WELCOME TO THE CAPITAL OF FRENCH RIVIERA
SUMMARY

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INTRODUCTION / KEY FIGURES

A) INNER CITY POPULATION: 350,000 INHABITANTS
B) SMSA: 475,000 INHABITANTS
C) 50 MILES RADIUS: 1 MILLION INHABITANTS

- 5 MILLIONS VISITORS PER YEAR
- SECOND INTERNATIONAL TOURISTIC DESTINATION OF THE COUNTRY AFTER PARIS
- 50% OF TOURISTIC ACTIVITY OF ALL FRENCH RIVIERA

A) 300 DAYS OF SUNSHINE PER YEAR
B) 36 BEACHES ... AND 6 SKI RESORTS ONLY ONE 1 ½ H DRIVE AWAY

A) NEARLY 1000 EVENTS IN THE CITY PER YEAR...
• **THE CITY ITSELF**! APPROX 45 SQUARE MILES.. BUT THE MAIN EVENTS VENUES ARE:

• **MASSENA SQUARE** (2.5 SQ.MILES), and **PROMENADE DES ANGLAIS** (5 miles long)

• OUTDOOR,

• CAN HANDLE UP TO 25000 VISITORS EACH, SPREAD IN GRANDSTANDS, AND STAND UP.

• WATER AND POWER SUPPLY ARE FULLY INTEGRATED ON THE SITES, AT SPECIFIC LOCATION FOR REGULAR EVENTS NEEDS.

• ALL THE FOLLOWING INDOOR FACILITIES ARE EQUIPPED WITH STATE OF THE ART POWER AND WATER SUPPLY, INCLUDING ISO CERTIFICATION FOR QUALITY STANDARDS.

• **THE HARBOUR**

  CAN HANDLE UP TO 20 000 PERSONS, LIKE DURING THE «PORT FESTIVAL», LIVE COOKING, MUSIC, FIREWORKS AND JETSKI and BOAT DEMOS.; A GREAT PLACE OPEN ON THE MEDITERRANEAN SEA.

• **CIMIEZ ROMAN ARENA AND GARDENS**:

  ON THE HILLS ABOVE THE CITY, THIS ROMAN SITE HAS BEEN THE CRADDLE OF THE JAZZ FESTIVAL THAT MOVED TWO YEARS AGO TO THE CENTER. STILL THE PLACE FOR TRADITIONAL FESTIVITIES AND CELEBRATIONS, 9900 PERSONS CAN HAVE FUN BETWEEN OLIVE TREES, JUST IN THE GARDEN OF THE MATISSE MUSEUM.
THE HARBOUR
• **ACROPOLIS CONGRESS CENTER**
• INDOOR AND OUTDOOR. THIS INNOVATIVE CONGRESS CENTER HAS BEEN BUILT IN 1984, AND BECAME INSTANTLY A REFERENCE IN THE CONGRESS INDUSTRY, BUT ALSO FOR THE EVENT ORGANIZERS. NUMEROUS EUROPEAN AWARDS RENFORCED THIS SUCCESS, AND IT HAS TOTALLY REFURBISHED LAST YEAR BY JEAN MICHEL WILMOTTE, A FAMOUS FRENCH ARCHITECT.
• NEARLY 100 000 SQ. FT OF MODULABLE ROOMS, A PLENARY SESSION ROOM AND CONCERT HALL OF 2500 SEATS.
• **ACROPOLIS EXHIBITION HALL**
• SET JUST BESIDE THE CONGRESS CENTER, THIS 50 000 SQ.FT PILLAR FREE EXHIBITION CENTER HAS BEEN WELCOMING EVENTS LIKE THE WORLD CHAMPIONSHIPS OF ICE SKATING LAST YEAR, SUPERCROSS RACES, CONCERTS, ATP TENNIS TOURNAMENTS, AND MANY OTHERS SINCE DECADES.
NICE ACROPOLIS
THE NEXT GENERATION
SECTION 1
COMMUNITY OVERVIEW
MAIN VENUES

• NIKAIA CONCERT HALL AND STADIUM
  THE CONCERT PLACE OF NICE, INDOOR CONFIGURATION, CAPACITY FROM 6000 SEATED OR UP TO 9000 STANDING. COMBINED WITH STADIUM BEHIND THE BUILDING, THE CAPACITY RAISES TO 55 000 PEOPLE FOR GIANT GIGS WITH ANNUAL PERFORMANCE OF MEGA STARS LIKE ACDC, U2, COLDPLAY, MUSE, MADONNA, LADY GAGA, AND MORE...

• MISCELANEOUS OTHER VENUES
  MEDITERRANEAN UNIVERSITY CENTER (530 PEOPLE, INDOOR), MUSEUM OF MODERN ART (220 PERS.), PHOENIX PARK (OUTDOOR UP TO 4000 PEOPLE, AND INDOOR FACILITIES FOR 300 PAX)...
  NOTE THAT MORE THAN 50 HOTELS ARE EQUIPPED WITH MEETING ROOMS, THE BIGGESTS CAPACITIES ARE 1000 PERSONS AT THE HYATT REGENCY PALAIS DE LA MEDITERRANEE, 600 AT THE MERIDIEN, AND MORE THAN 300 FOR THE RADISSON BLU..
SECTION 1
COMMUNITY OVERVIEW
MAIN VENUES
SECTION 1
COMMUNITY OVERVIEW
MAIN VENUES

OUTDOOR AND INDOOR FOR UNFORGETTABLE EVENTS
BEACHES, PARKS AND GARDENS, HOTEL-TERRACES AND MUSEUMS…
THE ALLIANZ RIVIERA STADIUM, DELIVERED IN SEPT ‘13
35000 SEATS, MULTI EVENTS READY, AND ONE OF THE FIVE STADIUMS IN FRANCE THAT WILL WELCOME EURO 2016 SOCCER MATCHES
E) HOSPITAL AND EMERGENCY RESPONSE AVAILABILITY

NICE IS A REFERENCE ON THE MEDICAL SECTOR. NUMEROUS PUBLIC HOSPITALS, WITH SPECIFIC SPECIALITIES (INFANT MEDECINE, CANCEROLOGY, GIERATRIC, ORTHOPEDICS, TROPICAL DISEASES, ETC..)

ANGELINA JOLIE CHOSE TO GIVE BIRTH TO HER TWINS AT THE LENVAL HOSPITAL A FEW YEARS AGO...

HELICOPTER DROP ZONE ON EACH OF THEM, LOCATED IN THE CITY.

NICE HAS BEEN AWARDED BY UN FOR THE WAY THE HANDLE SECURITY AT LARGE (SANITARY, PUBLIC ORDER, CRIMINALITY, NATURAL RISKS, SISMIC, SEA SUBMERSION...)

A 700+ CAMERAS NETWORK IS KEEPING THE CITY UNDER PERMANENT CONTROL, LINKED WITH THE POLICE FORCES GEOLOCALISED AND READY TO MAKE INTERVENTIONS ANYTIME. NICE IS A SAFE DESTINATION AND EVENT READY WITH SECURITY PROFESSIONALS AND POLICE SERVICES USED TO HANDLE BIG PUBLIC EVENTS.
SECTION 1/ COMMUNITY OVERVIEW
LODGING

- 200 HOTELS FROM 1 TO 5 STARS
- 10 000 ROOMS
- 65 % OF TOTAL CAPACITY IN UPPER CLASS (3/4/5 *)
- WITHIN WALKING DISTANCE FROM EVENTS AND ALL MAIN VENUES
- RENOVATED AND TRENDY HOTELS IN A EVER CHANGING CITY, FROM LARGE INTERNATIONAL CHAIN HOTELS TO BOUTIQUE, DESIGN AND CHARACTER HOTELS...
NICE HOSPITALITY : 200 YEARS OF PAMPERING
### NICE COTE D'AZUR AIRPORT INTERNATIONAL ACCESS

- First international airport with Paris CDG (11.5 million passengers/year)
- Linked to 105 destinations in over 30 countries
- First Southern European hub for low-cost flights
- A380 ready

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**BUS NETWORK** ALL OVER THE CITY AND TO OTHER NEIGHBOUR CITIES (CANNES, MONACO) ONE FLAT FARE : 1,50 EURO TO GO EVERYWHERE ON THE 87 BUS LINES.

**TRAIN NETWORK** : TRAIN STATIONS, AND LINKED TO THE NATIONAL RAILROAD NETWORK AND INTERNATIONAL (ITALY IS JUST 20 KMS AWAY)

**TRAMWAY** DESSERVES THE MAIN PLACES OF THE AREA, NEARLY 100 000 USERS PER YEAR.

**TAXIS** : 450 CARS WORK IN THE CITY.

**BIKES ON DEMAND**, MORE THAN 2000 BICYCLES SPREAD OUT IN THE AREA, AVAILABLE ON SPECIFIC STATIONS ALL OVER THE PLACE

**ELECTRIC CARS ON DISPLAY** (70), FOUR SEATED, FULLY ELECTRIC CARS IN SEPCIFIC STATION, FOR AN HOUR, A DAY A WEEK ALL OVER THE CITY (NICE HAS BEEN THE FIRST CITY IN France TO OFFER SUCH A SERVICE . APPROX 25000 CAR PARK PLACES, AND NICE IS A PILOT CITY FOR SAMRT PARKING, WITH SPECIFIC APP DEVELOPPED WITH INTELLIGENT CAR PARKS TO FIND WITH YOUR SMARTPHONE PLACES TO PARK IN THE STREETS.


**CYCLING** : 40 MILES NETWORK OF CYCLING PATH
SECTION 2 / COMMUNITY AND EVENTS

PART 1

THE NICE CARNIVAL
THE NICE CARNIVAL

GODFATHER OF ALL CARNIVALS SINCE 1294 AND COUNTING
16 EVENTS IN TWO WEEKS, DAY AND NIGHT,
FLOWER BATTLES PARADES ALONG THE SEA SHORE,
GIANT FLOATS PARADES DAY AND NIGHT ON MASSENA SQUARE,
GIANT FIREWORKS...
AN INTERNATIONAL 10 MILES MASS RUNNING RACE
A CHARITY BATH IN THE MEDITERRANEAN
NIGHT EVENTS FOR GROUPS
45 CITY DISTRICTS CARNIVALS MADE BY LOCALS INVOLVING SCHOOLS AND CITY DISTRICT SERVICES
a) EVENT NAME : CARNAVAL DE NICE  
b) TOP EXECUTIVE CONTACT : DENIS ZANON, CEO NICE TOURISM AND CONVENTION BUREAU  
c) NUMBER OF YEARS OF EXISTENCE : 140 YEARS OF EXISTENCE, 130 TH EDITION IN ’14  
d) EVENT DATES : FROM FEBRUARY 14 TO MARCH 4 2014  
e) RECURENCE CYCLE : ANNUAL  
f) GROSS OPERATING REVENUES : 2.5 M€ (TICKETING) + 30M€ ON LOCAL ECONOMY SUPPLIERS CHAIN (HOTELS, RESTAURANTS, SERVICES)  
g) GROSS OPERATING EXPENSES : 6.5 M€  
h) SPONSORSHIP SUPPORT : 150 K€  
i) STAFF : 1800 PERSONS / / HOURS WORKED : APPROX 50 000 HRS ARTISTS AND PERFORMERS : 1200 PERSONS  
j) AGGREGATE ATTENDANCE : 250 000  
k) NON AGGREGATE ATTENDANCE : 1 MILLION  
l) PRIMARY TARGETED MARKETING EFFORTS : FROM LOCAL TO INTERNATIONAL – SCHOOL HOLIDAYS FRAMED  
m) % OF ATTENDEES FROM GEGRAPHICAL AREAS : 83 % NATIONAL (40 % LOCALS) / 17 % INTERNATIONAL INTERNATIONAL : UK/19% - ITALY 27% - GERMANY 16% - SWITZERLAND, BELGIUM, RUSSIA 7% - USA 4%..  
n) AWARDS : NONE  
o) MANAGEMENT STAFF PROFESSIONNAL CERTIFICATIONS IN FESTIVAL AND EVENTS MANAGEMENT : NONE SPECIFIC  
p) PROFESSIONAL INDUSTRY INVOLVEMENT : MAINLY IN PROFESSIONAL ASSOCIATIONS OF TOURISM INDUSTRY . EXCHANGES PROGRAMMES WITH OTHER FESTIVAL DESTINATION ALL OVER THE WOLRD (US, CHINA, ASIA, RUSSIA, UK, ITALY…)  

THE TOURIST BUREAU IS A PROUD (NEW) MEMBER OF IFEA
CARNVAL DE
RO DE LA GASTRONOMIE
NICE®

130e

DU
14 FÉVRIER
AU 4 MARS
2014

NICECARNIVAL.COM

VILLE DE NICE

NICE CÔTE AZUR

TOURISME ET CONGRÈS

IFEA WORLD
FESTIVAL & EVENT CITY AWARD
GIANT FLOATS PARADE AT NIGHT
GIANT FLOATS PARADE AT NIGHT
SECTION 2 / COMMUNITY AND EVENTS
PART 2

ROCK AND ROLL TEN MILES DU CARNAVAL
EVENT NAME: ROCK AND ROLL TEN MILES DU CARNAVAL

TOP EXECUTIVE CONTACT: TOM GODFREY, COMPETITOR GROUP EUROPE

NUMBER OF YEARS OF EXISTENCE: FIRST EDITION HELD ON FEB 15 2013

EVENT DATES: EXPO TRADE SHOW FEB 15, RACE ON FEBRUARY 16 2014, 9:15 AM

RECURENCE CYCLE: ANNUAL

GROSS OPERATING EXPENSES: 250 000 €

SPONSORSHIP SUPPORT: 50 000 €

STAFF: 5 FULL TIME 5 PART TIME

ATTENDANCE: 2550 RUNNERS 5000 SPECTATORS

PRIMARY TARGETED MARKETING EFFORTS: 71% FROM FRANCE, 19% REST OF EUROPE, 10% FROM USA

AWARDS: NONE

MANAGEMENT STAFF PROFESSIONNALL CERTIFICATIONS IN FESTIVAL AND EVENTS MANAGEMENT: BRUCE SKINNER, CFEE

PROFESSIONAL INDUSTRY INVOLVEMENT: IN IFEA, RUNNING ORGANIZATIONS AND TOURISM RELATED INDUSTRIES
NICE JAZZ FESTIVAL

depuis 1948

Elégance et rythme
a) EVENT NAME : NICE JAZZ FESTIVAL
b) TOP EXECUTIVE CONTACT : DIMITRI TRIADAPHILIDIS, CITY EVENT DEPT GENERAL MANAGER
c) NUMBER OF YEARS OF EXISTENCE : SINCE 1948, FIRST JAZZ FESTIVAL IN THE WORLD.
d) EVENT DATES : FROM JULY 8-12 2013
e) RECURENCE CYCLE : ANNUALLY
f) GROSS OPERATING REVENUES : 1.4 M€ (TICKETING)
g) GROSS OPERATING EXPENSES : 3.8M€
h) SPONSORSHIP SUPPORT : 350 K€ FROM HOSPITALITY VIP VILLAGE, 4500 CORPORATE GUESTS INVITED BY 38 COMPANIES
i) STAFF : 260 PERSONS FOR THE CORE STAFF, AND 450 FOR THE SUPPLIERS / APPROX 12 000 WORKING HOURS
ii) AGGREGATE ATTENDANCE : 38 000
J) NON AGGREGATE ATTENDANCE : N/A
K) PRIMARY TARGETED MARKETING EFFORTS : FROM LOCAL TO INTERNATIONAL / LOCALS AND VACATIONERS
L) % OF ATTENDEES FROM GEGRAPHICAL AREAS : 90% NATIONAL (60 % LOCALS) / 10 % INTERNATIONAL
N) AWARDS : NONE PARTICULAR
O) MANAGEMENT STAFF PROFESSIONNAL CERTIFICATIONS IN FESTIVAL AND EVENTS MANAGEMENT : NONE SPECIFIC, ALL THE STAFF IS PROFESSIONNALY QUALIFIED FOR ITS FILED OF OPERATION
P) PROFESSIONAL INDUSTRY INVOLVEMENT : EXCHANGES PROGRAMMES WITH OTHER DESTINATION / THE NICE JAZZ FESTIVAL HAS A DECLINATION IN MIAMI (MIAMI NICE JAZZ FESTIVAL) AND SOON IN HANGHZOU IN CHINA, TWIN CITY WITH NICE.
CONCEPT: THE FAMOUS PROMENADE DES ANGLAIS IS CLOSED TO TRAFFIC, AND BECOMES PEDESTRIAN FOR AN EVENING; BARS AND RESTAURANT EXTEND THEIR TERRASSES ON THE BOULEVARD SO PEOPLE CAN EAT AND HAVE DRINKS OUTSIDE, FACING THE SEA.

WE TRANSFORM SEVEN MOTORIZED CARNIVAL PLATFORMS INTO STAGES, WITH POWER SUPPLIED BY SOUND PROOF GENERATORS, FOR SOUND SYSTEM AND LIGHTS, AND WE HAVE LIVE BANDS PLAYING ON IT FROM 9:00 PM TO 11:30. DIFFERENT STYLES OF MUSIC ARE PLAYED, MOSTLY JAZZ, ROCK, POP, LATINO OR FRENCH MUSETTE. NO ELECTRO, DANCE, DJ'S TO AVOID A NON COHERENT MIX OF PUBLICS, THAT COULD BE SOURCE OF TROUBLE. SAME THING FOR THE SCHEDULE, END IS STRICTLY PROGRAMMED AT 11:30 TO KEEP THE EVENT FRIENDLY AND TROUBLE FREE.

WE HAVE ALSO STREET ARTISTS, DANCERS AND ACROBATS, TO ENTERTAIN THE CROWD; PLATFORM ARE MOVING DURING THE EVENING, SPREAD OUT ALL ALONG THE BOULEVARD.

THIS GIVES A VERY FAMILY FRIENDLY ATMOSPHERE, AND DRAGS HUGE CROWDS EACH TIME SINCE FOUR YEARS.

ON THE 14 OF JULY (NATIONAL DAY IN France) WE SHOT A BIG FIREWORK FROM BOATS IN THE BAY AT 22:00, AS WELL ON AUGUST 15, FOR ANOTHER FIREWORK.
a) EVENT NAME : PROM PARTY 

b) TOP EXECUTIVE CONTACT : DENIS ZANON, CEO NICE CONVENTION AND VISITORS BUREAU 

c) NUMBER OF YEARS OF EXISTENCE : 4 

d) EVENT DATES : 29 JUNE, 14 JULY, 11 AND 15 AUGUST 

e) RECURENCE CYCLE : ANNUALLY 

f) GROSS OPERATING REVENUES : NONE (FREE OUTDOOR ENTRANCE) 

g) GROSS OPERATING EXPENSES : 3.8M€ 

h) SPONSORSHIP SUPPORT : NONE, FULLY FUNDED BY CITY SUBVENTION 

i) STAFF : 10 PERMANENTS + 30 SUPPLIERS SECURITY APPROX 1250 HOURS WORKED 

j) AGGREGATE ATTENDANCE : 60 000 FOR ALL 4 EVENTS 

k) NON AGGREGATE ATTENDANCE : N/A 

l) PRIMARY TARGETED MARKETING EFFORTS : LOCALS AND VACATIONERS 

m) % OF ATTENDEES FROM GEGRAPHERICAL AREAS : 75% NATIONAL (60 % LOCALS) / 15 % INTERNATIONAL 

n) AWARDS : NONE 

o) MANAGEMENT STAFF PROFESSIONNAL CERTIFICATIONS IN FESTIVAL AND EVENTS MANAGEMENT : 
   NONE SPECIFIC, ALL THE STAFF IS PROFESSIONNALLY QUALIFIED FOR ITS FILED OF OPERATION 

p) PROFESSIONAL INDUSTRY INVOLVEMENT : NONE
10 NOVEMBRE 2013
MARATHON
2 x 21.1 KM
MARATHON RELAIS

NICE
CANNES

SECTION 2 / COMMUNITY AND EVENTS
PART 5
MARATHON DES ALPES MARITIMES
A) EVENT NAME: MARATHON DES ALPES-MARITIMES NICE TO CANNES (FRENCH RIVIERA MARATHON NICE-CANNES)
B) TOP EXECUTIVE CONTACT: PASCAL THIRIOT, RACE DIRECTOR AND CEO OF AZUR SPORT ORGANISATION
C) NUMBER OF YEARS OF EXISTENCE: 6
D) EVENT DATES: NOVEMBER 10TH, 2013
E) RECURRENCE CYCLE: ANNUAL
F) GROSS OPERATING REVENUES: 4.5 M€ ON LOCAL ECONOMY SUPPLIERS CHAIN (HOTELS, RESTAURANTS, SERVICES) INCLUDING 2.5 M€ IN NICE ONLY.
G) GROSS OPERATING EXPENSES: 1.37 M€
H) SPONSORSHIP SUPPORT: N/A
I) STAFF: 1,300 VOLUNTEERS
J) AGGREGATE ATTENDANCE: 60,000 TO 80,000 SPECTATORS + 30,000 VISITORS ON THE RACE VILLAGE
K) NON AGGREGATE ATTENDANCE: N/A
L) PRIMARY TARGETED MARKETING EFFORTS: FROM LOCAL TO INTERNATIONAL
M) % OF ATTENDEES FROM GEOGRAPHICAL AREAS: 72% FROM FRANCE (29% LOCALS, 71% OTHER AREAS) AND 28% OF INTERNATIONALS AMONG THE 11,000 PARTICIPANTS
INTERNATIONAL: 58 COUNTRIES REPRESENTED (GREAT-BRITAIN: 17%; ITALY: 15%; GERMANY AND BELGIUM: 9%; SWITZERLAND: 8%; DENMARK: 7%; OTHER COUNTRIES: 35%)
N) AWARDS: SECOND LARGEST MARATHON OF FRANCE AFTER PARIS MARATHON
O) MANAGEMENT STAFF PROFESSIONNAL CERTIFICATIONS IN FESTIVAL AND EVENTS MANAGEMENT: N/A
P) PROFESSIONAL INDUSTRY INVOLVEMENT: MAINLY IN THE NATIONAL AND INTERNATIONAL ROAD RACES CIRCUIT
SECTION 2 / COMMUNITY AND EVENTS
PART 6
NICE IRON MAN TRIATHLON
A) EVENT NAME : IRONMAN
B) TOP EXECUTIVE CONTACT : YVES CORDIER, RACE DIRECTOR
C) NUMBER OF YEARS OF EXISTENCE : 9 YEARS UNDER IRONMAN LABEL, 25 IN TOTAL.
D) EVENT DATES : JUNE 29TH, 2014
E) RECURRENCE CYCLE : ANNUAL
F) GROSS OPERATING REVENUES : 4 M€ ON LOCAL ECONOMY SUPPLIERS CHAIN (HOTELS, RESTAURANTS, SERVICES)
G) GROSS OPERATING EXPENSES : 1.5 M€
H) SPONSORSHIP SUPPORT : N/A
I) STAFF : 1,800 VOLUNTEERS
J) AGGREGATE ATTENDANCE : 80,000 SPECTATORS + 40,000 VISITORS ON THE RACE VILLAGE
K) NON AGGREGATE ATTENDANCE : 40 M VIEWERS ON TV
L) PRIMARY TARGETED MARKETING EFFORTS : FROM LOCAL TO INTERNATIONAL
M) % OF ATTENDEES FROM GEOGRAPHICAL AREAS : 70% OF FOREIGNERS AMONG THE 2,800 PARTICIPANTS (SPLIT N/A)
Internationai : 62 COUNTRIES REPRESENTED
N) AWARDS : NONE
O) MANAGEMENT STAFF PROFESSIONNAL CERTIFICATIONS IN FESTIVAL AND EVENTS MANAGEMENT : N/A
P) PROFESSIONAL INDUSTRY INVOLVEMENT : MAINLY IN WORLD TRIATHLON CORPORATION EVENTS (31 IRONMAN RACES AROUND THE WORLD)
A) EVENT NAME : OPEN DE TENNIS NICE CÔTE D’AZUR (ATP TOUR)
B) TOP EXECUTIVE CONTACT : JEAN-FRANÇOIS CAUJOLLE AND PIERRE ALBUIXECH, TOURNAMENT DIRECTORS
C) NUMBER OF YEARS OF EXISTENCE : THE TOURNAMENT WAS ORIGINALLY CREATED IN 1971 AND RESUMED IN 2010 AFTER 15 YEARS OF ABSENCE. IN 2013, IT WAS THE 29TH EDITION AND 4TH EDITION OF THE MODERN ERA.
D) EVENT DATES : MAY 18 TO 24TH, 2014
E) RECURENCE CYCLE : ANNUALLY
F) GROSS OPERATING REVENUES : 2.7 M€ INCLUDING 1.5 M€ ON LOCAL ECONOMY SUPPLIERS CHAIN (HOTELS, RESTAURANTS, SERVICES)
G) GROSS OPERATING EXPENSES : 1.2 M€
H) SPONSORSHIP SUPPORT : N/A
I) STAFF : 404 PERSONS (356 PROFESSIONALS + 48 VOLUNTEERS)
J) AGGREGATE ATTENDANCE : 24,000
K) NON AGGREGATE ATTENDANCE : 1.5 M VIEWERS ON TV
L) PRIMARY TARGETED MARKETING EFFORTS : LOCAL POPULATION, TENNIS FANS AND PRIMARY SCHOOL STUDENTS.
M) % OF ATTENDEES FROM GEGRAPHICAL AREAS : MOSTLY LOCAL (NICE’S AREA)
N) INTERNATIONAL : N/A
O) AWARDS : 462 K€
P) PROFESSIONAL INDUSTRY INVOLVEMENT : MAINLY IN ATP WORLD TOUR TOURNAMENTS (65 ATP TOURNAMENTS AROUND THE WORLD)
A) OBJECTIVES : THE MAYOR OF CITY OF NICE HAS CHOSEN TO HAVE A STRONG EVENT STRATEGY ALL YEAR ROUND, SINCE FIVE YEARS NOW, IN ORDER TO GET MORE EXPOSURE FOR THE CITY, BUILD A MORE DYNAMIC, MODERN AND ACTIVE IMAGE OF NICE, WHICH GLOBAL POSITIONNING WAS FADING AWAY SINCE MORE THAN TEN YEARS. FIVE YEARS LATER HIS ELECTION, THE OUTSIDE PERCEPTION OF NICE IS RADICALLY CHANGED IN THE INTENDED WAY. ECONOMY IS GENERATED WHEN NEEDED IN LOW SEASON.

B) DIRECT FUNDING FROM THE CITY : THE CITY FUNDS ALL ITS YEAR ROUND EVENT PROGRAMME, THROUGH SUBVENTIONS ALLOCATED TO ITS EVENT DEPARTMENT OR TO THE TOURIST BOARD WHO IS IN CHARGE OF THE CARNIVAL ORGANIZATION. PARTNERSHIPS ARE ALSO MADE FOR CERTAIN EVENTS WITH PRIVATE ORGANIZERS WHEN THEY CO-PRODUCE THE EVENT.

C) IN KIND SERVICES PROVIDED : MOST OF LOGISTIC, EITHER DIRECTLY WHEN THE CITY HAVE THE RESSOURSE IN HOUSE (ADMINISTRATION, HUMAN RESSOURCES, STRUCTURES LIKE SMALL GRANDSTANDS, TENTS, BARREERS, VEHICULES,ETC) OR THROUGH SUPPLIER WHO ARE CONTRACTED ON A YEARLY BASIS FOR OUTSIDE NEEDS (BIG GRAND STANDS, LIGHTS, AUDIO VISUAL, SECURITY, PRINTING ETC…)

D) ROLE OF THE CITY IN EVENT APPROVAL : MANDATORY. EVENTS NEED THE APPROVAL OF THE MAYOR AND THE CITY COUNCIL. EVERY WORTHY PROPOSAL IS SUBMITTED AND HAS TO BE VOTED BY THE CITY COUNCIL, EITHER FOR MAKING AND FINANCING.

E) CITY PROVIDED FESTIVAL AND EVENT PROCESS AND COORDINATION SYSTEM : NICE HAS A FULL INTEGRETED EVENT DEPARTMENT WITH SPECIFIC STAFF INCLUDING LOGISTICS, COMMUNICATION AND MARKETING. THE SPORT DEPARTMENT ALSO ORGANIZE EVERY SPORT EVENT, WITH A SPECIFIC STAFF, IN COORDINATION WITH THE MAIN EVENT DEPARTEMENT. AND FINALLY, THE TOURISM BOARD HAS A VERY SPECIFIC TASK BY ORGANISING THE XMAS VILLAGE, THE PROM PARTYS (CONCERTS), AND THE NICE CARNIVAL.
F) PARTICIPATION IN OFFICIAL CAPACITY BY CITY REPS: ALL THE COMITEES OF THE MAIN EVENTS ORGANIZED IN THE CITY HAVE CITY OFFICIALS IN THE BOARD. AS SOON AS THE CITY IS INVOLVED IN A WAY OR ANOTHER, THERE IS SOMEONE FROM THE SERVICES DESCRIBED IN POINT «E» PRESENT IN THE ORGANIZATION BOARD.

G) LOCAL LAW, ORDINANCES, REGULATIONS ETC.: THERE ARE A LOT OF NATIONAL AND LOCAL REGULATIONS AND RULES FOR EVENT ORGANIZATION. ALL THE SERVICES (CITY AND TOURISM BOARD) HAVE IN THEIR STAFF PEOPLE DEDICATED TO REGULATION, LAW ISSUES AND SECURITY PLANS TO SET UP. EVERY EVENT HAS TO SET UP A COMPLETE REGULATION FILE, WHICH IS STRICTLY CONTROLLED BY ALL THE STATE SERVICES IN EACH FIELD BEFORE RECEIVING THE FINAL GREEN LIGHT.

H) CITY PROVIDED TRAINING: NO SPECIFIC TRAINING, ALL THE ABOVE MENTIONED SERVICES ARE SATISFIED WITH HIGH QUALIFIED PROFESSIONALS, WITH DECADES OF EXPERIENCE, AND SPECIFIC BACKGROUNDS IN ORDER TO HAVE EFFICIENT AND COMPLETE TEAMS.

I) DIRECT INDUSTRY MEMBERSHIPS, INVOLVEMENT: NO SPECIFIC, LOTS OF EXCHANGES WITH OTHER COUNTRIES (27 SISTER CITIES) AND EVENTS ALL OVER THE WORLD.
SECTION 4
NON GOVERNEMENTAL COMMUNITY
SUPPORT OF FESTIVALS AND EVENTS

• A) VOLUNTEERS INVOLVEMENT: DEPENDING ON THE NATURE OF THE EVENT, VOLUNTEERS ARE EASIER TO RECRUIT. NICE IS A BIG CITY AND THERE ARE USUALLY A LOT OF PEOPLE WHO WANT TO PARTICIPATE TO EVENT ORGANIZATION. FRENCH LABOR LAWS ARE ALSO VERY STRICT ON THE STATUS OF THE VOLUNTEER AND DOESN’T ALLOW SYSTEMATICALLY TO HAVE STAFF WITH MINIMUM WAGE OR WHO WORK FOR FREE.

• B) SPONSORSHIP SUPPORT: DEPENDS ON TYPE OF EVENTS, BUT QUITE MANDATORY ACTUALLY. RESTRICTIONS APPLY FOR ALCOHOL BRANDS, CIGARETTE BRANDS, AND EVERYTHING THAT COULD OFFEND MORALITY OR EVEN WHEN DOESN’T MATCH WITH THE MARKETING POSITIONING OF THE CITY AS A TOURISM DESTINATION.

• C) MEDIA SUPPORT: MEDIAS ARE WORKED DAILY BY THE PRESS DEPTS OF THE CITY AND TOURIST BOARD. NICE, AS THE FIFTH LARGEST CITY OF THE COUNTRY HAS ALL THE NATIONAL MEDIAS REPRESENTATIONS LOCALLY WHICH HELPS DRAMATICALLY TO GET EXPOSURE NEEDED BY THE EVENTS.

• D) CHAMBER OF COMMERCE AND CONVENTION AND VISITORS BUREAU: TOTALY INVOLVED IN THE EVENT STRATEGY AND ALSO ORGANIZERS OF MAJOR EVENTS. AS A MAJOR TOURISM DESTINATION, THOSE TWO ORGANIZATIONS ARE FULLY ORGANIZED TO HANDLE THE DESTINATION MARKETING AND PROMOTION WORLDWIDE. ALL ASPECTS OF THESE ACTIVITIES ARE COVERED DAILY TO SUPPORT THE TOURISM ECONOMY (50% OF LOCAL ECONOMY INCOME AND EMPLOYEMENT) AND NATURALLY PROVIDE HIGH LEVEL SERVICES FOR THE EVENT STRATEGY OF THE CITY.

• E) DOWNTOWN ASSOCIATIONS: THERE ARE NUMEROUS ASSOCIATIONS (COMMERCE, BUSINESSES, ETC) MOST OF THEM ARE INVOLVED WHEN ITS PERTINENT TO GET SUPPORT FROM THEIR MEMBERS, WHICH IS OFTEN THE CASE

• F) ORGANIZATIONS TO ASSIST INDIVIDUALS WITH DISABILITIES: BESIDE THE NUMEROUS ASSOCIATIONS FOR HELPING HANDICAPPED PEOPLE, THE CITY IS WORKING ON A STRONG ACCESSIBILTY POLICY, NOT ONLY FOR EVENTS, BUT ALSO TO MAKE THE WHOLE CITY AS COMFORTABLE AND ACCESSIBLE AS POSSIBLE. THE CITY HAS A SPECIFIC DEPARTMENT TO FOLLOW THIS PARTICULAR POINT. THE CVB HAS ASLO A SPECIFIC GUIDE FOR THE DISABLED DOWLOADABLE ON THE WEBSITE.

• G) LOCAL EVENT COOPERATIVES / N/A

• 1/2
F) ORGANIZATIONS TO ASSIST INDIVIDUALS WITH DISABILITIES: BESIDE THE NUMEROUS ASSOCIATIONS FOR HELPING HANDICAPPED PEOPLE, THE CITY IS WORKING ON A STRONG ACCESSIBILITY POLICY, NOT ONLY FOR EVENTS, BUT ALSO TO MAKE THE WHOLE CITY AS COMFORTABLE AND ACCESSIBLE AS POSSIBLE. THE CITY HAS A SPECIFIC DEPARTMENT TO FOLLOW THIS PARTICULAR POINT. THE CVB HAS ALSO A SPECIFIC GUIDE FOR THE DISABLED DOWNLOADABLE ON THE WEBSITE.

G) LOCAL EVENT COOPERATIVES / ?


I) EDUCATIONAL INSTITUTION SUPPORT: SOME EVENTS ARE COORDINATED WITH THE EDUCATIONAL INSTITUTIONS AND SCHOOLS LIKE THE CARNIVAL WITH SPECIFIC PROGRAMMES INTEGRATED IN THE SCHOOLING PROCESS, INCLUDING HISTORY, OR PLASTIC ARTS. AT THE OPENING OF CARNIVAL, 2000 KIDS COME TO PLAY SONGS AND DANCES THEY HAVE BEEN WORKING ON FOR MONTHS.

J) SPECIAL INCENTIVES/DISCOUNTS: MOST OF THE HOTELS OFFER PACKAGES FOR THE MAIN EVENTS COMBINED WITH TICKETS, ALL YEAR ROUND. THE CVB AND ALL THE PROFESSIONNALS, BUT MOSTLY HOTELS ARE MAKING PACKAGES SALES A PRIORITY OF THE EVENT STRATEGY.

K) ACCESS TO INDUSTRY SUPPLIERS TO LOCAL MARKET: NICE AND THE FRENCH RIVIERA IS THE MOST EVENT PRODUCING DESTINATION OF FRANCE, ALL YEAR ROUND. BY THE WAY, LOTS OF MAJOR PLAYERS IN THE INDUSTRY ARE BASED IN PARIS AND FRENCH RIVIERA, PROVIDING A RICH SPAN OF HIGH LEVEL SUPPLIERS. DESPITE THIS CLOSE RESERVOIR OF COMPANIES, ALL THE BIG EVENTS ARE SUBJECT TO PUBLIC CONSULTATIONS AND BY LAW OPEN TO ALL FRENCH COMPANIES WHEREVER THEY ARE. BY ESSENCE THERE IS NO « SMALL ACT BUSINNESS » IN FRANCE, IT IS NOT ALLOWED.

L) DIRECT INDUSTRY INVOLVEMENT: NO SPECIFIC.
SECTION 5
LEVERAGING « COMMUNITY CAPITAL » CREATED BY FESTIVALS AND EVENTS

• A) COMMUNITY BRANDING : THE CITY HAS INTEGRATED THE EVENT SECTOR AS A MAJOR AXLE OF THE TERRITORY MARKETING, EITHER TO THE OUTSIDE (VISITORS) THAN INSIDE (LOCALS) EVERY EVENT IS THOUGHT WITH A CLEAR OBJECTIVE, IN ORDER TO THICKEN THE POSITIONNING OF AN « EVENT CITY »

• B) PROMOTING TOURISM : SAME AS POINT A, THE PROMOTING LEVERAGE OFFERED BY EVENTS IS TOTALLY INTEGRATED IN THE MARKETING PLAN OF THE CONVENTION AND VISITORS BUREAU, AND RELAYED IN NEARLY 30 COUNTRIES ALL YEAR ROUND, IN THE MARKETING AND PROMOTION PLAN THAT PROMOTE THE DESTINATION.

• C) CONVENTION MARKETING : SEE B. SAME PROCESS.

• D) CORPORATE RECRUITING EFFORTS : THE EVENT STRATEGY OF THE CITY IS ONE OF THE GLOBAL ATTRACTIVITY PACKAGE OF THE DESTINATION, AND IS ALSO USED BY THE ECONOMIC DEVELOPMENT AGENCY AS AN ASSET IN ORDER TO BRING NEW COMPANIES ON THE AREA, ALONG WITH THE QUALITY OF LIFE, SECURITY, AND BUSINESS FACILITIES.

• E) RELOCATION PACKETS AND INFORMATION : ??

• F) FAMILIARIZATION TOURS : ALL YEAR ROUND, THE CITY AND CVB ORGANIZE DOZENS OF FAM TOURS TO PROMOTE THE CITY AND ALL ITS ASPECTS (EVENTS, ECONOMY, SOCIAL, POLITICS, ETC)

• G) OUT OF THE MARKET MEDIA COVERAGE : EVERY EVENT HAS AN OPEN ANGLE TO COMMUNICATE ON OUT OF THE MARKET MEDIA, AND IT IS ALSO EXPLOITED IN THIS WAY SYSTEMATICALY.
H) ENHANCING EXPOSURE TO THE ARTS AND OTHER CAUSES: SINCE TWO CENTURIES, NICE HAS BEEN A MAJOR INSPIRATIONAL TERRITORY FOR PAINTERS, FILMS MAKERS, WRITERS, AND ART IS ONE OF THE MAIN EVENT FIELDS.

I) CREATING HIGHLY VISIBLE PR CAMPAIGNS: PART OF THE REQUIREMENTS OF EVERY EVENT IN ORDER TO SHOW TO THE LOCALS THAT THE TAX MONEY IS WELL SPEND, NOT ONLY BY THE REVENUE GENERATED BY EVENTS, BUT ALSO TO USE THOSE EVENTS AS A SUPPORT TO SHOW THAT THE CITY IS WELL HANDLED (CLEANING, SECURITY, ETC). NICE DOES LOTS OF CAMPAIGNS TO ENHANCE PUBLIC SERVICES DURING EVENTS.

J) ENCOURAGING COMMUNITY BOUNDING AND PARTICIPATION: NICE IS A LONG HISTORY CITY, WITH A STRONG TRADITIONAL PATRIMONY AND A SPECIFIC PROGRAMME OF TRADITIONAL FESTIVITIES GATHER ALL THE LOCALS SYSTEMATICALLY, BECAUSE OF A STRONG COMMUNITY SPIRIT SPECIFIC TO THE CITY.

K) HIGHLIGHTING OR DEVELOPPING UNDERUSED VENUES OR SECTIONS OF THE COMMUNITY: THERE ARE NOT REALLY UNDERUSED VENUES TO HIGHLIGHT.

L) CREATING LEGACIES AND IMAGES BEYOND THE EVENT: IN ORDER TO INTEGRATE THE EVENT IN THE GLOBAL MARKETING PLAN, ALL ASPECTS THAT CAN BE USED FOR ENHANCING THE DESTINATION, THE MARKETING POSITIONNING AND GLOBAL IMAGE OF NICE IS USED. THE WEB AND SOCIAL NETWORKS ARE FULLY USED IN THIS PARTICULAR MATTER.
SECTION 6
EXTRA CREDIT

• A) SKILLS DEVELOPEMENT : BESIDE CURSUS DEDICATED TO EVENT INDUSTRY, A LICENCE OF THE WORK OF CARNIVALS AND ARTS OF SHOW IS OPEN SINCE LAST YEAR AT THE NICE UNIVERSITY.

• B) N/A

• C) N/A

• D) FESTIVAL AND EVENTS SHARED PROGRAM : DOES NATURALLY EXISTS FOR WAREHOUSES, WORKSHOPS, STAFF AND STRUCTURES, AS THE EVENT ACTIVITY OF THE CITY IS INTENSE.

• E) RECRUITING EVENTS : NICE IS A MAJOR TOURISTIC DESTINATION, BLESSED BY 300 DAYS OF SUNSHINE PER YEAR. THEREFORE, HUNDREDS OF PROJECT ARE SENT TO THE MAYOR FROM EVERY KIND OF ORGANIZERS FROM ALL OVER THE WORLD. THE BEST AND MOST PERTINENTS ARE STUDIED BY THE EVENT DEPARTMENT, AND SUBMITTED TO THE MAYOR AND THE CITY COUNCIL.

• ON ANOTHER HAND, THE EVENT DEPARTMENT AND THE CVB ARE CONSTANTLY WORKING TO CREATE NEW EVENTS, THAT ARE FITTING THE GLOBAL MARKETING STRATEGY OF THE CITY AND THE MAIN LINES OF THE POLITIC STRATEGY OF THE MAYOR FOR THE CITY.

• SOME BIG EVENTS ARE ON DISPLAY FOR THE FUTURE SHORT AND LONG TERM BESIDE THE RECURRENT EVENTS (CARNIVAL, JAZZ FESTIVAL, MARATHON, IRONMAN TRIATHLON, EUROPETANQUES, HARBOUR FEAST, PARIS TO NICE CYCLING RACE, ETC) LIKE THE FRANCOPHONY GAMES, THE EURO 2016, AND MAJOR CANDIDACIES ARE UNDER STUDY (OLYMPIC WINTER GAMES, WORLD HAND BALL CHAMPIONSHIPS, ETC...)
NICE WILL BE ONE OF THE 5 CITIES IN France SELECTED TO WELCOME GAMES OF THE SOCCER EURO 2016, ONE OF THE MOST IMPORTANT EVENT WORLWIDE. THANKS TO THE NEW ALLIANZ RIVIERA STADIUM.

NICE WILL HOST THE FRANCOPHONY GAMES IN SEPTEMBER FROM 6 TO 15. 2800 ATHLETES FROM FRENCH SPEAKING COUNTRIES, 5 PRESIDENTS AND 20 MINISTERS ATTEND THE OPENING CEREMONY.
A CITY THAT MOVES FORWARD

SOME OF THE FUTURE DEVELOPMENTS, THREE NEW LOCATIONS FOR EVENTS

THANK YOU FOR YOUR ATTENTION, CAN'T WAIT TO HAVE YOU WITH US!