

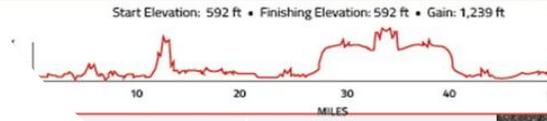
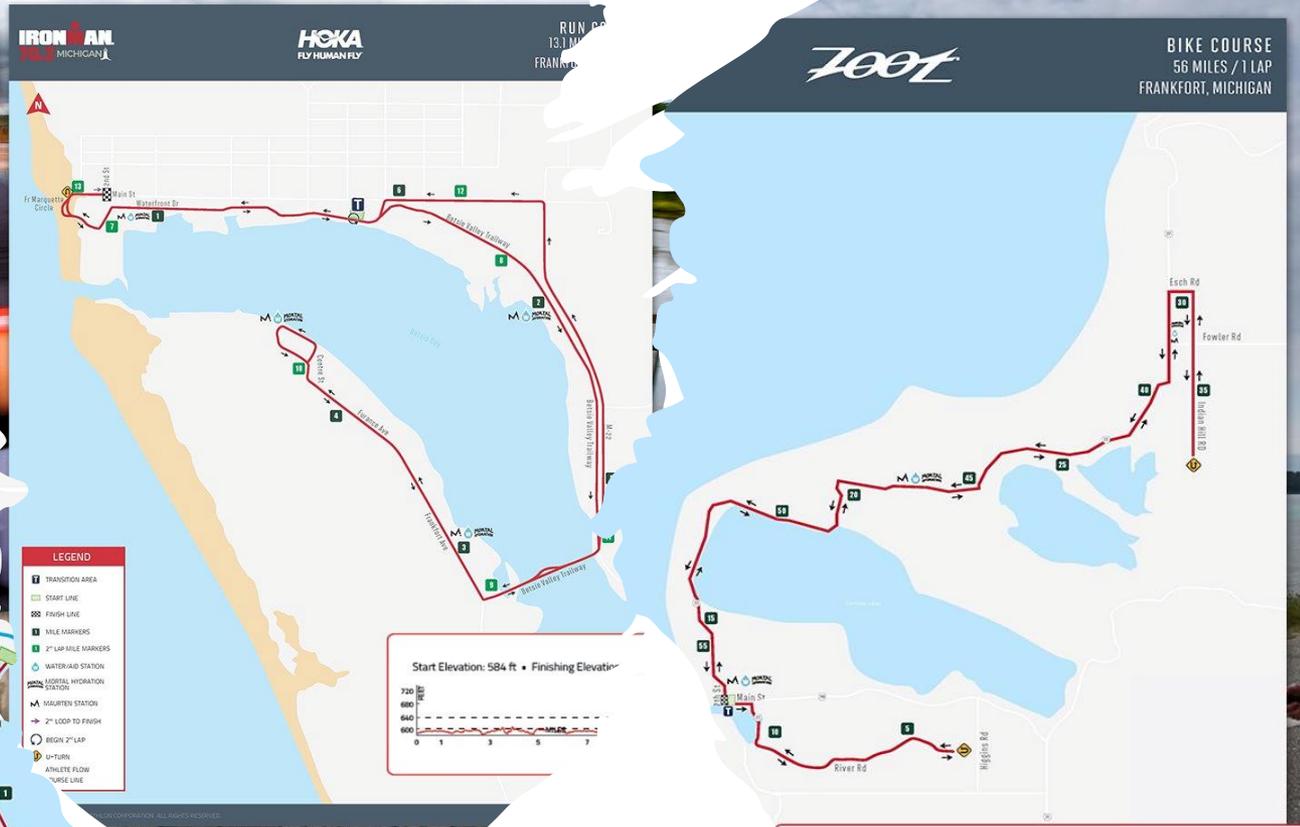
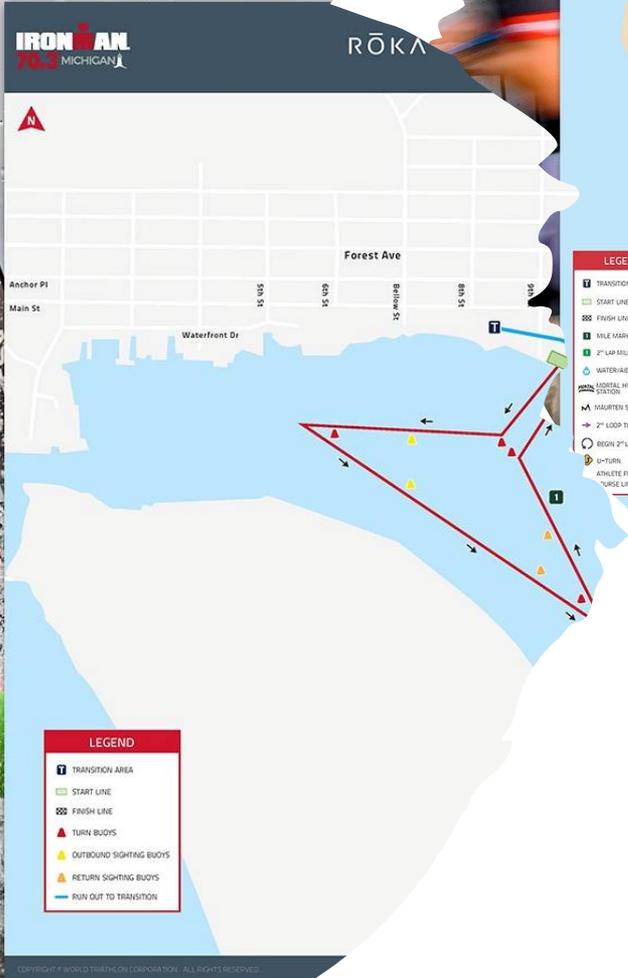


2025 Ironman 70.3 Michigan



Topics Covered

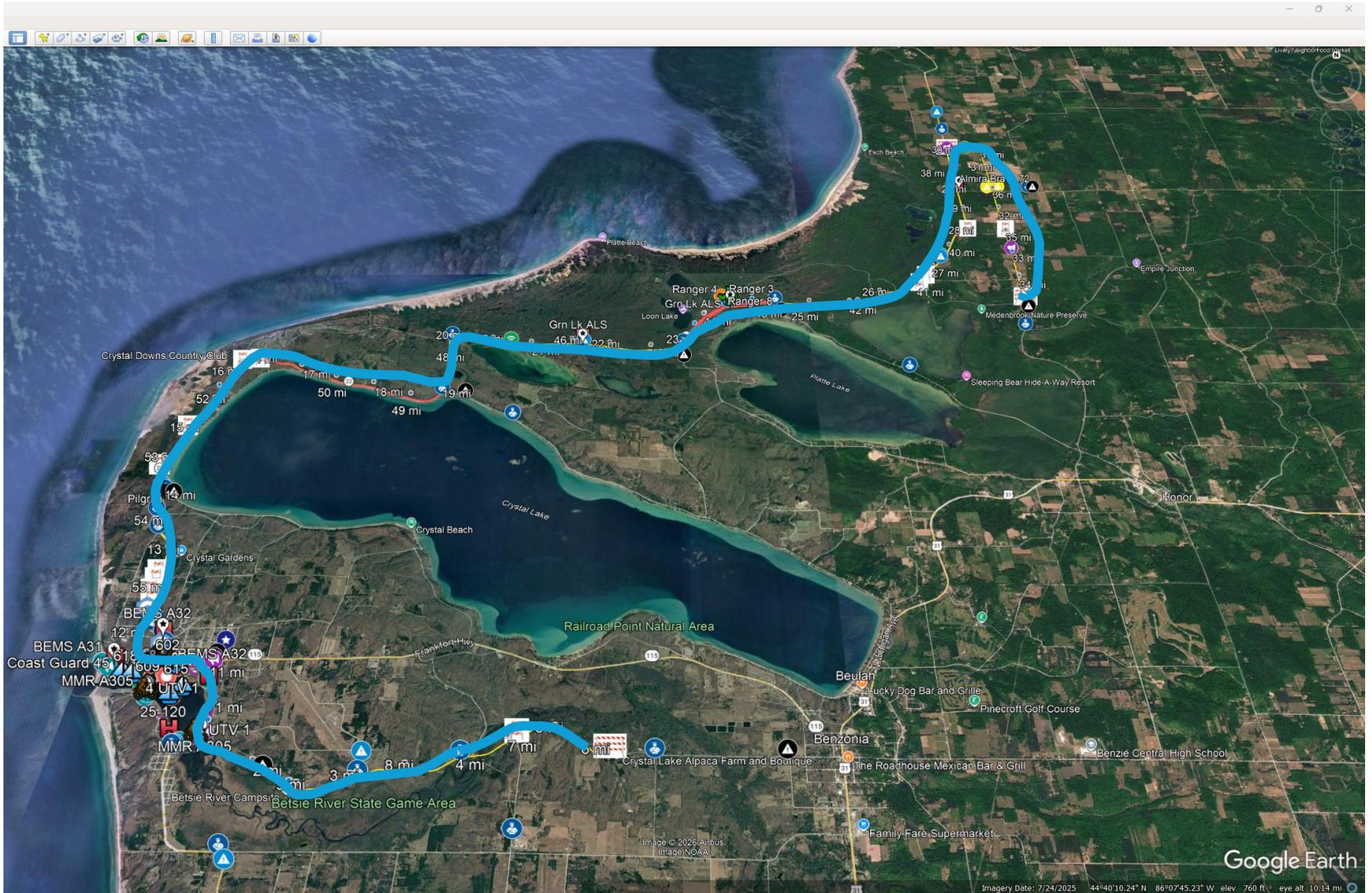




Event Overview

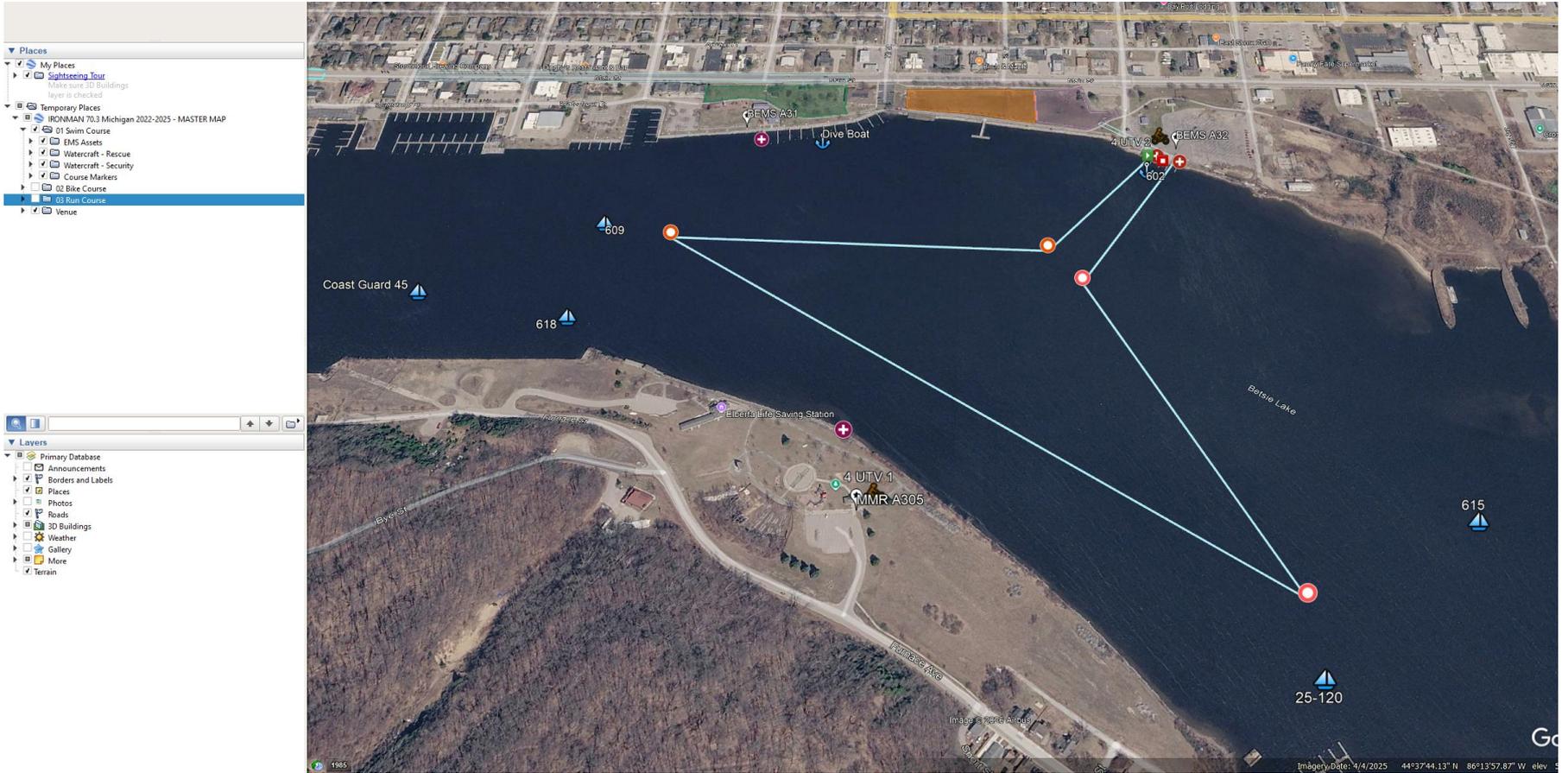


Google Earth

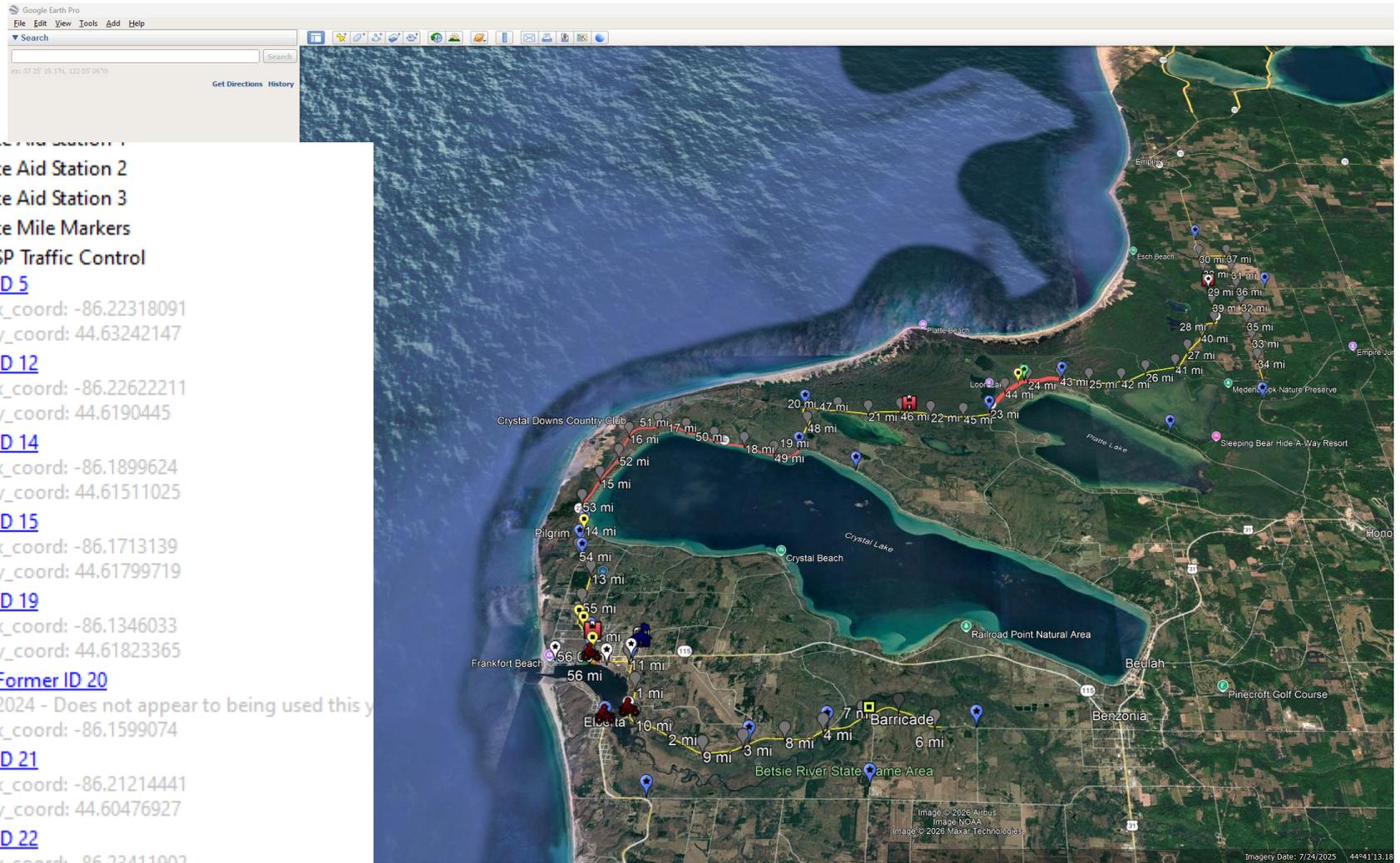




Google Earth-Swim



Google Earth-Bike



Google Earth Pro
File Edit View Tools Add Help

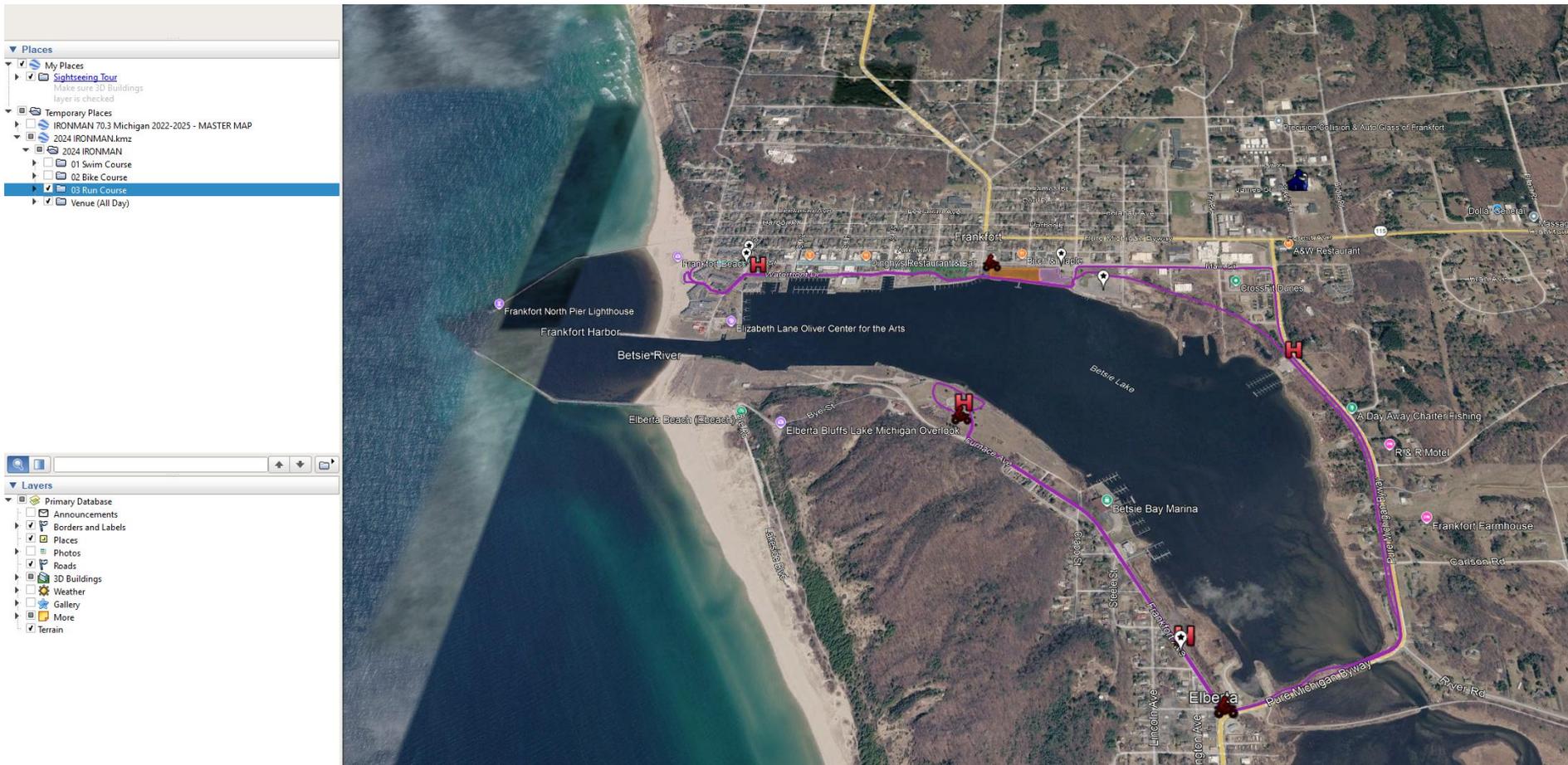
Search
Get Directions History

-  Bike Aid Station 2
-  Bike Aid Station 3
-  Bike Mile Markers
-  MSP Traffic Control
-  [ID 5](#)
x_coord: -86.22318091
y_coord: 44.63242147
-  [ID 12](#)
x_coord: -86.22622211
y_coord: 44.6190445
-  [ID 14](#)
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-  [ID 19](#)
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-  [Former ID 20](#)
2024 - Does not appear to being used this y
x_coord: -86.1599074
-  [ID 21](#)
x_coord: -86.21214441
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-  [ID 22](#)
x_coord: -86.22411003

Map labels: Crystal Downs Country Club, Pilgrim, Frankfort Beach, Ellettsville, Betsie River State Game Area, Railroad Point Natural Area, Benzonia, Benzie Lake, Crystal Lake, Sleeping Bear Hide-A-Way Resort, Pinetree Golf Course, Esch Beach, Empire Junction, Medok Nature Preserve, Honok.

Image © 2026 Airbus
Image © NOAA
Image © 2026 Maxar Technologies
Imagery Date: 7/24/2025 44°41'13.18"

Google Earth-Run





Staffing

- Law Enforcement - 82 (multiple agencies)
- Fire/EMS – 14+ (multiple agencies)
- Regional Dive Team
- United States Coast Guard - 4
- Emergency Management – 1
- EMS – 10 (multiple agencies)
- CERT & AUXCOMM – 8
- Dispatch – 4 (1 MSP, 3 Benzie County)

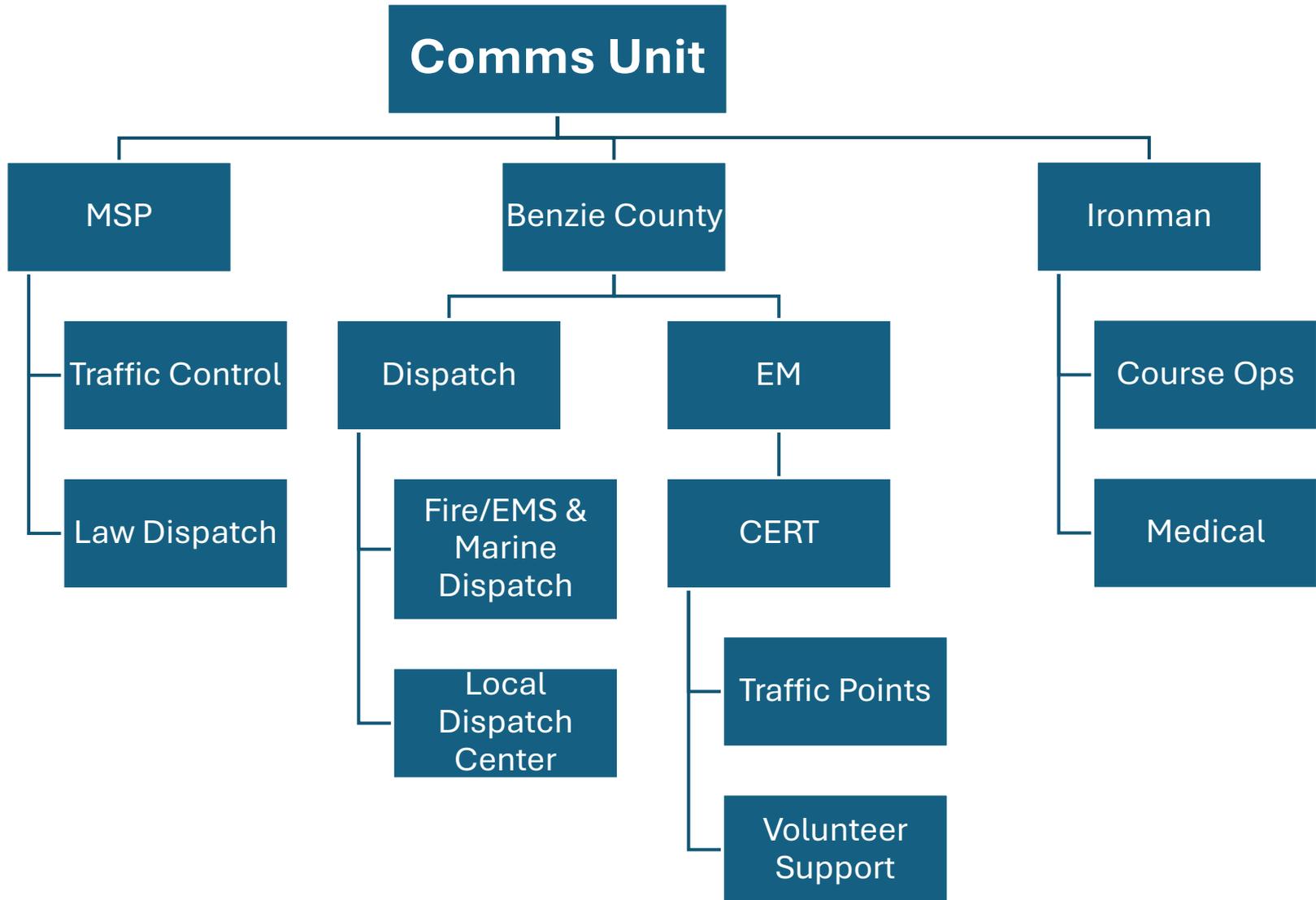
- ✓ City/Village Govt
- ✓ Township Govt
- ✓ County Govt
- ✓ State Govt
- ✓ Federal Govt
- ✓ Private
- ✓ Volunteers

Total: 120+ additional personnel

(not including Iroman staff and volunteers)

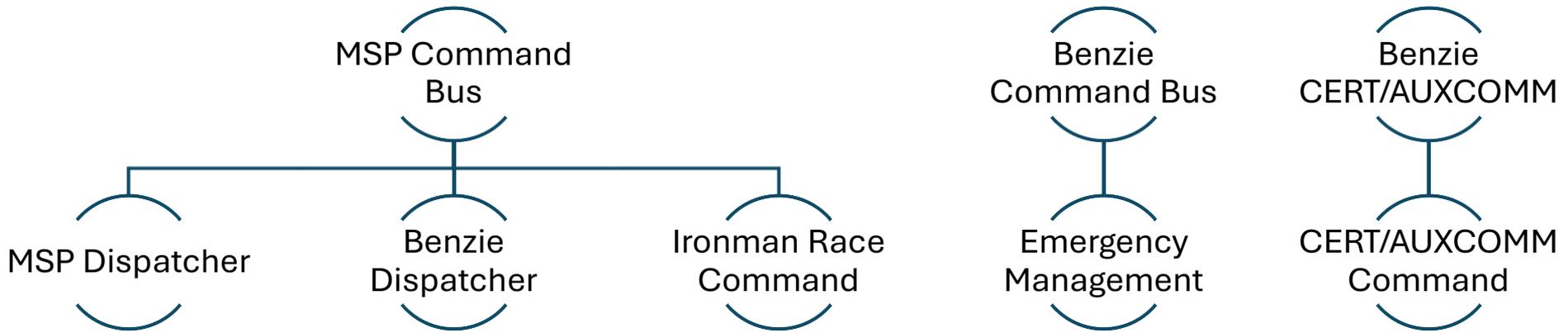


Communications Section Overview



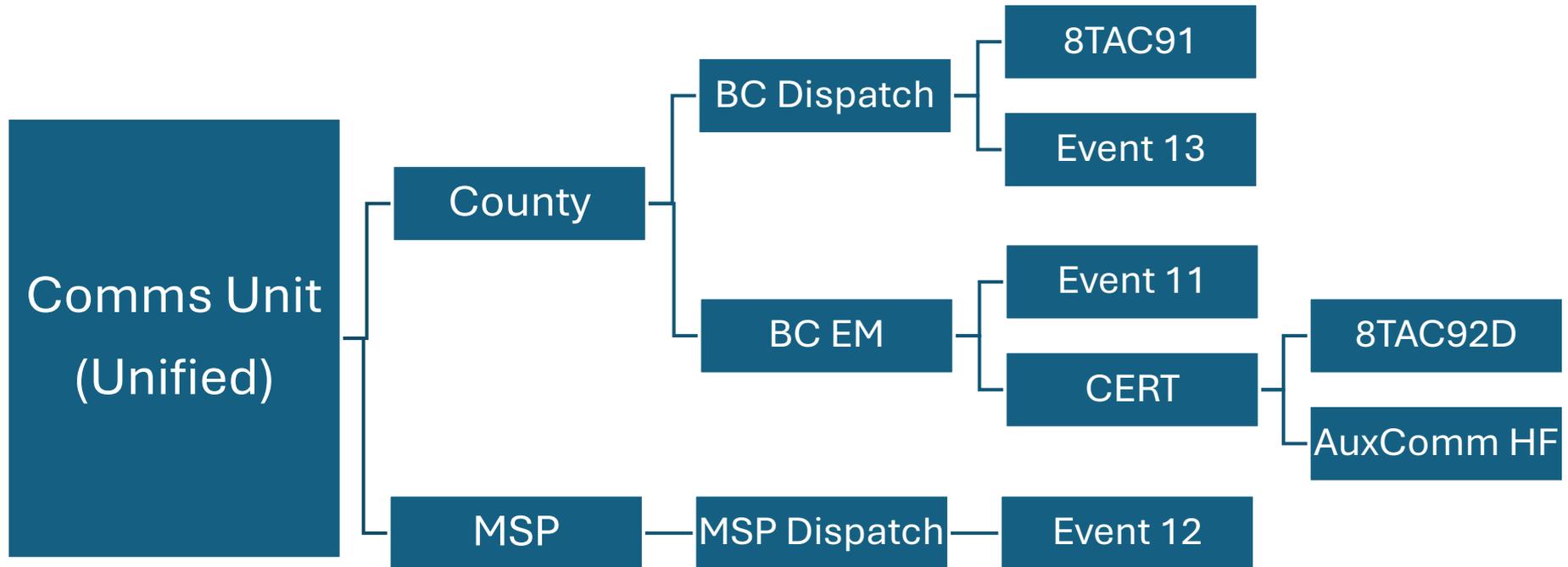


Communications Section



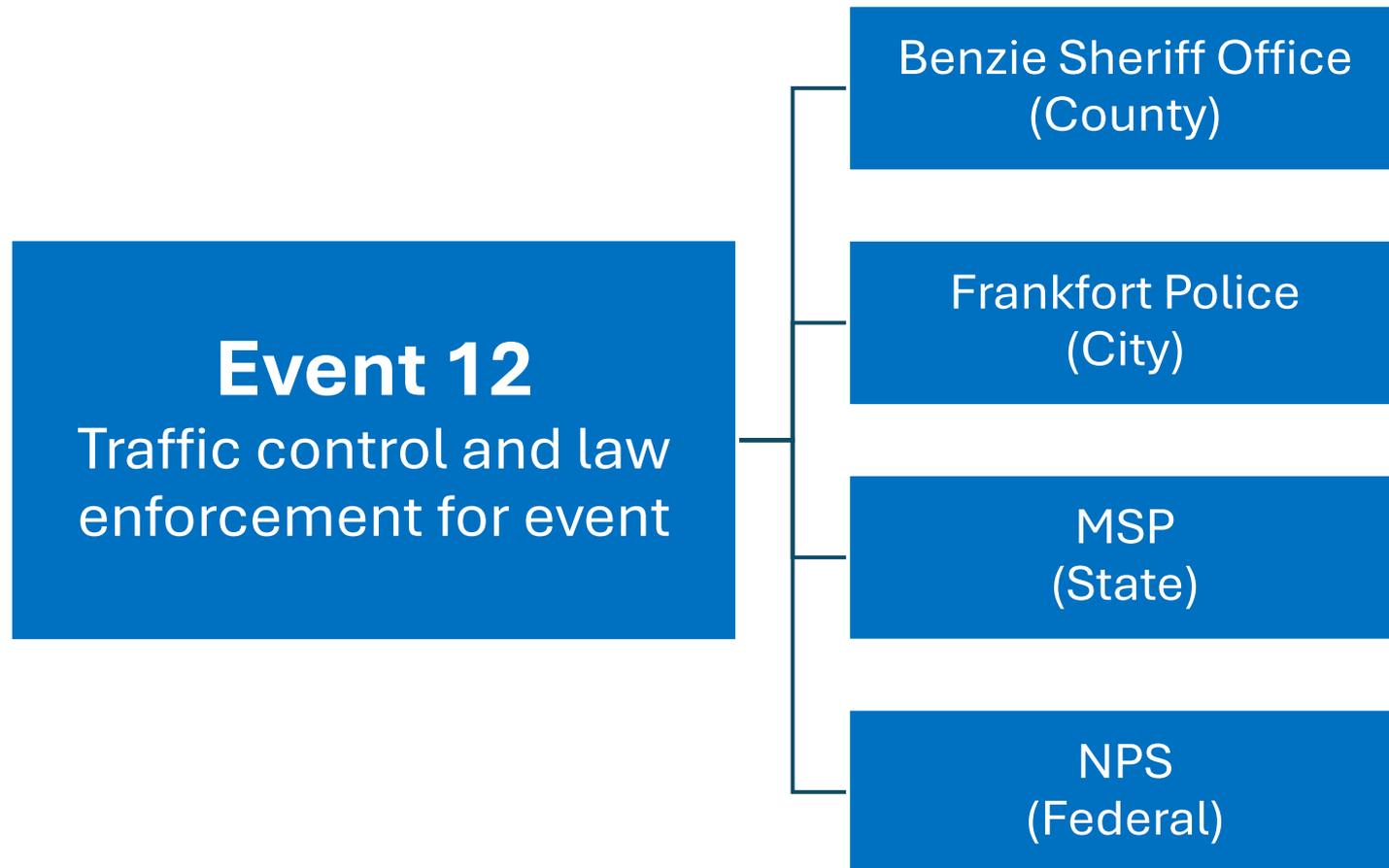


Visual Radio Communications Plan (Overview)



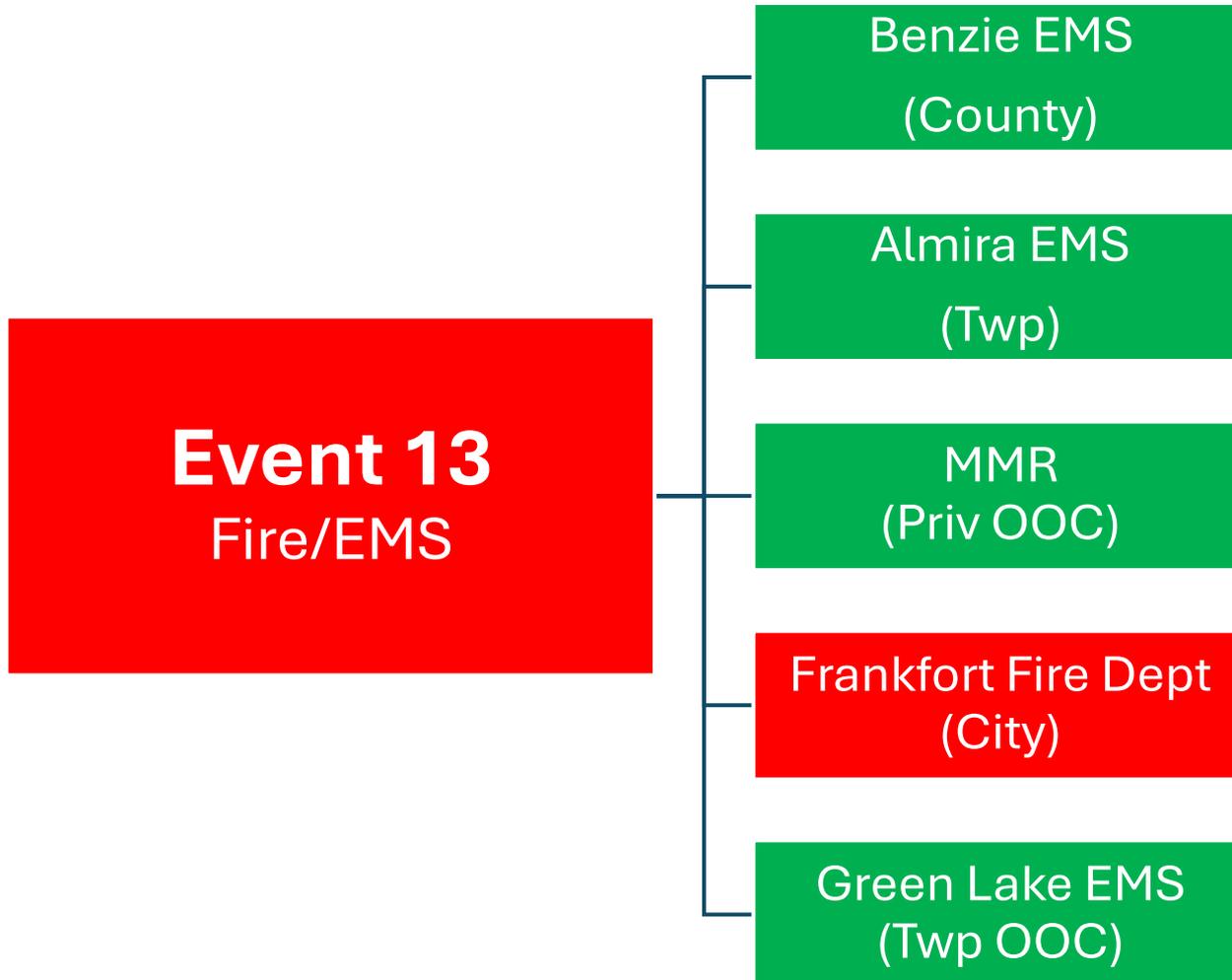


Visual Radio Communications Plan (Law)



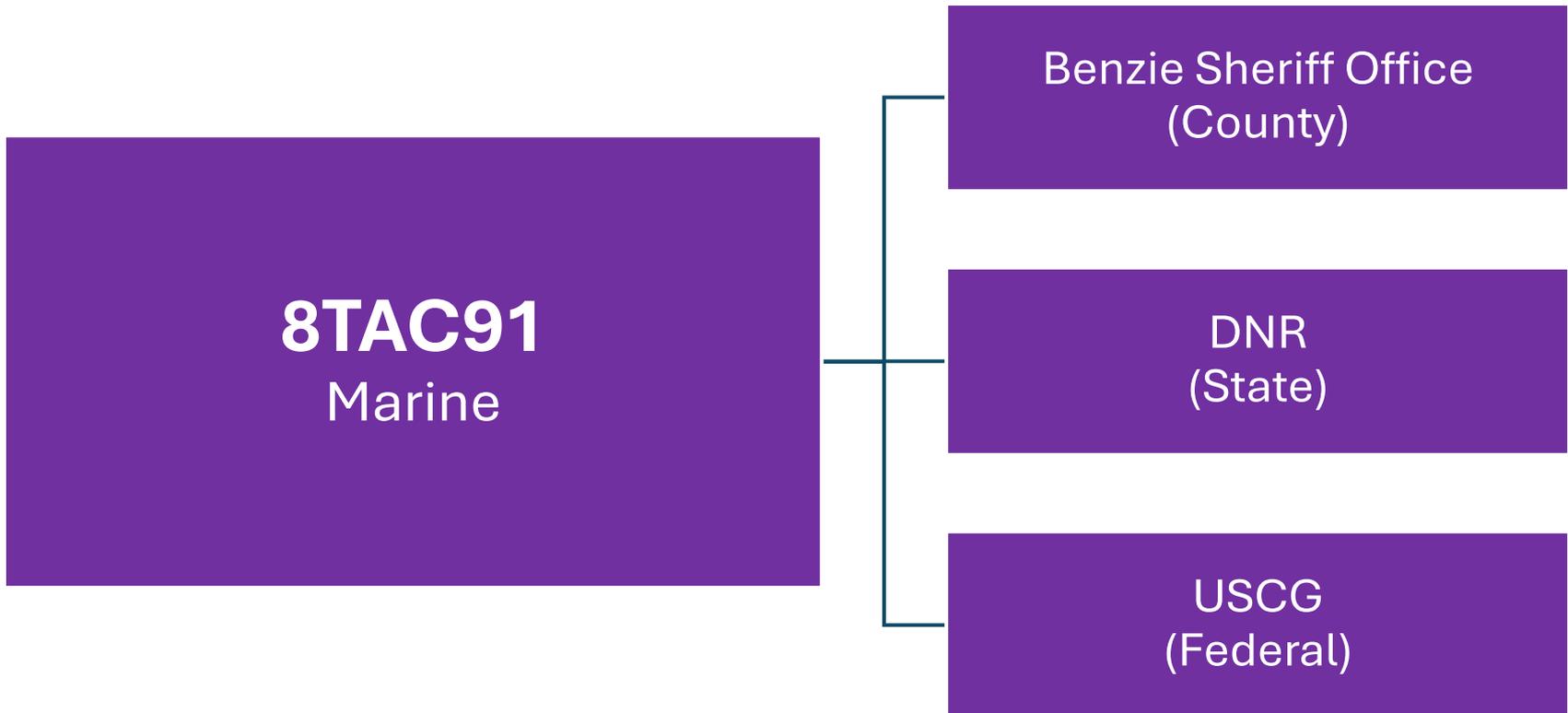


Visual Radio Communications Plan (Fire/EMS)



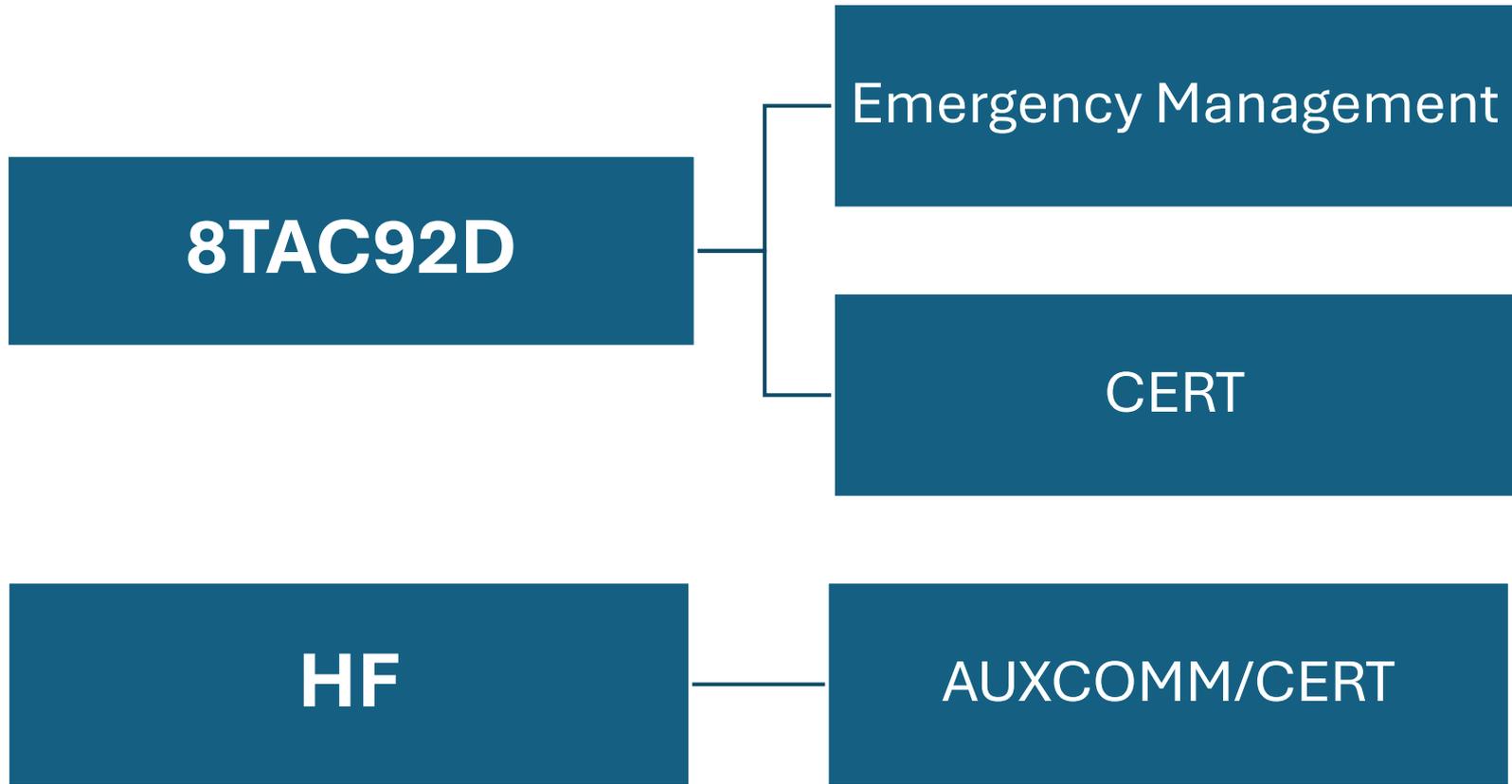


Visual Radio Communications Plan (Marine)





Visual Radio Communications Plan (CERT)





Visual Radio Communications Plan (Ironman)

Verizon PTT

Ironman



Data Communications Plan

Service	Function	Notes
Firstnet	BC Command Bus	Data connection via cellular modem broadcasting secure WiFi
(BC command bus and BC command staff uplifted during event)		
Starlink	MSP Command Bus	Data connection via satellite directly connected to the vehicle LAN
Verizon	Ironman MSP	Ironman event staff MSP Mobile camera units



Event Dispatch vs Central Dispatch

- All 911 calls continued to be routed to the PSAP.
- Any calls handled by the PSAP, but directly related to the event, communicated via 1) CAD messaging or 2) radio.
- No radio **paging** for calls related to the event.
- Normal operations for calls not related to the event.

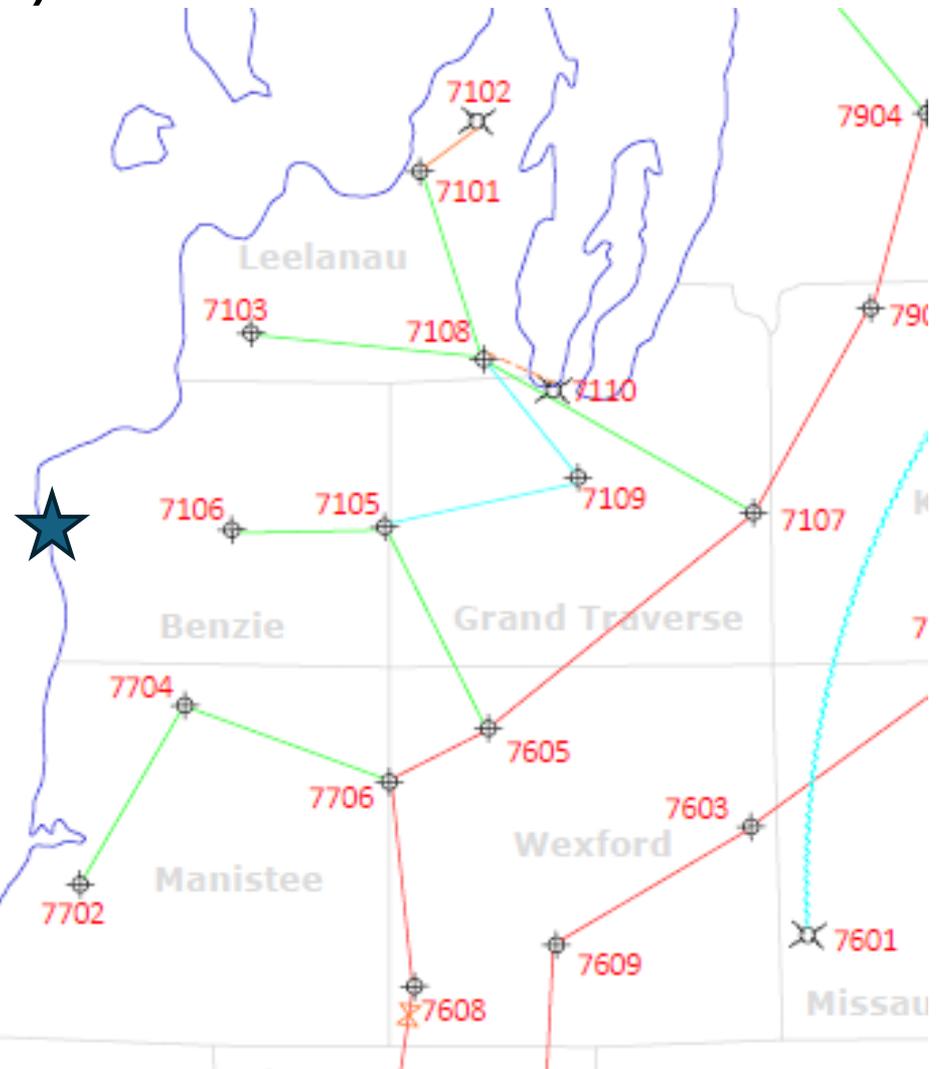
***Ironman race command primary responsibility
for EMS responses***

Frankfort Topography



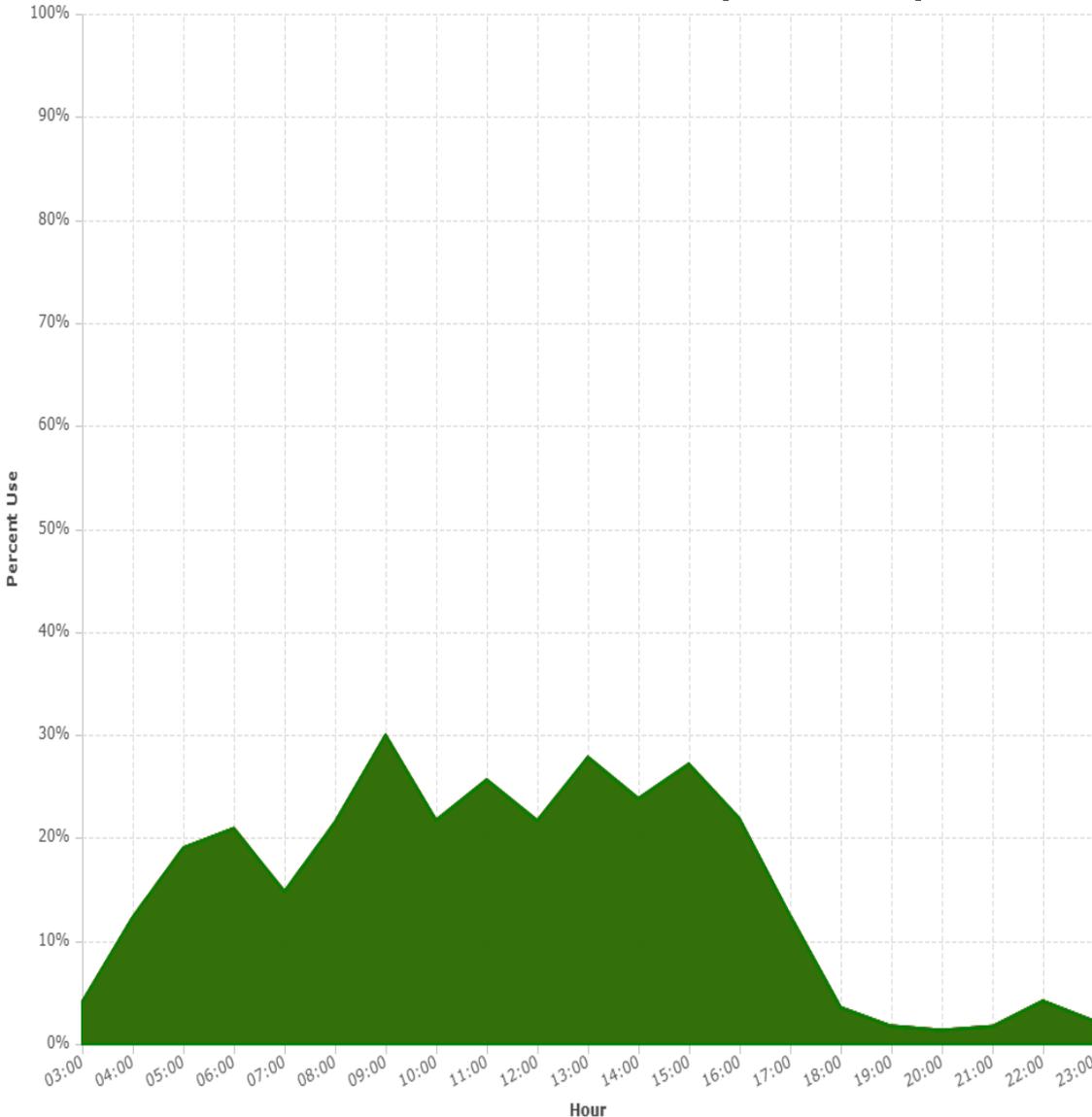
Pre New Tower (2025)

- ☹️ **Significant** radio communication challenges
- ☹️ Mostly non-existent portable radio coverage downtown Frankfort
- ☹️ Ironman event staff on MPSCS
- ☹️ Lots of bonking and missed radio traffic
- ☹️ Required use of two separate repeaters (Fire/EMS and Law)





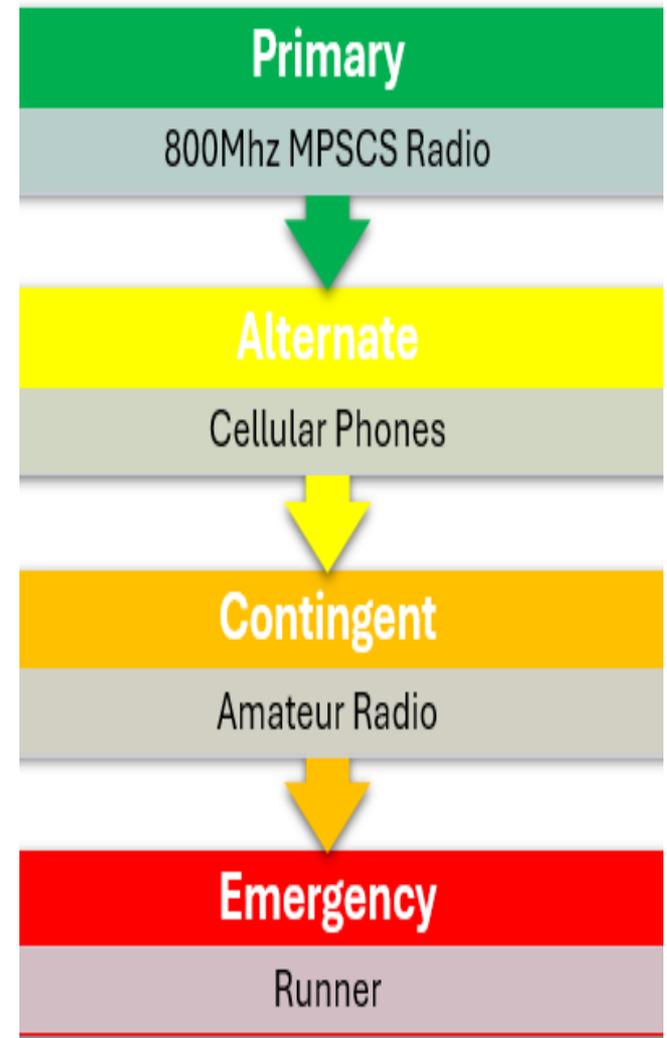
Post New Tower (2025)



- ☹️ No radio communication challenges noted
- ☹️ Ironman event staff **off** MPSCS
- ☹️ No bonking or resource overloading
- ☹️ Per NCC, maximum site usage was 30% at 9AM, average use for event 22%
- ☹️ 1,205 PTT processed with a total PTT time of 116 minutes

P.A.C.E. Plan

CS551282





Key Takeaways

- Test coverage capabilities within close proximity (.5mile) and consider offloading from MPSCS
- Encourage non-critical entities off MPSCS to prevent overloading, thus resulting in delayed and/or failed communications for public safety entities.
- Federal partner agencies, such as VIP security details, will create unique communication challenges.



Key Takeaways (cont.)

- Engage with volunteer organizations (CERT, AUXCOMM) for collaborative planning to address communication needs.
- **P.A.C.E. Planning...do it before you need it, but make it collaborative.**
- Communicate, communicate, communicate.
- Communicate again.
 - Use all available mediums to your advantage.
 - Social media, TV, newspaper, placards, etc.



Questions?



Cory Ellis

MPA, PEM, CMCP, COML

911 Central Dispatch Director | Benzie County
505 S. Michigan Ave, Beulah, MI 49617

Office: 231.822.4018 | **Fax:** 231.882.0568

benzieco.gov/911

