## Committee formed in Los Angeles to study business end of Olympics

United Press International LOS ANGELES — The orgaers of next summer's Olym-Games in Los Angeles are termined that they'll be a big cess, both athletically and

Even without federal, state or ty backing, they figure they ay make a small profit while tracting something like \$3.3 llion to Southern California. he organizers are handling the mes like any business, holding own costs and refusing to itenance cost over-runs, while building up income from

TV and corporate sponsors.

No one knows which of the mord 9,500 competitors will chieve Olympian stardom from he hundreds of medals to be warded in 220 events in 21

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S South Caroling But it already is clear that the orgia, No. 12 SML Games' biggest winners will 13 Florida at Miss emerge not only from the No. 14 Aubum prongest and swiftest, but also No. 16 Notrebard from those whose business skill Flag in a progression of the savery yield financial coin and savvy yield financial gain nd glittering reputations.

Most visible of the Games'

non-athlete stars are the leaders of the Los Angeles Olympic Organizing Committee, a team of visionaries who just one year ago were simply not believed when they promised to put together a spartan festival with-

out government financing.
At its inception, the LAOOC had trouble renting office space because of its shaky financial

But it already is clear that bid for the Games. the Games' biggest winners will emerge not only from the strongest and swiftest, but also from skill and savvy yield ing reputations.

Today, sitting on bank accounts totaling an estimated \$130 million — contributed mainly by television networks, corporate sponsors and ticket buyers — LAOCC President Peter Ueberroth gets only knowing nods when he predicts the Games will stick to its \$480 million budget and may even show

The difference between Los

Angeles and previous host cities is one part location, one part timing and one part determina-

Southern California, with its concentration of major professional and college sports, already boasted a collection of stadiums and arenas perhaps unrivaled in the world when it

A few of the facilities needed a bit of renovation and refurbishing — even the Coliseum, site of the 1932 Olympics. But swiftest, but also from most of the venues—including separate arenas for boxing, gymnastics, basketball, volleyball, wrestling and weightliftfinancial gain and glittering, plus stadiums for soccer and field hockey — were already sports showplaces fit for selection as a site for the Games.

Organizers had to worry about constructing only two main venues — a swim stadium and a cycling arena — and corporate sponsors were eager to provide the money for those in exchange for the publicity. The LAAOC has also bene-

fited greatly from the good for-tune of timing. Following the terrorist horror of Munich in 1972, the financial debacle of

Olympic Committee never gave even President Reagan's family serious consideration to any other bid for 1984 than the one from Los Angeles, U.S.A.

The bid was not from the city or even the country - with their bottomless taxpayer troughs but from a group of budget-

minded businessmen.
With the future of their athletic movement endangered, IOC officials reluctantly agreed to authorize the first Games ever run as a private party.

With the budget apparently safely in the black, organizers are most worried about the twin specters of Moscow and Munich — boycotts and

The organizers, acting like businessmen instead of politicians, have pursued their spartan dreams with moneysaving decisions. They will house athletes at existing college dormitories, eliminate limousine Montreal in 1976 and the service for most visiting digni-boycott disappointment of Mos-taries and require almost every-

and former Olympians - to buy

With each financial success, organizers strengthened their resolve to insist that those doing business with the 1984 Games do it their way - hard on the budget and easy on the frills. And they have not been inclined to waver.

Recently, in a move that also sent a message to any who might be tempted to ignore financial agreements already struck, the LAOOC canceled arrangements for the Walt Disney Corp. to produce the Games' opening and closing ceremonies when Disney's plans far exceeded the financial projections.

TV-movie producer David Wolper, a member of the Board of Directors who could be counted on to keep the purse strings tight, was named to re-

place Disney.

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Obviously fearful that Russia and other Communist countries

See OLYMPICS page 4B



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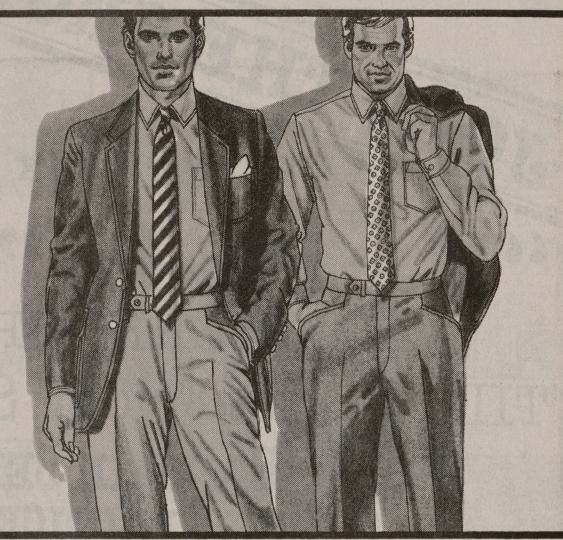
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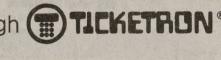
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