

## USOC studies 2024 Olympic Games bidding options

*Matt Cutler*

Scott Blackmun, the chief executive officer of the US Olympic Committee (USOC), has revealed that the organisation is in talks with 10 cities over a potential bid for the 2024 Olympic Games.



The latest development comes after the USOC in February moved a step closer towards returning to the Olympic bidding field after issuing a letter to the mayors of 35 cities in an effort to gauge interest in a possible tilt at the Summer Games. The letter from Blackmun was sent to the United States' 25 largest cities, along with 10 others. The USOC confirmed in July that it would seek to re-enter the Olympic Games bidding fray from 2024, after shelving any prospect of an attempt at the 2022 Winter Games.

The International Olympic Committee (IOC) and the USOC brought an end to a long-running dispute over the share of Olympic Games commercial revenues by announcing a new deal at SportAccord Convention in May 2012. The deal opened the door to a possible US Olympic Games bid, with the USOC having pulled back from entering a bid since the huge disappointment of Chicago finishing last in the candidate cities vote for the 2016 Summer Olympics.

Concerning the current status of talks, Blackmun told the Associated Press: "We're in discussion with about 10 cities actively now. The process is really working the way it was supposed to." The likes of Los Angeles, Philadelphia and Tulsa have also openly admitted their interest in pursuing a bid, but Blackmun declined to identify other cities considered as potential candidates, saying they preferred to keep it confidential for the time being. However, he believes the current list of 10 cities is unlikely to be increased. "We don't want to submit a bid we don't think we can win," said Blackmun. "We have to assess our chances. We want this bid to be a national bid, an American, bid, not just a city bid. We want to make sure we have been as inclusive as possible."

Blackmun said a joint bid could work in some geographical areas, citing the Bay Area and the cities of San Francisco, Oakland and San Jose as a "natural" possibility. Commenting on the feasibility of a US-Mexican offering in the shape of San Diego and Tijuana, he added: "That would have its challenges. We haven't looked at it carefully. We just learned about it."

The United States has not hosted the Summer Olympics since Atlanta in 1996, while Salt Lake City was the last American city to stage the Winter Games in 2002. The likes of Rome, Paris, Doha, Dubai and Durban have expressed an interest in bidding for the 2024 Games. The USOC is expected to make a final decision on whether to push forward with a bid by the end of 2014.

**Fonte: SportBusiness International. Disponível em:**

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