

America's Cup Update

April 21, 2015



Looking Back...

Bermuda's preparations commenced less than 5 months ago...

December 2nd Bermuda wins bid to host the 35th America's Cup



Understanding the organisations

1

ACEA

America's Cup Event Authority

www.americascup.com

2

ACBDA

America's Cup Bermuda

www.acbda.bm

What's the difference?

ACEA

America's Cup Event Authority

www.americascup.com

- Promote event
- Organise event
- Grow event
- Build global interest
- Commercial development
- Media impact

ACBDA

America's Cup Bermuda

www.acbda.bm

- Local company owned by Bermuda Government
- Deliver BDA's commitments
- Assist ACEA and teams
- Bermuda interests & legacy
- BDA Communications
- Help raise sponsorship

ACBDA = Venue, ACEA = Event



MAJOR ACTIVITIES SINCE DECEMBER 2014



Since December 2014

ACBDA created, Board appointed and company staffed



BERMUDA
— HOME OF THE 2017 —
AMERICA'S CUP

Since December 2014

Parliament passed the America's Cup Act



Since December 2014

ACBDA budget prepared and submitted to Government

ACBDA prepared critical path of commitments arising from contractual agreement between Bermuda and the ACEA

Joint office for ACEA and ACBDA is prepared and completed

Diverse Outreach (Chamber, St. Georges, Tour Boat Operators, Emergency Services....)

Organization of ACEA & Team Relocations

Dockyard Site Preparation & South Basin Infill Planning

BEDC Relationship & Planning

Environmental Outreach

Since December 2014

ACBDA establishing Working Groups to include:

Security and Safety

Transport

Health and Emergency response

Community Sailing

Technology

Legacy

Accounting

Communications

More to come...

Since December 2014

ACEA moves to Bermuda and has total staff of 15, including 8 Bermudian hires, with more positions and local hires to be added in coming weeks.



ACBDA facilitated:
Housing, schools, TCD, banking, work permits, telecommunications, etc. for both Oracle Team USA and ACEA

[illegible]

And some Sailing has begun

Ben Ainslie Racing has already held two training camps in Bermuda



With more Sailing soon

Oracle Team USA and Artemis Racing training in May, 2015



Oracle Team USA Base

Construction Management project awarded and site preparation of South Basin at Dockyard begins – over 50 contracts awarded following request for expressions of interest advertising



Oracle Team USA Base

Oracle Team USA moves to Bermuda – historical delivery of containers directly to Dockyard on MV Oleander



Oracle Team USA Base

Oracle Team USA base build and fit out



Oracle Team USA Base

Oracle buildings erected for team base



Economic Impact So Far...

46 firms involved to date

189 Workers

38 Bermudian firms

8 foreign firms are suppliers
(eg. steel, floating docks)

\$4.7M

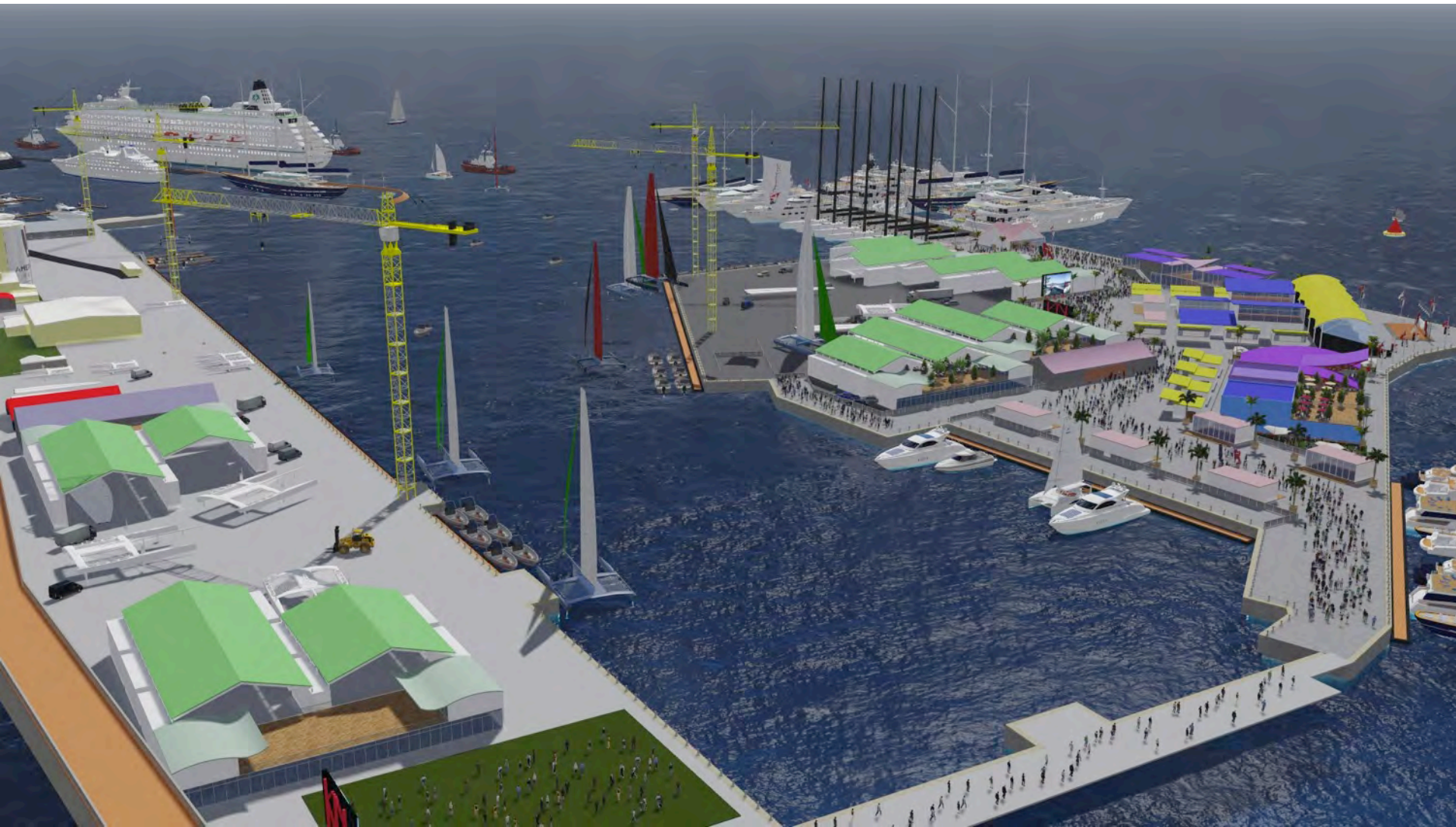
Value of works to date by ACEA,
Oracle Team USA and ACBDA

The above list deals mainly with suppliers and sub-contractors and does not account for shipping lines, shipping agents, hotels, air lines, etc

AC35 Event Village



AC35 Event Village



THE AMERICA'S CUP WORLD SERIES



America's Cup World Series

Working with all relevant players to deliver venue for World Series Event – Hamilton October 2015, including:

- Marine & Ports
- Corporation of Hamilton
- Bermuda Chamber of Commerce
- Retail Merchants
- Bermuda Stevedoring Services
- Bermuda Police Service
- Bermuda Fire Services
- Health Department
- Royal Bermuda Yacht Club
- Bermuda Customs
- Bermuda Tourism Authority





AMERICA'S CUP

B E R M U D A

— 2017 —



America's Cup World Series 2015





America's Cup World Series Bermuda - October 16-18, 2015

The America's Cup World Series has three events in 2015.

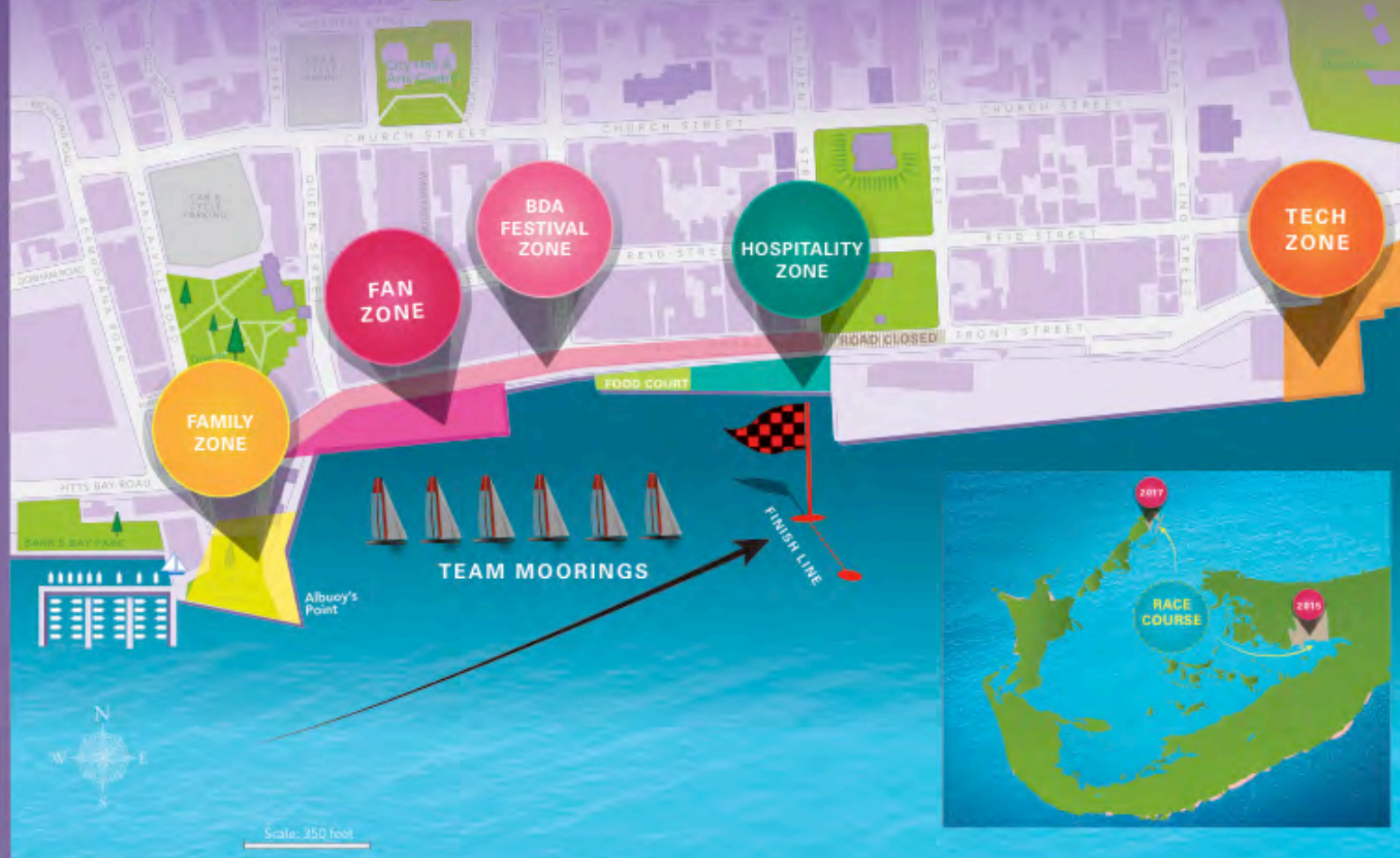
- Portsmouth, UK in July
- Gothenburg, Sweden in August
- Bermuda from October 16-18





AMERICA'S CUP WORLD SERIES

— OCTOBER 16-18, 2015 —





America's Cup World Series Bermuda - October 16-18, 2015

Our Bermuda Festival

- Located within the Event Village on Front Street
- Opportunity for stakeholders, artists, businesses, associations, groups etc. to participate... i.e. Taste of Bermuda; Sports in Bermuda; Arts+Crafts; Youth of Bermuda; Heritage, etc.
- Applications will be online in May, with selection taking place in June and July.





ORACLE TEAM USA base





ORACLE TEAM USA

New base at Dockyard

The ORACLE TEAM USA base has been constructed at Dockyard to host the team's sailors, technical facilities, admin offices and designers.





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Community Outreach Program



AC Community Outreach Program

- STEM: Science, Technology, Engineering, and Math
- Teaching skills through the lens of sailing
- Targeting all kids aged between 8-12 years old



Boats

Boats provided:

- 8 O'pen Bics
 - 8 Hobie Waves
 - 8 RS Fevas
 - 20 Optimists
-
- First Boats Arriving
May 4th



Community Outreach Classrooms

- Two locations: Somerset & St. George's
- Community Outreach Manager: Jennifer Pitcher
- Soon hiring a Community Outreach Sailing Director

