



WILDWOOD
Department of Public Works

Memo

To: Mayor Timothy Woerther and City Council Members
From: Ryan S. Thomas, Director of Public Works
Date: November 6, 2014
Re: Saint Louis 70.3 Half Ironman Triathlon Event

At its November 6, 2014 Meeting, the City's Board of Public Safety / Bicycle Advisory Committee recommended the City of Wildwood endorse and provide support to a proposed Half Ironman Triathlon, tentatively scheduled for June 7, 2015, which is further described in the attached Memorandum from Gary Crews, Superintendent of Parks and Recreation / Bike Coordinator. Of note, a large portion of 56 mi. bicycle leg would utilize public roadways within the City of Wildwood. The City of Wildwood and other impacted municipalities and agencies have been requested to provide an indication of their support for this event no later than November 26, 2014. Therefore, if supported by the City Council, a Resolution will be prepared for the November 24, 2014 City Council Meeting, endorsing this event and its partial location within the City of Wildwood.

Please be prepared to consider this recommendation from the Board of Public Safety / Bicycle Advisory Committee at the November 10, 2014 City Council Work Session.

RST



WILDWOOD

Date: October 30, 2014

MEMORANDUM

To: Board of Public Safety Members

From: Gary Crews, Superintendent of Parks and Recreation

Re: Ironman 70.3 Event

The City of Wildwood was recently contacted by officials with St. Louis County concerning the possibility of the Ironman Corporation bringing an Ironman 70.3 Event to the St. Louis Area. This contact was also made with several other Cities, along with several other entities, including: City of Chesterfield, City of Ellisville, City of Maryland Heights, St. Louis County Highways, MODOT, and the Missouri Highway Patrol (other organizations were present also).

The St. Louis Sports Commission was/is largely responsible for researching the possibility of bringing an Ironman Event to the area and the opportunity is apparently right for such a consideration. A meeting was held on October 27, 2014, bringing the aforementioned organizations together with Ironman Officials for initial discussions. It should be noted that nothing concerning this event is *set in stone*, but Ironman is very serious about the prospect of having such an event in the St. Louis region.

The main topic of discussion at the October 27th meeting was the bicycle leg of the event. The bicycle leg of this proposed event will be the source of the greatest impact, inconvenience, manpower, and community influence/contact. It will involve a 56 mile course starting/ending at Creve Coeur Lake. Of course, at the present time, a significant portion of the bicycle route involves the City of Wildwood, but also includes the Cities of Chesterfield and Ellisville. The most difficult organizational aspect of the bicycle course will involve the City of Chesterfield, since several State roads and thirty (30) plus stoplights are currently part of it (Olive Street Road, Clarkson Road, and State Route 141 are current considerations). The swim and run aspects of the event, while still a major

concern, are basically contained in the Creve Coeur Park Area and will be handled as a major event by the City of Maryland Heights.

There was discussion on the positive economic impact an event of this nature could have in the St. Louis Area, especially West St. Louis County. The participation goal is 2,500 competitors, which will generate additional family members and friends with most. Therefore, this event will create a big potential for bringing thousands of people into the area for an entire weekend, or more.

The main concern/need for Ironman officials at this meeting was getting some sort of assurance the involved communities will accept and agree to support the event. According to Ironman Officials, the St. Louis Area has been considered a venue to be pursued for a considerable period of time, but the opportunity never presented itself. While this event offers a great opportunity at this time, they admit the window for organization is small. **The tentative date of the proposed event is June 7, 2015.** It was noted, however, if all entities would come together with their approval in a timely fashion, the organization of the event and publicizing it would be very doable and successful. To that end, **Ironman officials need a show of support for the event by Thanksgiving, at the latest.**

Garry Earls, of St. Louis County, asked for a show of hands from those attending the October 27th meeting that believed their community/City government **would not** accept/embrace the event. No one raised their hands. While this apparent support is certainly not indicative of City Council agreement from the respective communities and organizations, it was favorable.

Garry Earls informed everyone he would send a communication to all the City Administrators, of the concerned Cities, about the Ironman Event. He noted some sort of form letter would be written that could be returned to the Ironman officials showing support/non-support.

I have been contacted about a second meeting, which is to discuss the bicycle route, scheduled for November 3, 2014. This meeting is a trimmed down version of the October 27th meeting to review potential alternate bicycle courses for the event.

As stated, Ironman officials and the St. Louis Sports Commission are attempting to determine support for the event at this time. No definite plans of any kind have been made. The logistics of such an event are huge; however, the City of Wildwood will only have to open their roads to 2,500 competitors for a period of several hours on June 7, 2015. Please note there is no intent to minimize the involvement of the City of Wildwood. There will be an inconvenience to motorists (our residents) during this event. But, this

inconvenience could be considered minor, compared to the difficulties the City of Chesterfield will have to address.

I am available for questions and to discuss the overall event. I believe it would be beneficial for those not familiar with triathlon, especially an Ironman-sponsored triathlon, to have an idea of what's involved.