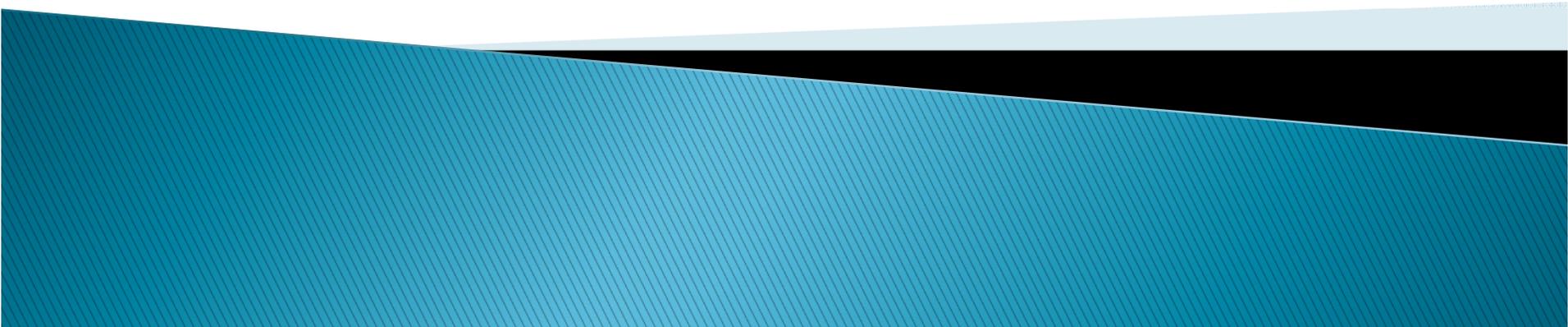


# Update on the City's Planning and Preparation for the Formula One Race Event

June 14, 2012



# Overview

## ▶ Background

- Circuit of the Americas track and facilities
- Formula One projected attendance and economic impact
- City's efforts to prepare for the Formula One event

## ▶ Updates

- Recap major announcements by Circuit of the Americas
- Transportation and Public Safety planning
- Accomplishments and work in progress for key areas
- Formula One related events

## ▶ Q&A



# Circuit of the Americas

## *Conceptual Rendering*



# Circuit of the Americas

## *Conceptual Rendering*



# Circuit of the Americas

## *Conceptual Rendering*



# Circuit of the Americas

## *About the Track and the Facilities*

- ▶ Situated on 1,000 acres in Southeast Austin
- ▶ Driving Distance: Approximately 9 miles from the Airport and 14 miles from Downtown
- ▶ First purpose-built Grand Prix facility in the U.S.
  - 3.4 mile circuit track with 20 turns and an elevation change of 133 feet
  - 40,000 square foot conference/media center
  - 5,500 square foot medical center
  - 20,000 person capacity amphitheater

# Circuit of the Americas

## *Economic Impact*

- ▶ Estimated construction cost of \$400 million
- ▶ Creates approximately 1,700 construction jobs
- ▶ Creates approximately 300 permanent jobs and 3,000 seasonal/event-specific jobs
- ▶ Expected to draw 800,000 to 1.2 million people to COTA events during the year through events such as:
  - Formula One
  - Australian V8 Supercars
  - American LeMans Series
  - Motorsports clubs
  - Concerts
  - Foot and bicycle races

# U.S. Formula One Grand Prix

## *Projected Attendance and Economic Impact*

- ▶ Will attract up to 300,000 visitors with an estimated 80% of attendees from outside Texas
- ▶ 120,000 fans are expected to attend the race
  - 42,000 (35% of total fans) will arrive via international flights
- ▶ Other attendees include
  - 2,400 race car drivers and team members
  - 600 Formula One staff
  - 1,100 out-of-state media
  - 150 media from other Texas markets

# U.S. Formula One Grand Prix

## *Projected Attendance and Economic Impact*

- ▶ Estimated 1 89,874 total hotel room nights sold, the majority of which will be in Austin
- ▶ \$4.6 million direct and indirect local revenues generated because of the event
  - \$1.7 million in sales taxes (*General Fund*)
  - \$2.6 million in hotel occupancy taxes (*restricted use*)
  - \$245,856 in mixed beverage taxes (*General Fund*)
  - \$51,860 in car rental taxes (*restricted use*)

*Source: July 2011 Report on Major Event Trust Fund Gain from U.S. Formula One Grand Prix*

# U.S. Formula One Grand Prix

## *Major Announcements*

- ▶ Held track inspection by Federation Internationale de l'Automobile Race Director
- ▶ Formed the Formula One Host Committee
- ▶ Partnered with 90 area hotels and joined Hotels for Hope
- ▶ Announced a volunteer program
- ▶ Initiated ticket sales
- ▶ Named Mario Andretti as Official Ambassador



# U.S. Formula One Grand Prix

## *Calendar*

Sun Nov 11	Mon Nov 12	Tues Nov 13	Wed Nov 14	Thurs Nov 15	Fri Nov 16	Sat Nov 17
	Veterans Day Holiday	F1 Race Teams Arrive		Most Fans Arrive	<u>Practice 1</u> 10am to 11:30am	<u>Practice 3</u> 10am to 11am
					<u>Practice 2</u> 2pm to 3:30pm	<u>Qualifying Race</u> 1:00pm
Sun Nov 18	Mon Nov 19	Tues Nov 20	Wed Nov 21	Thurs Nov 22	Fri Nov 23	Sat Nov 24
<u>Grand Prix</u> 1:00pm	Race Teams Depart and Most Fans Depart			Thanks-giving		UT vs TCU In Austin

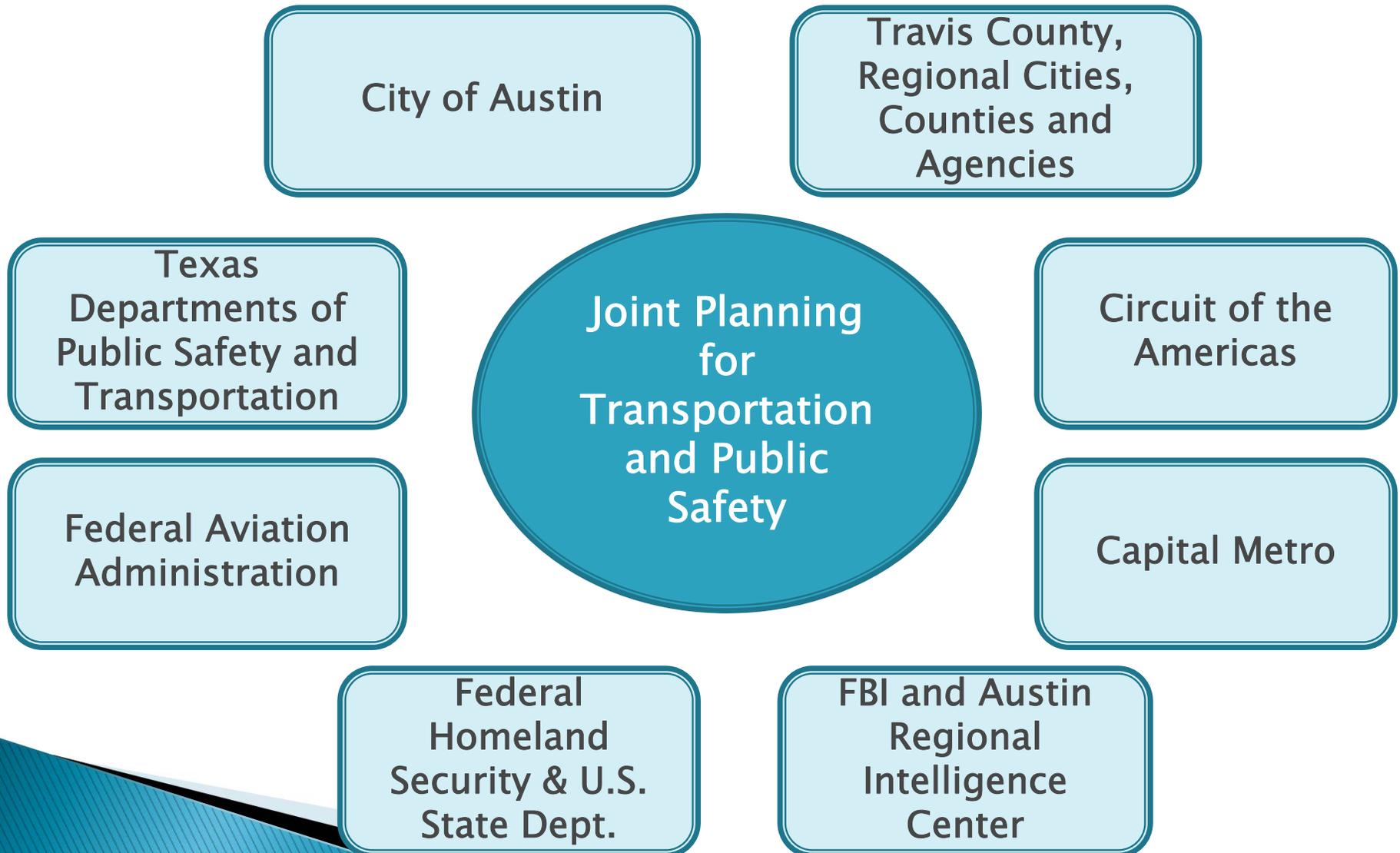
# Getting Ready

## *City's Efforts to Plan and Prepare*

- ▶ Jan. 18, 2012: Core Team and Planning Team formed
- ▶ Executive Sponsors and Project Manager assigned
- ▶ Planning structure developed and group leaders assigned
- ▶ Counterpart team structures formed for Travis County and Circuit of the Americas
- ▶ Joint monthly meeting schedules established for the three main organizations and other agencies

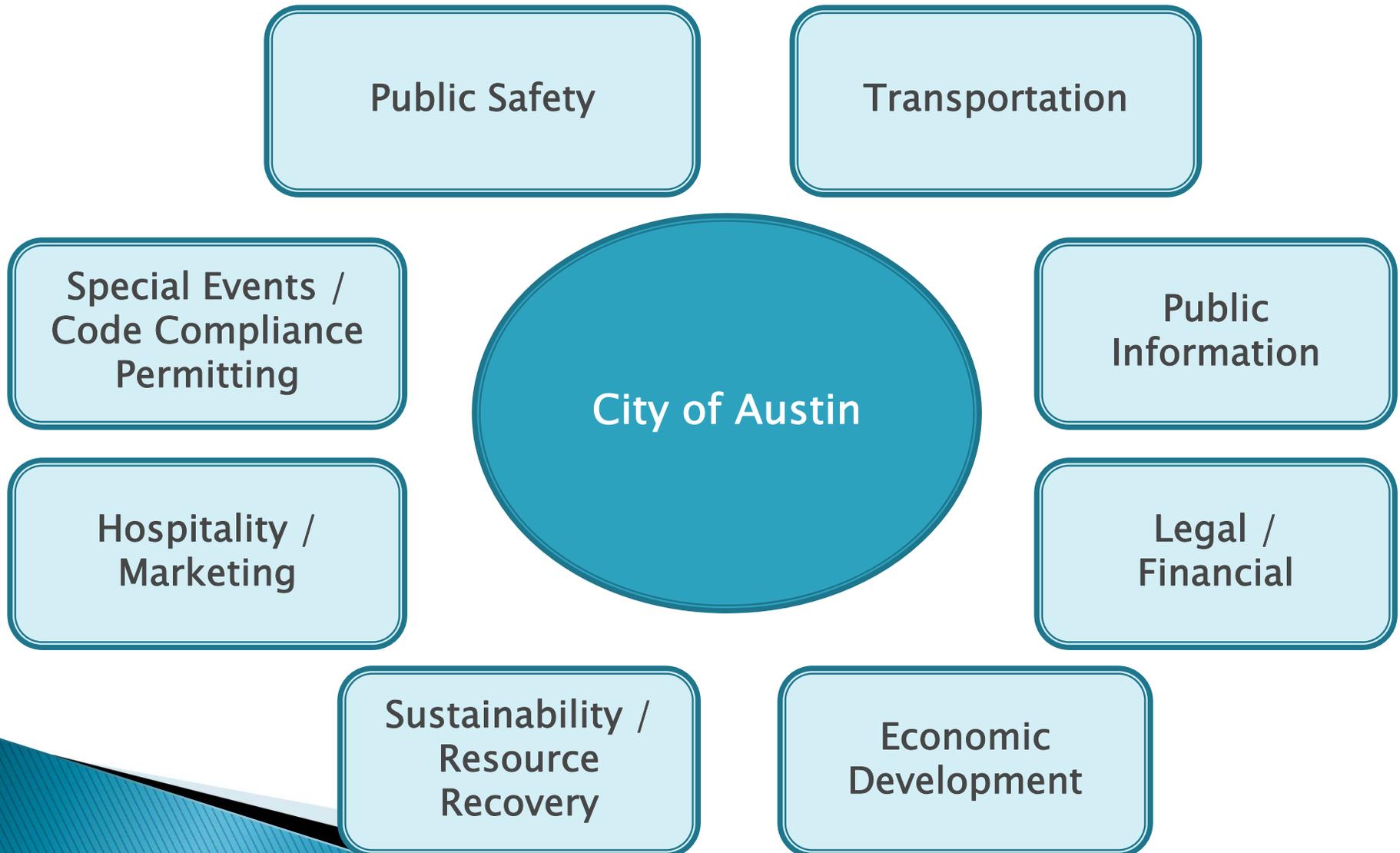
# Getting Ready

*Local, Regional, State, and National Agencies Involved*



# Getting Ready

*Planning Teams Developed to Meet Challenges*



# Getting Ready

## *Transportation and Traffic Management*

### ▶ Objectives

- Transport fans, media, sponsors, staff, and F1 officials to and from Circuit of the Americas (COTA) with minimal disruption to local residents and businesses in the most efficient manner possible
- Inform and assist local residents and businesses with their options
- Ensure functional flow of vehicle and pedestrian traffic during the F1 event



# Getting Ready

## *Transportation and Traffic Management*

### ▶ Elements of the plan

- Communications and public relations
- Internal signage
- On-site parking
- Off-site parking
- Parking permits
- Limousine parking
- Charter buses
- Bicycle access
- Cash parking lots
- Hotel shuttles
- Directional signage to taxi lots, on-site parking lots, etc.
- Park-and-ride locations
- Bus shuttle routes
- Temporary street closures
- Contra-flow lanes
- Airport operations
- Helicopter operations
- Command centers
- Roadway improvements

# Getting Ready

## *Transportation and Traffic Management*

- ▶ Key site information
  - COTA gates will open at 8:00 a.m. each morning
  - 17,000 on-site patron permit parking spaces in 13 lots
  - Seven (7) internal entry gates
  - Two (2) internal pedestrian bridges
  
- ▶ Key travel information
  - Two (2) Park-and-ride locations at the Travis County Expo Center and Downtown Austin
    - 72,500 patrons from both locations utilizing 538 buses
  - Private vehicle drive times range from 2.2 to 3.14 hours
  - Bicycle route ends at Richard Moya Park with direct shuttle service to COTA

*Source: Circuit of the Americas Draft Transportation Plan (May 29, 2012)*

# Getting Ready

## *Public Safety*

- ▶ Objectives
  - Provide a safe and secure event environment
  - Enforce the laws and ordinances of all agencies
  - Provide for crowd control and traffic control
  - Plan for the appropriate response to emergency situations, crisis scenarios, and evacuation needs
  - Develop and maintain effective lines of communication between COTA and all agencies



# Getting Ready

## *Public Safety*

- ▶ Physical areas of focus
  - COTA facility
  - Primary roadways between Downtown and COTA
  - Related festivals and events in the Downtown area
- ▶ Preparation and response planning
  - Event safety
  - Crowd management and safety
  - Emergency traffic management
  - Tourism-based policing
  - Staffing
- ▶ Command and information sharing centers
  - Department operations centers
  - Emergency Operations Center
  - Austin Regional Information Center

# Updates

## *Transportation*

### ▶ Major Accomplishments

- Assisted with draft Transportation Plan
- Secured additional support from Federal Aviation Administration
- Conducted joint meetings with U.S. Customs, Transportation Security, and regional airports
- Routes and locations finalized for Park & Ride

### ▶ Work in Progress

- Monitoring road improvements
- Meeting with regional municipalities/counties to discuss traffic/transportation plans and issues
- Reviewing plans for camera placement for traffic monitoring
- June 28<sup>th</sup>: Council agenda item to consider temporary terminal to accommodate large, direct international flights

# Updates

## *Proposed Airport Temporary Customs Facility*



# Updates

## *Public Safety*

- ▶ Major Accomplishments
  - Negotiated direct service contracts for Fire, Emergency Medical Service, Air Medical Service, and Law Enforcement
  - Developed plan for command centers and EOC activation
  
- ▶ Work in Progress
  - Finalizing Public Safety plan
  - Finalizing organization structure for command posts
  - Developing training on how to work with dignitaries
  - Developing tabletop exercises



# Updates

## *Other Planning Teams*

- ▶ **Public Information/Media Relations**
  - Preparing for global media inquiries
  - Developing a Formula One website to disseminate information to the public
  
- ▶ **Hospitality/Marketing**
  - Developing Welcome Centers
  
- ▶ **Special Events/Code Compliance/Permitting**
  - Fielding inquiries for special event permits
  - Researching best practices to improve processes
  - Reconfiguring an office suite for special events team to be housed at One Texas Center

# Updates

## *Formula One Related Events*

### Preceding the F1 Event

- ▶ Formula Expo
  - Saturday, June 16<sup>th</sup> and Sunday, June 17<sup>th</sup>
- ▶ COTA Shift into Style
  - Early August 2012 in collaboration with Austin Fashion Week

### During the F1 Event

- ▶ Downtown Festivals
  - Formula Fest
  - COTA Festival
- ▶ Other Events
  - Formula Austin
  - Car Club Showcases



# Question & Answer

