Cape Town: A city ready to host the 2010 FIFA World Cup™

2 December 2008
Host City: Cape Town Objectives

• Host semi finals and events successfully

• Party capital of Africa

• Maximum public benefit and lasting legacy:
  – Infrastructure
  – Economic Opportunities
  – Environment

• Desirable destination for investors and tourists
  – Leveraging long-term economic growth
## Economic Opportunities

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor Economy</td>
<td>• Contribute to national &amp; continental prestige and profile</td>
</tr>
<tr>
<td>Event Media Exposure</td>
<td>• To facilitate local benefits for people/ firms/ communities</td>
</tr>
<tr>
<td>Access to infrastructure investment and facilities</td>
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</tbody>
</table>
Host City: Cape Town Overview

• **Spectacular surroundings**
  • Iconic Table Mountain, historical Robben Island

• **Accessibility**
  • 15 - 20 min drive from the Airport
  • Existing Public Transport culture
  • Stadium is walking distance from the inner city
  • Walking distance from the main train station, taxi rank and bus depot

• **Accommodation**
  • Walking distance from 3 500 hotel beds
  • Walking distance from exclusive accommodation

• **Entertainment**
  • Walking distance from the V & A Waterfront & inner city entertainment

• **Security**
  • 24 hour security in Central City during the Event by the Cape Town CID
  • CCTV camera’s in the Inner city
CAPE TOWN IS PREPARING
• Month 20 out of 34 month contract
• Currently approx 49% complete on-site, plus off-site works in parallel
• All 72 pylons topped out, roof’s compression beams advance stage
• On schedule to be completed by 14 Dec 2009
Procurement

• Tendered % of Provisional Sum - 93%
• Awarded % of Provisional Sum - 88%

www.greenpointstadium2010.co.za
• Stadium Contract Commitments

- HDI Ownership 26.8%
- HDI Sub Contractors and suppliers 4.7%
- Targeted Sub Contractors and Suppliers 12.2%
### STADIUM EXPENDITURE

**As at 30 November 08**

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>DBSA planning funds</td>
<td>R 30 000 000</td>
</tr>
<tr>
<td>National</td>
<td>R 1 424 709 415</td>
</tr>
<tr>
<td>City</td>
<td>R 500 000 000</td>
</tr>
<tr>
<td>WC Province</td>
<td>R 212 000 000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>R 2 166 709 415</strong></td>
</tr>
</tbody>
</table>
STADIUM COST ESTIMATE AND FUNDING

• Total Estimated cost: R4,528bn

• Assured Funding
  (Including Grants, Interest and Ticket Income): R4,000bn

• Funding Deficit: R 0,528bn
• **Strategy to resolve funding deficit:**

  – Cost containment and reduction

  – Continue discussions with funding partners

  – Sale of naming rights of stadium

  – Subsidised loan from DBSA
• **Principles driving the consolidation and rationalization of existing sport codes**
  – Sustainability
  – Equity
  – Diversity and Choice
  – Sharing/Multi-Functional Use
  – Compatibility
  – Agglomeration
  – Accessibility

• **Urban Park Design Principles**
  – Balance
  – Integration
  – Sense of Place
  – Permeability
  – Generosity
  – Reinforcement
  – Green Goal
Reconfiguration of Green Point Common

Way Forward

– MEC approval received – 30 June 08

– Council approval for termination of leases – 27 Aug 08

– Tender Process: Aug – Nov 08

– Works commence – Jan 09
FAN MILE

- Station Square
- Adderley Street
- Green Market Square
- St Georges Mall
- Somerset Road
Granger Bay Boulevard
Granger Bay Boulevard
Hospital Bend Pre-selection scheme
Upgrading of Koeberg Interchange
TRANSPORT PROJECTS

• Integrated Rapid Transit Phase 1 A
  – Phase 1A:
    • Airport – City
    • CBD Shuttle
    • West Coast
  – Meets 2010 Public Transport Requirements
  – Total Cost of Phase 1A: R1,321bn
  – City Share: R421m
Public Transport Systems

HOST CITY TRANSPORT OPERATIONS PLAN

30 April 2008
• FIFA Requirements - Stadium
  • Match Day & Match Day – 1: Generators main source of power and the grid is the back-up
  • Main supply to Stadium being augmented

• Other Event Areas – Negotiation at the highest level with Eskom
  • Fan Park & Public Viewing Areas
  • Tourism Areas
  • Transport Hubs
  • Accommodation Nodes
Accommodation

• Cape Town has 16,000 rooms within a 45 minute driving radius of the city centre.
• 7,000 rooms within 15 minute driving radius of stadium.
• 3,500 of these rooms are within 15 minute walking distance.
• At least 1,800 beds in the Harbours.
• At least eight new hotels to capitalise on 2010,
  • The Taj hotel on St George’s Mall
  • 15 on Orange
  • Express by Holiday Inn (also on St George’s Mall)
  • One & Only (V & A Waterfront)
  • Two further hotels in the Waterfront;
  • Alongside the Convention Centre.
Base Camps

- 91 Hotels short listed country wide
- 20% of all hotels in the short list from CT & WC
- 12 Hotel Establishments in the City
  - Central Cape Town
  - Sea Point
  - Milnerton
  - V&A Waterfront
  - Greenpoint
  - Century City
  - Bantry Bay
  - Camps Bay
  - Somerset West
Further establishments in province
- Stellenbosch
- Paarl
- Franschoek
- Overberg
- George
- Oubaai
- Wilderness
Estimated Formal Accommodation Availability
(Hotels and Guest Houses Only)

- 90,500 beds within a 200km radius of Cape Town
- 67,000 beds within a 60km radius of Cape Town
- 21,000 beds within a 2.5km radius of Green Point Stadium
Legacy Model

- **Infrastructure**
  - Stadia
  - Transport

- **Financial**
  - Sufficient funds
  - Partnerships
  - In Budget

- **Environmental**
  - Beautification
  - Going for the green

- **Sports Legacy**
  - Participation
  - Competitive Skills
  - Commercialisation

- **Social Legacy**
  - Community revitalisation
  - Education and Culture
  - Workforce Skills
  - National Pride and Unity

- **Tangible & Intangible Benefits**
Green Goal Action Plan

43 projects in the following areas:

• Energy and Climate Change
• Water
• Integrated waste Management
• Transport, Access and mobility
• Landscaping and bio diversity
• Green buildings
• Responsible tourism
• Communication and awareness
Operator tender awarded on 26 Nov 08 to SAIL Group and Stade de France Consortium.

This includes the management of stadium from Jan 2009 until Oct 2010.

Approval of 30 year lease of stadium to be submitted to Council on 3 Dec 2008 for approval.
**City Investment**

<p>| | |</p>
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Stadium</td>
<td>R685 Million*</td>
</tr>
<tr>
<td>Capital Investment</td>
<td>R1,624 Billion</td>
</tr>
<tr>
<td>Operational Investment</td>
<td>R410 Million</td>
</tr>
<tr>
<td>Total</td>
<td>R2,791 Billion</td>
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</tbody>
</table>

* Including guarantee of R185m
## INVESTMENT INTO THE CITY

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airport Upgrade</td>
<td>R2.210 Billion</td>
</tr>
<tr>
<td>Station Upgrades</td>
<td>R553 Million</td>
</tr>
<tr>
<td>SARCC – Train sets</td>
<td>R800 Million</td>
</tr>
<tr>
<td>Provincial Government Investment</td>
<td>R1,069 Billion</td>
</tr>
<tr>
<td>National Government Investment</td>
<td>R4,027 Billion</td>
</tr>
<tr>
<td>New Hotels &amp; infrastructure such as CTICC upgrade</td>
<td>To be determined</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>R8,659 Billion</strong></td>
</tr>
</tbody>
</table>
Critical Success Factors

- **Infrastructure** for the event must be ready
- Uninterrupted **service delivery**
- **Operational plans**, staff and equipment
- Service providers such as **accommodation, transport, restaurants**
- **Safety and security** for visitors
- **Adequate staff** resources
- Objectives, leadership, roles & responsibilities
- **Strategic alignment** between role players
- Local community **support**, involvement, ownership & acceptance
- Shared view of **long-term economic objectives**
- City to have a **distinctive appeal & brand**
- Imaginative use of **city geography and history**
## Target Markets

<table>
<thead>
<tr>
<th>Category</th>
<th>Target Market</th>
<th>Messaging</th>
</tr>
</thead>
</table>
| **Local** | • Residents of Cape Town  
         • Residents of the Western Cape  
         • Business based in Cape Town  
         • Service Providers (Transport & Accommodation)  
         • Media | • Updates on preparations  
         • Updates on expected arrival information  
         • Information on programs to participate (e.g. sign-up program)  
         • Specific Event Information (e.g. road closures and the rights protection program)  
         • Capacity and readiness  
         • Excitement & Enthusiasm to host and receive guests |
| **National** | • Partners (National Government, LOC & Other Host Cities)  
       • Media | • Cooperation and partnership  
       • Readiness  
       • Excitement |
| **International** | • FIFA (& other event owners)  
        • Media | • Capacity to host events, iconic sites to enhance FIFA guest experiences  
        • Iconic sites, passionate people, culture. History, readiness |
555 days to go!!!