

## INTRODUCTION

The Themes in this volume focus primarily on services and programs for the many constituencies involved in the Olympic Games. Accommodations, transportation and technology play a vital role for virtually everyone who participates in the Olympic Games – athletes, officials, Olympic Family members, media, sponsors, spectators, staff and volunteers. The Bay Area Sports Organizing Committee (BASOC) has developed initial plans for these services and programs, designed to meet or exceed the expectations of each of these groups in a first-class yet fiscally responsible manner.

### Athletes

The Olympic Games feature athletes who have trained for years, often a lifetime, to compete for what must seem like the briefest of moments. The Organizing Committee for the Olympic Games (OCOG) must provide seamless services for these athletes so that they can concentrate and prepare for those brief moments. Those services begin with the Olympic Village at Moffett Field, presented in detail in **Theme 12 – Olympic Village**. The Olympic Village designed for the San Francisco Bay Area will facilitate that concentration and preparation in a most healthful environment, with peaceful, highly functional residences clustered around a core of all the essential daily services, from dining and health services to worship and recreation. The Olympic Village also offers “California” plazas for casual dining and social interaction in a café-style atmosphere.



This Olympic Village, designed to meet the highest standards for sustainable development and environmental sensitivity, is centrally located in Silicon Valley, adjacent to major transportation arteries. For this reason, athletes’ travel times to training and competition venues will be minimal, another vital component in BASOC’s service plans. The Athlete Transportation System, designed to be efficient and comfortable, will include coaches, minibuses and vans. These vehicles will meet very-low-emission standards at a minimum. Situated at the center of the technological revolution, the Olympic Village will also feature state-of-the-art technology, connecting the athletes to loved ones, team administrators, supporters and the entire Olympic Games information and broadcast network through a portal that BASOC will develop – *My Olympic Games*. Finally, for Silicon Valley, this village will ultimately become critically needed housing, and its sustainability, high-density in-fill and environmentally friendly systems will demonstrate a superior direction for development in the 21st century.

## Officials

Like the athletes, sports officials also play a vital role in the presentation of the Olympic Games, and in the San Francisco Bay Area officials can anticipate a level of service and accommodation that will enhance their ability to perform their tasks and responsibilities. Accommodations in the Officials Village at Stanford University will be comfortable and modern. Located only a five-minute drive from the Olympic Stadium Activity Center and near two major transportation arteries, the Officials Village will provide convenience in one of the most beautiful settings in the San Francisco Bay Area. In addition to all the attractions at the university, nearby downtown Palo Alto also offers a diverse and sophisticated environment for dining and entertainment.

## Media

The writers and broadcasters who work at the Olympic Games face the daunting task of delivering the excitement of the competitions and the atmosphere of the events to people around the world. Their jobs consume long hours and create intense pressures. Therefore, BASOC has focused on creating a plan for the media that facilitates their work.

For the writing press, the Main Press Center (MPC) at the San Mateo Expo Center is centrally located within the circle of venues. The facilities there will feature state-of-the-art technology that is simple to use and reliable. All the required services are provided in a California setting that is pleasant yet highly functional. Further, the facilities can be readily expanded to meet any growth in requirements. The MPC is immediately adjacent to key freeway systems that lead to all the venues, and a Caltrain station is also immediately adjacent for service north to San Francisco or south to San Jose.

The International Broadcast Center (IBC) is also centrally located, within walking distance of the Olympic Village at Moffett Field. The IBC will be housed in two historic hangars that are part of the NASA Ames Research facility. These hangars provide approximately 550,000 square feet of open space, with acres of additional space available for such services as dining, bank and general store, as well as any expansion that might be required. Most important, these facilities would be available immediately for the process of preparing them for the Olympic Games. The host broadcaster will have exclusive use of the facility following the selection of the Host City.

BASOC's plans include both a Media Village and a Media Hotel Cluster. The Media Village will be developed at Stanford University and will include 4,000 dormitory rooms. This location, as noted above, is convenient to Olympic Stadium and the other venues at Stanford, as well as a 20-minute ride to the MPC or IBC. The Media Hotel Cluster is five miles from the MPC, just south of San Francisco International Airport. With over 12,000 rooms available in a variety of properties, the Media Hotel Cluster will provide superb, convenient accommodations for the media.



The media transportation system will be made up of five subsystems. The first subsystem will provide regularly scheduled service between the MPC and each of the Olympic Activity Centers. The second subsystem will feature regularly scheduled shuttle service between the Media Hotel Cluster and the MPC, and between the Media Village and the MPC. Service will also be provided from the Hotel Cluster and the Media Village to the IBC and from the IBC to each of the Olympic Activity Centers. Finally, there will be a more limited service operating between the Media Hotel Cluster and Media Village and each of the Olympic Activity Centers each morning and evening during the Olympic Games. Service will be provided via over-the-road coach buses. Based on 16,000 media, BASOC would expect to use 700 buses for the media transportation system. Of equal importance, BASOC will invest substantial sums in training drivers for all the Olympic Family Transportation Systems. BASOC will also provide a local volunteer, thoroughly trained and tested in routes, to ride on each bus.

### **Olympic Family**

In a city renowned for its hospitality industry, the International Olympic Committee (IOC) Hotel at the San Francisco Marriott will offer all the traditional qualities and amenities required for the IOC's purposes. Additionally, the 1,498-room Marriott offers extraordinary convenience. Five sports will be hosted at the Moscone Convention Center, which is across the street from the IOC



Hotel, with several other venues less than ten minutes away. Freeway access from the IOC Hotel is also very convenient, so that the Olympic Family Transportation System can offer efficient service from its motor pool system of 2,000 automobiles and minivans and 100 coach buses.

The Argent, with over 650 rooms, will serve as the United States Olympic Committee (USOC) Hotel. Located one block from the IOC Hotel, the Argent offers all the convenience and amenities of the Marriott. An additional outstanding hotel, the Palace, is one block farther from the Marriott, and has been reserved as an additional hotel for the Olympic Family. Furthermore, BASOC has identified a superior hotel within ten miles of each of the competition venues for International Federation staff and other dignitaries.

## Sponsors

In terms of hospitality, sponsors can look forward to their Olympic experience in the San Francisco Bay Area. The accommodations, dining and entertainment are world famous, and the ability to use cruise ships provides an additional option to create a special environment for their guests. In terms of marketing, the San Francisco Bay Area, with its financial prosperity and its leadership in technology industries, offers a great opportunity for the Olympic Movement. BASOC believes that the corporations and companies located here will welcome the opportunity to participate in the Olympic Games. Further, BASOC has already taken several measures to prevent ambush marketing of those sponsors who do support the 2012 Olympic Games.

## Spectators

Spectators who attend the Olympic Games in the San Francisco Bay Area will enjoy world-class competitions in world-class venues. They will receive a transportation pass as part of their ticket purchase that will provide access to one of the most sophisticated public transportation systems in the country. They will enjoy extraordinary Opening and Closing Ceremonies, an incomparable Olympic Cultural Festival and, of course all the other wonderful opportunities available in this region. They will also be able to use the technology portal – *My Olympic Games* – to obtain and provide information about their plans as part of the first truly interactive Olympic Games in history. Further, this interactivity will be extended to people around the world via the technology that BASOC and its partners in the Silicon Valley will develop. The Olympic Games will reach into their homes and the people of the world will “reach into the Olympic Games” as never before.

## Staff and Volunteers

The staff and volunteers will work together to provide the services that will make the 2012 Olympic Games unforgettable. They will facilitate the needs of all the other constituent groups. To provide the staff and volunteers with the proper and adequate tools and systems for their jobs, BASOC has developed a budget that reflects programs, operations and levels



of service that will meet or exceed the expectations of each of the other constituencies. BASOC has emphasized key areas in its budgetary planning, such as sports and venues, transportation, security, logistics and technology, as well as several priority programs, such as youth programs, media and information systems, and environmental management. BASOC recognizes the pride, excellence and determination that

the people of the San Francisco Bay Area will bring to their roles as staff members and volunteers and is equally determined to deliver the means for them to be successful.

At the same time, BASOC has taken a prudent approach to financial planning. In addition to conservative estimates of both revenues and expenses, BASOC has reserved a substantial portion of potential revenues while allocating a 15% contingency in expenses. Beyond

these precautionary measures, BASOC proposes a privately financed, privately guaranteed OCOG. BASOC is partnering with the world's largest insurance broker to provide a financial guarantee and liquidity protection that will ensure that the Olympic Games will take place according to the commitments in this bid.

### **Olympism**

BASOC and the San Francisco Bay Area are committed to the goal of creating the finest Olympic Games and the best overall Olympic experience possible for everyone who participates. The plans described in this volume present some of the “vehicles” and services that will help deliver this commitment, and they also describe the spirit in which the Olympic Games will be presented. BASOC suggests that Olympism is a philosophy that exalts and combines the qualities of body, mind and spirit. Olympism blends sports with culture, education and environmental sensitivity, while respecting universal fundamental ethical principles. BASOC embraces this spirit and will dedicate itself to infusing everything it does with this philosophy in hosting the 2012 Olympic Games.

