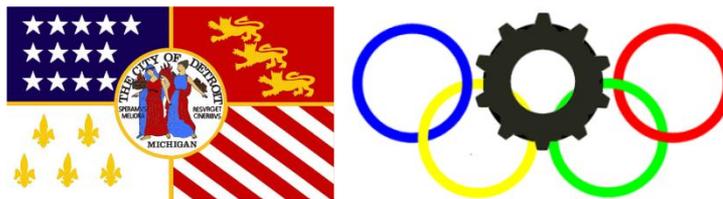




Bringing the Olympics to Detroit in 2024

Discussion document



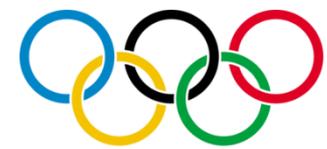
Detroit, July 2012



There are many reasons the City, the US, and the IOC should consider having the 2024 Olympics in Detroit

Rationale for Detroit 2024 – Summary

Why the Olympics?	Why 2024?	Why Detroit as US Olympic candidate?	Why Detroit as Olympics host?
<ul style="list-style-type: none">• Acceleration of necessary investments• Alignment of local and regional stakeholders• Fundamental re-branding and re-positioning of City in global perception (i.e., from failure to success once again)	<ul style="list-style-type: none">• Likely return of Olympics to US• ~10-yr goal providing the impetus and timeline for Detroit to make necessary improvements local finances, governance, infrastructure, etc.• Sufficient lead time for Detroit's nascent recovery to take root and would mark a significant milestone or crowning achievement in the recovery	<ul style="list-style-type: none">• Most compelling potential legacy story• Very high global name recognition• Least disruption/displacement• Highest potential infrastructure legacy (i.e., public transit)• Cost/investment sharing and other collaborative opportunities with Canada	<ul style="list-style-type: none">• Triumphant return to the US with great story and potential legacy after decades long absence• Strong local Olympic tradition, pool of Olympians and support base for participants• Corporate sponsorship by some of the largest US companies and spenders on advertising• Potential for sport to literally bring people of different nations together through joint events with Windsor



Detroit has a number of unique attributes that would help its case to host the 2024 Summer Games (1/3)

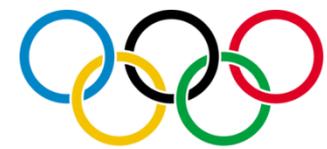
Unique Detroit attributes – hosting resources and capabilities

Stadiums: Detroit and its suburbs already have several world-class sports arenas, including Michigan Stadium, the largest stadium in North America, as well as newer or renowned facilities like Ford Field, Tiger Stadium, and the Palace

Logistics: Detroit has arguably one of the best airports in the world, with minimal delays and great global access; Also, the City has a brand new port terminal which could welcome cruise ships for temporary lodging capacity

Corporate Support: Detroit and its renaissance have long enjoyed the strong support of local businesses, especially including two of America's 10 largest companies (and spenders on advertising) – GM and Ford

Experienced Host: Metro Detroit has extensive experience hosting a number of high-profile, well-attended events, from the annual North American International Auto Show, which typically attracts ~ 1 m visitors, to recent sporting events like the Super Bowl, NHL Winter Classic, Final Four, and World Series; while not as large or extensive as the Olympics, each of these events has been deemed a success by organizers and the City, and there is reason to believe a Detroit Olympics would be similarly successful



Detroit has a number of unique attributes that would help its case to host the 2024 Summer Games (2/3)

Unique Detroit attributes – inherent positioning

Legacy: The Olympic legacy in Detroit is one that is unlikely to be matched by just about any other city in the running; in the grand scheme of things, the Olympics represent a notch on the belt on places like Tokyo or London or Los Angeles or Toronto – in Detroit, the Olympics would represent the crowning achievement of a renaissance decades in the making

Awareness: Detroit's global name recognition and cultural influence is on par with almost any leading city in America or the world – Good or bad, people have heard of us, they know our problems, and they know what we do

Spirit: Detroiters are proud of their City and its impact on the world, through its innovation, its music, or its heroes and the City is often considered among the top cities for Sports in the US; the level of civic interest and engagement in Detroit has never been higher, so a Detroit Olympics would have the full support of all Detroiters and Michiganians, and given the value of hard work and effort in this City, participation and contributions will come from all sides to ensure a successful event



Detroit has a number of unique attributes that would help its case to host the 2024 Summer Games (3/3)

Unique Detroit attributes – bridge building

Global Nature: Detroit is one of the world's largest border cities, and Detroit-Windsor is possibly the most important border crossing in the world; a Detroit-Windsor Olympics would have the unique opportunity to engage the citizens of two nations, and indeed, perhaps it is the only conceivable Olympic host where an event could start in one country and end in another

Diversity: Detroit has a very diverse population, with a large and influential immigrant population from many countries in different parts of the world; if the City is able to work with these immigrants to build ties with those countries by celebrating this diversity, it could help sway some IOC votes toward Detroit



Detroit and Michigan can use the 2024 Olympics to increase collaboration, promote the area, and secure investments (1/3)

Target outcomes of hosting Olympics for Detroit and Michigan (pre and post 2024)

OUTCOME	DESCRIPTION AND EXAMPLES
1 REGIONAL COLLABORATION	Greater impetus for regional solutions to myriad issues (transportation, crime, investment, tourism, etc.)
2 CROSS-BORDER COLLABORATION	Closer collaboration and integration with Windsor, Ontario, and Canada <ul style="list-style-type: none">• Solution for easy cross-border movement• Pedestrian channel for cross-border traffic (e.g., bridge, sky-ride gondola system)• Arena in Windsor so professional Detroit teams could play (pre-season, or even some regular-season) games across the border (broadening fan base)
3 GLOBAL INTEGRATION	Global integration and collaboration <ul style="list-style-type: none">• Engagement with national representatives and consulates in Detroit (to support bid) could yield long term ties with other countries (Japan, China, sister City Dubai, etc.)• Engagement with minority/immigrant communities (e.g., Polish, Mexican, Arab) with long term benefits to enhance integration into community and City's reputation "back home" among other potential immigrants



Detroit and Michigan can use the 2024 Olympics to increase collaboration, promote the area, and secure investments (2/3)

Target outcomes of hosting Olympics for Detroit and Michigan (pre and post 2024)

OUTCOME

DESCRIPTION AND EXAMPLES

4 INSPIRATION

Inspiration for young Detroiters

- Exercise and train (to compete)
- Healthier population
- Financial awards (to participate in contest, even non-Olympic)
 - insurers can pay

5 COMMUNITY ENGAGEMENT

Engaged citizens and community

- Years of motivation for community and citizens to get involved, give back, and contribute to society
- Plan 2024 competitive events for all citizens (potentially have this be start of annual "Detroit games" or "Michigan games")
 - Inspiration to broader population to get active
 - Healthier population

6 LOCAL PROMOTION

Promotion for local business, industry, and organizations (especially tourism)

- Local business community sponsorships,
- Opportunity to showcase local businesses and organizations on global stage
- New infrastructure for long term success in tourism business to complement halo effects of civic rebranding



Detroit and Michigan can use the 2024 Olympics to increase collaboration, promote the area, and secure investments (3/3)

Target outcomes of hosting Olympics for Detroit and Michigan (pre and post 2024)

OUTCOME

DESCRIPTION AND EXAMPLES

7 RE-BRANDING

Improved reputation nationally and globally

- Current global perception of Detroit is framed by decades of negative narrative
- Olympics are unique opportunity/stage to re-cast and enhance image of the City to collective awareness of the whole world (i.e., a big bang approach, rather than waiting for decades of positive press that may not come)
- Positioning for future mega/major events (e.g., World Expo)

8 INVESTMENT

Driver for billions of dollars in investment (on top of organic investment in the City)

- New housing units (extra lodging space for tourists, Olympic personnel) in mid-town/downtown area that could be re-purposed for low-income housing
- New dormitories (Olympic village) in mid-town area that could help Wayne State University continue its evolution into a nationally-competitive university with an on-campus experience attractive to high caliber students
- New stadium for Red Wings downtown (will also spur year-round "buzz" and activities in stadium district)
- Expansion or enhancement of regional/City transit solutions