



Legislation Details (With Text)

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Title: Supervisor Santiago recommending the Board approve a Proclamation recognizing June 23, 2011, as International Olympic Day; and encourages the California Winter Games Committee to further pursue the opportunity to host the Winter Olympic Games in the Lake Tahoe Region.

Sponsors:

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Attachments: 1. A - Olympics 2022 Proclamation

Date	Ver.	Action By	Action	Result
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Supervisor Santiago recommending the Board approve a Proclamation recognizing June 23, 2011, as International Olympic Day; and encourages the California Winter Games Committee to further pursue the opportunity to host the Winter Olympic Games in the Lake Tahoe Region. Local jurisdictions are being asked throughout the Sacramento region to join Senator Ted Gaines and Senate Pro Tem Darrell Steinberg in sponsoring proclamations that support the pursuit of the 2022 Winter Olympic Games and to declare June 23, 2011, as International Olympic Day.

The California Olympic Winter Games Committee (COWGC) officially launched a few weeks ago when the US Olympic Committee announced that they will be assembling a bid for the 2022 Winter Olympics and that Northern California would be a prime contender. A poll was conducted throughout the greater Sacramento Region and currently a feasibility study is being done to determine the impact the Games could have on our Region.

There is an organized effort underway to attract the next U.S. nomination for the Winter Games to the Tahoe region. In order to be successful and win the bid on the international stage, this must be a coordinated joint effort between California and Nevada with full support from both states, as well as, engaged leaders from the business community, political arena and non-governmental organizations.

Timeline

- 2012 - USOC may ask interested cities to submit framework for 2022 Olympic Games
- 2013 - USOC submits one city to the IOC international bid process
- 2015 - IOC selects a host city
- 2022 - Location hosts the games

Tahoe is Well Positioned

The Tahoe region is well-recognized as a tourist destination and has a rich heritage of Olympic history for hosting the 1960 Squaw Games. With world class ski resorts, desirable accommodations and the recognized ability of the U.S. to host a very successful Olympic Games, Tahoe is well

positioned to be the next location put forward by the USOC.

Major Benefits to California

Should the Winter Games take place in the region, California would experience major economic benefits, including tourism dollars, jobs, infrastructure enhancements and more. An Olympic Winter Games would also deliver economic benefits for other regions, including travel through the state's airports, restaurants, museums, hospitality, scenery and outdoor activities. The Vancouver 2010 Olympic Games brought an immediate \$800 million economic impact and resulted in rising home values and vastly improved transportation infrastructure. An Olympic Winter Games in Tahoe would bring an even larger regional impact.

Short Term Benefits Long Term Benefits

*Visitors/Tourism *Facilities/Infrastructure *Employment *Renovation/Repair *Media Coverage *Image Enhancement *Construction *Social Programs *Fresh Cash Flow *National Unity

The Path Forward

Sacramento will serve as the “hub” of California’s exploration and growth into a statewide campaign:

*Home to statewide organizations *Key proximity to Tahoe *Support venues for athletes *International airport *Hotel/restaurant/lodging capabilities *Major media market

The official California committee will solidify our state’s support effort - working in tandem with the existing committees and members of the Reno-Tahoe Winter Games Coalition. The CA committee aims to:

- Win key allies across business, government and non-governmental interests.
- Build financial resources.
- Create public support statewide.