

UEFA EURO 2020

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Finance SPC – March 2018

Agenda



1. Overview of UEFA EURO 2020 – Dublin

2. Dublin Project: Commitments, Responsibilities and Budget

3. Dublin Local Organising Structure (LOS)

4. Budget allocations

UEFA EURO 2020 – 60th Anniversary

A unique pan-European tournament



The Bid (2014) – Dublin chosen as one of 13 host cities







AMSTERDAM

BAKU

BILBAO

BUCHAREST



BUDAPEST

COPENHAGEN

DUBLIN

GLASGOW



LONDON

MUNICH

ROME

ST. PETERSBURG



UEFA
EURO2020

Team Approach



Joint Dublin City Council/FAI bid with full Government Support

Dublin chosen to host 3 Group games and 1 Round of 16 game – all in Aviva Stadium

Overarching Board consists Dublin City Council, FAI, Government

Project Working Group established to manage the operation with UEFA

Legal agreements covering staging, city & stadium commitments signed as part of the bid

Financing of tournament covered by all main stakeholders

Biggest sporting event ever to be held in Ireland



- 3rd biggest TV audience worldwide
1.9 billion cumulative
299 million watched Final
- 4 matches in Dublin – 200,000 attendees
- Estimated up to 160,000 overseas visitors



Biggest sporting event ever to be held in Ireland



- Significant economic benefit
- Global media interest in Dublin and Ireland
- Reputation impact for Dublin City and Ireland
- New challenge for UEFA and all host cities



Dublin also successfully bids to host TV Qualifying Draw



- Convention Centre chosen as venue for TV draw – 2 December 2018
- 1,000 overseas guests in Dublin in December 2018
- 350 International Media to report from Dublin
- 70 TV Broadcasters from every country in Europe



Project Board - Dublin City Council/FAI/Govt



Project Leader

Project Office

Project Manager
Dublin City Council

Project Manager
Stadium

Project Manager
Govt.

Venue Mgt

Legal/Guarantees

Safety and Security

City Concept

National Promotion/Legacy

General Mobility

Fanzones

Commercial

TV Production/Media

City Promotion, Dressing & Business

Team Services/Accomm.

Street Football Tournament

Spectator Experience & City Spectacular

City Legacy

Accreditation

Access Management

Event Training

Ticketing

Hospitality Production

Commercial Operations

Spectator Services

Event Logistics

Venue Logistics

Host Broadcast Logistics

Team Services

Volunteers

Event Transport

Guest Management & Protocol

Ceremonies

Media Services & Operations

LOS – working budget responsibilities



Govt.

- Transport
- Safety and security
- National promotion
- National support
- Guarantees

DCC

- Fan Festival and Viewing Areas
- City Dressing
- Commercial signage
- City Promotion and Legacy
- City support

FAI

- Match Operations, stadium preparation, overlay facilities
- Team Base Camps and Training Grounds
- Football Legacy activities
- Project Management, project resources, admin, IT

UEFA has not yet finalized all its budget estimates and the Dublin budget remains a work in progress.

A significant number of variable factors are in play – e.g. ROI qualification/non-qualification, round of 16 game, training ground selections etc.

LOS – working budget estimates



DCC
€3.75
million

- €2,400,000 - Fan Festival and Viewing Areas
- €287,000 - City Dressing
- €220,000 - Commercial signage
- €298,000 - City Promotion and Legacy
- €545,000 - City support

LOS – Budget operation and control



Budget estimates are being evaluated and reviewed on a monthly basis.

The Overarching Board meets 2 x annually to review all operational and budget matters.

Should the project generate any surplus, the three partners – Dublin City Council, FAI and Govt have agreed that any such surplus will be allocated to the Dalymount Park Community Project