

# IRONMAN



More than \$120m in direct economic impact since 2010



# AR 70.3 **WORLD CHAMPIONSHIP**



St. George Utah USA

**September 18, 2021** 

3522 Athletes

**11,362** Visitors

**87** Countries

50 States

75% First time visitors

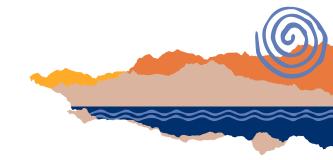
79% Want to return

97% From outside of Utah

96% Would recommend

\$18 million economic impact











Worklife

Travel

Future

#### **SPORT**

#### Ironman 70.3 World Championships: Lauren Parker wins despite third-degree burns

O 21 September 2021 Disability Sport





Lauren Parker - Olympic Silver Medalist - Australia





A training crash in 2017, that left Australian Lauren Parker with broken ribs, scapula, back and pelvis, as well as a punctured lung, changed her life forever. Following the accident, Parker transitioned to paratriathlon with great success. Coming off a Silver Medal at the Tokyo 2020 Paralympic Games, Parker's journey to her first IRONMAN 70.3 World Championship appearance has been anything but easy and was made more difficult after suffering burns to her feet in the lead-up to the event, resulting in time at the Intermountain Healthcare St. George Regional Hospital Wound Care Clinic. After being released from the hospital, the support for Parker and coach Brad Fernley didn't end there. Two Nurses from title partner Intermountain Healthcare, Marci Nell and Sydnee Slack, and Doctor Carl Van Gils, went above and beyond, working with IRONMAN Race Officials to create a plan that allowed Parker to race with their focused aid and support on race day. Marci Nell and Sydnee Slack assisted Parker at the end of each leg to dress her wounds and ensure that her burns were safe and properly covered, with the two nurses on hand to present her with her medal as she crossed the finish line. (Photo Credit: Donald Miralle/IRONMAN) I (Photo credit: Patrick McDermott/Getty Images for IRONMAN) (L-R Marci Nell, Lauren Parker, Sydnee Slack)

#### 2021 IRONMAN 70.3 WORLD CHAMPIONSHIP **TOTAL RACE COVERAGE**

Facebook live and highlight video metrics across multiple pages







TOTAL RACE VIDEO VIEWS

Live + VOD Highlights

**CONCURRENT LIVE STREAMS** 

Peak Concurrent

30 SEC+ VIEWERS

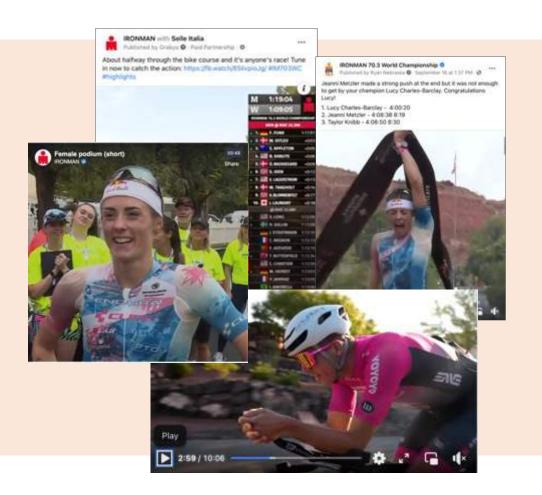
People who watched 30 secs or more

**TOTAL HOURS WATCHED** 

RACE DAY ENGAGMENTS

Reactions + Shares + Comments

7,096,000 28,000 984,700 115,450 56,900



# 2021 IRONMAN 70.3 WORLD CHAMPIONSHIP VIDEO ON-DEMAND

Facebook video metrics for previews and halo highlights







Number of time a post was seen

**TOTAL VIDEO VIEWS** 

Video plays of preview/highlights

**TOTAL HOURS WATCHED** 

4,280,000

1,840,000

11,000

A FIGHTING CHANCE (Series)

Total Video Views

Episode 1: 1,861,000 Episode 2: 959,600 Episode 3: 19,400 \*

\* No Facebook Boost

2,840,000



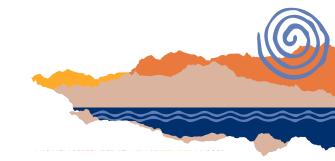
Sources: Facebook Insights & Socialbakers

### Media Coverage & Value (domestic)

- Pre Race
  - \$7.6 million media value in the 8 months leading up to the race
    - Audience reach: 277 million

- Post Race
  - \$8.6 million media value in the 2 months following the race
    - Audience reach: 340 million







Culture Autos Sports Health Opinion Experts

MY TURN

'I Received a Terminal Diagnosis, Then Completed

an Ironman'



HEART OF UTA

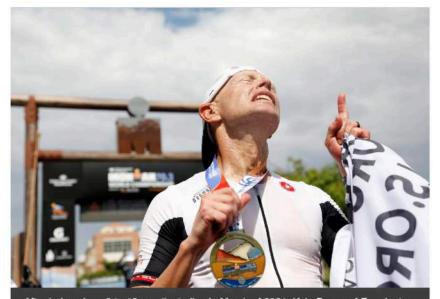
#### Utah man finishes World Championship half Ironman while dying from ALS

Sep 27, 2021, 7:08 AM | Updated: Sep 28, 2021, 9:10 am

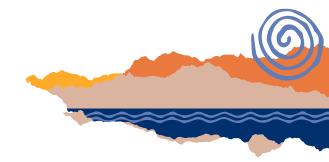
Kyle Brown - Farmington, Utah







After being given 6 to 18 months to live in March of 2021, Kyle Brown of Farmington, Utah, became determined not to let his diagnosis stop him from living his life. On race day, Brown sported bib number 179 in honor of Jon Blais, the first person with ALS to complete an IRONMAN race. Kyle crossed the finish line continuing to raise awareness for ALS at the 2021 Intermountain Healthcare IRONMAN 70.3 World Championship presented by Utah Sports Commission, displaying a flag that reads "It's too late for me, but not for someone you love. A cure for ALS is close." (Photo Credit: Patrick McDermott/Getty Images for IRONMAN) - TOP LEFT I TOP RIGHT I BOTTOM





I wanted to tell you that St George has the greatest hospitality of any race I've been to with IRONMAN - (47+ IRONMAN races).

The entire town and neighboring communities in Washington County really know how to make you feel welcome and appreciated.



# What does this all mean?





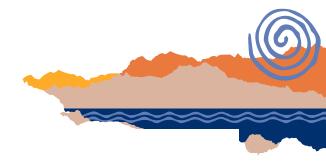




"St. George has proven itself time and again to be a world class venue, where Champions choose to rise to the challenge, in the Land of Endurance.

As a result, it is with great excitement that we let you know that the IRONMAN St. George event on May 7, 2022 will now become the 2021 edition of the IRONMAN World Championship. St. George will also host the 2022 IRONMAN 70.3 World Championship on October 28, 29, 2022."







# 3 World Championships in 13 Months

**2021** IRONMAN 70.3 World Championship Saturday, September 18, 2021

**2022** IRONMAN North American Championship Saturday, May 7, 2022

2021 IRONMAN World Championship Saturday, May 7, 2022

**2022** IRONMAN 70.3 World Championship

Friday, October 28, 2022 Saturday, October 29, 2022







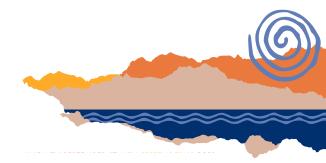


in economic impact

to Kona

\$40m in media value



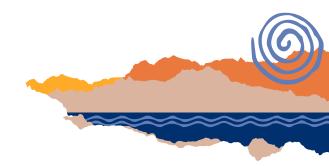




Jeff Robbins: CEO, Utah Sports Commission

"Maybe the biggest event in Utah since the 2002 Winter Olympics, as far as a world-wide marquee brand."





### **How is Utah preparing?**

Hosting large-scale international sporting events like the IRONMAN World Championship are important to the state's preparations for an Olympic bid.

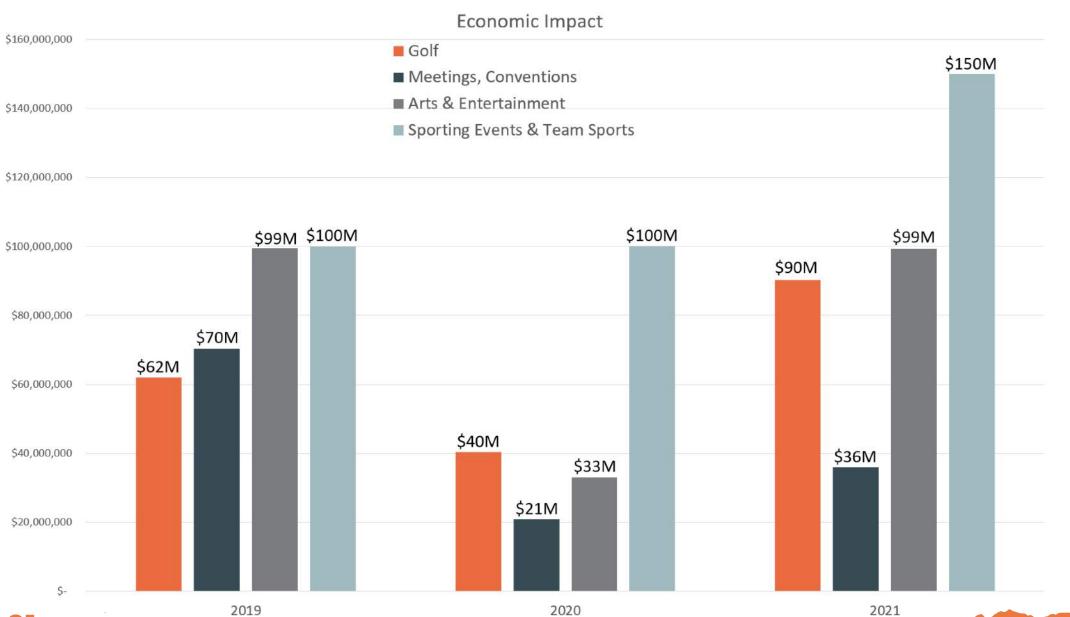


Sarah Hirshland - CEO United States Olympic and Paralympic Committee





























# TOURISM ECONOMICS

Conventions

Events

Vacations

Direct Spending, Jobs Created, Labor Income, Income/Sales Tax, Local Biz Output

Sharing Inspiration, Return Visits

Business/ Home Owner/ Leader/Influencer

#### **Immediate Benefits**

- Direct spending
- Jobs created
- Labor income
- Income tax
- Sales tax
- Local business output





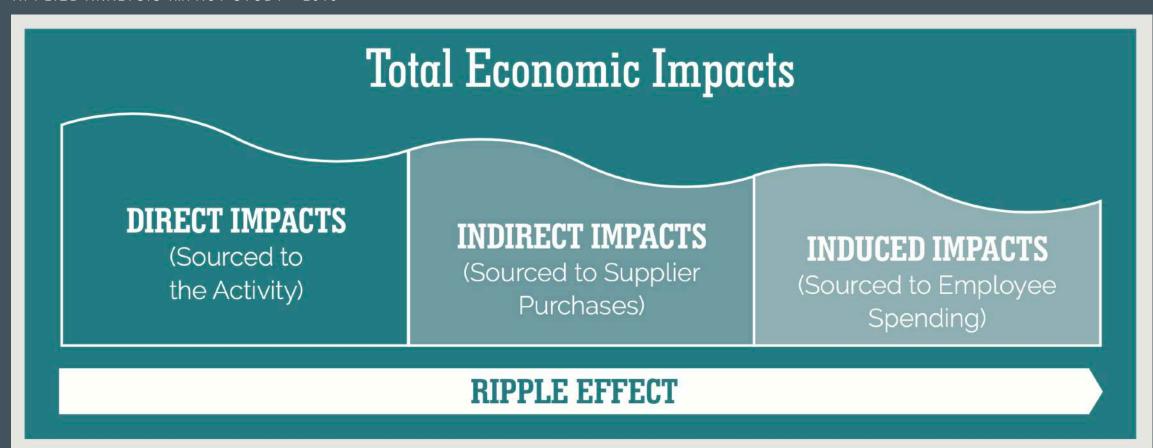
### **Economic impacts of tourism**

APPLIED ANALYSIS IMPACT STUDY - 2019

\$600m	Direct Spending by Visitors
8,900	Jobs Created
\$220m	Labor Income for County Residents
\$11m	State Income Tax
\$25m	Sale Tax
\$732m	Total Output for Businesses
\$379m	Value Added Economic Activity (providers for tourism businesses)

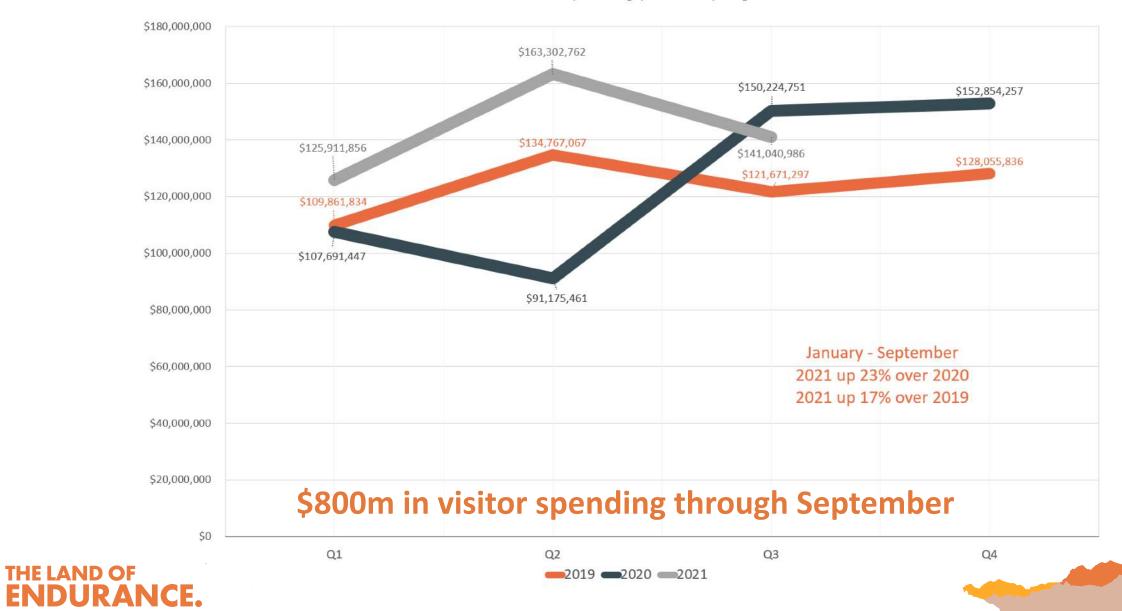
### Why it works

APPLIED ANALYSIS IMPACT STUDY - 2019



#### 2019 - 2021 Greater Zion Domestic Visitor Spending

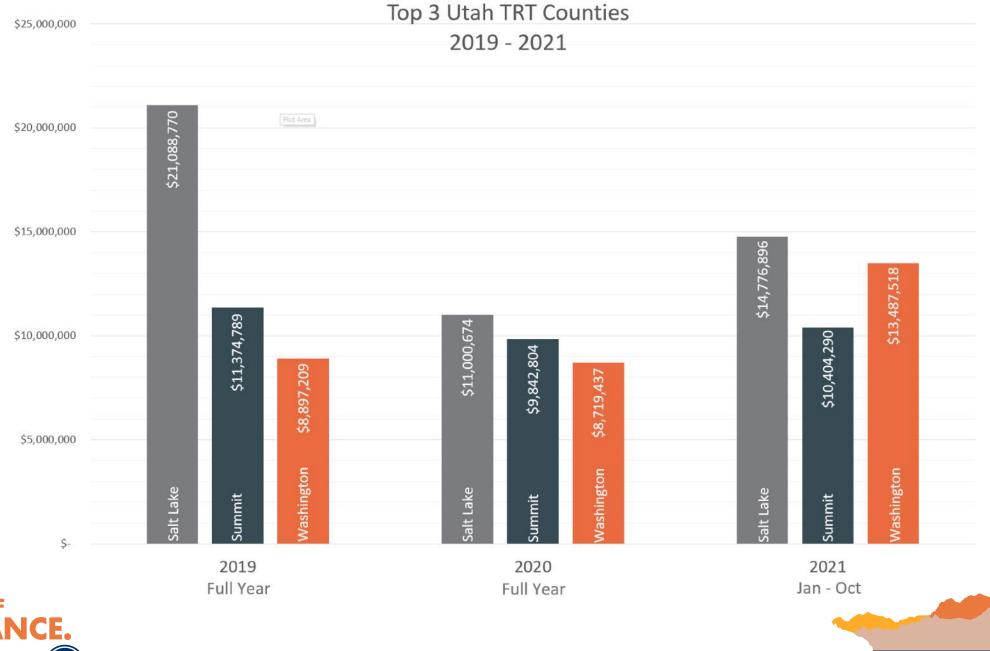
VisaVue data represents roughly 53% of visitor spending



#### 2019 - 2021 Greater Zion TRT





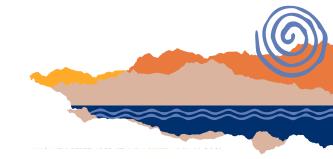




## More than the Money



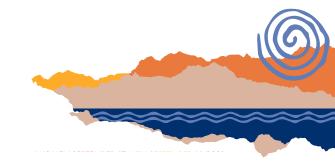




### **Iconic Events**

- Raise the profile of a community
- Promote long term investment
- Create jobs
- Generate enthusiasm and a sense of community
- Reduce taxes

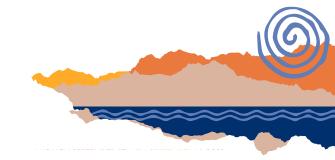




### **Iconic Events**

- Raise the profile of a community (all eyes are on us)
  - Influences worldwide perceptions/acceptance/appreciation
  - Demonstrates the community's capabilities
  - "Street Cred" enhances economic opportunities for all business sectors
  - Introduce successful people to the community
  - Attracts business investment
  - Persistent increase in community recognition and tourism







"Hosting these type of events puts us on a worldwide stage that opens the eyes of successful and experienced people to the capabilities of our communities and the opportunities available here. They create credibility and attract positive attention that benefits all of the businesses here."

Patrick Manning - Managing Partner Enlaw, Black Desert Resort







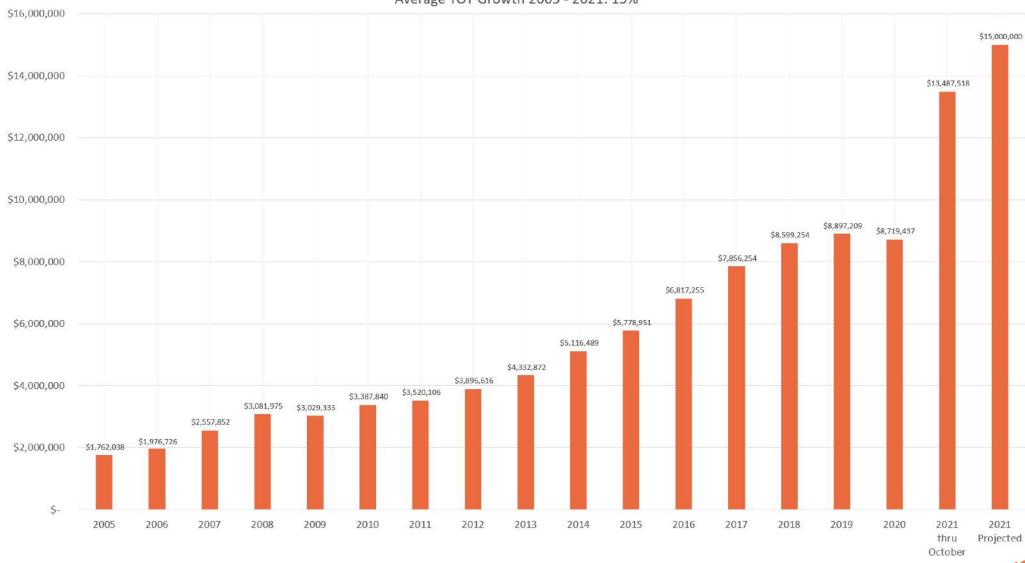
"At Zonos our mission is to create trust in global trade, and with a global clientele like ours, we see the benefits of having globally recognized events like the IRONMAN World Championships in our hometown and where we have our global headquarters."

Josh Aikens - Chief of Staff Zonos





TRT Yearly Totals
Average YOY Growth 2005 - 2021: 15%

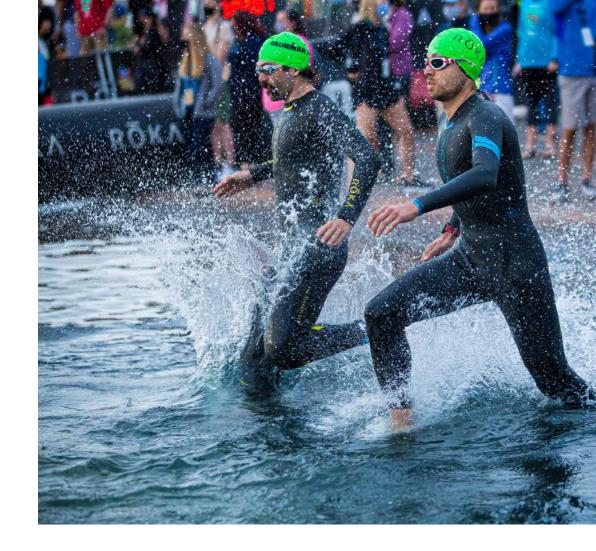


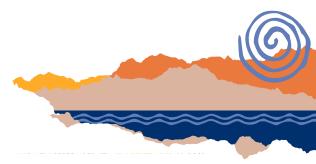


### **Iconic Events**

- Promote long term investment
  - Improved sporting and event venues
  - Additional amenities & services
    - Golf Courses
    - Parks & Trails
    - Restaurants & Shopping
    - Recreation & Entertainment
    - Transportation
  - Infrastructure to support the influx of visitors



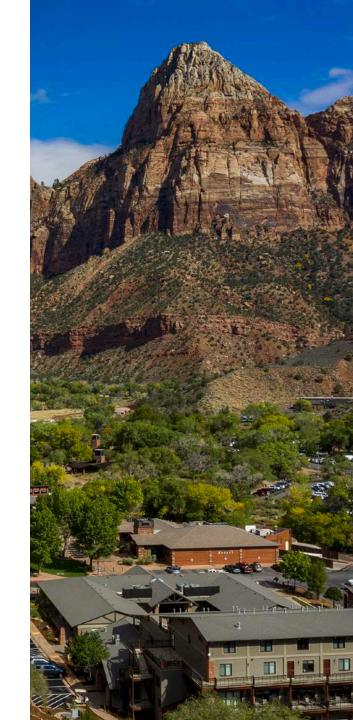




# Springdale, Utah

- Property Taxes provide less than 2% of total revenue fund
  - Less than 1% of total budget
- Tourism Taxes and Fees pay for:
  - Police Services
  - Streets sweeping, cleaning, maintenance
  - Water & Sewer (this would be septic, not sewer)
  - Parks & Park Services

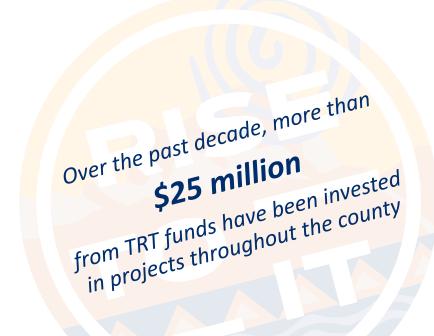




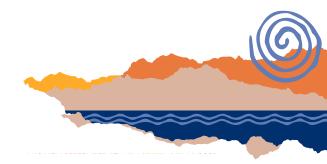
# \$25 million invested

### **Recent Projects**

- \$10m grant for Zion Corridor Path (\$3m match)
- \$2.5m SR18 Projects
- \$2.5m Dixie Center Improvements
- \$2.5m Human Performance Center at DSU
- \$1m Hurricane Trails System
- \$1m Snake Hollow Bike Park
- \$835k Hurricane Valley Fire
- \$500k Virgin River Trail System
- \$500k Annual St. George City
- \$500k Annual DSU Marketing Agreement
- \$375k Santa Clara BMX Park







## **Iconic Events**

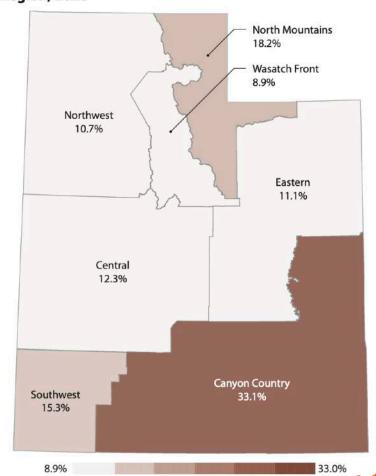
### Create Jobs

- Construction
- Housing
- Suppliers
- Development
- Planners
- Medical
- Health
- Fitness

- Financial
- Legal
- Technology
- Creative Services
- Real Estate
- Recreation
- Education
- Transportation

THE LAND OF ENDURANCE.

Figure 23: Leisure & Hospitality Job Share by Travel Region, 2020



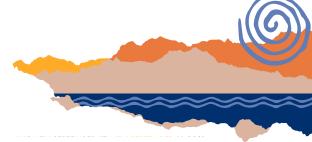
## **Iconic Events**

### Generate Enthusiasm

- Energy and excitement
- Community pride
- Volunteerism
- Civic virtues



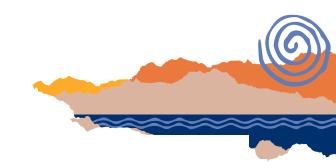






"Strong communities have a significant sense of purpose. People's roles have meaning in the bigger picture of the community and each member of the group understands how their work connects to others' and adds value to the whole. As members of community, people don't just want to lay bricks, they want to build a cathedral." - Forbes







"These events provide opportunity for all of us as 'parts' to come together and create a better 'whole'."

> Lisa Beck - President Harmony Public Involvement







"These kinds of events inspire people to resolve to improve their health, to set personal goals and achieve them. They build on the hope we each have within that we can become better versions of ourselves. That's how a healthy future begins and ultimately that vision carries the person who acts on it to a lifetime of achievement."

Mitch Cloward - Administrator Intermountain St. George Regional Hospital







"As a boy I passed out water in the early days of the St. George Marathon and cheered on neighbors and friends. I always knew I would run the marathon when I was old enough - and sure enough, I've run it several times along with my wife and each of my brothers and sisters and many of their spouses."

Shayne Wittwer - CEO Wittwer Hospitality





"They create an elevated community experience, with improved community amenities, fueled by the economic impact of outside dollars."

Tracey Welsh - General Manager Red Mountain Resort







"When the world comes to us, we add an element of inclusion and diversity into our area that would not be possible without events like these. We're exposed to ideas, personalities, cultures and people that many of us would never meet any other way. And they are exposed to us and our way of life as well. By familiarizing ourselves one with another, we bring the world a little closer together and our community gets to be a part of that. It's pretty special."

Kyle Case - CEO Huntsman World Sr. Games





"These events are critical to our future! In some ways they are the beating heart of our community. The longer they continue, the more tradition and vibrancy we will enjoy. They will be anchors for our economic prosperity, identity, and growth."

Lance Brown - Development Officer
Dixie State University

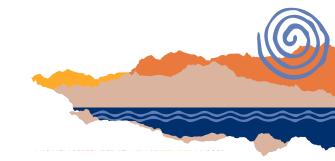


### **Iconic Events**

#### Lower Taxes

- Tourism taxes provide \$1200+ in tax relief per household each year
- 20% of the food tax collected is from visitors
- Impact fees collected from hospitality business offset other taxes
- Washington Co. has the lowest property tax in the state







"For a small community like St. George/ Washington County to host a world famous event is amazing. It's a testament to the caliber of people within the community."

Christian Millward - Sports Medicine Intermountain St. George Regional Hospital







"These types of events not only support the area economically, but they give the community a sense of outdoor active culture and exciting things to do."

Isaac Barlow - Managing Partner TechRidge







"These events bring dedicated and highly successful people to our community. They bring business connections that lead to business opportunities. They expose us to new cultures and ideas and provide opportunities to learn, serve and grow. Whether people know it or not, these events positively impact every person in the community."

Paul Morris - VP of Administrative Affairs
Dixie State University



## It hasn't always been this way...

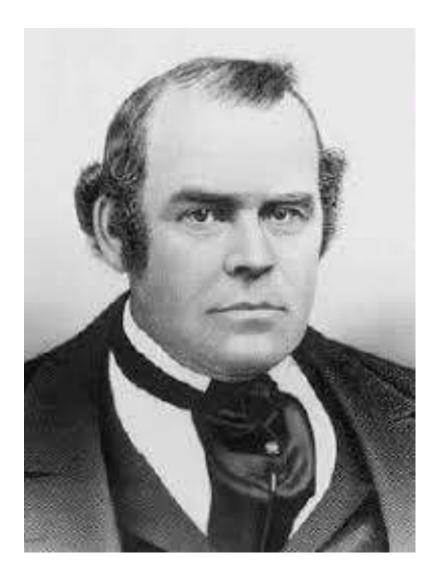




## Historically there wasn't a tourism component

"A poor and worthless place."

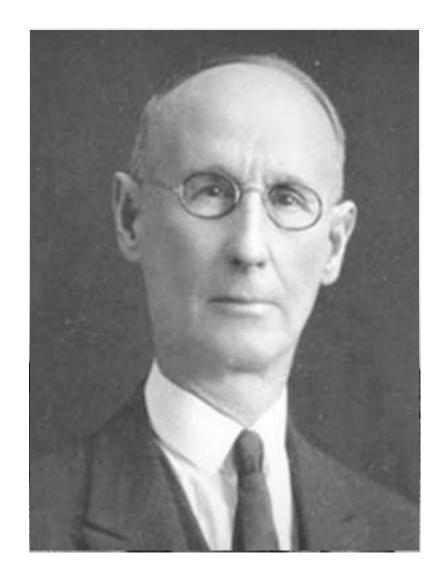
- Parley P. Pratt



## Historically there wasn't a tourism component

"If I had a house in hell and a house in St. George, I'd rent out the one in St. George and live in hell."

- J. Golden Kimball



### **Orval Hafen**

"Ever since this country was settled, people have been occupied almost exclusively with wresting a living from the soil and getting a toehold economically."

- Orval Hafen, early 1900s



## **Early vision**

"Instead of the isolated little farms and cattle ranches, we may be in the midst of a recreational center, which will entirely change our attitudes, our outlook, our associations, our opportunities...."

- Orval Hafen, 1930s

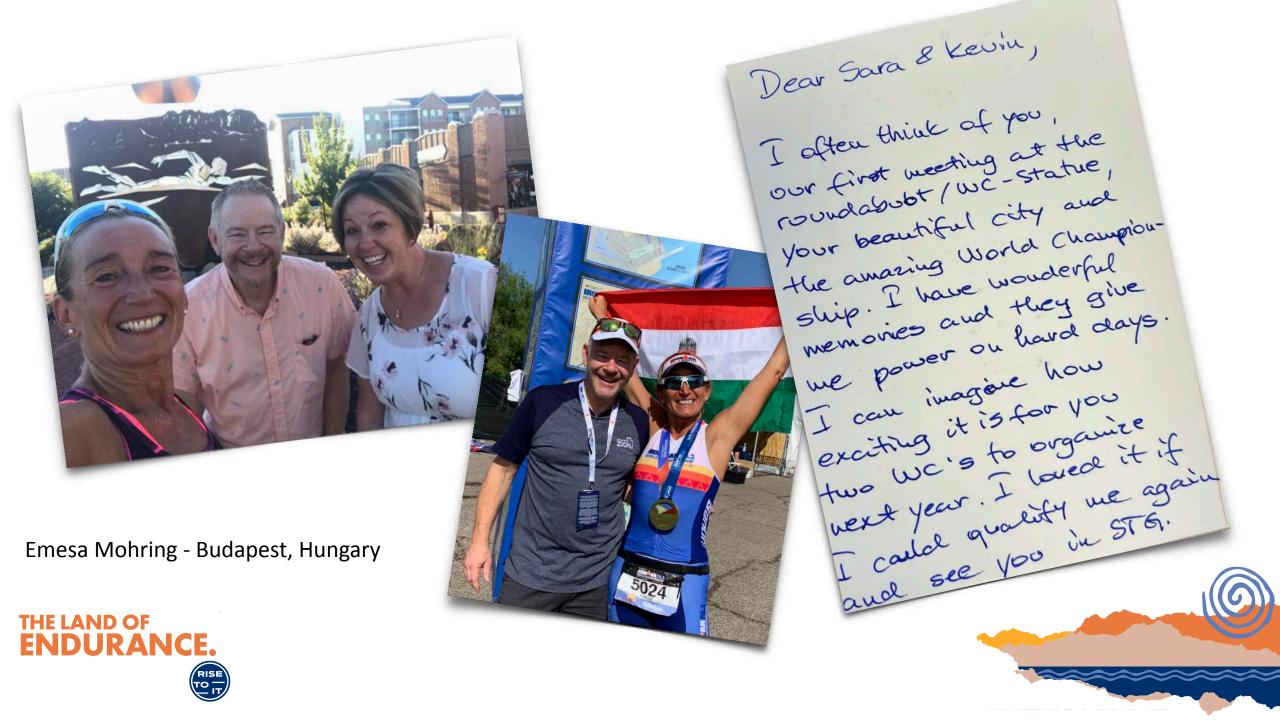


### It wasn't for the locals...

"Our reasons for building a golf course are mostly to attract people from outside to come here and spend their money."

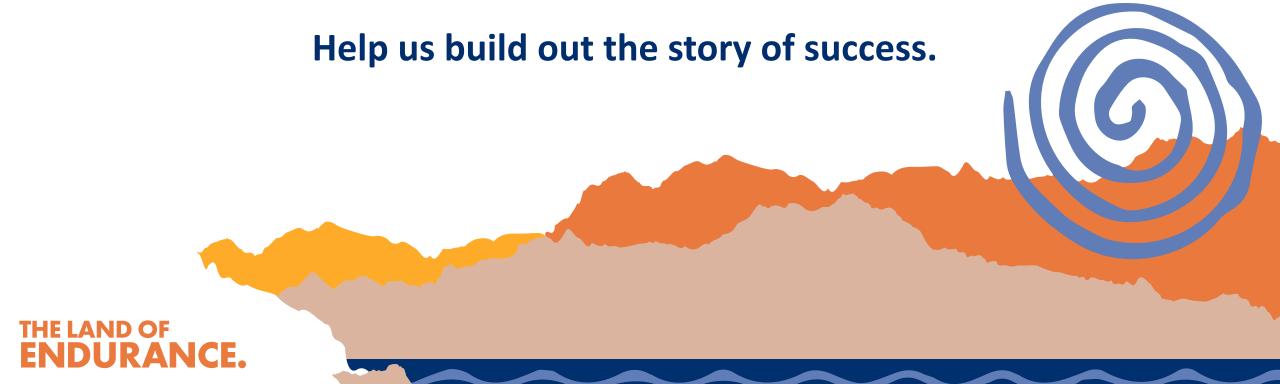
- Orval Hafen





## A transformational year...

- 2 World Championships
- 8-10 significantly newsworthy events





# Claim your place

- GreaterZion.com
- ironman.GreaterZion.com
- facebook.com/GreaterZionUtah
- twitter.com/GreaterZionUtah
- instagram.com/GreaterZionUtah





