

Contact: John Grubb  
Bay Area Council  
Office: 415-981-6600  
Cell: 415-847-6320  
jgrubb@bayareacouncil.org



## **Bay Area Business Leaders Want Region to Go For the Olympics**

### *Business Community Support Deemed Critical for Any Future Bid*

**SAN FRANCISCO, August 12, 2005** – Sixty-five percent of Bay Area CEOs and top business executives surveyed by the Bay Area Council want the region to submit a bid for the 2016 summer Olympic Games, according to a poll conducted July 11-25, 2005 with 515 Bay Area CEOs and top business executives. The region submitted a bid for the 2012 Olympics and narrowly placed in second behind New York. Business community support is deemed critical for any bid because of the required financial backing.

“The 2012 bid was historic for the Bay Area and brought the region one of its finest hours of unity,” said Jim Wunderman, the president and CEO of the Bay Area Council, which represents the public policy concerns of hundreds of the largest employers in the region. “While we lost to New York, the 2012 bid was a learning experience. We have now come to see that no region better represents the United States on the international sports stage than the Bay Area. If the region decides to offer a bid for 2016, this survey points to widespread support from business leaders.”

Support was strongest among business leaders in San Mateo County, where 80 percent supported a 2016 bid, followed by San Francisco executives at 70 percent. The survey also revealed that 69 percent of business leaders would attend the Olympics if the Games came to the Bay Area.

“We are encouraged by the business community’s expressed support, which bolsters the region’s potential for 2016,” said Anne Cribbs, president and CEO of the Bay Area Sports Organizing Committee, which submitted the 2012 bid. “We are currently waiting for the United States Olympic Committee to release its guidelines and process for bidding cities for 2016. I am confident that the Bay Area will host the Olympic Games in the near future.”

Another important element for an Olympic bid is local public support. In a poll of Bay Area residents conducted at the time 2012 bid, an overwhelming 88 percent of registered voters said that they favored hosting the 2012 Olympic Games in the Bay Area.

The Bay Area has been a major player in international sports for decades. During the 1984 Los Angeles Olympic Games, the region hosted the soccer competition. Similarly, in the 1990s both men’s and women’s World Cup games were played at Stanford and San Jose state. Both World Cup sessions and the Olympic soccer drew large crowds demonstrating the Bay Area’s large appetite for sports. In fact, during Olympic Games the Bay Area consistently has the highest ratings for Olympic TV broadcasts of any major metropolitan market in the United States. The region also is the home to seven professional teams (second only to New York).

A final important qualification for the region is its international reputation. Besides being the United States’ gateway to Asia, in 13 of the past 14 years the international readership of *Condé Nast Traveler* named the Bay Area and San Francisco the “World’s Favorite U.S. City.” The Bay Area also hosts more than 80 foreign consulates and three international airports.

Continued Wunderman, “Many business leaders think this region deserves the international recognition the Olympics bring.”

# # #

**Bay Area Council**

Founded in 1945, the Bay Area Council ([www.bayareacouncil.org](http://www.bayareacouncil.org)) develops and drives regional public policy initiatives and researches critical infrastructure issues. Led by CEOs, the Bay Area Council presents a strong, united voice for more than 275 major employers throughout the Bay Area region in promoting economic prosperity and quality of life. Jim Wunderman has served as president and CEO of the Bay Area Council since April of 2004.