



INTRODUCTION

Whether for an Olympic or Paralympic Games, a World Cup tournament, a regional event of the Olympic movement, or an event of the Special Olympics, prospective organizers eager to host such events compete aggressively to have their applications accepted by world governing bodies. Known as a Bid Committee, organizers must prepare a Bid Book, a document which describes in detail how they will deliver the event. While political considerations invariably play an important part in the selection of an event's host, the governing body will base its vote, at a minimum, on the technical merits of the Bid Book. Such merits are evaluated and ranked during site visits of the governing body's technical staff, for meticulous comparison by governing body electors.



BID COMMITTEE CONSULTING

When selecting consultants, a Bid Committee should consider two key qualifications. First, consultants should be used who will ensure the production of a Bid Book that is comprehensive, technically sound, and that communicates that the Committee possesses a complete understanding of the requirements of each functional area. Second, the use of experienced, successful and well-respected consultants can raise the credibility of the Committee. Such a choice communicates to the governing body that the Committee is serious about its effort and is within the mainstream of the special events industry.

Five Tool Group is experienced in Bid Committee consulting. Its Owner, Michael Aguilar, provided transportation consulting to the Brazilian Olympic Committee on their successful 2016 Summer Olympic bid. He wrote and produced the Transportation chapter of the Russian Football Union's successful bid for the 2018 FIFA World Cup. Mr. Aguilar also wrote the Transportation chapter of the North Carolina Bid Committee's bid for the 2007 Pan American Games, which were awarded to Rio de Janeiro, Brazil.

In addition, Mr. Aguilar is a skilled communicator with significant experience representing organizing committees to the International Olympic Committee, the Olympic Council of Asia, National Olympic



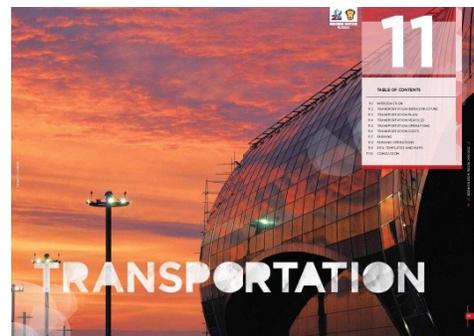
Committees, International Sports Federations, Special Olympics, Inc., world broadcast & print media organizations and government officials at all levels in Africa, Europe, the Middle East and North America.

ELEMENTS OF BID BOOK PREPARATION

Different governing bodies have vastly different Bid Book requirements. While an effective strategy involves providing more information than is required, there are a number of elements that, at a minimum, must be addressed. Some examples of these elements are as follows:

- A detailed examination of air, road, and rail infrastructure capacity, along with a description of projected improvements;
- An assessment of public transit capabilities, including type of equipment, passenger capacity, spare ratios, anticipated enhancements, and environmental initiatives;
- An examination of private motor coach industry, including average fleet age, replacement projections, maintenance standards, and operator requirements;
- A summary of automobile, taxi and hire car sectors, including their scalability;
- A review of available fleet facilities, including vehicle yards, depots, staging/parking areas;
- A set of area maps and diagrams, as well as venue/city time and distance tables.

A successful Bid Book will also include detailed descriptions of the numerous elements of event transportation that the Bid Committee proposes to implement, should they be chosen to host the event. In this, the selection of experienced consultants is invaluable and can often make the critical difference.



SITE VISIT SUPPORT

Governing bodies require site visits to provide an opportunity to evaluate Bid Book claims, trips that involve both formal meetings and venue tours. Because of the existence of long-standing relationships with governing body members, the right consultants can be effective in supporting the Bid Committee during such visits, especially in developing presentations and supplementary documentation.