



IRONMAN Lake Placid

Response to 2021 Survey facilitated by ROOST

Objective

- Provide actionable items to address some of the important feedback received from the survey
- To share observations of the survey results as perspective of our impact in the region

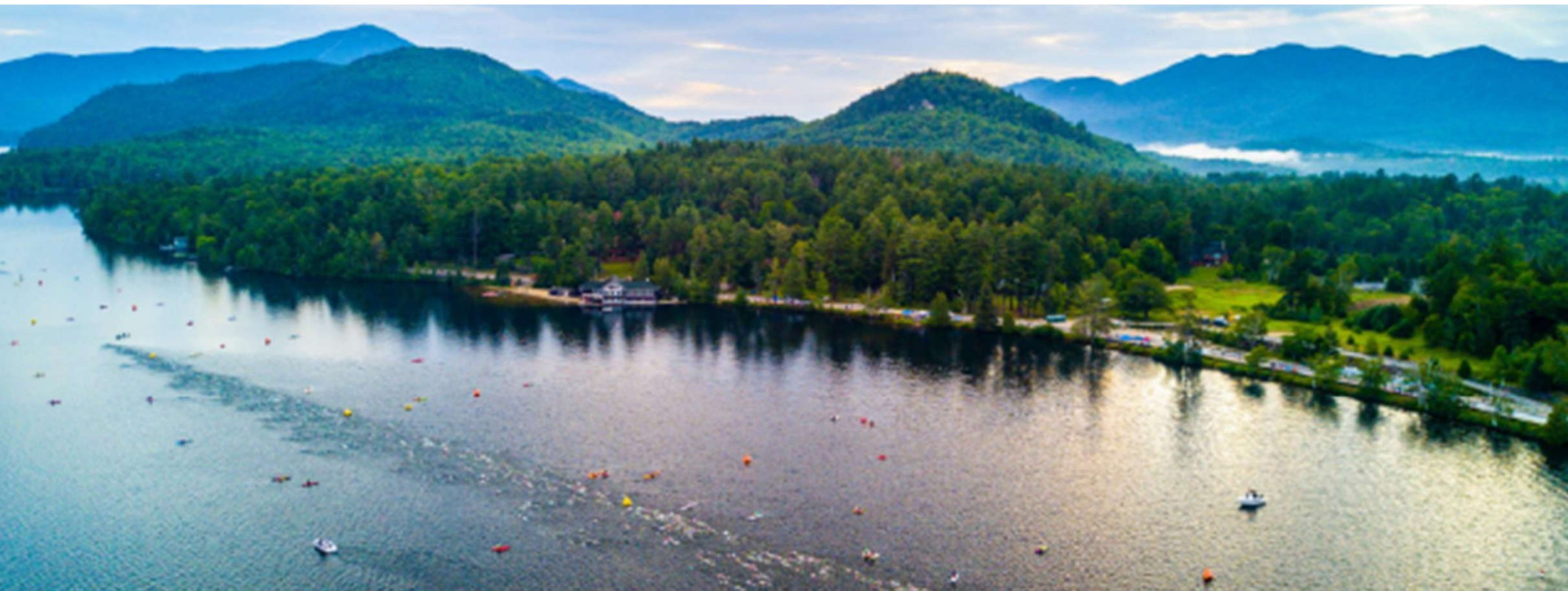


THANK YOU

Above all else we want to say, thank you. The 20+ years of racing in the ADK region of Lake Placid, Keen, Jay, Upper Jay, Wilmington and all the communities in the region.

- Over 50,000 athletes have made their dreams come true in the region
- Over 135,000 volunteer hours have supported these athletes and in turn showcasing the region

Thank you for supporting the event for allowing this feedback process take place to help improve the event. We are grateful to be part of this review process and look forward to partnering in action





IRONMAN's 2022 RESPONSE

- IRONMAN sees three key findings from the survey
 - Year round impact of training and the camps that are held in the area
 - Actual Race Day impact – traffic – access – etc
 - Community Partnership

These three areas will be where we provide actionable items right away in 2022 to help drive impact in the region

We recognize there are other items that can be addressed, but they will require time and permitting agency coordination to accomplish.



YEAR ROUND TRAINING IMPACTS

NOTABLE ITEMS

- The training camps can be great economically, but they come at a cost to the region when athletes behave in a way that is destructive.
- Not all bike riders are IRONMAN athletes – the region is a popular cycling destination and growing in popularity
- IRONMAN athletes have a responsibility to protect the area

ACTION ITEMS

- Develop and distribute an **Athletes Code of Conduct**
- Create a map of the area showcasing the region and including the Athletes Code – Next slide example
- Communicate annually to all teams associated with the event year for cooperation and coordination



YEAR ROUND TRAINING IMPACTS

MAP DETAILS

- Athlete code of conduct
- Important details on each town
- Promoting the region as a destination
- IRONMAN will pay to design, print, and will work locally to distribute and will have it digitally on our site





RACE WEEK AND RACE DAY IMPACTS

NOTABLE ITEMS

- Difficult to get around for my personal movements
- Not clear enough maps to help me decipher the impacts and timelines
- The impact is for a long period
- Overcrowding in town
- Litter along the course
- Displaced business

ACTION ITEMS

- Perform a review of current event notifications with work group to identify improvements of advance education and preparation
 - Consider using a community relations coordinator model to provide contact- including commercial property
- Identify how to develop both digital and printed notifications for consumption
- Partnership with WAZE (Google Maps) to facilitate movement of the motoring public
- IRONMAN will employ a race day hotline to be used for locals encountering issues that our staff can address in real time
- IRONMAN will evaluate our cleaning process and enhance where possible



COMMUNITY PARTNERSHIP

NOTABLE ITEMS

- The region should be showcased more
- The interaction with the community year-round should be felt more
- IRONMAN has been difficult to reach and connect with

ACTION ITEMS

- IRONMAN will fund and produce a highlight video focusing on the region as a destination that will be shared in a direct digital mail piece to all athletes racing
 - This piece will highlight each town and promote the region as a destination year round
- IRONMAN will review the IRONMAN Foundation's annual impact in the community and work towards showcasing this giveback more
 - IRONMAN would love to target a 25 year anniversary celebration with our Foundation in the region in a honoring way
- IRONMAN will provide through ROOST and through local agencies contact to Dave Christen and our race production team at IRONMAN as needed for community members
- IRONMAN will seek to engage local businesses for more of our operational spending – IRONMAN already spends a large portion of our operational budget in the region, but will seek to do so more
- Service projects – IRONMAN will continue to coordinate service projects that are legacy items in the community for years to come



Summary

IRONMAN was asked to provide actionable items for 2022. We recognize there is even more work to be done for the years to come. These important steps will showcase how our commitment to honor our relationship with the region. As we assess what is possible along the way, we know we can look at these areas in future years:

- Course Design – Are we using the optimal course?
- Venue Use – Can we leverage other locations in the region to host the footprint of this event?
- Date – The calendar needs to be considered for all involved and evaluated on a yearly basis

With these items above, we know we can continue to partner with the region and showcase why IRONMAN Lake Placid and the impact that it brings, both positive and the challenging impacts, is something we all are proud of annually.



CLIF

NBC
Sports

IRONMAN
PRO EYEWEAR
BY
FOSTER GRANT

ACTIVE



Swim
0:50:37

Bike
4:16:05

Run
2:41:31



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ENDURANCE



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