

# Detroit | Candidate City 2024



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# Detroit | Candidate City 2024

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Vision, Legacy & Communication

# 1

## Vision, Legacy and Communication

Detroit is a city of perseverance and transformation. Today Detroit is ready to shed its image of post-industrial decay and wants to share its passions, its grit, its triumphs, and its future with the world.

Detroit has an enduring dream to host the Olympic and Paralympic Games that has motivated several previous efforts. The Detroit 2024 Olympic and Paralympic Games is an effort like no other - driven by its people's desire to showcase sport and deliver a lasting legacy for both the city and for athletes around the world.

Detroit is no stranger to the global spotlight as the host of world-class events. With experience hosting the annual North American International Auto Show, the NCAA Men's College Basketball Final Four, the NFL Super Bowl XL in 2006, and the FIFA World cup in 1994. Detroit is uniquely prepared to welcome millions of spectators to the global celebration of the Olympic and Paralympic Games.



The people of Detroit embrace and identify with the power of sport and they are dedicated to the many athletic teams that represent the region. Over the past 25 years, Detroit has constructed three major stadiums and has begun building a fourth arena within the city. Detroit will hold Olympic and Paralympic competitions in these existing stadiums and at venues across landscapes, waterscapes and cityscapes. New stadiums and facilities that reflect the city's commitment to sport will compliment these existing venues to create a compact, safe and walkable 11.5-kilometer Olympic and Paralympic Zone.

# 1

## Vision, Legacy and Communication

A culturally rich American icon, Detroit is known as the city that brought the automobile to every corner of the world. It is the birthplace of the Motown Sound and home to diverse arts, entertainment and foods. The city's unique multicultural character and history of immigration will help inspire young people, especially those in urban areas, to embrace sport and the Olympic and Paralympic Movements.

The Detroit 2024 Olympic and Paralympic Games will take full advantage of radically improved infrastructure including the latest advances in transportation and state-of-the-art technologies which set new standards in efficiency and environmental responsibility.

If selected, Detroit will accelerate the development and restoration that is already well underway. The people of Detroit are working hard to elevate the city to new heights and are committed to delivering an Olympic celebration that will benefit from a unique setting at a pivotal time in Detroit's rebirth.

Detroit 2024 will not only celebrate international unity and competition but will also reintroduce the City of Detroit to the world. More than 100 years after the invention of the automobile, the world will once again look to Detroit. They will discover a city that celebrates reinvention and they will experience a Games that will inspire generations.

### Overview

- The Games will reinforce the Olympic and Paralympic Values for youth in urban areas and for youth living around the world.
- Detroit is uniquely prepared to deliver an efficient and enjoyable Olympic and Paralympic Games by its past performance as a host city to many large-scale events.
- The majority of the Detroit 2024 Olympic and Paralympic Games will be held in a compact, secure and walkable Olympic Zone within a blend of existing world-class venues and inspirational new facilities.
- Detroit 2024 will be a unique celebration that will showcase the city's transformation highlighted by new infrastructure and a wide array of the latest transportation options.



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# 2

Overall Concept of the Olympic Games

# 2

## Overall Concept of the Olympic Games

**THEME SUMMARY PENDING**



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# 3

Political and Economic Climate and Structure

# 3

## Political and Economic Climate and Structure

**THEME SUMMARY PENDING**



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# 4

Legal Aspects

# 4

## Legal Aspects

The legal structure provided by the United States will deliver Detroit a lawful, safe and successful 2024 Olympic and Paralympic Games. The Federal, State and City governments will co-exist among the 2024 Olympic and Paralympic Board and Committees to create seamless transitions between the Games, ceremonies, events, and the law. This unified structure will not only defend the Olympic integrity but will also maintain a level of professionalism and tact through the United States Government. Detroit 2024 will address three major legal issues in hosting the Games, these issues are noted below:

### **Public Municipal Law and Corporate Law**

Detroit 2024 will engage government agencies, corporate partners, and Olympic Family stakeholders to address all legal aspects of hosting the Games. The creation of a legal committee, including the top firms in the United States (many of whom have offices in Detroit) will help Detroit 2024 deal with financial, liability and employment, and related logistical issues relating to hosting the Games.

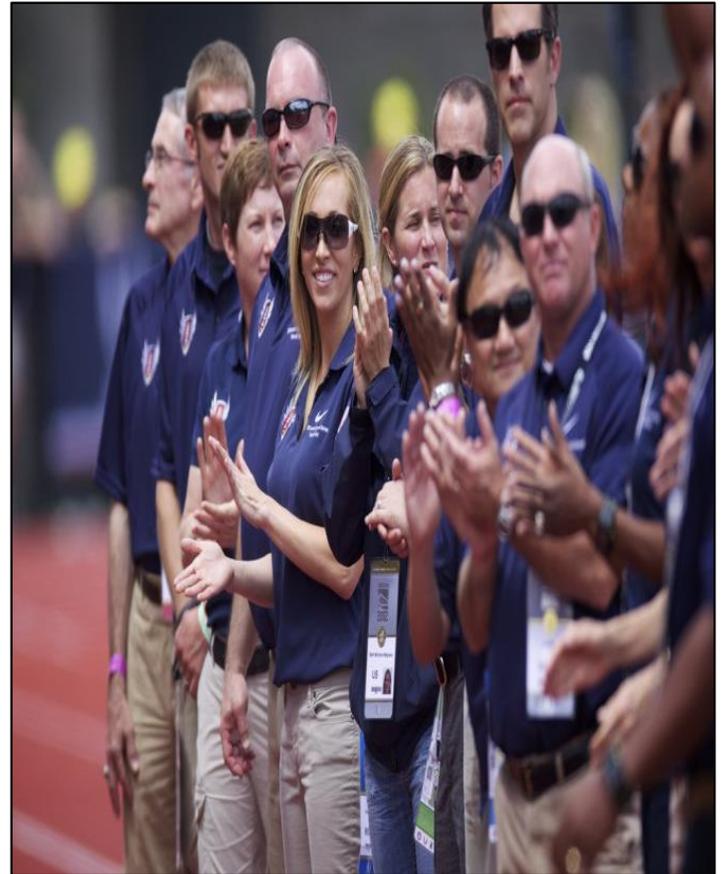


# 4

## Legal Aspects

### Labor and Employment

The Detroit 2024 Games will represent the unification of the many diverse nations participating in both the Olympic and Paralympic Games. The 2024 Games welcome such a blend of employees and volunteers to integrate cultures and successfully build a united 2024 staff. To join the Detroit 2024 staff interested candidates must abide by regulations set out by the U.S. Government pertaining to all labor and employment laws. Each applicant is required to register their resume and background check to the Detroit 2024 applicant database. It is required that all candidates hold a visa and work permit to secure a position with the Detroit 2024 staff.



### Political

The U.S. Government's participation in the 2024 Olympic and Paralympic Games will include but not be limited to the following political involvement:

- National presence of the FBI, Homeland Security, etc.
- Hospital Agreements and Arrangements.
- 2012 Public Act 436 receivership status of City of Detroit and its implications on all of the foregoing.
- Buy-in from The Governor's Office and individuals vying to run for Governor in 2024.
- Buy-in from potential mayoral candidates.
- Buy-in from Senate and House majority leadership.
- Buy-in from private donors and their understanding of the legal issues stated above.



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# 5

Customs and Immigration Formalities

# 5

## Customs and Immigration Formalities

Known as the melting pot, the United States of America prides itself on being a diverse culture made up of many nationalities. It is this diversity that has created the catalyst of our deep historical and patriotic States. During the 2024 Detroit Games the safe and lawful import and export of all Olympic and Paralympic personnel is a top priority. Through the Department of State (DOS), the U.S. Department of Homeland Security (DHS), and the Bureau of Customs and Border Protection (CBP) any external Olympic and Paralympic athletes, coaches, spectators and other personnel will be examined and cleared for admission into the United States.

### Department of State

- Led by the Secretary of State the United States Department of State operates and is responsible for all international relations of the United States and in turn also acts as the foreign ministries of other countries. Providing these countries with appropriate visas to visit or immigrate to the United States.
- Under the DOS, all Visa Waiver Program travelers must present a machine-readable passport at the U.S. port of entry to enter the United States without a visa.
- If a foreign citizen is not a part of the Visa Waiver Program such travelers will require a nonimmigrant United States Visa and authentic passport at their port of entry.
- United States visa applicants are expected to interview and provide inkless fingerprint scans at the U.S. embassy or consulate.



# 5

## Customs and Immigration Formalities

### U.S. Department of Homeland Security

- The U.S. Department of Homeland Security works alongside the Department of State to accurately admit foreign immigrants and visitors to the United States through visa administration, border security and facilitation of travel.
- As of 2013 the Office of Biometric Identity Management has replaced the United States Visitor and Immigration Status Indicator Technology. The OBIM enhances the security of American citizens and its visitors by facilitating legitimate trade and travel, and ensuring the integrity of the U.S. immigration system.



### Bureau of Customs and Border Protection

- As the biggest agency of the United States Department of Homeland Security the CBP regulates and protects international trade, enforcing U.S. regulations including but not limited to customs and immigration.
- The mission and role of the CBP is to protect the integrity of the United States borders. To prevent terrorists and explicit contraband from entering the U.S., to eliminate trade of illegal drugs and weapons, and to apprehend individuals attempting to enter the United States illegally or without visa and proper identification and notice.



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# 6

Environment and Meteorology

# 6

## Environment and Meteorology

Known to many as an industrial urban center; Detroit, Michigan has also been identified as “The City of Trees.” With an average summer temperature of 78 degrees and an abundance of approximately 20 miles of open green land, Detroit houses great potential to rectify their post-industrial urban center stereotype and continually grow into a secure, healthier and greener environment.

With many programs in place, Detroit is on the map to be one of the most improved cities concerning its green initiatives and sustainability programs. By 2024 Detroit will be flourishing with lush streets, cleaner air, and urban farms to provide for a unique 2024 Olympic and Paralympic Games.

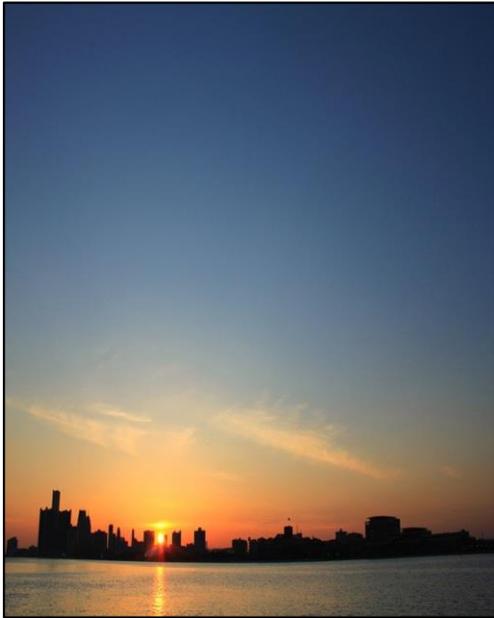
### Sustainability

- Sustainable Detroit was founded in 2004 by a small group of volunteers to build and maintain the integrity of one of the most affected post-industrial cities in the U.S.
- Starting in 2009, Sustainable Detroit updated itself by adding fellow community organizations such as the City of Detroit Green Task Force, Detroiters working for Environmental Justice, Greening of Detroit, Transportation Riders United and the WARM Training Center.
- Both the founding volunteers and supporting organizations work towards developing a network of information that will educate the greater Detroit area to maintain sustainable lifestyles.
- Some sustainable implementations that are underway include: urban farming, bio-fueled transportation, and using renewable energy to heat corporate offices and local buildings.



# 6

## Environment and Meteorology



### Weather Patterns and Climate Data

Detroit Temperature	May	Jun	Jul	Aug	Sep
Avg. Temperature	58.4	67.6	72.3	70.5	63.2
Avg. Max Temperature	69.6	78.9	83.3	81.3	73.9
Avg. Min Temperature	47.1	56.3	61.3	59.6	52.5
Days with Max Temp of 90 F or Higher	< 0.5	3	5	3	1
Days with Min Temp Below Freezing	1	0	0	0	< 0.5
Detroit Precipitation	May	Jun	Jul	Aug	Sep
Precipitation (inches)	2.9	3.6	3.2	3.4	2.9
Days with Precipitation 0.01 inch or More	11	10	10	10	10
Monthly Snowfall (inches)	< 0.05	0	0	0	< 0.05
Detroit Sunrise and Sunset	May	Jun	Jul	Aug	Sep
Earliest Sunrise	5:58 AM	5:55 AM	5:59 AM	6:25 AM	6:58 AM
Latest Sunset	9:02 PM	9:13 PM	9:13 PM	8:51 PM	8:06 PM
Other Detroit Weather Indicators	May	Jun	Jul	Aug	Sep
Average Wind Speed	10.1	9.2	8.5	8.1	8.7
Clear Days	7	8	9	9	8
Partly Cloudy Days	10	11	12	11	10
Cloudy Days	14	11	10	11	12

### Greening of Detroit

- Green Infrastructure is an expression used to define Detroit’s developing system of planned and managed open green scapes throughout the city which will work together to benefit the city’s social, economic and environmental health.
- Implementing urban agriculture and gardening programs will reintroduce the community to the importance of developing healthy relationships with food and the environment through self-sufficient food production, and an increased awareness of gardening, nutrition and local food systems.
- The education of both youth and adult citizens is a top priority of The Greening of Detroit collaboration to build a continuous awareness of the environmental state of the Detroit community. Using Detroit’s open land as outdoor workshops will forge proficient hands on learning experiences for all who participate.
- Each green infrastructure that is built creates a workforce development for green jobs for youth and adult citizens. These jobs include but are not limited to certification and hands on training in urban landscaping, forestry, and agriculture.



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Finance

# 7

## Finance

Detroit would be able to host a low cost Olympics. In fact, most of the investments the city would need for the Olympics are already planned and have dedicated funding. Michigan has 20 firms in the Fortune 500 with combined revenues in excess of \$500B per year. These companies are prime sources for local funding. Furthermore, GM, Ford, and Chrysler spend heavily in advertising, approximately \$7B per year, with potential to spend over \$70B through 2024.

A Detroit Olympics would require funding sources from three main cost categories, some of which have offsetting revenues: Bid Costs, OGOE Costs, and Non-OGOE Costs.

### **Bid Costs**

- Prior bid costs for Applicant City and Candidate City have ranged from \$30-\$70M.
- General expenses include planning, design, employees, fees, marketing, fundraising, advisors.
- Detroit 2024 would need to raise and spend funds by 2017.
- Funds will be secured from local supporters of Detroit sports clubs as seen by previous events held in the Greater Detroit area.
- Fund sources include local donors, grants and foundations, and state participation.
  - Detroit is home to a plethora of wealthy individuals with a passion for building the city.
  - Potential donors include: Dan Gilbert, Roger Penske, Mike Ilitch, Earvin “Magic” Johnson, Robert Ritchie and Kid Rock.
  - Foundations include Kresge, Skillman, Hudson-Webber, Kellogg and Ford.
  - Kickstarter fund would be low cost effort to raise money.
  - State funding probability will increase significantly with The Governor’s Office buy-in.

# 7

## Finance

### OGOC Costs

- USOC estimates costs to range from \$3-\$4Billion.
- General expenses include ceremonies, employees, technology, marketing, temporary venues / Olympic village, hospitality.
- Fund sources include IOC funds and local sponsorships.
  - Local sponsors include Dow, GM, Ford, Chrysler, and Quicken Loans. Dow is one of the largest and continuous Olympic donors, with a Michigan-based Olympics, potential for additional funding exists.
- Detroit 2024 would need to raise and spend funds by 2024.
- Revenues include ticket sales (roughly \$2B estimated – over half of projected budget), Olympic village fees.

### Non-OGOC Costs

- USOC estimates costs to range from \$3-\$5Billion.
- General expenses include infrastructure, transportation, security, permanent venues / village.
  - Construction of new Joe Louis Arena already underway.
  - Multiple other infrastructure projects planned irrespective of Olympics.
- Fund sources include private / public investment, lottery, bonds, sponsorships, donations, and naming rights.
  - Potential sponsors include Coke, McDonalds, GE, Visa, P&G.
  - Social Impact Bonds can be utilized to fund larger investments.
- Detroit 2024 would need to raise and spend funds by 2024.
- The Olympics would be a catalyst for Detroit.
  - Accelerate federal funding; hasten infrastructure projects that would not have happened or encountered timely delays.
  - City cannot issue debt, state can.

# 7

## Finance

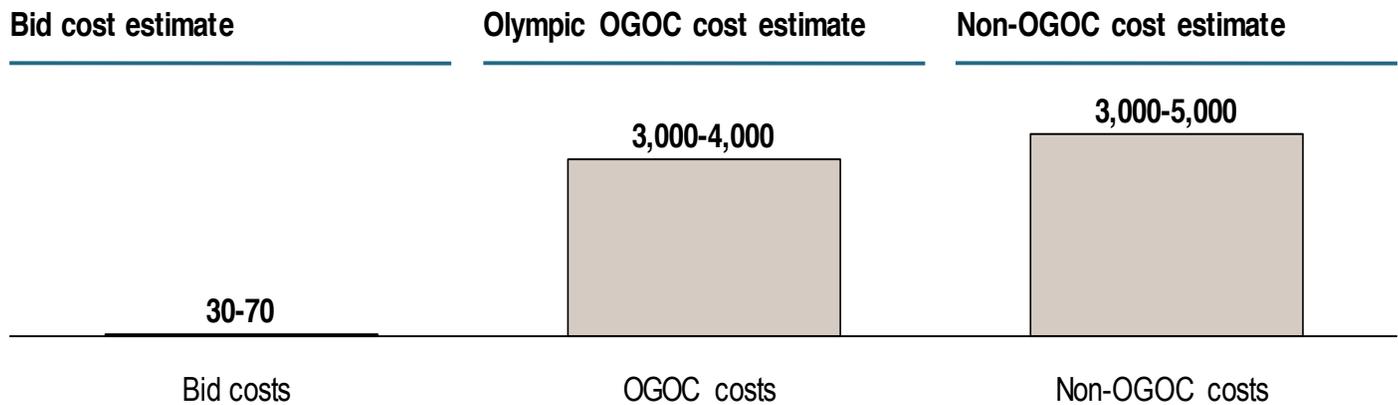
### Exhibit 1:

Costs of scheduled spending vs. Olympic-specific spending.

#### PRELIMINARY

## A Detroit Olympics would require different funding sources for three main categories of costs

Olympic cost categories – USD m



- Prior bid costs for Applicant City and Candidate City phases have ranged from USD 30-70 m
- Costs include: planning, design, employees, fees, marketing, fundraising, advisors
- Fund sources include: donations, sponsorships, pro bono services
- Detroit 2024 would need to raise and spend these funds by 2017

- USOC estimates these costs could range from USD 3-4 bn
- Costs include: ceremonies, employees, technology, marketing, temporary venues, hospitality
- Fund sources include: ticketing, IOC funds, local sponsorships
- Detroit 2024 would need to raise and spend these funds by 2024

- USOC estimates these costs could range from USD 3-5 bn
- Costs include: infrastructure, transportation, security, permanent venues/villages
- Fund sources include: private/public investment, lottery, bonds, sponsorships, donations, naming
- Detroit 2024 would need to raise and spend these funds by 2024

Source: USOC estimates, Chicago 2016 estimates, Detroit 2024

# 7

## Finance

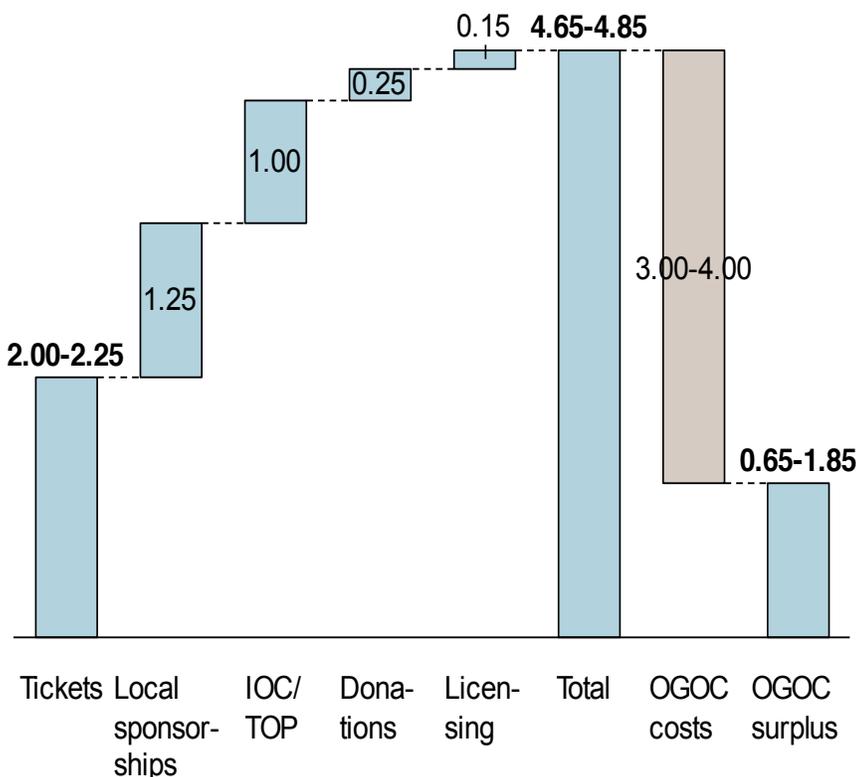
### Exhibit 2:

OGOC revenue breakout.

#### PRELIMINARY

**Based on preliminary indications and estimates, OGOC/Olympic costs should be covered by related revenues**

OGOC revenues – primary funding sources (USD bn)



#### Insights

- **Tickets will provide >USD 2 bn:**
  - The USOC estimates that OGOC ticketing revenue could exceed USD 2 bn, which would meet over half of OGOC budget requirements
- **IOC/TOP will provide USD 1 bn:**
  - Additional funding from the IOC, its TOP sponsors, and local sponsors could yield a further USD 2 bn
  - Ticketing, IOC/TOP, and Licensing should be a given across Cities
  - Detroit 2024 would need to raise USD 1.5 bn in local sponsorships and donations in the next decade
- **Extra OGOC funds of USD 1 bn likely:**
  - Any excess in the OGOC budget (projected at USD 650-1,850 m) could be applied to the permanent infrastructure requirements as well as legacy sporting initiatives

Source: USOC estimates, Chicago 2016 estimates, Detroit 2024

# 7

## Finance

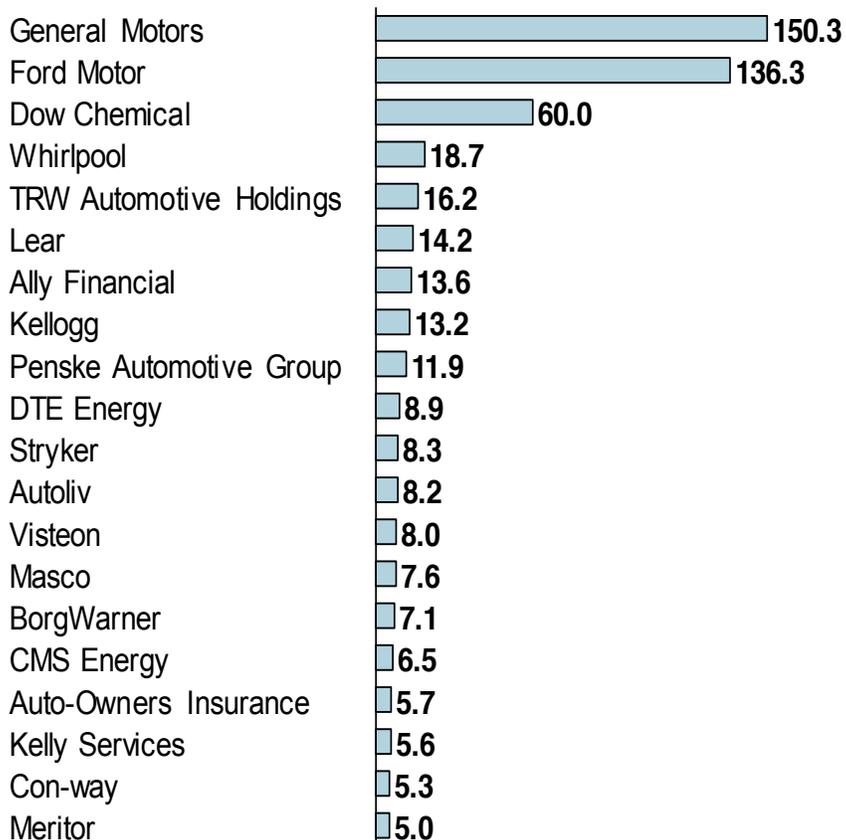
### Exhibit 3:

Other Potential Sponsors.

#### PRELIMINARY

## The bid can be supported primarily through donations and corporate sponsorships

Michigan companies in 2012 Fortune 500 (Revenues, USD bn)



#### Insights

- **Private money is key:**
  - Chicago's bid was financed largely through private donations
  - Nearly 30 (individual and corporate) supporters gave at least USD 1 m
- **Many potential sponsors:**
  - Michigan has 20 firms in Fortune 500, with combined revenues >USD 500 bn
  - Philanthropists and general public can also be targeted (e.g., Kickstarter)
  - Dow is already a key IOC supporter
- **Auto ad budgets should be targeted:**
  - GM, Ford, and Chrysler spend USD 7 bn p.a. on US advertising and could spend USD 70 bn through 2024
  - With Super Bowl ads running at USD 4 m for 30-seconds, the Big 3 may find 16-days of global exposure by supporting hometown Detroit 2024 Olympics to be a bargain

Source: Fortune, Ad Age, Chicago 2016 estimates, Detroit 2024



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Marketing

# 8

## Marketing

Detroit and southeast Michigan has seen the worst and survived. Just as its iconic automotive industry has been to the brink and is now back, stronger than ever, Detroit is in the first steps of a remarkable rebound. The 2024 Olympic and Paralympic Games will provide a centerpiece for the culmination of those efforts.



### Why Detroit

- While Detroit's current financial trouble is well documented, the future is undoubtedly brighter. With the backing of state law and the strong support of the governor, Detroit will have a painful 18 months of financial restructuring, but will emerge unencumbered by the legacy debt that has pulled it down for so long.
- Michigan, and the Metro Detroit region specifically, is home to a globally diverse population. With a long history as an immigrant destination, Detroit maintains strong cultural ties with communities around the world.
- Detroit is uniquely qualified and positioned to enable broad access geographically. Its physical accessibility coupled with low cost of living metrics will make the Olympic experience attainable to a broad population.
  - Detroit Metropolitan Airport is regularly ranked among the best airports nationally across numerous categories.
  - Detroit is home to the largest border crossing in the nation, connecting the US and Canada by both bridge and tunnel, and planning for a second bridge has begun, slated for completion in 2020.
  - Detroit is centrally located within a half day (5 hours maximum) travel by car, train or bus to a population of over 45 million people.

# 8

# Marketing

## Tactical Marketing

- Metro Detroit has a history of strong support in attendance of sporting events, for both local teams, and one-time events.
  - The University of Michigan NCAA Football team has an active streak of 243 consecutive home games with attendance over 100,000, as well as numerous other attendance related records.
  - The Detroit Red Wings NHL team has seen a sellout streak approaching two decades in their current facility.
  - The Detroit Tigers MLB team is on pace for its 4<sup>th</sup> season hosting over three million fans in paid attendance in the last seven years.
  - Detroit's 2009 hosting of the NCAA basketball Final Four set numerous attendance records for games and related events, as did 2010 hosting of NCAA Hockey Frozen Four.



# 8

## Marketing

### Tactical Marketing (Continued)

- Michigan is home to a number of Fortune 100 companies, including two of the largest in terms of revenue and advertising spend (Ford and GM), as well as one of the Olympics Worldwide TOP Partners (Dow), each with a strong local presence and track record of community involvement and sponsorship.
- In order to protect the integrity of the Games and their advertising partners, the control of ambush marketing will be a primary focus. Billboard operators CBS Outdoors, Lamar and Adams constitute the vast majority of saleable outdoor advertising space in Southeast Michigan and will be contracted for control for billboard space, as well as additional affiliated products (e.g. bus/transit advertising).
- Priority focus for outdoor advertising control will fall along inter-venue transit routes, the transit corridor connecting DTW airport and the Olympic Campus, as well as major regional ingress/egress routes.
- Digital considerations will also be taken to protect against internet-related ambush marketing approaches, such as domain squatting.

### Olympic Legacy

- Detroit and Southeast Michigan has a strong existing legacy in the realm of professional and collegiate sport. The Olympic and Paralympic Games would provide the opportunity to build on existing efforts introduce Olympic sports to youth through a wide range of programs.
- The 2024 Games will coincide with the culmination of a remarkable transformation. Detroit is providing the country with a roadmap for success in the revitalization of post-industrial cities and the presence of Olympic and Paralympic Games in 2024 will highlight and accentuate Detroit's story to the nation and the world.
- Under the guidance of the IOC, the Detroit 2024 Games will have the opportunity to set a new standard of global connectivity around the Olympic and Paralympic Games, ensuring the Games experience reaches the widest audience possible.



DETROIT 2024  
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# 9

Sports and Venues

# 9

## Sports and Venues

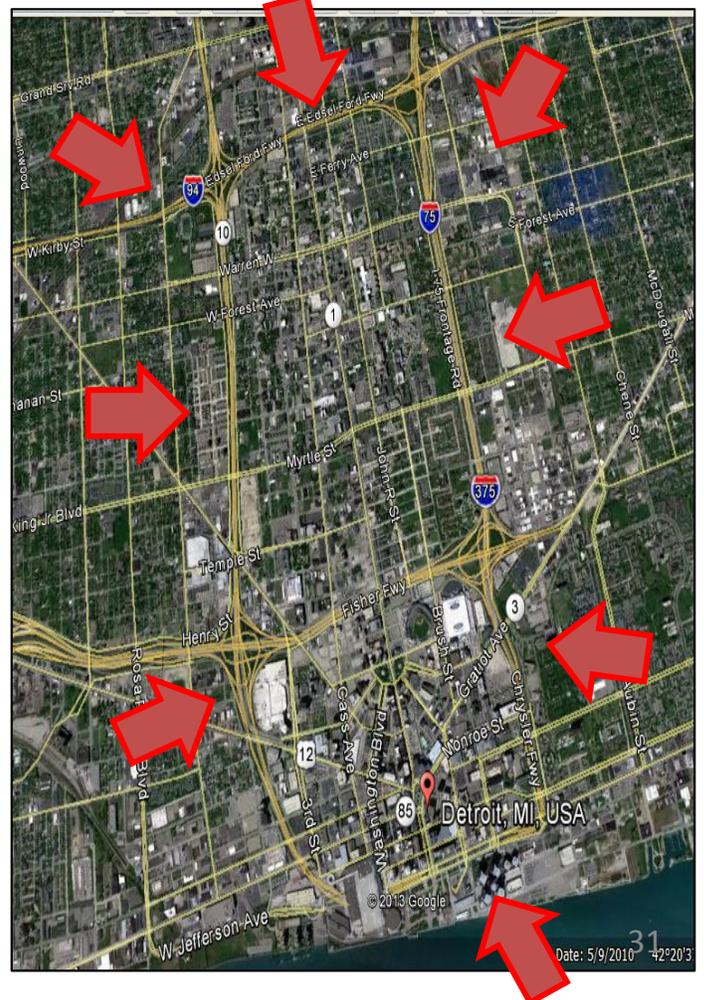
The City of Detroit is one of the United States' premier sports destinations. In 2011, Detroit was named "Best Sports City of All-Time" by the Sporting News. The region is venue rich, and the sports history in Detroit runs deep.

Detroit 2024 proposes a two cluster venue system for the Games. Cluster number one will be within the Greater Detroit city limits, and cluster number two will be along the riverfront of the Detroit River. The footprint for the Games venues is highly concentrated, which will make transport of Games officials, fans, and athletes minimal. Specific attributes of the proposed venue plan address three primary objectives:

### Two Cluster Plan

- Cluster one will encompass 55% of the total competition venues hosting 25 sport disciplines. This area includes the existing Olympic Stadium, Ford Field, with seating for 80,000.
- Detroit 2024 would construct six new/temporary venues within cluster number one to ensure minimal travel times for athletes between competition venues and the Olympic Village.
- The Olympic Village would be situated within cluster one, less than one mile from the Olympic stadium, three miles from the IBC/MPC complex, and just 15 miles from Detroit International Airport.

### Olympic Ring – Venue Cluster One



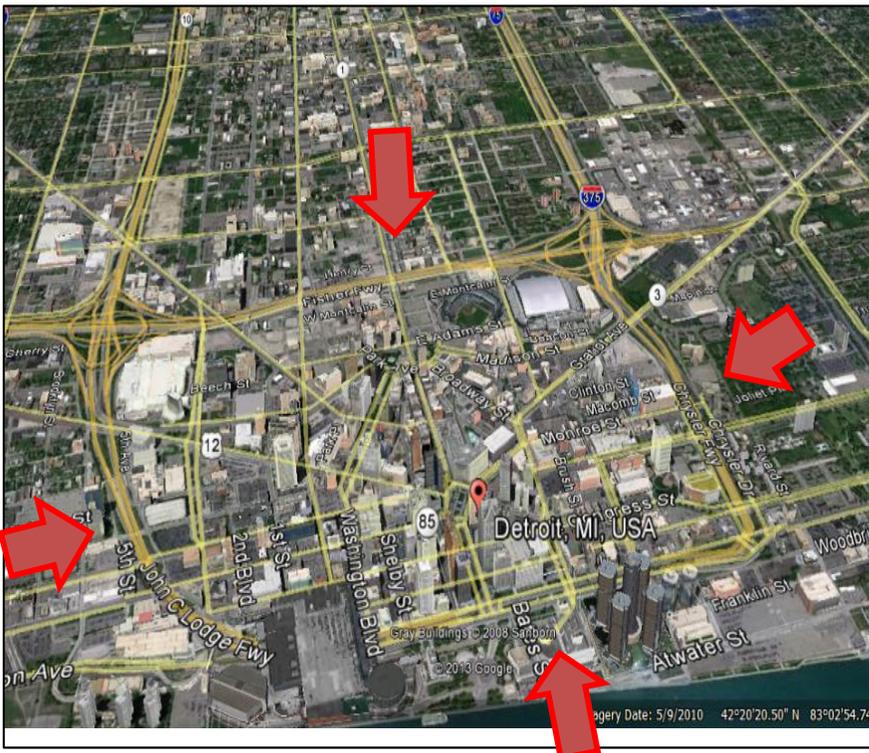
# 9

## Sports and Venues

### Two Cluster Plan (Continued)

- Cluster number two is along the Detroit River, including 10 competition venues covering 33 sport disciplines. This master planned waterway includes not only the Detroit River but also Belle Isle, the largest island park in the United States.
- Detroit 2024 would construct two temporary venues within cluster number two to support two sport disciplines during the Games.
- Beyond the two core venue clusters, the region has a variety of existing sporting facilities to support the Games. Stand-alone competition venues for the Football competition are located throughout the region. These venues are all within 300 miles of the Olympic Village and served by excellent roadway systems and airports. One of the key venues for the Football competition is the University of Michigan football stadium, with seating for 110,000 it is the largest stadium in the United States and the third largest in the world.

### Olympic Ring – Venue Cluster Two



### Fiscal Responsibility

- The overall venue plan for Detroit 2024 takes advantage of the numerous existing world class facilities and ensures cost controls for the Games. The use of temporary facilities also ensures financial responsibility by Detroit 2024.
- Permanent venues that are built for the Games all have legacy uses in place for their operations and ultimate use after the Games conclude.

# 9

## Sports and Venues

### Concentrated Venue Footprint of Existing Facilities

- 22 of the 32 sport venues will be based in the 7.2 square mile area of Downtown Detroit.
- 50% of competition venues needed for the Games already exist or are planned irrespective of the 2024 Games, making venue development much less costly than in prior Games.

### Detroit 2024 Olympic and Paralympic Venues

	Primary	Purpose	Capacity ('000)
1	<b>New (Detroit City Center)</b>	Diving; Swimming; Synchronised swimming; Water Polo; Para Swimming; Modern Pentathlon	22.5
2	Old Joe Louis Arena	Basketball; Handball, Para basketball, Para rugby	12
3	<b>New (Joe Louis Arena)</b>	Indoor volleyball	15
4	Lake St Clair	Rowing; Canoe sprint; Para rowing; Sailing; Para sailing	30
5	COBO	Boxing; Fencing; Judo; Table tennis; Taekwondo; Weightlifting; Wrestling; Boccia; Para table tennis; Para judo; Para powerlifting; Para volleyball; Para fencing	36
6	Pontiac Silverdome	Equestrian jumping; Dressage; Eventing; Para equestrian; Modern pentathlon	23
7	Riverwalk/Dequindre Cut	Mountain bike	3
8	Calihan Hall	Handball; Goalball; Modern Pentathlon	7
9	Comerica Park	Hockey; Para football	20
10	<b>New (Riverfront/Belle Isle)</b>	Beach volleyball	15
11	Belle Isle/Detroit River	Triathlon; 10k open water swim	3
12	<b>New ("Sunrise" River)</b>	Canoe Slalom	12
13	State Fair Grounds	Archery	6.5
14	Palace	Artistic gymnastics; Trampoline; Basketball; Para basketball	20
15	Ford Field	Athletics; Para athletics	80
16	<b>New (WSU dorms)</b>	Residences, etc.	17
17	State Fair Grounds	Shooting; Para shooting; Para archery	7.5
18	State Fair Grounds	Track cycling; BMX; Para track cycling	12
19	WSU Arena	Badminton, Rhythmic gymnastics	6
20	<b>New (State Fair Grounds)</b>	Tennis; para tennis	30
21	<b>New (Aquatics Center)</b>	Water polo	5
22	Detroit City Center	Road cycling; Para road cycling	n/a
23	Michigan Stadium	Football	112
24	Eastern Michigan Univ.	Football	52.6
25	Toledo Univ.	Football	52.4
26	Ohio Stadium	Football	103
27	Western Michigan Univ.	Football	32.6
28	Spartan Stadium	Football	74.5
29	<b>New (WSU)</b>	Rugby Sevens	25
30	Oakland Hills Golf Club	Golf	74.5



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# 10

Paralympic Games

# 10

## Paralympic Games

Founded in the 2001, US Paralympics joined in unison with the United States Olympic Committee with a mission of achieving and sustaining competitive excellence while demonstrating the values of the Olympic Movement, thereby inspiring all Americans. Stemming from a long Paralympic history dating back to World War II, thousands of people with physical and visual disabilities are actively encouraged by the USOC through competitive sport and international camaraderie.

The Detroit 2024 Paralympic Games will provide as an inspiration to the ever growing population of physically and visually impaired athletes around the world by hosting their 21 team and individual sports. The United States has competed in every Olympic and Paralympic Games, summer and winter since 1960 and it is Detroit's goal to carry on that legacy.



### 2024 USOC Structural Integration

- Detroit will recognize that the Paralympic games will involve specific focus by implementing such initiatives and activities through the duration 2024 Games.
- The USOC aids America's Olympic and Paralympic athletes through their National Governing Bodies, providing financial support and jointly working to develop customized, creative and impactful athlete-support and coaching education programs.
- The USOC also supports U.S. Olympic and Paralympic athletes on and off the field of play through programming such as direct athlete funding, health insurance, tuition grants, media and marketing opportunities, career services and performance-based monetary rewards.

# 10

## Paralympic Games

### Americans with Disabilities Act

- Since its creation in 1990, the Americans with Disabilities Act has been the American way of life to provide equal opportunity to all able and disabled bodied citizens.
- The Americans with Disabilities Act of 1990 (ADA) prohibits discrimination and ensures equal opportunity for persons with disabilities in employment, State and local government services, and transportation.
- ADA houses nondiscrimination on the basis of disability by public accommodations and in all commercial facilities (venues).



### Disability Awareness

- Detroit has hosted Disability Expos to generate public awareness. The Expos have featured exhibits and demonstrations focused on assistive technology, disability related supports, transportation, housing, education and training, recreation, and community-based services.
- Detroit's Disability Advisory Council provides guidance to the City's various departments regarding ADA compliance.<sup>36</sup>



DETROIT 2024  
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Olympic Villages

11

Olympic Village(s)

**THEME SUMMARY PENDING**



DETROIT 2024  
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# 12

Medical Services and Doping Control

# 12

## Medical Services and Doping Control

Detroit is a major force in the global healthcare community and is increasingly looking to leverage its many strengths to lead transformational health reforms for both people and systems. As healthcare reform changes the landscape of healthcare in America, the industry is increasingly incentivized to not only care for indigent populations but to invest in making populations healthier.

Through unparalleled capacity, aligned incentives and public commitment Detroit's many groups look to provide the best health care experience for all participants and spectators of the 2024 Olympic and Paralympic Games, and we will do everything in our power to ensure the highest level integrity through doping control as well. The Olympic Movement will align perfectly with the burgeoning social movement that will move Detroit and Michigan from among the most obese cities and states in America to among the most fit.

### **Numerous Hospitals, Unparalleled Capacity**

The two major health systems in Detroit are the Detroit Medical Center (DMC), with nine acute care hospitals, and the Henry Ford Health System, which operates five acute care hospitals, both of which hold the vast majority of their operations within the 7.2 mile greater downtown core of Detroit 2024. As announced in 2010, Henry Ford is in the midst of a \$500M investment into its downtown Detroit flagship campus including housing, retail or other developmental projects. Similarly, the DMC is in the midst of a five-year \$850M facilities upgrade. Each system also provides a level one emergency trauma center to the 7.2 mile core of Detroit 2024.

Southeast Michigan also includes the University of Michigan, William Beaumont, St. John-Providence, and several other smaller health systems. The University of Michigan Health System is routinely regarded as one of the top ten health systems in America by US News and World Report and several of the systems noted above have a variety of highly ranked primary and specialty care services as well.

# 12

## Medical Services and Doping Control

### **Numerous Hospitals, Unparalleled Capacity (Continued)**

The 7.2 Mile core also includes Detroit Riverview, an under-utilized 207-bed hospital conveniently available to be used as a temporary health facility for the games, with the potential legacy benefit of transforming into a full-time wellness facility after 2024. Riverview is currently used for health services training and as an urgent care center.

All told, the region has dozens of hospitals, hundreds of ambulatory care facilities, thousands of health care providers, and five medical schools providing the physical and human capacity needed to execute the many medical needs of Detroit 2024.

### **Healthcare Reform, Empowering Citizens**

As Detroit works to provide *Sport for All*, we are also working to create health for all. The international community expects universal care in place for not only athletes and spectators, but for the citizens of the host city themselves. United States President Barack Obama's signature legislation, the Patient Protection and Affordable Care Act of 2010 (ACA), put into place many changes that will profoundly impact Detroit's citizens. Michigan Governor Rick Snyder has made passing the expansion of health coverage to 90% of Michigan's uninsured population in accord with the ACA his top legislative priority of 2013, with the full expectation to have Medicaid expansion by the September 2013. The health of few cities in America will be impacted by this legislative change as Detroit.

Detroit's hospitals have managed the care of its patients despite  $\frac{1}{4}$  of the population being uninsured and nearly an additional  $\frac{1}{4}$  underinsured. Now that the 160,000 uninsured and thousands more underinsured will have coverage by 2014, the Detroit, Michigan and its many health systems are heavily invested through such programs as Pure Michigan Fitness, the State of Michigan 4x4 Health & Wellness Initiative, and other efforts to give Detroiters increased access to healthy food, health education, primary care physicians, and overall patient-centered care.

# 12

## Medical Services and Doping Control

### Anti-Doping Compliance

The 7.2 mile core of Detroit 2024 is home to Wayne State University, a global leader in medical research (average >\$70M in National Institute of Health Funding over past two cycles). Wayne State is fully capable of adding a full-time WADA lab, for the nearest lab is in Montreal, Canada, and there is no WADA lab in the eastern half of the United States. Further, Detroit 2024 will work hand-in-hand with WADA, USADA, IOC, USOC, and local officials to ensure the cleanest games imaginable.



### Conclusion

We fundamentally believe the world will be exposed to an inspired, transformed population in 2024... and we are now creating a neighborhood-community-health system-state-federal partnership model whereby all players push for the same results, a more productive, healthier population. An ideal confluence of social need, political will and corporate incentives are already pushing the region toward an historic social movement for health for all, and our unique capacity and scientific capabilities make the execution of the healthiest, cleanest games of all time a practical goal for Detroit 2024.



DETROIT 2024  
CANDIDATE CITY

# 13

Safety and Security

# 13

## Safety and Security

In conjunction with federal agencies, the city of Detroit, surrounding counties, and the state of Michigan will be totally committed to ensuring the safety of all Games clients, residents, and visitors before, during, and after the 2024 Olympic and Paralympic Games. With the busiest border crossing in North America, significant presence already exists with customs and border patrol. In addition, the fact that these agencies already have experience in security and safety for major international sporting events already hosted by the Detroit region, is a benefit to all involved in the Games.

Although on an international border, the city of Detroit and the region have no history of international or domestic terrorist activity. The planned security overlay for the Games will ensure the risk of intrusion to remain very low.

While the ultimate responsibility of securing the Games will lie with federal agencies, local, regional, and state agencies will work very closely to ensure an effective outcome and positive experience for all involved.





DETROIT 2024  
CANDIDATE CITY

14

Accommodation

# 14

## Accommodation

The Detroit hospitality community has a long history of accommodating major sporting events, including international competition events like the Ryder Cup.

Metropolitan Detroit's current hotel capacity is approximately 40,000 available hotel rooms. In addition, Windsor, Ontario, Canada, a neighboring city adjacent to downtown Detroit offers more than 3,500 hotel rooms. Outside of the immediate metropolitan area, Washtenaw County (which includes Ann Arbor), adds another 4,200 hotel rooms to the overall regional capacity.

The point of reference for accommodations is the city center/downtown Detroit with the most density of hotel inventory. Nearly 5,000 hotel rooms exist within a one mile radius of the city center and the walkable 2024 Olympic and Paralympic Games. These rooms are in close proximity to proposed Olympic and Paralympic venues to include the Athlete's Village, Media Center, and most other competition venues.

Current hotel occupancies and average rates have been on the increase since 2012, and while no significant new hotel projects are currently planned, two boutique hotels in the city center are under consideration. Further, a \$300 million renovation to the city center's convention center could warrant interest from investors to consider new development.

Local organizers will work closely with community hospitality partners to ensure rate guarantees and maintain the integrity of their commitments.



# 14

## Accommodation

Hotel	Location	To City Center (in miles)	Number of Rooms
Holiday Inn Express & Suites	Downtown Detroit	1	252
Atheneum Suite Hotel	Downtown Detroit	1	174
Comfort Inn - Detroit	Downtown Detroit	1	78
Courtyard By Marriott - Downtown	Downtown Detroit	1	255
Days Inn - Downtown Detroit	Downtown Detroit	1	60
Marriott Renaissance Center	Downtown Detroit	1	1298
Crowne Plaza Pontchartrain	Downtown Detroit	1	365
The Inn on Ferry Street	Downtown Detroit	1	42
Roberts Riverwalk	Downtown Detroit	1	108
Shorecrest Motor Inn	Downtown Detroit	1	54
MGM Grand Hotel	Downtown Detroit	1	400
Motor City Casino Hotel	Downtown Detroit	1	400
Greektown Casino Hotel	Downtown Detroit	1	400
Doubletree Hotel	Downtown Detroit	1	203
Hilton Garden Inn	Downtown Detroit	1	198
Westin Book Cadillac	Downtown Detroit	1	453
St. Regis Hotel	Downtown Detroit	3	125
Caesars Windsor Hotel	Windsor	3	758
Cadillac Motel	Windsor	3	53
Comfort Suites	Windsor	3	146
Days Inn	Windsor	3	104
Hilton Windsor	Windsor	3	305
Quality Suites	Windsor	3	128
Radisson Riverfront	Windsor	3	207
Ramada Plaza Hotel & Suites	Windsor	3	145
Royal Marquis Hotel	Windsor	3	99
Travelodge Ambassador	Windsor	3	136
<b>Total within 3 miles</b>			<b>6946</b>

Hotel	Location	To City Center (in miles)	Number of Rooms
Ramada Limited	Dearborn	6	73
Best Western	Allen Park	8	209
Heritage Inn	Detroit	8	63
Hampton Inn	Dearborn	9	119
Sleep Inn & Suites	Lincoln Park	9	82
Dearborn Inn	Dearborn	12	222
Holiday Inn Fairlane	Detroit	12	347
Hyatt Regency	Dearborn	12	771
The Dearborn Ritz Carlton	Dearborn	12	308
Super 8 Motel	Dearborn	12	86
Village Inn of Dearborn	Dearborn	12	30
Allen Park Motor Lodge	Allen Park	12	67
Extended Stay America	Dearborn	12	
Red Roof Inn	Belleville	12	
<b>Total within 12 miles</b>			<b>6632</b>

# 14

## Accommodation

Hotel	Location	To City Center (in miles)	Number of Rooms
Quality Inn	Warren	13	198
Econo Lodge	Roseville	13	111
Extended Stay America	Roseville	13	
Knights Inn	Warren	13	117
Hampton Inn	Madison Heights	13	124
Red Roof Inn	Madison Heights	13	108
Days Inn	Taylor	13	50
Quality Inn	Taylor	13	78
Econo Lodge	Detroit	13	100
Baymont Inns & Suites	Roseville	14	100
Best Western Georgian Inn	Roseville	14	111
Best Western Sterling Inn	Sterling Heights	14	250
Microtel Inn & Suites	Roseville	14	98
Days Inn	Sterling Heights	14	110
Residence Inn By Marriott	Southfield	14	144
Baymont Inns & Suites	Southgate	14	99
Holiday Inn Express	Roseville	15	90
Red Roof Inn	Roseville	15	109
Best Western	Madison Heights	15	243
Courtyard By Marriott	Southfield	15	147
Courtyard By Marriott	Troy	15	147
Econo Lodge	Madison Heights	15	134
Fairfield Inn	Madison Heights	15	134
Holiday Inn	Troy	15	150
Red Roof Inn	Troy	15	109
Extended Stay America	Madison Heights	15	
Knights Inn	Madison Heights	15	124
Motel 6	Madison Heights	15	100
Courtyard By Marriott	Auburn Hills	16	148
Hampton Inn	Southfield	16	154
Homewood Suites	Troy	16	150
Marvin's Garden Inn	Southfield	16	200
Residence Inn By Marriott	Troy/Central	16	152
Troy Marriott Detroit	Troy	16	350
Baymont Inns & Suites	Romulus	16	100
Best Western Gateway Hotel	Romulus	16	232
Comfort Inn Metro Airport	Romulus	16	123
Days Inn	Romulus	16	127
Doubletree Hotel	Metro Airport	16	263
Hampton Inn	Metro Airport	16	136
Motel 6	Romulus	16	78
Quality Inn	Metro Airport	16	140
Howard Johnson's	Metro Airport	16	124
Red Roof Inn	Romulus	16	111

# 14

## Accommodation

Quality Inn	Metro Airport	16	140
Howard Johnson's	Metro Airport	16	124
Red Roof Inn	Romulus	16	111
The Detroit Westin Southfield	Southfield	16	387
Baymont Inns & Suites	Warren	17	97
Candlewood Suites	Warren	17	122
Comfort Suites	Warren	17	103
Fairfield Inn	Warren	17	132
Four Points by Sheraton Hotels	Warren	17	127
Hampton Inn	Warren	17	124
Homewood Suites	Warren	17	76
La Quinta Inn	Warren	17	99
Residence Inn	Warren	17	133
Hawthorne Suites	Warren	17	
Motel 6	Warren	17	115
Ramada Limited	Warren	17	127
Studio Plus Hotel	Warren	17	59
Suez Motel	Warren	17	55
Embassy Suites	Southfield	17	239
Residence Inn By Marriott	Troy	17	152
Relax Inn Detroit	Metro Airport	17	136
Embassy Suites	Troy	17	251
The Hamilton Hotel	Birmingham	18	64
Holiday Inn Express	Birmingham	18	124
The Townsend Hotel	Birmingham	18	150
Hilton Garden Inn	Southfield	18	195
Holiday Inn	Southfield	18	415
Homestead Studio Suites	Southfield	18	134
Ramada Inn	Southfield	18	216
Ramada Limited & Suites	Southfield	18	105
Somerset Inn	Troy	18	244
Southfield Marriott Detroit	Southfield	18	226
Candlewood	Southfield	18	121
Extended Stay America	Southfield	18	122
Oakwood Detroit at Southfield	Southfield	18	
Best Western Concorde Inn	Clinton Township	18	160
Fairfield Inn	Farmington Hills	19	91
Kingsley Hotel and Suites	Bloomfield Hills	19	150
Candlewood	Troy	19	118
Days Inn	Livonia	19	60
AmeriSuites - Utica	Utica	20	124
Baymont Inns & Suites	Utica	20	102
Courtyard By Marriott - Utica	Utica	20	90
Candlewood Suites	Farmington Hills	20	125
Comfort Inn	Farmington Hills	20	135

# 14

## Accommodation

Drury Inn	Troy	20	152
Excutive Hotel & Suites	Farmington Hills	20	204
Hilton Northfield	Troy	20	185
Holiday Inn	Farmington Hills	20	262
Radisson Suites Hotel	Farmington Hills	20	137
Ramada Limited	Northville	20	125
Extended Stay America	Farmington Hills	20	
Motel 6	Farmington Hills	20	107
Red Roof Inn	Farmington Hills	20	108
AmeriSuites	Livonia	20	128
Baymont Inns & Suites	Canton	20	99
Courtyard By Marriott	Metro Airport	20	146
Crowne Plaza	Metro Airport	20	300
Days Inn	Canton	20	84
Detroit Metro Airport Marriott	Metro Airport	20	245
Fairfield Inn	Canton	20	133
Fairfield Inn	Metro Airport	20	
Four Points by Sheraton Hotels	Romulus	20	150
Hilton Garden Inn	Metro Airport	20	165
Holiday Inn Express	Canton	20	81
Super 8 Motel	Romulus	20	63
Westin Hotel	Metro Airport	20	
Extended Stay America	Canton	20	104
Extended Stay America	Metro Airport	20	110
Motel 6	Canton	20	
Hilton Novi	Novi	20	239
<b>Total within 20 miles</b>			<b>21637</b>





DETROIT 2024  
CANDIDATE CITY

# 15

Transport

# 15

## Transportation

Transportation is a critical component to a City's economic and social opportunities. One of the major challenges for urban transportation in the Metropolitan Detroit is suburbanization. The ever-expanding boundaries of metropolitan area poses significant challenges to mass transit, as the bulk of work trips within metropolitan areas – transit's traditional market – begin and end in the suburbs. As Metropolitan Detroit (the Southeast Michigan region) continues to evolve from its historic roots as an industrial employment center and position for future growth, the need for an enhanced transit system becomes more important than ever. The City of Detroit and State of Michigan are undergoing some of the necessary steps to augment the existing transportation, to create an infrastructure network that is focused on the next generation of mobility needs and connect the two in an innovation context.

Efficiently transporting athletes, spectators, media and all Olympic participants is unarguably one of the major logistical challenges with hosting an Olympic event. Similar to London 2012, a sound comprehensive transportation plan will be required to ensure ease of mobility throughout the core of the games, event centers, airports and the region. The Detroit 2024 Transportation plan is founded on three key themes that comprise a world class transportation network including a strong roadway network coupled with key rapid transit projects that are targeted to improve overall mobility and better connect communities across the region.



# 15

## Transportation

### Mobility

- Detroit, long known as the automotive capital of the world, focused its transportation resources more on roadway and freeway networks and now the area is focused on creating a strong regional public transit system to meet its future mobility needs. Some of the opportunities and existing assets include Detroit's unique roadway configuration – the hub and spoke physical roadway network is uniquely suited to efficiently link downtown to major venues within the proposed 7.2 mile inner rim of the Olympic activities.
- Potential for dedicated pedestrian connections: Depressed Freeway network that presents unique ability to connect communities and area of attractions by building pedestrian plazas.
- Freeway capacity meets mobility needs: Use of High Occupancy Vehicle lanes on freeway corridors for dedicated Olympic-only traffic to be shared by higher level transit and for express travel between key venues outside city limits and accommodation locations such as Dearborn and Royal Oak.
- The Detroit People Mover as perimeter circulator: an elevated automated guideway transit system that loops the 7.2 mile perimeter of the proposed inner rim.



# 15

## Transportation

### Mobility (Continued)

- **M-1 Rail:** The initiative to build a 3.3 mile downtown connector on Woodward Avenue between downtown to midtown along the spine of Detroit's transportation network Woodward Bus Rapid Transit- Exclusive guide way BRT is underway for the 27-mile long Woodward Avenue between cities of Detroit and Pontiac as the first leg of a broader regional rapid transit system. The Regional Transit Coordinating Council plan is to implement a 110 mile Golden Triangle Transit plan by 2020.
- **Complete Streets Initiative:** Building upon nation's largest Complete Streets initiative on Woodward Avenue, it offers a potential for a walkable games experience in the 7.2 inner rim and along the main artery of Detroit (M-1).
- **Chicago to Detroit High Speed Rail (HSR) and Ann Arbor to Detroit Commuter Rail projects:** Two key regional rail projects that are in various stages of implementation. Chicago to Detroit provides a much-needed higher speed regional connection and one of the pioneering projects in the US while the service on Ann Arbor to Detroit commuter rail projects is scheduled to begin in October 2013.

### Innovation

The use of Intelligent Transportation Systems (ITS) in Michigan will be a key factor for providing traveler information across all modes of transport to improve mobility and general public awareness. Communicating traffic conditions, bus routes, travel time data, parking information for various routes will allow for seamless flow of people across the region. In addition, integration of new technologies and business concepts for mobile ticketing, bike sharing, mobile parking, peer-to-peer car sharing will enhance the flow of spectators in and around the region.

# 15

## Transportation

### **Innovation (Continued)**

With Detroit Metro Airport serving as the major hub point to Southeastern Michigan Region, effective methods of communication to traveling passengers to accommodations and venues will be required. The Michigan Department of Transportation Midrise site is currently used a primary tool for sharing transit conditions across state roadways. Coupling the state and city travel information systems, a larger regional information system will be critical for effective communication to the public during the Olympic Games.

Advanced parking systems and connected vehicle technology will enhance the ability to provide guidance to motorists traveling by vehicle, which is the largest mode of travel in the region today.

With Bus Rapid Transit being studied in the City of Detroit today, an innovative approach to leveraging smart and sustainable infrastructure will be through the use of Electric Buses that use charging stations along the BRT routes. This concept will enable cost efficiencies in the lifecycle cost for busing infrastructure, while reducing the carbon footprint in the city.

### **Making the Investment**

Southeastern Michigan has strategic mobility and innovative assets that will aid in the transport of people for the Olympics games. While the state, and local government agencies have already sought out plans to improve mobility across the region, further investment will be required:

- Implementation of a Rail System between Chicago and Detroit with stops in Ann Arbor and DTW.
- Implementation of a HOV system on the freeway network.
- Implementation of Pedestrian Plaza's around venues in downtown Detroit.

Some initiatives are costly and will require stakeholder commitment. Previous Transportation Secretary LaHood has promised to invest \$80B in transportation in the United States. Federal funding is an option to make up for these costs, but Public Private Partnerships are another way to supplement the federal and state investment. Another critical aspect of making the investment is the construction time frame to be ready for the Olympics. There are alternative delivery methods to reduce capital costs and allow for faster construction schedule and be ready for games in 2024.



DETROIT 2024  
CANDIDATE CITY

# 16

Technology

# 16

## Technology

Detroit has the technical capability and capacity to host large-scale events, and has regularly proven its ability to do so through events such as the Super Bowl, NCAA Final Four and North American International Auto Show. The Olympic and Paralympic Games will undoubtedly create larger demands than these on the region's internet, telephone, wireless and broadcast networks, and Detroit is well positioned to scale its capacity to meet these demands. Technology, however, means much more than just communication bandwidth. Detroit has a long history of invention and innovation, bringing new ideas, processes and methods to life, creating entire global industries as a result. There are more engineers per capita in Southeast Michigan than anywhere else in the country and there is no one single place in the country better positioned than Detroit to leverage collective intelligence and ingenuity to deliver the most advanced Olympic experience across areas of mobility, transit, information technology, construction, security and more.

### Infrastructure

- Michigan is home to Merit Networks, one of the longest standing internet backbone providers in the nation, providing high speed fiber connections to Michigan's world-class research universities, two of which are located in Southeast Michigan, as well as connections out to the Internet2 high-speed network.
- Southeast Michigan is home to two Google offices. With a large, established presence in the region, and Google's plans for expanding high-speed fiber networks to communities, an Olympic bid would provide a strong leverage point in dramatically improving connectivity for Olympic venues, but also the community at large.
- Detroit is home to a large presence of numerous federal agencies, including the FBI, Border Patrol, ICE, IRS and Army Corp of Engineers, as well as the nation's only USPTO satellite office, all of which bring with them high speed, fully secured connections to government networks.

# 16

## Technology

### World Stage for Unveiling Innovation

- The business community of Southeast Michigan aggregately represents one of the largest collections of patents and patent applications in the nation. Innovation and invention run deep in Detroit, and the Olympic and Paralympic Games would provide an unprecedented opportunity for the unveiling of transformative technologies and their integration into the Olympic experience.
- The digital age has resulted in more technological advancement in the last ten years than the one hundred prior. That trend will continue and see further integration into key areas such as mobility, transit, hospitality, communications and so many others critical to the Olympic experience. The local presence of industry leaders in these areas, coupled with the forthcoming development of community assets in these areas, positions Detroit uniquely to provide the most technologically advanced Olympic and Paralympic Games the world has ever seen.

### The Connected Olympic Experience

- The 2024 Olympics will be born and bred in a digital age of connectedness. Just as Henry Ford changed the world by making the automobile accessible to the common man, the Detroit Olympic Experience will be one of global connectedness, using technology to put the Olympic experience at the fingertips of all people worldwide.
- The continued convergence of media, old and new, from television and radio broadcast to internet, streaming and satellite technologies will enable Detroit to provide a seamlessly connected attendee experience, integrating all aspects of the Games and a visitor's stay in Southeast Michigan.
- The experience of each Olympic and Paralympic athlete is paramount, and the use of technology to facilitate the athlete's stay in the Olympic Village and movement throughout the Olympic campus will be a priority in Detroit's execution of the Games.



DETROIT 2024  
CANDIDATE CITY

# 17

Media Operations

# 17

## Media Operations

The City of Detroit, resting a few hundred feet from the United States/Canadian border has long been considered an international destination for sports fan and media alike. The community has successfully demonstrated the ability to support multiple major international events with Major League Baseball, the National Hockey League, the National Basketball Association and single events like World Cup Soccer, the NFL Super Bowl, Grand Prix Racing, and Unlimited Hydroplane Racing.

The fact that Detroit remains a central power in the international automotive industry, there is an underlying infrastructure to support a wide variety of world-class media whether that media is reporting on the International Auto Show or current 2024 Olympic and Paralympic bid.

Media Operations for a Detroit Olympic event will have at its core a redundant state-of-the-art data network linking venues with each other as well as the International Broadcast Center (IBC) and the Main Press Center (MPC). Scalable multi-platform technology will deliver an unparalleled digital experience for all international media. Within the benefit of the two cluster venue system, the media operations plan would encompass the following key aspects.

### **COBO Center**

- Location for the International Broadcast Center (IBC) and the Main Press Center (MPC) would be within the confines of Cobo Center, a major convention center almost equi-distant between the Olympic Stadium (Ford Field) as Cluster One, and the Detroit River footprint covering as far east as Belle Isle.
- Linking the 58 sport disciplines would be a combination of fiber links built into redundant networks of both hard-wired and wireless technology. Expect the establishment of a virtualized broadcast infrastructure with in-line processing to provide a cloud-based master control system that will allow delivery of an efficient effective broadcast capability.
- Detroit will work with The Video Services Forum (VSF) which consists of representatives of the European Broadcasting Union (EBU) SMPTE, and the task force of leading broadcasters, media companies, and technology vendors who are part of the Joint Task Force on Network Media.

# 17

## Media Operations

### Media Operations

- Media operations will consist of both physical and virtual support. Media operations will physically headquarter at Cobo Center with ancillary physical operation centers in multiple locations and venues. Standard support mechanisms will exist to provide in-language media guides, press concierge operations, statistical and logistical support, and general assistance.
- Virtual operations will provide web-based interactive media support in the both the actual reporting of live sporting competition and a comprehensive research tool in providing historical data on a wide variety of topics related to the Olympics.
- Software Defined Networking (SDN) will ultimately provide a cost-effective efficient support network for all forms of media attending the games. Our goal is to provide the blue-print for the next generation of Olympic media operations.

### Media Village

- The Media Village will be a new build within walking distance from Cobo Center to provide accessibility for media to easily reach operations at the International Broadcast Center (IBC) and the Main Press Center (MPC). The site will also be in proximity of all critical transportation systems.
- Utilizing a new build plan for the village will allow for a housing design tailored to the unique needs of media in a “road warrior” mind-frame with reasonable comfort and efficiency to leave a positive and glowing impression of Detroit and the surrounding communities.
- The Media Village will provide a technology infrastructure built on the same architecture as the IBC and MPC allowing media a stable and consistent level of performance whether they are operating inside the confines of the media center, or in their respective lodging. The current plan would allow each media person to acquire a single access I.D. which would allow them to log onto the system once upon arrival inside the Media Village.

