Presentation

to the

Wake County Board of Commissioners Arts & Culture Committee

WAKE COUNTY NORTH CAROLINA

Monday, Sept. 27, 2021



NC·USA2027 CANDIDATE SUMMER WORLD UNIVERSITY GAMES

North Carolina's Bid for the 2027 SUMMER WORLD UNIVERSITY GAMES


THE GAMES

“The Olympics for College and University Athletes”

Summer World University Games

- Largest global multi-sport event for student-athletes
- Athletes aged 17-25
- 13 days
- 15 compulsory sports with additional optional sports
- Official Delegation of more than 10,000 athletes, coaches, and support staff
- Participants from up to 150 countries
- Broadcast to over 100 countries
- More than 300 million viewers
- Over 1000 national and international media in attendance

International Governing Body

- International University Sports Federation (FISU)
- **Member Associations:** 174
- **Headquarters:** Lausanne, Switzerland
- **U.S. Member:** U.S. International University Sports Federation (USIUSF)
- **WUG 60th Anniversary:** Celebrated at 2019 Games in Naples

FISU INTERNATIONAL UNIVERSITY SPORTS FEDERATION

USA International University Sports Federation

Compulsory Sports

- Archery
- Artistic Gymnastics
- Athletics (Track & Field)
- Badminton
- Basketball
- Diving
- Fencing
- Judo
- Rhythmic Gymnastics
- Swimming
- Table Tennis
- Taekwondo
- Tennis
- Volleyball
- Water Polo

Optional Sports

- Baseball
- Rugby
- Football (Soccer)
- Softball

Locations of the Summer World University Games





Taipei 2017 by the Numbers

- 60 venues
- 275 events
- 1,957 medals awarded
- 7,377 athletes
- 10,791 official delegation
- 18,769 volunteers
- 36,235 workers
- 607,242 attendees
- 748,172 tickets sold
- $154.4 million generated in overall economic impact

Large Broadcast Audience

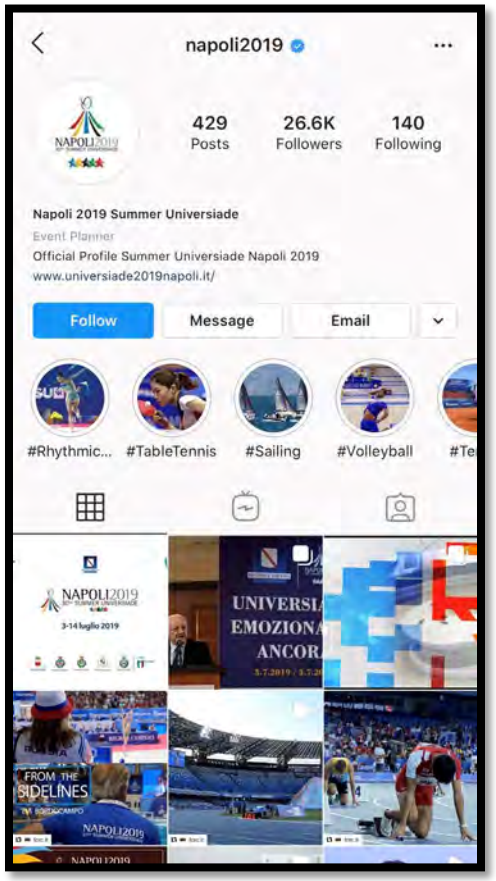
- **TV Audience:** 372 million viewers
- **TV Coverage:** 2,418 hours
- **Olympic Channel:** 12 days, 120 hours
- **Internet Coverage:** 560 hours in 1,066 videos
- **Internet Audience:** 10.7 million views

NAPOLI2019
30TH SUMMER UNIVERSIADE

Naples 2019 Media Coverage

Major Social Media Presence

- 7 Social Media accounts
- 1,390 posts
- 12,474 comments/reposts
- 59,901 shares/retweets
- 88,425 new followers
- 433,176 reactions/likes
- 55.3% follower increase over the duration of the Games



Naples 2019 Instagram



Naples 2019 Twitter

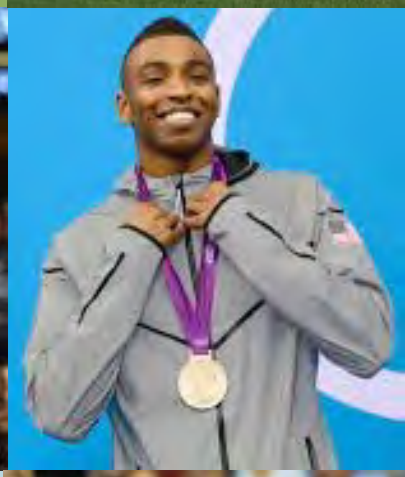
Naples 2019

NC Notables Who Are WUG Alums

- Tommy Burleson
- Jeff Capel
- Billy Cunningham
- Hubert Davis
- Tim Duncan
- Danny Ferry
- Sylvia Hatchell
- Mike Krzyzewski
- Mitch Kupchak
- David Thompson
- Roy Williams
- Kay Yow
- Genia Beasley
- Charles Foster
- David Fox
- Mia Hamm
- Abby Johnson
- Cullen Jones
- Kristine Lilly
- Marsha Mann
- Thompson Mann
- Ray Tanner
- Sue Walsh
- Wendy Weinberg









NC WUG Alumni - Tokyo Olympic Games



Kara Lawson



Paul Chelimo



Ashley Twitchell



Jordan Windle


FUTURE HOSTS

Upcoming Games

- 2021 Winter Games – Lucerne, Switzerland (Dec. 11-21, 2021)
- 2021 Summer Games – Chengdu, China (June 26-Jul. 7, 2022)
- 2023 Winter Games – Lake Placid, New York, USA (Jan. 12-22, 2023)
- 2023 Summer Games – Ekaterinburg, Russia (Aug. 8-19, 2023)









Recently Announced

- 2025 Summer World University Games

  Rhine-Ruhr Region, Germany (July 16-27, 2025)

  Cities of Bochum, Duisburg, Dusseldorf, Essen

- 2025 Winter World University Games

  Turin, Italy

  Considered the birthplace of the World University Games







THE OPPORTUNITY

Triangle Projections for 2027

- **Prospective Dates:** Tuesday, July 13 – Sunday, July 25, 2027
- **Delegation – Athletes, Coaches, Support Staff**: 10,000+
- **Officials, Judges & Referees:** 1,500
- **FISU Executives, Staff, and Member VIP's:** 600
- **Countries Represented:** 150
- **LOC Staff:** Up to 100
- **Volunteers:** 20,000
- **Venues:** 57
- **Spectators/Attendees:** 600,000
- **Tickets Sold:** 750,000
- **Economic Impacts:** $150 million

Triangle Media Projections for 2027

- **National & International Media Attending:** 1,500
- **TV Broadcast:** 150 countries across 6 continents
- **TV Audience:** 400 million viewers
- **TV Coverage:** 3,000+ hours
- **Internet Coverage:** Over 1,000 hours
- **Internet Audience:** 20 million views

Benefits

- Extensive international broadcast exposure
- Worldwide attention on Wake County, the Triangle, and North Carolina
- National and international media coverage
- Hosting of, and exposure to, up to 150 countries
- Significant, positive economic impacts averaging well over $100 million per Summer Games
  - Visitor spending at retail, hotels, restaurants, attractions, and more
  - New employment

Benefits (cont.)

- Central NC featured in **6-year global marketing campaign**
- **Test Events, International Meetings, and Country Site Visits** in the years prior to the WUG
- **Relationships with top U.S. and international sports leaders** lay groundwork for future events
- **NC universities** highlighted globally as premier educational and sporting institutions
- **International students** given extended exposure to NC universities
- Increased and enhanced **regional cooperation and communication**
- North Carolina's **sports tourism capabilities and reputation** taken to the next level

BID PROCESS & TIMING



U.S. 2027 WUG Bid Milestones

- Feb 2018 – Initial contact with USIUSF
- Feb 2021 – Triangle selected by USIUSF as America's Candidate City for the 2027 Games
- Feb 2021 – USIUSF Letter of Intent to Bid sent to FISU
- June 2021 – Daejeon, South Korea Announces Competing Bid
- Sept 1, 2021 – FISU opens international phase of bid process
- Sept 1, 2021 – Both North Carolina and S. Korea pay bid fee and enter international competition
- Jan 2022 – Field of bidders finalized
- Jan 2023 – Host Cities for 2027 and 2029 announced

Bid Process

- Bid Fee
- Bid Workshop
- Formal Bid Document
- Bid Presentation
- Site Visit(s)
- Meetings with FISU executives
- Winter and Summer Games Site Reviews



OUTLOOK

Reasons for Optimism – International Perspective

- FISU's collaborative bid process
- Over 3-decade absence from America
- Value of the U.S. Market
  - Broadcasters
  - Sponsors
- Positive reviews for Lake Placid 2023
- 3 out of 4 most recent Summer WUGs in Asia
- South Korea hosted Summer WUG 6 years ago
- Timing prior to the 2028 L.A Games

Winter and Summer WUG's since 2005

ASIA	AMERICAS	EUROPE & RUSSIA
Izmir, Turkey (2005 SUM)	Lake Placid, U.S (2023 WIN)	Innsbruck, Austria (2005 WIN)
Bangkok, Thailand (2007 SUM)		Turin, Italy (2007 WIN)
Belgrade, Serbia (2009 SUM)		Kazan, Russia (2013 SUM)
Harbin, China (2009 WIN)		Trentino, Italy (2013 WIN)
Erzurum, Turkey (2011 WIN)		Stbske Pleso, Slovakia (2015 WIN)
Shenzhen, China (2011 SUM)		Krasnoyarsk, Russia (2019 WIN)
Gwangju, South Korea (2015 SUM)		Naples, Italy (2019 SUM)
Almaty, Kazakhstan (2017 WIN)		Lucerne, Switzerland (2021 WIN)
Taipei, Taiwan (2017 SUM)		Ekaterinburg, Russia (2023 SUM)
Chengdu, China (2021 SUM)		Rhine-Ruhr, Germany (2025 SUM)
		Turin, Italy (2025 WIN)
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World University Games Positive Presence in the U.S.

- FISU is very pleased with the organization thus far of the 2023 Winter WUG in Lake Placid, NY
- The 2023 WWUG will aid a future WUG in the US by building awareness for the World University Games in the U.S. market
  - Broadcast –ESPN
  - Branding
  - Marketing
  - Advertising
  - Communications
  - Social Media



Timing

Upcoming Olympic Sports era in the U.S:

- 2026 World Cup Soccer
- 2027 Summer World University Games?
- 2028 Los Angeles Olympic Games

Note: This 3-year period will comprise the Golden Age of spending on Olympic Sports in our lifetime in the U.S.

Reasons for Optimism – Local Perspective

- Games hosted at world-class and diverse colleges and universities
- Almost 200,000 college students
- Triangle growth/regional business trajectory
- No major capital construction projects
- Track record of success in hosting large multi-sport events
- Olympic and amateur sports hub – compact venue layout

Triangle Colleges and Universities

- Duke University
- Durham Technical Community College
- Meredith College
- North Carolina Central University
- North Carolina State University
- Saint Augustine's University
- Shaw University
- UNC- Chapel Hill
- Wake Technical Community College
- William Peace University

Recent Triangle Announcements



- **Google** expansion – 1,000 jobs
- **Apple** new campus – 3,000 jobs
- **Fidelity** expansion – 500 jobs
- **Fuji Diosynth** new facility – 750 jobs
- **IBM**/RedHat expansion – 200 jobs
- **Duke University & Health System** – Now NC's largest employer with over 41,000 employees







Major Sports Event Experience

Multi-sport

- U.S. Olympic Festival
- World Special Olympics Summer Games
- State Games of North Carolina
- NC Senior Games
- Valor Games Southeast

Single Sport

- NHL All-Star Game and NHL Draft
- U.S. Open Golf Championships
- National and NCAA Championships
- Conference Championships
- Olympic Trials

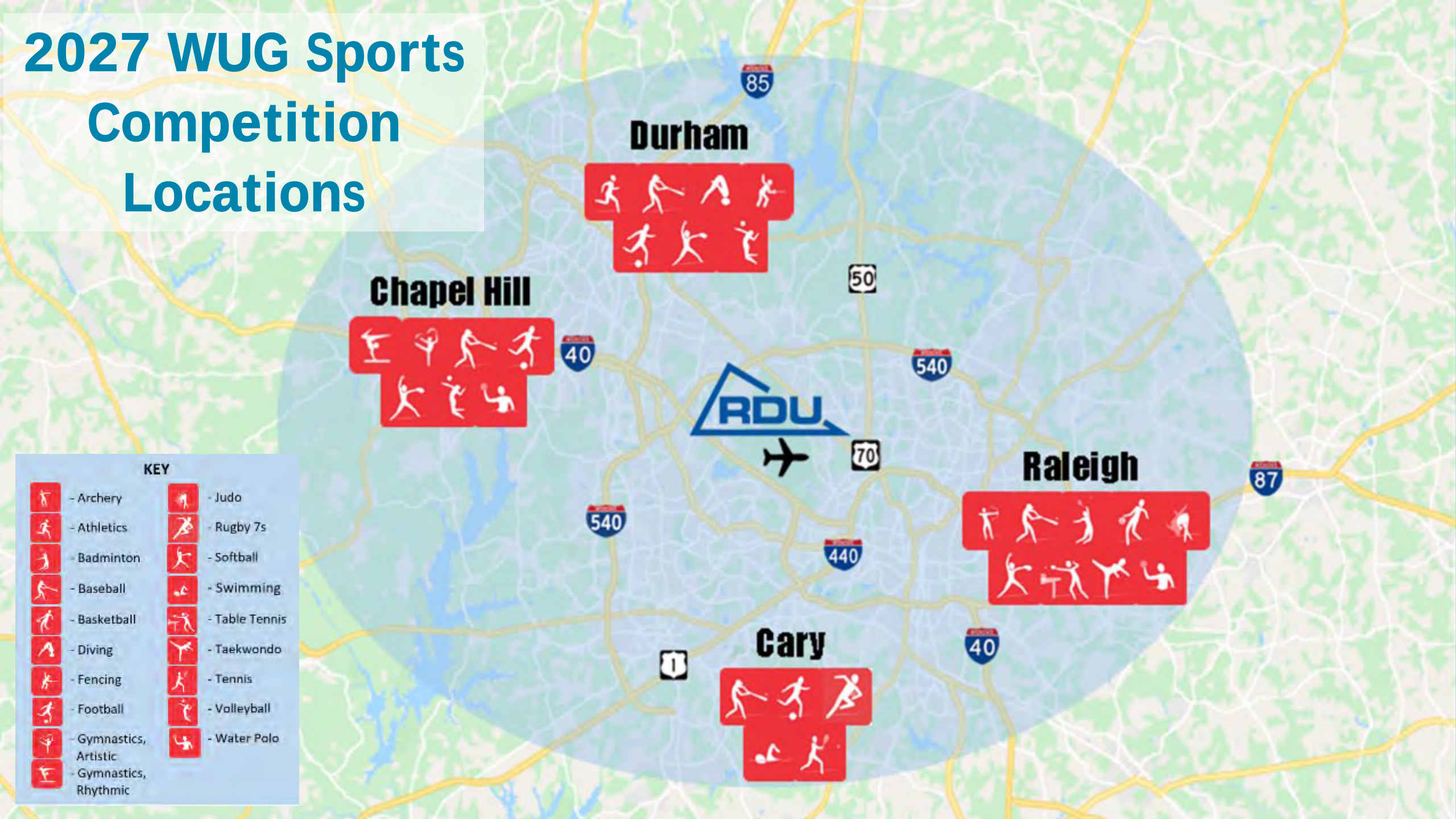








2027 WUG Sports Competition Locations





WUG VALUE TO WAKE COUNTY

Value of the WUG Project

- Strategic Fit
- More than Sports
- Tourism Rebuild
- Major Project Deadline
- Image Enhancement

Strategic Fit

- Community Health & Vitality
- Economic Strength
- Education
- Great Government/Diversity
- Growth & Sustainability



More than Sports

- Education Program
- Cultural Program











Tourism Rebuild

The World University Games will be a region-wide, unified effort and rallying point to help revive the NC visitor industry

Major Projects Deadline

The World University Games can be leveraged as the reason for getting those long-planned, significant community projects done.

- **Transit:** Airport expansion, China non-stop flight, rail system, I-540 completion
- **Urban:** Raleigh Downtown South, Raleigh Convention Center Hotel & Office Tower, Raleigh City Hall Tower, RTP Urban Center, American Tobacco Expansion Durham
- **Greenspace:** Dix Park
- **Sports & Recreation:** Downtown South Stadium, Cary Fieldhouse, USA Baseball NTC Expansion







Image Enhancement

- The WUG will take efforts to enhance central NC’s market perception to the next level

The World Stage

North Carolina has grown up a lot in recent decades

It's time for us to raise our game

To show the planet that we have what it takes to be on the world stage




30TH SUMMER UNIVERSIADE NAPOLI2019
FISU
NAPOLI2019
30th SUMMER UNIVERSIADE
WUG BID
PARTNERSHIP

Team Effort: Triangle Region

- Embrace, Support, Endorse, Invest
- Team Triangle
- Help Build our Team
- Partner for Mutual Success

WAKE COUNTY
NORTH CAROLINA

NCBC
North Carolina Bid Committee


NC·USA2027
ncwugbidcommittee.com
Q & A