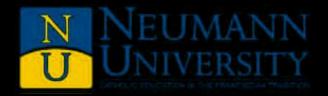
Too Big to Fail? Bidding for and the Legacies of BigTime Sport Events

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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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