

# ZAKOPANE



## CANDIDATE CITY CHARACTERISTICS, LEGAL ASPECTS AND SECURITY

Poland is a democratic Republic with a new coalition government elected in October 1998. As one of the larger countries in Eastern Europe and with a fast developing economy it is in a period of transition nationally and internationally. It is anticipated that Poland will attain membership in the European Union.

A new law is proposed to change the system of government by reducing the number of provinces (voivodeships) thereby granting greater provincial autonomy.

Two polls throughout Poland in 1996 and 1998 showed a majority in support of the bid. In a referendum in Zakopane in 1997 a majority replied positively to the question of organising the Games as well as its financial implications.

The Zakopane Bid Committee confirmed that the terms of the Olympic Charter and the Host City Contract would be fully respected, including granting free access into Poland on the basis of a passport (or equivalent document) and the Olympic identity card; allowing persons to work in Poland to carry out their Olympic-related functions prior to, during and after the Olympic Games; and allowing the entry into Poland of all goods (e.g. medication, equipment and food) required by

members of the Olympic Family in relation to the Olympic Games, free of customs duties.

Security for the Games would be under the overall direction of the Police Forces of the Republic of Poland, working through a Security Commission within the future OCOG. Poland's security forces appear to have had sufficient experience. Governmental assurances have been received regarding the availability of public security protection during the Games, to which the Bid Committee added a representation that all public forces would be provided without cost to the future OCOG.

The Commission met with the President of Poland Alexander Kwasniewski (former Sports Minister and NOC President) who reiterated the government's support of the bid. The Commission was pleased to note the presence throughout the visit of the IOC Member in Poland, the NOC President, several ministers and regional authorities as well as Olympians.

## SPORTS

The proposed sports concept is good with the majority of the venues in the vicinity of Zakopane, close to the

Olympic Village. Figure skating, short track speed skating and curling will take place in Krakow, two hours from Zakopane. The Commission wishes to point out the ISU preference that all skating events take place in the same area.

There is a strong interest in Zakopane in the development of sports facilities. The construction of certain facilities, particularly the skiing venues, to be located totally or partially in the Tatra National Park, will be a big challenge due to its special international ecological status.

A very good use of the ice facilities will be ensured after the Games for the development of ice sports mainly in Zakopane and Nowy Targ.

For alpine skiing the slalom event will be held on an existing ski slope close to the town centre for which permission to widen the slope must be obtained. The proposed venue for the downhill, super-G and giant slalom events will be Kasprowy Wierch, another existing ski area. At present, snowmaking facilities, cable car, lift and spectator capacities, are insufficient and access to the stadium is non-existent. The proposed men's downhill course has not received FIS approval. The Bid Committee has since proposed another venue for this event for which further study is needed. Three venues will be used for the freestyle and snowboard events: Nosal, site of the alpine slalom, for the

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moguls competition; Poronin, ten minutes from the Olympic Village, for the freestyle aerials and snowboard halfpipe; and the alpine ski slope of Kasprowy Wierch, for the snowboard giant slalom.

There is a long tradition in nordic events in Zakopane. Situated within walking distance of the city centre, the ski jumping hills are well known and have hosted many World Cup competitions and World Championships. There will be easy access for the 80,000 and 42,000 spectators for the 120m and 90m jumps respectively. Nordic combined events will also take place in this stadium. Renovations are required to upgrade this facility which will also be used for the Opening and Closing ceremonies.

The cross country events will take place at a new venue in Koscielisko-Siwa Polana, 15 minutes from the Olympic Village. This venue offers excellent possibilities with good access and ample space for spectators.

Biathlon will take place in Koscielisko-Kiry, a military training base with a good tradition in biathlon, 15 minutes from the Olympic Village.

A bobsleigh and luge track will be constructed at Koscielisko-Witow close to the cross country ski stadium, 20 minutes from the Olympic Village. Major work is required to create the track and access roads.

There will be two new arenas to be constructed for the men's ice hockey tournament one in Zakopane and one in Nowy Targ, 25 minutes from the Olympic Village. Both sites will enjoy good access by car and public transportation and each will have a seating capacity for 10,000 spectators. An existing venue at Nowy Targ, which has hosted many international competitions, will be completely rebuilt and extended to 7,000 seats and will host the women's tournament. The

IIHF has a concern with the logistics of holding the men's ice hockey final in Krakow.

In the vicinity of the jumping hills and ice hockey stadium in Zakopane, on the site of an existing natural oval, a new multi-purpose stadium for speed skating will be built with 10,000 seats. Krakow will host figure skating, short track speed skating and the men's ice-hockey finals in a multi-purpose stadium for 15,000 spectators to be built on the Krakow Academy of Physical Education campus within walking distance of the athletes' accommodations.

An existing rink in Krakow, ten minutes from the athletes accommodations and with a capacity of 2,700 seats will be rebuilt to host the curling competitions.

At the venues located near the Tatra Mountains there is a possibility of short periods with strong foehn (warm) winds during the period of the Games.

### PARALYMPICS

The Paralympics will be organised under the operational and financial responsibility of the future Organising Committee of the Olympic Winter Games. All relevant guarantees given by the authorities concerning the Olympic Games will also apply to the Paralympics.

### OLYMPIC VILLAGE

The Olympic Village will be set in an attractive location on a hillside close to the city centre and in proximity to all the sports venues in Zakopane. The stadium for Opening and Closing ceremonies is 10 minutes by bus from the Olympic Village. The Village will be used as a resort area after the Games.

The Village will have 2,940 beds of which 2,380 beds are planned in per-

manent buildings and 560 beds are planned in temporary housing. If needed, more beds could be added by building an extra floor to some of the housing units. The Bid Committee stated that the same standard of accommodation would be provided in all housing.

As the competitions for figure skating, short track speed skating, curling and ice hockey (men's finals) will be held in Krakow, 110 km from Zakopane, the Bid Committee offers additional accommodation for 1,100 persons in Krakow on the campus of the Academy of Physical Education. 600 beds are planned in existing housing and 480 beds are planned in a new building. Extensive renovations are required.

Plans for the accommodation of NOC extra officials (As) need to be elaborated.

The Bid Committee offers reimbursement to NOCs for the price of the least expensive economy air fare ticket for athletes and officials (Aa, Ac, Am, and Ao accredited persons) Krakow is the main entry airport.

### ENVIRONMENT

The current "Zakopane Contract" to fight local sources of pollution sets a positive standard for the way in which the government is to involve all partners in improving the environment. The high air and water pollution levels in the Zakopane and Krakow areas are diminishing, and the government is implementing major environmental programmes to bring conditions to acceptable levels by the time of the Games.

The future OCOG will have the authority to initiate environmental projects in collaboration with local and regional authorities. The Games are viewed as a way of encouraging a sustainable development programme,



including a new framework for environmental decision making. The government will carry out clean-up programmes for energy supplies, rivers and other environmental improvement programmes decided by the local communities. Local abundant sources of geothermal energy are to be exploited and used at Olympic venues in Zakopane.

Except for the biathlon venue, environmental impact studies were not made available to the Evaluation Commission. Previous studies on the effect of sports and recreation in the Tatra Biosphere Reserve recommend a limitation on the expansion of skiing areas. The new alpine skiing venues and the necessary transportation infrastructure inside the Tatra Bios-

phere Reserve involve construction in an ecologically sensitive area. The location of the bobsleigh and luge run will cause some deforestation in the biological corridor between the Tatra Biosphere Reserve and the Orawa forest area.

There are objections among non-governmental organisations and the scientific community to the proposed venues in the Biosphere Reserve. Constructive dialogue appears difficult to establish at this time between the Bid Committee and opposing environmental organisations.

The proposed environmental awareness programme focuses on improving attitudes and increasing knowledge of sustainable development and environment protection through the media, conferences and other public participation opportunities.

## **MEDICAL/HEALTH SERVICES**

Whilst the region currently has sufficient medical infrastructure to guarantee reliable medical service for members of the Olympic Family, the Candidature Committee proposes that a new hospital in Nowy Targ, currently under construction, would become the main health care centre for the Olympic Games.

Upon confirmation of their professional status by their NOC, medical personnel will have authorization to practice within their respective national delegations and to provide emergency services as necessary.

The Polish NOC is in the process of obtaining IOC accreditation for two laboratories in Warsaw and Poradnia. Representation was made to the Evaluation Commission that a temporary laboratory would be established in Zakopane.

The Candidature Committee confirmed that members of the Olympic

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Family will receive medical treatment free of charge.

### ACCOMMODATION

The availability of accommodation in the region of Zakopane (within 15km of the city centre) is 16,400 beds, of which 9,720 beds are in hotels, motels and holiday pensions. The Evaluation Commission believes that the general standard of accommodation needs to be upgraded. In Krakow, there are approximately 5,550 hotel beds. Preliminary approval has been given to new accommodation construction in Zakopane (2,000 rooms), the vicinity of Zakopane (2,000 rooms) and Krakow (4,000 rooms).

The proposed accommodation for the Olympic Family, except for the Olympic Village, is as follows:

- IOC, IFs, NOCs:  
1,083 rooms (hotels and pensions in Zakopane);  
365 rooms (hotels in Krakow).
- IF technical officials:  
205 rooms (Various pensions near venues in Zakopane);  
120 rooms (hotel in Krakow).
- Media:  
2,320 rooms (hotels and pensions in Zakopane);  
3,600 rooms (hotels and student dormitories in Krakow)
- Sponsors:  
3,097 rooms (hotels and pensions in Zakopane);  
1,040 rooms (hotels in Krakow).
- Volunteers/Security forces:  
3,100 rooms (Pensions, and Police lodging in Zakopane and Krakow).

The Bid Committee declared during the evaluation that all IOC persons wishing to attend events in Krakow could be accommodated. The accommodation for media and volun-

teers / security forces seems to be inadequate at this time.

The Bid Committee represented that hotel price control would be based on the average room price for the four years preceding the Games, subject to adjustment for inflation. No policy for a minimum length of hotel stay had been considered at the time of evaluation.

### TRANSPORTATION

The gateway airport would be the John Paul II international airport at Krakow Balice (distances to Krakow: 14 km, and Zakopane: 111 km). The international airport at Warsaw would be the secondary airport (distances to Krakow: 293 km, and Zakopane: 402 km).

Krakow is a major rail and road junction in Poland, and Zakopane is linked to Krakow by an electrified railway line on which there are intermediate stations at Nowy Targ and Poronin. While the road between Krakow and Zakopane is currently insufficient for Games related traffic, many improvements are underway or planned - with the full support of the government of the Republic of Poland - such as an increase in the capacity of the roads and railways, including the completion of a southern bypass road around Krakow and modernisation of the highway and rail lines between Krakow and Zakopane. In addition the railway stations in Zakopane and Nowy Targ will be modernised.

There are currently no existing access roads to the alpine venue of Kasprowy Wierch and the site for bobsleigh and luge thus creating a construction and environmental challenge.

It is anticipated that spectators would travel principally by public transportation services.

### MEDIA AND COMMUNICATION

The Main Press Centre (MPC) and the International Broadcast Centre (IBC - 34,000m<sup>2</sup>) will be located in Zakopane in two separate buildings 5 km apart. There is also a Press Centre in Krakow next to the multi-purpose facility to be used for figure skating, and a second IBC in an existing television station. All international television and radio signals will be produced and made available to Olympic rights holding broadcasters at the IBC in Zakopane. The IBC will be ready one year before the Games in order to install the temporary broadcasting equipment.

At the time of the Evaluation Commission's visit the Bid Committee had not yet identified a sufficient number of beds for media to meet the Host City Contract requirement, but it is expected to do so.

Polish television has confirmed its willingness to be host broadcaster.

Developments in process are expected to provide Zakopane with a more than suitable telecommunication infrastructure by the time of the Games.

### FINANCE AND MARKETING

#### A. Finance

The financial guarantees provided by the public authorities together with the current expansion of the Polish economy appear to provide the necessary financial resources to deliver the Olympic Winter Games. The support by the public authorities is based on the belief that the Games are considered to be an important element in the long term development plan of the country and especially of the Zakopane area.

There are two areas of the overall budget which, in the opinion of the Commission, will place strain on the



ability of the future Organising Committee to deliver a balanced financial situation. These are:

a) Budgeted revenues of US\$ 300 million on the local sponsorship programme which appear to be overstated in that they represent more than 1/3 of total revenues.

b) US\$ 160 million of capital investment from the OCOG budget required to provide the Olympic Village, the MPC and the IBC in Zakopane and which will be left as a legacy to this community in the form of hotels, health and aquatic centres and multi-purpose buildings.

Furthermore, it should be mentioned that the non-OCOG investment budget includes only those investments requiring public authority financing and does not disclose investments required for accommodation (hotels) and other private sector investments such as cable cars and ski lifts.

## **B. Marketing**

The Polish economy is currently enjoying very positive growth which is expected to continue over the coming years, although it is uncertain as to what effect the weakening of the Eastern European economies will have on Poland.

Terms and conditions of a joint marketing programme are currently under negotiation and it is expected that an agreement will be signed between the Polish NOC and the Bid Committee by 31st December 1998.

The Bid Committee represented that the public authorities have the legal power to avoid problems of ambush marketing in the areas of billboard advertising, air space control and street vending.

## **CEREMONIES, CULTURE AND OLYMPISM**

The Opening and Closing ceremonies will be held in the existing jumping

stadium in Zakopane which is to be reconstructed and enlarged to 80,000 seats.

Medal ceremonies will take place in Zakopane's central square within walking distance of the Olympic Village.

The historical and cultural heritage of Krakow, which will be one of the European capitals of culture in the year 2000, will offer an attractive cultural programme. In addition, should Zakopane be awarded the Games, various subjects on Olympism will be added to the school programme.

A Youth Camp for 1,000 participants will be organised during the Games on the campus of Krakow University, which will be free of charge. All NOCs will be invited to participate.

*NB: Excerpted from the IOC Evaluation Commission report for the XX Olympic Winter Games in 2006 published in January 1999.*

