

The XIIth Olympic Winter Games - Denver 1976

We know that the report presented by the Denver Organising Committee to the 72nd IOC Session in Sapporo, raised some objections. For this reason, the International Olympic Committee wishes to hear a new, full and detailed report on the organisation of the XIIth Winter Games in 1976 and on the choice of competition sites.

The Executive Board will, therefore, meet the representatives of this Committee at the end of May. We will certainly let you know the results of these meetings.

In the following pages, however, you will find the statement given by Governor John Love before the Senate and the House of Representatives of Colorado on 3rd March, 1972.

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I noted earlier in this session my request to return and speak to you about the 1976 Winter Olympic Games. Since that time there have been many occurrences requiring comment, including, of course, the recent magnificent games hosted in Sapporo, Japan. I am grateful for this opportunity to express my opinions to you, and hopefully to place the Denver Games in proper perspective.

You will remember that the effort to secure the award of the Games to our capital City - Denver - has been a continuing effort of many years duration, and has involved not only public money, but substantial contributions of time and money by many Coloradoans.



It was in 1967 that Denver, in competition with other cities of the United States, was designated as our Nation's candidate for the 1976 Games.

Thereafter a major and continuing effort was made to identify and qualify sites for the various events through the international sports federations such as FIS. In addition, contact was made with many of the International Olympic Committee members, both at their meetings abroad and on their visits to Colorado at the invitation of our Organising Committee.

Finally, a total presentation was developed, and with

the backing of a resolution of this body and similar endorsements from the Federal Government was presented in Amsterdam in May, 1970. The International Olympic Committee chose Denver at that time.

I am sure that those who were intimately involved in the effort had no thought but that the citizens of Colorado would join with them in their elation and pride in the outcome.

However, over the ensuing months, it became apparent that there were determined opponents, some confusion, and much concern. Obviously there are aspects of the Games upon which reasonable men may differ but some of the debate and dialogue exceeded the reasonable and, in a few instances, approached hysteria. Some expressing their environmental concern seemed to envisage uncounted hordes descending upon Colorado making necessary the bulldozing of all our mountains and the destruction of all our trees.

Those concerned with the costs of the Games, looked at figures from Grenoble and Sapporo totaling hundreds of millions of dollars, and, understandably, shuddered.

In the meantime, the Organising Committee re-examined its plans particularly as to sites. A determined opposition from one area designated, together with second thoughts as to technical standards, led to changes in the original plan -

primarily for the Alpine and Nordic events sites. Let me note in passing, however, that the original plan did have the approval as to technical sufficiency of the relevant sports federations and was presented in good faith at Amsterdam.

However, after hours and days of analysis and appraisal, in co-operation with the sports federations, the decision was made to change the Alpine sites from Mt. Sniktau to Avon east of Vail, and the Nordic site to Steamboat Springs. These decisions were mandated by considerations of snow cover, cost, after use, and impact on the environment.

The presentation to the IOC at Sapporo, after a somewhat confusing beginning was made and accepted. There obviously was concern about distances, but I believe there is general understanding that the Winter Games can no longer be held in a small alpine village, and that cities large enough to host the Games are seldom endowed with an Alpine mountain within the city limits or in the immediate suburbs. Separation of events has occurred to greater or lesser degree in Grenoble and Sapporo and will, in my opinion, continue in the Games of the future.

The sites chosen are technically the best available in Colorado and do not represent undue expense.

Let me speak to you briefly as to the total costs.



The Denver University, which will be the Olympic Village.

The figures coming from Grenoble and Sapporo obviously include items not directly necessary for the Games. Grenoble, for example, built a magnificent concert hall, a new city hall, built new roads and highways and otherwise tied to the Games items of general community improvement. Japan, in furtherance of a policy to encourage migration to the island of Hokkaido, and also with great national pride, expended large sums of money in the same general area of improvement.

There is a growing feeling that expenditure of this magnitude will make it difficult, if not impossible, for many areas or nations to host the Games. There is also a general agreement that the Olympic ideal will be better served by a simpler and less expensive approach that will relate the Games to the participants rather than to general promotion.

Certainly that is the attitude and approach of Coloradoans. There are continuing expenditures from the

governmental area such as the completion of Straight Creek Tunnel and the balance of 1-70, that will contribute to the Games, but cannot be charged as a direct cost. There is a possibility, not yet determined that the Denver officials might seek a new arena, but not from the Olympic funds.

But this kind of expenditure aside, the reasoned and tested forecast of the cost of the Games can be broken down into two broad classifications and stated in this way.

For the cost of facilities, including a speed skating rink, jumps, and the other necessities, 20 million dollars. It is expected, in my opinion for sound reasons, that this sum will be forthcoming from the federal government. It is also certain that the facilities so funded will have continuing public after use.

For the cost of operations, 15 million dollars. The comparable figure for Squaw Valley is \$4 million.

To be credited against the 15 million dollar cost will be the proceeds of ticket sales. This is currently estimated at three and one-half million to five and one-half million dollars.

In addition, there will be revenue from licensing and franchising arrangements. Sapporo realised substantial sums from this source and Munich, with the coming Summer Games, has gained or forecasts

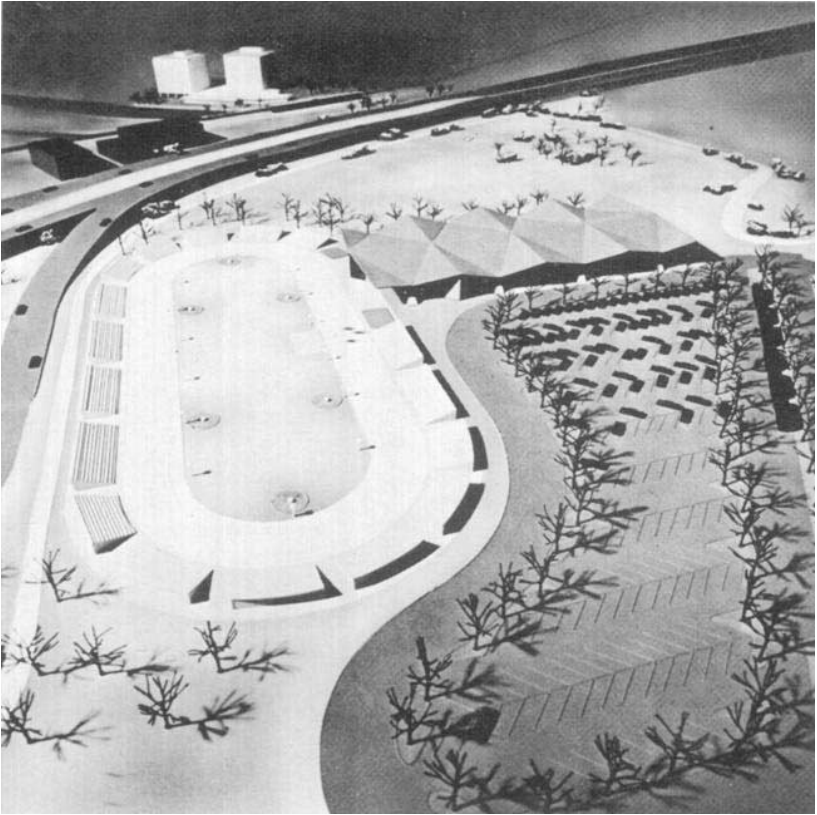
amounts that are large enough to make me doubt that we will duplicate their effort. Nevertheless, we will generate substantial sums.

Finally, it is the considered opinion of the Organising Committee that we will generate funds from the television rights. I realise this contradicts the reported opinion of an employee of one network, but conversations with representatives of other networks and others knowledgeable in the field give reason to believe that substantial funds can be generated.

The City of Denver will also be contributing to the overall cost, and private firms will donate goods and services.

I am sorry that the nature of the event and its timing is such that I cannot give you at this time exact figures. I can say to you that Colorado's share will not exceed five million dollars over the next four years, and may be considerably less.

I realise that five million dollars is a large sum of money. However, let us try to place it in perspective. During the next four years, Colorado will expend from its general fund something in excess of 2 billion dollars - almost all of these dollars will go for welfare, help for the mentally and emotionally disturbed, to those who are unfortunate and need help, and



Map of the speed skating rink.

for other necessary governmental services. Is five million dollars - $\frac{1}{4}$ of 1% of this amount, too much to spend for excellence and pride and an international celebration in the 100th year of Colorado's statehood and the 200th year of our nation?

It also needs to be added that the Games will return in revenues more than the expenditure and result in more available money for general services, not less.

Finally, let me express a few thoughts about the environment and the effect of the Games on Colorado.

First, let us acknowledge that almost any activity has a potential of good or ill on the environment, and let us agree that we must be eternally vigilant to protect Colorado in all its glory.

But let us also calmly and dispassionately look at the specifics. Avon, which is sche-

duled to be built, Games or no Games. Steamboat Springs, which currently is Colorado headquarters for Nordic events and will be helped not hindered by contestants running cross country trails.

It is also true that environmental concerns in connection with the Games can serve as a focus within a time frame to accelerate sound planning and protective actions. They already have served to bring greater notice and public concern than existed before.

There are some who add to the direct environmental concern the more indirect effect of numbers of people.

Our best estimates indicate that the largest single gathering will be the opening ceremonies, 50,000 people, the number as I have noted before that attend a Bronco football game. We sincerely believe that the number of spectators at the cross country events will not exceed 2,500 people.

Average daily attendance at all events will be 64,000 to 91,000 and will be limited by the number of tickets available. Of this number it is expected that 75% of the tickets will go to Colorado residents.

As a matter of comparison, I asked recently for the figures on the number of skiers on our slopes over this Washington Birthday weekend. I am informed that on that weekend at Winter Park, Loveland, Arapahoe,

Breckenridge, Keystone, Vail, Aspen (Snowmass, Buttermilk and Ajax) and Aspen Highlands, there were a total number of 99,897.

In remembering the forecast that 75% of the spectators at the Olympic Games will be Colorado residents, it seems that the estimated attendance will not unduly stress or strain our facilities.

The remaining concern that I have been able to identify is expressed in various ways. It concerns itself with an opposition to growth, with a zero population goal for Colorado with nostalgia that things might once more be the way they were, or with a thought of building a fence around Colorado.

None of us believe in growth for growth's sake or unrestrained, unmanaged expansion. Indeed, much of what you have under consideration at this session looks toward a sound control of the growth that will continue in Colorado.

However, those who believe that the time has come to stop all increased economic activity - to in effect stop now and divide the proceeds - make a serious mistake. An economy in Colorado - stable, or on the way down, would provide less not more of the services provided by the government.

The good life to almost all of our people involves more in the way of goods and ser-

vices - jobs and compensation which allow leisure time and the material freedom to enjoy the mountains and streams.

What we suggest here is not a manufacturing plant, but international games. They will serve, of course, to advertise and promote and improve our winter sports facilities.

I believe that recreation, particularly winter sports facilities, offers to Colorado economic activity with less disadvantage than almost any other economic approach.

The time is not now to stop and retire.

I hope that not only you as legislators, but all Coloradoans will give your support to our Games in our Centennial year of 1976. Colorado is a part of the U.S. Colorado is a part of the world. In hosting an event based on the thought that physical competition on the sportsfield is much preferable to contest on the battlefield, I hope we can do it with pride and joy.

I have had an abiding faith that Colorado is more - even - that its wonderful land, its climate and its great people. Colorado, to me finds itself in the position of greatest challenge and greatest hope of any of this nation's States, and, by extension this world's nations.

Colorado cannot only do anything it sets itself to do, but by virtue of that fact,



assumes a burden of responsibility to excellence.

It is unthinkable to me that at this time and place in the history of the Olympic Games, that Coloradoans would stand up and say - "We have neither the will nor the unity."

I know we can do it, not only well, but with excellence if Coloradoans will bring to it their support, their abilities and their enthusiasm.

J. A. L.

