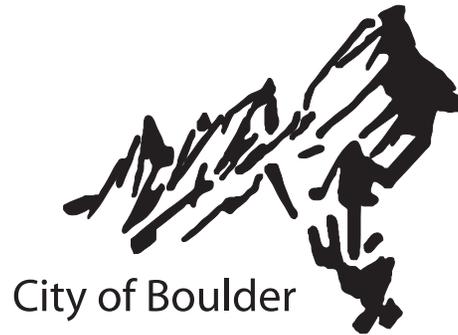


City of Boulder

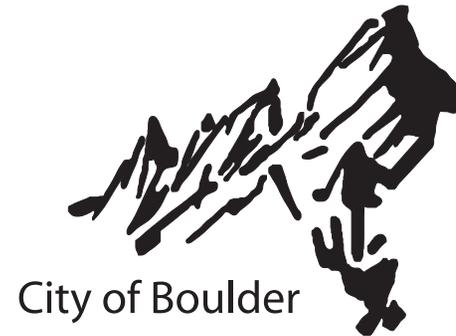
Consideration of a potential application as a Host City for the 2017 IRONMAN 70.3 World Championships

April 21, 2015



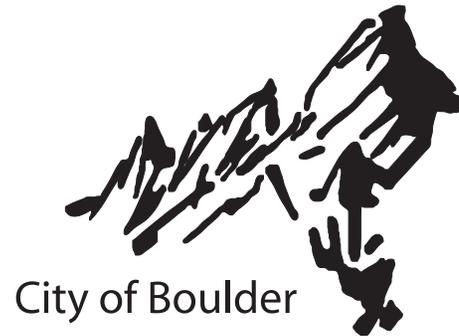
IRONMAN is seeking a Host City in North America for the
2017 IRONMAN 70.3 World Championships.

Boulder is one of a small number of pre-selected Host City Candidates invited to submit a bid proposal. While this invitation speaks to the city's strong brand with world-class athletes, it is recommended that the city not pursue an application at this time but continue to identify future options for hosting after completion of the Civic Area Venue.



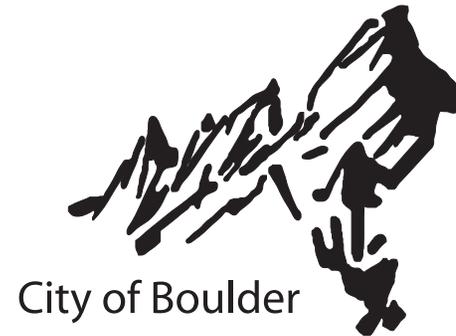
The current Boulder Ironman Triathlon Series is comprised of the following four events (which are not expected to change):

- **Boulder Sprint / June 13, 2015** - Distance: 750-meter (0.47-mile) swim, 20-kilometer (12-mile) bike, 5-kilometer (3.1-mile) run
- **Boulder Peak / July 12, 2015** - Distance: 1.5-kilometer (0.93-mile) swim, 40-kilometer (25-mile) bike, 10-kilometer (6.2-mile) run
- **Boulder Ironman 70.3 / June 13, 2015** - Distance: 1.9-kilometer (1.2-mile) swim, 90-K(56-mile) bike, 21.1-K (13.1-mile) run (half marathon)
- **Boulder Ironman / Aug 2, 2015** - Distance: 3.8-kilometer (2.4-mile) swim, 180.2-K(112.0-mile) bike, 42.2-K (26.2-mile) run (full marathon)



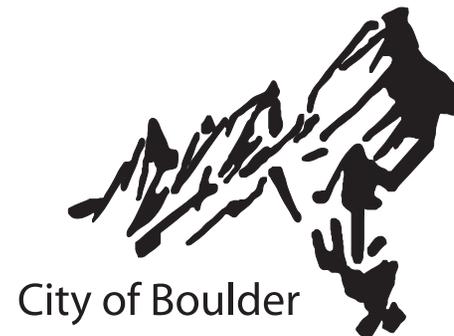
2014 IRONMAN Boulder

- Boulder successfully hosted its first full Ironman Event in 2014.
- The event included 2,700 athletes with an average of 3.3 family members staying 5.1 nights for an estimated \$4.8M impact.
- 40% of the athletes visited Boulder for training prior to race week for an additional \$658,000 in local spending.
- The Ironman Foundation provided over \$50K to local non-profit organizations plus \$12,000 to Boulder Police Dept for Bikes.
- The City has an annual limit of \$60,000 of in-kind and financial support.



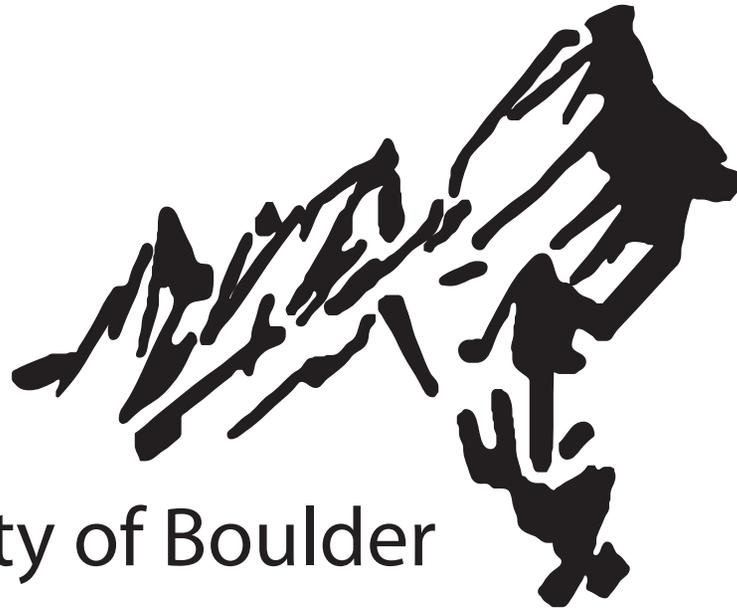
The proposed Ironman World Championship Event

- This international event will consist of a Women's Championship for 2,500 athletes and Men's Championship for 3,000 athletes.
- 15,000 athletes, spectators and media is expected to create a direct economic impact of \$10-15M in local spending - a least 2 or 3 times the Boulder Ironman Impact.
- As a Host City, Boulder would take on the responsibility as the Event Producer, which includes, but is not limited to, managing all aspects of event operations, related costs (estimated to be at least \$600K) and potential income from vendors, sponsors and partners.



The City as Event Producer

- Hosting an international event and compiling a competitive bid can be an expensive and time consuming undertaking.
- A successful event of this size requires substantial partners at the local and state-wide level. Event partnerships will not only provide financial and “in-kind” support, but also create a cohesive event team for all aspects of the event and beyond.
- As a comparison, the Cyclocross Nationals Bid took approximately six months to develop the opportunity and timeline for hosting nationals.



City staff recognizes Boulder's strong potential to host an International Championship Event. However, due to the limited time constraints the city recommends that a bid proposal after 2017 be considered to allow for additional preparation, including the completion of the Civic Area Venue, need to identify event staff resources and funding, partnership expectations, sponsorship benefits and the community-shared event outcomes.