



The America's Cup in San Francisco

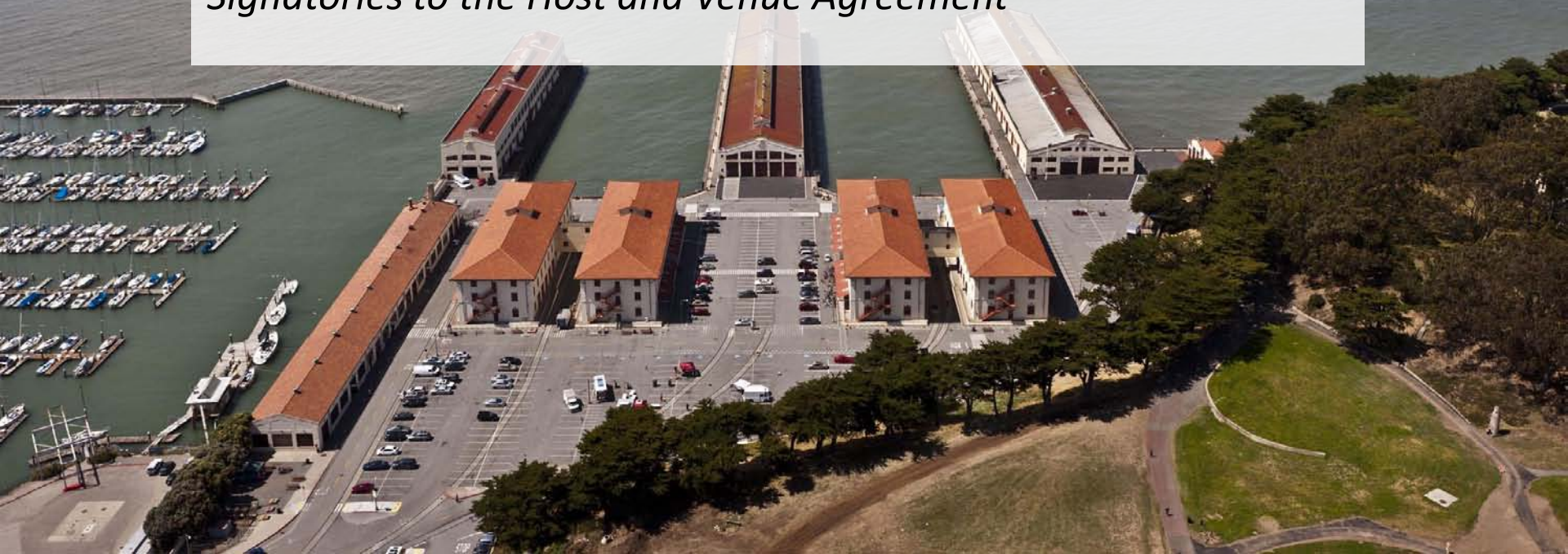


San Francisco Office of Economic and Workforce Development . January 17, 2012

Event Partners

- City & County of San Francisco
- America's Cup Event Authority
- America's Cup Race Management
- America's Cup Organizing Committee

Signatories to the Host and Venue Agreement



The America's Cup: A Global Event

AMERICA'S CUP

AC World Series

Aug 2011 - June 2012

Cascais, Portugal: Aug 6-14

Plymouth, UK: Sept 10-18

San Diego, USA: Nov 12-20

January – March 2012 TBA

Naples, Italy: April 7-15

Venice, Italy: May 12-20

Newport, USA: June 23-July 1

AC World Series

Aug 2012 - June 2013

San Francisco,
USA:
August 11-19
August 27- September 2

Venice, Italy: April

Naples, Italy: May 11-19

Additional
2012/2013 Dates
To Be Announced

San Francisco, USA

July 4 - Sept 1, 2013



Sept 7-22, 2013



CEQA / NEPA Status

CEQA Actions Completed and Proposed

- Jul 11 2011 - DEIR published
- Aug 25 2011 - 2,000+ pages of comments received
- Dec 1 2011 - Responses published
- Dec 15 2011 - Planning Commission Certified EIR
- **Feb 7 2012 – SFMTA Board adopts CEQA Findings**

NEPA Process: Proposed

- May 2012 – Environmental Assessment published
- June 2012 – Finding Of No Significant Impact

Economic Opportunity

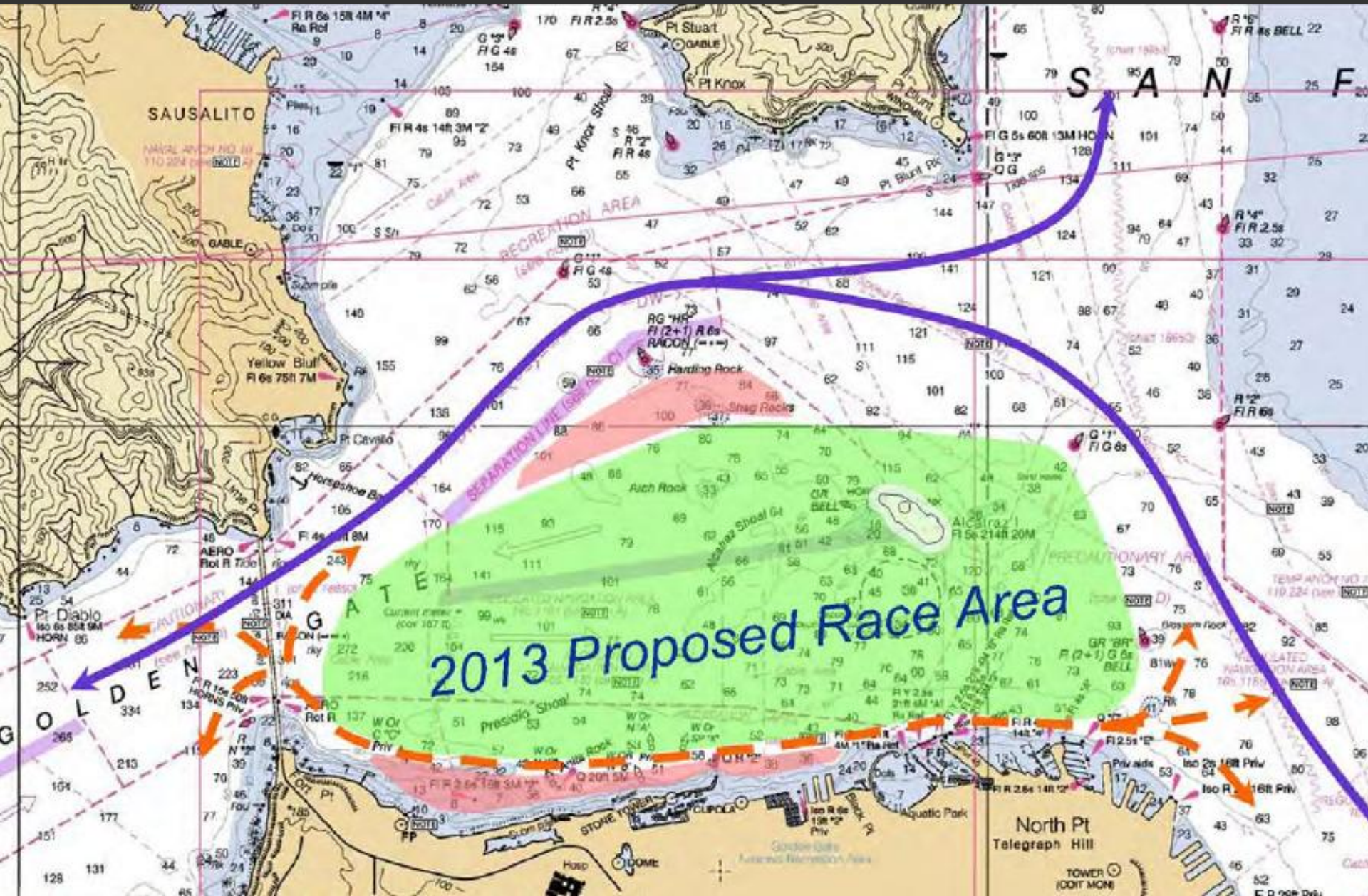
- Estimated 8,800 jobs and > \$1 billion:
 - construction
 - transportation
 - food & beverage
 - hospitality sectors
- City strategizing to maximize benefit



Proposed 2012 Course Area



Proposed 2013 Course Area



Marina Green 2012



Piers 27/29



Piers 30/32



Implementation Plans

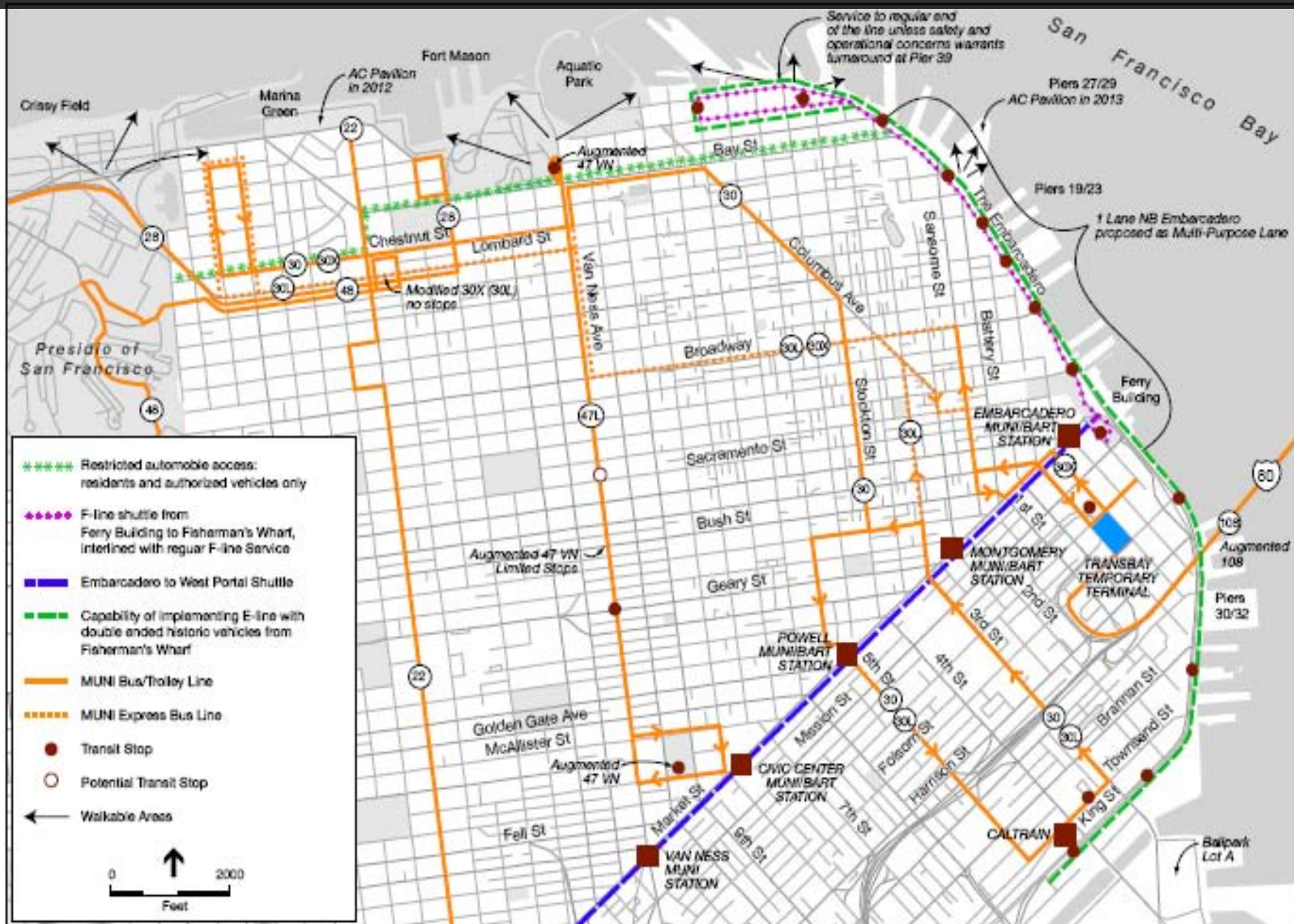
1. Advertising *posted*
2. Ambush Marketing *posted*
3. Parks Event Operations *posted*
4. People *posted*
5. Public Safety *posted*
6. Sustainability *posted*
7. Water & Air Traffic *posted*
8. Workforce Development *posted*
9. Youth Involvement *posted*
10. Zero Waste *posted*
11. Team Base Operations *2012*

People Plan: Guiding Principles

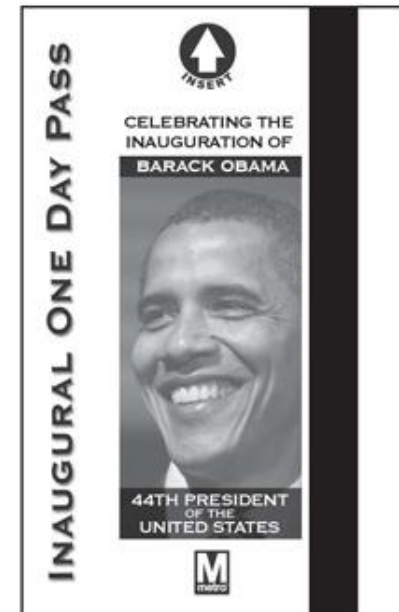
1. Public Safety
2. Resource Efficiency
3. Environmental Sustainability
4. Strategic Adaptability
5. Positive Legacy



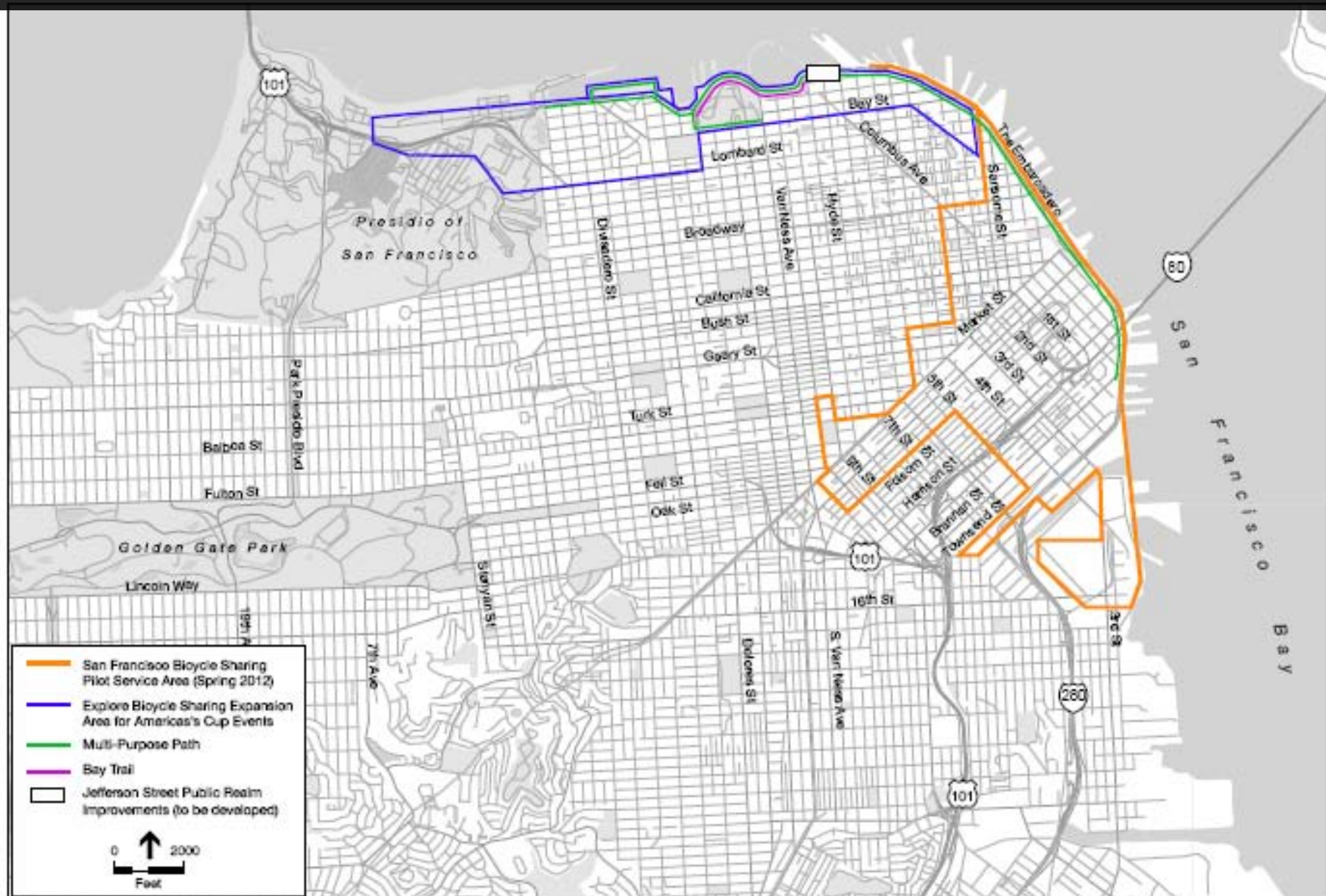
Muni Augmentation



Expanded, Event-Branded Clipper Card



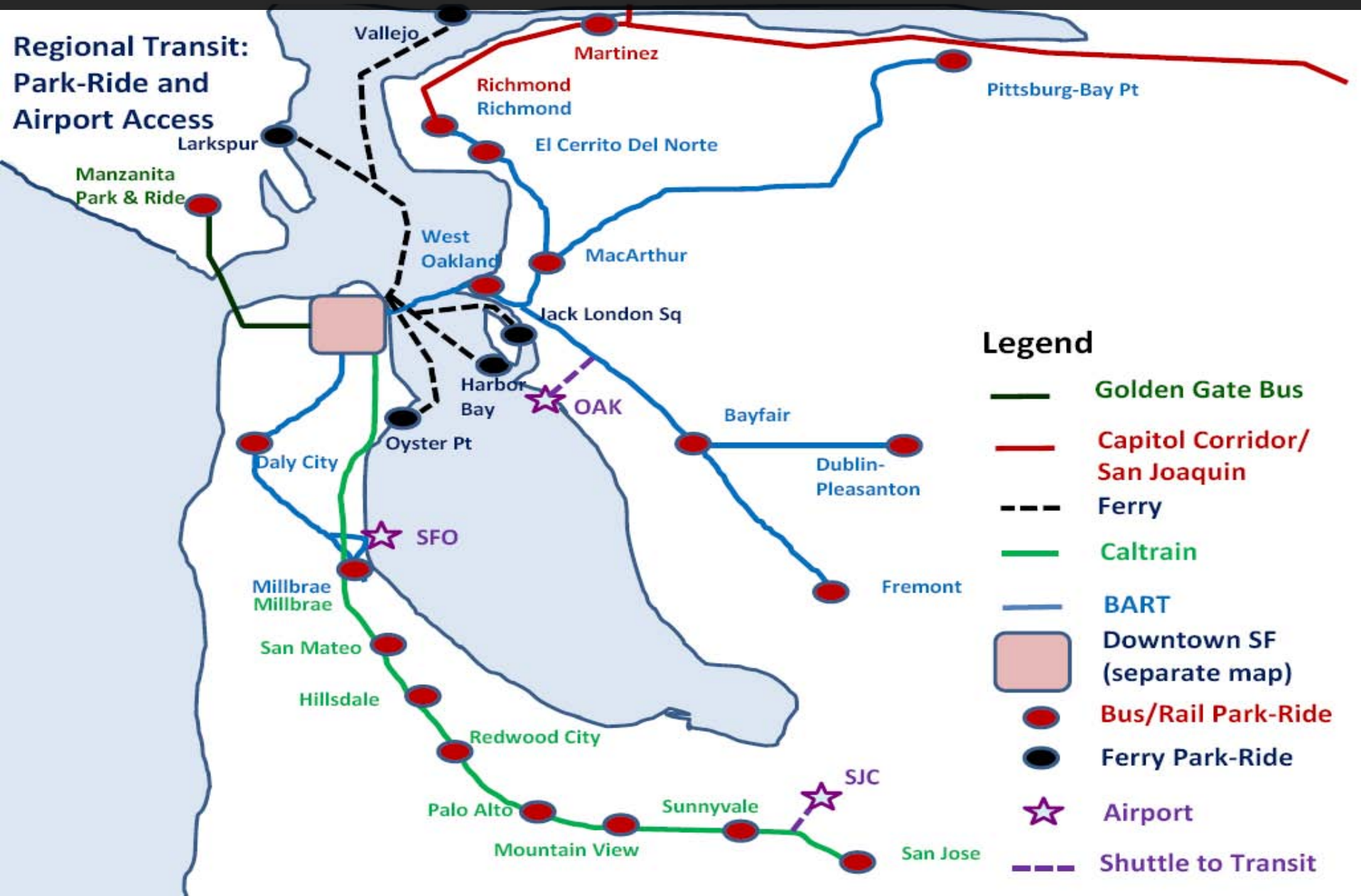
Bikesharing and Bicycle Route Pilots



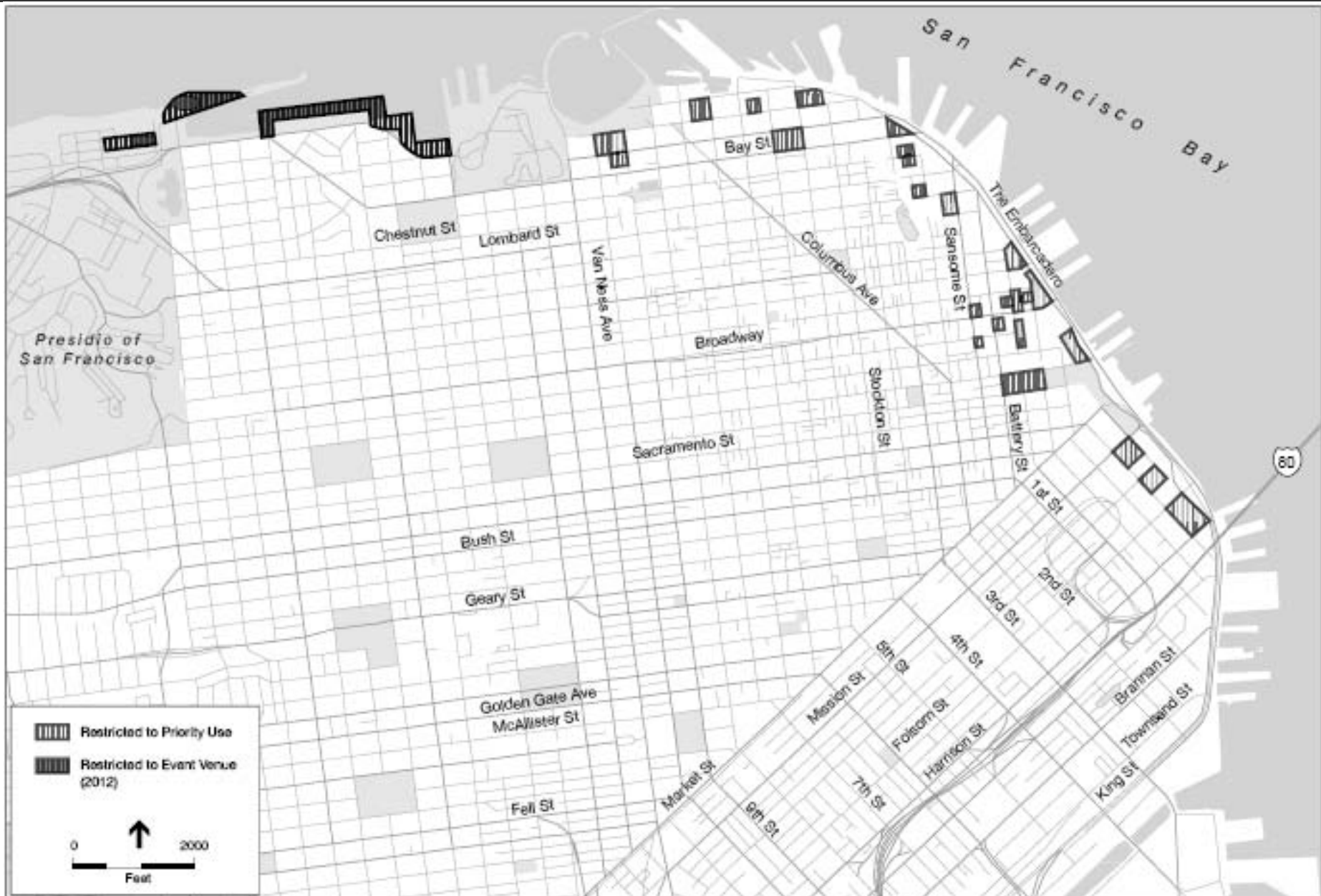
Example: Bicycle/Pedestrian Accommodation



Parking Strategies: Regional Park-n-Rides



Parking Strategies: Priority Use Areas



Questions?

