OF THE CITY OF VERNON

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September 24, 2012

OFFICE OF THE MAYOR

Steve Meckfessel  
Managing Director, Global Race Operations  
World Triathlon Corporation  
2701 North Rocky Point Drive  
Suite 1250  
Tampa, Florida 33607 USA

Dear Mr. Meckfessel:

**RE: IRONMAN Event**

I am pleased to present you with this bid package in support of the IRONMAN Canada Event 2013 – 2017. We have received an incredible amount of support from our neighbouring municipalities, and from the citizens of Vernon encouraging us to proceed with this bid. Vernon and the North Okanagan Valley are well positioned to host this event. Vernon has had a long tradition of hosting other sporting events such as the 2012 BC Winter Games, 2011 Sparkling Hills Master World Cup and the 2008 Ford World Women's Curling Championships, to name but a few. We are fortunate to have world class outdoor venues and easy access to an international airport.

I am confident that the City of Vernon has the resources and all that it takes to host an event such as this one and we certainly have the community spirit to make it a great event.

We appreciate your willingness to consider this opportunity for our region.

Sincerely,

Mary-Jo O'Keefe  
Acting Mayor

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*“It would be brilliant for Vernon to host Ironman. It will be called the Most Beautiful Ironman. My husband and I support this bid and will be the first on the list to help in any way we can.”*

S. M., Vernon Resident





## Statement of Interest

Why the World Triathlon Corporation should select Vernon as the new home of Ironman Canada:

- Our beautiful location. This community of 40,000 is nestled in the hills of the North Okanagan and surrounded by three lakes, Okanagan Lake, Kalamalka Lake and Swan Lake.
- Our community is tremendously enthusiastic and supportive of hosting Ironman Canada. In only eight days, Council received 722 letters of support from community residents, community groups and local businesses supporting Vernon's bid to be the new home of Ironman Canada.
- Vernon has support from all neighbouring jurisdictions (Appendix A).
- Vernon is committed to exceeding athlete expectations and to delivering not only the highest quality race, but also the safest race experience for all participants.
- Vernon has a demonstrated history of sponsoring large, volunteer intensive, multi venue sporting events, including the Greater Vernon 2012 BC Winter Games, 2011 Sparkling Hill Masters World Cup (Cross Country Skiing), 2008 Telus World Skins Game at Predator Ridge, 2008 Ford World Women's Curling Championship and Funtastic (Canada's largest slo-pitch tournament, and hosted in Vernon for the last 27 years).
- Vernon has an excellent array of recreation and park facilities, including Wesbild Centre (20,500 square feet of flat floored area and spectator seating up to 5,650).
- Over 1,550 accommodation units in hotels and motels are located in the City of Vernon alone, in addition to the 850 units (3,100 beds) available at Silver Star Mountain Resort (just 20 minutes from downtown Vernon). There is also a wide selection of charming bed and breakfasts and vacation rentals available throughout the region, as well as hotels and motels close by in our neighbouring communities.
- Strong support for the families and guests of the athletes through the "Ironman Family" program.
- Vernon is home to several Ironman finishers and to champion Melissa Spooner, as well as being the family home of champion Heather Wurtele.

*"For me this is more than just a triathlon. This is shaping a community, building a lifestyle, empowering our citizens and youth with dreams that anything is possible."*

L.M., Vernon Resident





In addition to the above, the following also serve to make Vernon the ideal location to host Ironman Canada:

- Kalamalka Lake is widely considered to be one of the most beautiful lakes in the world and offers plenty of opportunity for spectators along the route and at Kalamalka (“Kal” as the locals call it) Lake Beach. Kalamalka Lake is unique in that it is a “marl” lake: when the lake warms in the summer, dissolved limestone crystallizes give the lake its distinctive blue and green hue. We are confident this would be one of the best Ironman swim routes in the world.
- Our scenery and topography make the proposed running and cycling routes both beautiful and challenging to participants. We want to provide an epic one loop course that will be memorable to both the athletes and the spectators. There are many attractions, views and charming communities to include on the route, each very supportive of seeing Ironman coming to their community.
- The many route options offer great viewing opportunities for spectators. In addition, Polson Park, located in the heart of downtown Vernon, is widely referred to as “the jewel” of Vernon. This would make an incredible centre for event festivities, as it is right in the central business district and easily accessed by Highway 97, Highway 6 and local public transit.
- Accommodations feature Sparkling Hill Resort, a luxury European inspired hotel with 40,000 sq ft of spa services, including North America's first -110 C (-66 F) Cold Sauna (cryotherapy).
- Silver Star Resort offers high altitude training opportunities with beautiful views of the Monashee Mountains, as well as extensive accommodation options to suit all budgets.
- Predator Ridge Resort offers a world class golfing experience along with a hotel and vacation home rental opportunities.
- We have options for a Command Centre for race operations and event storage in the weeks leading up to the event.
- Vernon has a database of over 2,200 experienced and skilled volunteers. Our volunteer program, in conjunction with local sponsors, will include recognition, communication, attraction of new volunteers and year round engagement.
- Vernon is easily accessible via the Kelowna International Airport (only a 25 minute drive from the doors of the airport to downtown Vernon). The airport features daily direct flight from major markets such as Toronto, Seattle, Vancouver, Calgary, Edmonton, Ottawa and starting in December 2012, Los Angeles. For those driving, Vernon is located on Highway 97, five hours from Vancouver and six hours from Calgary.



*Vernon is easily accessed by the Kelowna International Airport and is midway between Vancouver and Calgary.*



*Polson Park is in the heart of downtown Vernon.*



- The City provides “one stop shopping” for WTC: Tourism and Economic Development are departments within the Community Development Division of the City of Vernon. The integration of these services within the City ensures that there is full cooperation and support on all initiatives.

## Strength of Community Support

When Vernon City Council originally considered submitting a bid in response to the request for proposals, it wanted to know how the community and our neighbours felt about it. Council understands that it is important for the community to not only support the event, but to be excited about it.

We are very pleased to report that in only eight days, Council received 722 letters of support from community residents, community groups and local businesses. The City of Vernon also received unanimous support from our municipal neighbours surrounding us, including the local Okanagan Indian Band, as well as the Regional District of North Okanagan and MLA (provincial representative)(see Appendix A for the letters of support from our neighbouring governments).

During this same time, the City of Vernon received tremendous support from local businesses and business associations to bring Ironman Canada to Vernon. Just a sampling of this support included a local pilot offering the use of his helicopter, Immersive Media filming and editing the unique 360 video that forms part of Vernon’s bid submission, the local paper donating significant advertising space to request community input on the proposed bid and large retailers offering to volunteer along the route. This support highlights the commitment from the business community that will help ensure Ironman Canada is an exceptional event. See a sample of some of the numerous letters we received in Appendix B, including two from local Chambers of Commerce.

The strong response, enthusiasm and offers to volunteer and support the event provided Council with the assurance that the community and all of our neighbours would welcome and support Ironman Canada. A very small sample of some of the community’s comments are included throughout this document.



*The six time national junior hockey champions, the Vernon Vipers, support Vernon’s bid!*



*Several local businesses proudly supported Vernon’s bid.*



## Exposure for Ironman Canada

The City of Vernon would be proud to host Ironman Canada as the premier annual international sporting event in our region. To that end, and to support the tremendous value already established with the brand, the City would request retention of the title “Ironman Canada”, should our bid be successful.

Vernon will provide strong branding on its communications, including the printed media, its web page and electronic media. The City has only recently engaged in social media platforms, and we already have over 1200 connections.

## Marketing

The City of Vernon is committed to hosting the best possible Ironman Canada event. In order to ensure success, the external promotion through Tourism, Economic Development and the City of Vernon as a whole will highlight that Vernon is the new home to Ironman Canada. This is a brand that fits with the active and healthy lifestyle that Vernon cherishes and promotes in many of our tourism and economic development initiatives. It is the reason why so many elite athletes call Vernon home.

The target market for much of our promotional efforts has been Greater Vancouver and Alberta. In 2012, the City of Vernon’s Tourism department undertook a major marketing campaign in these area and has seen much success. Highlighting Vernon as the home of Ironman Canada will further build upon the region’s strengths.

## Public Relations

The City of Vernon recently hired a communications officer to assist in promoting activities, events and projects undertaken by the City and our partners. As the City of Vernon is the major stakeholder of the Ironman Canada event, we will offer the support of our communications officer who will work collaboratively with the WTC and the Local Organizing Committee to assist in coordinating media activities and creating a public relations strategy.

*“Let’s put Vernon on the map!”*

S.F., Vernon Resident



*A group of children shows their support for Vernon’s Ironman Canada bid.*





## Financial Opportunities

The following provides a summary of what the City of Vernon will provide to support WTC and the Ironman Canada Event (City to cover costs related to):

- Permitting, traffic control, traffic control devices and all resident and community notifications related to the race route.
- EMS/EMT personnel related to the route on event day.
- Policing services related to the route on event day.
- Electrical permits and electricians related to the event course.
- Waste management and recycling services related to the route on event day.
- 200 hotel nights throughout the year and event week.
- Support from one Volunteer Coordinator throughout the year.
- Free public transit throughout the City and region on event day.
- Command Centre for WTC staff and volunteers for four weeks before the race.
- 5,000 square feet of secure storage space for the four weeks before the race.
- All rental fees associated with the use of facilities and park spaces that will be needed for the race route, athletes' banquet and volunteers' luncheon.
- Meeting rooms and refreshments for the Local Organizing Committee throughout the year.
- Free parking for WTC staff, VIPs and Team Captains.
- In addition to the above, the City of Vernon will provide a cash contribution to WTC:
  - Year 1: \$50,000
  - Year 2: \$75,000
  - Year 3: \$75,000
  - Year 4: \$75,000
  - Year 5: \$100,000

Working with local businesses, the City of Vernon will provide the following at no cost to WTC:

- Shuttle service for the athletes on race day.
- Location for one VIP event, with guaranteed stunning views and amenities.
- "Ironman Family" special discounts to area attractions, including suggested itineraries, for the families and guests of all registered Ironman competitors (provided at the time of pre-registration).

*"Ironman Canada is a big deal! The economic spin offs would be enormous and the race would serve to promote an active, healthy lifestyle in our beautiful little community."*

L. and R. B., Vernon Residents



We have completed a detailed analysis of our projected in-kind and hard costs, which indicate that they will be substantially higher in the first year as the City is committed to purchasing barricades, pylons, signage and other related materials to effectively manage the race course. In order to assist in offsetting these start up costs, we have proposed a slightly reduced marketing fee in year one. However, we have increased the fee in year five to commit to an average of \$75,000 per year over the term of the agreement. This figure is predicated on a minimum registration of 2,500 athletes. The City would be pleased to discuss the financial arrangement should registration not meet expected targets.

We appreciate that WTC is interested in receiving a portion of the tax revenue that is generated from the event locally. However, in the province of B.C., local governments are not enabled to collect sales tax – this is strictly the purview of the provincial and federal governments.

## Term of Agreement

The request for proposals states that WTC is seeking a five (5) year agreement from the host community. The City of Vernon is agreeable to this term to become the new host of Ironman Canada from 2013 to 2017. It is our intention to not only build a mutually beneficial partnership between WTC and the City of Vernon, but just as importantly, with the athletes, families, volunteers, sponsors, community groups and citizens throughout the region to ensure that this is the beginning of a long term relationship.

Vernon is fully committed to the traditional date of the Ironman Canada event – the fourth Sunday in August. We would welcome, however, the opportunity to discuss hosting this event on a different date in August or potentially in late June. June offers fewer large scale events in the region and the Okanagan Valley, thus providing even greater exposure for the Ironman Canada event and providing more hotel accommodations immediately proximate to the event location.

*“Let me be the first to say, “We are in!” My family will be there to help in any way we can. We love the event and wish you all the best!”*

L.C., Vernon Resident



## Local Sponsorship

The City of Vernon has received significant interest from our larger corporate citizens to become sponsors of Ironman Canada in Vernon. Many of these companies have chosen to locate in Vernon because of the active lifestyle opportunities the community offers, so becoming involved in Ironman Canada is a natural fit with their company philosophy. The City of Vernon would like to discuss revenue sharing opportunities with the WTC should we be successful in our bid. Companies that have expressed interest include, but are not limited to:

*Kal Tire* - Kal Tire is Canada's largest independent tire company. Started in Vernon in 1953, Kal Tire was named after Kalamalka Lake. The company has grown to 4,000 employees in over 250 stores across Canada, along with the Kal Tire Mining Group operating in 19 countries. Their commitment to Vernon has again been recently demonstrated as they are in the midst of completing their new 81,000 sq ft corporate office located on Kalamalka Lake Road in Vernon.

*Okanagan Spring Brewing* - Okanagan Spring Brewing brewed their first beer in 1985. Not long after, the small craft brewery received significant recognition for its now famous Okanagan Spring Pale Ale. The Brewery was purchased by Sleeman's in 1996, which was subsequently purchased by Sapporo International in 2006. Located right in downtown Vernon, the brewery is a strong supporter of community initiatives.

*Predator Ridge Resort* - The Okanagan's premier golf destination, Predator Ridge Resort is owned by Wesbild Holdings. Wesbild, former owner of Futureshop Canada, has done a variety of major residential and commercial projects throughout British Columbia. Headquartered in Vancouver, Wesbild is a major stakeholder in Vernon and has expressed interest in exploring sponsorship opportunities for Ironman Canada.

*Silver Star Resort* - Silver Star Resort has won numerous awards for being Canada's best family ski resort. With a variety of lodging options, mountain bike and hiking trails, Silver Star offers Ironman athletes high altitude training set in a unique village centre only 20 minutes from downtown Vernon.



*Predator Ridge Resort*





## Race Operation Commitment

The following demonstrates the City's commitment to providing required race operation support, including:

### Lead Agency and Local Organizing Committee

The City of Vernon would be the lead agency for the event. The City is the economic hub of the North Okanagan with extensive experience in hosting large volunteer intensive sporting events. The City will assist with facility and venue acquisition, permitting, accommodations, volunteer recruitment, public awareness and advocacy. Both Tourism and Economic Development are departments within the Community Development Division of the City of Vernon, and would be the lead in providing all operational, tourism and economic development services to support the event. The integration of these services within the City ensures that there is full cooperation and support on all initiatives.

The City of Vernon is proposing a Local Organizing Committee that would consist of key City staff from various departments representing Public Works, Tourism, Transportation, Community Development and Parks and Recreation. The primary purpose of this group will be to work with the WTC on securing the most appropriate and safest route for Ironman Canada. We will recruit community members that have been actively involved in other major events in Vernon such as the Sparkling Hill World Masters Cup and the BC Winter Games, along with some of the passionate athletes that have been actively involved in Ironman events throughout North America. Depending on the final route location, the City is committed to working with our neighbouring jurisdictions. The City's intent is to maximize the participation of our neighbours to ensure the entire region supports, welcomes and embraces the Ironman Canada athletes, visitors and WTC.

### Road Services/Traffic Engineering, Public Works, Resident Notifications and Permitting

The City will work with WTC on developing a road closure and traffic management program. The City of Vernon and its partners will cover the costs related to permitting, traffic control, traffic control devices and all resident and community notifications leading up to the event and on race day. The City wants to ensure that the race course is as safe as possible for the athletes and minimizes any issues for residents and guests.

*“Events like the Granfondo and Ironman are what make cities great.”*

J.K., Vernon Resident



## Police Services

Trained and licensed flag persons will be utilized for traffic control in addition to RCMP personnel. The RCMP will provide support to the flag persons at busy intersections where there is the potential for conflict with motorists. The flag persons would retain primary responsibility for traffic control.

## EMS/EMT Services

In addition to the distribution of St. Johns Ambulance vehicles and personnel throughout the route, the City will work with WTC to fully understand the need for additional medical personnel and ensure that this component is fully addressed on race day. It is of interest that Vernon is home to medical practitioners with experience in treating triathletes, and specifically Ironman competitors, including chiropractors, massage therapists and physiotherapists. Specialized equipment and training systems for Ironman athletes are also available in the community.

The City of Vernon has excellent medical facilities should they be required to support Ironman participants. In 2011, a major 230,000 sq ft expansion was completed on the Vernon Jubilee Hospital. This state of the art facility now includes a new seven story patient care tower, an expanded and modernized emergency department, new operating rooms, intensive care unit and ambulance space.

## Waste Management

The City will develop a waste management and recycling plan for the complete race course. This will involve the use of volunteers along the route, coupled with professional waste management personnel.

## Shuttle Bus for Athletes

A shuttle bus will be provided to transfer athletes from central locations to the race start and from the finish areas. It is proposed that this service be sponsored by local businesses, particularly those in the food and beverage and accommodations sectors. It would demonstrate to visiting athletes the strong community support that exists for Ironman Canada throughout Vernon and the region.

## Free Public Transit on Event Day

In order to help minimize parking issues and inconvenience to residents and guests, free transit will be provided in the City and its neighbouring communities on the event day.

*“On top of everything else, these athletes are an inspiration for young and old.”*

S.S., Vernon Resident



## Route and Festival Options

Three proposed route options are included (Appendix C) which showcase our region's landmarks and natural beauty. Each route option includes large areas for the swim start and finish, transition areas, changing tents, finish line, athlete recovery, medical and massage areas, concessions, parking, retail sales and spectator viewing.

The three routes provided are intended to demonstrate the numerous options available. It is the City's desire to work with WTC and our neighbours to determine a route that is best for the athletes' needs and desires, showcases the best of our region and minimizes disruptions to residents and visitors. Ideally, we want to provide an epic one loop course to:

- provide an incredible race experience to the athletes
- provide significant opportunities for spectator viewing, including ease of access and proximity to the majority of accommodations
- promote opportunities for our neighbouring communities to be involved and celebrate the Ironman Canada athletes with events that contribute to an incredible experience for the athletes and guests

## The Swim

We propose to utilize one of two beautiful lakes in Vernon for the swim portion of Ironman Canada - Kalamalka Lake or Okanagan Lake. The distinct advantage Vernon offers is that both lakes are within the residential neighbourhoods of the community, which allows for exceptional spectator viewing. Due to the location in the Okanagan Valley, the lakes are known as some of the warmest in Western Canada.

- *Kalamalka Lake* - Known as the lake of many colours, Kalamalka Lake offers clean, clear and exceptionally warm water. We are confident that this can be one of the best Ironman swim routes in the world. With a mix of residential development, two provincial parks and agricultural lands on the hillsides surrounding the lake, the vantage points for spectators are amazing, to say the least.
- *Okanagan Lake* – Stretching from Penticton to Vernon, Okanagan Lake is the largest lake in the region. The Vernon arm of Okanagan Lake offers both adjacent hillside residential and agricultural lands for a variety of spectator vantage points.



*Cyclists enjoying the view of Kalamalka Lake.*



*Kin Beach (Okanagan Lake, Vernon Arm)*





## The Bike

Vernon has several options for hosting the cycling portion of the race, primarily because we are surrounded by several unique smaller communities to the north, south and east. All of these rural routes showcase the scenic nature of the North Okanagan and our rich agricultural history. Suggested routes include:

- *The Southern Route* – Featuring the community of Lake Country (pop. 11,000) and views of Kalamalka and Wood Lake, the route offers participants sensational views of Okanagan Lake along the return route to Vernon through Commonage Road, including the beauty of Predator Ridge Resort.
- *The Northern Route* – This route brings participants north past Swan Lake and through a variety of small communities outside of Vernon, including the City of Armstrong (pop. 4,800), Township of Spallumcheen (pop. 5,000), City of Enderby (pop. 2,900) and the City of Salmon Arm (pop. 17,500). This route offers cyclists the diversity of views of agricultural lands and hillsides, but also the unique attributes of the vibrant small towns throughout the North Okanagan that have shown tremendous support for Vernon's Ironman Canada bid. This route is extremely popular with local cyclists and motorcycle enthusiasts.
- *The Eastern Route* – This route brings cyclists through the District of Coldstream (pop. 10,000) and to the Village of Lumby (pop. 1,700). The meandering road of Highway 6 showcases a variety of agricultural lands, the Coldstream Valley and the scenic views of the Monashee Mountains in the distance.



*Southern Route, view of the Commonage lands*



*Swan Lake (foreground), Okanagan Lake and Kalamalka Lake*

## The Run

We have proposed three distinct running routes that showcase the lake views that the residents of the North Okanagan enjoy: Swan Lake, Kalamalka Lake and Okanagan Lake. Each route includes a mix of rural areas as well as more densely populated residential neighbourhoods and commercial centres.

- *Swan Lake* – Starting in downtown Vernon, this route brings runners through the established East Hill neighbourhood and the apple orchards along Pleasant Valley, L&A and East Vernon roads. Running along these hillside routes provides exceptional vistas of Swan Lake.



- *Kalamalka Lake* – This route brings athletes through the residential areas of Coldstream and south along the western side of Kalamalka Lake. Highlights include Kal Beach, Okanagan College, the Ministry of Forests Research Forest and the numerous viewpoints of Kalamalka Lake.
- *Okanagan Lake* – This route takes athletes through the Bella Vista and Okanagan Landing neighbourhood areas of Vernon and includes both the north and south sides of the Vernon arm of Okanagan Lake. Highlights include local attractions Davison Orchards, Planet Bee, Bella Vista Farm Market, Kin Beach and the Commonage lands.

## Facilities, Venues and Auxiliary Spaces

### Athlete Check In and Banquet Facility

The preferred location for the athlete registration is the Wesbild Centre, a large arena that can easily accommodate athletes over a three day period, as well as over 2,800 athletes for a sit down banquet. The arena can also accommodate over 3,000 volunteers in a non sit down format for the volunteer appreciation luncheon (see Appendix D for detailed specifications on Wesbild Centre).



*Wesbild Centre can accommodate registration, media centre, the athletes banquet and volunteer luncheon.*

### Ironman Village and Media Centre

Polson Park is in the downtown and widely regarded as the City's "jewel". It has adequate space to accommodate the 15,000 square feet necessary for 100 exhibitor booths and many more. Close to shops, restaurants, at the junction of two highways and in the centre of the entire race area, Polson Park would also be an ideal location for the finish line and associated festivities.

Vernon can offer different options for a Media Centre. One meeting space is located in our downtown core within the Telus Building. Another is at the Wesbild Centre. Both are set up with phone and internet access, and can easily accommodate 30 people.



*Historic Downtown Vernon.*

### VIP Hospitality

Depending on the desires and goals of WTC, several locations are available for hosting dignitaries and VIPs. The use of one location for a VIP event would be covered as part of the City's contribution. These include a range of roof top patios affording excellent views of Okanagan Lake, to opportunities at Sparkling Hill Resort and Predator Ridge Resort. Potential opportunities include:



- *Sparkling Hill Resort* - Owned by Mr. Gernot Langes-Swarovski, Sparkling Hill Resort is North America's first luxury spa and wellness hotel. Featuring 3.5 million Swarovski Crystals in virtually every element of the property, Sparkling Hill offers 150 luxury rooms, a variety of meeting and hospitality rooms, three 1,200 sq ft penthouse suites and 40,000 sq ft of spa services, including North America's first -110 C (-166 F) Cold Sauna (Cryotherapy). We anticipate that this would be one of the preferred locations for athletes and VIPs to stay while in Vernon.
- *Predator Ridge Resort* - Predator Ridge is one of the top golf course developments in Canada. The 1,200 acre community offers two championship golf courses along with on site accommodation, spa and dining. As host of the 2008 Telus World Skins Game, Predator Ridge has a variety of hospitality options for a VIP event.
- *Nixon Wenger Law Firm* - Located in the heart of downtown Vernon, Nixon Wenger Law Firm recently completed their 33,000 sq ft office building in 2011. The building includes a rooftop patio, board room and reception area with views of the downtown and Okanagan Lake.
- *Tolko Industries* - Completed in 2008, Tolko Industries built this 55,000 sq ft corporate office in downtown Vernon. As North America's fifth largest lumber producer, Tolko Industries has continued to grow in the community. Located across the street from Nixon Wenger, Tolko Industries has a rooftop patio and board room to host a VIP event.

## Temporary Storage

Pre-event storage options are available. The City has 5,000 sq ft in the central downtown area that would be made available to WTC for four weeks leading up to the event and would be covered by the City as an in-kind contribution.

## Command Centre

The City will provide office space in the downtown area to serve as a Command Centre for WTC staff for four weeks leading up to the event.



*Inside view of Nixon Wenger's board room, possible location of the VIP event.*



*View of Nixon Wenger's rooftop patio, possible location for a VIP event.*





## Hotel, Parking and Meal Options

The following summarize Vernon's options to support WTC and Ironman Canada's needs for hotel accommodations, parking and meals.

The City understands that room nights are required for staff during race week and for site visits in the 12 months leading up to the event. The City, in cooperation with local accommodators, will provide 200 room nights to WTC for use as it sees fit.

Vernon is home to many great accommodation choices for athletes and their families and guests, as well as WTC staff and VIPs, with over 1,550 accommodation units in hotels and motels, in addition to the 850 units (3,100 beds) available at Silver Star Mountain Resort. There is also a wide selection of charming bed and breakfasts and vacation rentals throughout the region. There are also accommodation units in neighbouring communities, such as Lake Country to the south (20 minutes from downtown Vernon). For a listing of various options, please visit our website at:

<http://www.tourismvernon.com/index.php/accommodation>

### Sparkling Hill Resort

Swarovski crystal-infused Sparkling Hill. Astonishing. Over 3.5 million crystals infused within this modern oasis – a most remarkable hotel and wellness centre with European-inspired design elegance. Nestled in the mountains of Vernon, and overlooking Okanagan Lake, your personal journey to whole body health and wellness begins here.

[www.sparklinghill.com](http://www.sparklinghill.com)

### Predator Ridge Golf Resort

Predator Ridge Resort defines what a BC Golf Vacation is all about. Stay at the Predator Ridge Lodge or one of the private cottages and enjoy 36 holes of championship golf, plus fine dining at the award winning range restaurant. Plus, guests have access to the exclusive KurSpa at neighbouring Sparkling Hill Resort.

[www.predatorridge.com](http://www.predatorridge.com)

### Prestige Hotel Vernon

Prestige Hotel Vernon is conveniently located close to business, recreation and shopping areas. Guests staying at the hotel can enjoy the many nearby beaches, parks, golf courses and ski resorts. The central location offers easy access to Vernon's downtown shops and other attractions. Gracious service and attention to detail are standards guests can depend on.

[www.prestigehotelsandresorts.com](http://www.prestigehotelsandresorts.com)



*Best Western Plus Vernon Lodge*



*Sparkling Hill Resort*



*Predator Ridge Resort*



*Prestige Hotel*

### Fairfield Inn and Suites by Marriott

Vernon's newest hotel will be opening in January 2013. Featuring 98 rooms, the Marriott will include an indoor pool, waterslide, whirlpool, fitness room, patio, business centre and meeting rooms.



### Outback Resort

The Outback Resort offers a wide variety of beautifully appointed two and three bedroom vacation homes, including Trout Lake Townhouses, South Bay Villas and Quarry Bay Villas. There are also exclusive Ridge Homes overlooking the waters of Okanagan Lake and Forest Cabins nestled in the pine forest.

[www.theoutbackresort.com](http://www.theoutbackresort.com)



*Outback Resort*

### The Strand Resort

Nestled right on the shores of Okanagan Lake in Vernon, the Strand Lakeside Resort is a year round playground and destination resort.

[www.strandresort.ca](http://www.strandresort.ca)



*The Strand Resort*

### Silver Star Mountain Resort

Silver Star Mountain Resort is located just 20 minutes from downtown Vernon and has an additional 850 accommodation units with over 3,100 beds. A wide variety of accommodations are possible, from chalets with outdoor hot tubs to traditional hotels. Silver Star Resort offers high altitude training opportunities with stunning views of the Monashee Mountains.



*Silver Star Resort*

### Parking

The City of Vernon will provide all WTC staff and VIPs with free parking for both race day as well as for all community visits throughout the year leading up to the event. In addition, Team Captains will enjoy free parking in the week leading up to the event. Economic Development and Tourism staff will liaise with the WTC Race Director to coordinate as required. The athletes will also enjoy free parking at Wesbild Centre for the athlete check-in and other festivities.

The City also has a visitor parking pass program, whereby all visitors to our community can pick up a free parking pass at the Visitor Information Centre.



## Meals

From fine dining to family-friendly eateries, pubs, fast food restaurants, coffee shops and numerous establishments featuring international cuisine, Vernon offers choices guaranteed to satisfy the full range of tastes. For listing of restaurants, please refer to the City's Tourism website at:

<http://www.tourismvernon.com/index.php/activities/establishments>

For ratings for our restaurants, please refer to:

[http://www.tripadvisor.com/Restaurants-g154946-Vernon\\_Okanagan\\_Valley\\_British\\_Columbia.html](http://www.tripadvisor.com/Restaurants-g154946-Vernon_Okanagan_Valley_British_Columbia.html)



*If you're in the mood for a picnic, stop by the Vernon Farmers' Market for the freshest local produce.*

*“Our weather and scenery is perfect for sporting events like this.”*

F.H., Vernon Resident



## Volunteer Program

Volunteers play a critical role in the success of any large scale event and over the past few years, Vernon has created a database of approximately 2,200 experienced, skilled volunteers. Most have offered their time and talents for large scale events including the 2010 Vancouver Winter Olympics, the Greater Vernon 2012 BC Winter Games, 2011 Sparkling Hill Masters World Cup (Cross Country Skiing) and the 2008 Ford World Women's Curling Championship. We believe that their competency, professionalism and hospitality are unmatched and the letter from the CEO of the BC Games Society (Appendix E) supports this statement.

We recognize that many volunteers will actually be athletes and their family and friends coming to our community for the event. Many have already contacted us to express their interest in volunteering should our bid be successful. These experienced Ironman volunteers will add depth to the volunteer team, particularly in the first year. We greatly appreciate their willingness to support our community and to ensure that these volunteers are welcomed and integrated with our local community and local volunteers, a strategic approach will be taken.

We will create a year round Volunteer Coordinator position that will plan and implement a volunteer appreciation program to engage, honour and support the efforts of both local and visiting volunteers. The program will be supported by local sponsors and include recognition, communication, attraction of new volunteers and year round engagement. Vernon knows that volunteers represent the engine that drives the event and gets everyone to the finish line.

*“Vernon is truly a community of leaders . . . To assemble and train 2,200 volunteers to host 1,600 athletes and coaches is a feat not many communities can accomplish. Vernon did so with pride, with ambition, and with style, thus staging the ‘best BC Winter Games ever’.”*

Kelly Mann, President and CEO,  
BC Games





## Ironman Families Incentive Package

The City of Vernon and its neighbours want to provide an incredible experience for the athletes as well as for their families and guests, the “Ironman Families”. Provided as an on-line service (pre registered athletes will acquire a user name and password at the time of pre registration), special incentives, sample itineraries for all ages and abilities and accommodation information would be available to “Ironman Families” throughout the year leading up to the race and during the event week.

The variety of things to do in the Vernon area is broad and inclusive. Our area is known both for its family friendly attractions and its support of local agriculture. Attractions like Davison's Orchards and Farm Market, Planet Bee Honey Farm, Okanagan Science Centre, Historic O'Keefe Ranch, Allan Brooks Nature Centre and Atlantis Waterslides will keep the whole family entertained. For the adults, Vernon is home to Okanagan Spirits, a World Master Class distillery, who proudly use locally sourced ingredients. Plus, we also have a meadery and soon a cidery.

There is an affinity for threes in Vernon. Three Farmer's Markets occur each week with over 140 vendors offering local fresh fruit and vegetables. Three provincial parks are adjacent to the city and feature camping options, mountain biking and hiking trails. Three wineries are located just south of the Predator Ridge area and Vernon sits adjacent to three lakes - Swan, Okanagan and Kalamalka, so wakeboarding, SUP, sailing, paddlesports and boating form a large part of our summer activities. We are home to three destination resorts - Sparkling Hill Resort and Wellness Hotel, Predator Ridge Resort and Silver Star Mountain Resort.

For the more adventurous, we have ziplines to the north and south of our community. Vernon is also the only place in the Okanagan where you can check skydiving off your bucket list. We have one of the best locations for paragliding and Okanagan Lake is home to both kite surfing and parasailing.

From August 28 to September 1, 2013, the Interior Provincial Exhibition (IPE) takes place in Armstrong just 10 minutes north of Vernon. For over 113 years, the IPE has showcased our agricultural industry with displays, competitions and a professional rodeo that is a qualifier for the world famous Calgary Stampede. The IPE is the largest agricultural fair in the interior of BC and is sure to impress Ironman guests who choose to stay an extra day or two. The event attracts over 150,000 guests and also offers a parade, entertainment, 4H competitions and a midway.



*The whole family will enjoy the Okanagan Science Centre.*



*Local produce is abundant in the North Okanagan, and is widely available at the Farmers Markets and road side fruit and vegetable stands.*



## Closing Comments

The City of Vernon has been honoured by the invitation from WTC to bid on hosting Ironman Canada 2013 – 2017, and we appreciate that the World Triathlon Corporation is under time constraints created by circumstances beyond its control.

This bid document and our bid video are the culmination of the efforts of many individuals, businesses and government services working together within this tight timeframe. The City of Vernon presents it with pride and hope that it demonstrates how our community and our neighbours can and will work together to make Ironman Canada hosted in Vernon an outstanding success in 2013 and beyond.

*“ . . . ‘Cause I’m  
going down the  
road to a brand  
new place, and I’m  
going to get there  
with a smile on my  
face.”*

Give Our Dreams the Wings  
to Fly, Tim McMorris  
(Vernon Bid Submission  
Video Soundtrack)



Appendix A: Letters of Support

Regional District of North Okanagan

Area Local Government

Okanagan Indian Band

Eric Foster, MLA



# REGIONAL DISTRICT OF NORTH OKANAGAN

## MEMBER MUNICIPALITIES:

CITY OF ARMSTRONG  
DISTRICT OF COLDSTREAM  
CITY OF ENDERBY

VILLAGE OF LUMBY  
TOWNSHIP OF SPALLUMCHEEN  
CITY OF VERNON

## ELECTORAL AREAS:

"B" – SWAN LAKE  
"C" – B.X. DISTRICT  
"D" – LUMBY (RURAL)

"E" – CHERRYVILLE  
"F" – ENDERBY (RURAL)

OFFICE OF: CORPORATE AND ADMINISTRATIVE SERVICES

FILE No.: 0110

September 20, 2012

The Corporation of the City of Vernon  
3400 – 30<sup>th</sup> Street  
Vernon, BC V1T 5E6

## **Re: Support for the City of Vernon's Bid to Host Ironman Canada**

The Regional District of North Okanagan supports tournaments and special events, as they are often aligned with the North Okanagan's Regional Growth Strategies. The following is an excerpt from the adopted Regional District of North Okanagan Regional Growth Strategy, 2011 (Bylaw 2500, 2011):

### *Economic Development - Goal 1: PROMOTE A REGIONAL APPROACH TO ECONOMIC DEVELOPMENT*

*The communities of the North Okanagan agree to work as partners and individually to:*

- *ED-1.2: collaborate and cooperate on economic development, tourism and business attraction initiatives, policies, plans and marketing.*

Subsequently, at a regular Board meeting, held on September 19, 2012, the Board of Directors adopted the following resolution:

*That the City of Vernon's bid to host the Ironman be supported in principle.*

Greater Vernon has successfully hosted a number of major sporting events, including the 2008 Ford Women's Curling Championships and 2012 BC Winter Games and is well known for its hospitality and strong support by local government bodies and community volunteers.

We would encourage the selection committee to consider the submission from the City of Vernon favourably.

Yours truly,

A handwritten signature in black ink, reading "Patrick D. Nicol".

Patrick Nicol,  
Chair



OFFICE OF THE MAYOR



September 18, 2012

Mayor Rob Sawatsky  
City of Vernon  
3400 – 30<sup>th</sup> Street  
Vernon, BC  
V1T 5E6

Dear Mayor Sawatsky;

**Re: Ironman Application**

The City of Armstrong wishes to inform you of our support for your submission to host the "Ironman Canada" event.

The City of Armstrong will assist in the logistics of the event in our community, and volunteer to be a member of your committee.

Financial requirements would only be supported if approved during Council budget debates in the Spring of 2013.

We wish your submission committee the best of luck and hope for a successful application and hosting of the 2013 Ironman Canada event in the North Okanagan.

Yours Truly,

A handwritten signature in black ink, appearing to read 'Chris Pieper'.

Chris Pieper  
Mayor

CP/mjs

THE CORPORATION OF THE  
TOWNSHIP OF SPALLUMCHEEN

TEL. (250) 546-3013  
FAX. (250) 546-8878  
OUR FILE NO.



www.spallumcheentwp.bc.ca

4144 Spallumcheen Way  
Spallumcheen, B.C. V0E 1B6

Email: mayor@spallumcheentwp.bc.ca

OFFICE OF THE MAYOR Email: KFlick@vernon.ca

September 20<sup>th</sup>, 2012

City of Vernon  
Attn: Kim Flick, Manager of Community Development  
3400 – 30<sup>th</sup> Street  
Vernon, BC V1T 5E6

Dear Mrs. Flick:

**Re: Bid Submission for the City of Vernon to Host the Ironman Competition**

Please be advised that at the Thursday, September 13<sup>th</sup>, 2012 City of Armstrong/ Township of Spallumcheen Joint Council Meeting the following resolution was passed:

***“that the Joint Councils support in principle the Ironman proposal received from Mayor Sawatzky of the City of Vernon.”***

**CARRIED**

I am pleased to provide this letter of support to the City of Vernon to accompany its bid submission to host the Iron Man Competition. An event such as this would be a truly exciting one for the City of Vernon and surrounding communities increasing the opportunity for many visitors and athletes to visit a beautiful area in the Okanagan Valley and to enhance economic benefits to the City of Vernon.

If you have any questions in this regard please contact the Municipal Office.

Sincerely,

Janice Brown  
Mayor



# DISTRICT OF COLDSTREAM

9901 KALAMALKA ROAD, COLDSTREAM, BC V1B 1L6

Phone 250-545-5304

Fax 250-545-4733

email: [info@district.coldstream.bc.ca](mailto:info@district.coldstream.bc.ca)

0470-20

September 18, 2012

Mayor Robert Sawatzky and Council  
City of Vernon  
3400 – 30<sup>th</sup> Street  
Vernon, BC V1T 5E6

Dear Mayor Sawatzky and Council:

## Ironman Canada Event

At their Special Meeting held September 17, 2012, Council discussed the above and adopted the following Resolution No. REG2012-333:

*THAT the District of Coldstream provide a letter of support, in principle, for the City of Vernon's bid submission to host the Ironman Canada event.*

Yours truly,

Michael A. Stamhuis, P.Eng.  
Chief Administrative Officer

## City of Salmon Arm

500 - 2 Avenue NE

Mailing Address: Box 40

Salmon Arm, BC V1E 4N2

Tel: 250.803.4000 Fax: 250.803.4041

www.salmonarm.ca



September 14, 2012

City of Vernon  
3400 30 Street  
Vernon, BC V1T 5E6

Attention: Mayor Rob Sawatzky

Dear Mr. Sawatzky;

Re: City of Vernon Pending Bid to Hold the Ironman Event

---

On behalf of the Council of the City of Salmon Arm, this letter serves as support for the City of Vernon's bid proposal for the Ironman Event.

Council feels that if this event were held in Vernon it would be a benefit to Salmon Arm, as many participants and supporters of the Ironman Event live in this area.

Salmon Arm continues to be an excellent venue for cycling events. The City of Salmon Arm has been a proud supporter of the Salmon Arm Triathlon Association for over 25 years. This initiative will further promote Salmon Arm to the cycling community. It will allow the community to come together to celebrate and experience the Ironman Event and will help to generate a great sense of community pride and enjoyment. The City of Salmon Arm, with its many partners, would hope to play a role in the planning and staging of this event in our community.

At this time the City of Salmon Arm is not prepared to commit financial assistance; however, it could be considered during our budget process, as further details emerge.

Thank you for your efforts to bring the Ironman Event to our area.

Yours truly,

Nancy Cooper

Mayor

:kja





## LAKE COUNTRY

Life. The Okanagan Way.

### Municipal Hall

#### Office of the Mayor

10150 Bottom Wood Lake Road

Lake Country, BC V4V 2M1

Tel: 250-766-6670

Fax: 250-766-2903

[mayorandcouncil@lakecountry.bc.ca](mailto:mayorandcouncil@lakecountry.bc.ca)

September 20, 2012

Mayor Rob Sawatzky and Council  
City of Vernon  
3400 - 30th Street  
Vernon, B.C. V1T 5E6

**Re: City of Vernon Ironman Bid**

Dear Mayor Sawatzky and Council:

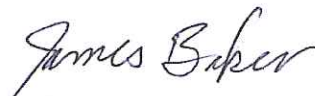
On behalf of the District of Lake Country, I would like to extend our support for the City of Vernon's bid to host future Ironman Canada events beginning in the summer of 2013.

It was unfortunate news that Penticton would no longer host the competition, so we are pleased to hear that Vernon is submitting a bid to hold future events as we hope to see Ironman continue in the Okanagan Valley. Past events have had a positive economic impact on communities up and down the valley and Vernon's location, proximity to the international airport and beautiful landscape are sure to continue to attract athletes from Canada, the U.S. and abroad.

With Vernon's past experience in hosting many events that rely on the support of volunteers we are sure that the entire community would work together to produce an event that would rival other international Ironman competitions.

Please do not hesitate to contact me if there is anything else you require.

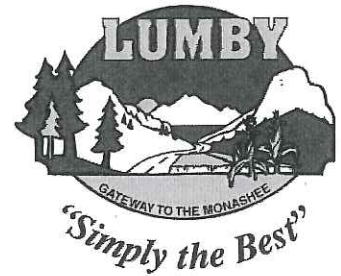
Regards,



James Baker, Mayor

JB/wp

# LAKE COUNTRY



September 19, 2012

Kim Flick  
Manager, Community Development  
City of Vernon  
3400 – 30 Street  
Vernon, BC V1T 5E6

Dear Ms. Flick:

**RE: City of Vernon Ironman Bid Submission**

The following Resolution was **adopted** at the September 17, 2012 regular meeting of Council:

**12/182** Moved by Councillor Ostafichuk seconded by Councillor Fisher that the Village of Lumby support, in principle, the City of Vernon's bid submission to host the Ironman Canada event, and further that should the bid submission be successful, the Village of Lumby commits to assisting with the costs and logistics involved with those portions of the cycling or running routes that are within Lumby's jurisdiction.

CARRIED

I hereby certify the above to be a true and correct copy of a resolution of the Council of the Village of Lumby adopted the 17<sup>th</sup> day of September 2012.

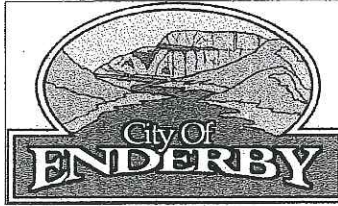
Tom Kadla  
Corporate Officer

---

**THE CORPORATION OF THE VILLAGE OF LUMBY**

P.O. Box 430, Lumby, B.C. V0E 2G0  
Telephone (250) 547-2171 • Fax (250) 547-6894 • E-mail: lumbyvil@junction.net

619 Cliff Avenue  
P. O. Box 400  
Enderby, B. C. V0E 1V0



The Corporation of the City of Enderby  
*Top of the Okanagan*

Tel: (250) 838-7230  
Fax: (250) 838-6007  
Website: [www.cityofenderby.com](http://www.cityofenderby.com)

September 19, 2012

City of Vernon  
3400 – 30<sup>th</sup> Street  
Vernon, B. C. V1T 5E6

Attn: Kim Flick, Manager – Community Development

Dear Ms. Flick:

Re: City of Vernon Bid for Ironman Canada Event

Your Ironman Canada Background Report and suggested resolution were presented to Council at the regular meeting of September 17, 2012.

Council resolved the following:

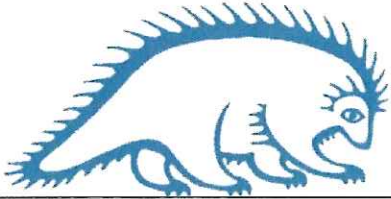
*THAT the City of Enderby wishes the best to the City of Vernon in its bid to host Ironman Canada;*

*AND FURTHER THAT the City of Enderby is reluctant to commit financially until the financial implications are better understood.*

We wish you success in your efforts to become the new home of Ironman Canada.

Yours truly,

Barry Gagnon  
Chief Administrative Officer



# Okanagan Indian Band

12420 Westside Road • Vernon, BC, • V1H 2A4  
Telephone: 250-542-4328 • Facsimile 250-542-4990  
Email: [okibadmin@okanagan.org](mailto:okibadmin@okanagan.org)

---

Rob Sawatzky  
Mayor  
City of Vernon  
3400-30<sup>th</sup> Street  
Vernon, BC  
V1T 5E6



Dear Mayor Sawatzky;

On behalf of Council, I thank you for inviting the Okanagan Indian Band (OKIB) to participate in the City's application to host Ironman Canada 2013-2017.

Please consider this letter as our conditional support-in-principle for the application. However, due to community member safety and the need to maintain full access to Band lands we must stipulate that the use of the Westside Road should not be consider an option when selecting potential routes for the competition.

I am certain, as the application progresses through the submission process, we will have several opportunities to discuss and determine how the OKIB may be involved.

Once again, thank you for the opportunity to participate and to partner within the spirit and intent of our Protocol Agreement.

Sincerely,



Byron Louis  
Chief  
Okanagan Indian Band



Legislative Office:  
Room 243, Parliament Buildings  
Victoria, B.C. V8V 1X4  
Phone: 250 356-9574  
Fax: 250 356-0596  
e-mail: eric.foster.mla@leg.bc.ca



Constituency Office:  
3209 - 31st Avenue  
Vernon, B.C. V1T 2H2  
Phone: 250 503-3600  
Fax: 250 503-3603  
website: [www.ericfostermla.bc.ca](http://www.ericfostermla.bc.ca)

**ERIC FOSTER, M.L.A.**  
(Vernon - Monashee)  
Deputy Government Caucus Whip  
Province of British Columbia

---

Mayor R. Sawatsky and Council  
City of Vernon  
3400-30<sup>th</sup> Street  
Vernon, B.C. V1T 5E6

Dear Mayor and Council

Re: Letter of Support for the Ironman Canada Event in Vernon, B.C.

As the MLA for Okanagan-Monashee Constituency, I would like to express my support for the City of Vernon to host the Ironman Canada Event beginning in 2013 and over the next five years.

This type of event would bring positive economic benefit and exposure to our constituency and would help elevate the city reputation as a viable option for hosting world class events.

I support the initiative to host the Ironman Canada and wish you luck with your bid.

Sincerely,

A handwritten signature in black ink, appearing to read 'Eric B. Foster', with a long horizontal line extending to the right.

Eric B. Foster, M.L.A.  
Okanagan Monashee

Appendix B: Letters of Support

Vernon Chamber of Commerce

Enderby Chamber of Commerce

Community Futures

Telus

Pacific Sport

September 17, 2012

City of Vernon  
3400, 30<sup>th</sup> Street,  
Vernon, BC V1T5E6

Attention: Kevin Poole, Manager of Economic Development and Tourism



Dear Kevin,

On behalf of the Greater Vernon Chamber of Commerce, our members and Board of directors, we would like to voice our support in regards to the bid to secure the Ironman Canada Triathlon for 2013 and beyond.

The potential direct economic impact to the community is significant and will stimulate spin-off benefits in tourism, as athletes' friends and family will be staying in Vernon before and during the event. Furthermore, hosting The Ironman Canada Triathlon will help strengthen Vernon's position as a centre for high performance training, health, and wellness services.

The long range effects of a successful bid will help put Vernon on the map as a diverse and progressive city and we wholeheartedly support this initiative.

Kind Regards,

*Ken MacLeod*

Ken MacLeod  
President  
Greater Vernon Chamber of Commerce

CC:

Michelle Jefferson, Manager of Tourism,  
Kim Flick, Manager of Community Development  
Ingrid Dilschneider, 1st VP Greater Vernon Chamber of Commerce  
George Duffy, General Manager, Greater Vernon Chamber of Commerce

---

Corporate sponsorship provided by :





## Enderby & District Chamber of Commerce

P.O. Box 1000, Enderby, BC V0E 1V0

Telephone: 250-838-6727 | Fax: 250-838-0123

[www.enderbychamber.com](http://www.enderbychamber.com) | [darren@enderbychamber.com](mailto:darren@enderbychamber.com)

September 20, 2012

**To whom it may concern:**

Re: Letter of Support for Vernon's Ironman Bid

On behalf of the Board of Directors, Management and Staff of the Enderby & District Chamber, I am pleased to provide our letter of support to Tourism Vernon and the City of Vernon in their bid to host the Ironman event in 2013.

The Ironman event is of world-class stature and would provide numerous benefits to the North Okanagan, including the surrounding communities through the ripple effect. From an economic development perspective, it would heighten the awareness of the North Okanagan as a region to the athletes, the athlete's families and friends, event fans and support crew, and anyone who sees the marketing collateral that the event organizers would surely put out in the global marketplace. There are pre- and post-event tourism opportunities as well and we can see potential benefits as a community with a very suitable municipal campground. Should the bid be successful, we would be very interested in working with Tourism Vernon and the event organizers to help provide compelling reasons for athletes and fans to explore Enderby & District.

We wish the best of luck to all in this bid.

Sincerely,

Darren Robinson  
Executive Director





3105 33<sup>rd</sup> Street  
Vernon, BC V1T 9P7

T 250 545 2215  
F 250 545 9831

E [info@futuresbc.com](mailto:info@futuresbc.com)  
W [www.futuresbc.com](http://www.futuresbc.com)

September 19<sup>th</sup> 2012

City of Vernon  
3400 – 30<sup>th</sup> Street, Vernon BC, V1T 5E6

To Whom It May Concern,

Community Futures – North Okanagan (CFNO) is a community-based not-for-profit society offering a comprehensive selection of business services, employment assistance, and economic development initiatives as determined by our local communities.

Please accept this letter as evidence of CFNO's enthusiastic support in respect to the proposal from The City of Vernon to host an Ironman Canada event through the World Triathlon Corporation.

Community Futures – North Okanagan has an extensive history of cooperative involvement with The City of Vernon, and together we have successfully partnered many times in economic development initiatives and special events. The City of Vernon has demonstrated the capacity to lead, build partnerships, and bring their citizens together in delivering successful endeavours.

Community Futures – North Okanagan commits \$5000.00 in financial support to our City's Ironman Canada bid and without hesitation supports their proposal for this initiative. Our Board of Directors, management team, and staff are excited about the opportunity to participate in another world class event within our region.

Thank you for your consideration. Please contact me should you have any questions or comments.

Sincerely,

A handwritten signature in blue ink, appearing to read "Norm Metcalf", is written over a light blue circular stamp.

Norm Metcalf  
General Manager  
Community Futures – North Okanagan



September 20, 2012

City of Vernon  
Attn.: Mayor and Council  
3400 30<sup>th</sup> Street  
Vernon, BC  
V1T 5E6

Dear Mayor and Council:

**RE: Support for the Ironman Canada Event**

On behalf of TELUS, I am excited to express early support for the City of Vernon to pursue hosting the Ironman Canada Event.

Events like the TELUS World Skins held in 2008 as well as the recently held 2012 BC Winter Games; TELUS has been an active supporter and sponsor of these world-class events in the region.

We feel there is significant economic benefit for the Greater Vernon area, considering the numbers of athletes, coaches, officials and spectators who will be in attendance. What a great way to showcase the City of Vernon and all that it has to offer!

I am confident that TELUS will be in a position to provide, at minimum, an in-kind donation supporting the technology requirements of the planning committee. In addition, TELUS would be willing to provide volunteers for the event and our TELUS Community Ambassadors would be eager to lend a helping hand where needed.

I look forward to next steps in terms of reviewing a sponsorship package and wish the City of Vernon good luck with their bid.

Regards,

Steve Jenkins – GM, Interior South BC  
TELUS

**Canada**

September 17, 2012



City of Vernon  
3400 30<sup>th</sup> Street,  
Vernon, BC V1T 5E6



Dear Mayor and Council,

Re: Ironman Canada Bid



I am writing to you on behalf of PacificSport Okanagan. We are a non-profit sport organization that works to develop athletes and coaches both locally, provincially and nationally. We are connected to a network of 5 regional centres across the province and 3 national training centres with the Canadian Sport Centres. We have a variety of services that we provide to athletes, coaches, parents and administrators of local sport organizations and businesses.



Please consider this a letter of support for Vernon's bid to host Ironman Canada from 2013 – 2018, and hopefully beyond.

A large portion of our sport development programs introduce youth to new sports in their community and encourage them to become more active. Completing an Ironman is a phenomenal athletic feat that is achieved by participants of all ages, backgrounds and athletic abilities. This event would easily inspire many youth to become more active as well as introduce them to sports such as swimming, triathlon, long distance running and road biking. A youth inspired by the Ironman would then be supported by PacificSport to transition to a sports club like the Vernon AAA Track & Field Club and Kal R.A.T.S or to explore these sports through the age-appropriate programming offered through Greater Vernon Recreation Services.

**Pacific  
SPORT**

Fraser Valley  
Interior BC  
Northern BC  
Okanagan  
Vancouver Island

PacificSport Okanagan would happily organize volunteers to host a water station or other area where needed. We also have a large database of over 800 sport contacts that we could recruit to volunteer.

Ironman Canada is an important sporting event that would positively influence and inspire the active lifestyles of the community.



Yours in Sport,

Shannon Smart  
Sport Program Leader – North Okanagan  
PacificSport Okanagan



**PacificSport Okanagan - Vernon** 3310 37<sup>th</sup> Avenue, Vernon BC, V1T 2Y5  
Tel: 250.308.6306 Fax: 250.550.3705 [www.pacificsport.com/okanagan](http://www.pacificsport.com/okanagan)

## Appendix C:      Route Options for Consideration



ROUTE 1



ROUTE 1  
SWIM





# ROUTE 1 BIKE

Swan  
Lake

T2

T1

Okanagan Lake

Kalamalka Lake

Wood  
Lake

Image RDCO

Image © 2012 DigitalGlobe

Image © 2012 Province of British Columbia





ROUTE 1  
RUN OUT

T2

Kalamalka Lake





# ROUTE 1 RUN IN

Finish Line  
Polson Park  
(2pm-12am)

Kalamalka Lake

Image © 2012 DigitalGlobe

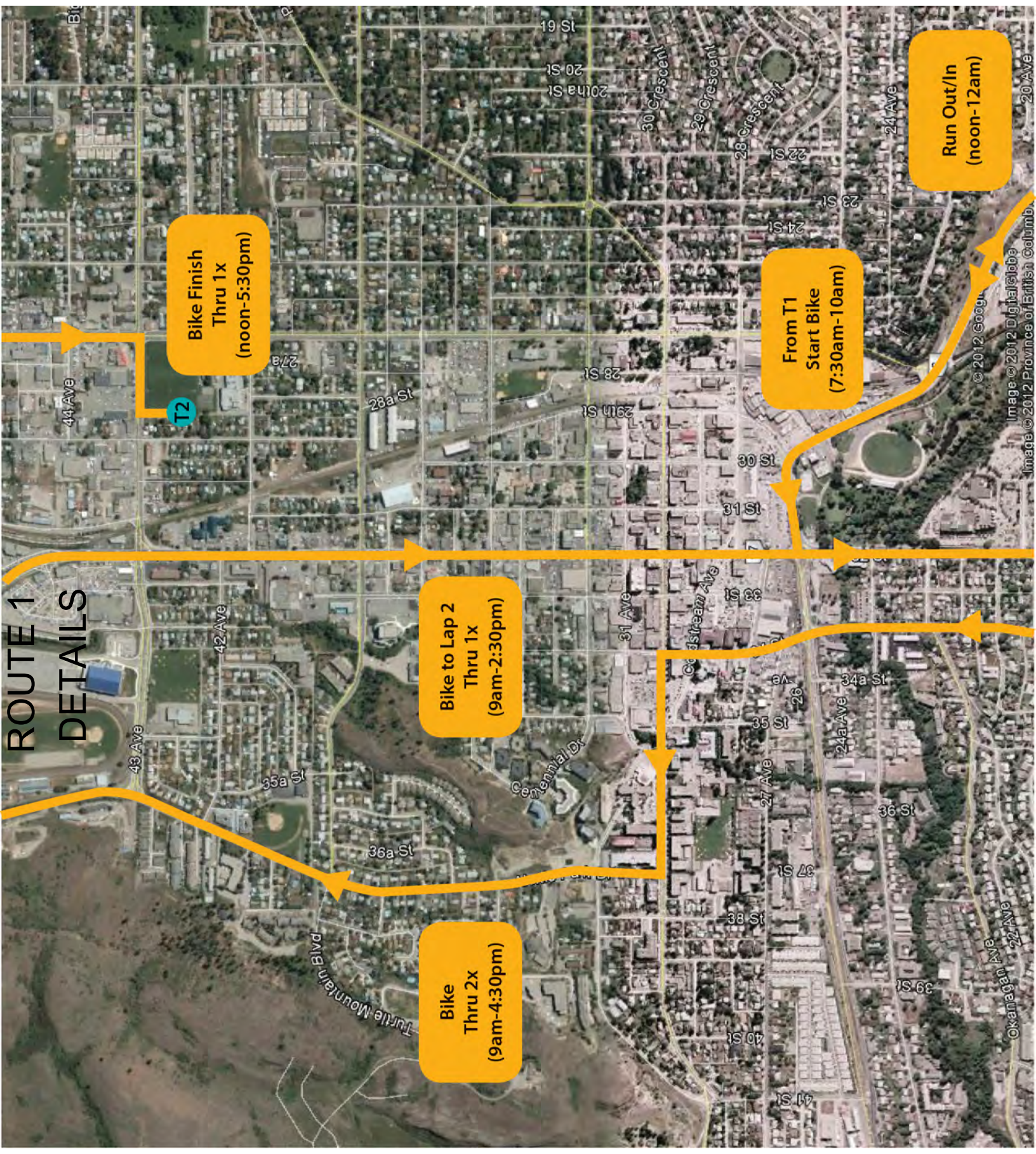
Image RDCCO

Image © 2012 DigitalGlobe





# ROUTE 1 DETAILS





# ROUTE 2

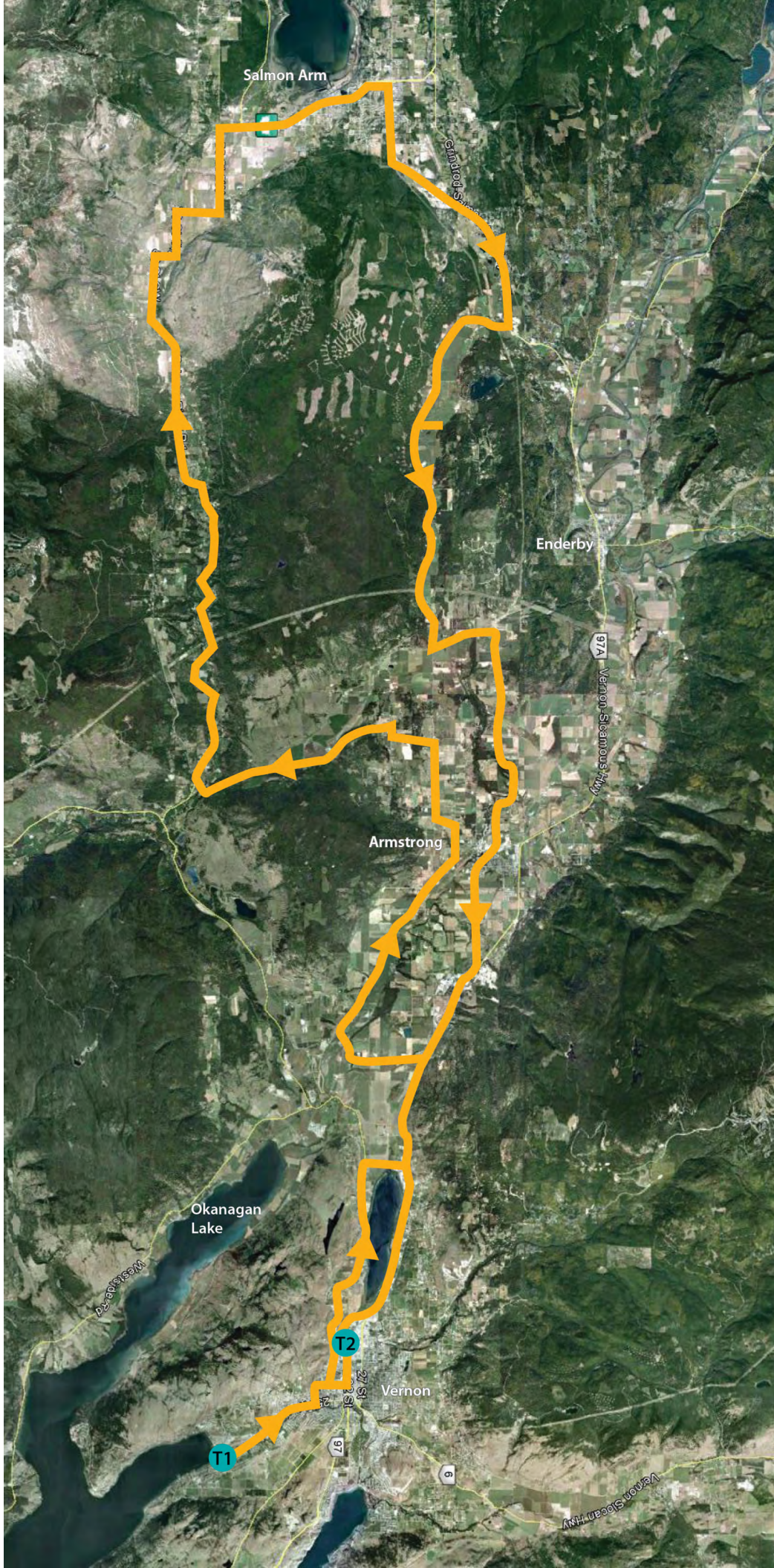
ROUTE 2

SWIM

Okanagan Lake



# ROUTE 2 BIKE





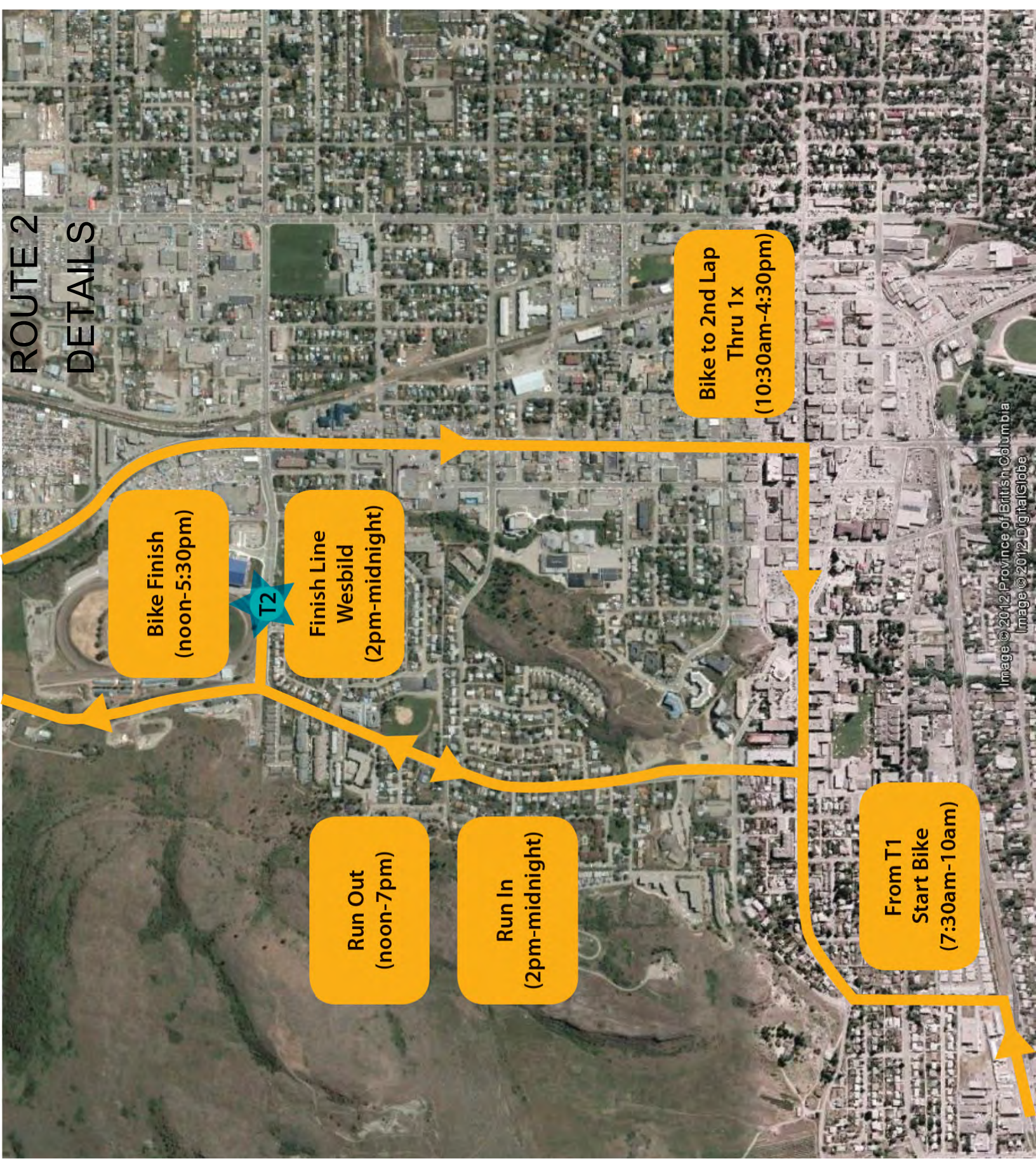
# ROUTE 2

## RUN





# ROUTE 2 DETAILS





# ROUTE 3



# ROUTE 3

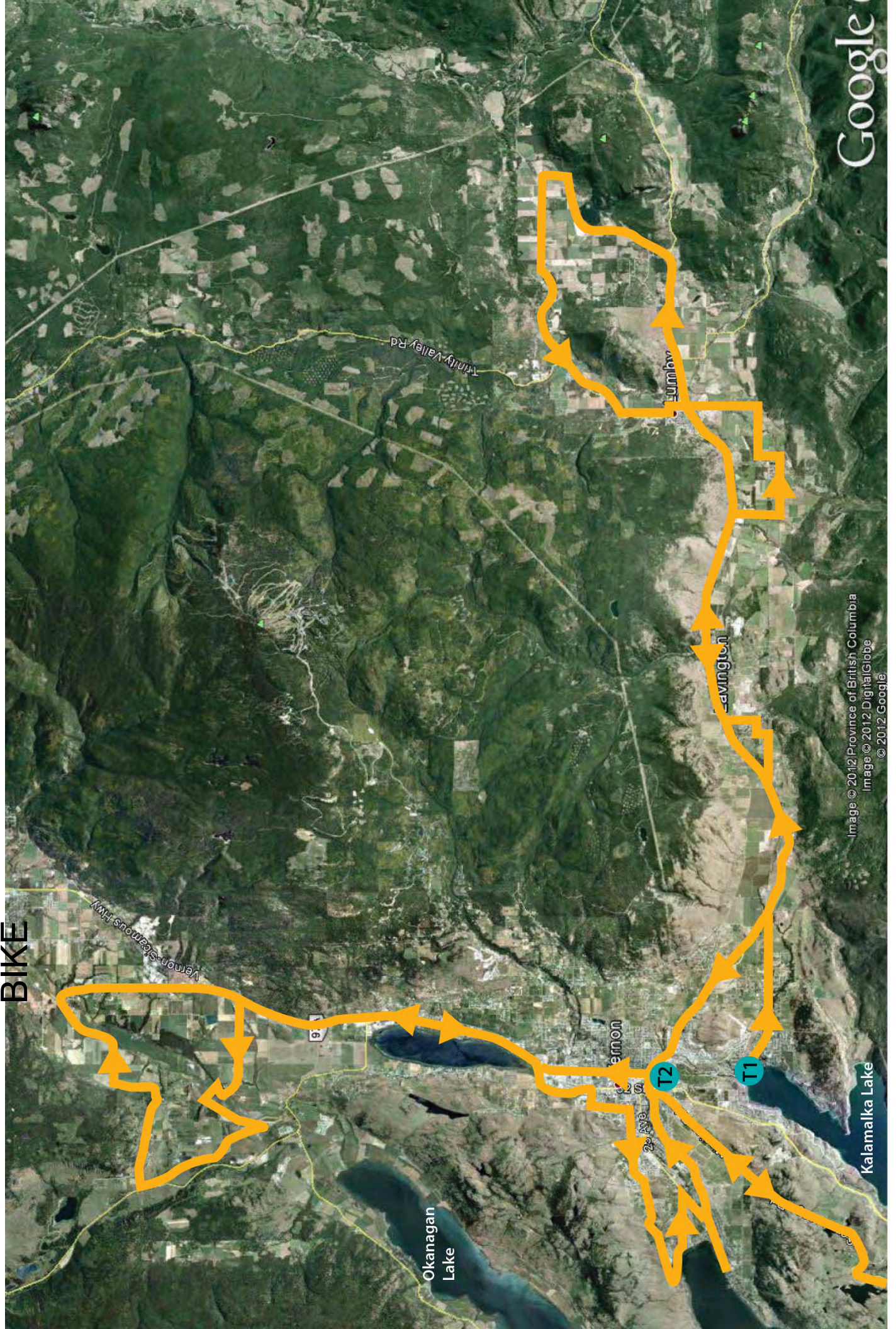
SWIM





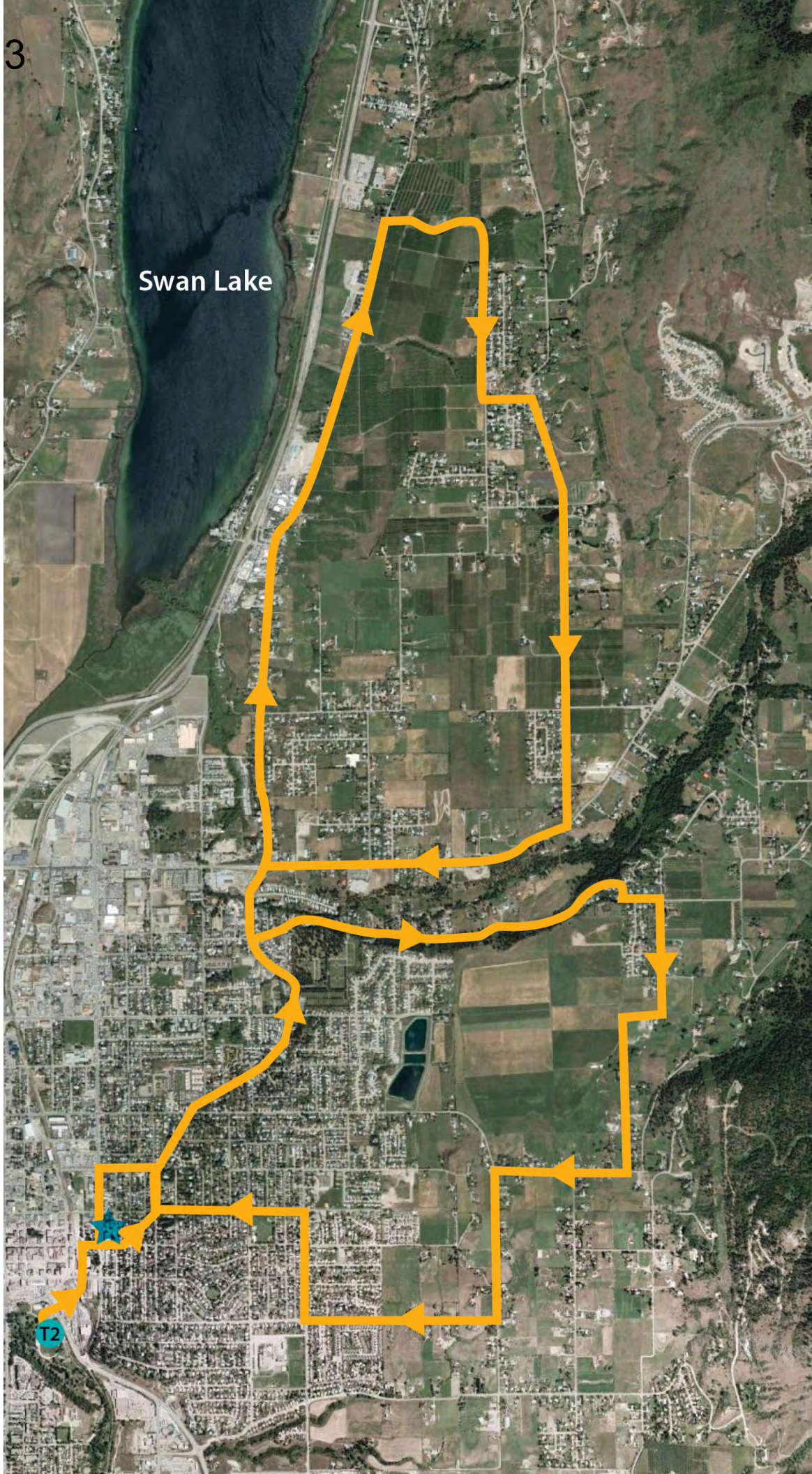
# ROUTE 3

BIKE





# ROUTE 3 RUN





**ROUTE 3  
DETAILS**

**Bike Thru 2**  
128k  
(10am-3pm)

**Run Thru**  
(1pm-10pm)

**Run Out**  
(noon-7pm)

**Bike Thru 1**  
80k  
(9:30am-2pm)

**Finish Line**  
Courthouse  
(2pm-midnight)

**Bike Finish**  
(noon-5:30pm)

**Bike Thru 3**  
150k  
(11am-4pm)

**T2**

Map labels include: 44 Ave, 27a St, 28a St, 30 St, 31 St, 32 St, 33 St, 34 St, 35 St, 36a St, 37 St, 38 St, 39 St, 40 St, 41 St, 42 Ave, 31 Ave, 30 Crescent, 29 Crescent, 28 Crescent, 27 Crescent, 26 St, 25 St, 24 St, 23 St, 22 St, 21 St, 20 St, 19 St, 18 St, 17 St, 16 St, 15 St, 14 St, 13 St, 12 St, 11 St, 10 St, 9 St, 8 St, 7 St, 6 St, 5 St, 4 St, 3 St, 2 St, 1 St, 0 St, 42 Ave, 41 Ave, 40 Ave, 39 Ave, 38 Ave, 37 Ave, 36 Ave, 35 Ave, 34 Ave, 33 Ave, 32 Ave, 31 Ave, 30 Ave, 29 Ave, 28 Ave, 27 Ave, 26 Ave, 25 Ave, 24 Ave, 23 Ave, 22 Ave, 21 Ave, 20 Ave, 19 Ave, 18 Ave, 17 Ave, 16 Ave, 15 Ave, 14 Ave, 13 Ave, 12 Ave, 11 Ave, 10 Ave, 9 Ave, 8 Ave, 7 Ave, 6 Ave, 5 Ave, 4 Ave, 3 Ave, 2 Ave, 1 Ave, 0 Ave, 44 Ave, 43 Ave, 42 Ave, 41 Ave, 40 Ave, 39 Ave, 38 Ave, 37 Ave, 36 Ave, 35 Ave, 34 Ave, 33 Ave, 32 Ave, 31 Ave, 30 Ave, 29 Ave, 28 Ave, 27 Ave, 26 Ave, 25 Ave, 24 Ave, 23 Ave, 22 Ave, 21 Ave, 20 Ave, 19 Ave, 18 Ave, 17 Ave, 16 Ave, 15 Ave, 14 Ave, 13 Ave, 12 Ave, 11 Ave, 10 Ave, 9 Ave, 8 Ave, 7 Ave, 6 Ave, 5 Ave, 4 Ave, 3 Ave, 2 Ave, 1 Ave, 0 Ave.

**Bike Thru 2  
128k  
(10am-3pm)**

Run Thru  
(1pm-10pm)

**Run Out  
(noon-7pm)**

**Bike Thru 1**  
**80k**  
**(9:30am-2pm)**

**Finish Line  
Courthouse  
(2pm-midnight)**

**Bike Finish  
(noon-5:30pm)**

**Bike Thru 3  
150k  
(11am-4pm)**

**Bike Thru 3  
150k  
(11am-4pm)**



## Appendix D: Wesbild Centre Specifications

### Wesbild Centre

3445 43rd Ave. Vernon, BC V1T 8P5  
250-542-5623

#### Facility Assets

- 20,500 square feet of flat-floored area,
- Can offer a standard ice surface (85'x200') as well as an option to go to an Olympic ice surface (100'x200')
- a catering room (22' X 54')
- a press area (upstairs – 48' X 16')
- a production office (22' X 42')
- Upper concourse
- load-in area
  - two 14' x 16' roll-up doors
  - adequate parking for 5 buses or trucks outside the load-in area
- a portable floor 112' x 60'
- Homasote 100' x 200' portable ice deck
- Parking for 680 vehicles

#### Audio / Visual

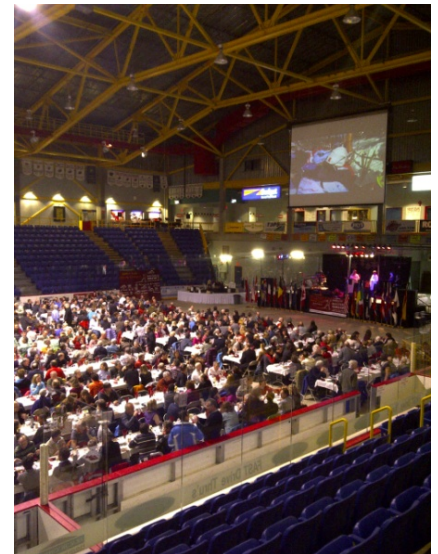
- Media booth with sound system that includes
  - 10 Crest Power Amplifiers
  - 11 Community R2 Loudspeakers over seating area
  - 2 Community R1 and R2 Loudspeakers over ice/floor area
  - Allen & Heath XONE 464 mixing board
  - Peavey X-Frame system digital processor
- Large Screen in Arena area
- TV's available for Grand Room

#### Facility Capacity

End Stage Concerts (360'):	5,650 people
End-Stage Concerts (270'):	4,500 people
End-Stage Concerts (180'):	1000-2000 people
Ice Events:	3656 people
Display Booths	154 (8' X 10')
Curling Ice Sheets	6 sheets when expanded to Olympic surface

#### Facility Equipment

- A forklift (6,000 lb.) Powered by propane. Lift height of 15', equipped with side shift. Fork length is 4' (6' with extensions)
- Catwalks
- Stage (60' X 40' – height: 4-6



Appendix E: Letter of Support from BC Games



Our file: 1000

September 21, 2012

Kevin Poole  
Manager of Economic Development & Tourism  
City of Vernon  
3400-30th Street  
Vernon, BC V1T 5E6

Dear Kevin:

On behalf of the BC Games Society, it is my pleasure to provide this letter of support in your community's quest to bring Ironman Canada to the Greater Vernon area.

Vernon is truly a community of leaders as was shown by the success of your recent Greater Vernon 2012 BC Winter Games. To assemble and train 2,200 volunteers to host 1600 athletes and coaches is a feat not many communities can accomplish. Vernon did so with pride, with ambition, and with style, thus staging the 'best BC Winter Games ever' as proclaimed during your Closing Ceremony.

With those thousands of trained and confident volunteers, coupled with your vibrant and generous business community, Vernon would be a great fit for this event. Vernon also has great capacity to host the many athletes and delegates attending an event of this size, again doing so with warm North Okanagan hospitality.

The BC Games Society wishes you well in your bid to secure this unique sporting event. It would certainly add to Vernon's tradition of excellence.

Sincerely,

Kelly Mann  
President and CEO

KJM/glr