

IRONMAN®

Background

- World Triathlon Corporation (WTC) approached the Sports Commission in January
- Visited and held a meeting with Sports Commission, City, and CVB leadership
- WTC provided an RFP on 2/28/13
- Event to be in VA / NC / SC
- September 2014 start

What is an IronMan?

- 2,500 participants in a one day race consisting of a:
 - 2.4 Mile Swim
 - 112 Mile Bike Ride
 - 26.2 Mile Run



Participant Demographics

- \$174,000 is the average household income
- 85% own a home
- 39 years is the average age of a participant
- 92% of participants have a college degree or higher
- 64% have children
- 22% prefer luxury accommodations when traveling
- 63% are married
- 88% would buy a product or services from a company that supports IronMan

Source: World Triathlon Corporation

Room Nights

- 2,500 rooms for an estimate of 10,000 – 12,000 room nights
- Ask for 3 and 4 star properties
- 400 comp room nights for staff (additional 50 room nights throughout the year)
- RFP requests a \$15 per night rebate
- Up to 50% visit community in advance to train

Timing

- September Weekend
- Thursday through Sunday Night rooms
- 5 year commitment

- Bid Due April 28
- Site Visits in May
- Contract finalization in June
- Announcement in July

Timing

- WTC identified September as the desired time to host this event in the region
- The Asheville Citizen Times Marathon is the last weekend in September
 - Significant road closures
 - Significant volunteer commitment
- Holiday weekend allows for race to be held on Monday creating a Friday to Tuesday stay

Marketing Value

- International promotion of Asheville
- National attention for event
- Strong regional interest and following
- Connection to the most prominent brand in adventure racing

IronMan: Asheville



Expo / Registration / Banquet

Swim



Lake Lure

- Great Beach
- Engaged Community
- Lots of Volunteers

Bike



Return to Asheville by bike
Two lap course through downtown

Run



Two 13 mile laps through downtown
and river district

IronMan: Asheville



Finish in Pack Square
Park



What Does it Take?

- Police / EMS Support
- Road Closures
 - Rolling closure for bike
 - Complete street closure for run
- Traffic Control Plan / Devices (cones / barricades)
- Room Rebate
- Expo Area
- Banquet space for 2,000
- Shuttle Busses
- Local Volunteer Coordinator / 2,500 Volunteers
- Financial Commitment to WTC

Community Decision

Sports Commission	Will raise \$50k in sponsorship support to offset local expenses and staff leadership
BCTDA	Has pledge \$75k in financial support and an additional \$75k in funds to match County and City financial support
Lake Lure	Providing police, fire, ems, lifeguards and financial support of \$30,000
Buncombe County	Provide police, fire, ems and financial support of \$40,000
City of Asheville	Provide police, fire, traffic, facilities and financial support of \$35,000

Next Steps

1. Commitment today from Buncombe County
2. Work with other stake holders for additional financial and support
3. Prepare proposal
4. Site Visit
5. Negotiations
6. Announcement