

CHANGING



EMPRESA
OLÍMPICA
MUNICIPAL

MEGA EVENTS: DRIVERS OF CHANGE?

**Urban Age City
Transformations Conference**

Maria Silvia Bastos Marques - CEO

25 October, 2013



Rio's Bid

- **09/2007: Bid presentation**
Aside from Rio, the other bidding cities were Chicago, Tokyo, Madrid, Doha, Baku and Prague.
- **06/2008: End of phase one**
Rio remains in the bidding dispute along with Chicago, Tokyo and Madrid.
- **02/2009: Bid Book is delivered**
- **10/2009: Rio de Janeiro is elected the host city for the 2016 Olympic and Paralympic Games**



OPPORTUNITY = STRATEGIC VISION

Along this decade, Rio de Janeiro will be recognized as the best city of the Southern Hemisphere to live, work, and visit.



BY ENGAGING
THE BRAZILIAN SOCIETY

LONG-LASTING
TRANSFORMATIONS

URBAN MOBILITY

ENVIRONMENT

URBAN INFRASTRUCTURE

SOCIAL DEVELOPMENT

LEGACY AND SUSTAINABILITY

Rio City Hall's first commandment: the Games must serve the city.

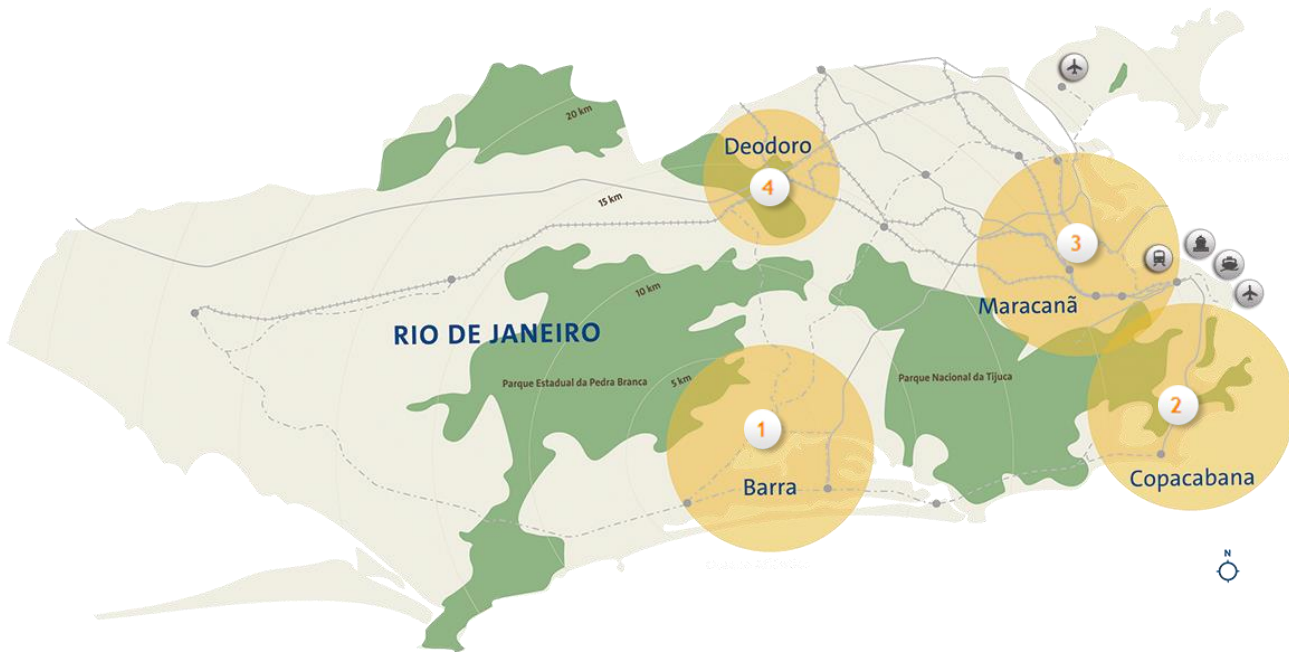


Rio 2016 in Numbers

- First Olympic Games in South America
- + 200 nations
- +10,500 Olympic athletes
+4,500 Paralympic athletes
- 28 Olympic sports & 22 Paralympic sports
- +100K people directly involved in organizing the Games
- +30K press and media professionals
- +70K volunteers



OLYMPIC REGIONS



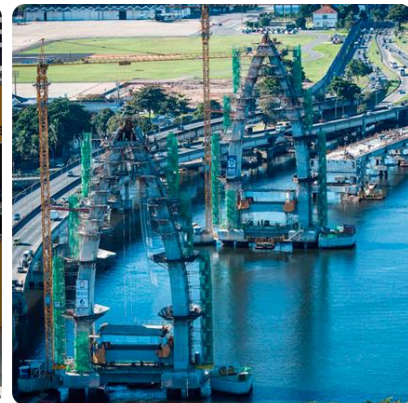
Region /Venues

- 1 Region Barra
- 2 Region Copacabana
- 3 Region Maracanã
- 4 Region Deodoro

URBAN MOBILITY

BRT SYSTEM

- 4 expressways
- 152 Km
- 2 million people/day
- Less than 20% to more than 60% of the population using the high capacity transportation system.
- Estimated Investment: R\$ 5,4 billion



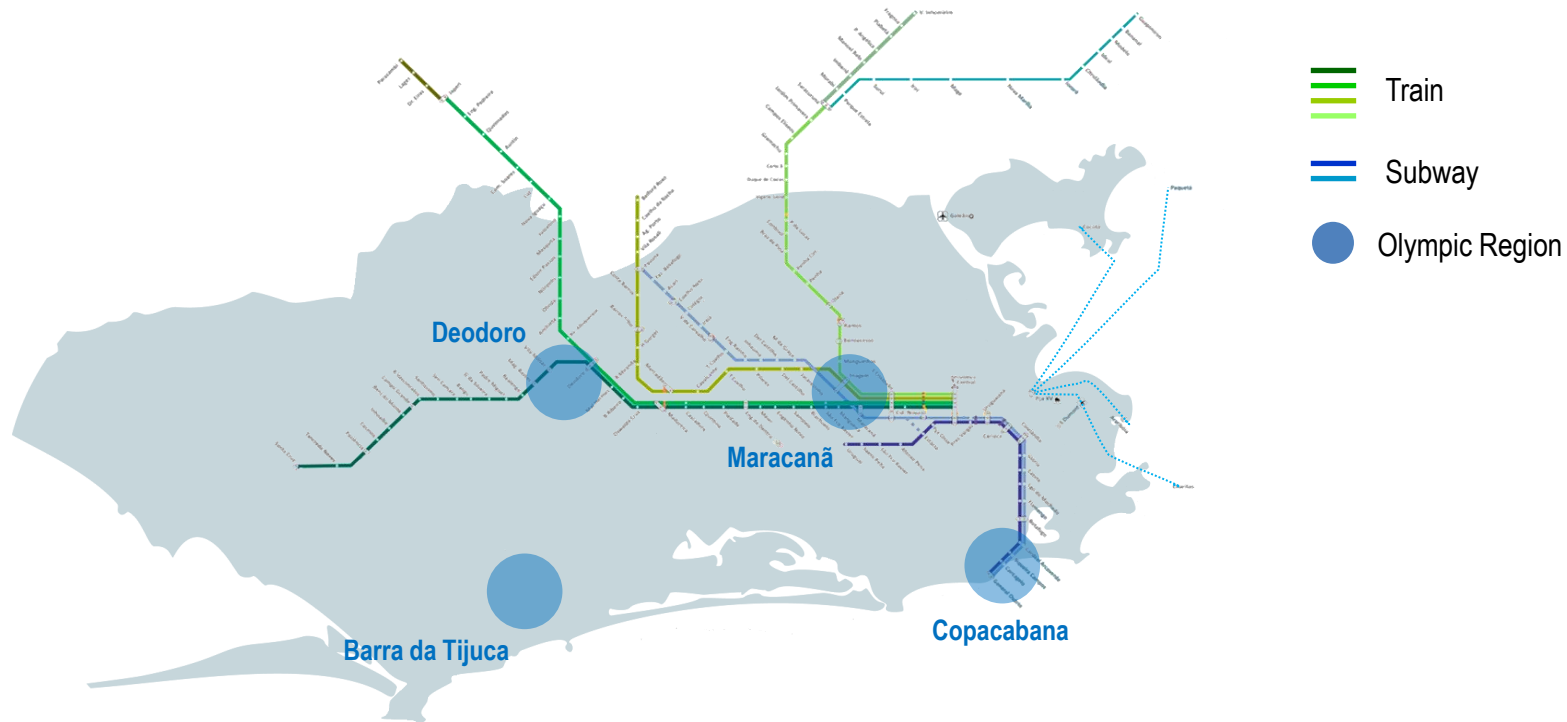
URBAN MOBILITY

LRT DOWNTOWN

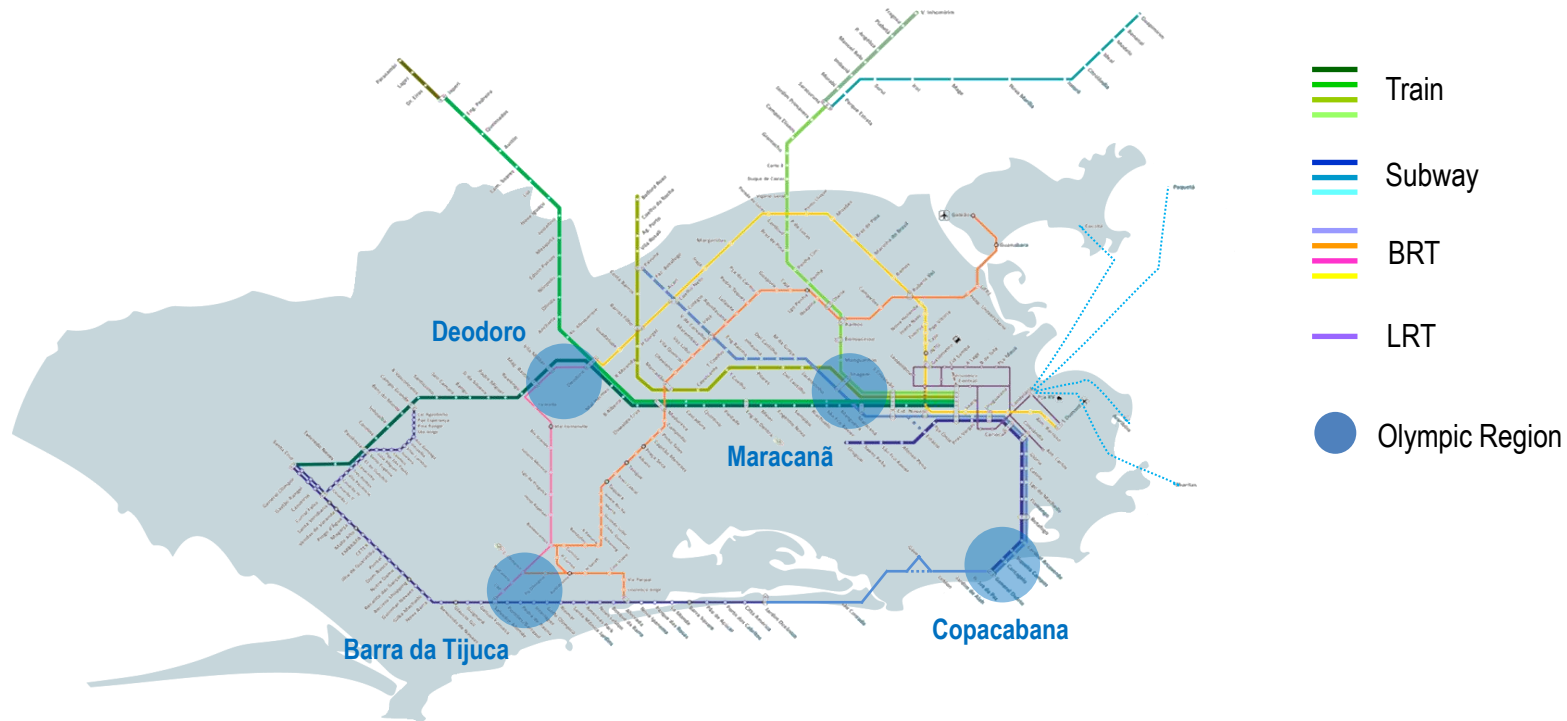
- 6 lines
- 42 stations
- Connection between the Port region and the Santos Dumont airport
- Estimated Investment: R\$ 1,1 billion



THE HIGH CAPACITY TRANSPORTATION SYSTEM - 2010



THE HIGH CAPACITY TRANSPORTATION SYSTEM - 2016



URBAN INFRASTRUCTURE



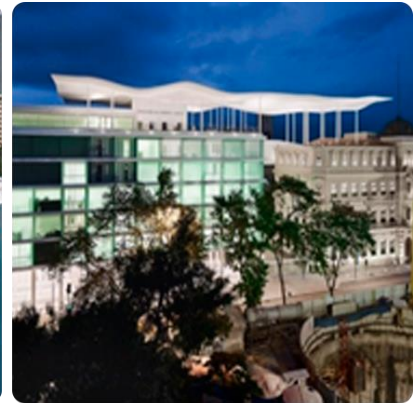
MAIN PROJECTS

- Maravilha Port
- Maracanã Region Flood Control
- Joá's Viaduct
- Accommodations



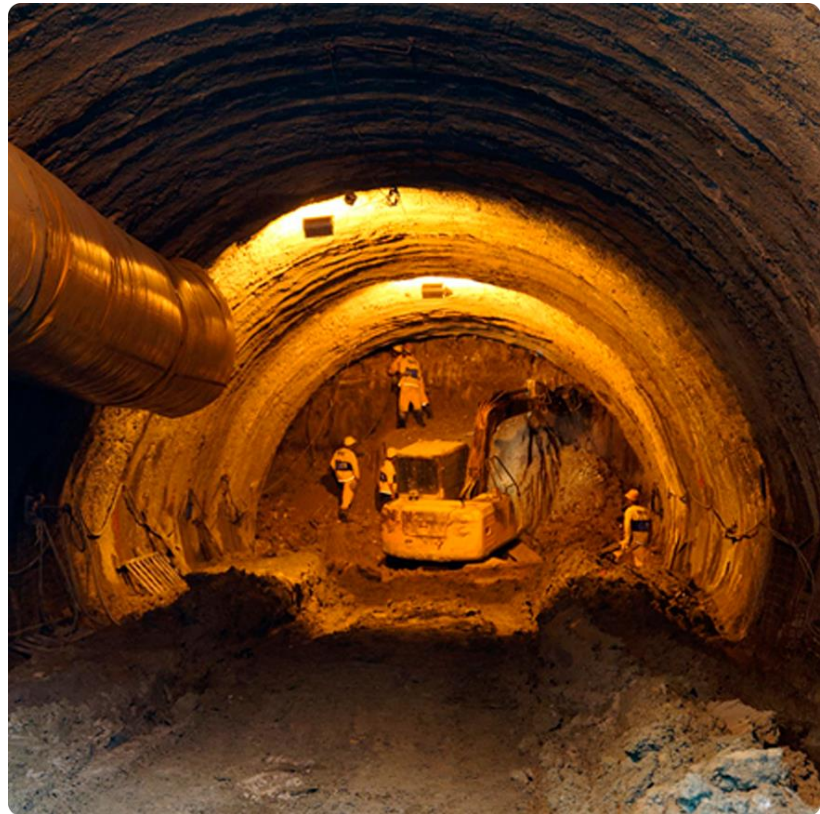
MARAVILHA PORT

- Re-urbanization of the Port Region
- 5 million m²
- 70 km urbanized streets and lanes
- 4 tunnels, including the largest one of the city – Via Expressa Tunnel (5,7 km)
- Construction of the Via Binário (Binário Highway), with 6 traffic lanes
- 2 new museums: MAR (inaugurated) and Museu do Amanhã (Museum of Tomorrow, 2014)
- To be delivered by: 1st semester 2016
- Private investment (PPP): R\$ 8 billion



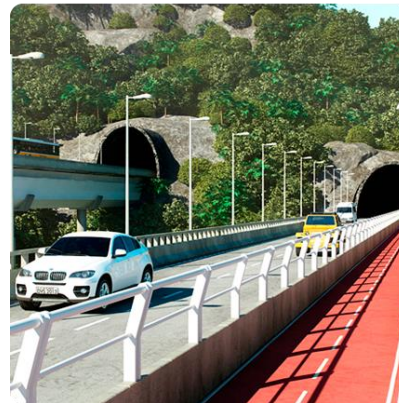
MARACANÃ REGION FLOOD CONTROL

- Construction of **five flood control and outflow reservoirs** for rainwaters in the Greater Tijuca region, the Maracanã Stadium surroundings and the Praça da Bandeira.
- **Waterflows interventions:** Rio Joana; Trapicheiros River; Rio Maracanã
- **Expected Investment:** R\$ 292 million (Federal Government and Municipal)
- **To be delivered by:** 2nd semester of 2014



JOÁ'S VIADUCT

- Lagoa-Barra highway duplication
- 2 new tunnels
- Two new traffic lanes, with 5Km of extension each
- Around 35% increase in the traffic capacity between São Conrado - Barra da Tijuca
- **Bike Lane:** tourist attraction and completion of the bike lane belt (Recreio – Parque do Flamengo)
- **To be delivered by:** 2nd semester 2015
- **Expected Investment:** R\$ 489 million



ACCOMMODATIONS

Olympic Package

Valid until DEC/2015

Municipal Incentive Law

Tax Incentives

Urban Incentives

2012: 20K hotel rooms

2014: **+24%** increase

2016: **+74%** increase

2016 Total Potencial:

37,6K hotel rooms

Over 12k direct jobs

Deodoro

Current: 244

Working Projects: 675

Total: 919 rooms or **+277%**

Maracanã

Current: 5.070

Working Projects: 3.547

Total: 8.617 rooms or **+70%**

Barra

Current: 3.000

Working Projects: 7.548

Total: 10.548 rooms or **+252%**

Copacabana

Current: 13.325

Working Projects: 4.205

Total: 17.530 rooms or **+32%**

OCT/2013

SOCIAL AND ECONOMIC DEVELOPMENT

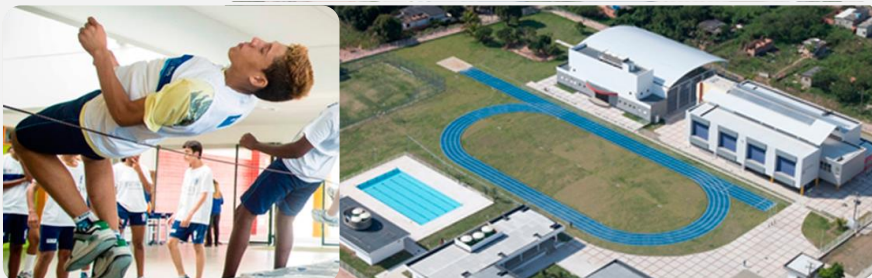


Rio's City Hall is taking the opportunity presented by the **2016 GAMES** to develop and offer **SOCIAL DEVELOPMENT** initiatives, that meets society's overdue demands.

MAIN PROJECTS

- GEO
- Rio Global Child

OLYMPIC EXPERIMENTAL GYMNASIUM



- Public school students with sporting aspirations will have the opportunity to develop their potential together with high quality education.
- Offers 6 types of sport activities: athletics, volleyball, handball, table tennis, wrestling and swimming
- Full time students: 6th to 9th grade
- 2013: 3 schools/ 965 students; 2016: 5 schools/ 2,5K students
- Inaugurated Schools:
 - Santa Teresa – Feb/2012 - 455 students
 - Caju - Feb/2013 - 200 students
 - Pedra de Guaratiba - Feb/2013 - 310 students
- To be inaugurated by 2016:
Ilha do Governador and Honório Gurgel
- Expected investment: R\$ 142 million

RIO GLOBAL CHILD



- Universalizes the English language in all municipal public schools;
- By 2014: 515K students from 1st to 9th grades
- 2K English teachers trained and convened
- 1.076 public schools
- Expected investment: R\$ 200 million
- To be concluded by: 1st semester 2014

ENVIROMENT



Rio de Janeiro's **INTEGRATION** with nature is what makes it one of the most beautiful cities in the world. Therefore, the **MAINTANAINCE** and **ENVIRONMENT IMPROVEMENTS** are the City Hall's long lasting permanent commitments.

MAIN PROJECTS

- Environmental Recovery of the Jacarepaguá Basin
- Waste Treatment Center (CTR) – Seropédica

ENVIRONMENTAL RECOVERY OF THE JACAREPAGUÁ BASIN



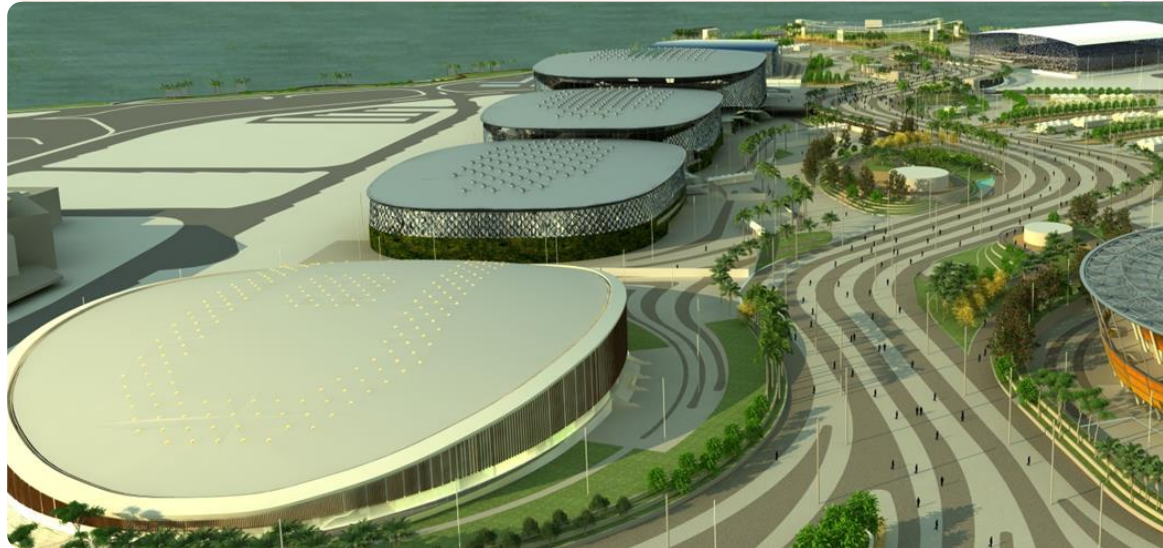
- **Macro drainage works concluded in seven rivers;**
- **Rainwaters flow capacity increase**, decreasing flood risks
- **9 km of recuperated water course** with the revitalization of the dredging and shores
- **350 thousand people directly benefitted**
- **Status: Phase 1 in execution**
- **To be concluded by:** 2nd semester/2014
- **Expected investment:** R\$ 340 million (Municipal and Federal Governments)

WASTE TREATMENT CENTER (CTR) – SEROPÉDICA



- **Waste treatment center with cutting edge technologies;**
- **Launched in April 2011: treats around 9.000 tons of residues per day;**
- **Following international laws** regarding the possessing of solid residues in relation to the environment;
- The opening of the CTR enabled **the City Hall to close the Gramacho and the Gericinó landfills;**
- **Total investment:** R\$ 224 million (98% private)

OLYMPIC VENUES



Amongst the dozens of projects that are transforming Rio, many of the initiatives are related to the preparation of the city to host the 2016 Games, directly contributing to the event's sports legacy.

MAIN PROJECTS

- Olympic Park
- Athletes' Village
- Athletes' Park
- Deodoro Sports Complex

OLYMPIC PARK

- 1,18 million m²
- 9 arenas
- 16 Olympic sports
- 10 Paralympic sports
- Begin of construction works: July 2012
- Private Investment (PPP) and Federal Resources (4 venues)
- **After the Games:** a new neighborhood – approximately the size of 165 soccer fields, reference in energy efficiency, sustainability and accessibility.
- **Olympic Training Centre (COT):** 2016 Games main sports legacy, for high performance athletes



Heart of the 2016 Olympic and Paralympic Games



MASTER PLAN – GAME MODE

1. Maria Lenk Aquatic Center
2. Rio Olympic Arena
3. Velodrome
4. Hall 3
5. Hall 2
6. Hall 1
7. Handball Arena
8. Aquatic Center
9. Tennis Center
10. IBC
11. MPC
12. Media Hotel
13. Live Site
14. Environmentally Protected Area



OLYMPIC PARK (LEGACY MODE)

1. Maria Lenk Aquatic Center
2. Rio Olympic Arena
3. Velodrome
4. Olympic Training Center (COT)
5. Tennis Center

 Residential and commercial developments



TENNIS CENTER



PERMANENT

- **Main Arena - seating capacity:** 10.000

TEMPORARY – TWO ARENAS

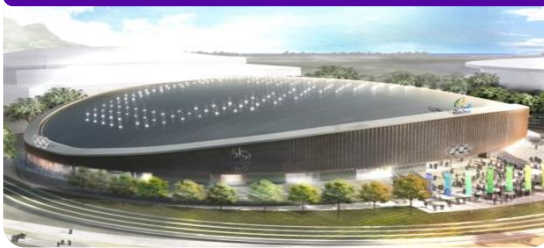
- **Seating capacity:** 5.000
- **Seating capacity:** 3.000 (after the Games, the bleachers will be removed, while the court will remain as permanent)

13 outdoor courts:

- 7 for the games (six being permanent)
- 6 for training and warm up (temporaries)

Works Start: November/2013

VELODROME



PERMANENT

Seating capacity: 5.000

AQUATIC CENTER



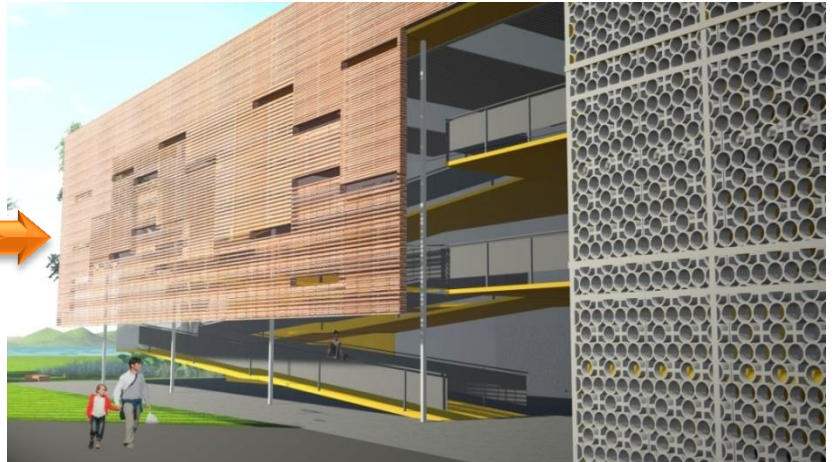
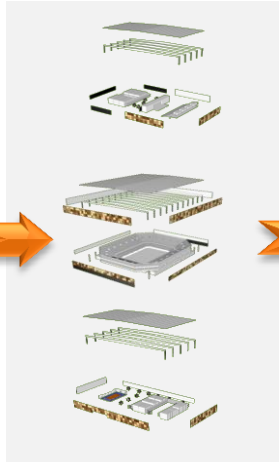
TEMPORARY

Seating capacity: 18.000

HANDBALL

Nomadic Architecture

- Reuse of the Handball arena as 4 public schools.
- After the Games, the Handball arena will be used to build four public schools, including sports gymnasiums, in four different areas of the city.



OTC (Olympic Training Center)



PERMANENT

Capacity during Games:

- **Olympic Hall 1** - 16.000
(7,500 – Legacy mode)
- **Olympic Hall 2** – 10.000
(0 – Legacy Mode)
- **Olympic Hall 3** – 10.000
(0 – Legacy Mode)

IBC (International Broadcast Center)



- **85.000 m² (Total area);**
- Destined to TV and radio stations with broadcasting rights of the Rio 2016 Olympic and Paralympic Games;
- **Capacity: 10,000** people simultaneously;
- 24 hours a day, 7 days a week, during the Games;
- **Private investment (PPP)**

MPC (Main Press Center)



- **Games center for the accredited press professionals**
- **27.000 m²**
- **Capacity: 5K** people
- **24 hours per day (during the event)**
- **Private Investment (PPP)**
- **Begin works: 2nd semester 2013**

Athletes' Village



- **Total area: 800 thousand m2**
- **Built area: 206 thousand m2**
- **31 buildings with 17 floors each**
- **The construction of the Athletes' Village began in 2010** and is being executed without public resources.
- **Funding: Private Investment.**

Athletes' Park



- **Total area of 250 thousand square meters**
- A leisure area for Rio's population and visitors with playgrounds, senior gyms, soccer fields, volley and tennis courts.
- **The park will be used during the Rio 2016 Games as an official training and leisure center for athletes**
- In September 2013, the Rock in Rio festival brought around 590K people in a span of seven days to the area, hosting national and international performers
- The Athlete's Park is already an important legacy for the city as a cultural hub and a leisure area.
- **Investment: R\$ 40 million**
- **Delivered in AUG/2011**

Deodoro Sports Complex

- 10k hectares (terrain)
- 11 Olympic sports
- 4 Paralympic sports
- Access to the Transolímpica BRT: connection between Deodoro and the Barra da Tijuca region, benefitting 100K passengers per day.
- **Investment:** Federal Government
- **Works execution:** City Hall

VENUES TO BE BUILT

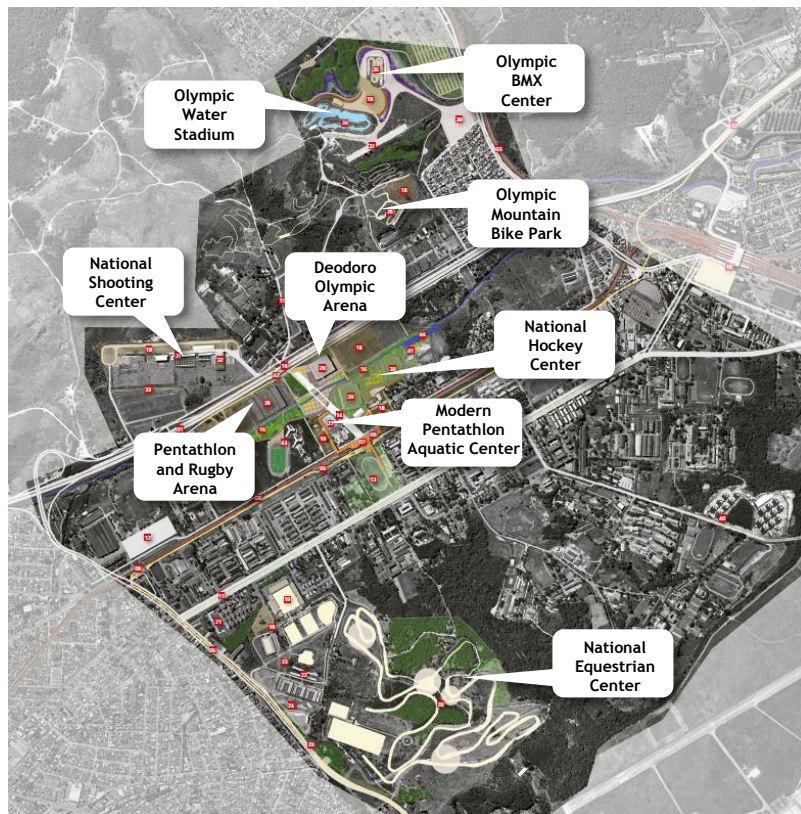
Deodoro Olympic Arena, Hockey Arena, Olympic BMX Center, Olympic Water Stadium

VENUES TO BE REMODELED

National Shooting Center, Modern Pentathlon Aquatic Center, National Equestrian Center

TEMPORARY

Rugby Stadium, Olympic Mountain Bike Park



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