

Texas A&M
The Battalion

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Committee formed in Los Angeles to study business end of Olympics

United Press International
LOS ANGELES — The organizers of next summer's Olympic Games in Los Angeles are determined that they'll be a big success, both athletically and financially.

Even without federal, state or city backing, they figure they may make a small profit while attracting something like \$3.3 billion to Southern California. The organizers are handling the games like any business, holding down costs and refusing to countenance cost over-runs, while building up income from TV and corporate sponsors.

No one knows which of the record 9,500 competitors will achieve Olympic stardom from the hundreds of medals to be awarded in 220 events in 21 sports.

But it already is clear that the Games' biggest winners will emerge not only from the strongest and swiftest, but also from those whose business skill and savvy yield financial gain and 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 without government financing.

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

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

The difference between Los

Angeles and previous host cities is one part location, one part timing and one part determination.

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 bid for the Games.

A few of the facilities needed a bit of renovation and refurbishing — even the Coliseum, site of the 1932 Olympics. But most of the venues — including separate arenas for boxing, gymnastics, basketball, volleyball, wrestling and weightlifting, 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 LAOOC has also benefited greatly from the good fortune of timing. Following the terrorist horror of Munich in 1972, the financial debacle of Montreal in 1976 and the boycott disappointment of Mos-

cow in 1980, the International Olympic Committee never gave 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 terrorists.

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 service for most visiting dignitaries and require almost every-

body attending the Games — even President Reagan's family and former Olympians — to buy their tickets.

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 replace Disney.

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Obviously fearful that Russia and other Communist countries

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