

OLYMPISM, CULTURE AND LEGACY

11.1 CULTURAL PROGRAM

11.1.1 *Describe the program of cultural events during the years preceding the Olympic Games. Provide a broad outline of your cultural program during the Olympic Games (duration, themes, venues, etc.)*

The creation of the 2012 Olympic Games' Cultural Festival will be overseen by a Cultural Festival Advisory Board as part of the OCOG. BASOC envisions that a current board member will direct this advisory board. Arts groups have already indicated their interest and enthusiasm in support of our vision. The Cultural Festival Advisory Board will work with these groups in an all-inclusive manner to reflect the diverse community of the San Francisco Bay Area, to build quality of life in communities, to encourage participation, to foster innovation, to link arts and technology and to create effective public/private partnerships to develop a truly Olympic Arts Festival.

To tap the region's deep commitment to the arts and to showcase its diverse talents, BASOC, in partnership with arts organizations in the San Francisco Bay Area, will stage a series of cultural events during the years preceding, as well as during, the 2012 Olympic Games. These events will be designed to celebrate *communitas* and demonstrate its many voices and viewpoints.

We envision that the Cultural Festival for the 2012 Olympic Games will take place in two stages over four years, commencing in 2009 and closing after the Paralympic Games are complete in 2012.

Stage I – *Communitas*

2009: Focus on Youth – our future

2010: Focus on San Francisco Bay Area Arts – our village

2011: Focus on International Art – the global village

In the year leading up to the 2012 Olympic Games, BASOC will also underwrite a musical production, *We Dream of Glory*, which will present a blend of theatrical, musical, multimedia and cinematic elements. Stage performers and musicians will mix with digitized images in a production that is part theater, part dance, part rock concert and part Olympic tribute to past Olympians and Olympic cities – those whose “shoulders we are standing on.”

Stage II – *Communitas*

2012: This six-week festival will begin in July and run through the completion of the Paralympic Games (continuing in the week between the closing of the Olympic Games and the opening of the Paralympic Games), and will feature several large-scale components:

Festival of World Talent

This festival will include performances and concerts staged during the 2012 Olympic Games, showcasing the region's outstanding summer weather, geographic beauty and multiplicity of talent in music, art, dance, theatre, digital and photography. Artists will

appear at open-air plazas and amphitheaters near the Olympic venues and in spectacular and historic sites.

Free Celebration Sites

Held at San Francisco's Embarcadero and Golden Gate Park, Sausalito's Bridgeway, Oakland's Jack London Square, San Jose's Cesar Chavez Plaza, Old Town Sacramento and the Napa Valley, these outdoor celebrations will be used to bring the 2012 Olympic Games – including the Opening and Closing Ceremonies and athletic competitions – to our festival goers on video boards, mixed with live performances from the arts. As all members of the community will be admitted free of charge, these performances and broadcasts will convey the messages of the Olympic Games in a communal experience.

Electronic Arts Festival

“Children See the Future”: While we stage our local festivals at home, we will also invite artistic participation from around the world via the Internet. An outdoor pavilion will be created, with the San Francisco Bay as the backdrop, to showcase an international electronic arts festival. Children from around the world will submit photographs and videos portraying their interpretation of the Olympic Games and their meaning to our global community. Capitalizing on 21st-century connectivity through the Internet, these works will be submitted via the Internet, or to bridge the “digital divide,” via regular shipping channels.

Olympic Palette

BASOC may also host several other Olympic cultural festivals on Treasure Island before and after the 2012 Olympic Games that will showcase Olympic memorabilia and art. We also plan to host a culinary arts festival, called “A Taste of the World,” a competition of a different sort that would showcase the fabulous food and wines of Northern California – a region world-renowned for its winemaking, creative cuisine and talented, trendsetting chefs.

Each part of the 2012 Olympic Games' Cultural Festival will play upon our theme of *communitas* – of creating a vision and leaving a legacy for a united world. These festivals will impart perspectives – from then and now, from here and beyond, for our youth, our region and the world.

Here, Art Is Life

In San Francisco, murals enliven the streets of the Mission District, museums flank the beautifully restored Yerba Buena Gardens, and children's poetry is displayed on street-side kiosks in the Financial District. The City has been host to the World's Fair (1894) and the Panama-Pacific Exhibition (1915), and is now home to the first museum on the West Coast devoted solely to 20th-century art, the San Francisco Museum of Modern Art. Many of the works seen in the Asian Art Museum come from the collection of Avery Brundage. Visitors and residents enjoy Broadway shows, improvisational comedy, musical revues and dramatic theater throughout the city. From movies to microchips, animation to architecture, dim sum to donuts, tai chi to Tchaikovsky, San Francisco has become a primary visitor destination for arts and culture in the United States.

Table 11.1.1 Cultural Institutions in the San Francisco Bay Area

ORGANIZATION	ORGANIZATION
San Francisco Symphony	Fine Arts Museum
San Francisco Ballet	San Jose Cleveland Ballet
San Francisco Opera	San Jose Art Museum
San Francisco Museum of Modern Art	San Jose Repertory Theatre
Asian Art Museum of San Francisco	Arts Council of Silicon Valley
Yerba Buena Center for the Arts	Office of Cultural Affairs, City of San Jose
M.H. de Young Museum	Tech Museum of Innovation
California Arts and Sciences	Cultural Initiatives of Silicon Valley
San Francisco Maritime National Historical Park	Opera San Jose
California Palace of the Legion of Honor	Mexican Heritage Center in San Jose
Chinese Culture Center of San Francisco	Oakland Museum of California
San Francisco Conservatory of Music	Oakland East Bay Symphony
The Exploratorium	Berkeley Art Museum
The Jewish Museum	Berkeley Repertory Theatre
Museum of Craft and Folk Art	Cal Performances at Berkeley
San Francisco Jazz Festival	Berkeley Opera
Ansel Adams Center	Berkeley Symphony
American Conservatory Theatre (ACT)	Lawrence Hall of Science
San Francisco Performances	Stanford Lively Arts
The Mexican Museum	Cantor Arts Center at Stanford University
Stern Grove Festival	Rodin Sculpture Garden
Lamplighters Musical Theatre	TheatreWorks
Martha Jenkins Dance Company	Villa Montalvo

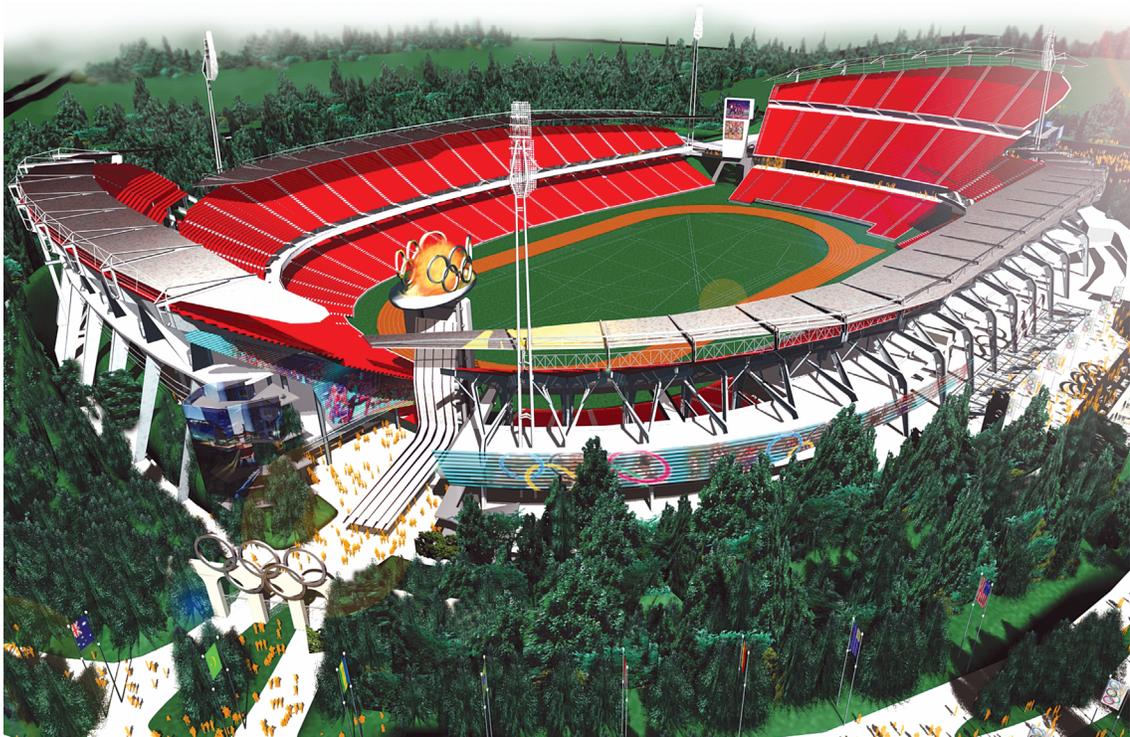
In addition to the organizations and destinations listed in Table 11.1.1, a visitor to many of the municipalities in the San Francisco Bay Area could browse galleries, large and small, that display an array of traditional, visual and photographic arts or attend a diverse presentation of musical, theatrical and dance performances. Seasonal music festivals take place from Monterey to Sacramento. In downtown plazas and neighborhood parks, the region's cities stage summer concerts that draw throngs of picnicking families.

In the San Francisco Bay Area, it is widely believed that the arts are integral to a city's economic health. Studies conducted for the San Francisco Arts Commission and San Francisco's Economic Summit found that:

- The San Francisco Bay Area has the largest arts attendance per capita among U.S. metropolitan areas
- Arts organizations provide a \$1.3 billion boost to the local economy
- The arts are the fourth-largest growth industry in San Francisco
- One in 11 jobs in San Francisco is related to the arts through employment in such sectors as graphic design, advertising, architecture, multimedia, publishing, broadcast and film
- 50% of visitors to San Francisco from nearby communities say museum attendance is a reason for their visit; another 40% come to the city for live theater.

The other anchor cities of the San Francisco Bay Area's Bid – San Jose, Oakland and Sacramento – share San Francisco's wealth of art and cultural resources. Each city supports an active arts council, led by mayor-appointed commissioners who serve multiyear terms. In San Francisco, the city government's Public Art division ensures that a percentage of new construction is allocated to integrating artworks into the site. Also, a partnership among hundreds of non-profit arts organizations and the San Francisco Unified School District ensures that students receive arts education.

- 11.2 *Describe the intended venue for the Opening and Closing Ceremony of the Olympic Games (situation, dimensions, seating capacity, etc.). Provide a map giving the location of the venue and indicate if the building already exists or has yet to be built.*



An Olympic Stadium must inspire greatness. It must lift athletes and spectators alike and fill them with energy. As the stage upon which the Opening and Closing Ceremonies will entertain the world, it must provide a dramatic, breathtaking, wonderful setting as well.

But form is not enough – an Olympic Stadium must also function flawlessly. It must provide state-of-the-art facilities for athletes, media, officials, dignitaries, ceremonies staff and performers, Olympic staff and volunteers, and it must provide great sightlines, comfort, and convenience for all its guests.

Such a stadium, one that can deliver both Olympian form and function, is offered to host the Athletics competition and the Opening and Closing Ceremonies for the 2012 Olympic Games.



11.2 Opening and Closing Ceremonies

Designed to the highest standards by the world's foremost sports architects, HOK Sport, to blend the classic lines of the Stanford University campus with the excitement of stunning modern geometries, the Olympic Stadium will create an exhilarating, vibrant atmosphere for 100,000 spectators. Against a truly magnificent visual backdrop, surrounded by forests of eucalyptus, oak, and palm, with rolling foothills and the San Francisco Bay in view, this Olympic Stadium will evoke emotion and awe.

Bathed in the ideal weather conditions of the San Francisco Peninsula in summer, this Olympic Stadium will present the athletes with perfect conditions in which to compete. Planned by the one of the world's foremost experts on Olympic stadiums, this Olympic Stadium will provide the right facilities in the right configuration to ensure that the needs of all the media, the Olympic Family, and all the staff and volunteers are met.

To meet our vision for 2012, the OCOG, in partnership with Stanford University, will rebuild Stanford Stadium. We will retain its tradition while modernizing its design, incorporating, as is our bidwide commitment, methods of sustainable design and development. Elements of the new design will specifically address the Opening and Closing Ceremonies. The stadium's configuration will encompass large entrances to the field, including two that are open, so scenic staging elements of any height can pass through. There will also be dedicated Ceremonies offices as well as ample workshop and storage spaces.

When complete, Stanford Stadium will be another of our bid's important legacies.

The Opening Ceremonies

The Opening Ceremonies have become much more than just the ceremonial commencement of the Olympic Games – they have become a dramatic celebration of Olympism, utilizing music, dance, pageantry and mesmerizing special effects to tell the Olympic story, set the stage for the athletic events to follow and welcome the world to the host city and nation.

We will invite young performers from across America to the San Francisco Bay Area to take part in the Opening Ceremonies. Five thousand youth performers will be joined by over 2,000 local ethnic dancers and musicians, representing the diversity of the region. These groups will perform on and around spectacular, modular set pieces that represent worldwide villages, towns and historical landmarks covering the floor of the stadium.

The involvement of local ethnic performers will enable the 2012 Opening Ceremonies to represent the true colors of America and the San Francisco Bay Area and, at the same time, offer a genealogical link to the millions of viewers around the world who will see a glimpse of their culture represented on the field.

The American performers will join the "Voice of the World" choir, comprised of one child representing each country in the world. Expounding the theme of "One Song, Many Voices," this historic assemblage of young people will provide a living symbol of the magnificent human diversity on our planet and the harmony that can be realized when we sing one song, or play one sport, or follow one dream together.

In addition to their performance in the Opening Ceremonies, the Voice of the World choir will play a significant role in the San Francisco Bay Area's Olympic youth program and participate in other Olympic-related cultural events.

The World's Largest Cast

To highlight the San Francisco Bay Area's role as the epicenter of the computer and Internet revolution, we are working with many local high-tech companies like Apple, Cisco, Hewlett-Packard, PeopleSoft and 3Com to create an unprecedented electronic dimension to the Ceremonies. Consistent with our vision for 2012 as the "Interactive" Olympic Games, we will give every member of the Opening Ceremonies audience an electronic, wireless, handheld device that will enable them to join on-line participants around the world and actively participate in the Opening Ceremonies via the World Wide Web. These devices will also give attendees use to the *My Olympic Games* portal throughout the 2012 Olympic Games to check schedules or results and to communicate with friends attending the Olympic Games or their family at home.

During the Opening Ceremonies, remote camera teams around the world will capture people watching the Ceremonies and actually participating in parts of the show in response to directions given over the Web. This phenomenon will amplify the scope of the event for everyone involved and give remote participants, the live audience and television viewers an unprecedented sense of connectedness.

As the Opening Ceremonies move into the Parade of Athletes, the entrance of the torch and then the official opening of the 2012 Olympic Games, we see the juxtaposition of innovation and the speed of light interchange with the dignity of tradition and protocol.

Obviously, we cannot predict who will carry the torch on its final leg and light the Olympic cauldron, but the San Francisco Bay Area's rich Olympic tradition would provide a multitude of viable candidates.

The Production Team

BASOC has assembled a core Ceremonies production team with over 25 years' experience in producing some of the largest stadium events and theatrical productions in the world, including American football's Super Bowl and World Cup Soccer. Key team members were also involved in the Ceremonies for the 1984 Olympic Games in Los Angeles, the Olympic football matches held that year at Stanford Stadium and the 1996 Olympic Games in Atlanta. BASOC believes that having this core team assembled from the outset will make a dramatic difference in the Opening Ceremonies.

11.2.1 *Select the planned venue for the Opening Ceremony of the IOC Session. Specify whether the venue exists or has yet to be built, and give the seating capacity.*

Symbolic of the Olympic Games and the international stature of the city of San Francisco, BASOC proposes that the Opening Ceremony of the IOC session be held in the Herbst Theater in the San Francisco War Memorial Performing Arts Center, the site of the signing of the original charter of the United Nations in 1950. San Francisco was selected for this honor a half-century ago because of its proximity to East and West. The Herbst Theater seats 1,000 and is part of the San Francisco Civic Center complex and sits adjacent to the Opera House, Symphony Hall, City Hall, Main Public Library, Civic Auditorium and the Asian Art Museum, home to Avery Brundage's art collection.

11.2.2 *Describe the site of the Welcome Ceremonies at the Olympic Village.*

In the same way that the Opening Ceremonies broadly welcome the world on a grand stage, we believe that the Welcome Ceremonies should greet each and every Olympian with a personal, simple, sincere and profound message, which will take place in a small plaza dedicated solely for this purpose. Thus, our Welcome Ceremonies will begin with a ritual symbolizing the rite of passage where each athlete from each individual country will cross a line into the common space of the family of Olympians.

A video wall projecting emotional images of the Olympic Games that convey the spirit of sportsmanship will frame the backdrop of the outdoor ceremonial site. Through the words of the presiding officials and the colorful, evocative visuals, we will invite each Olympian in and say, “You are now here and a part of the beauty, achievement and courage that is the Olympic Games. Welcome to America, welcome to the Olympic Village, welcome to the Olympic Games.”

Once each athlete crosses the line and is welcomed, they will receive a gift that will remind them they are models of character and integrity, part of a legacy of helping others, with the responsibility to carry forward the Olympic traditions of sportsmanship and fair play. The ritual will close with a song performed by children, carrying the One Voice theme from the Opening Ceremonies into the Welcome Ceremonies. And, as Olympic tradition dictates, after the ceremony the country’s flag will be raised on our “flagpoles of nations” near the Welcome Plaza.

Medal Ceremonies

The medal ceremonies of the 2012 Olympic Games, conducted at each venue after competition, will honor the sacred traditions of the Olympic Games: the athletes, the podium, the medals, the flags, the anthems, the flowers and the dignified presenters. Because of the significance of the moment and the high degree of exposure of these ceremonies, careful consideration will be given to their positioning and staging, particularly for television. Strategic backdrops will be created to form a powerful setting that clearly conveys the images and messages of the Olympic Games. BASOC will work with the IOC to determine appropriate presenters, including IOC members, International Federation representatives and Olympians from past Olympic Games for each event.

11.2.3 *Describe your intended route for the Olympic Torch Relay*

BASOC will conduct the Olympic Torch Relay in accordance with, and observance of, the requirements of the International Olympic Committee.

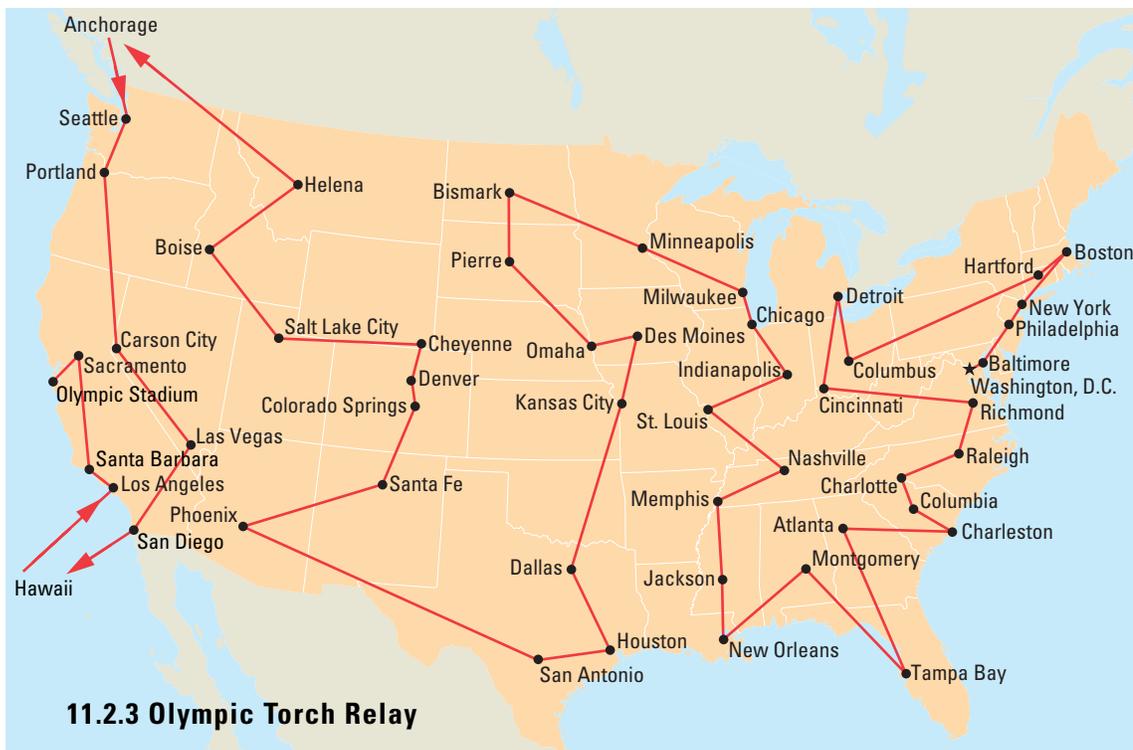
The Olympic Torch Relay will begin, of course, with the lighting of the torch in Greece. It will then travel to the United States by chartered plane, carrying an official party of the finest representatives of the Olympic spirit, to its first stop, Washington D.C.

From there, the route across the U.S. continent will wind through our major cities, including all official bid cities and all of the former sites of Olympic Games. The torch will travel into our smallest hamlets and through the villages and towns from which Olympians hail. It will continue across our vast plains and over our stunning mountain ranges, and will stop at important cultural landmarks, marked by brief ceremonies. Olympic events will take place in the communities through which the torch passes.

When the torch arrives in California, it will travel along the route of Father Junipero Serra's historic Mission pilgrimage, the distance of the state, to Stanford University and the Opening Ceremonies in Stanford Stadium.

Olympians, as will Paralympians and others whose lives best exemplify the Olympic spirit, will carry the torch throughout the United States. Olympians – 6,000 in the United States – will embrace the opportunity to participate as a rededication of themselves to their Olympic ideals. Community members who have performed Olympian feats – our unsung heroes – will pass the torch to our children, who will carry it symbolically toward our future.

We will design the Olympic Torch to reflect the legacy of America and our vision for the 21st century. BASOC will provide the entire Torch Relay and its participants with technology so that the world can “run with the Torch” live on the Internet.



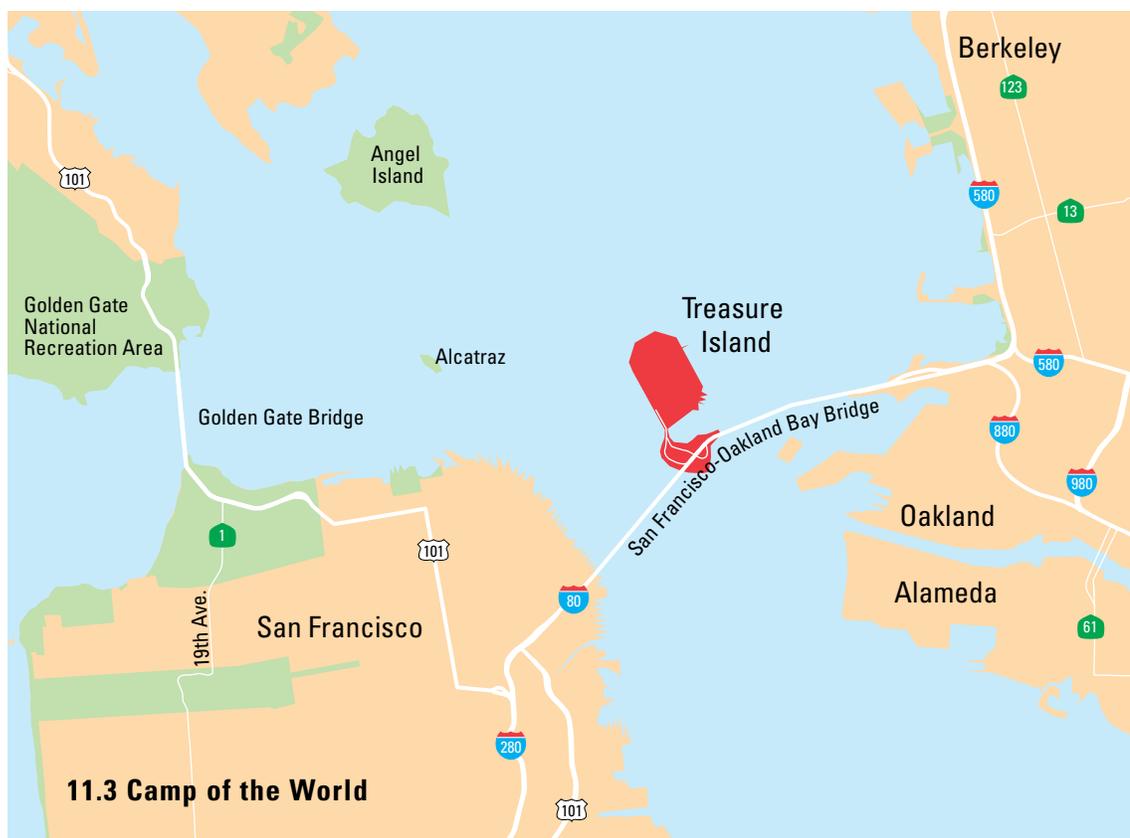
- 11.3** *For the Youth Camp, give the following information:*
- *Site and location using a map of the region*
 - *Type of accommodation (student housing, hostel, etc.) and current status (existing or not)*
 - *Capacity*
 - *Duration/dates*
 - *Origin and selection of participants (number of countries, etc.)*
 - *Anticipate share of the costs per person/OCOG's contribution*

Camp of the World 2012

Youth from all over the world will participate in “Camp of the World 2012”, a youth camp for emerging leaders. Based on the tradition of Olympic Youth Camps and grounded in the philosophy of Olympism, this camp will give attendees the opportunity to explore and discuss the issues facing the world in which they will live as adults.

This one-of-a-kind gathering will take place on Treasure Island, a small gem of land in the middle of the San Francisco Bay (only ten minutes from downtown San Francisco) with 360° views of the San Francisco and East Bay skylines, Angel and Alcatraz islands, the Marin Headlands and the Golden Gate Bridge. Treasure Island has been a part of San Francisco’s rich history since it hosted the Golden Gate International Exposition in 1939 and 1940.

Currently hostel/student housing exists on Treasure Island, although by 2012 there may be other hotel-style housing in place. BASOC envisions working with Treasure Island’s



master developer and appropriate city authorities to create the space for this youth camp. This camp has a capacity of 450 participants. It will be held from Tuesday, July 24, 2012 through Monday, August 13, 2012 (approximately 21 days). BASOC proposes that each National Olympic Committee select two youth representatives, ages 16 to 18, one male and one female. All costs of “Camp of the World 2012” will be carried by the OCOG.

Part of the responsibility we share as citizens of the world is to guide and develop the character and attitudes of our youth and thus help shape our future. “Camp of the World 2012” will offer participants the opportunity to learn from experts and one another, to participate in discussions and to experience sports, culture and folklore events that will incorporate Olympic themes in the broader context of an international education.

The San Francisco Bay Area is no stranger to such world-class education. Two of the world’s greatest universities are located here, separated by only 40 miles: Stanford University and the University of California at Berkeley are home to Nobel laureates, Olympic champions and students from around the globe. From these institutions emerge cutting-edge research, visionary thinking and international understanding.

“Camp of the World 2012” will capitalize on the bank of intelligence and experience that resides in the San Francisco Bay Area by bringing outstanding professors together to lead minisymposiums on a variety of international issues – leadership, sport, globalization, sustainable environment, culture and diversity, planning with multiple stakeholders, and cultural anthropology – with a hands-on approach. In short, participants will be asked to envision the extraordinary challenges and opportunities of the 21st century.

The NOCs will select the youth who attend “Camp of the World 2012” — avid athletes, exemplary students and model citizens. BASOC expects them to represent a variety of sports, life experience and philosophies. BASOC hopes they will bring enthusiasm and openness and, when they return home, will impart their new knowledge to their communities in the context of greater understanding of the world and its citizens.

11.4 LEGACY AND DEVELOPMENT

The San Francisco Bay Area is home to more than 300 Olympians from past Olympic Games, extending back to 1936. These Olympians – members of the Northern California Olympians (NCO), a chapter of the United States Olympians alumni organization – have pledged to be part of BASOC’s community outreach, sport and educational programs. In the years preceding the 2012 Olympic Games, Olympians will make appearances in schools and at various community organizations, sharing the values of Olympism, telling their personal and inspirational stories and demonstrating their sports.

To address the following community and educational programs, BASOC will create an Advisory Board, made up of Olympians, college and university coaches, administrators, educators, and corporate and community leaders. Their first activity will be to hold a Bay Area Sports Summit to evaluate the status of youth sport in the San Francisco Bay Area and to create a 10-year implementation plan. This Advisory Board will provide guidance and leadership for the years leading up to the 2012 Olympic Games and in the post-Games period. This board will ensure that partnerships are created to support existing youth sports organizations and that needed programs are created in underserved Olympic

sports and geographic areas, with special emphasis on physical fitness and creating leaders of the future. The Advisory Board will be used to provide guidance and leadership and to address all programs and initiatives outlined in this section.

11.4.1 *Describe the youth community and educational programs you intend to set up during the years preceding the Olympic Games to promote the Olympic ideal and in the years following the Olympic Games to sustain Olympic sport development, community programs and youth initiatives.*

The Bay Area Sports Organizing Committee (BASOC) is a non-profit, 501c3 organization as defined by the state of California. BASOC's sole purpose is to submit this bid to be the U.S. Candidate City for the 2012 Olympic Games.

When San Francisco is named the U.S. Candidate City, a percentage of the funds raised to support BASOC's bid at the international level will be placed in BASOC's fund, *The Legacy Begins Today*, managed by the foundation BASOC will create – *Legacy 2012* – to support youth sports in the San Francisco Bay Area.

Legacy 2012 will manage any endowment generated by the 2012 Olympic Games in the San Francisco Bay Area. The foundation will invest in youth sports programming by awarding grants to youth sports organizations, initiating sports and coaching education programs and partnering with recognized San Francisco Bay Area youth sports organizations. *Legacy 2012* will concentrate on strengthening existing youth sports organizations, creating innovative youth sports programs – especially in underserved areas – training and educating coaches and ensuring that all children can “get into the game” and participate in sports.

Equally important, *Legacy 2012* will play a critical role in addressing issues affecting youth sports, especially in the coaching arena. *Legacy 2012* will seek to increase the base of available community coaches by encouraging qualified individuals to volunteer in youth sports and offering them technical and financial support, with special emphasis on those communities most in need.

As the goal is to provide the best possible sports experience for all youth, *Legacy 2012* will create a clearinghouse on our Web site so all interested youth and adults can obtain information on the range of sports and sporting opportunities available in the San Francisco Bay Area.

11.4.2 *Describe sports programs in public and private institutions designed to introduce young people to Olympic sports and to assist their ongoing development and pursuit of excellence as athletes and in life. Define funding and resources to be made available for these programs.*

The San Francisco Bay Area is home to many colleges and universities with remarkable sports facilities and nationally ranked intercollegiate athletic programs, including Stanford University, the University of California at Berkeley, University of California at Davis, University of San Francisco, St. Mary's College, California State University at San Jose, California State University at Sacramento, California State University at Hayward, California State University at Monterey Bay, Menlo College, Santa Clara University and many junior and community colleges. Every summer young people from around the

region, seeking the expertise and experience of these coaches and student-athletes, flock to these campuses for sports specific camps.

BASOC will allocate a portion of its *Legacy 2012* fund to support children and adolescents who would not otherwise have the opportunity to attend these camps. Through our program these deserving young people will experience high-caliber Olympic and college programs while attending sports camps in university settings and working with university coaches and their student-athletes.

In the event that camps are not planned in all 28 Olympic sports, BASOC, working with the Northern California Olympians, will create demonstrations/clinics in underrepresented Olympic sports. BASOC's goal is for the San Francisco Bay Area to organize at least one summer camp in each Olympic sport by 2012. Via our *Legacy 2012* Web site, campers will be encouraged to report their progress to their Olympian mentors.

Internship Program

BASOC is already working with, and will continue to work with, the University of San Francisco (USF) Masters Program in Sports and Fitness Management. BASOC will provide internship opportunities to interested students and enable them to experience firsthand the process of creating a bid for the Olympic Games, hosting events in Olympic sports and creating community programs that serve youth and enable the San Francisco Bay Area to uphold the goals of Olympism.

11.4.3 *Describe community programs to encourage and assist in the growth and development of Olympic sports and the creation and refurbishment of sports facilities for use by the citizens of those communities. Define funding and resources to be focused on the efforts.*

After the *Legacy 2012* Advisory Board conducts its research into the state of Olympic sports in the San Francisco Bay Area, BASOC will work to create partnerships with the YMCA, YWCA, Girl Scouts, Inner City Games, the CIF, and the Boys and Girls Clubs of America to provide information about Olympism. Olympians in our area will be available to speak at these organizations' events and activities through an existing NCO-coordinated program. The cost of this program is estimated to be \$200,000 per year.

BASOC and *Legacy 2012* will identify five core and underserved communities, such as Oakland, San Francisco, East San Jose, Sacramento and East Palo Alto, where they will invest in such facilities as refurbishing fields and providing basketball and tennis courts. In addition, each of BASOC's legacy projects – the Monterey Horse Park, the tennis center in the San Francisco Bay Area, the whitewater course in the Sierra Nevada foothills and a shooting center near San Jose – will be constructed in a way that ensures that programs and facilities are set aside for youth from the project's inception.

11.4.4 *Describe youth outreach initiatives that will encourage and support the pursuit of the Olympic ideals among young people, including those from diverse and disadvantaged circumstances and including special initiatives for girls and disabled persons. Define funding and resource allocations to be devoted to these efforts.*

Utilizing BASOC's Advisory Board and working with Park and Recreation Departments and other community programs, BASOC will ensure that youth in disadvantaged areas

enjoy the same access as do youth in advantaged circumstances. A report to the region will be presented each year.

Since the San Francisco Bay Area is home to many Olympians, especially female Olympians, the 2012 Olympic Games will honor these outstanding athletes and their communities by giving back to girls in sports.

In 2012, we will also celebrate the 40th anniversary of Title IX, the landmark U.S. legislation that mandated equal opportunities for girls and women in sports. Although there have been great strides made toward achieving the parity set forth by Title IX, there is still much work to be done to ensure that every girl who wants to has a chance to get into the game.

Mentoring Our Daughters

To further this legacy for women and girls, BASOC will develop a girls' sports mentoring program. We will base this program on the nationally acclaimed, San Francisco-based, non-profit organization called SportsBridge, whose mission is to empower girls through sports and leadership.

In SportsBridge, 8th-grade girls from underserved neighborhoods are matched with female athletes in the community for a one-year, intensive one-on-one mentoring program. The year culminates in a graduation ceremony where the girls and their mentors are publicly recognized for their accomplishments.

The SportsBridge program has a proven track record of outstanding results. Less than 5% of participants drop out of the program, and over 50% of the girls and mentors continue their relationship beyond the formal program. The evidence indicates that girls who participate in this program experience increased self-confidence, complete higher levels of education and continue to participate in sports.

Partnering with Paralympians

As the San Francisco Bay Area is also home to a large number of Paralympians, BASOC and the Northern California Olympians (NCO) will invite these athletes to join the NCO's Olympians Speak program and to conduct clinics in their sport.

Developing Leadership in Sport

Legacy 2012 will create a special scholarship fund for women and minorities who wish to enter the field of sports management. Working with our internship program at USF, BASOC will do its part to ensure that the gender balance in sports continues to approach parity by identifying leadership opportunities for women and building a support network.

The Advisory Group will monitor girls' sports programs and will report its progress, encouraging the inclusion of these special stories, to the San Francisco Bay Area media on an annual basis.

- 11.4.5** *Describe school programs that will incorporate education and physical education programs prompting the foundations and values of Olympism and Olympic sports through participation in healthy lifestyle practices. Define funding and resources to be devoted to these efforts.*

In the San Francisco Bay Area there are at least two well-respected school programs that impart the foundation and values of Olympism and Olympic sports through participation in healthy lifestyle practices. To broaden our reach and shore up our region's fitness programs for youth, however, BASOC plans to do the following:

- Working with the Governor's Council on Physical Fitness, and the Northern California Olympians, we will import an outstanding program developed by the USOC, OlympiKids Fitness, to "Get the San Francisco Bay Area Moving." The program's curriculum is easily disseminated on the Internet. We expect that San Francisco Bay Area mayors and Olympians will support this program.
- BASOC will provide Olympians to support the highly acclaimed Drug Abuse Resistance Education (D.A.R.E.) program. Taught in the classroom by police officers to children from kindergarten through 12th grade, D.A.R.E. gives kids the skills they need to resist peer pressure and live productive drug- and violence-free lives. D.A.R.E. was founded in 1983 and has been implemented in 80% of U.S. school districts and in more than 52 counties around the world.

Table 11.4.5 Fundraising and Resources Devoted to Youth Programs *(in dollars)*

	COST PER YEAR	TOTAL COST
2012 Camp of the World Youth Camp		3,800,000
International Women in Sport Conference		1,000,000
Girls Mentoring Program		1,000,000
Olympians Speak!	400,000	1,600,000
Paralympians Speak!	200,000	800,000
Web Development – BASOC Sports	100,000	200,000
Advisory Board	20,000	80,000
OlympiKids Fitness Program	880,000	3,520,000
Legacy Facilities Commitments	1,000,000	5,000,000 ¹
Camp Scholarship Program	300,000	3,000,000
Total	2,600,000	20,000,000

¹Funding for the Legacy Programs conducted before 2008 will come from the contributions of the San Francisco Bay Area community.

As the Olympic charter states: "The goal of the Olympic Movement is to contribute to building a peaceful and better world by educating youth through sport practiced without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play."

BASOC looks forward to the opportunity to bring the spirit and culture of Olympism to all in the San Francisco Bay Area who will stage, officiate, attend, report on, participate in or witness the 2012 Olympic Games and to improve our collective future by investing in the bearers of hope: our youth.