
CITY OF KELOWNA

MEMORANDUM

Date: March 25, 2003
File No.: 8100-20

To: City Manager

From: Sports and Facilities Manager

Subject: **Sport Event Development Grant – Canadian Triathlon Championships**

RECOMMENDATION:

THAT City Council approve \$10,000 from the Sports Event Development Grant as support to the Kelowna Apple Triathlon Society hosting the 2004 Canadian Triathlon Championships and International Triathlon Union (ITU) Race.

DISCUSSION:

The Kelowna Apple Triathlon Society was successful with their bid to host the 2004 and 2005 Canadian Triathlon Championships as well as the 2006 Canadian Junior Championships. The dates for the events are yet to be set due to other international event schedules pending, but it is expected to be mid August (similar to the existing Apple Triathlon date). This national and international event is expected to bring over 1000 competitors to Kelowna for a week long program which will become the Apple Festival Triathlon Race Week. A 2003 tentative calendar is attached which will become the framework for planning the 2004 event and beyond.

The race program includes:

2004 & 2005 Canadian Triathlon Championships

- Canadian Elite Triathlon Championship
- ITU International Race
- Canadian Age Group Triathlon Championship (6 Q spots)
- 2004/05 Kids of Steel Regional Triathlon Championship
- 2004/05 Kids of Steel Junior Triathlon Invitational (1 Q spot)

2006 Canadian Junior Championships

- ITU International Race
- Canadian Age Group Triathlon Qualifier (4 Q spots)
- Kids of Steel Junior Triathlon Championship
- Kids of Steel Regional Triathlon Championship

With successful staging of these events, the Apple Triathlon Society has the opportunity to maintain the Kelowna Apple Triathlon as an ITU sanctioned event beyond 2006 therefore maintaining its international status.

Evaluation:

Sports Tourism:

- Multi-day event spanning beyond the weekend (7 day event).
- Planned sport development camps will be bilingual making them truly a national sport development opportunity.
- Television coverage to include CBC Sports with possible coverage from TSN. With the race being an ITU sanctioned event possibilities exist for international television coverage. Details still begin worked out.
- Tourism impact estimated at \$2,000,000.00. Estimate prepared by Tourism Kelowna with participant numbers provided by the Apple Triathlon Society.

Funding:

- Sources of revenue generation will consist of a corporate sponsorship program, contributions through the Provincial and Federal Government and individual race registration fees. Although a corporate sponsorship program is still in the development stages, a contribution of \$10,000 would place the City of Kelowna as a top end sponsor and further demonstrate the city's commitment and support of the race to the community. (Additional information on the corporate sponsorship program will be provided at a later time).
- Any surplus from the event will be redirected back into the support and development of future events. *The Apple Triathlon Society has expressed intent to apply to the Sport Event Development Grant for the 2004, 2005 and 2006 events. However the financial success of the 2004 event will determine how they proceed with future requests.*

Sport Development:

- Planned programs for added athlete and coaching development through workshops and seminars the week proceeding the weekends race schedule.
- Success in hosting events will provide opportunity for the Kelowna Apple Triathlon maintaining its ITU status with an international draw.
- Significant immediate impact to a long standing community event.
- Bring immediate local attention to an existing event and sport and create opportunities for local competitors to participate along side national and international elite athletes.

From a broad sports perspective this event will be a viable economic generator (sports tourism) for Kelowna and provide opportunities (sport development) for athletes, coaches and volunteers that can become an ongoing legacy with the Kelowna Apple Triathlon.

This SEDG request was reviewed and approved by the Parks and Facilities Committee at their March 20, 2003 meeting.

Jim Gabriel
Sports and Facilities Manager

Cc: Director of Parks and Leisure Services
Recreation and Cultural Services Manager

Attachments: Apple Festival Triathlon Race Week Calendar 2003

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Apple Festival Triathlon Race Week Calendar 2003

August 11-15 – Kelowna International Kids of Steel Triathlon Camp

8 to 12 Monday to Friday

(English/French Official Language of Camp)

Wednesday, August 13 - Modulock to start, setting up fencing

Thursday, August 14

10:30 - Press Conference – Capri Hotel

4-8pm - Race Package Pick-up – Fresh Air Experience

Friday, August 15

10am- 4pm- Race Package Pick-up – Fresh Air Experience

7pm –Pre-race meeting for Saturday races- Rotary Center for Arts
Press Conference

Saturday, August 16

AppleCore & AppleSeed races (Road Closures In Effect)

0530am – Transition opens, Registration and Body Marking

0700am – AppleCore Try-Tri wave

0800am – Kids of Steel AppleSeed – Age 14/15

0830am – Kids of Steel AppleSeed – Age 12/13

0900am – Kids of Steel AppleSeed – Age 10/11

0915am – Kids of Steel AppleSeed – Age 8/9

1015am – Kids of Steel Jr Sprint age 16-19

~1130am – Awards start immediately after Jr Sprint is finished.

Preparation for Sunday's race

0900am-4pm – Race Pkg pick-up – Fresh Air Experience

1pm – 6pm – Transition opens to accept bikes.

400pm – Pre-race Meeting –Kelowna Community Theatre

530pm – Pasta For the People

Sunday, August 17, 2003 *(Road Closures In Effect)*

0530am – Registration, Transition & Body Marking open

0700am – Age Grouper Start – in waves of 125-150 athletes

1030am – Elite start – separate starts for men & women

1200pm – Lunch

1pm – Awards – Waterfront Park Stage