

IRONMAN RACE 2022/2023 Recommendations:

1. Lake Placid Ironman Contact Person

- a. A dedicated person who has direct access to IRONMAN to answer questions 3 weeks prior to IM, 1 week after. Response to questions will be timely with a direct connection to someone in a decision making position.
- a. Dedicated phone number and email "hotline" for community members and business owners.

2. Training Camps

- a. Clear code of conduct with specific consequences that are enforceable and consistent with NYS laws.
- b. All cyclists adhere to the rules of the road. IRONMAN and ROOST collaborate on verbiage, platforms, and signage.

3. Highlight Communities

- a. Map (by IM Corp)
 - i. Highlighting the communities traveled through.
 - ii. Highlight bathrooms and good rest stops for water/food.
 - iii. Laws of the road clearly communicated.
 - iv. Suggested and discouraged routes highlighted with details on the routes.
 - v. QR codes to MapMyRide to include routes that take athletes beyond IM course and all cyclists.
 - vi. Video focusing on the region as a destination that will be shared digitally by email to all athletes. The video will highlight each town and promote the region as a destination.
- b. Review the IRONMAN Foundation's annual impact in the community and work towards showcasing this giveback more.

4. Emergency Services

- a. IRONMAN appropriately remunerates the fire department, ambulance, and other services for race day. ROOST will work with IRONMAN to determine ways to better offset direct costs of emergency services.

5. Escorts/Race Day Congestion

- a. Clearly communicate what "escort" means and scope of what's available (and when).
- b. Access to request escorts on race day via "command center."
- c. Clear communication about when access will be open, closed, or subject to special request, and high congestion areas and times.
- d. IRONMAN will employ a race day hotline to be used for locals encountering issues that IRONMAN staff can address in real time.

6. Communication to Athletes on Community Updates/Guidelines

- a. Notification to IRONMAN on any hotel closures, no camping in municipal parking lots, and other designated areas, etc.
- b. Town is offering additional off-site daily parking that will need to be communicated to athletes.
- c. Limit tent set-ups for Race Day to no more than 24 hours before the race.
- d. Reiteration of the code of conduct.

7. Athletes

- a. Place a cap on the number of registered athletes.

8. State Police

- a. Confirm an agreement with the NYS Police with Ironman, Towns, New York State and ROOST that is fair and equitable .

Additional Recommendations/2023

1. Review alternative dates (Weekend after July 4th)
2. Course Changes - Research possible course changes
3. Alternate years

Non IRONMAN Recommendations

Items for ROOST and/or Town:

1. P&L analysis by the towns on the race course to better determine the financial impact to each town.
2. Committee to review the fulfillment of agreed actions for 2022 IRONMAN to determine next steps.
3. Adjust 2023 expectations and work with IRONMAN on further improvements.
4. Establish a working group to address the broader issues on road etiquette and laws for all cyclists, runners, and drivers.
5. Consider surveying all registered voters following implementation of the changes to determine the continuation of the Lake Placid IRONMAN.
6. Third party economic impact analysis to include direct spend during race week, training, IM operations local expenditures, foundation grants, and IRONMAN brand/marketing value.