

*Proposal to Host the
2016
United States
Olympic Marathon Trials*

HOLLYWOOD

★ presented to ★
USA TRACK & FIELD

★ by ★
LA MARATHON LLC

Submitted: 15 August 2013



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*Proposal to host the
2016
United States
Olympic Marathon Trials*

Presented to



by

LA MARATHON[®]

15 August 2013

From Hollywood into History:

The 2016 U.S. Olympic Marathon Trials in Los Angeles

- ★ Iconic course options, starting at historic Grauman's Chinese Theater on Hollywood Boulevard (courses 1-3), or at famed Dodger Stadium:
 - (1) Moving east through the heart of Hollywood, into downtown Los Angeles and finishing at the Los Angeles Memorial Coliseum, or
 - (2) Heading north toward Universal Studios, then hugging parklands along the Los Angeles River, through the Los Angeles Zoo and finishing in Griffith Park, or
 - (3) Combining two of America's most famous thoroughfares – Hollywood and Sunset Boulevards - on a loop course beneath the Hollywood sign, or
 - (4) Starting at Dodger Stadium, then winding through Chinatown, past Olvera Street, downtown, L.A. LIVE and finishing at the Coliseum.

- ★ Strong history of excellent weather on the proposed date: Saturday, March 12, 2016, with cool, calm and dry conditions projected for a morning race.

- ★ Experienced and proven infrastructure support:
 - (1) Organized by LA MARATHON LLC, which will be holding its 31st edition on the *Stadium to the Sea* course on the day after (March 13) for 25,000+ entrants;
 - (2) Hotel and transportation possibilities are available both in downtown Los Angeles and in Hollywood, as desired at USATF's option;
 - (3) Courses are contained within the City of Los Angeles, allowing coordination with a single police and transportation agencies;
 - (4) Exposition to be located at the massive Los Angeles Convention Center, with excellent media support, parking and restaurant facilities.

- ★ Pacific Standard Time start allows maximum television exposure: mid-day in the Eastern U.S., mid-afternoon in Asia and prime-time in western and central Europe.

- ★ In a city of mega-events, we would be pleased to host both the men's *and* women's race in a single day, or will accept either the men's or women's race as a separate event, as desired by USATF.

Proposal to host the 2016 United States Olympic Marathon Trials in Los Angeles

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This proposal to host the 2016 United States Olympic Marathon Trials was prepared by LA MARATHON LLC for use by USA Track & Field. For additional information, please contact:

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www.lamarathon.com

Proposal to host the 2016 United States Olympic Marathon Trials in Los Angeles

I. WELCOME

- A. Los Angeles Mayor Eric GARCETTI
- B. Los Angeles City Council President Herb WESSON
- C. Los Angeles Parks & Recreation Commission Chair Barry SANDERS
- D. LA MARATHON LLC Owner Frank McCOURT
- E. LA MARATHON LLC Chief Executive Officer Tracey RUSSELL
- F. Los Angeles Sports Council President David SIMON
- G. Southern California Association USATF President Thom CONFER



ERIC GARCETTI
MAYOR

August 9, 2013

Mr. Max Siegel
Chief Executive Officer

Ms. Stephanie Hightower
Chairman and President

USA Track & Field
132 East Washington Street, Suite 800
Indianapolis, Indiana 46204

Dear Mr. Siegel and Ms. Hightower:

Los Angeles has been host to many of the world's greatest sporting events, including two Olympic Games, FIFA World Cups, Super Bowls, and numerous world and national championships. These events were all well organized and well attended, and have cemented our reputation as the entertainment capital of the world. As such, I am pleased to support the proposal of LA Marathon, LLC to host the 2016 United States Olympic Marathon Trials.

The City and the LA Marathon have a long and distinguished history of cooperation that make the annual race a great success. We will provide the same dedication to for the Olympic Marathon Trials.

Witnessing the positive impact of the 1984 Olympics, our late great Mayor Tom Bradley advocated for the creation of a city-wide marathon. Two years after hosting the Summer Games, we held our inaugural marathon in 1986. It is altogether appropriate that the Olympic Games and the marathon reconvene in Los Angeles 30 years after that first LA Marathon. We look forward to working with you to help make the 2016 Olympic Marathon Trials memorable, and tremendously successful.

Sincerely,

A handwritten signature in blue ink, appearing to read 'E. Garcetti', is written below the word 'Sincerely,'.

ERIC GARCETTI
Mayor



HERB J. WESSON, JR.
COUNCILMEMBER, 10TH DISTRICT
PRESIDENT, LOS ANGELES CITY COUNCIL

August 6, 2013

Mr. Max Siegel
Chief Executive Officer

Ms. Stephanie Hightower
Chairman and President

USA Track & Field
132 E. Washington Street, Suite 800
Indianapolis, Indiana 46204

Dear Mr. Siegel and Ms. Hightower:

The Los Angeles City Council is an enthusiastic supporter of the LA MARATHON LLC bid to bring the 2016 United States Olympic Marathon Trials to our city.

It's no secret that Los Angeles' affinity for sports of all types is strong, but Olympic events hold a special place in our collective memory. The inaugural women's Olympic marathon proudly took place in Los Angeles and Joan Benoit's triumph remains an inspiration to this day.

Moreover, that race and the men's marathon that followed were the catalysts for today's Los Angeles Marathon, which has attracted Olympic champions such as Lasse Viren and Rosa Mota to our streets. It will be a great privilege to once again host America's greatest runners to Los Angeles and showcase our world-famous landmarks, from Hollywood to our re-energized downtown to the iconic Los Angeles Memorial Coliseum.

You can select our city with confidence, knowing that we have an outstanding record of civic support for events like this, excellent coordination from our police, transportation and other departments and a long history of cooperation between the City Council, the Mayor's Office and the race organizers.

We look forward to welcoming you back to America's "Olympic City."

Sincerely,


HERB J. WESSON, Jr.
President, Los Angeles City Council

**BOARD OF RECREATION AND
PARK COMMISSIONERS**

BARRY A. SANDERS
PRESIDENT

W. JEROME STANLEY
VICE PRESIDENT

LYNN ALVAREZ
JILL T. WERNER
JOHNATHAN WILLIAMS

LATONYA D. DEAN
COMMISSION EXECUTIVE ASSISTANT II

CITY OF LOS ANGELES
CALIFORNIA



ERIC GARCETTI
MAYOR

**DEPARTMENT OF
RECREATION AND PARKS**

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JON KIRK MUKRI
GENERAL MANAGER

August 6, 2013

Mr. Max Siegel
Chief Executive Officer

Ms. Stephanie Hightower
Chairman and President

USA Track & Field
132 East Washington Street, Suite 800
Indianapolis, Indiana 46204

Dear Mr. Siegel and Ms. Hightower:

It is a great pleasure to write in support of the bid to host the 2016 U.S. Olympic Marathon Trials from LA Marathon LLC.

Los Angeles has had a glorious history of Olympic success and the LA Marathon is a direct result of the remarkable 1984 Games which re-defined the Olympic Movement. Thus, it is fully appropriate to bring the Olympic Games and the marathon together here in 2016.

The Recreation and Parks Department operates more than 420 parks and recreational facilities in Los Angeles and is in the process of adding 50 additional parks throughout the City. We are delighted that one of the proposed courses runs through Griffith Park, one of the nation's largest parks and which was deeded to the City in 1896, the year of the first Olympic Games of the modern era.

We know that you will find Los Angeles a first-rate host for the Marathon Trials; we urge you to select our city with confidence for what will be an outstanding event for the athletes, spectators and for USA Track & Field.

Sincerely,

Barry Sanders, President
Board of Commissioners
Recreation and Parks Department





August 10, 2013

Mr. Max Siegel
Chief Executive Officer

Ms. Stephanie Hightower
Chairman and President

USA Track & Field
132 East Washington Street, Suite 800
Indianapolis, Indiana 46204

Dear Mr. Siegel and Ms. Hightower:

It is with great enthusiasm that we submit our proposal to host the 2016 U.S. Olympic Marathon Trials under the auspices of USA Track & Field.

Few events touch cities as deeply as marathons. As owner of the annual LA Marathon, I believe that we are as much stewards of a civic asset as promoters of a footrace.

Our unique Stadium to the Sea route is a special experience that brings together runners, their friends and families, and the diverse communities of our city. The LA Marathon showcases the best parts of Los Angeles, and we believe it has the unmatched potential to showcase America's best track & field athletes as well.

We'd like to begin by organizing an outstanding Olympic Marathon Trials in 2016 and give our marathoners the best possible opportunity to compete for a coveted spot on the American Olympic Team headed to Rio de Janeiro. Thank you for your thoughtful consideration of our interest, our excellent organizing team and our proposal.

Sincerely,

A handwritten signature in black ink, appearing to read "Frank McCourt", with a long, sweeping underline.

Frank McCourt



MARATHON

August 10, 2013

Mr. Max Siegel
Chief Executive Officer

Ms. Stephanie Hightower
Chairman and President

USA Track & Field
132 East Washington Street, Suite 800
Indianapolis, Indiana 46204

Dear Stephanie and Max,

The team at LA MARATHON, LLC stands ready to host the best-ever U.S. Olympic Marathon Trials. Our seasoned staff has immeasurable experience in organizing major running events and working very closely with key stakeholders in the Los Angeles government, corporate and civic communities.

Personally, I've enjoyed a strong relationship with USA Track & Field Men's and Women's Long Distance Running Committees as the Race Director for the AJC Peachtree Road Race. During my tenure, the Peachtree successfully hosted the U.S. Men's 10k Championship in five of the last seven years and welcomed the U.S. Women's 10k Championship for the first time at this year's July 4th race in Atlanta.

In a city where the first-ever Olympic women's marathon was held in 1984, the heritage of the Olympic Movement is inextricably linked with the beloved City of Los Angeles. There is no better city in the United States ready to host the selection races for both the men's and women's U.S. Olympic marathon teams in 2016.

On behalf of our Los Angeles community partners, thank you for your consideration. We look forward to further discussing how we can successfully work alongside your team to produce an incredible and memorable Trials.

Sincerely,



Tracey Russell
Chief Executive Officer

Los Angeles
Sports Council

350 South Bixel Street
Suite 250
Los Angeles, CA 90017
USA
213-482-6333
FAX 213-482-6340
www.lasports.org

August 7, 2013

Mr. Max Siegel
Chief Executive Officer

Ms. Stephanie Hightower
Chairman and President



USA Track & Field
132 East Washington Street, Suite 800
Indianapolis, Indiana 46204

Dear Mr. Siegel and Ms. Hightower:

David Simon
President

The Los Angeles Sports Council is a private-sector support organization dedicated to economic development through sports. Since our formation in 1988, we have helped to bring more than \$1 billion in economic impact to the Southern California area through the attraction of major events.

We are very pleased to offer our support for the bid by LA Marathon LLC to bring the 2016 U.S. Olympic Marathon Trials to Los Angeles. Our area has been a frequent site for U.S. Olympic Trials events, as well as the 1932 and 1984 Olympic Games.

The infrastructure, facilities and public-private coordination in Los Angeles are world-class. Our membership includes local teams and businesses which support sports and will have high interest in the opportunities for involvement for an event of this magnitude.

We look forward to meeting with you directly when you come to Los Angeles for a site visit to see the potential for a memorable Marathon Trials.

Sincerely,

A handwritten signature in blue ink that reads 'David Simon' in a cursive, flowing script.

David Simon



August 2013

Mr. Max Siegel
Chief Executive Officer

Ms. Stephanie Hightower
Chairman and President

USA Track & Field
132 East Washington Street, Suite 800
Indianapolis, Indiana 46204

Dear Max and Stephanie:

On behalf of the Southern California Association of USATF, we are happy to support the bid proposal presented by LA MARATHON, LLC to host the 2016 USA Track & Field Olympic Marathon Trials. The association support for the LA MARATHON's bid is applauded by Coach Bob Larsen a key member of our board and a USATF Hall of Famer.

The L.A. Marathon team has long experience in running a large and complex race each year, with tens of thousands of participants, on a course which requires careful coordination with multiple jurisdictions. USA Track & Field course certifier Ron Scardera, is an integral part of this program. The L.A. Marathon has been a world class USATF Sanctioned event serving as our association championship.

We look forward to working closely with THE LA MARATHON, LLC to make the 2016 USA Track & Field Olympic Marathon Trials a great success.

Sincerely,


Thom Confer, President
Southern California Association USATF

Proposal to Host the 2016 United States Olympic Marathon Trials in Los Angeles

II. OUR BID

There is no place quite like Los Angeles. The only American city to ever host two Olympic Games and with more national- and world-championship teams than any other, it's a magnet for major events of all kinds, including major track & field competitions including, but not limited to:

- Games of the Xth Olympiad: 1932.
- Games of the XXIIIrd Olympiad: 1984.
- United States Olympic Track & Field Trials in 1952, 1956, 1964 (men) and 1984 (men and women).
- AAU/TAC/USATF Championships in 1921 (in Pasadena), 1952 (Long Beach) and 1974 for men; 1962 and 1970 for women, and 1976, 1977, 1978, 1979 (Walnut), 1980 (Walnut), 1990 (Cerritos) and 2005 (Carson) for both men and women.
- NCAA Championships in 1934, 1939, 1949 and 1955, for men (women's competition began in 1982).
- AIAW Championships in 1977, for women.

It was the great success of the 1984 Olympic Games which inspired legendary Los Angeles Mayor Tom Bradley to create a city-wide marathon, which was first run in 1986, setting a then-world record for the most registrants ever in a first-time marathon at 10,787.

The race has played host to multiple Olympic Trials and World Championships Trials races for many nations, beginning with the third race in 1988 and continuing to today.

Los Angeles has been the many-times site of the Academy, Emmy and Grammy Awards, political conventions and major sporting extravaganzas such as the FIFA World Cup, World Series, Super Bowl, NBA Finals, NHL (Stanley Cup) Finals, the MLS Cup and many others.

With this history behind us, LA MARATHON LLC is proud to bid to host the 2016 United States Olympic Marathon Trials in Los Angeles, on Saturday, March 12, 2016. This will precede the 31st running of the LA Marathon itself on Sunday, March 13 on the famed *Stadium to the Sea* course from Dodger Stadium to Ocean Avenue in Santa Monica.

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Because of the worldwide fame that Los Angeles has achieved as a creative and sporting center, our bid showcases the iconic Hollywood area, especially Hollywood Boulevard and offers a unique set of course options to the USATF. Choose from a historic course from (1) Grauman's Chinese Theater in Hollywood looping through downtown Los Angeles and ending at the Los Angeles Memorial Coliseum, (2) an only-in-L.A. loop course which travels north from Hollywood past Universal Studios and the Warner Bros. Studios, winds through the Los Angeles Zoo and ends in Griffith Park, or (3) a multi-loop course on two of America's most famous streets: Hollywood Boulevard and Sunset Boulevard.

A fourth option begins, as does the *Stadium to the Sea* course, at beautiful Dodger Stadium, then winds through Chinatown, passes Olvera Street – birthplace of Los Angeles – and then joins the Course 1 path past L.A. LIVE on the way to finish at the Memorial Coliseum.

In all cases, excellent support services are available with athlete and officials housing in either downtown Los Angeles or in Hollywood (depending on the route chosen), the Los Angeles Convention Center for the race exposition (with plenty of restaurant and entertainment options next door at L.A. Live) and media facilities and excellent spectator access to each of the courses.

All of the proposed courses are completely within the city of Los Angeles, allowing coordination with a single city's police, fire, building services, parks and recreation and transit departments, with whom the LA MARATHON LLC staff are well familiar.

In Los Angeles, the bigger the event, the better we like it. Thus, we would be delighted to organize *both* the men's and women's Olympic Trials races in 2016. Both will benefit from excellent weather conditions: average lows of 53 degrees and average highs of just 70 degrees over the past 30 years on March 12, with negligible average winds of 1.5 miles per hour.

We would additionally move our annual 5K run, usually held on the day prior to the LA Marathon, from Dodger Stadium to the Los Angeles Convention Center area in conjunction with the Olympic Marathon Trials. On that evening, or the evening prior, a special gala is planned to honor Joan Benoit Samuelson's Olympic marathon triumph in Los Angeles in 1984 during the inaugural Olympic marathon race for women, with Deena Kastor as a host.

We look forward to these events and much more, and invite you to select Los Angeles as the site for the 2016 U.S. Olympic Trials Marathon.

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III. THE COURSES

A. Icons of Los Angeles

As professional marathoning has evolved, the checklist for success has gone well beyond the core needs of the athletes competing, to include compelling visuals and interesting sidelights that make a simple race more of an “event.”

In order to provide excellent flexibility for USATF, the competing athletes and the television partners, four different marathon routes are offered, each with a different emphasis and feel, but all fairly flat and easy to traverse, compact enough to be secured and which will work in harmony with the surrounding communities. All can be further tailored to meet specified needs of the stakeholders as developed in the organizing period.

With Los Angeles’s outstanding history as the creative and sporting center of America, the courses showcase some of the best-known “Icons of Los Angeles” including, but not limited to these gems from our projected route options:



World-famous Grauman’s Chinese Theater on Hollywood Boulevard, projected as the start for courses 1-3.

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Course 1: L.A. LIVE, home of the Los Angeles Convention Center, Staples Center and the J.W. Marriott-Ritz-Carlton Los Angeles (a proposed headquarters hotel) in the center.



Course 1: Entrance to the Los Angeles Memorial Coliseum, site of the proposed finish of the race.

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*Course 2: Universal Studios, owned by NBC/Universal;
the proposed could be arranged to run through it!*



*Course 2: The unforgettable flamingos at the entrance to the
Los Angeles Zoo.*

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Course 3: The Hollywood Sign will be in constant view from both Hollywood and Sunset Boulevards during the race.



Course 3: The Hollywood Walk of Fame runs along much of the course, joining the stars, runners and spectators in one event.

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Course 4: Beautiful Dodger Stadium, currently the start of the Asics LA Marathon, proposed as the Marathon Trials start.

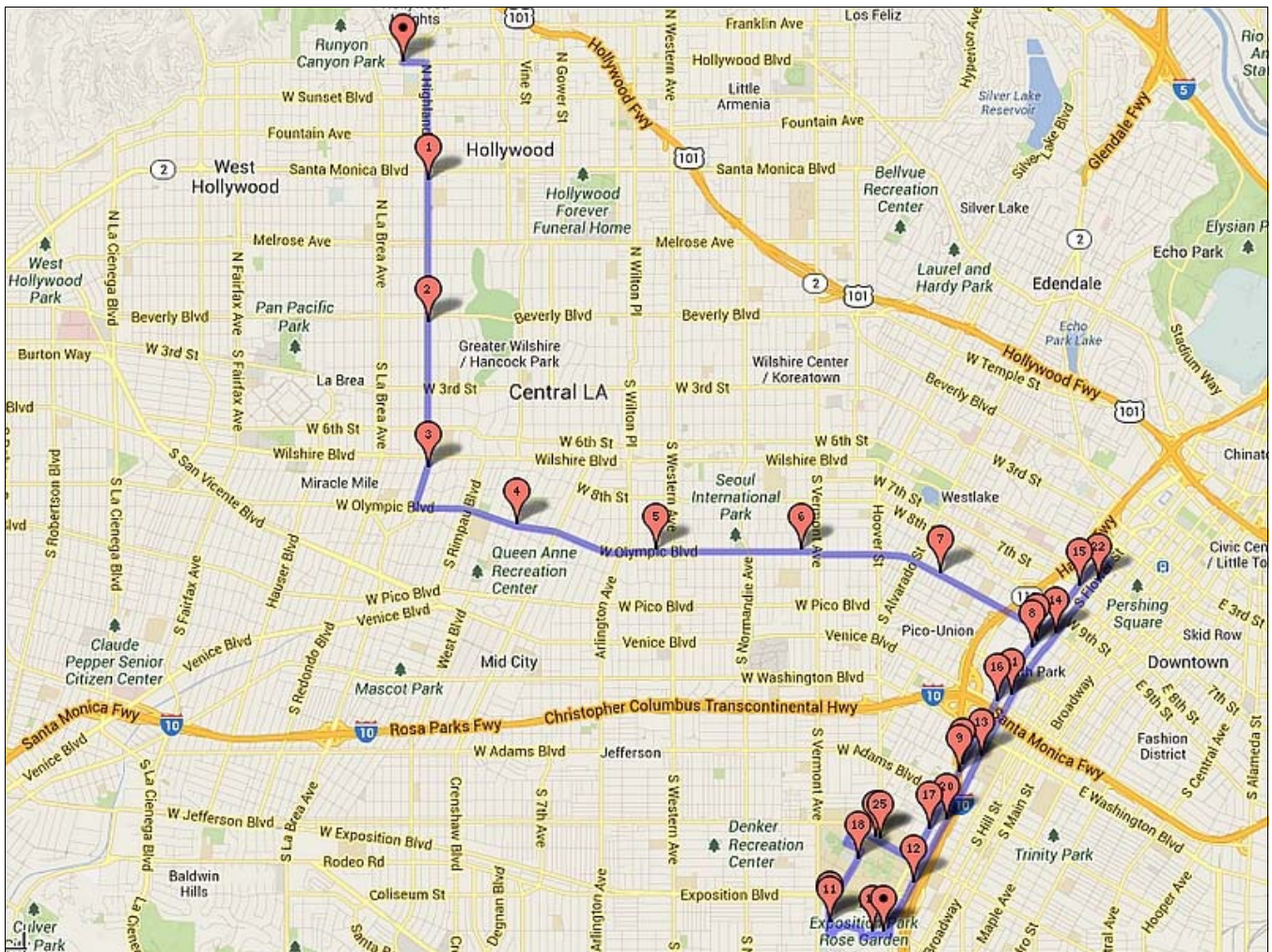


Course 4: Historic Olvera Street – El Pueblo de Los Angeles – a highlight of the route through downtown toward the Coliseum.

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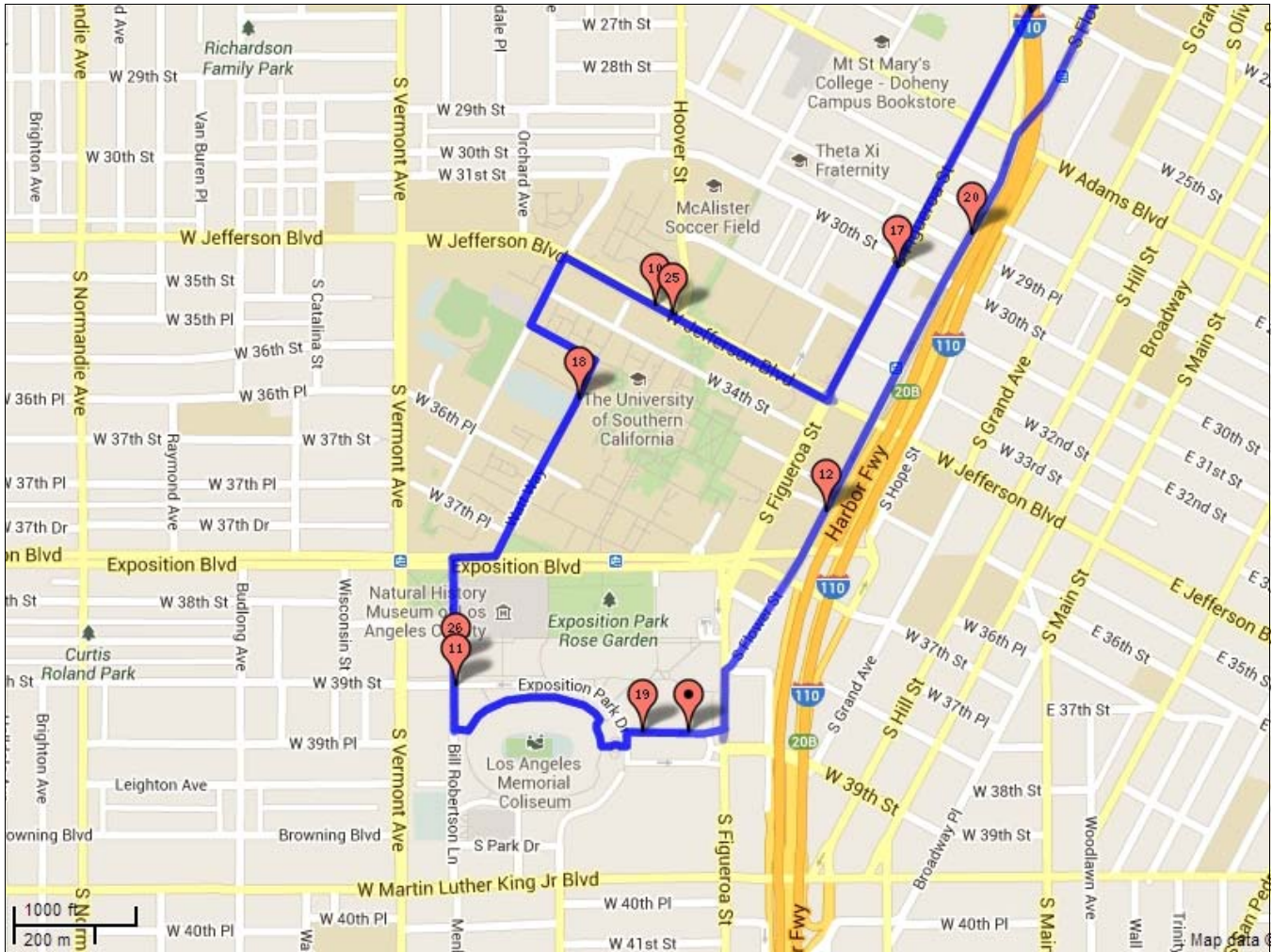
Race times on all of the courses could be quite fast, given that there are only modest rises in elevation on all four proposed routes. Of course, it's impossible to know what strategies the competitors will undertake in a race without pacesetters, but the street quality will be excellent and all four courses are in the middle of heavily populated areas, assuring plenty of spectator interest. As noted in the next section, weather in Los Angeles in March is generally quite cool in the mornings – perfect for road racing – and rain is very rarely seen during this time of the year.

B. Course 1: Hollywood to the Coliseum



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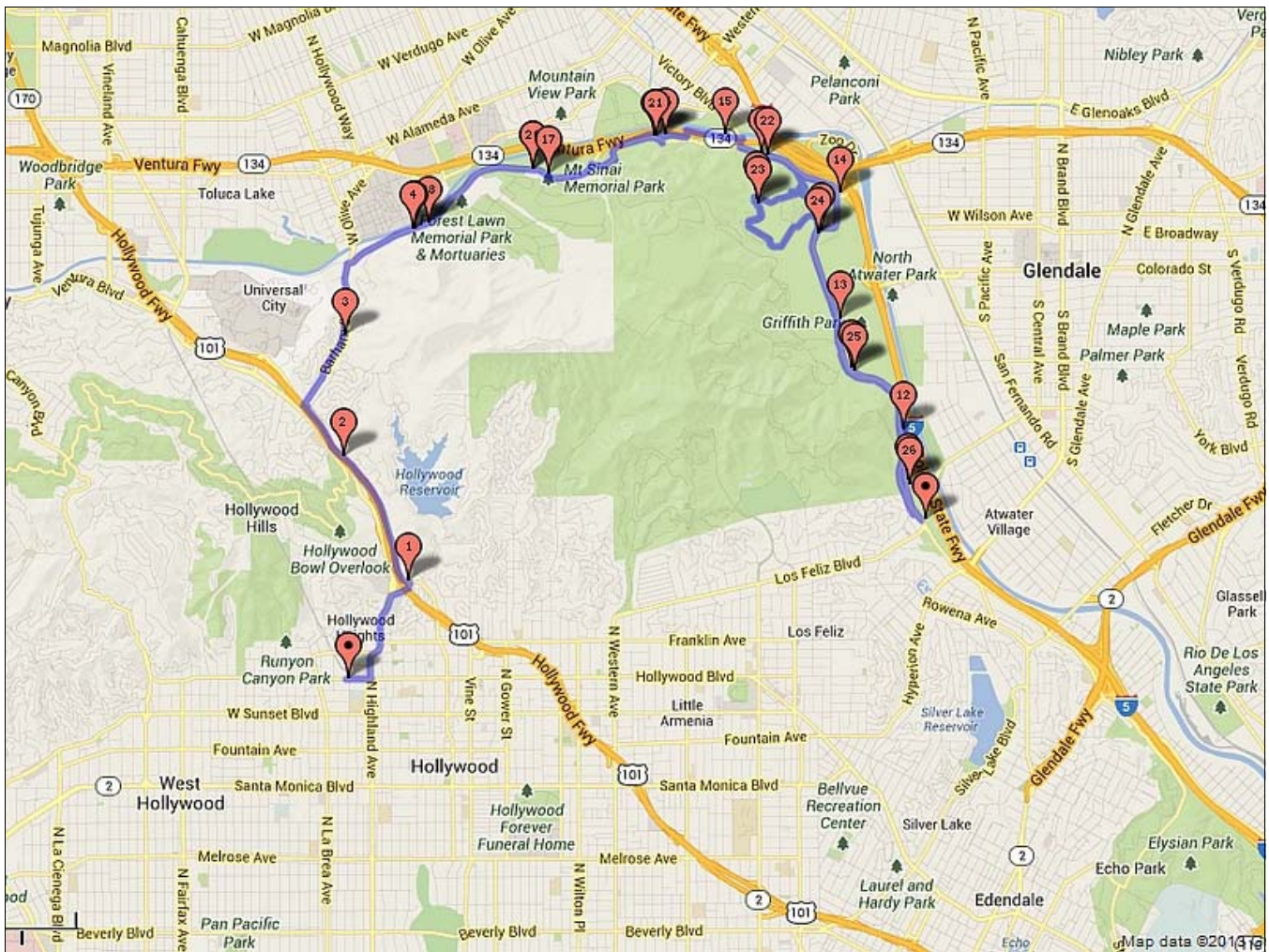
The loop and finish in and around the Coliseum are shown here:



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The course begins at 420 ft. elevation, then runs downhill for 4½ miles, with a slow, rolling rise of ~125 feet between miles 5 and 9. The only rises in the last half of the race are in miles 15 and 23 downtown, each not more than 125 feet in all, with a flat race to the finish over the final three miles. Essentially a flat course, with two modest hills.

C. Course 2: Hollywood to Griffith Park



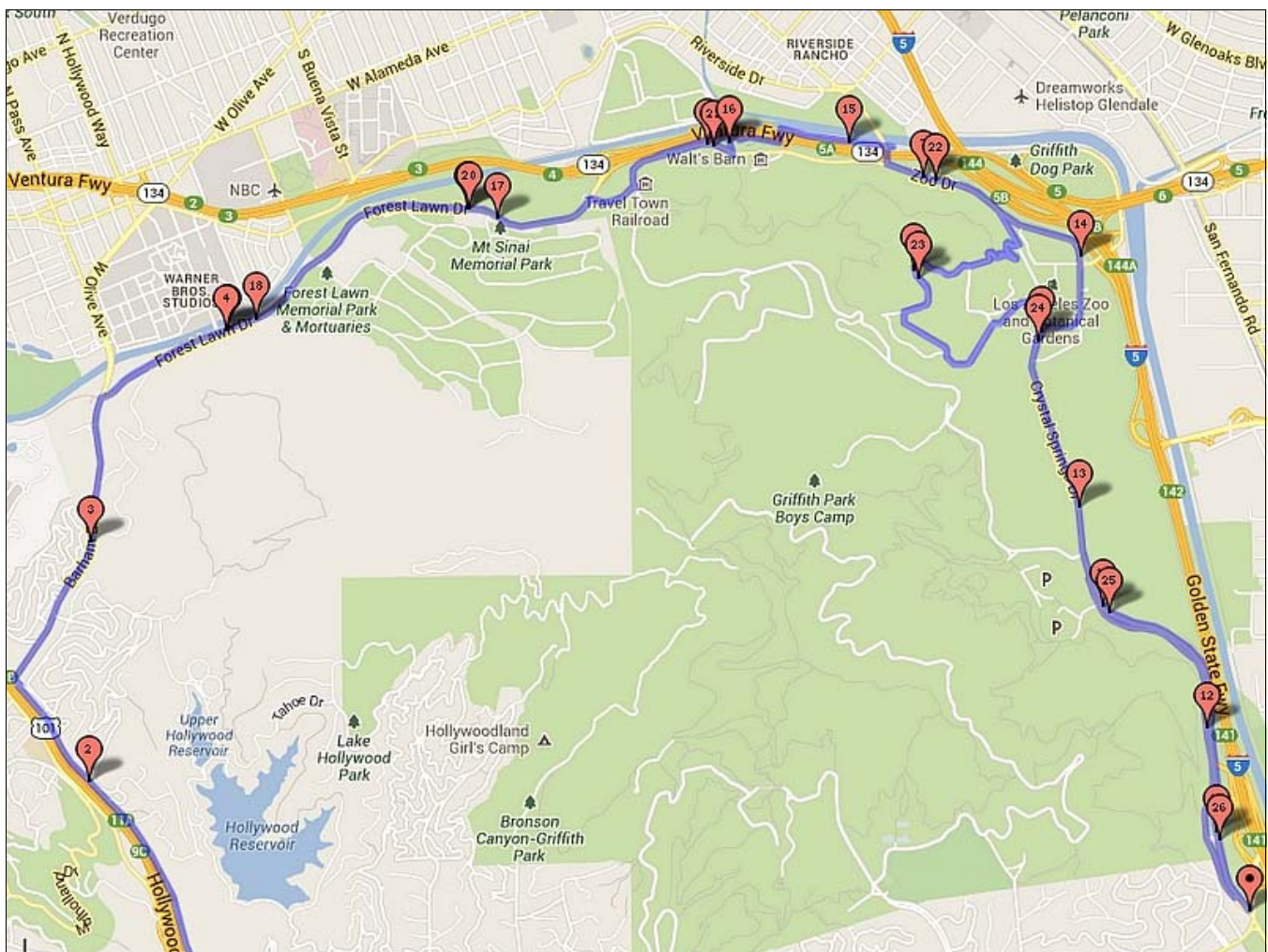
Course no. 2 is a scenic and thoroughly unusual marathon course, emphasizing Los Angeles's giant (4,096-acre) Griffith Park, with significant parklands, landmarks and both Universal Studios and the Los Angeles Zoo along the way!

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Beginning once again from Grauman's Chinese Theater on Hollywood Boulevard, this course runs north onto Highland Avenue, passing the world-famous Hollywood Bowl. Heading north, the runners will move onto Cahuenga Boulevard, pass Lake Hollywood and move onto Barham Boulevard, adjacent to Universal City at the 2½ mile mark.

At this point, the course could move – if NBC felt it worthwhile – into the Universal Studios Hollywood Park and/or the adjacent CityWalk entertainment center, certainly a first for an Olympic marathon qualifier!

Once past Universal City, the course hugs the revitalized Los Angeles River, which is being revived from a simple flood control channel into a multi-venue recreational facility.



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The course runs east along green space on Forest Lawn Drive and begins a long loop which breezes into Griffith Park, past the Autry National Center (including the Western Heritage Museum), in and around the Los Angeles Zoo on Zoo Drive, between the Harding and Wilson Golf Courses and finishes at the eastern edge of the park at Crystal Springs Drive and Los Feliz Boulevard.

If desired, the course could be routed to run through the Los Angeles Zoo and/or on either or both of the Griffith Park golf courses (each about 7,000 yards in length).

There's no doubt that this route would be one of the most scenic and green of any marathon course in the world, with options – at Universal City and the L.A. Zoo – that could make it truly unforgettable.

Elevations on the course are essentially flat except for the first four miles, with a climb up Highland, Cahuenga and Barham of 380 feet between 0.5 and 2.0 miles. After a short descent and ascent of about 25 feet during mile 3, the course runs downhill before flattening by the 4-mile point. The remaining 22+ miles features two loops of rolling terrain with rises of no more than 80-120 feet, with the last two miles mostly in descent.



This course does entail some additional organizational effort, as Universal City is outside the City of Los Angeles and is part of the County of Los Angeles, a separate governmental (and policing) entity. However, it should be noted that the LA Marathon was started at Universal Studios in 2007 and 2008 without incident, finishing in downtown Los Angeles.

D. Course 3: Hooray for Hollywood!

Sometimes the best route is the simplest: that's the concept behind our third course offering,

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If desired, a combined start/finish line could be arranged near Hollywood & Highland, just steps from the proposed headquarters hotel for this course, the Loews Hollywood Hotel.

This is a flat course, with no hills and modest dips (and rises) of 45-60 feet between miles 3-6, 12-15 and 20-23 on the Sunset Boulevard portion of the route. The Hollywood Boulevard section is essentially flat:



This route is by far the most compact and easiest to traverse and would have the least impact on the surrounding communities. It is probably the fastest under normal conditions, but is also, however, the least interesting visually.

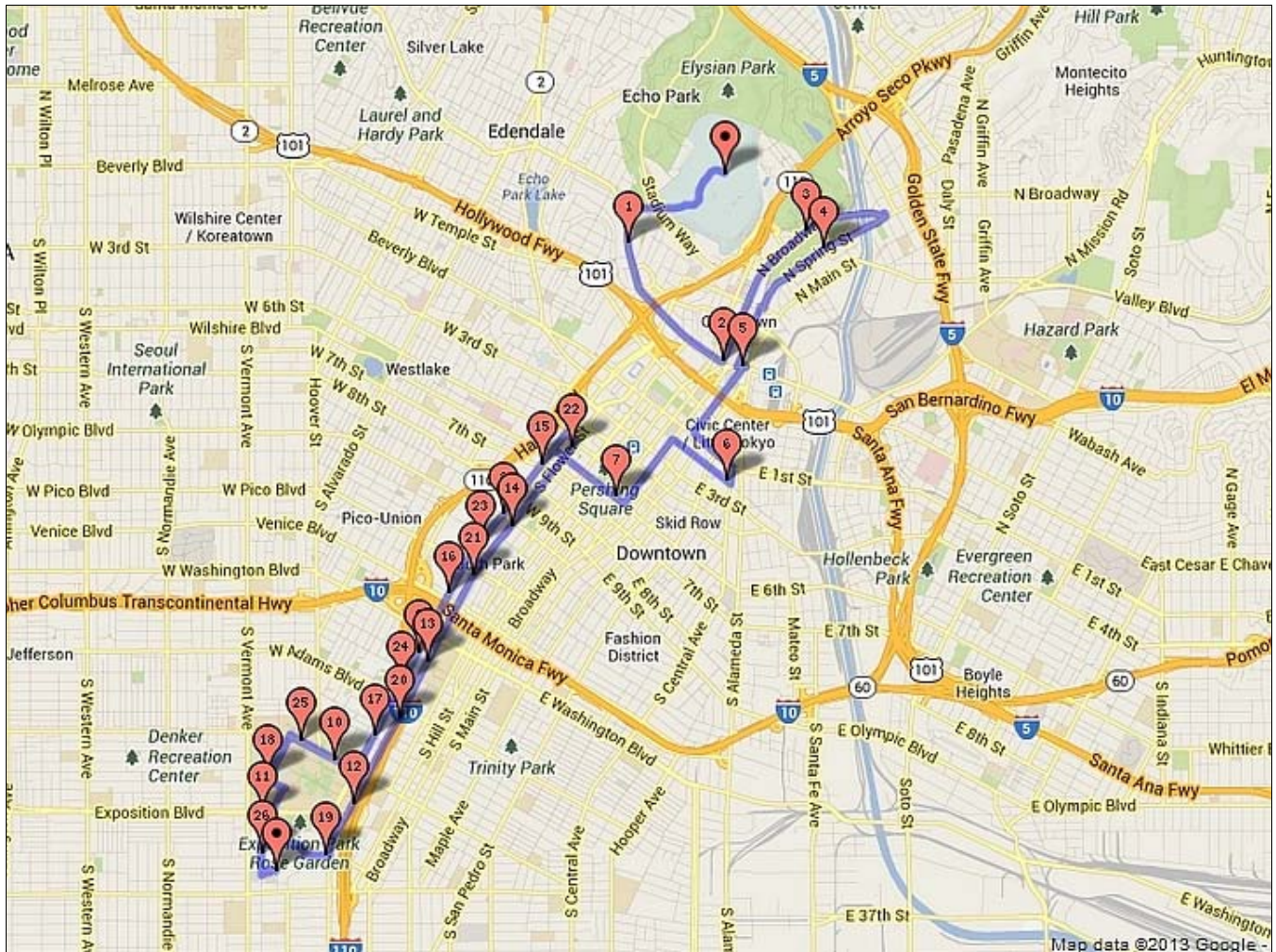
E. Dodger Stadium through Downtown

Course 4 marries two traditional L.A. Marathon routes: the current start at Dodger Stadium, moving through Chinatown, past Olvera Street and El Pueblo de Los Angeles – the city’s original settlement area from 1781 – into the downtown financial district, but then finishing at the Los Angeles Memorial Coliseum, the end point of the original LA Marathon course.

The majority of this route uses the Course 1 loop on Figueroa and Flower Streets and simply replaces the initial run from Hollywood into downtown with the start at Dodger Stadium. It would be an attractive course from a traffic management standpoint, as the heavily-populated mid-City area would be avoided and would be compact and easy to manage for the television broadcast producers.

Moreover, this route adds a significant number of visual icons – Sunset Boulevard (historic Route 66), the Chinatown Gate and Olvera Street – adding to the appeal for television viewers and spectators.

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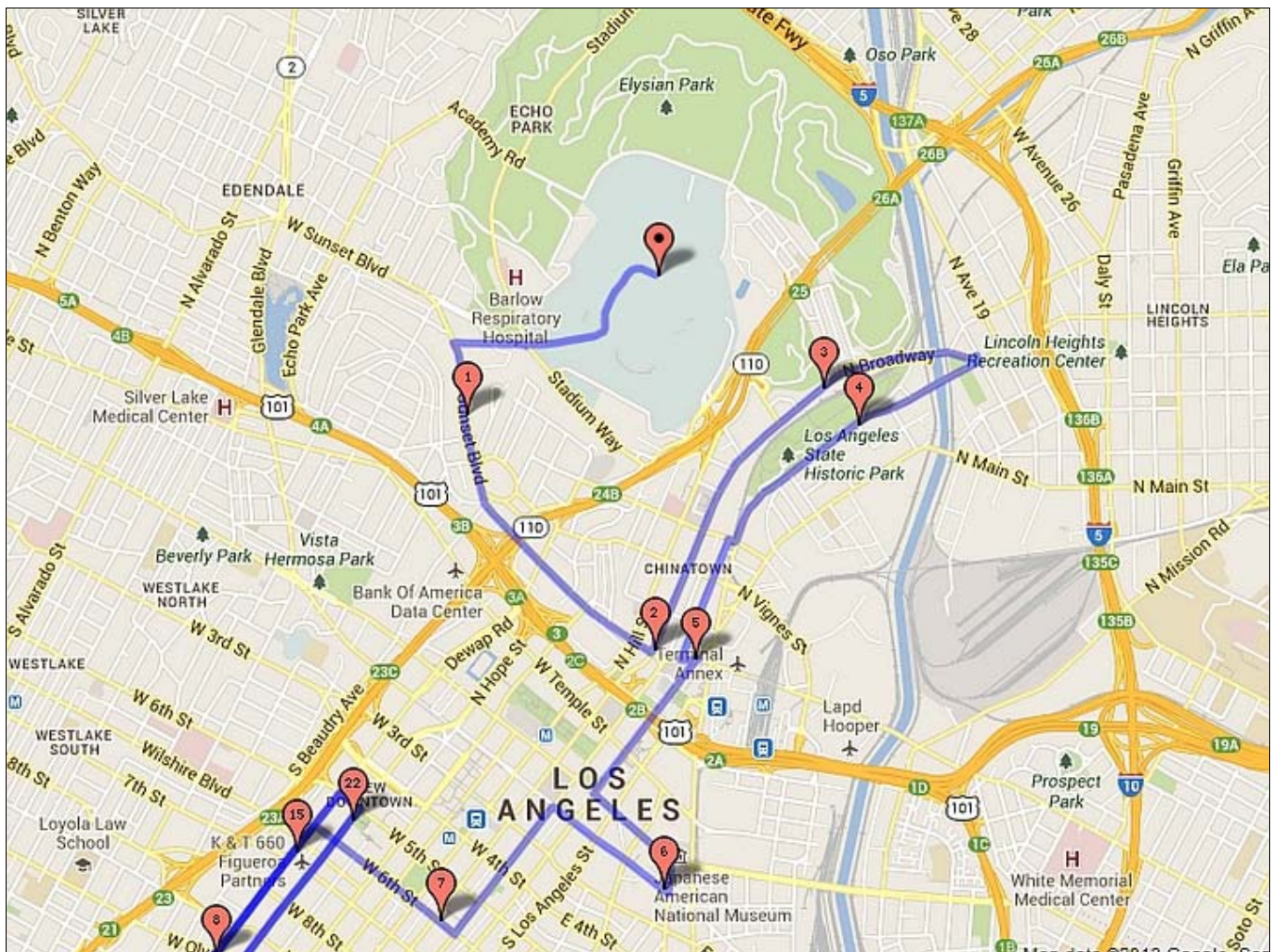


As shown by the elevation chart above, this is essentially a *downhill course* with only three minor rises on the Figueroa & Flower loops and could be blazing fast if a strong pace is set.

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The 2011 LA Marathon race, on the more difficult *Stadium to the Sea* course, was accompanied by heavy rains and headwinds in Santa Monica; winner and race-record setter Markos Geneti of Ethiopia ran 2:06:35, but with calmer conditions, would have finished from 2:04:50-2:05:35.

A closer look at the seven-mile “front end” of the race shows the initial movement out of Dodger Stadium, onto Sunset Boulevard into Chinatown, winding around the El Pueblo de Los Angeles historical site before joining the Figueroa & Flower loop in downtown Los Angeles:



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F. Finish options

As noted, three of our four proposed courses begin at Grauman's Chinese Theater, emphasizing its iconic standing as a Los Angeles attraction, but none of the courses finish there.

This is because there is little room to create a large spectator finishing area on Hollywood Boulevard, which is always jammed with tourists on the weekends; the street itself is not more than 100 feet wide. Grandstands for Academy Awards "red carpet" arrivals at Hollywood & Highland usually accommodate no more than about 700.

If a combined start and finish location is preferred, similar to the envisioned use of the Sambadrome parade ground in Rio de Janeiro for the 2016 Olympic Games, the loop structure of course 1 could be adjusted to allow for this, with the start and finish of the race in the Coliseum.

The possibilities for a start/finish area with grandstands along course 2 could be arranged at Universal Studios, or at the massive L.A. Zoo parking lots.

Course 4 offers, of course, outstanding seating possibilities at the beginning and end of the race, at two of L.A.'s most famous stadia: Dodger Stadium and the Coliseum.

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IV. RACE AMENITIES

A. Athlete and officials housing and transport

Multiple options are available for athlete and officials housing in Los Angeles, convenient to all four proposed courses.

- If a location close to downtown Los Angeles (and the expo site as well as the Coliseum) is preferred, the highly-regarded J.W. Marriott L.A. LIVE and Ritz-Carlton Los Angeles tower on the L.A. LIVE grounds offers excellent accommodations and support areas:

<i>Proposed Headquarters Hotel</i>	<i>Rooms</i>	<i>Meeting Space</i>
J.W. Marriott L.A. LIVE	878	100,000+ s.f.
Ritz-Carlton Los Angeles (same building; opened 2010)	123 (1,001 total)	

There are multiple additional hotels across the street from L.A. LIVE for family, guests and media as well, including a Courtyard by Marriott (174 rooms) and a Residence Inn (218) now under construction, as well as the Figueroa Hotel (285 rooms) and the Luxe City Center Hotel (178).

- In the Hollywood area, the prime candidate for a headquarters hotel is the Loews Hollywood Hotel (formerly Renaissance), a part of the Hollywood & Highland complex:

<i>Proposed Headquarters Hotel</i>	<i>Rooms</i>	<i>Meeting Space</i>
Loews Hollywood Hotel (opened 2001)	632 (113 suites)	120,000+ s.f.

The Hollywood area is full of additional housing options, including the nearby Hollywood Roosevelt Hotel (300 rooms; site of the first Academy Awards), Hollywood Orchid Suites (40 suites) and many others.

The close-in nature of the hotel, Hollywood & Highland and the race start is shown in the drawing below:

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Whether the headquarters is located downtown or in Hollywood, amenities for Olympic Marathon Trials athletes and officials at the headquarters hotel will include:

- Athlete check-in and information desk
- Athlete lounge and dining room
- Athlete sports medicine and athletic training room
- LA MARATHON LLC hospitality suite
- Race information and operations office
- USATF office
- USOC office

Dedicated transportation will be provided from Los Angeles International Airport to the

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headquarters hotel as required for those athletes who provide their air travel details in advance; transport to training areas of the course will also be provided as desired.

B. Exposition and Gala

The 2016 United States Olympic Marathon Trials exposition and fan festival is projected to be held adjacent to the Los Angeles Convention Center at Gilbert Lindsay Plaza, overlooking Figueroa Street along the Course 1 route in downtown Los Angeles.

Dedicated in 1995 and named for the first African-American member of the Los Angeles City Council, Gilbert Lindsay Plaza is a five-acre landscaped pedestrian space, developed and designed as the major outdoor amenity of the Los Angeles Convention Center expansion of 1993-94.

The Olympic Marathon Trials exposition will feature exhibit space, live interviews and music, sports demonstrations and a giant video board, operated on the same schedule of the LA Marathon Exposition, which will be located inside the Convention Center.

Exhibition space in this area will be available as needed for USATF's own displays (as required) and will be available to the United States Olympic Committee and other affiliates as mutually agreed between USATF and LA MARATHON LLC.

The LA Marathon's annual pre-race 5K race, which attracted 3,603 runners in 2013, will be held in conjunction with the Olympic Marathon Trials Expo, with the course arranged in and around the Convention Center and L.A. LIVE.

In addition to the Expo, we would like to salute the famed 1984 Olympic women's marathon – the first in Olympic history – at a special gala to be held on March 10 or 11 at the J.W. Marriott L.A. LIVE Hotel. We have asked Olympic marathon medalist Deena Kastor to act as a host for the evening and she has extended an invitation to 1984 gold medalist Joan Benoit Samuelson to be the guest of honor.

All of these activities will make the downtown Los Angeles area a beehive of activity during the week of the Olympic Marathon Trials and the LA Marathon; the close proximity of all of these facilities – convention center, hotels and entertainment – is illustrated below:

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C. Press, Radio and Television support

One of the benefits of hosting an Olympic Marathon Trials is the media attention it brings. For the 2016 Olympic Marathon Trials, two media support programs will be undertaken to assist coverage prior to the race and on raceday:

- Pre-race media coverage facilities will be located at the Los Angeles Convention Center, in the 26,342 s.f. Concourse Hall, Working facilities for up to 500 journalists will be available in a combined workroom (with wireless Internet access) and news conference facility, with additional, break-out rooms for television interviews also available.
- On raceday, facilities for media will be arranged close to the race finish and will depend on the course selected:

If Courses 1 or 4 are chosen, press facilities will be available in and around the Los Angeles Memorial Coliseum, site of the finish. The existing press box (capacity: 148+) will be used, along with a news conference and workroom facility in the adjacent Museum of Natural History or the Expo Center (site of the 1932 Olympic Swim Stadium).

If Course 2 is chosen, a temporary workroom and news conference area will be arranged at the Autry National Center or the Los Angeles Zoo in Griffith Park.

If Course 3 is chosen, facilities will be arranged in the Loews Hollywood Hotel in the Hollywood & Highland complex.

In all cases, additional facilities will be offered to photographers, including on-course follow vehicles, a finish-line photographer's bridge and a separate digital filing facility offering high-speed Ethernet connections for undisturbed Internet access.

LA MARATHON LLC has excellent relationships with local broadcasters in support of its annual race, including partnerships with NBC-owned KNBC Los Angeles (channel 4) from 2002-09 and Tribune-owned KTLA (channel 5) from 2010 forward.

In recent years, the LA Marathon television broadcast has been produced by IMG Media, which also produced the 2008 U.S. Olympic Marathon Trials program that was shown nationally on NBC.

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Media facilities for the 2016 LA Marathon race will, as usual, be located at the finish area in Santa Monica. All media accredited for the Olympic Marathon Trials will be welcome to stay and cover the LA Marathon on Sunday, March 13.

D. Spectator access and information

All four proposed race courses offer excellent viewing locations for spectators, especially in Hollywood, along the Los Angeles River, in popular Griffith Park and throughout downtown Los Angeles, in and around the University of Southern California campus and the Los Angeles Memorial Coliseum (now managed by USC).

In order to assist spectators in planning their viewing of the race, we propose to create three aids, with the relevant permissions of USATF and the USOC:

- An easy-to-carry “speed card” with the names and numbers of all competitors, distributed in conjunction with either a USATF, USOC or local sponsor, and incorporating a post-race prize drawing/redemption at local retailers, encouraging post-race recycling of the cards if not kept as souvenirs.
- A mobile app for the Android and Apple formats, which would incorporate live traffic and parking information, and a list of competitors.
- If no national radio broadcast is available, a local radiocast of the event can be extremely helpful in keeping spectators up to date as to traffic issues and the race progress. The LA Marathon has benefitted from such broadcasts (produced by Monarch Sports) since their inception locally in 2009.

E. Marketing, advertising and promotion

LA Marathon LLC plans to launch a robust national and local advertising campaign in support of the Olympic Marathon Trials that will include television, print, digital, and out of home advertising components:

- The print elements will include advertising placements in *Runner’s World*, *Running Times*, the *Los Angeles Times* and other key national publications.

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- The key digital element will be launched by partnering with Interpolls, which is the pioneer and leader in rich media and next-generation advertising technologies. The digital campaign will be highly interactive and include video, poll questions and survey questions. In both size and intensity, it will be one of the first of its kind for the running community.
- The out-of-home advertising campaign will consist of bus shelters, bus backs, street pole banners and billboards which will be placed throughout the Los Angeles area with a focus surrounding the course.

Our promotional plan includes customized activations promoting the Olympic Marathon Trials on the LA Marathon Web site and through social media during the 2014, 2015 and 2016 LA Marathon race cycles. The campaign will be launched upon the announcement of Olympic Marathon Trials being awarded to us and continue through March 2016.

F. Support for the Environment

Since taking ownership of the race in 2009, LA MARATHON LLC has helped to pioneer a responsible approach to environmental impact in road running. It was one of the first marathon organizers in the nation to receive certification from the Council for Responsible Sport (ReSport).

The CRS certification includes measurements in six categories: climate, community and outreach, equipment and materials, health promotion, innovation and waste management. For each edition of the LA Marathon from 2009 on, a specially-recruited team of eco-volunteers sweep the start area, course and finish area, collecting recyclable materials.

In addition, recyclable water cups are used, properly sized to reduce the wasting of water, and collected for post-race use in energy creation. Tons of paper waste has been eliminated by the introduction of online coupon offers for runners, and the plastic gear-check bags and mylar blankets used are recycled.

All of these techniques will be extended to the Olympic Marathon Trials.

G. Visual aids

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As Los Angeles is one of the world's most renowned creative centers, we would like to introduce a unique visual element into the event, using street decals and street drawings by local artists and children.

Given the small number of runners in the Olympic Marathon Trials races, street-side drawings with encouraging messages can be created once the streets are closed, late in the evening prior to the race. In addition to the usual side-of-the-street mile markers, street decals can be laid down to indicate the mile and include logos such as those of the USATF, USOC, Rio 2016 and the Olympic Rings.

This will not only be of assistance to the runners, but also to television viewers worldwide.

H. Weather

Los Angeles is justly famous for its weather and our temperate March climate will work to the advantage of the 2016 Olympic Marathon Trials participants, as shown in the tables below for the two weeks prior and after the proposed March 12 date:

(*Note on data sources:* Temperature data from NOAA [National Climatic Data Center] records for downtown Los Angeles and Intellicast.com historical tables; average temperature and precipitation data use 30-year averages; historical highs and lows are from records kept from 1988-present.)

<i>Date</i>	<i>Avg. High Temp.</i>	<i>Avg. Low Temp.</i>	<i>All-time High Temp.</i>	<i>All-time Low Temp.</i>	<i>Daily Avg. Precip.</i>	<i>All-time High Precip.</i>	<i>All-time Low Precip.</i>
Feb 27	69.4	52.0	86 (1992)	38 (1894)	0.12	2.17 (1991)	0 (many)
Feb 28	69.4	52.0	88 (1901)	39 (1962)	0.11	2.85 (1938)	0 (many)
Feb 29	69.5	52.1	83 (1936)	41 (1948)	0.11	0.63 (1956)	0 (many)
Mar 01	69.5	53.1	88 (1967)	39 (1945)	0.11	3.42 (1983)	0 (many)
Mar 02	69.5	53.1	87 (1994)	37 (1979)	0.11	5.88 (1938)	0 (many)
Mar 03	69.5	53.2	85 (1931)	39 (1976)	0.11	3.12 (1943)	0 (many)

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<i>Date</i>	<i>Avg. High Temp.</i>	<i>Avg. Low Temp.</i>	<i>All-time High Temp.</i>	<i>All-time Low Temp.</i>	<i>Daily Avg. Precip.</i>	<i>All-time High Precip.</i>	<i>All-time Low Precip.</i>
Mar 04	69.7	53.2	94 (1972)	35 (1976)	0.11	2.54 (1978)	0 (many)
Mar 05	69.8	53.3	84 (2007)	40 (1945)	0.10	1.98 (1884)	0 (many)
Mar 06	69.8	53.4	89 (1993)	40 (1976)	0.10	0.88 (1884)	0 (many)
Mar 07	69.9	53.4	87 (2004)	42 (1976)	0.10	2.52 (1952)	0 (many)
Mar 08	70.0	53.5	93 (2004)	42 (1952)	0.09	1.71 (1968)	0 (many)
Mar 09	70.0	53.6	90 (1934)	40 (1952)	0.09	2.67 (1884)	0 (many)
Mar 10	70.1	53.6	92 (1997)	41 (1962)	0.09	2.24 (1995)	0 (many)
Mar 11	70.1	53.7	92 (2007)	41 (1969)	0.09	1.45 (1995)	0 (many)
Mar 12	70.1	52.7	93 (2007)	39 (2006)	0.09	1.44 (1912)	0 (many)
Mar 13	70.2	52.9	89 (1994)	41 (2006)	0.08	2.23 (1889)	0 (many)
Mar 14	70.2	52.9	88 (1951)	41 (1975)	0.09	1.74 (1930)	0 (many)
Mar 15	70.3	52.9	85 (1978)	40 (1942)	0.08	2.03 (1952)	0 (many)
Mar 16	70.5	53.0	91 (1914)	41 (1991)	0.07	2.53 (1889)	0 (many)
Mar 17	70.7	53.1	94 (1914)	41 (1979)	0.07	1.28 (1982)	0 (many)
Mar 18	70.7	53.1	87 (1997)	42 (1982)	0.07	1.03 (1991)	0 (many)
Mar 19	70.8	53.2	97 (1997)	40 (1982)	0.07	1.45 (1991)	0 (many)
Mar 20	70.9	53.3	93 (1997)	42 (1982)	0.06	2.42 (2011)	0 (many)
Mar 21	71.0	53.3	93 (1931)	42 (1948)	0.06	1.34 (1893)	0 (many)
Mar 22	71.1	53.4	88 (1986)	41 (1987)	0.06	1.11 (1975)	0 (many)
Mar 23	71.1	53.5	88 (1926)	39 (1913)	0.06	2.08 (1904)	0 (many)
Mar 24	71.1	53.5	94 (1988)	40 (1929)	0.06	1.39 (1948)	0 (many)
Mar 25	71.1	53.6	96 (1988)	40 (1907)	0.06	2.19 (1903)	0 (many)

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<i>Date</i>	<i>Avg. High Temp.</i>	<i>Avg. Low Temp.</i>	<i>All-time High Temp.</i>	<i>All-time Low Temp.</i>	<i>Daily Avg. Precip.</i>	<i>All-time High Precip.</i>	<i>All-time Low Precip.</i>
Mar 26	71.2	53.6	98 (1988)	40 (1907)	0.06	1.53 (1906)	0 (many)

(*Note on data sources:* Wind speed and humidity data are 10-year compilations from NOAA [National Climatic Data Center] records; humidity data was compiled from 10-year hourly observations from 7 a.m. to 1 p.m. daily on each date. Air quality data was obtained from South Coast Air Quality Management District data for Central Los Angeles regarding Stage 1 Health Advisories from 2001-11; no pollen data for Los Angeles County was available.)

<i>Date</i>	<i>Avg. Wind Speed</i>	<i>Avg. Relative Humidity</i>	<i>Highest Humidity (7 am-1 pm)</i>	<i>Lowest Humidity (7 am-1 pm)</i>		<i>Air Quality Health Advisories</i>	<i>Pollen Count</i>
Feb 27	1.8 mph	48.4%	90 (2010)	8 (2013)		0	n/a
Feb 28	2.1	44.6%	96 (2006)	6 (2013)		0	n/a
Feb 29	1.6	62.8%	77 (2008)	48 (2012)		0	n/a
Mar 01	1.6	50.7%	86 (twice)	6 (2013)		0	n/a
Mar 02	1.2	48.4%	86 (twice)	9 (2013)		0	n/a
Mar 03	1.3	52.0%	96 (2011)	12 (twice)		0	n/a
Mar 04	1.7	53.8%	100 (2005)	7 (2007)		0	n/a
Mar 05	1.6	48.4%	90 (2005)	6 (2007)		0	n/a
Mar 06	1.9	57.0%	90 (2005)	16 (2008)		0	n/a
Mar 07	2.4	52.2%	96 (2006)	11 (2012)		0	n/a
Mar 08	1.9	54.1%	90 (2005)	11 (2012)		0	n/a
Mar 09	2.0	51.0%	96 (2005)	8 (2012)		0	n/a
Mar 10	1.9	48.6%	93 (2005)	14 (2008)		0	n/a
Mar 11	1.6	50.6%	93 (2005)	10 (2007)		0	n/a

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<i>Date</i>	<i>Avg. Wind Speed</i>	<i>Avg. Relative Humidity</i>	<i>Highest Humidity (7 am-1 pm)</i>	<i>Lowest Humidity (7 am-1 pm)</i>		<i>Air Quality Health Advisories</i>	<i>Pollen Count</i>
Mar 12	1.5	52.3%	93 (2005)	8 (2007)		0	n/a
Mar 13	1.4	60.5%	90 (2008)	24 (2013)		0	n/a
Mar 14	1.5	60.7%	100 (2013)	26 (2010)		0	n/a
Mar 15	1.6	55.6%	93 (2013)	13 (2010)		0	n/a
Mar 16	1.8	53.2%	90 (twice)	13 (2010)		0	n/a
Mar 17	2.0	55.8%	96 (2012)	9 (2008)		0	n/a
Mar 18	2.1	58.4%	90 (2005)	26 (2008)		0	n/a
Mar 19	1.7	64.3%	96 (2005)	27 (2012)		0	n/a
Mar 20	2.4	62.5%	100 (2005)	27 (2010)		0	n/a
Mar 21	1.6	55.6%	89 (2011)	26 (2008)		0	n/a
Mar 22	2.3	53.9%	90 (2005)	12 (2008)		0	n/a
Mar 23	2.3	47.7%	86 (twice)	9 (2008)		0	n/a
Mar 24	1.5	49.0%	83 (2013)	11 (2009)		0	n/a
Mar 25	2.1	62.4%	100 (2013)	16 (2009)		0	n/a
Mar 26	1.8	62.2%	86 (twice)	30 (2005)		0	n/a

Saturday, March 12, 2016:

Sunrise: 6:06 a.m. • Sunset: 5:59 p.m.

(Pacific Standard Time; Daylight Savings Time begins 2 a.m. on March 13)

asics® LA MARATHON

LA 2:09.43



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V. RACE REQUIREMENTS

Please find the following required documents, as requested:

- A. Letter of agreement as submitted by USA Track & Field, and signed by Tracey Russell, LA MARATHON LLC Chief Executive Officer (5 pages).
- B. Acknowledgment and Agreement addendum, as submitted by USA Track & Field, and signed by Tracey Russell, LA MARATHON LLC Chief Executive Officer (1 page).
- C. Proposed budget for hosting of the 2016 United States Olympic Marathon Trials, by LA MARATHON LLC (2 pages).

12 August 2013

Mr. Max Siegel
Chief Executive Officer

Ms. Stephanie Hightower
Chairman and President

USA Track & Field
132 East Washington St., Suite 800
Indianapolis, IN 46204

Dear Max and Stephanie:

Re: Proposals to host and produce the Selection Race(s) for the 2016 U.S. Olympic Marathon Teams (“Olympic Trials”)

I am authorized to submit this letter of agreement under which LA MARATHON LLC (hereinafter noted as «Company») undertakes to: host and produce the event(s) that will select the (*indicate preferences*):

- U.S.A. men’s team for the 2016 Olympic Marathon in a single day/race format, or
- U.S.A. women’s team for the 2016 Olympic Marathon in a single day/race format, or
- both the U.S.A. men’s and U.S.A. women’s teams for the 2016 Olympic Marathon in separate races in a single day/race format or a format approved by USATF.

The race(s) indicated above will be conducted -

- as a new event(s) created for the purpose of selecting the U.S.A. Team.

Also enclosed herewith is the signed form guaranteeing that «Company» will be able to cover the complete costs of producing and hosting the Olympic Trials, restating the «Company» understanding of the USOC and/or USATF marketing restrictions that apply, and guaranteeing that «Company» will secure the insurance required in Section B below.

Section A. United States Olympic Committee Restrictions and Athlete Qualification Standards

1. «Company» understands and accepts the terms under which the Local Organizing Committee may produce and host the selection race(s) for the 2016 Olympic marathon team.

a. U.S. Olympic Team Trials - Marathon

«Company» understands and accepts the issues, limitations and benefits pertaining to the use of the title “U.S. Olympic Team Trials– Marathon,” the word “Olympic” and the 5-ring Olympic symbol and the restrictions imposed by their owner, the United States Olympic Committee (USOC). These include limiting the recruitment of “Olympic Trials” sponsors to the universe of USOC sponsors, limiting TV-visible, on-course signage to USOC sponsors that are approved NBC Olympic advertisers, and limiting event “partners” (the exact terminology for which is TBD) to business categories not occupied by USOC sponsors. A list of current USOC sponsors is available upon request. NBC advertisers will not be determined until 2015-2016.

«Company» understands that it must use the title “U.S. Olympic Team Trials – Marathon,” the word “Olympic” and the 5-ring Olympic symbol and has signed and attached the acknowledgement form hereto.

Initial _____



2. The Athlete Qualification Standards applicable to entering the Olympic Trials athletes must achieve qualifying marks on a USATF or IAAF approved course.
 1. The USA 'A' marathon standard of 2:15:00 for men and 2:37:00 for women.
 2. The USA 'B' marathon standard of 2:18:00 for men and 2:43:00 for women.
 - a. Men's half-marathon performances of 1:05:00 will be accepted as "B" standard marks
 - b. Women's half-marathon performances of 1:15:00 or faster will be accepted as "B" standard marks

Section B. If selected to host and produce the event that will select either or both the U.S.A. men's and/or women's team(s) for the 2016 Olympic Marathon «Company» undertakes and commits to:

1. Produce the U.S. Olympic Team Trials – Marathon on March 12, 2016.
2. The last several Olympic Trials marathons have provided at least \$250,000 prize money for each of the single gender selection races (men's and women's). «Company» will provide a minimum of \$250,000 in prize money available to American athletes participating in the Olympic Trials. Final distribution will be determined mutually between USATF and the LOC.
3. Provide:
 - a. Hotel accommodations for "A" qualified athletes for a minimum of three nights.
 - b. Per Diem of \$40 per day for three days for "A" qualified athletes.
 - c. All necessary air and ground transportation for USA 'A' standard athletes. It is estimated that 75 men and 40 women will qualify at the USA 'A' standard. Athletes who have achieved the USA 'B' standard are welcome to enter the race but the host organization need not undertake to provide their air transportation and hotel expenses. However, we would request local organizing committee assistance with their ground transportation. These USA 'B' athletes should be housed in the same hotel as the 'A' athletes where possible (or be housed nearby) and should have access to preferred hotel rates. In addition, 'B' athletes must be provided with the same hospitality, special functions/dinners, and other amenities as the 'A' athletes. In the last five Olympic Trials, the following numbers of qualifiers under the USA 'A' and 'B' standards:

	Male 'A' Qualifiers	'B'	Female 'A' Qualifiers	'B'
1996	83	52	54	133
2000	69	45	35	175
2004	14	76	24	114
2008	64	115	19	162
2012*	160	N/A	45	182

*For 2012, the Men's Long Distance Running Committee elected to accept all performances as "A" standards. For 2016, "A" and "B" standards have been reinstated.

Events interested in hosting the Olympic Trials may opt to provide additional support to USA 'B' athletes.

- d. A course map [and USATF RRTC course measurement certificate, where available] together with elevation change information for each course for each race «Company» intends to host.
- e. Each LOC race must describe in detail how the Olympic Trials will be staged. If the applicant chooses to host either or both the men's and women's "U.S. Olympic Team Trials - Marathon" races, each race should have its own start, separated by sufficient time to avoid any co-mingling of the runners in each race at the finish. Under these scenarios the Olympic Trials cannot be included as part of a race in which non-American athletes participate. Applicants are encouraged to be imaginative and consider creative ways to produce a race with the maximum television and spectator interest. To repeat for clarification, you can choose to host the men's Olympic Trials, the women's Olympic Trials, or both races. And, the races are subject to all applicable USOC and USATF rules.
- f. Plans for spectator vantage points, logistics, traffic control, and other staging elements.
- g. Each selection race must have proposal for television which at a minimum will provide regional television coverage of the Olympic Trials race on an NBC affiliate and, if possible, the other championships «Company» intends to host. The cost, production and organization of all television

coverage will be the responsibility of «Company». «Company» agrees that USATF does not warrant or represent that the 2016 Women's/Men's Marathon Championship or Olympic Team Trials-Marathon will receive national TV coverage of any kind or that the «Company» will be permitted to have Olympic Trials coverage on either a local NBC affiliate or other TV outlet. No aspect of «Company»'s proposal, including (without limitation) the USATF administrative fee and other financial components shall be contingent on television coverage.

For the purpose of clarification, the USOC owns all rights to "Olympic Trials" TV and internet coverage. They have sold those rights to NBC for 2016. NBC may: (1) produce and air coverage of the 2016 Olympic Trials marathon on NBC or any other network of its choice; (2) sell the rights to produce and air such coverage to a third party; (3) choose to do nothing with its TV rights. It is in NBC's sole discretion as to whether «Company» would be permitted to create local coverage of an "Olympic Trials" event and on what terms. And, whether NBC or a local station covers the event, on-course, camera-visible signage must be limited to NBC "Olympic advertisers" that are also USOC sponsors (as determined by NBC in its sole discretion).

If «Company» puts on a USA Championship race(s), it has the right to exploit the local and national TV rights as it sees fit (in cooperation with USA Track & Field).

- h. Information from the nearest U.S. weather bureau indicating sufficient climatic information in order to assess the probability that cool, dry conditions will prevail on the proposed date of the selection race.
- i. Rights Fee: \$50,000 to USATF for each selection race. Such fee(s) will be paid to USATF on an agreed upon schedule, but no later than six months prior to the conduct of the selection race(s).
- j. A fully executed letter signed by the President of your USATF local association acknowledging and supporting the LOC as the host for the event(s) for the Olympic Trials event(s).
 - a. Proof of insurance providing a minimum of \$1 million per occurrence and \$5 million in aggregate of general liability insurance naming USATF an additional insured. LOC to provide a certificate of insurance evidencing this coverage at least 90 days prior to the event. If the event applies for an elite event sanction through USATF, USATF will provide general liability insurance coverage through its sanction program at no cost to LOC and such coverage will meet this requirement. LOC must comply with all other terms of the sanction to receive this insurance. Further, LOC acknowledges this coverage is limited to liability insurance.
 - b. An initial budget that details the planned revenues and estimated expenses in such detail to adequately describe all aspects of the event. LOC will modify or supplement the budget at the request of USATF (such requests to be reasonable). Quarterly updates on and revisions to the budget are due upon award of the event to the LOC.
- k. LOC plans for provision of an exposition area for sponsors, vendors and business.
 - a. Plans for an exposition area (final plans must be made in consultation with the USOC and USATF)
 - b. Terms and conditions for the presence of Olympic Trials sponsors, and other commercial partners (subject to mutual agreement by USATF and LOC).
 - c. If such exposition area is provided, LOC should include plans to provide USATF with one exposition space in a prime location, free-of-charge.
 - d. LOC plans to provide USATF with placement for USATF Mobile Marketing Unit adjacent to the finish line or finish line festival area, free-of-charge.
- l. LOC plans for cooperative merchandising opportunities for USATF and LOC.
- m. LOC plans for conduct of any Associated Event(s) i.e. "fun runs", coaching clinics etc., subject to the approval of USATF.

Section D: Host Selection Timetable

«Company» understands and agrees to the following timetable:

Host Selection Timetable

June 25, 2013	Invitation letter distributed by USATF
August 15, 2013	Deadline for prospective bidders to submit official proposals
September 1, 2013	USATF site evaluation visits commence to finalists bid cities
September 15, 2013	Final bid adjustments submitted to the USATF National Office, USATF to distribute draft contract for hosting the U.S Olympic Track & Field Trials to bidding cities for review and comment
December 5-6, 2013	Final presentations by bidding cities to the USATF Officers, relevant Sport Committees and National Office staff (as necessary).
December 7, 2013	Site officially selected and bid awarded.
December 7, 2013	Championships contract signed between the successful bidding entity and USATF.

If selected, «Company» will complete all negotiations and execute a more detailed contract with USATF within sixty (60) days of the award of the selection race. If «Company» fails to execute such contract within this time period, «Company» will forfeit its right to host and USATF retains the right to award the championship to another LOC.

Section E: USATF Conditions and Advice to Potential Hosts Based on Frequently Asked Questions

In the process of agreeing to produce and host the selection event «Company» understands and has considered that:

1. While we understand that NBC holds the television and internet rights to any “Olympic Trials” event and that given the success of the 2012 Olympic Trials Marathon Broadcast, NBC Sports has expressed a high level of interest in once again televising the Olympic Trials Marathon. However, one cannot expect the national network will assume any production costs to broadcast the event or will choose, ultimately to utilize its broadcast rights. USATF and the USOC will work collaboratively with the LOC to identify resources to produce a quality television signal (that could be shown locally or nationally, live or delayed). The LOC’s ability to secure the local NBC affiliate as the broadcaster or funding to produce a quality television signal (that could be shown locally or nationally, live or delayed) will be an important consideration in the selection of the host.
2. USATF Management reserves the final right of approval as to all aspects of conducting the Championships and/or Olympic Trials not expressly covered in the accepted proposal to host or in the final, more detailed contract between USATF and the named event host. These include, without limitation, such things as date, starting time, course changes, the distribution of prize money, etc.
3. Along with USATF Management, the Women’s and Men’s Long Distance Running Committees will each appoint a liaison to the selected event. USATF Management and the liaison must be informed of all meetings of the local organizing committee and permitted to attend, as well as being consulted on major decisions regarding the planning of the marathon and related events. In addition, minutes/reports of any meetings should be provided to USATF Management and the liaison.
4. In addition to the prize purse, each LOC may indicate the amount it would be willing to commit to programs benefiting long distance running (e.g. other LDR championships, development programs, USA Road Circuit, USA Distance Project, USA Cross Country programs, etc.)
5. Depending on the date of the proposed selection race, applicants are encouraged to host and produce the 2015 USA Marathon Championships. These championships may be conducted within an existing marathon with or without foreign runners. Applications should include the identification of prize money, performances and other benefits available only to U.S. runners, together with the number of Americans for whom travel and hotel expenses will be paid. The championship event must have a separate, identifiable division for USA Men and/or Women who have met the qualifying standards approved by the Men and Women’s Long Distance Running Committees of USATF. Plans for television coverage, course configuration and event staging should be included if different from those proposed for the Olympic Team selection race.
6. The Olympic Trials event must have a separate, identifiable division for USA Men and Women who have met the qualifying standards approved by the Men and Women’s Long Distance Running Committees of USATF.

Acknowledgements and Agreements

1. **The members of the «Company» agree to provide insurance as provided in Section B (3)(j) above.**

2. **Acknowledgement of Restrictions and Limitations with Respect to the Use of USOC Marks, Symbols and Descriptions.**

[Initial the following statement with respect to the use of titles, marks or descriptions that are the property of the USOC.]

The members of the «Company» have determined that it wishes to include the words “Olympic” and “Trials” together with other Olympic indicia in or in connection with the title and other descriptions and reports pertaining to the selection race. The members of the «Company» therefore acknowledge that they understand thoroughly the sponsorship and other restrictions imposed by the USOC and are prepared to accept them with respect to the hosting and production of the Selection Race for 2016 U.S. Olympic Marathon Teams. They further undertake that the hosting and production of the selection race will in no way be limited or diminished by their compliance with these restrictions.

Initial JR

3. **The members of the «Company» hereby certify that it has the financial resources to fulfill the budget provided in Section B (3)(l) above, and has provided proof of same as required.**

Executed by Tracey Russell, Chief Executive Officer, LA MARATHON, LLC:

Signature Tracey Russell

Date 8/10/13

>> LOC Bid and this form with signature(s) must be received in the USATF office by August 15, 2013

Please mail to Jim Estes, 2016 Marathon Selection Race, USATF, 132 East Washington Street - Suite 800, Indianapolis, IN 46204.

Questions about this phase of the selection process should be addressed to:

Jim Estes, Director of Events, Jim.Estes@usatf.org or (317) 713-4661

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C. Proposed budget (as of 7 August 2013)

<i>Item</i>	<i>Amount</i>	<i>Description</i>
= REVENUES =		
Planned revenue sources for the Olympic Marathon Trials would include financial support through VIP ticket packages, local corporate support, possible USOC sponsorships and an investment from the LA Marathon LLC to cover any remaining expenses of hosting the Trials.		
= EXPENSES =		
<i>Athlete support:</i>	\$	
. Athlete airfare	86,250	Assumed for 115 "A"-standard qualifiers
. Athlete accommodations	59,000	Assumed for 115 "A"-standard qualifiers
. Athlete per diem	48,000	Assumed \$40 x 400 payees x 3 days each
. Athlete prize purse	500,000	Men & women: \$250,000 each; subject to increase
. Athlete & Officials hospitality	265,000	Pre-race gala, suites at Expo, start and finish lines
. Athlete & Officials medical	35,000	Ambulances on-course and tents at start and finish
. Athlete & Officials transport	45,000	Airport and in-town shuttles and equipment vans
. Athlete & Officials mementos	83,600	Gift pack for athletes, officials and sponsors
<i>Course support:</i>	\$	
. Course certification	4,000	For Class A certifier (Ron Scardera)
. Environmental support	25,000	On-course "eco team" and waste collection costs
. Power & sound	37,500	Start, finish and on-course installations
. Security	125,000	Private and sworn officer support (LAPD)
. Signage	110,000	Start, finish, on-course and street art
. Staging & scaffolding	55,000	Start, finish and media support
. Street closures & permits	200,000	Coordinated with LAPD, City parks, City transit
. Timing	40,000	Start, finish, mile mats, special bibs, online links
<i>Media support:</i>	\$	
. Print & photo support	55,000	Print and photo work centers at Expo, start and finish
. Television production	315,000	Locally-sourced, NBC-approved production crew
<i>Spectator support:</i>	\$	
. Advertising	135,000	Promotional program: print, digital and out-of-home
. Exposition	45,000	Convention Center: incremental costs
. Start/Finish Festivals	125,000	Bleachers, big screens, interactive, etc.
<i>Operations:</i>	\$	
	45,000	Community notifications, credentials, printing
<i>Staffing:</i>	\$	
	65,000	Temporary Trials-only staffing
<i>USATF support:</i>	\$	
. Office & operations	20,000	For USATF (and USOC) staff support
. Rights fee	100,000	Per contract

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<i>Item</i>	<i>Amount</i>	<i>Description</i>
<i>Not Yet Identified:</i>	\$ 25,000	Not yet identified
<i>Total:</i>	\$ 2,648,350	

Please note that all amounts shown are in 2013 dollars; this budget is reduced somewhat by shared costs for staff and infrastructure which will be used for the 2016 Asics LA Marathon, to be held on the day following the Olympic Marathon Trials.



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VI. STAFF AND SUPPORT

A. LA MARATHON LLC

You may select the LA MARATHON LLC team with confidence to organize the 2016 United States Olympic Marathon Trials race.

Beginning with the record-setting first race in 1986 – the largest first-time marathon in history up to that time – some 552,196 runners have registered for one of the nation's largest races each spring, with 441,239 finishers (80.0%). Over its 28 editions, the LA Marathon has consistently ranked as one of the top-5 marathons nationally and in the top-10 worldwide in total finishers.

The capable team behind these achievements is expanding and modernizing to bring the event to new heights. Your leadership team for the 2016 Olympic Trials will include:

- *Tracey Russell, Chief Executive Officer*
Appointed as the LA Marathon's chief executive in June, Tracey Russell joins the race after nearly two decades of successful event management experience. During her six-year stint as Executive Director of the Atlanta Track Club, she doubled both annual sponsorship revenues and the organization's budget, adding more than 15 new running and youth events. The organization's largest event is the annual AJC Peachtree Road Race held each July 4th – the world's largest 10K road race – which also incorporated the USATF Men's and Women's 10K championship races in 2013.

Under her leadership, the ATC's membership expanded to more than 19,000 runners and its charity and youth outreach programs were continuously enlarged. Before heading the ATC, Russell spent 12 years with the Metropolitan Richmond Sports Backers sports commission of Richmond, Virginia, which owns and produces 13 different sporting events annually.

- *Nick Curl, Chief Operating Officer*
The steady force in the organizational history of the LA Marathon, Nick Curl has served as race director for 20 of its 28 editions through 2013. He also has broad experience in marathon production in Denver, San Diego and Las Vegas, and in triathlons and cycling races throughout California.

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In addition to road racing, he has also served as the Vice President/Operations at the massive Home Depot Center in Carson, California, and been the site manager for major entertainment events including the Coachella Valley Arts & Music Festival, the Stagecoach Country Music Festival, and Freedom Flight America festival.

Curl serves as a national board member of Running USA.

- *Stacy Embretson, Director of Operations*

It's fully fitting that a committed marathoner serves as the director of operations for the LA Marathon, and with 44 marathons (and three Ironman Triathlons) to her credit, there's no race detail which Stacy Embretson has not experienced personally.

She joined the race in October 2009, after serving as Director of Race Operations for U.S. Road Sports & Entertainment of Georgia and as Race Director of the 14,000-participant International City Bank Marathon of Long Beach, California for three years. That event included a marathon, half marathon, bike tour, 5K and Kid's Run combined into one day.

In Los Angeles, she was a key designer of the *Stadium to the Sea* course and of the proposed Olympic Marathon Trials courses presented in this proposal. Embretson is a graduate of the University of Minnesota and earned a Master of Arts in Sport Management from California State University, Long Beach.

The race attracts more than 6,000 volunteers to help support the thousands of runners who traverse Los Angeles annually on the *Stadium to the Sea* course; this enthusiasm for service will be in full force for the Olympic Marathon Trials in 2016.

B. The Los Angeles advantage

Perhaps the greatest, but most under-appreciated legacies of the 1984 Olympic Games is the civic confidence in the organization and support of major events. Since that transformative event held 27 summers ago, the Los Angeles area has organized itself through the formation of the Los Angeles Sports Council, a wholly-private sector support group, and has held successful events of every kind, including the following mega-projects:

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- 2009 World Baseball Classic
- 2009 World Figure Skating Championships
- 2006 World Baseball Classic
- 2005 World Badminton Championships
- 2004 United States Olympic Gymnastics Trials
- 2004 United States Olympic Swimming Trials
- 2003 World Gymnastics Championships
- 2003 FIFA Women's World Cup
- 2002 U.S. Figure Skating Championships (and Olympic Trials)
- 1999 NCAA Men's Ice Hockey Frozen Four
- 1999 FIFA Women's World Cup
- 1994 FIFA World Cup
- 1993 Super Bowl XXVII
- 1992 NCAA Women's Basketball Final Four
- 1992 United States Olympic Synchronized Swimming Trials
- 1991 U.S. Olympic Festival

The combined economic impact of these events exceeds \$1 billion, and that total is set to grow significantly. For example, in 2015, Los Angeles will host one of the world's largest sporting events, the Special Olympics Summer Games, with more than 7,000 athletes in attendance from more than 150 nations around the world.

Sports in Los Angeles is a big business, with a total economic impact of \$4.1 billion in 2012, overall attendance of 18.5 million, and 12,935 full- and part-time employees. The magnitude of the Marathon Trials is an excellent fit with this vibrant sector.

We invite you to join with us to hold the 2016 United States Olympic Marathon Trials in the City of Angels. Thank you.





