

The 34th 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



	Original	2013
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

Our Successes: Business Benefits to Alameda



Numerous Significant
AC-related Contracts

Our Successes: Raising Awareness of Alameda as Maritime Community

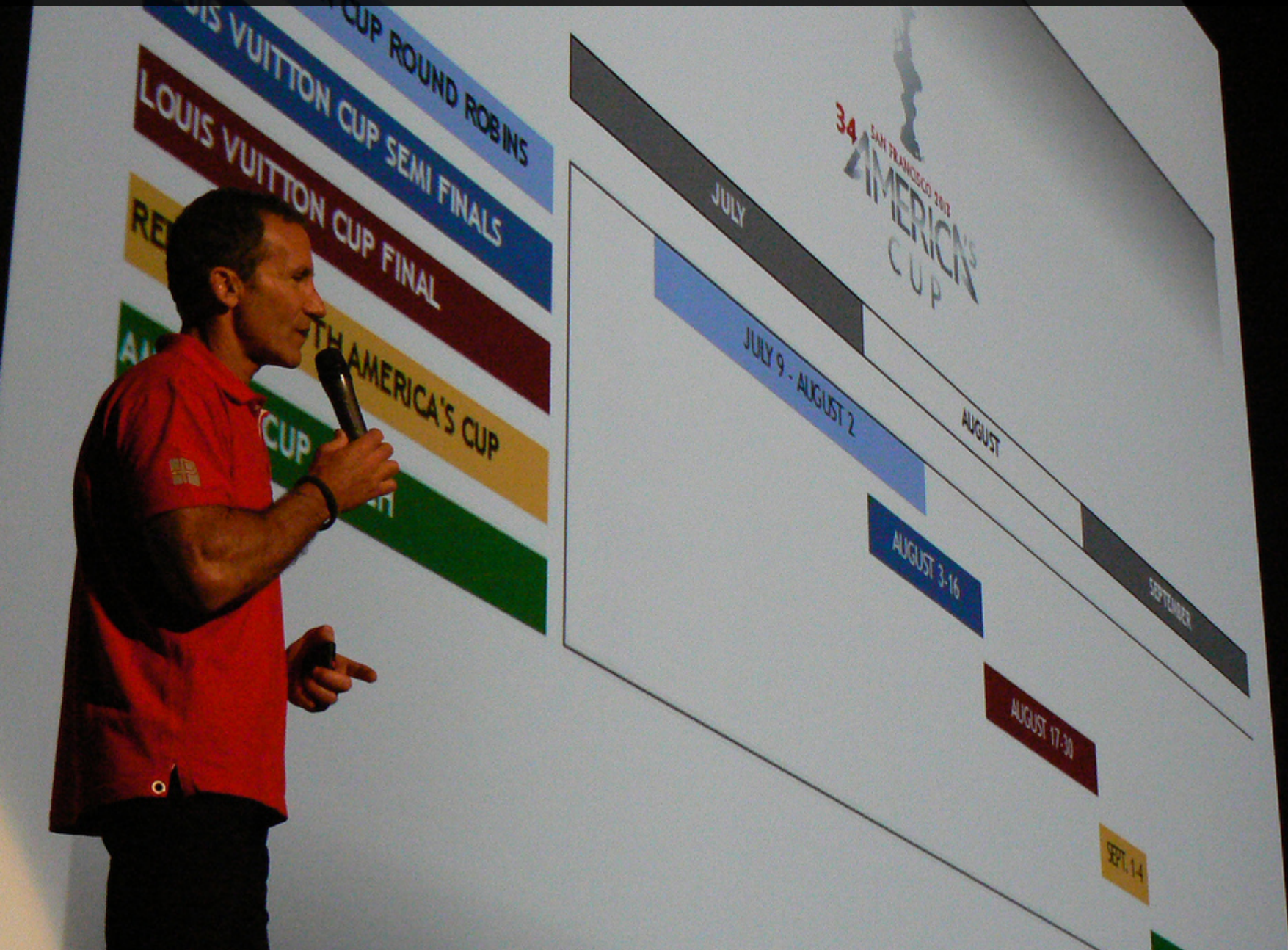


Our Successes: Artemis Community Event

700 see program by Artemis at historic Alameda Theatre



Our Successes: Artemis Community Event



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 with a blue header featuring the site's logo and a search bar. The main navigation bar includes links for Home, America's Cup Timeline, AC34 News, AC34 Features, Alameda Connect, About Us, and Contact. The content area is divided into several sections:

- VISIT ALAMEDA**: Promotes land, sea, and transit information, including where to eat, stay, and attractions.
- BUSINESS CONNECT**: Offers resources for Alameda businesses and those interested in the area.
- LIVE IN ALAMEDA?**: Encourages involvement with AC34, including community, rentals, and real estate.
- Alameda Connect**: A sidebar menu with links to Directories, Visiting Alameda, Business Connect, Living in Alameda, Alameda America's Cup Committee, and Youth Sailing Opportunities.
- Ferry Service**: A section with a photo of a ferry.
- Alameda Marinas**: A section with a photo of a marina.
- MARITIME SERVICES DIRECTORY**: A section with a photo of a boat.
- MARITIME PRODUCTS DIRECTORY**: A section with a photo of a boat.
- Alameda Yacht Clubs**: A section with a photo of a boat.
- Recreation & Fitness**: A section with a photo of people walking.
- Hospitality Directory**: A section with a photo of people at a table.
- Upcoming AC34 Events**: Lists events such as the Red Bull Youth America's Cup and America's Cup Match Finals.
- Alameda Events**: Lists events such as Sailing Through Pinball.
- Follow us on:** Links to Facebook and Twitter.
- AC34 News by Topic**: A list of topics with associated counts, such as AC34 Press Conference (13), Alameda (20), and America's Cup (41).
- How to watch AC34**: A section with a photo of a sailboat and text about watching the race.
- America's Cup News**: A section with a photo of a sailboat and text about the race.
- The Maritime Report**: A section with a photo of a sailboat and text about the race.
- Tweets**: A section showing a tweet from Alameda Point about the draft Alameda Point EIR.

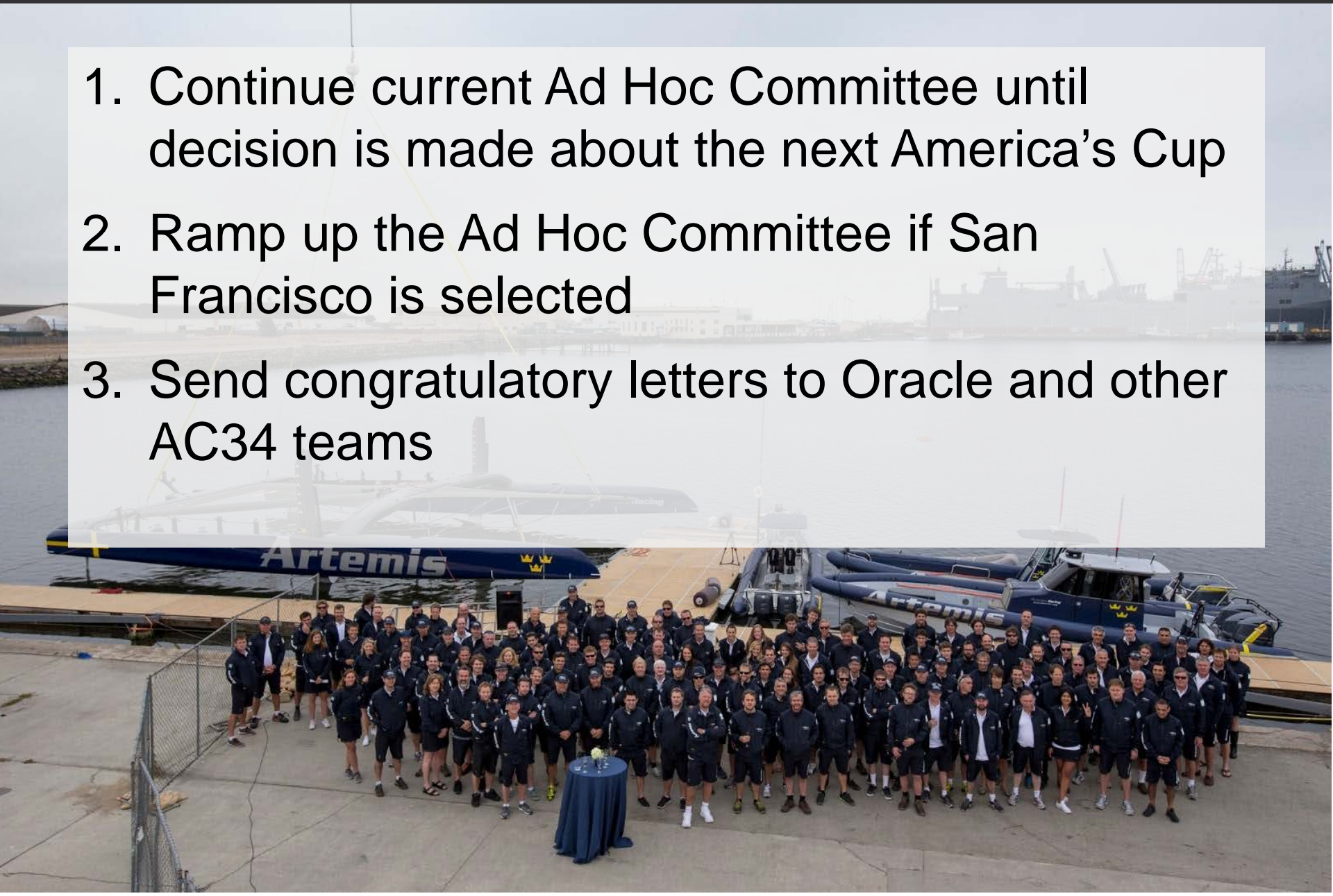
Our Successes: Community Sailing Center



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?

