

11/020/004

局長	副局長	教育局長	秘書長
		陳益興	六
		秘書	

簽

於 臺北文化體育園區籌備處

九十二年九月二十五日

主旨：為「臺北文化體育園區招商說帖」〈中英文版〉英文翻譯文稿內容敦請本府秘書處外籍顧問

斧正乙案，簽請鑒核。

說明：

一、本案臺北文化體育園區整體規劃作業已完成環境影響評估審查、都市計畫變更、飛航安全審議等，未來BOT招商作業將是本案開發成敗之重要階段。

二、為讓潛在投資人對園區開發內容及BOT招商作業規範能有一明確之參考說明，經籌備處與森海工程顧問公司（S&O）招商顧問公司經過數次會議討論，決議應製作說帖以因應爾後各式招商說明會及座談會使用，有關「臺北文化體育園區招商簡介」中文招商說帖內容在架構上包括：前言、市長的話、投資機會、社經環境、開發構想、規劃構想、招商作業時程之說明。（如附件一）

〈一〉在投資機會該項中，主要是在期許本開發案能夠促進地方發展、建造臺北新地標、古蹟活化再利用等；等，社經環境則分為區位、交通、商業活動、人口、消費來說明投資環境的優勢。

〈二〉開發構想則表達潛該園區未來開發的範圍及內容，規劃構想則提供了整體規劃建議與事業計畫及相關財務誘因。

〈三〉本案開發說明招商作業的流程，包括各階段的等標期時間、資格預審、綜合評審、議約

敬會秘書處

本案之英文翻譯作業經外籍顧問修正如后併請鑒核。

秘書處

92.10.9

92.10.9

陳沛利

92.10.17 收文章

92.10.13

9-37775400

及簽約階段之時程，以使廠商充分了解本案之作業方式。

三、在確認招商說帖中文內容之後，業已要求森海工程顧問公司進行英文文稿的翻譯，而籌備處審閱後，為求審慎，另委由具英語實務經驗之學者教授進行審閱，務求翻譯文句之信、達、雅及可讀性。

四、本案於九月二十五日籌備處第四十六次工作會報會議中主席裁示：「請將『臺北文化體育園區招商說帖』〈中英文版〉英文文稿且本府秘書處外籍顧問審閱，以求英文文稿之內容精確無誤。」〈如附件二〉

擬辦：本案擬請秘書處洽外籍顧問協助英文文稿之審閱後，轉呈鈞長奉核，以利後續BOT招商作業之辦理依據。

敬陳

秘書長陳

副市長歐

市長馬

台北市副市長歐晉德

台北市秘書長陳冷章

十九

臺北文化體育園區籌備處

陳慶雲

教育局副局長陳慶雲

1835

助理員蕭大山

秘書處進安

專門委員唐德智

921023

0925 1400

Preface

The planned construction of the world-class Taipei Cultural and Sports Park symbolizes Taipei's growth as a progressive international city. Taipei's citizens have been looking forward to the day they will have such a modern, large-scale, multi-purpose park, and we have taken great care in the planning of this epochal construction. This park, while being cost-effective, should be multi-functional – in other words, the park should be a choice venue for holding entertainment events, commercial exhibitions, civic and religious gatherings, as well as baseball games and other sporting events.

It is expected that this Cultural and Sports Park will be not only the largest sports facility in Taipei but also an unique city landmark. The challenge is not only in the organizational planning for such a complex, but also in creating a structure with symbolic and aesthetic appeal. Therefore the building plan should emphasize a combination of dynamics - to include engineering, aesthetics and ecology.

An important element to this project is to combine a brand new sports building with a preserved historical site. Most repaired historical sites in Taiwan are not fully utilized, as the public has not yet been educated to the idea of revitalizing historical sites and making further use of them. The goal is to make sure the public understands the significance of preserving historical sites. Revitalizing historical sites has two purposes: one is to preserve the value of its historical significance, the other is to continue its architectural, artistic or cultural utilities for the future enjoyment of city dwellers.

Management and supervision are vital for a sustainable enterprise such as this one. The city government will do its utmost to attract the best investors to set up a systematic and highly efficient management approach and operational plan.

Words from the Mayor

The planning of this project aims to provide people with a venue for high quality cultural events, sports events and leisure activities. Moreover, this project will become the springboard to actively improve the environment in Taipei City. The goal is to create a high quality city space and to integrate the landscape of this area with its neighboring areas. At completion, the venue will provide residents and visitors a pleasant open space and a recreational site so that they can enjoy the plaza, green grounds, and comfortable spacious area. In terms of its architectural planning, this project takes into consideration constructing a complex with cultural, educational, sports, leisure and recreational functions to make the complex's use multi-functional.

In these times of globalization and increasing interaction, it is quite clear that cities are playing an important role as conduits for global interaction. Take most of the current famous cities worldwide, for example. Their key features are closely linked to the cultural richness of their cities. Moreover, cultural factors have become a key for cities to build relations and conduct exchanges with others. Internationally, cultural exchanges between cities not only promote the local culture and increase understanding, the dynamics and richness of a culture's artistic creativity is strengthened as well. In addition, the modernization level of a society is measured by how well a society accepts cultural diversity.

Taipei, a center for international commerce and capital of the Republic of China, possesses the responsibility to continue to cultivate the local culture. Moreover, Taipei should continue to encourage cultural exchanges with other countries. By doing so, it spreads the local culture to other countries and allows Taipei citizens to learn about other cultures - further making Taipei a diverse and charming cultural city. This Cultural and Sports Park will be a means through which Taipei can advance cultural understanding.

The planned Taipei Cultural and Sports Park is worthy of investment. We hope, through this explanation, that all investors have an understanding of the scope of this undertaking and will participate in this project.

Dr. Ying-jeou Ma, S.J.D.

What we expect from the investors:

1. Promote the development of local business activities.
2. Make the city functions more invigorating.
3. Build the eastern area of Taipei City into Taipei's back garden with leisure and recreational activities.
4. Build a new landmark in Taipei.
5. Provide an arena for international sport events and cultural activities to be held in Taiwan.
6. Make the system of Taipei Cultural and Sports Park more complete.
7. Promote the development of cultural industry.
8. Bring new life to historical sites.
9. Make a flexible developmental strategy to create a winning situation.
10. Create an investment and financial plan with brand new ideas.

Socio-economic Environment

Location

The total area of this project is 18.1 hectares. The purpose for the whole area has been changed to a specific area designated for cultural and sports use. Its location is at the intersection of Zhongxiao East Road and Guangfu South Road, near the north side of Sun Yat Sen Memorial Hall. Such a location is at the center of the city and is neighboring Xinyi District, which is also nicknamed "Taipei's Manhattan". In the same neighborhood, people have access to Living Mall, Taipei 101, Chinese Television Station, and Guangfu Elementary School. On the major roads around that area is the business district, with office buildings, banks and restaurants to draw large crowds.

Accessibility

The public transportation system includes bus and MRT systems. In recent years, the design of bus lanes has greatly increased the efficiency and speed of bus service. Currently, there are 352 bus lines that people can take to get to this area. The following MRT lines operate to this area: Muzha, Danshui, Zhonghe, Xindien, Xiaonanmen, and Bannan. This park is close to Nangang Station and Sun Yat Sen Memorial Hall. In the future, Songsan, Xinyi, and Neihu lines will be added.

Business Activity

Many industries in Taipei City have developed quickly after 1949. The number of businesses in Taipei City takes up 20% of the total number in Taiwan. Moreover, the business volume accounts for 37% of the total volume in Taiwan. Naturally, Taipei has become the center for economic activities in Taiwan.

Industrial and business activities have become the backbone of Taipei's economic development. At

the end of 2002, there were 207,684 companies registered in Taipei, with 16,088 for industrial purpose, 143,622 for business purpose and 47,815 in the service industry.

Demographic Profile

More than 5.5 million people live in the Taipei metropolis. Taipei's industrial structure is mainly based on the three kinds of industry mentioned above. At the end of 2002, the total population working in these three industries reached 890,000 accounting for 80% of the total workforce. This indicates that the three industries, especially financing and service industries, have become the backbone of Taipei's economic development.

Consumption/Disposable Income

In Taipei City, the median annual income per household in 2002 was NT\$1,233,540. Salary accounts for 64.80% of the income, followed by 21.97% in property income. The amount of disposable income was NT\$1,102,804. In 2002, the median expense per household was NT\$989,904 while consumption expenses were NT\$8,654,188, taking up 78.45% of the disposable income. Among all categories of consumption expenses, accommodation/lodging takes up the highest percentage, 35.46%, followed by 19.39% for food/beverage, 14.43% for transportation/communication. In addition, health and medical expenses take up 9.53%; education/entertainment take up 8.89%; clothing/accessories take up 3.15%; other expenses take up 9.15%.

Preliminary Approved Development Content

1. Total floor area of the stadium is 115,835 m².
2. The largest business floor area is 271,070 m² (including office buildings, retailers, leisure and recreation, dining facilities, units for rent and service facilities for business) .
3. Total floor space for cultural area is 47,600 m².

The total floor area for building is 434,520 m². (Note: The details for development can be adjusted.)

Total for above ground areas:

The land size is about 18.1 hectares including a dome, related business facilities and cultural sites. Two processes separate these parts.

Ideas for Planning

Overall Planning

1. The original factory and warehouse area is used for cultural activities. The dome is used for sports events, large-scale activities.
2. Business service facilities concentrate in the west side of the area.
3. The activity plaza will connect Sun Yat Sen Memorial Hall, the stadium and the tobacco factory.
4. The main entrances for the dome, with the tobacco factory and warehouse, form an activity plaza for residents.
5. Open space concentrates in one area to serve the people in the park or neighboring areas.
6. Emergency routes make good use of Zhongxiao East Road, Guangfu South Road, underground walkways and the MRT system.
7. The design provides a lot of open space and maintains the original style of the historical sites.

Planning a Multipurpose Dome

1. Use the latest marketing strategies to open up all kinds of possibilities.
2. Use the features and charms of the dome to strengthen its activity content and its fame.
3. Plan regular and periodical theme activities for promotion purposes.
4. Build a relationship with local communities and seek all possibilities for building partner relationships.
 - (1) Sporting events: Baseball or football games.
 - (2) Entertainment activities: Concert, opera, circus, and musical.
 - (3) Exhibition: Products, special ceremonies or large-scale conferences.
 - (4) Local civic activities: Carnivals, festivals or special performances.
 - (5) Cultural activities: Large-scale speeches.
 - (6) Religious activities: Large-scale sermons.

Development Approach:

1. Whole Development: One investment team will finish this project with one developmental theme.
2. Government and Private Cooperation: The city government will provide government-owned land to private organizations to take care of the investment and construction aspects. Once the project is completed, the operation will be handed over to private organizations. After the agreed period expires, the facilities will be transferred to the city government for free.

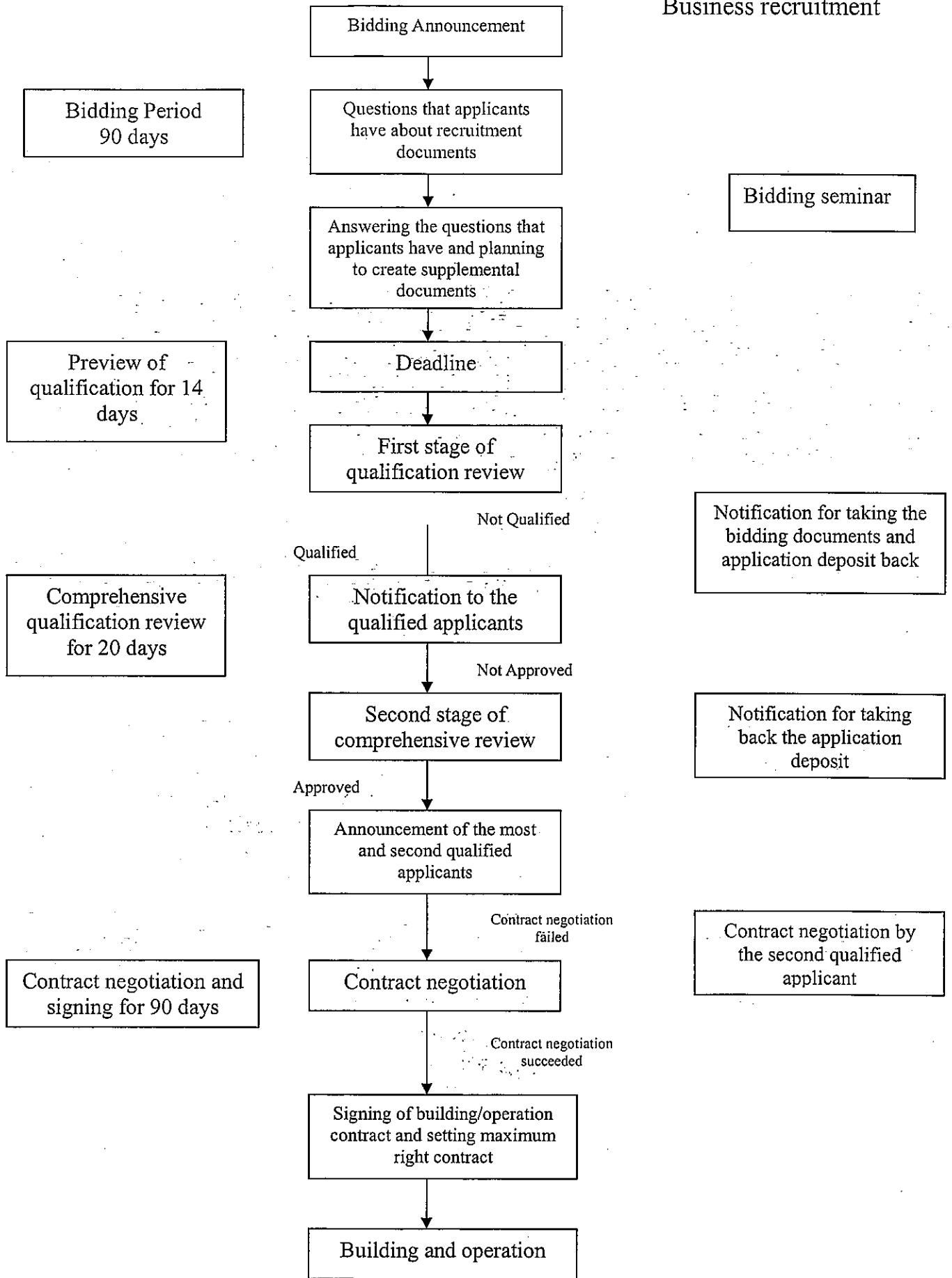
Business Plan

1. Plan for building a multifunctional dome: The multifunctional dome will be used for varied activities.
2. Plan to promote cultural industries: The goal is to lay aside a space to use as a cultural park.
3. Plan to build a business street for entertainment: An integrated development plan will be created, using the dome as the center.
4. Plan for "Asia Dome Alliance" theme: Some countries in Asia are planning to hold a series of large-scale activities with this "alliance" idea.

Financial and non-financial Incentives

1. Tax preferential plan: Preferential measures with regard to "business tax," "exemption of land, house and contract taxes," "reduction of capital gains tax for stock investment," and "tax waiver for imported goods or installment of tax" will be provided.
2. Waiver of development and management charges.
3. Assistance to private organizations to raise capital.
4. Other financial incentives.
5. Providing reasonable mechanism to share risks.
6. Increasing the convenience of traffic to create business opportunity and crowds.
7. Ensuring government responsibility for certain items.

Business recruitment



中文	English
國父紀念館	Sun Yat Sen Memorial Hall
觀光局旅遊服務中心	Tourist Service Center for Tourism Bureau
公賣局台北分局	TTW Taipei Branch
財政部資訊大樓	Information Building for Ministry of Finance
聯合報大樓	United Daily News Building
三重新莊方向	To Sanchong and Xinzhuang
中山大同中正方向	To Zhongshan, Datong and Zhongzheng
士林北淡方向	To Shilin, and Danshui
基汐內湖方向	To Keelung, Xizhi and Neihu
大安萬華板橋方向	To Daan, Wanhua and Banqiao
南港方向	To Nangang
文山雙和新店方向	To Wensan, Zhonghe, Yonghe and Xindien
基隆路	Keelung Road
忠孝東路	Zhongxiao East Road
敦化南路	Dunhua South Road
光復南路	Guangfu South Road
仁愛路	Renai Road
信義路	Xinyi Road
松仁路	Songren Road
松壽路	Songshou Road
市政府	Taipei City Hall
捷運出口 市府轉運站	MRT Entrance (City Hall Station)

中文	English
商務旅館	Business Hotel
藝文展覽場	Cultural and Artistic Exhibition Center
藝文表演場	Cultural and Artistic Performance Center
未來彈性發展區	Area for Future Development
藝文大街	Street of Culture and Art
音樂花園	Music Garden
藝文咖啡廳	Café of Culture and Art
荷花池	Lotus Pond
景觀廊道	Scenic Hallway
巨蛋體育館	Dome Stadium
市民廣場	City Hall Square
娛樂商場暨辦公大樓	Business/Entertainment Plaza and Office Building
既有機關用地	Reserved for Authorized Use

Preface

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^(Civic and religious gatherings, epochal?) It is expected that this Cultural and Sports Park will be not only the largest sports facility in Taipei but also a unique ^{for of the city} landmark. The challenge is not only in the organizational planning for such a complex, but also ⁱⁿ about creating a structure with symbolic and aesthetic appeal. Therefore the building plan should emphasize a combination of dynamics - to include engineering, aesthetics and the environment.
ecology *revitalizing* *by making further use of them*

An important element to this project is to combine a brand new sports building with a preserved historical site. Most repaired historical sites in Taiwan are not fully utilized, as the public has not yet been educated to the idea of preserving and making further use of historical sites. The goal is to make sure the public understands the significance of preserving historical sites. Preserved historical sites, located in cities, are meaningful for two reasons. First, the historical significance they carry helps to educate the public. Second, the landmarks become recognizable as an important part of the city's development and enrich the living environment of city dwellers.

Management and supervision are vital for a sustainable enterprise such as this one. The city government will do its utmost to attract the best investors to set up a systematic and highly efficient management approach and operational plan.

Revitalizing
preserving historical sites has two purposes: one is to preserve its ^{the value of} historical ^{value} past, the other is to continue its ~~engineering~~ architectural, artistic or cultural ~~space~~ utilities for the future enjoyment of ~~do~~ the city dwellers

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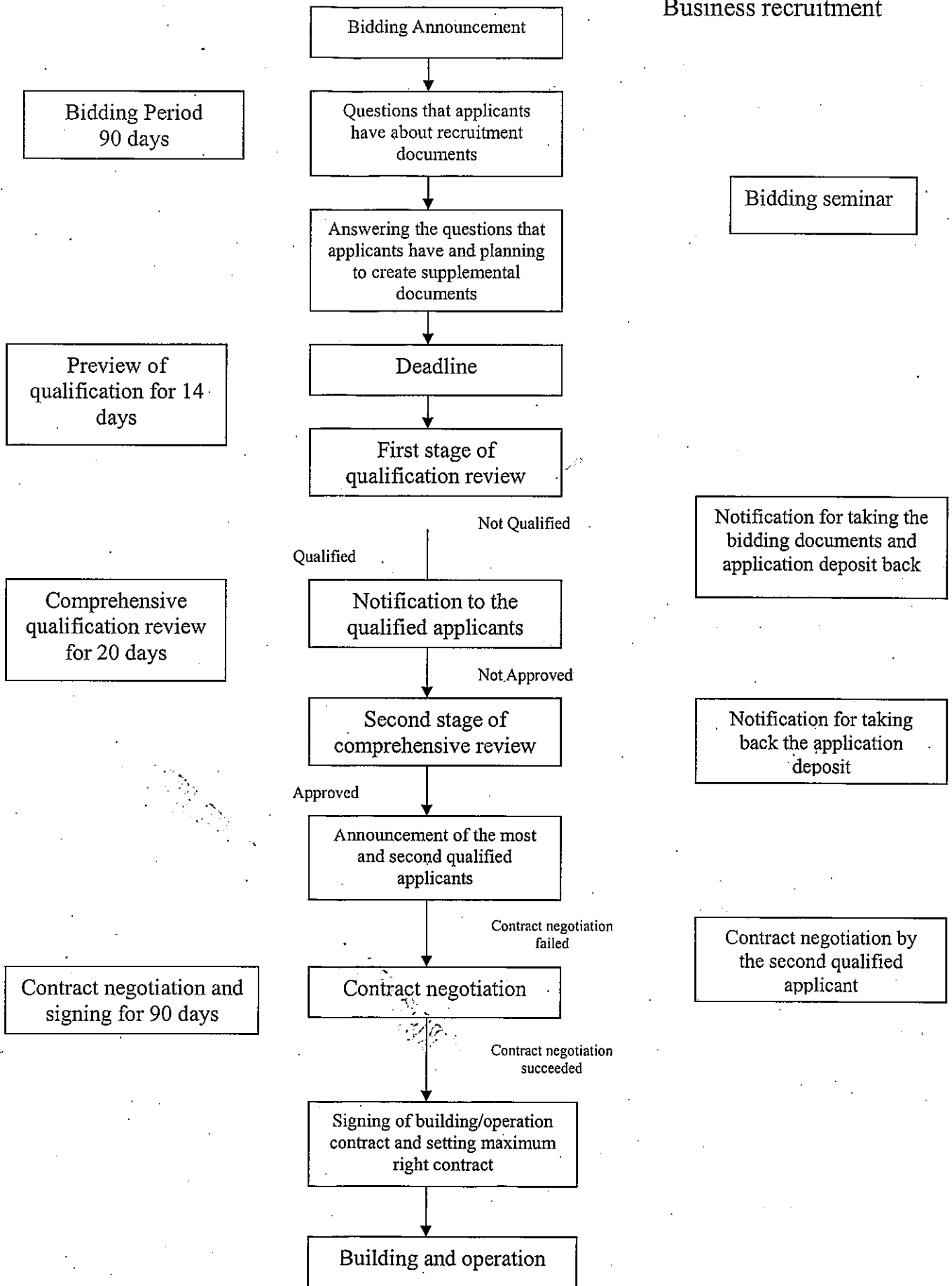
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Financial and non-financial Incentives

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Business recruitment



中文	English
國父紀念館	Sun Yat Sen Memorial Hall
觀光局旅遊服務中心	Tourist Service Center for Tourism Bureau
公賣局台北分局	TTW Taipei Branch
財政部資訊大樓	Information Building for Ministry of Finance
聯合報大樓 <i>United Daily</i>	LD News Building
三重新莊方向	To Sanching and Xinzhuang
中山大同中正方向 <i>Zhongshan</i>	To Zhongsan , Datong and Zhangzheng
士林北淡方向	To Shilin, Taipei and Danshui
基汐內湖方向 <i>Keelung</i>	To Jilung , Xizhi and Neihu
大安萬華板橋方向	To Daan, Wanhua and Banqiao
南港方向 <i>Nangang</i>	To Nankang
文山雙和新店方向	To Wensan, Zhonghe , Yonghe and Xindien
基隆路 <i>Keelung</i>	Jilung Road
忠孝東路 <i>Zhongxiao</i>	Zhuxiao East Road
敦化南路 <i>Dunhua</i>	Dunhua South Road
光復南路	Guangfu South Road
仁愛路	Renai Road
信義路	Xinyi Road
松仁路 <i>Songren</i>	Sunren Road
松壽路 <i>Songshou</i>	Sunson Road
市政府	Taipei City Hall
捷運出口	MRT Entrance (City Hall Transit)
市府轉運站	Station

中文	English
商務旅館	Business Hotel
藝文展覽場	Cultural and Artistic Exhibition Center
藝文表演場	Cultural and Artistic Performance Center
未來彈性發展區	Area for Future Development
藝文大街	Street of Culture and Art
音樂花園	Music Garden
藝文咖啡廳	Café of Culture and Art
荷花池	Lotus Pond
景觀廊道	Scenic Hallway
巨蛋體育館	Dome Stadium
市民廣場	City Plaza <i>City Hall Square</i>
娛樂商場暨辦公大樓	Business/Entertainment Plaza and Office Building
既有機關用地	Reserved for Authorized Use

前言

台北體育文化園區可說是臺北市邁向國際化城市的象徵，是全臺北市民期盼已久的大型活動場所，也是我們所即將戰戰兢兢面對的劃時代工程。其功能，不論是以經濟效益而言或是以提昇市民休閒生活品質而言，都應該是多功能及多目標的設施，換句話說，它應該能夠提供棒球之外的許多大小運動項目及多樣化娛樂與集會等活動的功能。

其館體本身，可預見將是臺北市最大型的體育型建築物，在都市空間的構成上，具有非常獨特的地標性特質，如何規劃組織其空間架構與型塑其量體美感，除了功能性的考量外，尚有其抽象的象徵性意義與美學、力學、物理、環境、工學等等科學工程技術性的整體配合始能圓滿完成。

其古蹟再利用，有鑑於國內已整修古蹟之使用狀況大多不夠活潑，並沒有充份發揮古蹟應有的「教化」民眾之效果。因此，古蹟的創意保存與活化再利用並能與新建築物—巨蛋相融合為本案重要議題，以確認現有古蹟之教化效果，以作為「古蹟再利用」設想的起點。對於座落於都市的古蹟而言，除了具有上述的意義與價質之外，它們還成為都市發展中不可改變的，足以珍惜的構成元素之一，同時也是都市居民得以辨識的標的物，而豐富了都市居民的生活環境。

其經營與管理，是永續經營的必要條件，市府當竭力吸引最佳投資人，以期建立制度化與高效率的管理方式及營運計畫。

Preface

Taipei Cultural and Sports Park symbolizes that Taipei is heading towards internationalization. People in Taipei have been expecting such a large-scaled arena for a long time. Therefore, we are very careful about planning and taking on this epoch construction. From both cost-effectiveness and the ability to raise the quality of the public's leisure life, the park should be multiply functioned, with a variety of facilities. In other words, the park should be able to provide a place for holding various events (including sports and entertainment activities) in addition to baseball games.

It can be expected that this park (or stadium) will become the largest sports facility in Taipei. In terms of the use for city space, this building is a very unique landmark. The challenge is not only about planning and organizing its space and structure for aesthetic purpose but also about its symbolic meanings. Such a building can only be completed with the combination of techniques in esthetics, dynamics, physics, environment, and engineering.

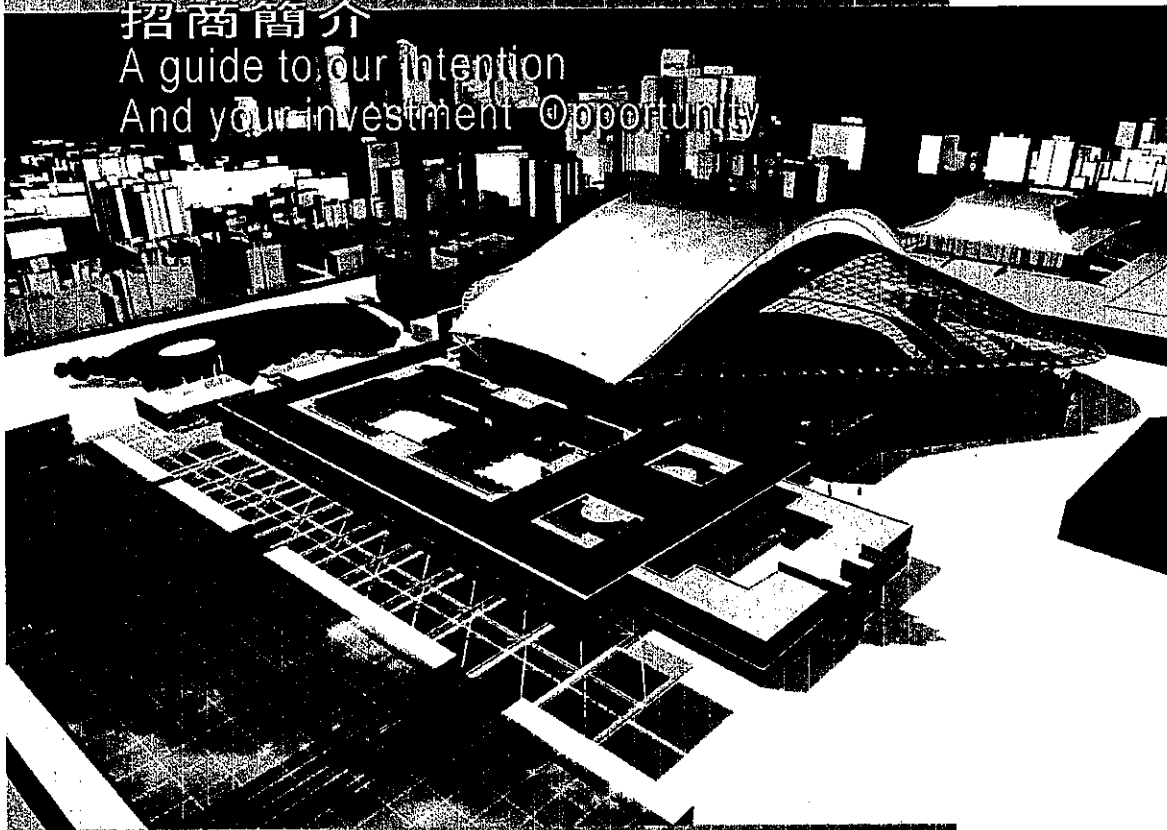
Because most of the repaired historical sites in Taiwan are not fully utilized, and the idea of making further use of historical sites has not reached the goal of educating the public, the main theme of this project is to combine the idea of preserving historical sites and the design of a brand new sports building together. The goal is to make sure that historical sites can take up the role of educating the public. For those historical sites located in cities, they are meaningful for two reasons. First, they carry historical significance and the function of educating the public. Second, they become an

臺北文化體育園區

The Taipei Dome Complex

招商簡介

A guide to our intention
And your investment Opportunity



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前言 Preface

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Their management and supervision are vital for sustainable management. The city government will try its best to attract the best investors to set up a systematic and highly efficient management approach and operational plan.

市長的話



本基地的規劃將以提供高品質藝文、運動、休閒娛樂場所為目標，並為臺北市都市環境的改善提供一個積極催化的角色。為塑造高品質的都市空間，並整合本區及鄰近地區的都市景觀，基地規劃將以廣場、綠地、舒適的公共空間提供市民、工作者及遊客愉悅的開放空間及休閒娛樂環境，建築規劃上則以塑造本基地結合文化、社教、體育、休閒娛樂之整體意象為目標，並強化使上的彈性。

在現今全球化時代來臨，互動日益深化的時代，如今以城市做為全球互動聯結之據點的地位已日益顯著。以當前世界知名的都市，其特色均與城市文化的豐富性息息相關，而文化因素亦為城市外交或城市交流品質的關鍵。國際間的城市文化交流所著重的，不僅是本土文化的涵養與彰顯，更在於藉由生活化與常態化的國際文化互動，增進本土及世界文化更為深刻的理解與涵容，強化藝術創造的活力與豐富性。由於一個社會的現代化程度乃依據其接受他國文化的能力來衡量，以臺北市作為一個國際工商服務中心及國家首都之重鎮，在文化上除持續涵養本土文化之外，更要促使與全球性文化的暢通交流。如此尚能為市民及整個國家對外文化輸出口岸，以形塑臺北為多元化及具魅力的文化城市。

臺北體育文化園區具備絕佳之區位與投資條件，期冀透過本次之說明，各位投資人能踴躍提供建言，並請密切注意公開招標之訊息及參與本計劃之建設。謝謝！

Words from the Mayor

The planning of this project aims at providing the residents with a location of high quality cultural events, sports events and leisure activities. Moreover, this project will become the springboard to actively improve the environment for Taipei City. In order to create a high quality city space and integrate the landscape of this area and its neighboring areas, the plan is to provide residents, workers and visitors with a pleasant open space and a recreational site so they can enjoy the plaza, greenness, and comfortable public space. In terms of its architectural planning, this project has taken into consideration of cultural, educational, sports, leisure and recreational functions to make its use more flexible.

Nowadays, as a result of globalization and increasing interaction, it is quite clear that cities are playing a more important role because they have become the connection for global interaction. Take most of the famous cities nowadays for example. Their key features are closely linked to the cultural richness of their cities. Moreover, cultural factors have become the key for cities to build their relations and conduct exchanges. Internationally, the cultural exchanges between cities not only focus on making local cultures more famous but also on increasing the understanding of local and world cultures with cultural interactions and exchanges. Through such an approach, the dynamics and richness of artistic creativity can be strengthened. In addition, the modernization level of a society is based on how well this society takes in other cultures. Take Taipei City for example. It is a service center for international commerce and the capital of Taiwan. Culturally, it has the responsibility to continue the cultivation of local culture. Moreover, it should encourage the smooth cultural exchanges with other countries around the world. Then, it can become a good window for spreading the local culture to other countries, further making Taipei a diverse and charming cultural city.

Taipei Cultural and Sports Park is equipped with excellent location and investment conditions. We hope, through this explanation, that all investors can pool in your opinions and pay close attention to the bidding information and participate in this project. Thanks!

馬英九

臺北市市長 / Mayor of Taipei

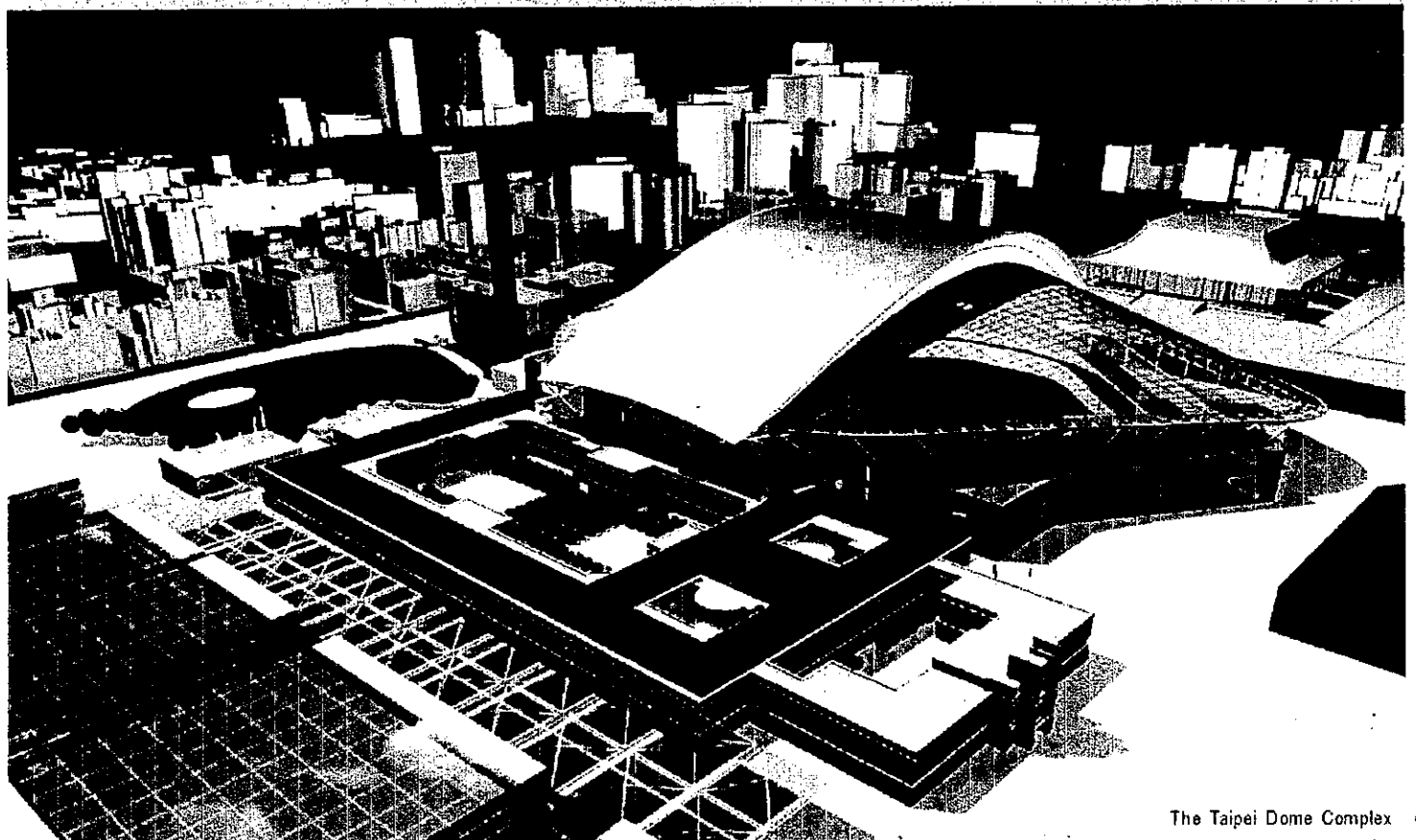
Investment Opportunity

期許投資者的作為

- 一、促進地區商業活動之發展。
- 二、活化都市機能。
- 三、塑造東區成為台北休閒育樂之後花園。
- 四、建造臺北新地標。
- 五、提供國際級體育及藝文之展演機能。
- 六、健全臺北運動場館系統計畫。
- 七、帶動文化產業之發展。
- 八、古蹟活化與再利用。
- 九、制定靈活開發策略，創造多贏局面。
- 十、以突破性觀念，擬具投資財務計畫。

What we expect from the investors

- 1.Promoting the development of local business activities.
- 2.Making the city functions more alive
- 3.Building the eastern area to be the back garden of Taipei's leisure and recreational activities.
- 4.Building a new landmark in Taipei.
- 5.Providing an arena for international sports event and cultural activities to be held in Taiwan.
- 6.Making the system of Taipei Cultural and Sports Park more sound.
- 7.Promoting the development of cultural industry.
- 8.Bringing a new life to historical sites.
- 9.Making a flexible developmental strategy to create a winning situation.
- 10.Creating an investment and financial plan with brand new ideas.



區位/Location

開發基地面積為18.1公頃，目前皆已變更為文化體育專用區，位於忠孝東路、光復南路道路交叉口附近，國父紀念館之北側，位處市中心區，鄰近號稱臺北「曼哈頓」之信義計畫區，週邊尚有京華城、臺北101大樓、中華電視台、光復國小主要道路街廓沿線為商業區，皆為商業、辦公大樓使用，銀行、飯店林立，吸引大批的車潮及人潮。

交通/Accessibility

大眾運輸系統主要分為公車系統及捷運系統。近年來由於公車專用道的開闢帶動公車平均行駛速度的提昇，目前公車共有352線行駛。捷運系統方面，初期路網已完工營運之木柵線、淡水線、中和線、新店線、小南門線及板南線，基地則鄰近捷運南港站及國父紀念館站，未來尚有松山線、信義線、內湖線規劃興建。

商業活動/Business Activity

臺北市之產業經濟自台灣光復後呈現快速發展，臺北市工商業家數占台灣地區工商業單位總數近20%，營業額更高占台灣地區總額37%，為台灣經濟活動之中心。

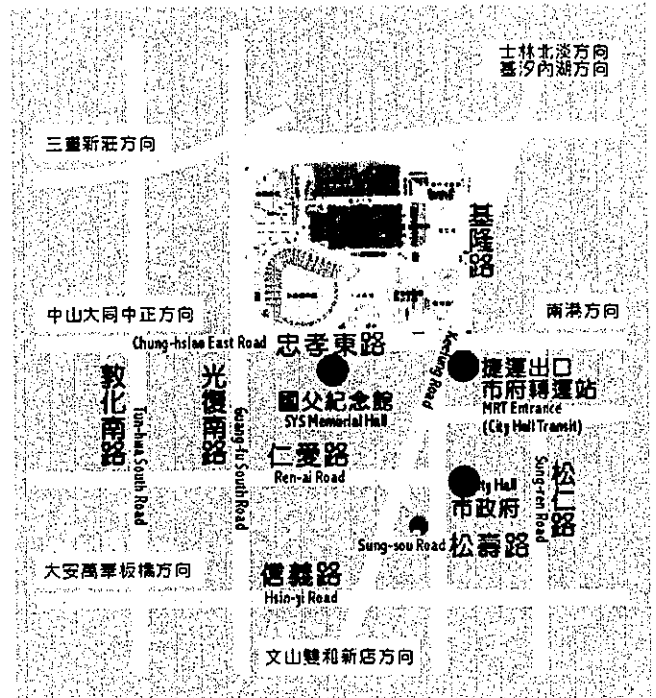
工商業發展在臺北市經濟發展上已逐漸成為主要產業結構。截至九十一年底為止，全市營利事業登記數為207,684家，其中工業有16,088家，商業有143,662家，服務業有47,815家。

人口/Demographic Profile

臺北都會區人口則超過550萬人，其中臺之產業結構以三級產業的人口最多，至民國九十一年底為止，已達八十九萬人，佔總就業人口的80%，顯示三級產業，尤其是金融業及服務業，在臺北市經濟發展上逐漸主要產業結構。

消費/Disposable Income

臺北市九十一年平均每戶家庭經常性收入1,233,540元，其中以薪資收入佔64.80%為主要所得來源，其次為財產收入佔21.97%；而可支配所得1,102,804元。九十一年平均每戶家庭經常性支出989,904元，其中消費支出為8,654,188元，佔可支配所得的78.45%。消費性支出各項目中以居住費佔35.46%最高，次為食品飲料費佔19.39%，再次為運輸交通及通訊費佔14.43%；此外保健與醫療費佔9.53%，育樂費佔8.89%，衣著及服飾用品費佔3.15%，其他費用佔9.15%。



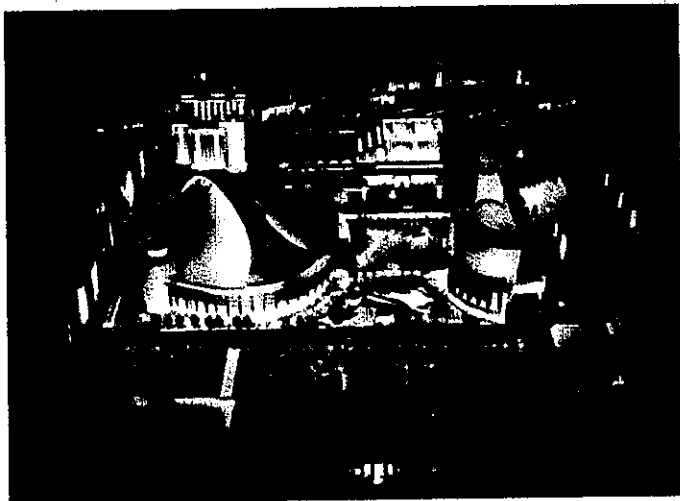
Social & Economy Environment

Location

The total area of this project is 18.1 hectares. The purpose of use for the whole area has been changed to a specific area designated for cultural and sports use. Its location is at the intersection of Chung-hsiao East Road and Guang-fu South Road, near the north side of Sun Yat Sen Memorial Hall. Such a location is at the center of the city and is neighboring Hsin-yi District which has the nickname of Taipei's Manhattan. In the same neighborhood, people can have access to CP City, Taipei 101 Building, CTS, Guang-fu Elementary School. On the major roads around that area is the business district, with a lot of business buildings, office buildings, banks and restaurants to draw the crowds closer.

Accessibility

The public transportation system includes bus and MRT system. In recent years, the design of bus lanes has greatly increased the efficiency and speed of buses. Currently, there are 352 lines of bus that people can take to get to this area. As to the MRT, Mu-cha line, Tamshui line, Chung-ho line, Hsintien line, Hsiao Nanmen and Ban-nan line are operating. This park is close to Nangang Station and SYS Memorial Hall. In future, Sung-san line, Hsin-yi line and Neihu line will be built.



Business Activity

Many industries in Taipei City have been developed quickly after 1949. The total number of businesses in Taipei City takes up 20% of the total number in Taiwan. Moreover, the business volume accounts for 37% of the total volume in Taiwan. Naturally, Taipei has become the center for economic activities in Taiwan.

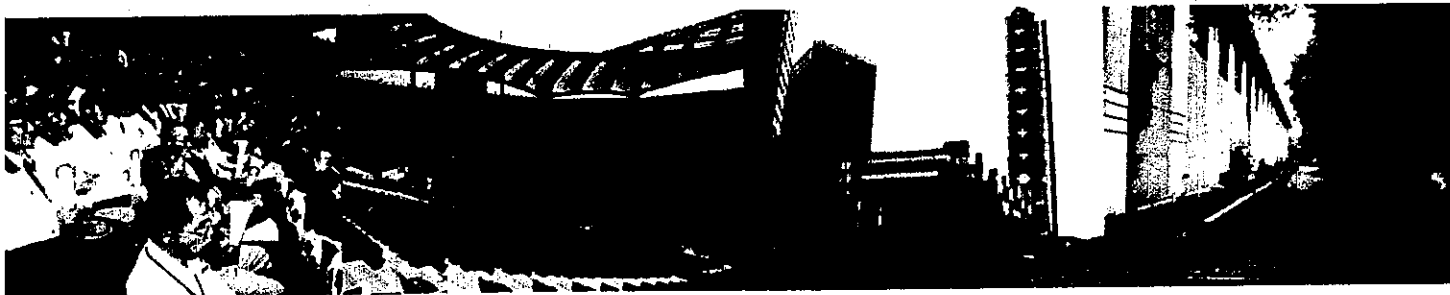
Industrial and business activities have become the backbone of Taipei's economic development. Until the end of 2002, 207,684 companies have registered in Taipei, with 16,088 for industrial purpose, 143,622 for business purpose and 47,815 for service industry.

Demographic Profile

More than 5.5 million people live in the metropolitan of Taipei. Taipei's industrial structure is mainly based on the three kinds of industries mentioned above. Until the end of 2002, the total population working for these three kinds of industries had reached 890,000, accounting for 80% of the total employed population. It indicated that the three industries, especially financing and service industries, have become the backbone of Taipei's economic development.

Disposable Income

In Taipei City, the regular income per household in 2002 is NT\$1,233,540. Salary accounts for 64.80% of the income, followed by 21.97% of property income. The amount of disposable income is NT\$ 1,102,804. In 2002, the regular expense per household is NT\$989,904 while the consumption expenses is NT\$ 8,654,188, taking up 78.45% of the disposable income. Among all categories of consumption expenses, accommodation / lodging takes up the highest percentage of 35.46%, followed by 19.39% of food/beverage, 14.43% of transportation and communication. In addition, health and medical expense takes up 9.53%; education/entertainment takes up 8.89%; clothing/accessory takes up 3.15%; other expenses take up 9.15%.



初步認可之開發內容

1. 巨蛋總樓地板面積 $11,5835 \text{ m}^2$ 。
2. 商業最大樓地板面積 $271,070 \text{ m}^2$ (包含辦公大樓、百貨零售、休閒娛樂、餐飲設施、旅館、出租住宅、商業服務設施等)。
3. 藝文園區總地板面積 $47,600 \text{ m}^2$ 。

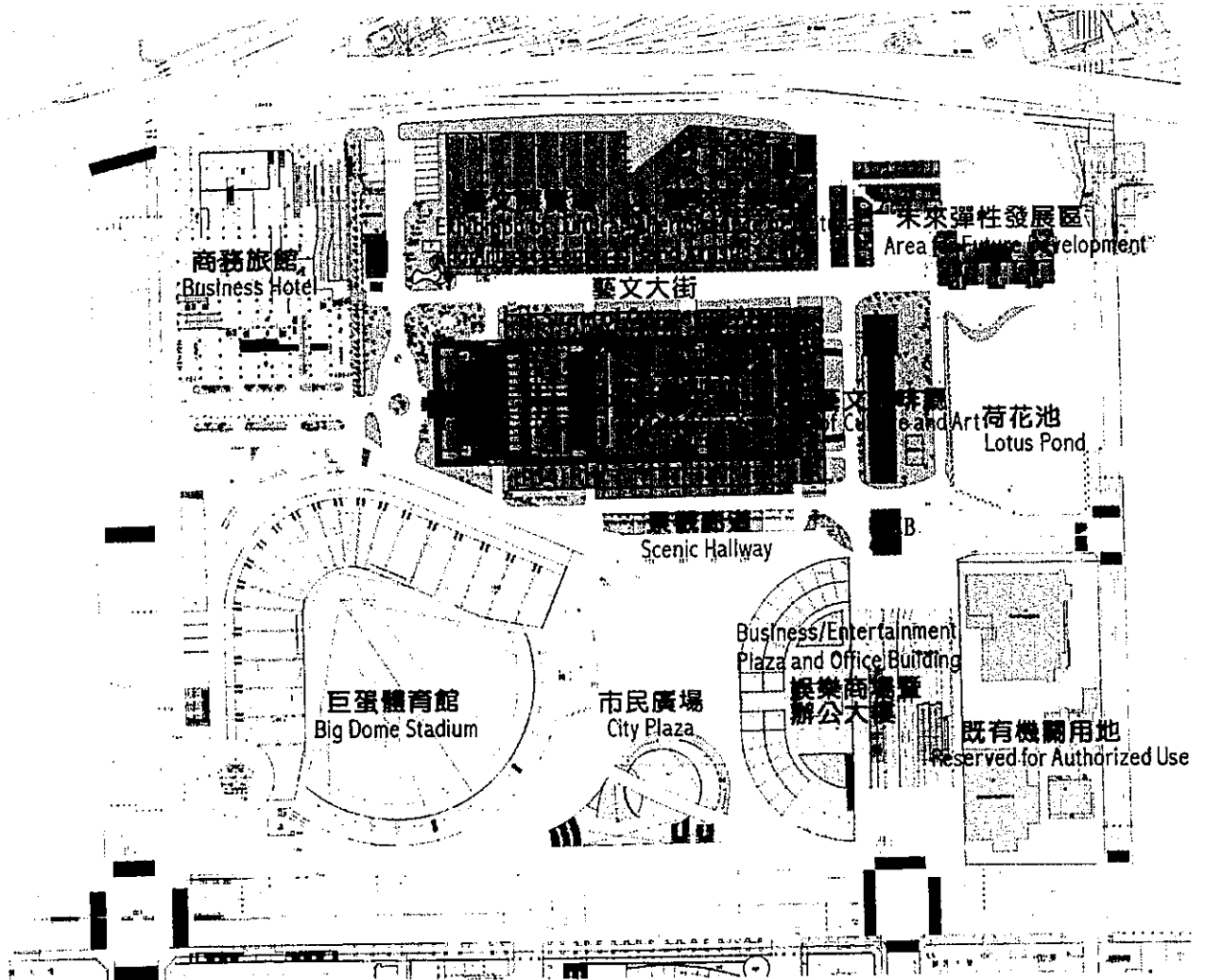
全區允建容積樓地板面積 $434,520 \text{ m}^2$ 。(註：開發上可自行調整)

設定地上權面積：

土地面積約 18.1 公頃，開發內容包含巨蛋、附屬商業設施及文化古蹟。

設地上權範圍：

土地面積約 18.1 公頃，該開發將依原址
及此古蹟地再利用一階段
進行。



Development Concept

Preliminary Approved Development Content

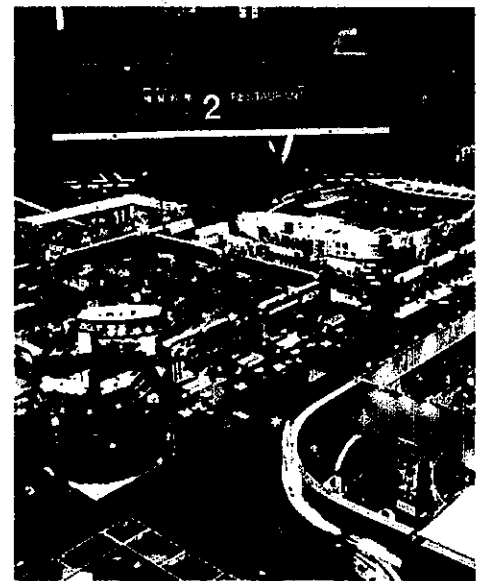
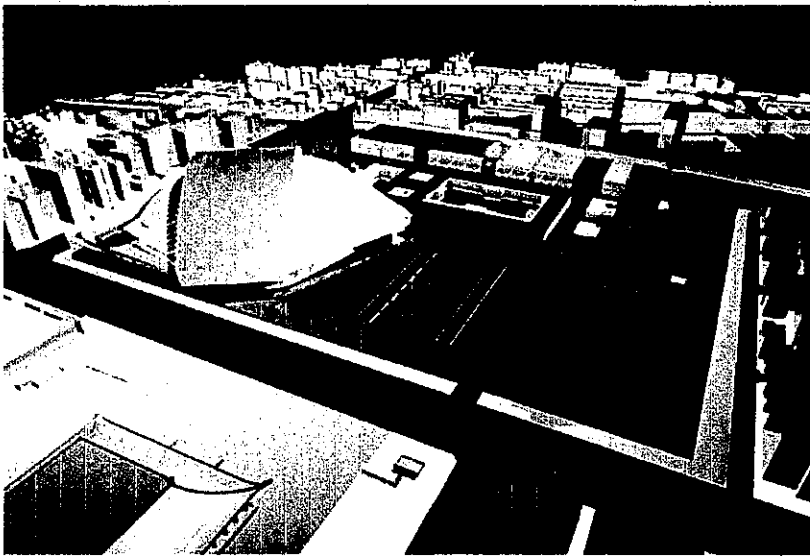
1. Total floor area of the stadium is 11,5835 m².
2. The biggest business floor Area is 271,070 m² (including office building, retailers, leisure and recreation, dining facilities, units for rent and service facilities for business).

3. Total floor area for cultural area is 47,600 m²

The total floor area for building is 434,520 m². (Note : The details for development can be adjusted.)

Total for aboveground areas:

The land size is about 18.1 hectares covering the stadium, related business facilities and cultural sites.



整體規劃

1. 原工廠倉庫區賦予文化藝文功能；巨蛋賦予體育、大型活動功能，主題、層次分明。
2. 商業服務設施集中配置於基地西側。
3. 開放空間集中留設，可服務園區內部及周邊都會活動人潮。
4. 巨蛋主要出入口與製菸工廠及倉庫區形成一可供市民使用之活動廣場。
5. 利用活動廣場串聯國父紀念館、巨蛋及原製菸工廠。
6. 集散動線可充份利用忠孝東路、光復南路、地下通廊及捷運系統疏散人潮。
7. 提供較多開放空間，並保留古蹟之入口意象。

多目標巨蛋體育館活動規劃

- 一、以最新的企劃手法，向整個世界展開各種可能性。
- 二、利用巨蛋體育館本身的特殊性和吸引力來強化活動內涵及知名度。
- 三、規劃定期及不定期特色主題活動，並廣為宣傳。
- 四、經營與地區之間的關係，尋求並建立各種合作夥伴的可能性：
 - (一) 競賽性活動：棒球、足球等。
 - (二) 娛樂性活動：音樂會、歌劇、馬戲團、歌舞劇、演唱會等。
 - (三) 展示性活動：商品展、特殊儀典、大型會議等。
 - (四) 地區性市民活動：嘉年華會、節慶、特殊表演等。
 - (五) 文化性活動：大型演講會等。
 - (六) 宗教性活動：大型佈道會等。

開發方式

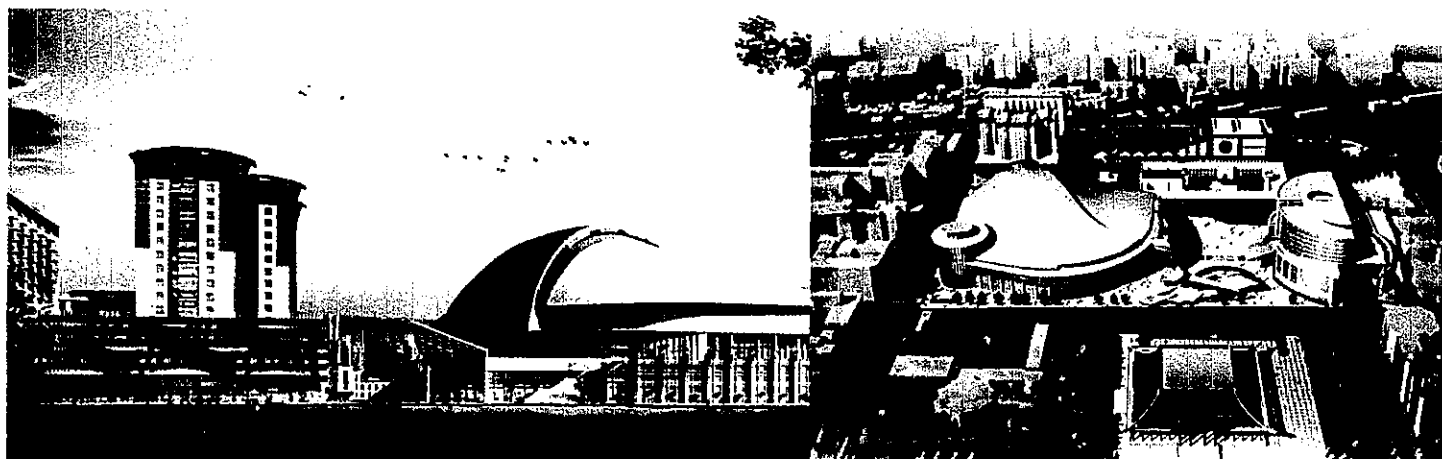
- 一、一次整體開發：由一個投資團隊為開發主體一次開發完成本計畫。
- 二、政府與民間合作開發：公部門提供公有土地，民間機構負責投資興建，於完工後，交由民間機構經營，於特許期限後，將建物設施無償移轉給臺北市政府。

活動計畫

- 一、多功能的巨蛋計畫—多功能的巨蛋體育館，舉辦各種多采多姿的活動。
- 二、提昇文化產業之計畫—以從閒置空間利用到文化創意開發園區為原則。
- 三、娛樂商業大街之計畫—以巨蛋體育館為中心之複合機能開發計畫。
- 四、「亞洲巨蛋聯盟」之計畫亞洲各國巨蛋共同進行活動企劃塑造巡迴式的大型活動型態。

財務及非財務誘因

- 一、租稅優惠誘因：包括「營利事業所得稅」、「地價稅、房屋稅及契約之減免」、「營利事業投資股票應納所得稅之抵減」、「進口貨物免徵或分期繳納關稅」等優惠措施。
- 二、開發及經營權利金減免。
- 三、協助民間機構提昇資金籌措能力。
- 四、其他財務誘因。
- 五、提供合理之風險分擔機制。
- 六、增加交通便利性，以創造人潮和商機。
- 七、確保政府應辦事項。



Planning Concept

Overall Planning

- 1.The original area for factories and warehouses is used for cultural activities. The stadium is used for holding sports events, largescaled activities with clear themes and uses.
- 2.Business service facilities concentrate in the west side of the area.
- 3.Open space concentrates in one area to serve the people in the park or neighboring areas.
- 4.The main entrances for the stadium form an activity plaza for the resident with the tobacco factory and warehouse.
- 5.The activity plaza will connect SYS Memorial Hall, the stadium and the tobacco factory.
- 6.Emergency routes make good use of Chung- hsiao East Road , Guang-fu South Road , underground walkways and MRT system.
- 7.The design provides a lot of open space and reserves the space of entrance into the historical sites.

Planning A Multipurpose Stadium

- 1.Use the latest marketing strategy to open up all kinds of possibilities.
- 2.Use the features and charms of the stadium to strengthen its activity content and its fame.
- 3.Plan regular and periodical theme activities for promotion purpose.
4. Build a relationship with local communities and seek all possibilities for building partner relationship.
 - (1) Contests: Baseball or football games.
 - (2) Entertainment activities: Concert, opera, circus, and musical.
 - (3) Exhibition: Products, special ceremony or large-scaled conferences.
 - (4) Local civil activities: Carnivals, festivals or special performance.
 - (5) Cultural activities: Large-scaled speeches.
 - (6) Religious activities: Large-scaled sermons.

Development Approach

- 1.Whole Development: One investment team will finish this project with one developmental theme.
- 2.Government and Private Cooperation: The public department will provide government-owned land to private organizations to take care of the investment and construction parts. Once the project is completed, the operation will be handed over to the private organizations. After the agreed period expires, the facilities will be transferred to the city government for free.

Business Plan

- 1.Plan for Building A Multifunctional Stadium: The multifunctional stadium will be used for holding all kinds of activities.
- 2.Plan to Promote Cultural Industries: The goal is to use a laid-aside space to build a park for cultural use.
- 3.Plan to Build A Business Street for Entertainment: An integrated developmental plan will be created, using the stadium as the center.
- 4.The plan of "Asia Stadium Alliance": Some countries in Asia are planning to hold a series of large-scaled activities with this "alliance" idea.

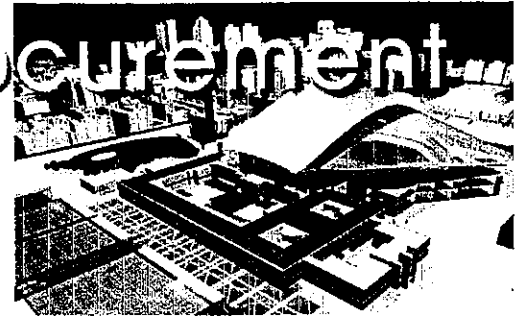
Financial and non-financial Incentives

- 1.Tax preferential plan: Preferential measures about "business tax," "exemption of land, house and contract," "reduction of using business tax for stock investment," and "tax waive for imported goods or installment of tax" will be provided.
- 2.Waive of development and management charges.
- 3.Assistance to private organization to raise capital.
- 4.Other financial incentives.
- 5.Providing reasonable mechanism to share risks.
- 6.Increasing the convenience of traffic to create business opportunity and crowds.
- 7.Ensuring the government's responsible items.



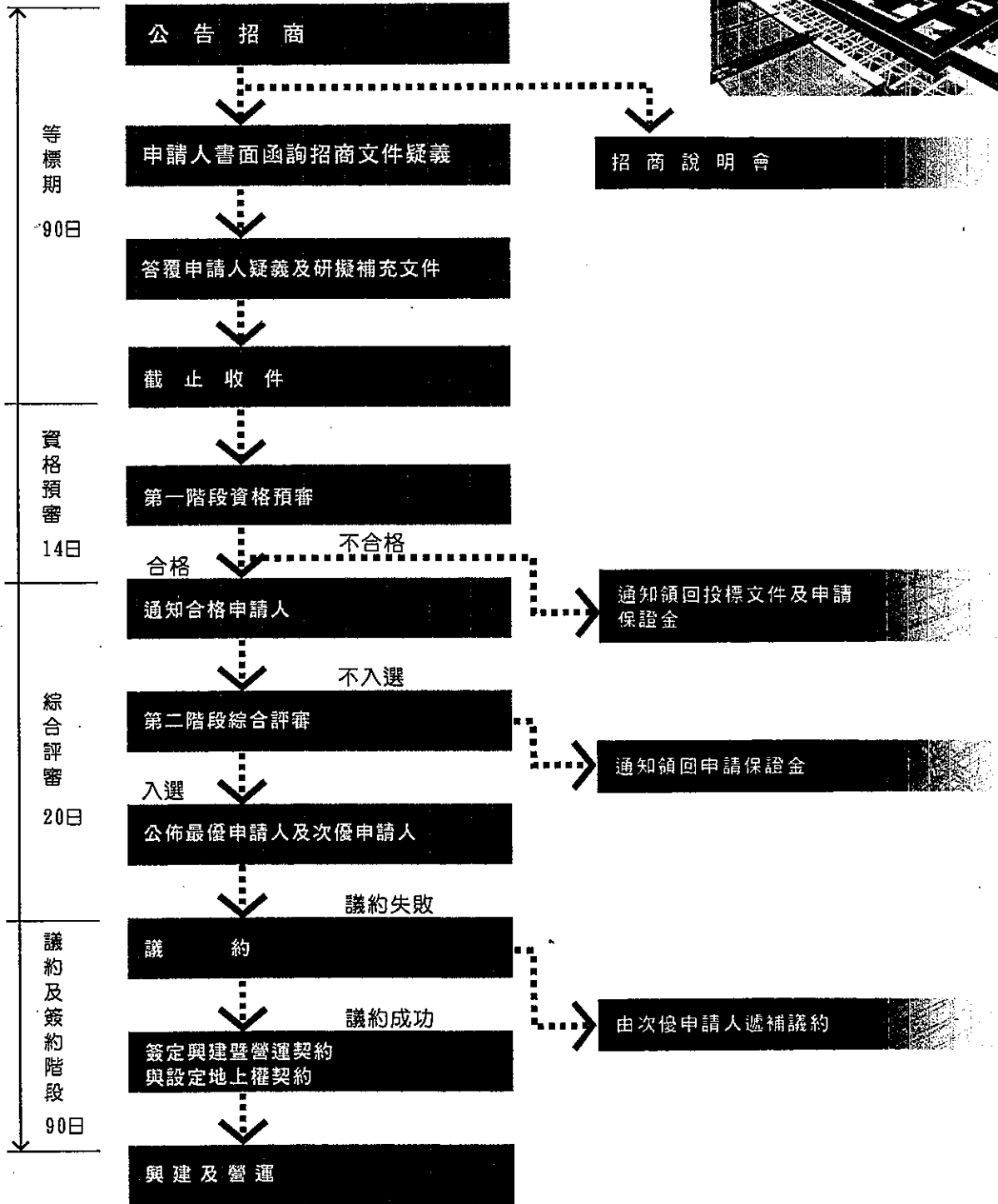
招商作業

Procurement

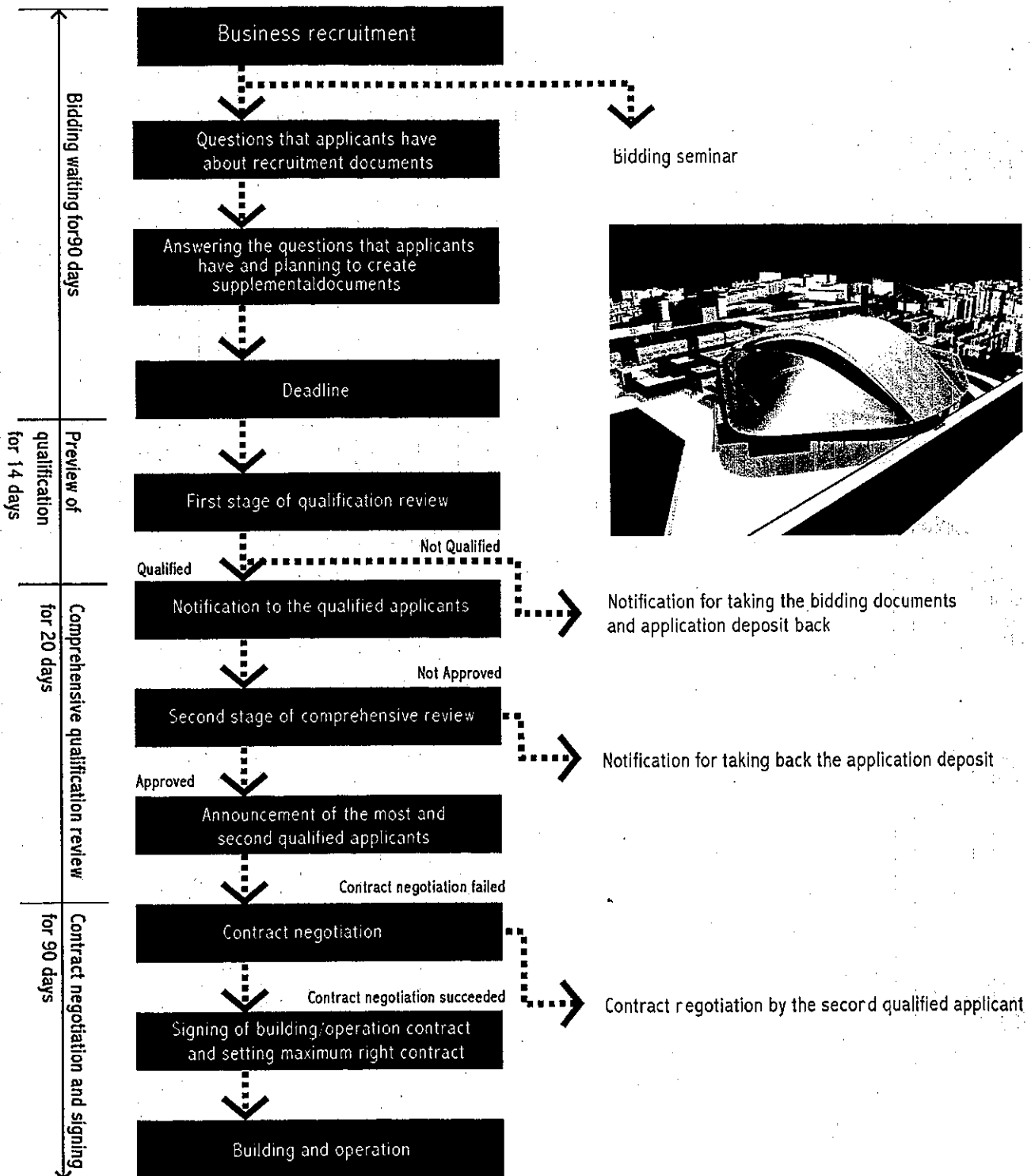


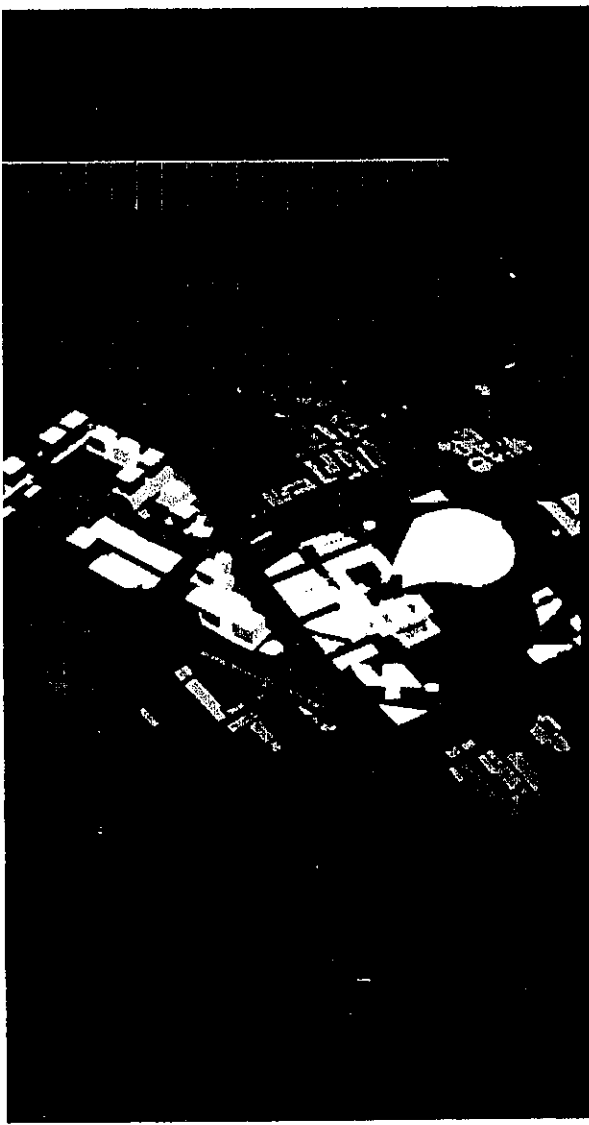
招商作業

招商作業 Procurement



Procurement





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important part in city development. As the landmarks that most people can recognize, these sites have enriched the living environment for people living in cities.

Management and supervision are vital for sustainable management. The city government will try its best to attract the best investors to set up a systematic and highly efficient management approach and operational plan.

市長的話

本基地的規劃將以提供高品質藝文、運動、休閒娛樂場所為目標，並為臺北市都市環境的改善提供一個積極催化的角色。為塑造高品質的都市空間，並整合本區及鄰近地區的都市景觀，基地規劃將以廣場、綠地、舒適的公共空間提供市民、工作者及遊客愉悅的開放空間及休閒娛樂環境，建築規劃上則以塑造本基地結合文化、社教、體育、休閒娛樂之整體意象為目標，並強化使上的彈性。

在現今全球化時代來臨，互動日益深化的時代，如今以城市做為全球互動聯結之據點的地位已日益顯著。以當前世界知名的都市，其特色均與城市文化的豐富性息息相關，而文化因素亦為城市外交或城市交流品質的關鍵。國際間的城市文化交流所著重的，不僅是本土文化的涵養與彰顯，更在於藉由生活化與常態化的國際文化互動，增進本土及世界文化更為深刻的理解與涵容，強化藝術創造的活力與豐富性。

由於一個社會的現代化程度乃依據其接受他國文化的能力來衡量，以臺北市作為一個國際工商服務中心及國家首都之重鎮，在文化上除持續涵養本土文化之外，更要促使與全球性文化的暢通交流。如此尚能為市民及整個國家對外文化輸出口岸，以形塑臺北為多元化及具魅力的文化城市。

臺北體育文化園區具備絕佳之區位與投資條件，期冀透過本次之說明，各位投資人能踴躍提供建言，並請密切注意公開招標之訊息及參與本計劃之建設。謝謝！

Words from the Mayor

The planning of this project aims at providing people with a location of high quality cultural events, sports events and leisure activities. Moreover, this project will become the springboard to actively improve the environment for Taipei City. In order to create a high quality city space and to integrate the landscape of this area with its neighboring areas, the plan is to provide residents, workers and visitors with a pleasant open space and a recreational site so that they can enjoy the plaza, greenness, and comfortable spacious area. In terms of its architectural planning, this project has taken into consideration of constructing buildings with cultural, educational, sports, leisure and recreational functions to make their use more flexible.

Nowadays, as a result of globalization and increasing interaction, it is quite clear that cities are playing more important roles because they have become the connection for global interaction. Take most of the current famous cities worldwide for example. Their key features are closely linked to the cultural richness of their cities. Moreover, cultural factors have become the key for cities to build their relations and conduct exchanges. Internationally, the cultural exchanges between cities not only focus on making local cultures more famous but also on increasing the understanding of local and world cultures with cultural interactions and exchanges. Through such an approach, the dynamics and richness of artistic creativity can be strengthened. In addition, the modernization level of a society is measured by how well this society accepts in other cultures. Taipei, service center for international commerce, is the capital in Taiwan. Culturally, it possesses the responsibility to

continue the cultivation of local culture. Moreover, it should encourage cultural exchanges with other countries around the world. Then, it can become a good window for spreading the local culture to other countries, further making Taipei a diverse and charming cultural city.

Taipei Cultural and Sports Park locates in excellent place and it is worthy of investment. We hope, through this explanation, that all investors can pool in your opinions and pay close attention to the bidding information and participate in this project. Thanks.

期許投資者之作爲

- 一、促進地區商業活動之發展。
- 二、活化都市機能。
- 三、塑造東區成爲臺北休閒育樂之後花園。
- 四、建造臺北新地標。
- 五、提供國際級體育及藝文之展演機能。
- 六、健全臺北運動場館系統計畫。
- 七、帶動文化產業之發展。
- 八、古蹟活化與再利用。
- 九、制定靈活開發策略，創造多贏局面。
- 十、以突破性觀念，擬具投資財務計畫。

What we expect from the investors:

1. Promoting the development of local business activities.
2. Making the city functions more vivid.
3. Building the Eastern Area of Taipei City to be the Taipei's back garden with leisure and recreational activities.
4. Building a new landmark in Taipei.
5. Providing an arena for international sports event and cultural activities to be held in Taiwan.
6. Making the system of Taipei Cultural and Sports Park more complete.
7. Promoting the development of cultural industry.
8. Bringing a new life to historical sites.
9. Making a flexible developmental strategy to create a winning situation.
10. Creating an investment and financial plan with brand new ideas.

社經環境

區位/Location

開發基地面積爲 18.1 公頃，目前皆已變更爲文化體育專用區，位於忠孝東路、光復南路道路交叉口附近，國父紀念館之北側，位處市中心區，鄰近臺北曼哈頓之信義計畫區，週邊尚有京華城、臺北 101 大樓、中華電視台、光復國小主要道路街廊沿線爲商業區，皆爲商業、辦公大樓使用，銀行、飯店林立，吸引大批的車潮及人潮。

Socio-economic Environment

Location

The total area of this project is 18.1 hectares. The purpose for the whole area has been changed to a specific area designated for cultural and sports use. Its location is at the intersection of Chung-hsiao East Road and Guang-fu South Road, near the north side of Sun Yat Sen Memorial Hall. Such a location is at the center of the city and is neighboring Hsin-yi District which is also nicknamed as Taipei's Manhattan. In the same neighborhood, people can have access to CP City, Taipei 101 Building, CTS, Guang-fu Elementary School. On the major roads around that area is the business district, with a lot of business buildings, office buildings, banks and restaurants to draw the crowds closer.

交通/Accessibility

大眾運輸系統主要分為公車系統及捷運系統。近年來由於公車專用道的開闢帶動公車平均行駛速度的提昇，目前公車共有 352 線行駛。捷運系統方面，初期路網已完工營運之木柵線、淡水線、中和線、新店線、小南門線及板南線，未來尚有松山線、信義線、內湖線規劃興建，基地則鄰近捷運南港站及國父紀念館站。

Accessibility

The public transportation system includes bus and MRT system. In recent years, the design of bus lanes has greatly increased the efficiency and speed of buses. Currently, there are 352 lines of bus that people can take to get to this area. As to the MRT, Mu-cha line, Tamshui line, Chung-ho line, Hsintien line, Hsiao Nanmen and Ban-nan line are operating; this park is close to Nangisang Station and SYS Memorial Hall. In future, Sung-san line, Hsin-yi line and Neihu line will be built.

商業活動/Business Activity

臺北市之產業經濟自台灣光復後呈現快速發展，臺北市工商業家數占台灣地區工商業單位總數近 20%，營業額更高占台灣地區總額 37%，為台灣經濟活動之中心。

在臺北市經濟發展上已逐漸成為主要產業結構。截至九十一年底為止，全市營利事業登記數為 207,684 家，其中工業有 16,088 家，商業有 143,662 家，服務業有 47,815 家。

Business Activity

Many industries in Taipei City have been developed quickly after 1949. The total number of business in Taipei City takes up 20% of the total number in Taiwan. Moreover, the business volume accounts for 37% of the total volume in Taiwan. Naturally, Taipei has become the center for economic activities in Taiwan.

Industrial and business activities have become the backbone of Taipei's economic development. Until the end of 2002, there were 207,684 companies registered in Taipei, with 16,088 for industrial purpose, 143,622 for business purpose and 47,815 for service industry.

人口產業/Demographic Profile

臺北都會區人口則超過 550 萬人，其中臺北市之產業結構以三級產業的人口最多，至民國九十一年底為止，已達八十九萬人，佔總就業人口的 80%，顯示三級產業，尤其是金融業及服務業，在臺北市經濟發展上逐漸主要產業結構。

Demographic Profile

More than 5.5 million people live in Taipei metropolitan. Taipei's industrial structure is mainly based on three kinds of industries mentioned above. Until the end of 2002, the total population working for these three kinds of industries had reached 890,000, accounting for 80% of the total employed population. It indicated that the three industries, especially financing and service industries, have become the backbone of Taipei's economic development.

消費/Disposable Income

臺北市九十一年平均每戶家庭經常性收入 1,233,540 元，其中以薪資收入佔 64.80% 為主要所得來源，其次為財產收入占 21.97%；而可支配所得 1,102,804 元。九十一年平均每戶家庭經常性支出 989,904 元，其中消費支出為 8,654,188 元，占可支配所得的 78.45%。消費性支出各項目中以居住費佔 35.46% 最高，次為食品飲料費占 19.39%，再次為運輸交通及通訊費占 14.43%；此外保健與醫療費占 9.53%，育樂費占 8.89%，衣著及服飾用品費占 3.15%，其他費用占 9.15%。

Consumption/Disposable Income

In Taipei City, the regular income per household in 2002 was NT\$1,233,540. Salary accounts for 64.80% of the income, followed by 21.97% of property income. The amount of disposable income was NT\$ 1,102,804. In 2002, the regular expense per household was NT\$ 989,904 while the consumption expenses was NT\$ 8,654,188, taking up 78.45% of the disposable income. Among all categories of consumption expenses, accommodation/lodging takes up the highest percentage, 35.46%, followed by 19.39% of food/beverage, 14.43% of transportation and communication. In addition, health and medical expense takes up 9.53%; education/entertainment takes up 8.89%; clothing/accessory takes up 3.15%; other expenses take up 9.15%.

初步認可之開發內容：

1. 巨蛋總樓地板面積 115,835 m²
 2. 商業最大樓地板面積 271,070 m² (包含辦公大樓、百貨零售、休閒娛樂、餐飲設施、旅館、出租住宅、商業服務設施等)
 3. 藝文園區總地板面積 47,600 m²
- 全區允建容積樓地板面積 434,520 m²
(註：開發上可自行調整)

Preliminary Approved Development Content

1. Total floor area of the stadium is 115,835 m².
2. The biggest business floor area is 271,070 m² (including office building, retailers, leisure and recreation, dining facilities, units for rent and service facilities for business).
3. Total floor area for cultural area is 47,600 m².

The total floor area for building is 434,520 m². (Note: The details for development can be adjusted.)

設定地上權範圍：

土地面積約 18.1 公頃，未來開發將依巨蛋、附屬商業設施及文化古蹟活化再利用二階段進行。

Total for aboveground areas:

The land size is about 18.1 hectares including a dome, related business facilities and cultural sites.

Those parts were separated by two processes.

規劃構想

整體規劃

1. 巨蛋主要入口與製菸工廠及倉庫形成一可供市民使用之活動廣場。
2. 原工廠倉庫賦予文化藝文功能；巨蛋賦予體育、大型活動功能，主題、層次分明。
3. 利用活動廣場串聯國父紀念館、巨蛋及原製菸工廠。
4. 商業服務設施配置於巨蛋及製菸工廠內部。
5. 開放空間集中留設，可服務園區內及周邊都會活動人潮。
6. 集散動線可充分利用忠孝東路、光復南路、地下通廊及捷運系統疏散人潮。
7. 提供較多開放空間，並保留古蹟之入口意象。

Ideas for Planning

Overall Planning

1. The original area for factories and warehouses is used for cultural activities. The dome is used for sports events, large-scaled activities.
2. Business service facilities concentrate in the west side of the area.
3. The activity plaza will connect SYS Memorial Hall, the stadium and the tobacco factory.
4. The main entrances for the dome form an activity plaza for the resident with the tobacco factory and warehouse.
5. Open space concentrates in one area to serve the people in the park or neighboring areas.
6. Emergency routes make good use of Chung-hsiao East Road, Guang-fu South Road, underground walkways and MRT system.
7. The design provides a lot of open space and maintains the original style of the historical sites.

多目標巨蛋體育館活動規劃

- 一、以最新的企劃手法，向整個世界展開各種可能性。
- 二、利用巨蛋體育館本身的特殊性和吸引力來強化活動內涵及知名度。
- 三、規劃定期及不定期特色主題活動，並廣為宣傳。
- 四、經營與地區之間的關係，尋求並建立各種合作夥伴的可能性：
 - (一) 競賽性活動：棒球、足球等。
 - (二) 娛樂性活動：音樂會、歌劇、馬戲團、歌舞劇、演唱會等。
 - (三) 展示性活動：商品展、特殊儀典、大型會議等。
 - (四) 地區性市民活動：嘉年華會、節慶、特殊表演等。
 - (五) 文化性活動：大型演講會等。
 - (六) 宗教性活動：大型佈道會等。

Planning A Multipurpose Dome

1. Use the latest marketing strategy to open up all kinds of possibilities.
2. Use the features and charms of the dome to strengthen its activity content and its fame.
3. Plan regular and periodical theme activities for promotion purpose.
4. Build a relationship with local communities and seek all possibilities for building partner relationship.
 - (1) Contests: Baseball or football games.
 - (2) Entertainment activities: Concert, opera, circus, and musical.
 - (3) Exhibition: Products, special ceremony or large-scaled conferences.
 - (4) Local civil activities: Carnivals, festivals or special performance.
 - (5) Cultural activities: Large-scaled speeches.
 - (6) Religious activities: Large-scaled sermons.

開發方式：

- 一、一次整體開發；由一個投資團隊為開發主體一次開發完成本計畫。
- 二、政府與民間合作開發：公部門提供公有土地，民間機構負責投資興建，於完工後，交由民間機構經營，於特許期限後，將建物設施無償移轉給臺北市政府。

Development Approach:

1. Whole Development: One investment team will finish this project with one developmental theme.
2. Government and Private Cooperation: The public department will provide government-owned land to private organizations to take care of the investment and construction parts. Once the project is completed, the operation will be handed over to private organizations. After the agreed period expires, the facilities will be transferred to the city government for free.

事業計畫：

- 一、多功能的巨蛋計畫—多功能的巨蛋體育館，舉辦各種多采多姿的活動。
- 二、提昇文化產業之計畫—以從閒置空間利用到文化創意開發園區為原則。
- 三、娛樂商業大街之計畫—以巨蛋體育館為中心之複合機能開發計畫。
- 四、『亞洲巨蛋聯盟』之計畫亞洲各國巨蛋共同進行活動企劃塑造巡迴式的大型活動型態。

Business Plan

1. Plan for Building A Multifunctional dome: The multifunctional dome will be used for different all kinds of activities.
2. Plan to Promote Cultural Industries: The goal is to use a laid-aside space to build a park for cultural use.
3. Plan to Build A Business Street for Entertainment: An integrated developmental plan will be created, using the dome as the center.
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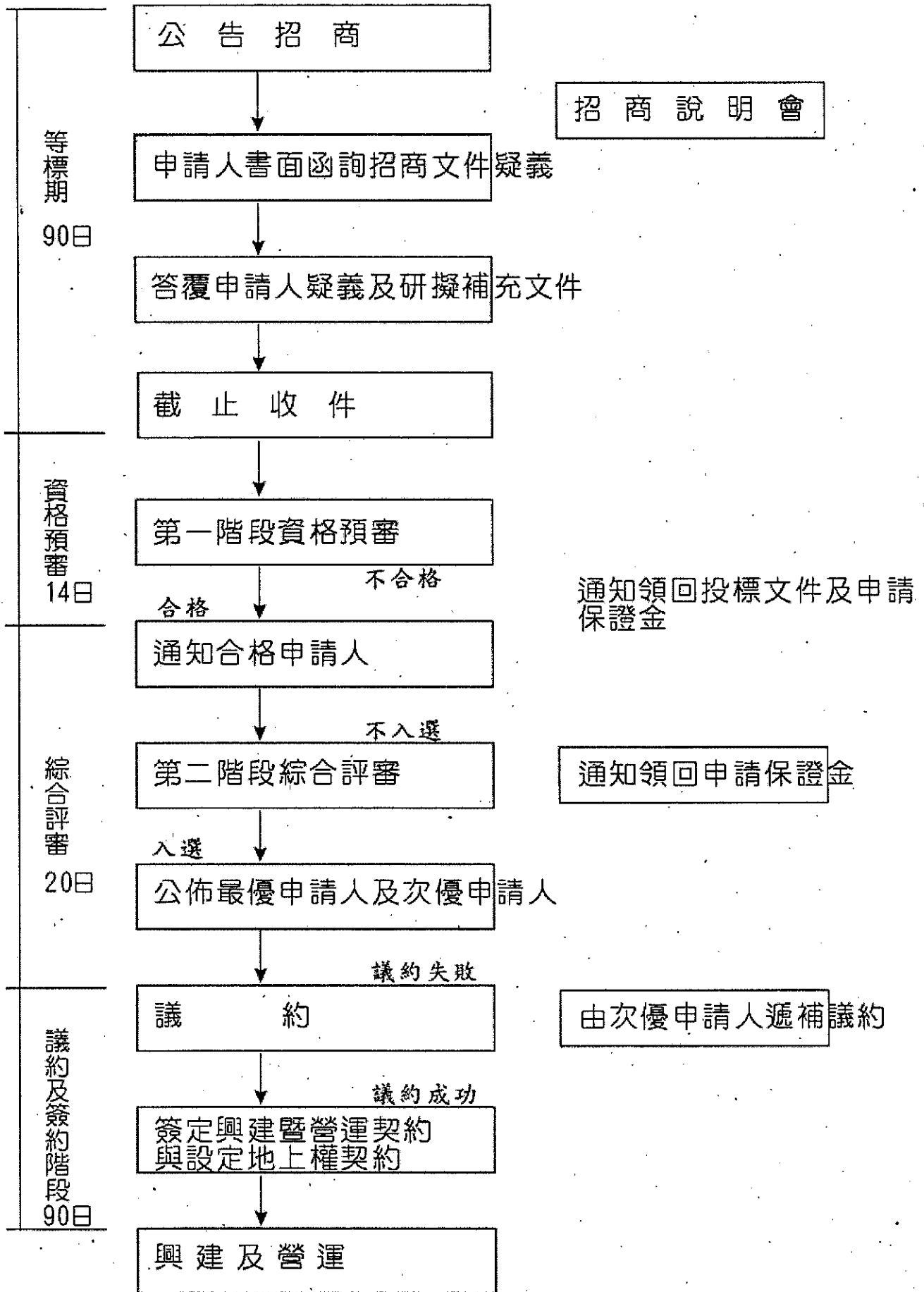
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- 一、租稅優惠誘因:包括『營利事業所得稅』、『地價稅、房屋稅及契約之減免』、『營利事業投資股票應納所得稅之抵減』、『進口貨物免徵或分期繳納關稅』等優惠措施。
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- 四、其他財務誘因。
- 五、提供合理之風險分擔機制。
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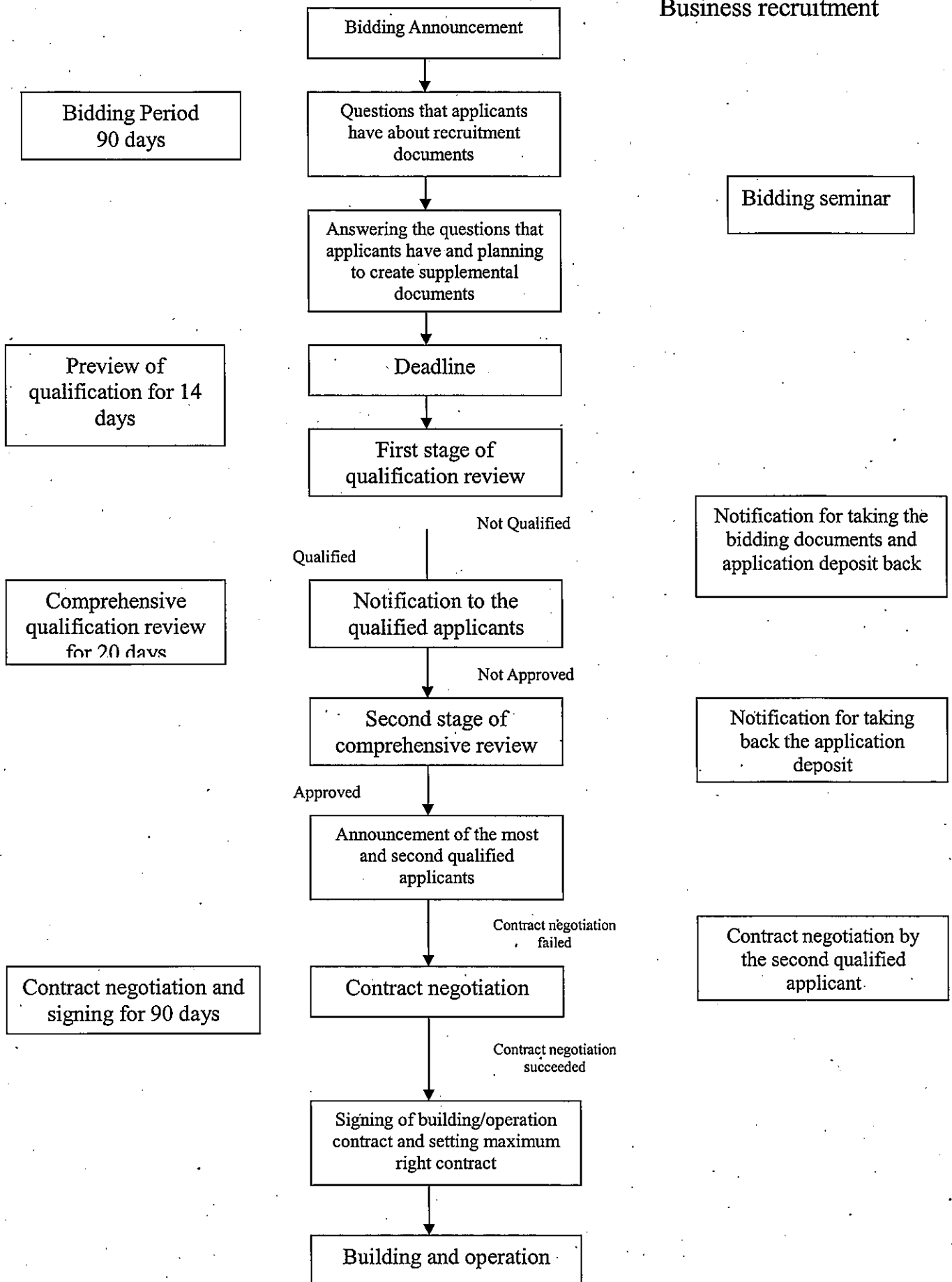
Financial and non-financial Incentives

1. Tax preferential plan: Preferential measures about “business tax,” “exemption of land, house and contract,” “reduction of using business tax for stock investment,” and “tax waive for imported goods or installment of tax” will be provided.
2. Waive of development and management charges.
3. Assistance to private organization to raise capital.
4. Other financial incentives.
5. Providing reasonable mechanism to share risks.
6. Increasing the convenience of traffic to create business opportunity and crowds.
7. Ensuring the government’s responsible items.

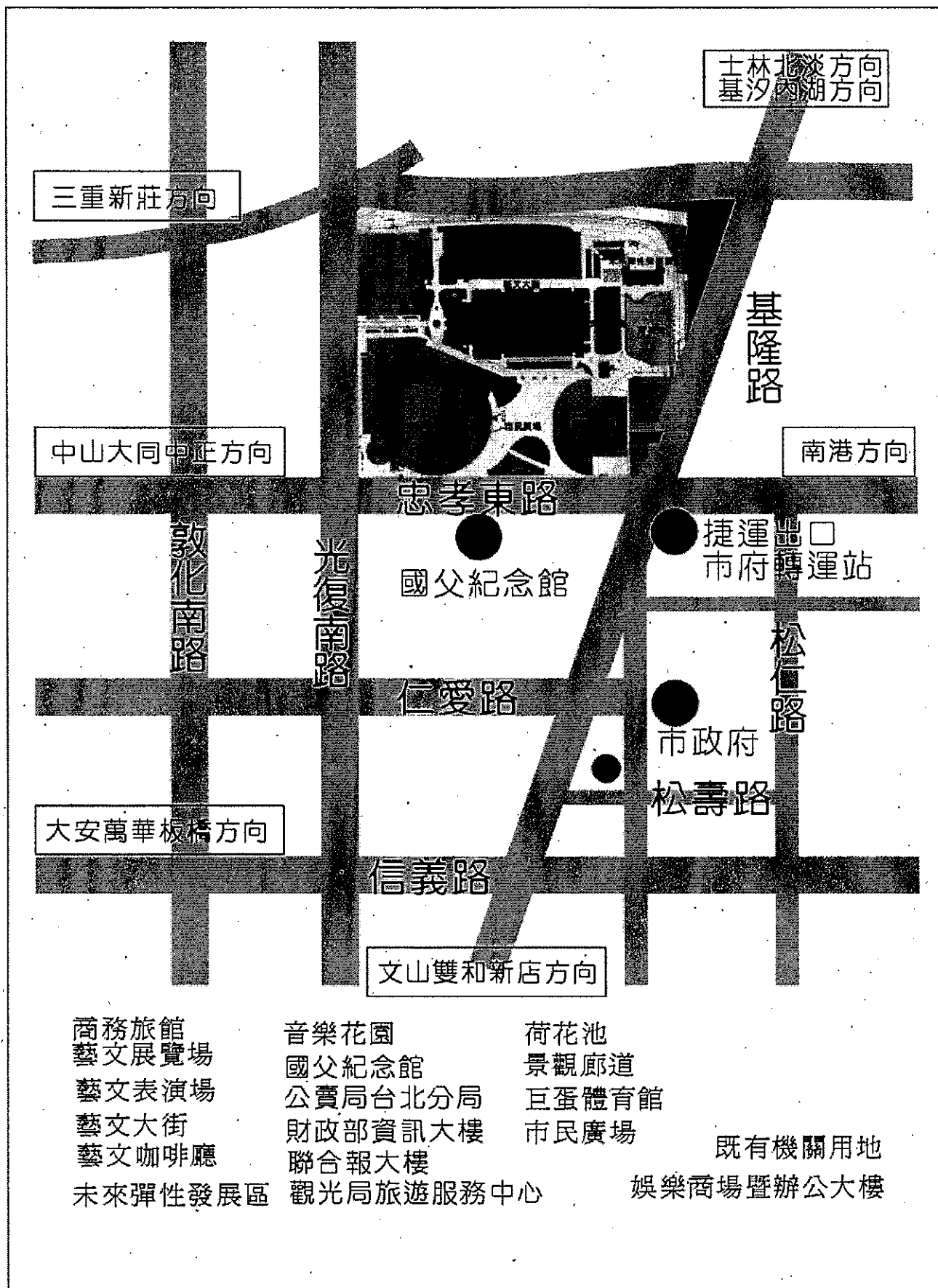
招 商 作 業



Business recruitment



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中文	英文
國父紀念館	SYS Memorial Hall
觀光局旅遊服務中心	Tourist Service Center for Tourism Bureau
公賣局台北分局	TTW Taipei Branch
財政部資訊大樓	Information Building for MOF
聯合報大樓	UDN Building
三重新莊方向	To San-chung and Hsin-chuang
中山大同中正方向	To Chung-san, Da-tong and Chung-chen
士林北淡方向	To Shilin, Taipei and Tamshui
基汐內湖方向	To Keelung, Sici and Neihu
大安萬華板橋方向	To Da-an, Wan-hua and Panchiao
南港方向	To Nangang
文山雙和新店方向	To Wen-san, Chung-ho, Yung-ho and Hsintien
基隆路	Keelung Road
忠孝東路	Chung-hsiao East Road
敦化南路	Tun-hwa South Road
光復南路	Guang-fu South Road
仁愛路	Ren-ai Road
信義路	Hsin-yi Road
松仁路	Sung-ren Road
松壽路	Sung-sou Road
市政府	City Hall
捷運出口	MRT Entrance (City Hall Transit)
市府轉運站	

中文	英文
商務旅館	Business Hotel
藝文展覽場	Exhibition of Cultural and Artistic Center
藝文表演場	Performance of Cultural and Artistic Center
未來彈性發展區	Area for Future Development
藝文大街	Street of Culture and Art
音樂花園	Music Garden
藝文咖啡廳	Café of Culture and Art
荷花池	Lotus Pond
景觀廊道	Scenic Hallway
巨蛋體育館	Big Dome Stadium
市民廣場	City Plaza
娛樂商場暨辦公大樓	Business/Entertainment Plaza and Office Building
既有機關用地	Reserved for Authorized Use