

Critical Business Info

Event Basics – TWO RACE DAYS

October 24-29 (Race Week)

Women's Race – Friday, October 28

Men's Race – Saturday, October 29



Nearly 20,000 visitors from around the world will be in town for the World Championship. They will bring an estimated \$20 million in economic impact to the businesses in the area. We encourage residents and businesses to prepare for the event by adapting your normal schedules so you can join in the activities and support the event.

Be aware of the event, its impacts, and its rewards for you and your business.

Event information, traffic impacts and more: IRONMAN.GreaterZion.com

Downtown St. George Businesses Impacts

Extended Closures (for setup and pedestrian bridge construction)

- 10/22 – 10/30: Main St from 50 N (Advenire and Zions Bank entrances) and south to the Roundabout at Tabernacle
- 10/24 – 10/31: W Tabernacle St from Judd's to the roundabout
- 10/24 – 10/30: W Tabernacle St from the roundabout to 300 W

Tuesday & Wednesday, October 25 & 26

- Expect delays on routes around these extra events:
- IRONKIDS event at 4:30 p.m., Tuesday, mainly around Town Square and Tabernacle East to 100 South
- Fun Run at 8 – 9:30 a.m., Wednesday, on and around Main St from 100 S toward 300 S, and 300 S toward S 700 E

Friday & Saturday, October 28 & 29 (race days)

Expect road closures and detours from 7 a.m. to 8 p.m.

- Main Street from Diagonal to 100 S
- E Tabernacle from Main St to 200 E
- 200 E from E Tabernacle to 200 S
- 200 S from 200 E to 400 E

The following areas will be impacted during the hours noted:

- Red Hills Parkway westbound lanes will be closed from 1000 East to SR-18 from 7:30 a.m. – 3:30 p.m.
- Snow Canyon Parkway westbound lanes from Bluff to Snow Canyon Drive will be closed from 7:45 a.m. – 3:30 p.m.
- Diagonal Street will be closed to traffic in both directions from 8:15 a.m. – 7:30 p.m.
- SR-18 will be single-lane traffic, using the northbound lane from 8 a.m. – 5 p.m.

To Do

Staff up – approximately 20,000 visitors will be in town (this is the equivalent of a Presidents Day Weekend, but for the week)

Stock up – don't run out of food, coffee, wine, beer, spirits – consider items triathletes and international visitors are going to desire

Spiff up – show off to the world, putting your best foot forward in appearance and cleanliness

Educate your staff – make them prepared, share resources, instruct – let them know how they can appreciate this and what's happening in the community and be educational vehicles about the area

Update your website, social media, and Google listing – let these visitors, and your regular guests, know when you're open, where to park, and any other vital info

Advise regular deliveries and delivery drivers of access or alternative access

Communicate to your regulars/locals that you're still open, about special hours or how to access your business during the event.

Refer to IRONMAN.GreaterZion.com for event details and information.

Consider Adaptions

Add extended hours – open early to accommodate spectators, stay open later to accommodate the event schedule

Bring your business out front – if you're on the route or on a closed street, consider bringing products to the sidewalk, increase outdoor dining/seating options, or even offering to-go items for those passing by. (St. George City will allow responsible flexibility and advertising.)

If you serve alcohol, with increased outdoor seating, consider extending your liquor license.

Consider outside games or pastimes while people wait for food or tables.

On Friday and Saturday (race days), consider a day of service and volunteer instead of being open.

Embrace the Event

Make IRONMAN specials – it doesn't have to be a discount, but name a sushi roll, drink, sandwich or something IRONMAN. (Good job, Benja's!)

Get involved – volunteer, attend events, check out the IRONMAN Village.

Hang welcome banners, balloons, and encourage staff to dress in themes of IRONMAN – make it a party all week!

Use social event hashtags: #IM703WC | #mdotsculpture | #LegendsRising | #LandofEndurance #GreaterZion and tag @greaterzionutah and @cityofstgeorge

Tools

Local Advertising – If your business is directly impacted by the event, you may be eligible for a Greater Zion-subsidized advertising package through TownSquare Media. Advertise locally on the radio or reach consumers with some digital ads. Contact Heather at 760-423-2737.



Welcome banners and signs – Using a vertical or horizontal template (pictured at left), put your business logo on an IRONMAN welcome banner to welcome athletes and visitors at your place of business. Contact Marv at AlphaGraphics at 435-656-5220 to order.

Social Media Toolkits – Available through the Greater Zion Convention & Tourism Office, use these images and content templates to tell your regular customers that you're open during the event or direct them otherwise.

Pick up information (Race Week Activities brochures, visitors info, etc.) from the Greater Zion Convention & Tourism Office (20 North Main Street) – available in early October

IRONMAN.GreaterZion.com for road closures, links to course maps, fact sheets, schedules, and other resources.

Ask the Questions

As the lead hosts of this epic event, the **Greater Zion Convention & Tourism Office** wants this to work for you. Have any questions or concerns, contact info@greaterzion.com/435-634-5747.

Reach out to Marc Mortensen, **City of St. George**, (marc.mortensen@sgcity.org) for questions on business operations and ordinances during this event.