



# The 34<sup>th</sup> America's Cup

## *City of Alameda's Ad Hoc Committee*

### *Final Report to City Council Nov. 19, 2013*



# Introduction: AC 34 on SF Bay



- Radically different race
- Light, agile catamarans
- Wing replaces mainsail
- Carbon fiber construction
- Not on open ocean!

# Introduction: AC 34 Downsizes



	<b>Original</b>	<b>2013</b>
Peak Weekday	50,000	30,000
Peak Weekend Day	334,000	220,000
Total Visitation	5,490,000	4,000,000

# Introduction: Alameda's Ad Hoc Committee



- Appointed by City Council
- 12-member committee
- Much interest outside committee

# Alameda's Participation



# Our Successes: Artemis Racing Team



photo credit: Sander van der Borch  
Artemis Racing

# Our Successes: Artemis Racing Team

- Attracted by industrial space next to the water
- Rare commodity in the Bay
- 19-month lease, \$399,215



photo credit: Sander van der Borch  
Artemis Racing

# Our Successes: Artemis Racing Team

- 70 team members
- Enrolled in local schools
- Used local businesses
- Hotel, gym, and catering



photo credit: Sander van der Borch  
Artemis Racing



# Our Successes: Luna Rossa Team

7-month lease, \$157,000  
Total lease revenue for  
2 teams = \$556,215



Photo: [lunarossachallenge.com](http://lunarossachallenge.com)

# Our Successes: Business Benefits to Alameda



Numerous Significant  
AC-related Contracts

# Our Successes: Raising Awareness of Alameda as Maritime Community



# Our Successes: Artemis Community Event

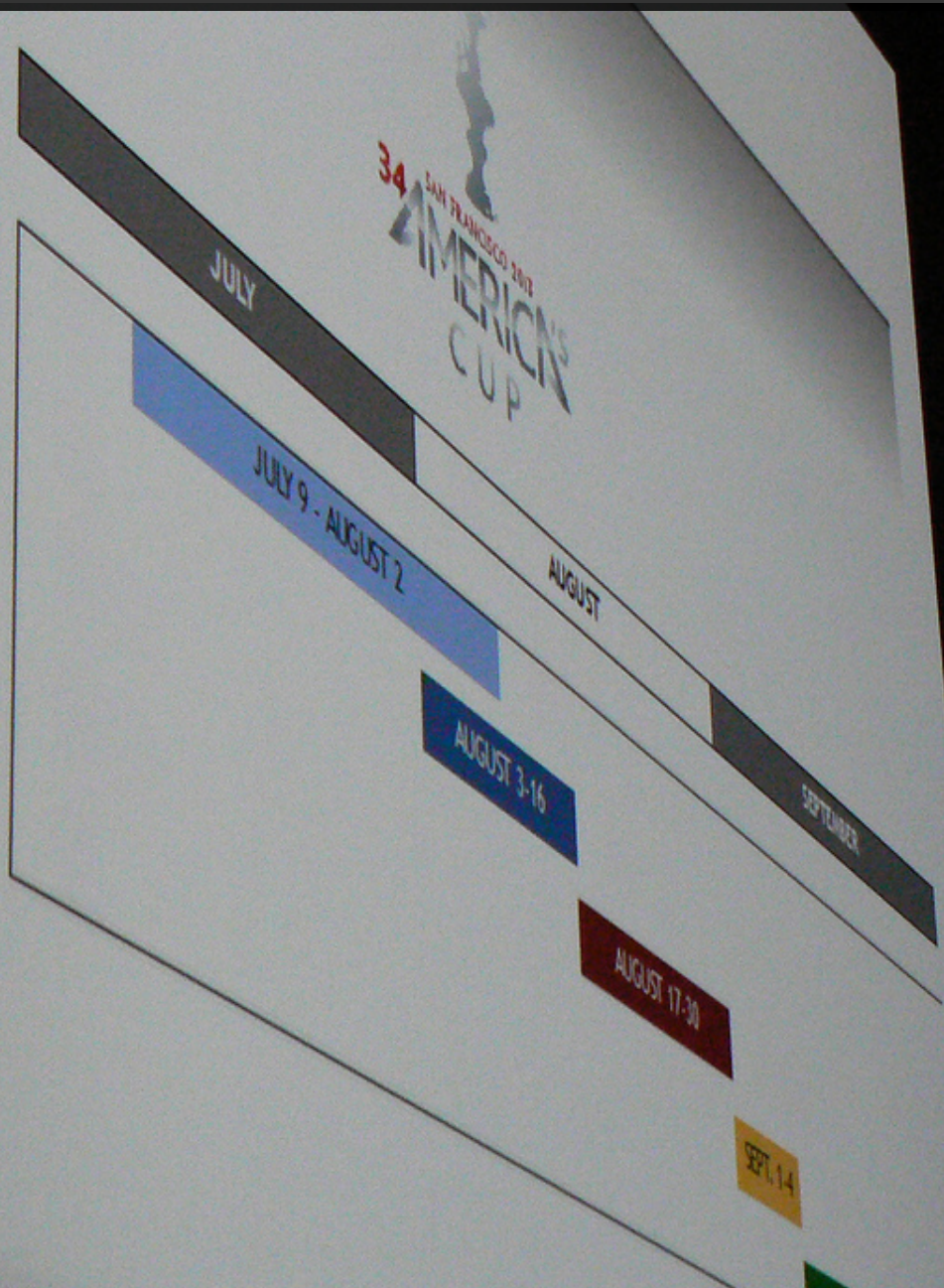
700 see program by Artemis at historic Alameda Theatre



# Our Successes: Artemis Community Event



LOUIS VUITTON CUP ROUND ROBINS  
LOUIS VUITTON CUP SEMI FINALS  
LOUIS VUITTON CUP FINAL  
RE...  
AMERICA'S CUP  
CUP



# Our Successes: Advertising & Promotion

CITY OF Alameda

WELCOMES THE  
AMERICA'S CUP



- Promotional Marina Cards
- Advertisement in the *Log's Annual Slip Guide*
- Notices to local restaurants, taverns, and sports establishments

# Our Successes: AlamedaWaterfront.com

- Visitor information
- Maritime business directory
- Over 1,000 visits on race day
- 11,398 visits and more than 15,000 page views in September
- “Retweeted” by Oracle and America’s Cup

The screenshot displays the Alameda Waterfront website interface. At the top, there is a navigation bar with the site logo and a search function. Below this, several main content areas are visible: 'VISIT ALAMEDA' with links for 'How to view America's Cup?', 'BUSINESS CONNECT' for those interested in Alameda business, and 'LIVE IN ALAMEDA?' for those looking to get involved with AC34. A central featured article titled 'Alameda Connect' includes a sidebar with 'Directories', 'Visiting Alameda', 'Business Connect', 'Living in Alameda', 'Alameda America's Cup Committee', and 'Youth Sailing Opportunities'. The main article features a photo of the Artemis yacht and text about the new boat launch. To the right, there are sections for 'Upcoming AC34 Events' (Red Bull Youth America's Cup and America's Cup Match Finals) and 'Alameda Events' (Sailing Through Pinball). Below these are social media links for Facebook and Twitter. Further down, there are sections for 'America's Cup News' (Augmented Reality, Oracle cheating drama, etc.), 'The Maritime Report' (Maritime Report at TheAlamedan.org), and 'AC34 News by Topic' (AC34 Press Conference, Alameda, etc.). At the bottom, there is a 'Tweets' section showing a tweet from Alameda Point regarding an EIR draft.

# Our Successes: Community Sailing Center

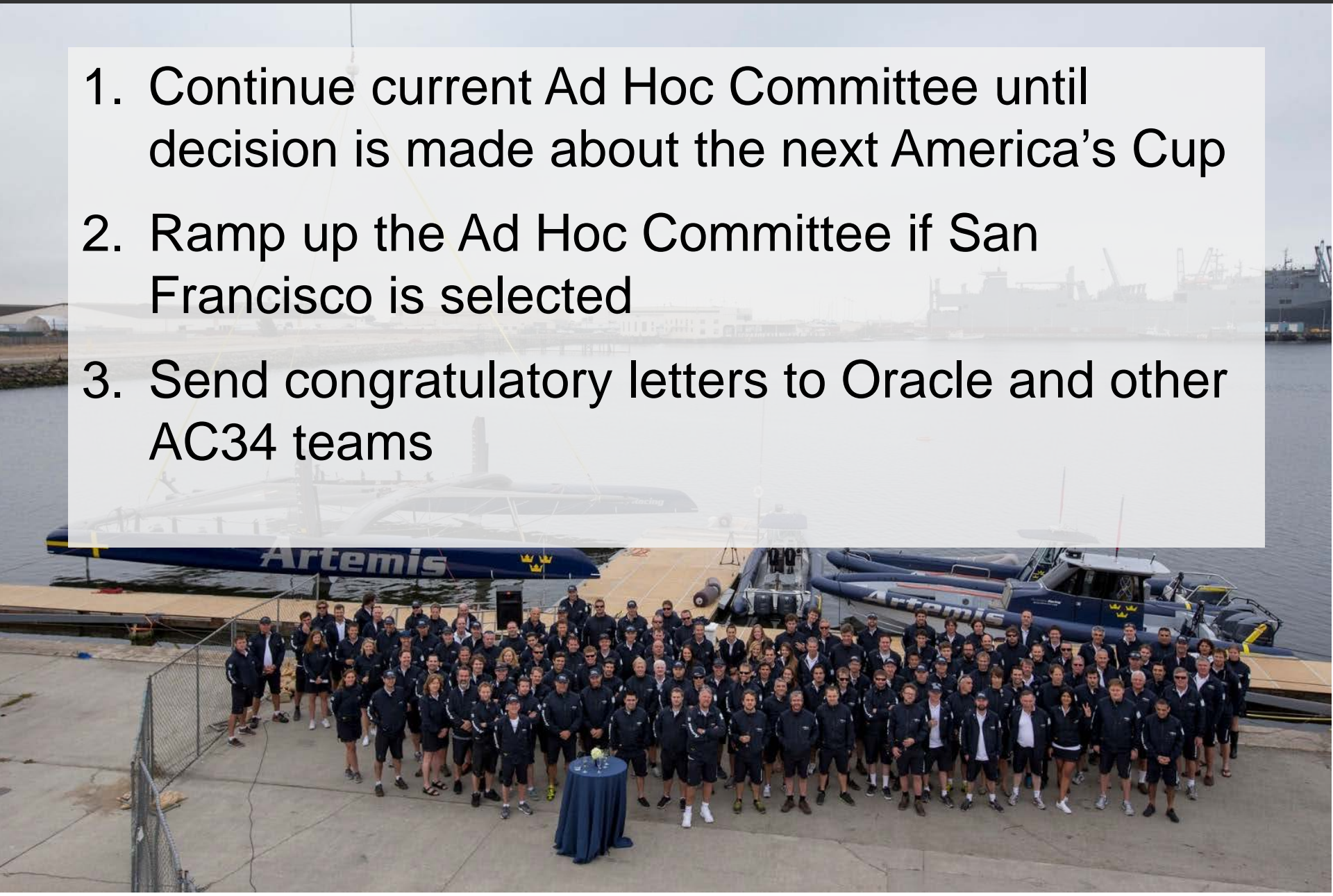


Image provided by Rebecca Hinden Photography



# Recommendations

1. Continue current Ad Hoc Committee until decision is made about the next America's Cup
2. Ramp up the Ad Hoc Committee if San Francisco is selected
3. Send congratulatory letters to Oracle and other AC34 teams



# Recommendations

4. Preserve and promote Seaplane Lagoon and shoreline for maritime use
5. Extend invitation to host future major sailing events
6. Support water access, community maritime events, and uses



# Questions?

