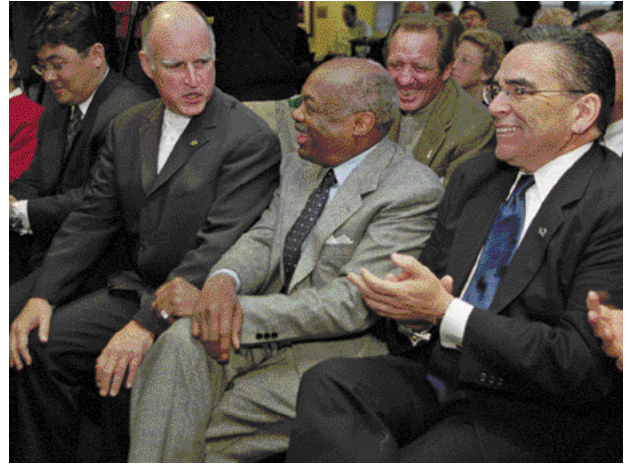


THE ALLURE OF San Francisco

Throughout its 150-year history, San Francisco has enchanted the human imagination, exerting a magical pull across oceans and continents, drawing dreamers from Asia, Africa, the Americas and Europe to its coastal vistas, inspiring poets and presidents to sing of its glories. From the magnificent span of its Golden Gate Bridge to the charm of its cable cars, the City by the Bay occupies a unique place in the cultural and intellectual life of our nation. It is here that the future is first envisioned and invented. From the pioneering birth of the West in the Gold Rush of 1849 to the globally transforming innovations of Silicon Valley in the 1990s, the San Francisco Bay Area has always been at the frontier of change. It has helped our nation—and our world—answer the unceasing question of what's next?

Today, San Francisco stands ready to answer that question for the United States Olympic Committee, offering a *Bridge to the Future* that could serve as a transforming force for the U.S. Olympic Movement. The modern image of San Francisco—and its global appeal—will serve as a powerful marketing force for the 2012 candidacy. The San Francisco Bay Area is among the most culturally and ethnically diverse places in the world. It is also home to one of the world's most dynamic economies, driven by the knowledge-based industries of the future, world-class research facilities, innovative technology companies and a skilled and highly educated workforce. The region, which boasts one of the most extensive existing sports infrastructures in the world, is well positioned to maintain its economic and cultural leadership into the future.

"The ultimate travel destination for me would be one perfect day in San Francisco. It's a perfect 72 degrees, clear, and the sky bright blue. I'd start at Fisherman's Wharf with someone I really like and end with a romantic dinner and a ride over the Golden Gate Bridge. There's no city like it anywhere." —Larry King, *New York Times*, January 1997



The Mayors of San Francisco, San Jose and Oakland— Willie Brown, Ron Gonzalez and Jerry Brown, respectively— have partnered behind the Bay Area’s bid and embody the values of the most culturally diverse state in the world – the first U.S. state where no single ethnic group holds a majority.

The San Francisco Bay Area’s enthusiasm for the Olympic Games generated a greater U.S. audience than any other major city for the Salt Lake City Games in February. San Francisco ranked first—by far—in all of NBC’s major markets, with an average 21.5 rating/35 share for the 17 days of events, demonstrating an unrivaled love for the Olympics Games.

SF 2012
By The Numbers:

Height of each Tower of Golden Gate Bridge	746 feet
Length of Wire Cable used in Golden Gate Bridge	80,000 miles (129,000 km)
Number of Annual Cable Cars users in SF	8.5 million
Years of Cable Car operation	129

THE POWER of California

San Francisco 2012 is backed by the power of the world's fifth largest economy—the State of California. The state's leadership, through the Legislature and the Governor, is fully committed to the bid—and has provided financial guarantees of up to \$250 million to insure against any shortfall in the organizational effort. California's United States Senators Dianne Feinstein and Barbara Boxer and San Francisco Congresswoman Nancy Pelosi—the most powerful woman ever to serve in the U.S. Congress—are equally strong in their support of the bid, giving the candidacy a powerful voice in the nation's capital when needed.

California is a remarkable place by any measure. One of the most beautiful natural environments on the face of the earth, it is also a global capital of diversity and multicultural cooperation. Today, California is ranked as the most ethnically diverse state in the world, with more than 50% of its 34 million residents descended from non-white ethnic groups. California is also an economic powerhouse that attracts talented people from all over the world. The power of California's economy is revealed in the fact that it leads the nation in exports, selling goods to 219 countries in 2001 alone. It is also the top U.S. choice for direct

foreign investment—with \$115 billion invested to date. California has also led the world in venture capital investments for more than a decade—with more than \$1.3 trillion raised and invested between 1970 and 2000.

In terms of creativity, California leads the world—in entertainment, technology and Olympic sports. As the engine of America's pop culture, its influence reaches the far corners of the earth. California's film, television and music industry generated more than \$30 billion in revenues last year. More than half of all U.S. multimedia companies are clustered around Los Angeles and San Francisco. One out of every five computer software jobs is located in California. The future's most powerful emerging technologies are here: half of all biotech workers—and one-third of all biotech companies—are found in California.



Governor Gray Davis

SF 2012

By The Numbers:

California:	
World rank of economy:	5th
Rank in U.S. international tourism:	1st
% of all overseas U.S. tourism:	25%
Number of international tourists per year:	10 million
Total domestic & overseas visitors:	293 million
Annual tourism revenues:	\$75 billion
Workers in tourism industry:	1 million
Workers in high-tech industry:	1 million
Rank in annual U.S. wine production:	1st
Rank in annual U.S. agricultural production:	1st



With a network of trade offices in 12 international cities—London, Frankfurt, Buenos Aires, Mexico City, Jerusalem, Johannesburg, Singapore, Hong Kong, Shanghai, Taipei, Seoul and Tokyo—California's global reach will definitely be an asset for the USOC in the 2012 bid campaign.



The Capital of Diversity: California's celebration of cosmopolitan culture has helped make it the most diverse state on earth. The most populous state in the nation now boasts a majority of residents descended from Latino, Asian, or African-American roots—or born beyond the borders of the U.S.