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

Source: circuitoftheamericas.com
Circuit of the Americas

Conceptual Rendering

Source: circuitoftheamericas.com
Circuit of the Americas
Conceptual Rendering

Source: circuitoftheamericas.com
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

Source: circuitoftheamericas.com and Google Maps
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

Source: circuitoftheamericas.com/economic-impact
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

Sources: circuitoftheamericas.com/economic-impact, and July 2011 Report on Major Event Trust Fund Gain from U.S. Formula One Grand Prix
U.S. Formula One Grand Prix

Projected Attendance and Economic Impact

- Estimated 189,874 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

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

Joint Planning for Transportation and Public Safety

City of Austin
Travis County, Regional Cities, Counties and Agencies
Texas Departments of Public Safety and Transportation
Federal Aviation Administration
Circuit of the Americas
Capital Metro
FBI and Austin Regional Intelligence Center

Getting Ready
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Getting Ready

Planning Teams Developed to Meet Challenges

City of Austin

- Public Safety
- Transportation
- Special Events / Code Compliance Permitting
- Public Information
- Hospitality / Marketing
- Legal / Financial
- Economic Development
- Sustainability / Resource Recovery
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 28th: 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 16th and Sunday, June 17th
- 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