



Executive Directive 11-02
America's Cup Executive Steering Committee

January 18, 2011

On December 31, 2010, the BMW ORACLE Racing team selected San Francisco to host the 34th America's Cup in 2013. The event provides an unparalleled opportunity to showcase San Francisco and boost the City's economy by creating nearly 9,000 jobs and generating an estimated \$1.4 billion in direct economic impact to the City and region. Mayor Lee is committed to delivering a world-class event that fully realizes these public and economic benefits and has already marshaled City staff and resources to begin the detailed planning and implementation of the event. In doing so, the Mayor has established the management structure detailed below to effectively coordinate the City's efforts.

America's Cup Executive Steering Committee

The Mayor will establish and empower a high-level America's Cup Executive Steering Committee to make all necessary policy recommendations to successfully implement the event. The committee will consist of the Executive Directors of the Mayor's Office of Economic and Workforce Development, the Port of San Francisco, and the Department of Public Works. The AC Executive Steering Committee will report directly to the Mayor.

Office of Economic and Workforce Development (OEWD)

OEWD will have overall project management responsibility to deliver the City's obligations under the Host City Agreement and move the project expeditiously through the regulatory and land use approval process. OEWD will hire an America's Cup Project Director to form and manage a multi-agency team to lead these efforts. The AC Project Director will report directly to the AC Executive Steering Committee. The AC Project Director's responsibilities include:

- Overall regulatory and land use approvals, including CEQA and permits/leases for event and spectator venues, in order to deliver a successful event in 2013.
- Development of event logistics with the AC Event Authority and coordination both with City agencies (eg. MTA, Police Department, Fire Department), as well as other local, state and federal agencies including the Coast Guard, GGNRA, FCC, FAA, the Department of Homeland Security, and neighboring municipalities.
- Partnering with the San Francisco America's Cup Organizing Committee (SFACOC) on private fund raising efforts and obligations.
- Promoting and insuring the delivery of major public benefits including maximizing the event's benefits to local restaurant, hotels, retailers, suppliers, manufacturers and other local and small businesses; and supporting the event's local hiring and participation in the City's workforce development system.
- Community relations and outreach to insure that impacted neighborhoods and stakeholders are informed and contribute to event planning.
- Coordination with the AC Event Authority, the San Francisco Convention and Visitor's Bureau and other appropriate agencies to successfully market and advertise the event and plan for up to 2.6 million visitors to San Francisco.

Port of San Francisco

Given that the primary America's Cup operational and spectator venues are located on Port controlled land, the Port has one of the most critical roles in delivering a successful America's Cup event. In addition to the Port Executive Director sitting on the AC Executive Steering Committee, the Port will appoint a high-level project manager to coordinate all of its efforts, including delivery of short-term and long-term event venues, assistance and relocation for existing Port tenants impacted by the event, and waterfront specific permitting and approvals.

Department of Public Works

The Department of Public Works (DPW) will be responsible for the City's infrastructure commitments including coordination with Port's Cruise Terminal project on Pier 27, construction of the Brannan Street Wharf adjacent to the America's Cup venue on Pier 30-32, and removal of Pier 36. In addition, DPW will assist the AC Event Authority in their development of the major infrastructure improvements planned for the event venues.

Planning Department

In conjunction with the AC Event Authority, the Planning Department will be the lead City agency for undertaking and completing environmental review under CEQA for the hosting of the America's Cup event. The timely completion of environmental review is critical to event timeline.

Municipal Transportation Authority

The MTA will be the lead City agency in the development and implementation of the Event's People Plan to facilitate and plan for the up to 200,000 visitors per day to the event. The People Plan will emphasize the need to deliver effective public transportation services to the on-shore venues and spectator areas during the event.

Recreation and Parks Department

The Recreation and Parks Department will be responsible for managing its waterfront public spaces, notably the Marina Green and Marina Yacht Harbor, as spectator venues.

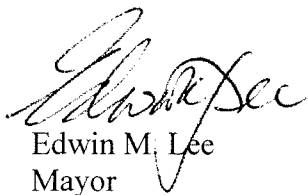
The City's project team will work closely with the National Park Service for the planning and use of key live sites, including Crissy Field, the Marin Headlands, Aquatic Park, Alcatraz, among others. The Park Service will be a key federal partner.

Department of the Environment

The Department of the Environment will be the lead City agency responsible for the development and implementation of the Event's Waste Management Plan and LEED Plan, which together will ensure that the Event is a carbon neutral and zero waste experience and which will emphasize resource sustainability and environmental stewardship.

Other Agency Support

The AC Executive Steering Committee and OEWD will also receive critical support from additional City agencies including the Police Department, Fire Department, City Attorney, Department of Building Inspection, and Controller.



Edwin M. Lee
Mayor