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**ATT: MR. ROBERT BENEDETTI**  
**Vice President**  
**Le sport élite à Montréal**

My topic for discussion is **ITEM 5** from the agenda pertaining to increase in the development of major provincial, Canadian and international sports events.

Danny McCann, Director, Montreal Esprit Triathlon  
The triathlon has been held on Ile Notre-Dame since 1985 - 23 years.

In our 23 year history, we have hosted the following National and International events:

- 1 World Championship 1999
- 3 Canadian Championships Olympic Distance
- 2 Canadian Long Distance Championships
- 3 CIS Championships
- Provincial Championships too numerous to mention

Montreal hosts the premier triathlon in Quebec and Eastern Canada. In 2007 we had over 1200 individual participants plus another 200 participants on relay teams.

### **A Success Story**

1. **1999 Triathlon World Championships** In 1999, the ITU (International Triathlon Union) asked us to host the World Championship in that year. Munich, Germany was in default and the ITU had to find an alternate site with less than 6 months to go before race date. The ITU contacted us because they knew that the actual race itself would go off without a flaw, having seen us host 2 Canadian Championships in the past.

With no lead time, sponsorship would be next to impossible. The Ville de Montreal "elite sportive" became involved. First we met with SIM who quickly turned us down for any assistance. Next, the elite sportive personnel arranged a meeting with Tourism Montreal. Tourism Montreal took the ball and lined up financial backing from other government bodies. The sum of \$150,000 was guaranteed by the city and the World Championships were ours. After a successful Triathlon World Championship, Tourism Montreal evaluated the economic impact of our event to be over \$8 million.

There is no doubt that we can succeed in bidding for future World Championships and Canadian Championships given the proper guidance and backing from the Ville de Montreal tourism and sports departments.

**RECOMMENDATION:** The City had the right idea with SIM (Sport International Montreal) except they had the wrong people/organization. SIM was a political organization based on political contacts. There are many good sports people with passion for their jobs, working in the Ville de Montreal. Use these people as a body where we, the organizers, can approach and receive cooperation from the City in bidding for Canadian and World Championships. We need to know we are welcomed and will receive immediate assistance. With this type of support, we know that we can host some form of a Canadian Championship every year: Olympic Distance Triathlon, Long Distance Triathlon, Sprint Distance Triathlon, Duathlon, etc...

2. **Montreal has the best triathlon facility in the world.** This is not something that was designed. I saw in 1985 that the bassin olympique situated beside the Circuit Gilles-Villeneuve made for a perfect triathlon course. Thus, the start of the Triathlon de Montreal. We have world class facilities right in the centre of Montreal. The success of the Montreal Triathlon comes for two reasons. The first is the dedication of myself and staff in providing the best possible event possible. We work for the athletes. The second reason is that the course is athlete and spectator friendly. They all want to race on Ile Notre-Dame. Montreal has the only course where spectators can watch their athletes all day; from the swim to the cycle to the run. The athletes love being in touch with other triathletes and friends all race long.

Cooperation from Parc Jean-Drapeau over the years has been excellent. We experienced a setback this year with conflicting events on Ile Notre-Dame. In my estimation, the safety of the triathletes was given second thought and 2 course changes were mandated by PJD. One of the changes was directly responsible for at least 10 bike accidents. I expect that with this experience we will be able to solve this problem next year.

**RECOMMENDATION:** There is no facility for the athletes. The small, inadequate Athletes' Quarters - 3 shower heads, 4 toilets etc... provides nothing for the athletes who train at the bassin on a regular basis not for the events whose athletes number in the hundreds and thousands. A facility where the participants can shower in comfort and be "inside" for a little time is badly needed. Regarding special events, this facility should also have a VIP lounge for sponsors and organizers to get together. This subject is being addressed by a separate group involved with Parc Jean-Drapeau.

3. **Cost of facilities** We rent the facilities on PJD yet any event of this size receives facilities and services free within the City of Montreal. The **MONTREAL MARATHON** is my best example. The marathon did not pay for barricades when they run through Parc Jean-Drapeau. We received a bill for \$2,000 for barricade rental. Rental of barricades appears to be a new profit centre of PJD. We pay for the use of the facilities and services provided by the blue collar workers. Our participants pay \$12 for parking over 1,000 cars yet we have to pay extra for barricades! Ideally, all our facilities would be free. I have shown over the years that I will invest in equipment to ensure that the Triathlon de Montreal is the best race in Eastern Canada. With the saving by not paying for facilities, I will be able to invest more money in triathlon specific equipment and personnel.

**RECOMMENDATION:** There must be a level playing field for all event organizers. The city's infrastructure should be free-of-charge to qualified events. This infrastructure includes city owned facilities and equipment. If an event needs a large tent then this is a cost to the event. Equipment like barricades are always available.

4. **VELODROME We need 1!** It would work as a part of a multi sport facility! I am just stating the obvious concerning the velodrome. Having ridden on the old velodrome there is no doubt that it was uneconomical under that form of operation. However, with a private facility run as a business and part of a multi sports facility, the velodrome would thrive. We need the velodrome for the elite cyclists and triathletes to ride in the winter and for the thousands of recreational cyclists to maintain their form until everyone can get outside again.

**RECOMMENDATION:** As an owner of the Sportplexe 4 Glace in Pierrefonds, I know first hand the success that comes from cooperation between private enterprise and a willing city. The velodrome would become a reality under these conditions. The city must make a non monetary contribution of land/tax subsidy, while a private group pays for the construction and operation of the velodrome.