

# Too Big to Fail?

## Bidding for and the Legacies of Big-Time Sport Events

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# Before the After

*Legacy* is defined as “all planned and unplanned, positive and negative, tangible and intangible structures created for and by an event that remain longer than the event itself (Preuss, 2007).

# Think Ahead

- Before the bid, answer “Why host the event?”
  - Direct economic impacts
  - Spur additional development
  - Brand or re-brand host city
  - Demonstrate capacity to host other larger events
  - Promote sport for all participation

# Before the After

- Prepare an event legacy plan in the bid
  - Vision: To what do you aspire?
  - What are the desired legacies from the event?
    - How will they be achieved?
    - Measured?

# Plan Ahead

- Build upon your city's strengths i.e., facilities, accessibility, sport culture, event management, accommodations, climate, etc.
- Use legacy planning to address deficiencies
- Assemble a bid team comprised of competent, committed specialists

# Before the After

- Scrutinize the bid specifications: Can you deliver the necessities?
- Fiscal legacy: Big event = big budget
  - Project revenues and expenditures by source over the event's lifecycle
  - Return on Investment (ROI)

# Bid to Win

- Enlist a magnetic bid champion
- Recruit vocal industry/sector supporters using anticipated legacies as “hooks”
- Devise an alternate plan should a competitor win the bid

# Bid to Win

- Know the competition and favorably position your bid accordingly
- Highlight the event's anticipated positive legacies at every turn – and be realistic!



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