



METROPOLITAN  
TRANSPORTATION  
COMMISSION

Agenda Item 2d

Joseph P. Bort MetroCenter  
101 Eighth Street  
Oakland, CA 94607-4700  
TEL 510.817.5700  
TDD/TTY 510.817.5769  
FAX 510.817.5848  
E-MAIL info@mtc.ca.gov  
WEB www.mtc.ca.gov

*Memorandum*

TO: Legislation Committee

DATE: July 2, 2010

FR: Executive Director

W. I. 1131

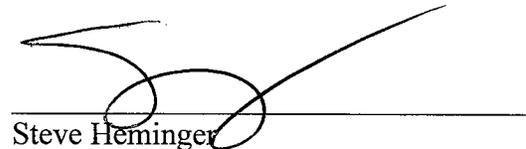
RE: Resolution of Support for Hosting the America's Cup in the Bay Area

MTC has been approached by the office of San Francisco Mayor Gavin Newsom to register our support for bringing the prestigious America's Cup sailing competition to the Bay Area in 2013 or 2014.

Our chair, Scott Haggerty, expressed strong support for this effort at the Clipper<sup>sm</sup> Card event on June 16 in San Francisco, inspired in part by the card's nautical theme and historical roots in the grand sailing ships of yesteryear. We would like now to formalize this support and show the organizers that the entire Commission is behind the effort to bring the America's Cup to the region.

The region stands to benefit in several ways by hosting this world-class event; it would pump hundreds of millions of dollars into our local economy, and raise the region's visibility worldwide. Moreover, since the competition could coincide with the opening of one or both decks of the new Bay Bridge East Span, there are many opportunities for cross-promotions. We also envision cross-marketing opportunities with the Clipper<sup>sm</sup> Card, which should be fully deployed by then.

The attached resolution declares the Commission's support for the notion of bringing the race to San Francisco Bay, and pledges to provide transportation planning assistance for the America's Cup should the region be successful in its bid to host the competition.

  
Steve Heminger

Date: July 28, 2010  
W.I.: 1131  
Referred By: Legislation

ABSTRACT

Resolution No. 3969

Resolution of support for hosting the America's Cup race in the San Francisco Bay Area.

Date: July 28, 2010  
W.I.: 1131  
Referred By: Legislation

Re: Resolution of Support for the America's Cup Race

METROPOLITAN TRANSPORTATION COMMISSION  
RESOLUTION NO. 3969

WHEREAS, the America's Cup is considered the oldest international trophy in sport and sailing's biggest prize; and

WHEREAS, on Sunday, February 14, 2010, off the waters of Valencia, Spain, the challenger BMW/ORACLE Racing team, owned by Silicon Valley entrepreneur Larry Ellison, won the 33rd America's Cup for the San Francisco Golden Gate Yacht Club, becoming the first American challenger to win the America's Cup since 1995; and

WHEREAS, under rules set forth in the late 1800s, the ownership of the America's Cup and the responsibility of staging the event go to the winning team, and Larry Ellison has expressed a desire to consider holding the next America's Cup on the San Francisco Bay; and

WHEREAS, this would be the first return of the America's Cup to the United States since 1995; and

WHEREAS, with its extensive public transit network, consisting of buses, trains, rapid transit, cable cars and several ferry lines, the Bay Area can offer visitors, competitors and race officials easy, car-free access to all of the events and launch sites; and

WHEREAS, as the region's transportation planning, financing and coordinating agency, the Metropolitan Transportation Commission stands ready to assist in bringing the America's Cup to the Bay Area, and to facilitate travel to and from the events and to the region's attractions; and

WHEREAS, the arrival of the America's Cup to San Francisco Bay in 2013 or 2014 will likely coincide with the opening of the new East Span of the San Francisco-Oakland Bay Bridge, thereby showcasing the new bridge to the world; now therefore, be it

RESOLVED, that the Commission directs staff to work with local organizations to bring the 34<sup>th</sup> America's Cup to the Bay Area; and be it further

RESOLVED, that should this effort be successful, the Commission directs staff to work with event organizers to maximize use of public transit, minimize traffic congestion, and jointly promote the event, the new Bay Bridge East Span, and the Clipper<sup>sm</sup> card.

METROPOLITAN TRANSPORTATION COMMISSION

---

Scott Haggerty, Chair

The above resolution was entered into by the Metropolitan Transportation Commission at a regular meeting of the Commission held in Oakland, California on July 28, 2010.