



# **34th America's Cup**

## **Draft Youth Involvement Plan**

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# SECTION 1

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## Introduction And Context

### 1.1 Introduction

The 34<sup>th</sup> America's Cup ("AC34") Host City and Venue Agreement ("Host Agreement"), signed in December 2010, defines the roles and obligations of the City and County of San Francisco ("City"), the America's Cup Event Authority ("Authority" or "ACEA"), and the San Francisco America's Cup Organizing Committee ("Committee" or "ACOC"), with respect to the AC34 races and related matters ("Event"), if they occur in San Francisco. The Host Agreement calls for an Event that promotes inclusion and opportunities for San Francisco's young people to participate. AC34 aims to take the sport of sailing to a new level, while promoting youth involvement and access to the waterfront, leaving a lasting positive legacy on local communities and the next generation of America's Cup enthusiasts.

Guided by the vision described above, the parties to the Host Agreement have agreed to work together to develop a Youth Involvement Plan for the AC34 events that will set forth the comprehensive strategy for achieving this shared vision.

Under the terms of the Host and Venue Agreement, this draft Youth Involvement Plan must be issued no later than the date upon which environmental review of the Project under CEQA is completed.

The AC34 Youth Involvement Plan covers event-related youth involvement activities implemented by various organizations involved in delivering the AC34 events in San Francisco. It will include youth-related opportunities for engagement called for under the Host City Agreement between the America's Cup Event Authority, the America's Cup Organizing Committee, and the City and County of San Francisco.

Some Event-related programs and activities will be under the direct control of Event delivery organizations, and as such these youth priorities will be designed and executed by Event delivery organizations such as the America's Cup Event Authority (ACEA or Event Authority). In other activity areas, delivery organizations will only have the ability to influence the decisions and activities of partners and stakeholders, but should use this influence to inspire appropriate programs and broad outreach. For example, when an external vendor is hiring new staff to meet the needs of the America's Cup, ACEA can try to influence that vendor to hire a young person from San Francisco.

The Draft Youth Involvement Plan is consistent with provisions of other Event implementation plans that address youth and inclusion topics including the People Plan, the Workforce Development Plan, and the Parks Event Operations Plan, among others.

A description of all of the AC34 Implementation Plans can be found on the website of the San Francisco Office of Economic and Workforce Development at:  
<http://www.oewd.org/media/docs/AC34/AC34%20Implementation%20Plans.pdf>

As AC34 Event plans are finalized, through the environmental review and permitting processes or otherwise, it may be necessary to modify strategies to adapt to aspects of the Event that are not fully apparent at present.

Like the other implementation plans, once the AC34 Event Youth Involvement Plan is released it is not meant to be static for the remainder of the AC34 Events. The lessons learned through the implementation of the Events taking place in 2012 will inform expectations and planning for events in 2013.

## 1.2 Youth Involvement Plan Development Timeline

The following development timeline is proposed to deliver the AC34 Youth Involvement Plan:

- **September – November 2011**
  - Review and develop event-related youth involvement strategies based on technical feasibility and resource availability;
  - Draft Youth Involvement Plan Framework document created;
  - Present Draft Framework document to key stakeholders such as the America's Cup Organizing Committee, the City of San Francisco's Department of Children, Youth and their Families (DCYF), the Youth Commission, and others to solicit feedback to be incorporated into the final Framework document.
- **December 2011 – January 2012**
  - Draft Youth Involvement Plan released for public comment;
  - Discussions with stakeholders and the public to gather feedback through channels such as the Youth Commission, neighborhood outreach, key community stakeholders. Comments can be made to the ACEA through mail or e-mail, or in person at meetings.
  - Close of public comment period;
  - Incorporate public comments and rework plan into final form with OEWD, DCYF and others.
  - Youth Involvement Plan published not later than the date upon which environmental review of the Project under CEQA is completed.

## **1.3 Context for Youth Involvement Planning**

The City of San Francisco and the Event Authority are committed to ensuring that San Francisco's young people have the widest opportunities to learn, gain valuable experience and enjoy their City. Youth involvement requires us to create meaningful opportunities for young people to engage with the America's Cup, and it is also about promoting awareness for "big picture issues" that young people want to support, such as ocean conservation and environmental stewardship.

### **1.3.1 AC34 Host City and Venue Agreement**

The Recitals at the beginning of the Host Agreement include several statements that describe the importance of youth involvement to the success of the Event:

Recital M: The City is committed to ensuring that San Francisco's young people have the widest opportunities to learn, gain valuable experience and enjoy their City. The Authority, the City and the Committee intend that, if San Francisco is selected as host city for AC34, the Event will incorporate and support sailing related programs and activities for the City's children, youth and families. Preceding and during the Event, the Authority will conduct extensive outreach to children, youth, and families, conduct youth sailing courses, and provide event passes to San Francisco's children, youth and families at no cost. The Authority will commit to hiring young people to work at these events or to provide them with an internship. The Authority will create friendly open spaces in which children and youth will engage in various Event related activities. The Authority will create exciting learning spaces in which children, youth and families will have access to experiential and project-based learning related to the Event.

In addition, Section 10.13 of the Host Agreement states, in part:

The Youth Involvement Plan shall set forth the means by which, before and during the Event, the Authority shall: (a) incorporate and support sailing related programs and activities for the City's children, youth, and families; (b) conduct outreach to children, youth, and families through the San Francisco Unified School District and the City's existing programs for children, youth, and families to provide youth sailing courses and Event passes at no cost; (c) commit to hiring and providing internships to young people for the Event; (d) create friendly open spaces in which children and youth will engage in various Event-related activities; and (e) create exciting learning spaces in which children, youth, and families will have access to experiential and project-based learning related to the Event.

### **1.3.2 Requirement to Prepare a Youth Involvement Plan**

Section 10.13 of the Host Agreement states:

Not later than the date upon which environmental review of the Project under CEQA is completed, the Authority, in consultation with the Department of Children, Youth & Families, shall develop a Youth Involvement Plan (the “Youth Involvement Plan”).

Thus it is the Authority’s responsibility to create a Plan that includes the five areas outlined in Section 10.13 of the Host Agreement, in consultation with the Department of Children, Youth & their Families.

## 1.4 Youth Involvement Planning Methods

Similar to other other large-scale sporting event organizations, the Event Authority is taking into consideration the inclusion of youth involvement and engagement in event planning strategies. The 2010 Olympic Winter Games in Vancouver, Canada included a thorough and rigorous approach and implementation strategy to incorporate youth involvement principles into various phases of delivering the Event. This effort covered the preparation, staging and legacy phases of the 2010 Games. The London 2012 Olympic Games and Paralympic Games organizers have also embedded youth involvement into the planning, staging and legacy phases of delivering that event. The Event Authority has relied on planning efforts from past America’s Cup events as well as the most recent Olympic Games to create this Youth Involvement Plan.

### 1.4.1 Hierarchy of Concepts

**Policy and Vision Statement** - At the top level is a policy and, if desired, a Vision Statement that communicates the need for, and advantages of, incorporating youth involvement into the event.

**Issues** - Public events, and sporting events in particular, have certain characteristics in common but also have many characteristics that are unique to each event: the type of venue and its setting, traditions associated with the sport, spectators’ interests, degree of media attention, etc. Consequently, it is important for the planners of an event to consider a range of youth involvement-related issues and identify those that are of primary importance to that event.

**Principles** – For a given issue, there are typically several Principles that can guide planners in developing strategies for youth involvement. For example, if access to the waterfront is an issue, a key principle would likely be to find transit solutions to maximize the number of young people who can access the waterfront.

**Strategies** – Strategies are the action items that can be performed and measured as part of the event. Each strategy should address one of the principles developed in relation to an issue. For example, creating games or competitions to engage young people in event related programs could be used as a strategy to teach sustainable behaviors such as composting or recycling.

### 1.4.2 Levels of Commitment

When discussing strategies for event youth involvement, it is helpful to identify which activities the participants are obligated to do by law, those that have been contractually

agreed to, or those that have been recognized as enhancing youth involvement although not required by law or agreement. In short, there are typically two levels of commitment to youth involvement strategies: shared (through an agreement) or aspirational (considered worthwhile, but not required).

### **1.4.3 Measurement, Feedback, and Reporting**

The Event Authority plans to adopt the management process model of “Plan, Do, Check, Act” to youth involvement, by dividing the planning process into (1) pre-event planning (identifying issues, strategies and measurement methods), (2) carrying out the strategies intended to meet youth involvement objectives, (3) monitoring and measurement of youth involvement strategies, and (4) review and corrective action to improve youth involvement, during and after the event. In order for this model to be applied as intended, a metric (measurement method) would be identified for each strategy, to evaluate its effectiveness. Feedback on effectiveness can be used during the event to improve performance, and at the conclusion of the event, its success rate may be evaluated in a youth involvement report.

## **SECTION 2**

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# **Description of 34<sup>th</sup> America’s Cup**

### **2.1 Introduction**

The AC34 Events are proposed to take place in the summer and fall of 2013, with two preliminary America’s Cup World Series (World Series) races in August and September of 2012. These events will take place from August 11-19 and August 27 - September 2, 2012. Several of the sites proposed for AC34 Events are piers and facilities managed by the San Francisco Port (Port). One of these sites, Piers 27-29, is proposed as part of the America’s Cup Village complex for 2013. Pier 27 also is the site proposed by the Port for the development of the James R. Herman Cruise Terminal and Northeast Wharf Plaza (Cruise Terminal).

### **2.2 Project Location and Setting**

Whereas past America’s Cup races have been held in open ocean waters away from population areas, staging the AC34 races in San Francisco Bay would enable spectators to view the races from the surrounding shore. The proposed race area within which the races would occur would cover an area generally bounded by the San Francisco waterfront on the west and south, Bay waters north of the Golden Gate Bridge to the north, Alcatraz Island, Angel Island, Treasure Island and Yerba Buena Island on the east, and the Bay Bridge at the south. The race finish for 2013 is proposed in the waters off Pier 27-29.

## **2.3 Major Project Components**

The AC34 Events may include a full program of exhibits, entertainment, commercial attractions and services that surround the entire experience. The hub of these activities would take place in the America's Cup Village. The Event would include licensing for a variety of temporary retail sites to serve visitor retail demand as well as erection of temporary event structures and construction of permanent facilities.

### **2.3.1 The 2012 America's Cup World Series Races**

In San Francisco, two World Series regattas would occur on August 11-19, and August 27-September 2, 2012. The venue sites for the 2012 races would be limited in number. There would be no permanent installations or construction for the 2012 races; all installations would be removed after the 2012 races, except at Pier 80.

### **2.3.2 The 2013 America's Cup Challenger Series and Match Races**

In 2013, there would be a "Challenger Selection Series" (CSS) to determine the winner of the Louis Vuitton Cup, where the teams compete in several rounds of races, until the winner advances to compete against the Golden Gate Yacht Club (GGYC) team, the Defender, in the 34th America's Cup Match. The Host Agreement provides for possible "Defender Selection Series" (DSS) races, which GGYC could sponsor, at their option. If such DSS races occurred, they would be scheduled during non-race days or at different hours between the CSS races. Racing would culminate with the Match between the Defender and the winner of the Louis Vuitton Cup, currently planned from September 7th to September 22nd, 2013, drawing the most substantial spectator crowds to the Event.

## **SECTION 3**

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# **Youth Engagement Strategies**

## **3.1 Introduction**

For young people living in San Francisco, this Plan operates to identify opportunities to participate in a once-in-a-lifetime sporting event coming to their City and to create meaningful activities and experiences to engage in.

### **3.1.1 Development of Planned Engagement**

The development of the Draft Youth Involvement Plan involved many discussions with the parties to the Host Agreement and other stakeholders such as the Department of Children, Youth, and their Families (DCYF) and the City's Recreation and Parks Department (RPD). The Draft Youth Involvement Plan will be available for public review and comment until January 6, 2012, including public meetings to discuss proposed Event youth involvement strategies. The process of engaging with community

stakeholders is a critical component of the overall AC34 event management plan. Comments received will be comprehensively reviewed and used to revise and improve the final Youth Involvement Plan.

The Draft Youth Involvement Plan defines the scope of activity in order to provide focus and the ability to achieve objectives within two years. This will involve analysis of feasibility of proposed activities, as well as resource availability combined with innovative partnerships to achieve the Event youth involvement objectives of the delivery organizations.

## **3.2 Youth Engagement Plans**

### **3.2.1 Engagement Areas**

The following engagement areas have been selected for the Draft Youth Involvement Plan, aimed at addressing AC34 Youth opportunities:

- Employment and internships
- Sailing instruction, opportunities and access to the waterfront
- Event access
- Programming
- America's Cup Healthy Ocean Project
- Experiential and project-oriented learning opportunities

### **3.2.2 Discussion of Engagement Areas**

The below is an overview of the engagement areas with general plans for activation, which are underscored by language from the Host Agreement regarding the applicable commitments.

In each area of engagement there is a section that discusses programs under development. This section is meant to demonstrate in a transparent way, plans currently under development between various youth programs and the Event Authority. In some instances the planning is still preliminary but is being shared to give the community an idea of potential programs that the Event Authority will be working with. These examples are not meant to indicate that an agreement has been reached between the organizations and the Event Authority, nor is it meant to indicate that the Event Authority is no longer considering other programs. Any organization interested in participating in AC34 Youth Involvement programs should email [youth@americascup.com](mailto:youth@americascup.com).

In some instances, planning remains preliminary, however, conceptual plans and program models are being developed at a complementary pace to the overall planning of AC34. These youth programs will continue to be developed and refined over the course of 2012 with plans for implementation starting as soon as possible, but no later than spring 2013, in advance of the 34<sup>th</sup> America's Cup, which is to commence July 4, 2013 with the opening ceremony of the Louis Vuitton Cup, the America's Cup Challenger Series.

## **Youth Employment and Internships**

“The Youth Involvement Plan shall set forth the means by which, before and during the Event, the Authority shall ... **commit to hiring and providing internships to young people for the Event.**”

The Event Authority plans to hire youth for event related jobs in the areas of retail sales, event production, information technology support, graphic design, concessions, hospitality, waste management, video production, broadcast production, media operations, entertainment management, park stewardship, construction, and other event related work. These opportunities may be offered starting 2012 and continuing through 2013. Positions will be full-time and part-time, paid and unpaid, depending on the role.

Internships will be available with the America’s Cup and will allow youth to gain relevant knowledge, skills, and experience while establishing important connections in the field. Internships with the Event Authority will act as a way for youth to explore whether a specific field is the right fit for a particular skillset or a potential career path. These positions will be offered through the America’s Cup website ([www.americascup.com/connect](http://www.americascup.com/connect)) and may involve partnerships with Community Benefit Organizations and the City and County of San Francisco. Various partner organizations may provide job training and skill development workshops for youth in preparation for their position with the America’s Cup. Internships and opportunities to work for school credit will also be made available and preference will be given to youth living in San Francisco.

## **Social Enterprise Engagement**

The Event Authority is committed to ensuring that a diverse array of San Francisco businesses and residents have the opportunity to benefit from the job creation and local economic growth that will result from the America’s Cup race. This commitment includes opportunities for youth. Engaging “social enterprises” in the development and delivery of goods and services for the America’s Cup will be key to creating jobs for unemployed San Francisco residents and at-risk youth, while at the same time strengthening and sustaining San Francisco’s critical community-based organization infrastructure.

Social Enterprises are non-profit businesses that create jobs for youth and adults with barriers to employment by creating a service or product needed in the local market.

Potential opportunities for social enterprises that benefit youth include: concessions and food sales and catering services; marketing and promotion; recycling and other cleaning/greening activities; merchandizing and retail product sales; and others.

With its partners at OEWD and DCYF, the Event Authority will work to identify social enterprises that train and employ San Francisco residents (both youth and adults), as well as deliver services or create products needed for the America’s Cup activities. The Event Authority will promote the use of social enterprise nonprofits in purchasing, contracting, and/or subcontracting with the ACEA, sponsors, racing teams, and other stakeholders. In an effort to track and monitor success of this program, the Event Authority will publicize and promote jobs created within social enterprises by the

America's Cup activities in the local community and engage community organizations across the City in creating a pipeline of San Francisco residents for these jobs from all of San Francisco's diverse neighborhoods. A commitment to social enterprise will help America's Cup deliver on its promise to support the local resident hiring goals and efforts already underway in San Francisco highlighted in the AC Workforce Development Plan.

## **Programs Under Development**

The Event Authority is working with REDF and JUMA Ventures to identify opportunities for social enterprises that support youth to be involved with AC34 in the areas of concession stand sales and recycling and other cleaning/greening activities. JUMA Ventures has had great success in working with the concession operators at AT&T Park during San Francisco Giants baseball games and at other sports arenas and events around the Bay Area. JUMA would like to build on its success and expand to offer youth employment opportunities at AC34 concession stands at the AC Village and other AC event venues. Once venue plans have been set, the number of concession stands will be apparent and a staffing plan will be created. When that information is known, the number of youth jobs will be estimated and included in a revised version of this plan.

The Event Authority plans to open a retail store in San Francisco in 2012 to sell branded AC34 merchandise and is working with Enterprise for High School Students (EHSS) to build off of their existing "This Way Ahead" (TWA) Program to train San Francisco's high school-aged youth for retail sales positions. EHSS helps youth discover career opportunities and cultivate their individual interests through training, guidance, and employment experiences in a diverse and supportive learning environment.

The TWA program is a customer service program developed with the Gap, where students have 14 weeks of job readiness training, receiving expert customer service training from EHSS staff, and after completing the training, students are eligible to apply for a 4 month paid retail sales internship. At the completion of their internship, students are encouraged to apply for a full-time or part-time job. This year, 160 students have already applied for the TWA program, and 65 will be selected to participate and be trained. At the conclusion of the training, all of the participants can apply for an internship with the Gap but only 25 are selected. Thus, leaving 40 students fully trained per year, with no internship. The Event Authority plans to offer paid retail sales internships for students who have completed this program and will work with EHSS staff to give AC34 specific training to students during the program. The number of paid internships will be determined once the store location is set and staffing plans have been developed. The program in 2012 will act as a pilot for the program in 2013. Students interested in applying for the TWA program in 2013, can email [youth@americascup.com](mailto:youth@americascup.com). To learn more about this program please visit <http://www.ehss.org/twa.html>.

The Event Authority recognizes that several schools within San Francisco offer degree programs which fit directly with ACEA's event-related needs. These programs include, but are not limited to, San Francisco State University's Recreation, Parks, and Tourism program and Electronic Media program, and City College of San Francisco's Travel and Tourism program. The Event Authority is working with each of these programs to identify opportunities to offer volunteer, internship and employment opportunities to students

interested in working with AC34. Areas of opportunities include: event planning and management, eco-parks stewardship and environmental educators, hospitality assistants, television production assistants, and concierge service/ event ambassadors of San Francisco.

The utilization of technology and media are key to the success of AC34. Because of this, the Event Authority plans to partner with BAYCAT and Conscious Youth Media Crew to assist in the production of various media focused programming and to create meaningful internships and job shadowing in the areas of media, television production, journalism, branding, marketing and graphic design.

The Event Authority is also exploring opportunities for internships or a job-shadowing program in the fields of construction, catering and foodservice, law enforcement, conservation, maritime, marine biology, and general office work with various partners such as Mayor's Youth Employment and Education Program (MYEEP), the Police Activities League (PAL), the Crissy Field Center, the Conservation Corps, California Academy of Sciences, Architectural Foundation of San Francisco, and others.

### **Youth Sailing and Community Based Sailing Programs**

**“The Youth Involvement Plan shall set forth the means by which, before and during the Event, the Authority shall ... incorporate and support sailing related programs and activities for the City’s children, youth, and families” and “conduct outreach to children, youth, and families through the San Francisco Unified School District and the City’s existing programs for children, youth, and families to provide youth sailing courses and Event passes at no cost.”**

Creating access to the waterfront for San Francisco youth is a paramount objective for the Event Authority. Through partnerships with sailing providers, such as the Treasure Island Sailing Center, Sailing Education Adventures, San Francisco State University, and SF Maritime at Aquatic Park, the Event Authority will offer opportunities to access free and reduced price sailing courses for San Francisco’s youth and their families. More information about these opportunities will be published through the America’s Cup website. The youth sailing program will be promoted through the America’s Cup website and through outreach to the San Francisco Unified School District as well as outreach to afterschool programs, community centers, and community benefit organizations (CBOs). Anyone interested in receiving more information about these programs should email [youth@americascup.com](mailto:youth@americascup.com).

### **Programs Under Development**

The Event Authority plans to create an online database to highlight the plethora of existing youth sailing programs in the Bay Area. This will be conducted in cooperation with local sailing organizations such as the Bay Area Association of Disabled Sailors, SailSFBay, and other community and yacht club based sailing groups throughout San Francisco and the Bay Area.

Learning to sail on the San Francisco Bay can be difficult due to high winds, tides, and other variable conditions. Therefore it is key to find organizations that currently teach successful beginning sailing programs to youth in San Francisco. The Event Authority is working with the City of San Francisco's Recreation and Parks Department, Treasure Island Sailing Center, Call of the Sea, Sailing Education Adventures, San Francisco State University, Sea Scouts and the SF Maritime National Historic Park at Aquatic Park to build a comprehensive program that teaches swimming, sailing and science to San Francisco youth. A pilot program may begin as early as spring 2012 with the intention for the full program to be operational during the 2012-2013 school year. This program will be an in-depth opportunity for groups such as school field trips, after school programs and youth groups to experience the America's Cup Youth Sailing program.

This program will consist of teaching swimming, boater safety, beginning sailing, the science behind sailing, engineering, physics, marine biology, ocean and bay awareness, and more. Once students conclude their on the water experience, their group leaders (teachers, parents, or counselors) will have the opportunity to continue the program through online teaching tools, age specific curriculum, and follow-up opportunities such as an in-class visit by AC sailors, hosting a school assembly, or participating in essay or art contests.

During the summer of 2013, the Event Authority will also offer free sailing opportunities for San Francisco's youth. But due to the anticipated high demand during the summer event months, this program will be less in-depth than the America's Cup Youth Sailing program happening during the school year. The summer program is intended to get youth out on the San Francisco bay in high volume and to grow youth interest in sailing and aquatic activities. Once youth experience being on the water, they will have an increased appreciation of what it takes to be a world-class sailor and greater understanding of sailing while watching the AC34 events.

In addition to the sailing providers above, the Event Authority plans to work with various marine science organizations such as the Marine Science Institute, Romberg Tiburon Center, the Exploratorium, the Aquarium of the Bay, Farallones Marine Sanctuary Association, and the Marine Mammal Center to develop and incorporate curriculum that links sailing with science in a fun and creative way.

### **Free Event AC34 Event Access for Youth and their Families**

"The Youth Involvement Plan shall set forth the means by which, before and during the Event, the Authority shall ... **conduct outreach to children, youth, and families through the San Francisco Unified School District and the City's existing programs for children, youth, and families to provide youth sailing courses and Event passes at no cost.**"

### **Programs Under Development**

The Event Authority plans to offer access to AC34 Events at no cost for youth and their families. This may include access to the AC Village, as well as other event sites

throughout San Francisco. A detailed map showing areas with free access for youth will be available on the America's Cup website.

As event information becomes available, the Event Authority will conduct outreach to the San Francisco Unified School District (SFUSD) through administrators, parents, teachers, and to youth directly about free access to the events and where and how to obtain more information. The City's Youth Commission and DCYF's CAC will be engaged early on in the process to vet the communication style of the outreach, to confirm that it is youth appropriate and youth oriented. Anyone interested in receiving this information can email [youth@americascup.com](mailto:youth@americascup.com) to be added to the mailing list.

## **Youth and Family Focused Programming**

"The Youth Involvement Plan shall set forth the means by which, before and during the Event, the Authority shall ... **create friendly open spaces in which children and youth will engage in various Event-related activities.**"

As AC34 event plans are developed, specific youth oriented and family programming will be a priority. This may include interactive or educational displays, family friendly music or entertainment, or an area in which kids and their families can play, have fun, and experience the AC34 event. Specific venue locations and concepts are currently undergoing environmental review and subsequent to the CEQA process, event specific plans for friendly open spaces for youth will evolve into fully realized concepts.

In 2011, the Event Authority worked with the Architectural Foundation of San Francisco (AFSF) to assist in AFSF's annual design competition for high school students. The theme of 2011 was the America's Cup Youth Village, where students competed to create the best concept for the village. Event Authority staff helped to judge the competition and two winning students were offered summer internships in graphic design with the Event Authority. The competition gave Event Authority staff great ideas for youth oriented spaces and programming for the AC34 events and all of the ideas were suggested by San Francisco youth.

## **Activities Stemming from the AC Healthy Ocean Project**

Driven by its commitment to have the 34<sup>th</sup> America's Cup be "more than a sport," the Event Authority has set an ambitious goal with the AC Healthy Ocean Project to develop the world's largest communication outreach program focused on improving ocean health. To accomplish this goal, the Event Authority has partnered with some of the leading voices in the ocean conservation field, including Dr. Sylvia Earle and her Mission Blue organization, OceanElders, Sailors for the Sea, One World One Ocean, Aquarium of the Bay and the International Union for Conservation of Nature (IUCN).

In addition to the international partners, the Event Authority is working with a consortium of Bay Area ocean and Bay health-related organizations that have come together to partner with the AC Healthy Ocean Project to focus on opportunities within San Francisco Bay that will continue to showcase the Bay Area's leadership in these issues.

San Francisco Bay-based partners include the Aquarium of the Bay, the Marine Mammal Center, Mission Blue, National Marine Sanctuaries, NOAA, Sailors for the Sea, and Save the Bay.

## **Programs Under Development**

Many of these partners already have youth oriented programs such as Sailors for the Sea's Rainy Day Kits, or the Marine Mammal Center's Washed Ashore exhibit. In addition, other partners have started to develop new programs that touch on a variety of key issues, such as educating youth on problems facing our Bay and Ocean or teaching youth science and biology through interactive mobile learning experiences. The Event Authority plans to leverage their partnerships and utilize these programs and commitments of its partners to grow the reach and bolster the Youth Involvement Plan.

At the AC World Series in San Diego in November 2011, many San Francisco based partners were able to display interactive learning exhibits at the AC Village. These partners included the Exploratorium, the Marine Mammal Center and Sailors for the Sea, among others. For many of the programs it was a pilot or test-run to see what level of interest there may be to do larger interactive exhibits in San Francisco for the AC World Series in 2012 and AC34 events in 2013. The Event Authority is currently gathering feedback from the San Diego program participants and plans to use that feedback in planning for youth science programming in San Francisco.

## **Experiential and project-based learning for Youth**

"The Youth Involvement Plan shall set forth the means by which, before and during the Event, the Authority shall ... **create exciting learning spaces in which children, youth, and families will have access to experiential and project-based learning related to the Event.**"

## **Programs Under Development**

Leading up to AC34, the Event Authority plans to develop various places for residents and visitors to interact with and experience the America's Cup. One of these venues would be dedicated to the America's Cup experience called "Flying on Water". This experience is a sailboat racing simulator, that allows the audience to experience a simulation, through video, sound, wind and water, what it actually feels like to sail in the America's Cup. This simulator currently is traveling around the world in the America's Cup World Series and there are plans in development to bring it to San Francisco. This simulator would be free to San Francisco youth and available during typical business hours and on weekends for San Franciscans and visitors alike. The Event Authority plans to find a home for this exhibit in San Francisco soon.

Another venue to experience AC34 in San Francisco would be through the potential America's Cup Adventure. Early stage plans are underway to create an academy where members of the public can pay to participate in a sailing academy where sailing techniques are taught by former and current America's Cup level sailors, and

participants will be able to set sail on former America's Cup boats on the San Francisco Bay. While these plans are still in early stages, any opportunity to experience the Academy would be on a limited basis. However, specific inventory has been allotted for free youth participation and will be offered to youth, classrooms, and after school programs as a reward for programs and contests that the America's Cup will conduct in San Francisco over the next two years. Such contests could include environmental stewardship in the community, beach or community cleanup programs, advancement in science or other curriculum areas, and art or essay competitions.

## **SECTION 4**

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# **Existing Programs and Opportunities for Partnership**

## **4.1 Existing Programs**

### **4.1.1 Methodology behind approach to program partnerships**

Through this Youth Involvement Plan the Event Authority aspires to support and bolster existing programs that promote youth activities in San Francisco and the greater Bay Area. The Event Authority plans to use the AC34 events as a mechanism to expose San Francisco's youth to programs that currently exist in the City of San Francisco and in particular, those programs that will continue to exist after the completion of AC34. Due to the limited duration of the 34<sup>th</sup> America's Cup, the Event Authority wants to leverage elements of successful existing programs as opposed to reinventing new programs for the youth involvement program.

Through this planning effort with DCYF and the City of San Francisco, the Event Authority plans to create a comprehensive youth involvement program that is made up of elements from various existing youth programs. The interrelationships between these programs have yet to be fully formulated, however, initial plans have shown positive results.

### **4.1.2 Programs With Aligned Mission and Programming**

The City of San Francisco's Department of Children Youth and their Families (DCYF) currently sponsors 178 agencies who run 458 programs in early childcare and education, out of school time, youth leadership, empowerment, development, violence prevention and intervention, child nutrition, and family resource in San Francisco. These are a mix of school and community-based afterschool programs, teen, and youth workforce development programs. Many of these have limited relevance to America's Cup programming; however, they do provide a forum for which comprehensive citywide

outreach could be conducted. Many of these agencies could help with targeted outreach to young people throughout the City of San Francisco. Of the DCYF sponsored programs in San Francisco, several have emerged as having a strong nexus between their mission and the mission of the America's Cup Youth Involvement Program. In addition, there are other programs outside of the City sponsorship arena that could also provide natural connections to the America's Cup Youth Involvement Plan. The Event Authority will continue to meet with potential program partners throughout 2012 and any programs interested in participating should email [youth@americascup.com](mailto:youth@americascup.com).

## **SECTION 5**

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### **Public Input**

#### **5.1 Opportunity for Public Comment**

Community input is very important to the Event Authority and will act to strengthen this effort through participation from stakeholders with experience and familiarity in youth programming. Comments on the Youth Involvement Plan can be submitted via email to the City's Office of Economic and Workforce Development at [americascup@sfgov.org](mailto:americascup@sfgov.org) or to the America's Cup Event Authority at [youth@americascup.com](mailto:youth@americascup.com) until January 6, 2012. The Youth Involvement Plan will remain a living document after this date and will be updated as new partnering opportunities emerge, as we learn from future AC World Series events, and as event planning progresses.