



Looking towards 1984

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For the first time in recent Olympic history, there will be no major construction for the next Olympic Games, so that the light from the Olympic torch can be focused clearly on the young men and women from around the world who will come to compete.

It is because most of the 21 venues for the XXIIIrd Olympiad are already in place that the Los Angeles Olympic Organising Committee (LAOOC) can finance the 1984 Games entirely from its own enterprise. We feel this method of finance is imperative for the future of the Olympics, and we are most appreciative that the IOC chose to make an exception to its rules in allowing us this novel arrangement.

The reason we consider this financial approach so vital is that the Games are in danger of becoming victims of their own success-too big and too costly. Some means

other than governmental support must be found to fund them. Otherwise, it seems likely that only the wealthiest of nations will be able to host the Olympic movement in the future. In taking the Olympics out of the hands of city and federal government, we are hoping to put them within reach of the rest of the world. In this we have an exceptional obligation that goes beyond our responsibility to organise the Games well. We can provide an impetus and direction for the future of the Olympic movement.

Nevertheless, it will remain difficult for some to believe that an event traditionally as costly as the Olympic Games can be staged without direct cost to the citizens of the city or country involved. But, for the 1984 Games it is going to be the private sector which in large measure will provide the needed funds-as well it should. In the past, busi-



Mr. David Simon, official responsible for protocol, presents the official report of the 1932 Olympic Games to the President of the IOC on behalf of Mr. Paul Ziffren, Chairman of the OCOG.

nesses have profited enormously from the popularity of the Olympics. It is only appropriate that they help support the Olympic movement. Therefore television, whose viewers during the two Olympic weeks will include more than half the world's population, has agreed to pay a substantial sum to televise the 1984 Games, and will pay more as additional rights are negotiated. A portion of these funds goes directly to the IOC. This is one example of how commerce will further the Olympic movement ; but it is a telling one.

The Least Commercial Games

It should be quickly added that there is a distinct difference between commerce and commercial. Commerce is usually interpreted in terms of trade that is profitable to all concerned. Commercial, on the other hand, often implies poor quality. Unfortunately, it is a word that has been used in some circles in conjunction with the Los Angeles Games.

This must be of grave concern to those who have loved the Olympics long and well. It is also of deepest concern to the LAOOC. We would like to state unequivocally that while we will have a Games that benefits from "commerce", we will not have by any means "commercial" Games. Recent modern Olympics have averaged more than 200 sponsors. In Los Angeles, we will have fewer sponsors than ever before in recent Olympic history-probably about 35, and certainly fewer than 50-yet we will raise the majority of the needed funds in the process. Though the success that we have enjoyed working with private industry has been labeled "commercial", it might be more accurate to call it "productive".

Dedication to Sport

Sponsoring the 1984 Olympic Games is not a matter of wealth alone. We require of our sponsors what has traditionally been asked of Olympic athletes-dedication to sports. It is important that those who assist the Olympic movement in Los Angeles in 1984 are thoroughly committed to sports, and to the youth of the world. That commitment cannot last only two weeks in the summer of 1984. As an example, McDonald's Corporation is financing a costly swimming stadium that will serve the Olympic competitors for two weeks and then serve the young people of the University of Southern California and the Los Angeles community in the future. Other companies joining the Olympic effort are The Southland Corporation, which has pledged funds for construction of the velodrome, the

Atlantic Richfield Company, supplying seven world-class tracks including the one for the Los Angeles Memorial Coliseum, in addition to the Coca-Cola Company and Anheuser-Busch, which have pledged substantial sums. Other companies have also signed contracts, including United Airlines, Arrowhead Puritas Water, United California Bank, Canon USA, Inc. and Dentsu Incorporated.

Management Concept

Finally, to ensure that all our plans for the success of the Olympics of 1984 work smoothly, we have initiated a novel concept of sports management. We are now appointing men and women-12 of the 25 have already been named-as sports commissioners. They are committed to attending major national and international events in their sports for the next four years, and will join the LAOOC staff as paid members in the final year of preparations. Their visits to sporting events are intended not only to familiarise them further with their particular sports, but to acquaint them with the capable people who govern these sports at the national and international levels. Thus, by 1984 we will have capable managers devoted to their particular sport who are thoroughly versed in their venues. They will therefore be eminently qualified to run that site in accord with the needs and wishes of the international federations. In addition, they will be well acquainted with the representatives of the federations with whom they will be working. This novel concept should provide each sport venue with the highest degree of Olympic excellence.

Great Honour

It is a great honour that the International Olympic Committee bestowed on the LAOOC in awarding us the Games of 1984, and we are committed to making these Games the most memorable in history. Over the next three years, we look forward with anticipation to meeting with the members of the International Olympic Committee and other members of the Olympic family at every opportunity to further our preparations until the summer of 1984, when we will welcome the world to our city and to an Olympic Games that sets a new mark of Olympic excellence.

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