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Let's do it again

Posted: Wednesday, Jun 20, 2007 - 09:45:39 pm PDT
By TOM GREENE
Staff writer



JASON HUNT/Press
Graham Frazier, CEO of North American Sports, signs a letter of intent to keep Ironman in Coeur d'Alene for five more years along with Mayor Sandi Bloem, and Jonathan Coe, president and general manager of the Coeur d'Alene Area Chamber of Commerce.

Ironman officials agree to keep race here for 5 more years

COEUR D'ALENE -- The Ironman race will stay in Coeur d'Alene for at least another five years and, probably, longer said stakeholders after signing a letter of intent Wednesday at The Coeur d'Alene Resort.

Graham Frazier, chief executive officer of North America Sports, also announced a \$50,000 donation to the Kroc Center which, he said, "is also part of the commitment."

"We're not going anywhere," Graham said. "I hope we're all here for our 25th anniversary 20 years from now."

"You try and find places where you deal with good people."

Both Frazier and Jonathan Coe, president and general manager of the Coeur d'Alene Chamber of Commerce, said the new five-year contract is essentially the same as the previous contract with changes made to allow for the bike route to go through Hayden and Hayden Lake instead of Post Falls.

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"The content is all the same. It's just a matter of getting lawyers to work out all the legalese," Frazier said. "The negotiations are all done."

In June 2006, immediately following the fourth Ironman race, Frazier told athletes and volunteers at the awards banquet they would be putting together another five-year contract "Hopefully, within the next month." On Wednesday, Frazier said the delay was mostly due to North America Sports not having a license for the event through the World Triathlon Corporation until recently. WTC owns the Ironman trademark.

"I couldn't go sign with the city until I had that license," Frazier said.

Coe said the amount paid to North America Sports for the race in the new contract is the same as the old: The Downtown Association, The Resort, the Chamber of Commerce, and other sport and trail organizations pay a \$50,000 annual marketing fee. Participating motels pay a total of about \$20,000 in motel room fees.

In 2005, the event cost the city of Coeur d'Alene about \$21,000 in police, fire/EMT, the parks department equipment and overtime, and streets

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department equipment and overtime.

After the press conference, Frazier said Coeur d'Alene should expect to become an even more popular race in the world of triathletes because it will become the first Ironman of the year in North America in 2008. The Ironman race in Arizona -- which has traditionally been held in April -- will move to November, pushing Coeur d'Alene's fourth-Sunday-in-June spot to the top of the list.

"That will change the landscape some," Frazier said.

Coeur d'Alene has already increased in popularity, Frazier said, with the full 2,200 athletes signed up this year compared to about 1,400 five years ago. The new bike course is another improvement to the race, Frazier said.

"I've heard it's tougher, but everyone likes it better," he said. "It's much more scenic."

Coe said the Ironman race has a \$7 million economic impact to the area and now "Coeur d'Alene has become identified with Ironman."

Mayor Sandi Bloem said many of the race's greatest impacts are not as tangible.

"You go home afterward and say 'There's something I can do better with my life,'" Bloem said. "Our community is healthier in all ways because of this event."



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to umm from a wrote on Jun 22, 2007 11:11 AM:

" its not that you ticked me off i was just giving you some advise i thought the same way you did last year when they did it in front of our house but you just need to find ways around it and just ask questions instead of just asuming that it was going to interfere withyour day "

from ummm wrote on Jun 21, 2007 2:14 PM:

" I like the event, I'm not saying that I don't. It just makes it hard to get out because I have no other street to use. I was thinking of passing out water or healthy snacks to the athletes along the street but I did not sign up. I could put a table out with cups and stuff so they can at least have another water station along the way. I did not know that someone from the event could help a car out of a driveway. I thought that I would get into trouble if I backed out. Sorry I ticked you all off. "

kd wrote on Jun 21, 2007 12:35 PM:

" To Ummm... It's too bad you don't have any friends you could spend the day with, so Ironman wouldn't bother you so much. I've been a volunteer for 5 years now, and it is very rewarding. Maybe you should try it, volunteering, or plan your vacation around next years event so it doesn't affect you. Sorry you're so put out, but it looks to me like you're the only person complaining. Too bad your weekend won't be as enjoyable as thousands of others. Cry a river and float on it!!!! "

To Ummm wrote on Jun 21, 2007 11:20 AM:

" Where we live we too are "boxed" in as you call it. We can't use the roads because of the bikes...but WHO CARES! If you were off your a** participating or maybe even volunteering it wouldn't matter to you now would it? Always a cry baby in the bunch, get over it...it's here to stay. GO IRONMAN! "

a from post falls wrote on Jun 21, 2007 10:44 AM:

" to umm last year they had it in front of our house and they lst us out when we needed to did you ask someone about it? we were able to leave when we wanted just had to be carefull of the riders we also had police escorts that told us when to pull out onto the road yeah we didnt want to leave when there was big amounts of runners but we still made it work "

MP wrote on Jun 21, 2007 10:21 AM:

" Umm...park your car on the outside of the course the day before...you can still walk across the course while its in session. Takes a little planning on your part as well. People have been dealing with the same issue in Spokane for years.. Bloomsday?! "

To umm... wrote on Jun 21, 2007 10:10 AM:


" Quit your whining. You make it sound as if the Ironman organizers are purposely targeting YOU and wanting to make YOUR life miserable. Try seeing this event for the positive impact it has on the community and go out and cheer on the competitors. They deserve all the support they can get...they are actually out doing something productive with their lives as opposed to living their lives complaining and playing the victim, like you seem to be doing. So what if you can't move your car for a few hours? Go take a walk! "

umm lets change course wrote on Jun 21, 2007 9:25 AM:

" where i live i am boxed in my home this year for the entire race till they open up the street! it is not fair and poor planing. there is no other way out and you can not cross any streets. they should have planed it better rather than traping people in there homes. if i work that day im locked out for the rest of the day and cant go home. if i don't work im trapped in the nabiorhood till this stupid thing is done! thanks alot ironman for the trouble and i will make you uncomfortable for the next 5 years or so that you disrupt me for so many hours! ya it is one day but being with no other route to get out to go anywhere is what upset me. we cant move our car for 10hrs if we needed to get out. again thanks alot for all the poor planing!!! "

Cantrunablock wrote on Jun 21, 2007 6:00 AM:

" Kudos to everyone who had the foresight to bring this great event to CdA and the wisdom to work to keep it here. It seriously changes the image and stature of this community for the better. "

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