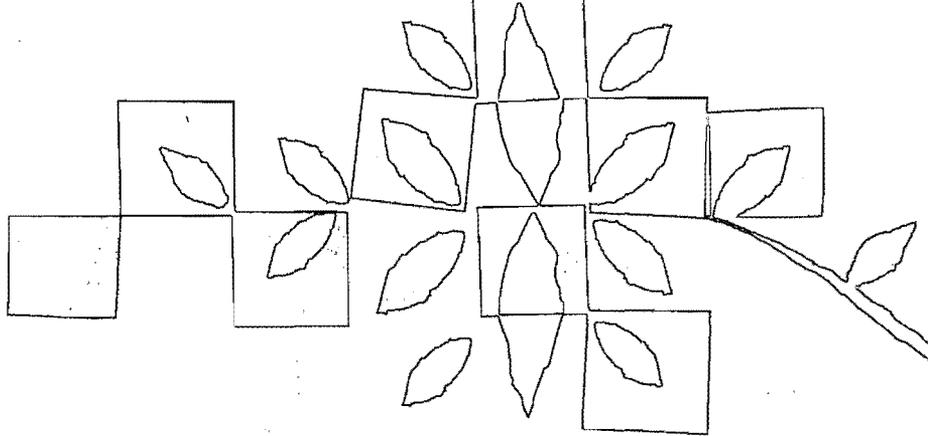


100

Atlanta 1996

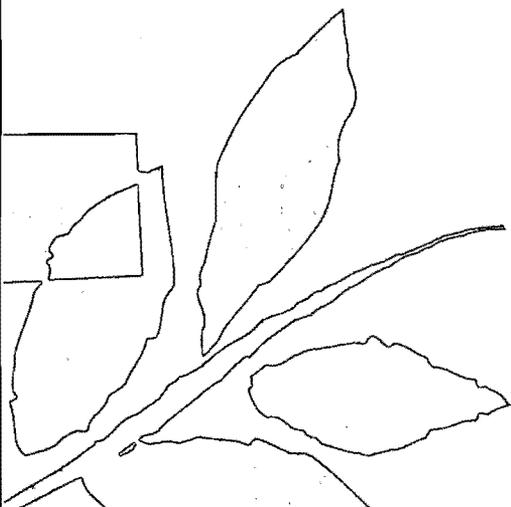
TM © 1996 A.O.C.



**T H E   A T L A N T A   C O M M I T T E E  
F O R   T H E   O L Y M P I C   G A M E S**



# **T H E   W H I T E H O U S E I N T E R A G E N C Y T A S K   F O R C E**

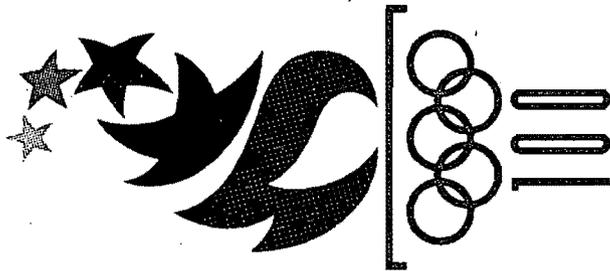


# **The Atlanta Committee for the Olympic Games**

**Presentation to**

**The White House  
Inter-Agency Task Force**

**August 2, 1995**



**Atlanta 1996**

TM, © 1992 ACOG

# The ACOG Mission

---

... To Conduct the Centennial Olympic Games  
With Sensitivity, Integrity, Fiscal Responsibility and  
Commitment to the Needs of the Athletes;

... To Share With the World the Spirit of America,  
the Experience of the American South  
and the Vision of Atlanta;

... To Leave a Positive, Physical and Spiritual Legacy,  
and an Indelible Mark Upon Olympic History by  
Staging the Most Memorable Games Ever.

# Constituencies

---

- 60% Of the Human Race
  - 2,000,000+ Spectators
  - 3,000,000,000+ Viewers
- Broadcast Rights Holders
- TOP Sponsors and National Partners
- 197 Participating Countries, As Many As 100 Heads of State
- 15,000+ Athletes and Officials
- 15,000+ Media Representatives
- 25,000+ Olympic Family Members and VIPs
- Citizens of Metro Atlanta, Athens, Columbus, Savannah, the State of Georgia and the Ocoee River, Tennessee Areas
- The Southeast and the USA
- Citizens of the World

# Logistics

---

- 71,172 ACOG Staff and Volunteers
- 31 New or Modified Venues
- 30+ Training Sites
- 50+ Parking Sites
- 8 Olympic Villages
- 11,200,000 Tickets
- 750,000 Hotel Room Nights
- 3,000+ Hours of Television Coverage
- 9,000,000+ Meals Served
- 10,000+ Tons of Trash
- 5,200+ Vehicles

# Sports

---

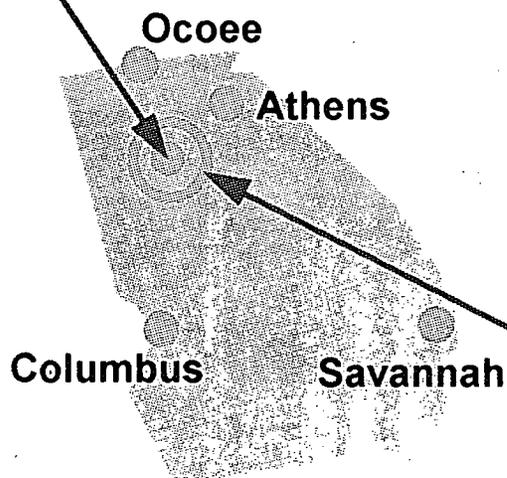
- Aquatics
  - Diving
  - Swimming
  - Synchronized Swimming
  - Water Polo
- Archery
- Athletics
- Badminton
- Basketball
- Baseball
- Boxing
- Canoe/Kayak
  - Slalom
  - Sprint
- Cycling
  - Road
  - Track
  - Mountain Bike Racing
- Equestrian
  - Dressage
  - Three Day Event
  - Show Jumping
- Fencing
- Football
- Gymnastics
  - Artistic
  - Rhythmic
- Handball
- Hockey
- Judo
- Modern Pentathlon
- Rowing
- Shooting
- Softball
- Table Tennis
- Tennis
- Volleyball
  - Indoor
  - Beach
- Weightlifting
- Wrestling
  - Greco Roman
  - Freestyle
- Yachting

# Sports Venues

20

## Within Olympic Ring

- Aquatics (Georgia Tech)
- Athletics (Olympic Stadium)
- Badminton (Georgia State University)
- Baseball (Atlanta-Fulton County Stadium)
- Basketball (Georgia Dome and Morehouse College)
- Boxing (Georgia Tech)
- Fencing (Georgia World Congress Center)
- Gymnastics - Artistic (Georgia Dome)
- Handball (Georgia World Congress Center and Georgia Dome)
- Hockey (Clark-Atlanta and Alonzo Herndon Stadiums)
- Judo (Georgia World Congress Center)
- Marathon (Atlanta)
- Race Walk (Atlanta)
- Table Tennis (Georgia World Congress Center)
- Volleyball - Indoor (Omni)
- Weightlifting (Georgia World Congress Center)
- Wrestling (Georgia World Congress Center)



7

## Outside 65 Mile Radius

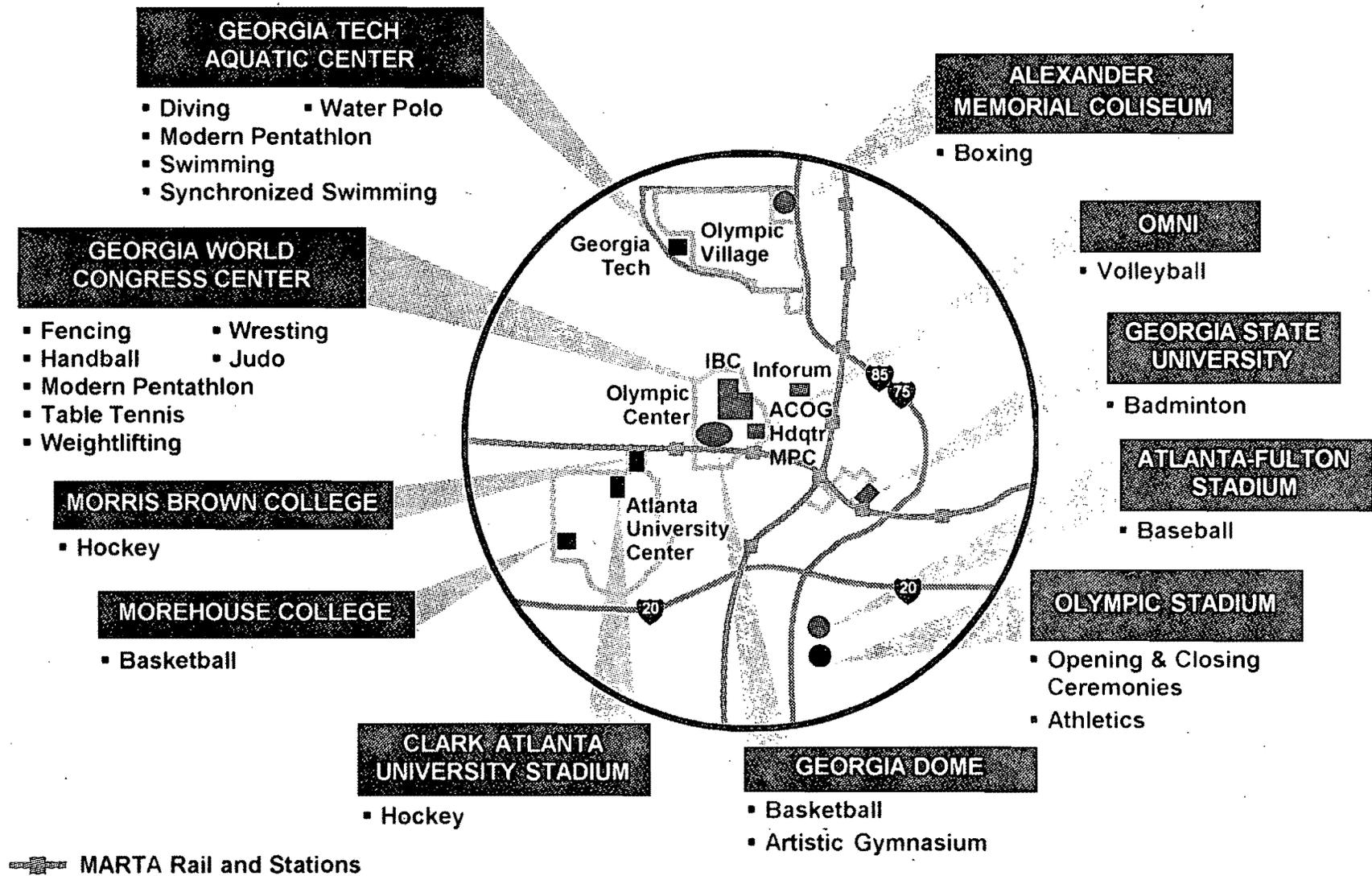
- Canoe/Kayak - Slalom (Ocoee River, TN)
- Football Preliminaries
  - Birmingham, AL
  - Miami, FL
  - Washington, D.C.
  - Orlando, FL
- Softball (Columbus)
- Yachting (Savannah)

14

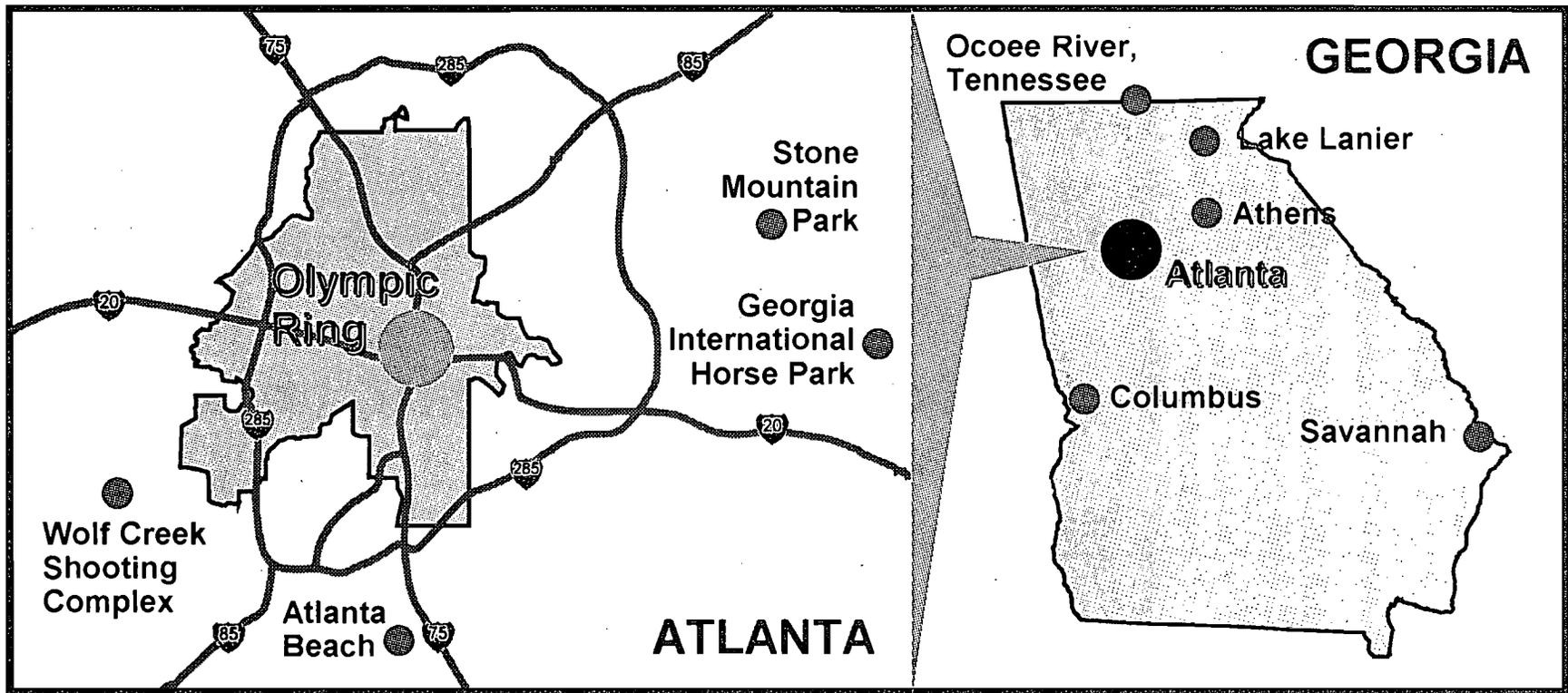
## Within 65 Mile Radius

- Archery (Stone Mountain)
- Canoe/Kayak - Sprint (Lake Lanier)
- Cycling - Mountain Bike (Georgia International Horse Park)
- Cycling - Road (Atlanta)
- Cycling - Track (Stone Mountain)
- Equestrian (Georgia Int'l Horse Park)
- Football - Semifinals and Finals (Athens)
- Gymnastics - Rhythmic (Athens)
- Modern Pentathlon (Various Sites)
- Rowing (Lake Lanier)
- Shooting (Wolf Creek Shooting Complex)
- Tennis (Stone Mountain)
- Volleyball - Beach (Clayton County Int'l Park)
- Volleyball - Indoor (Athens)

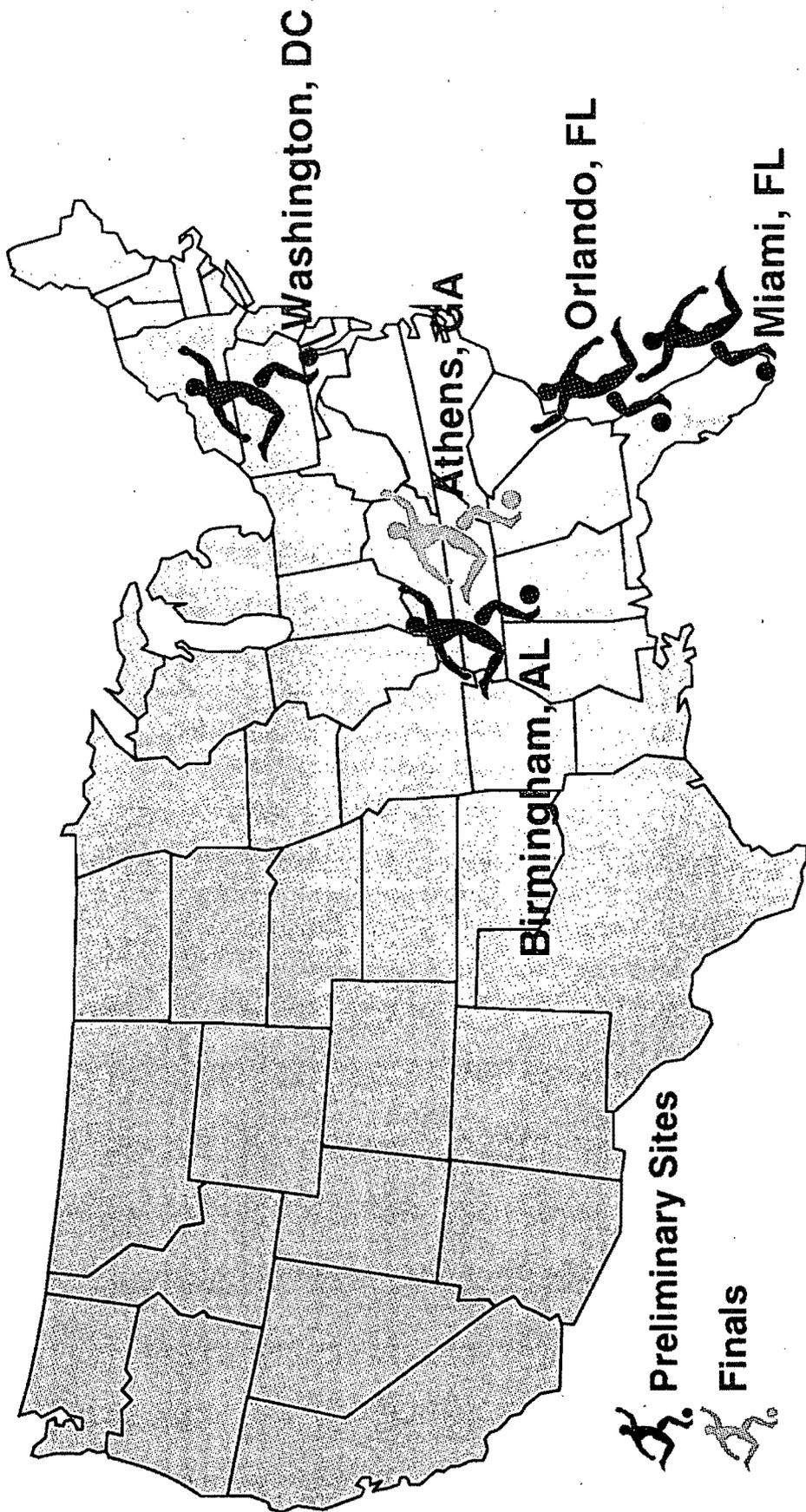
# Venues Inside The Olympic Ring



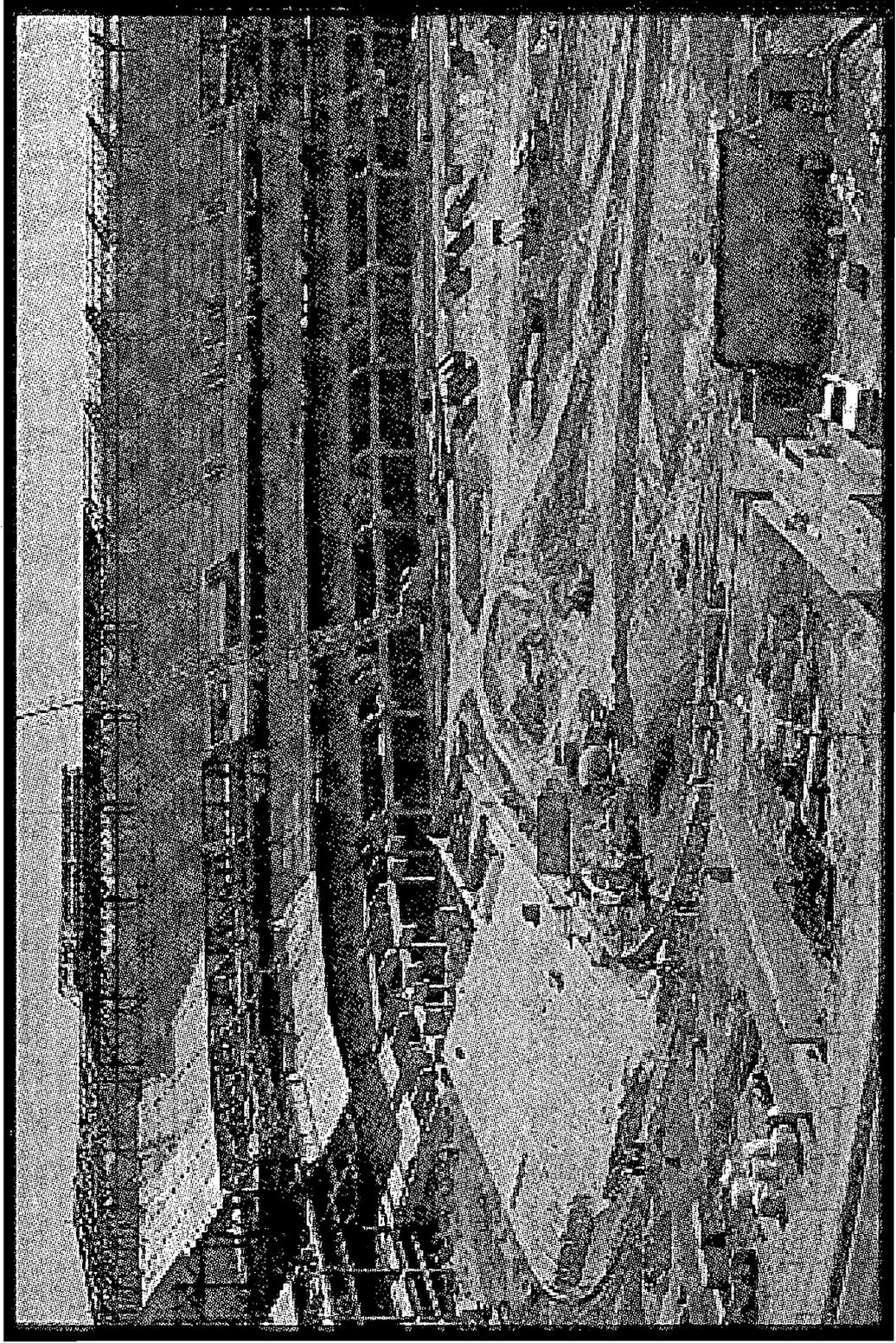
# Venues Outside The Olympic Ring



# Football Sites

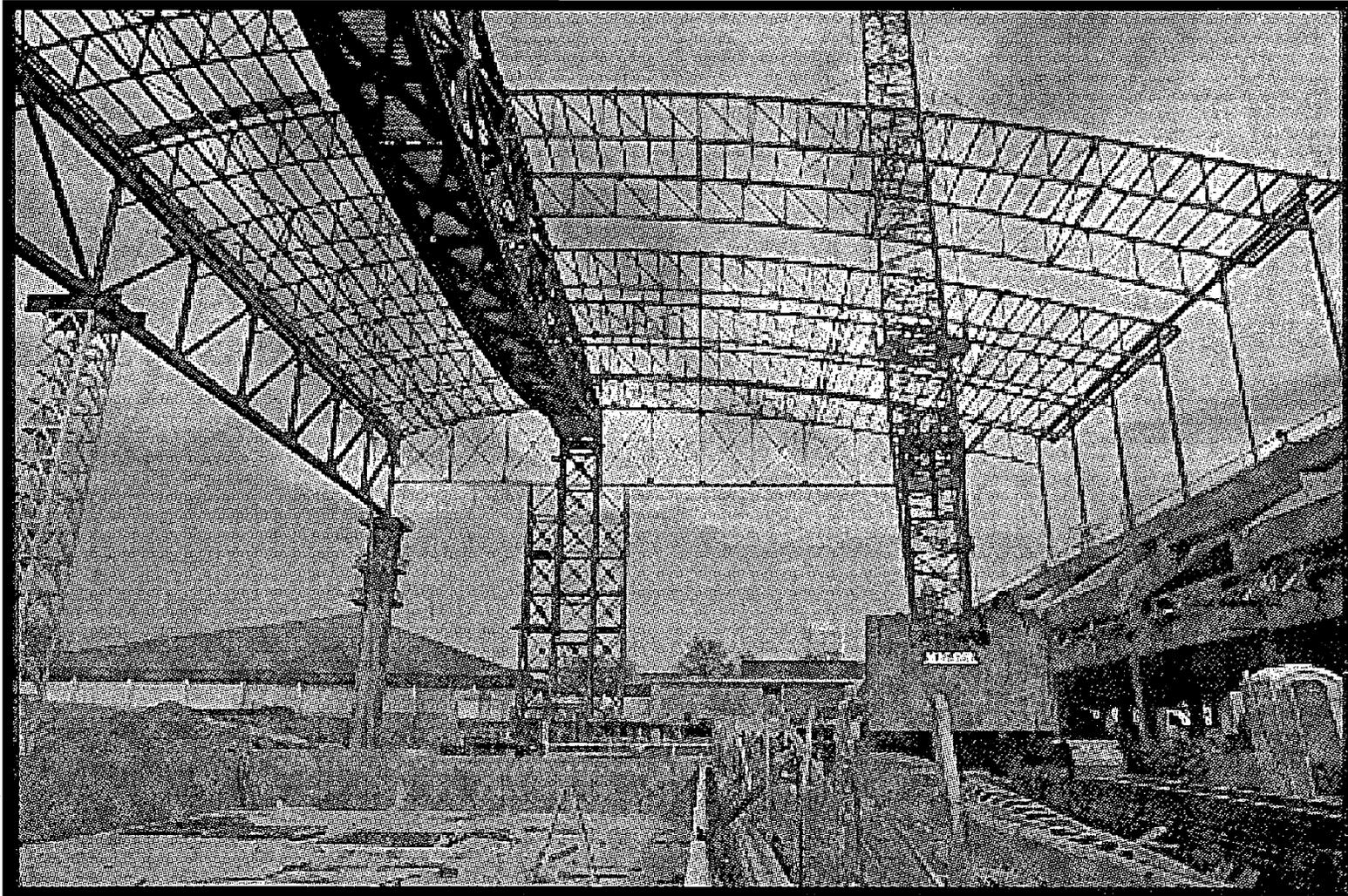


# Olympic Stadium: *Athletics, Ceremonies*

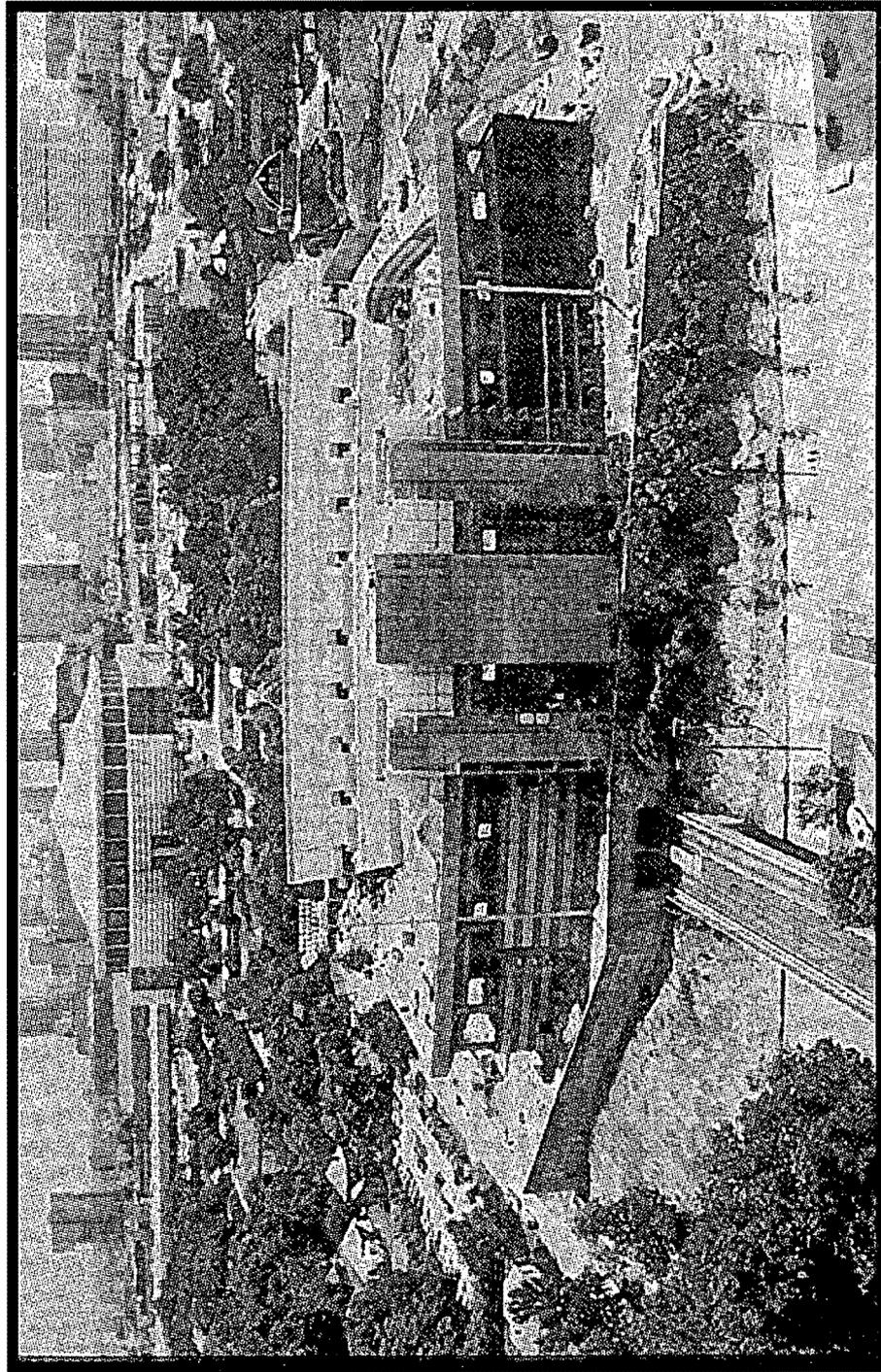


# Aquatic Center at Georgia Tech: *Aquatics*

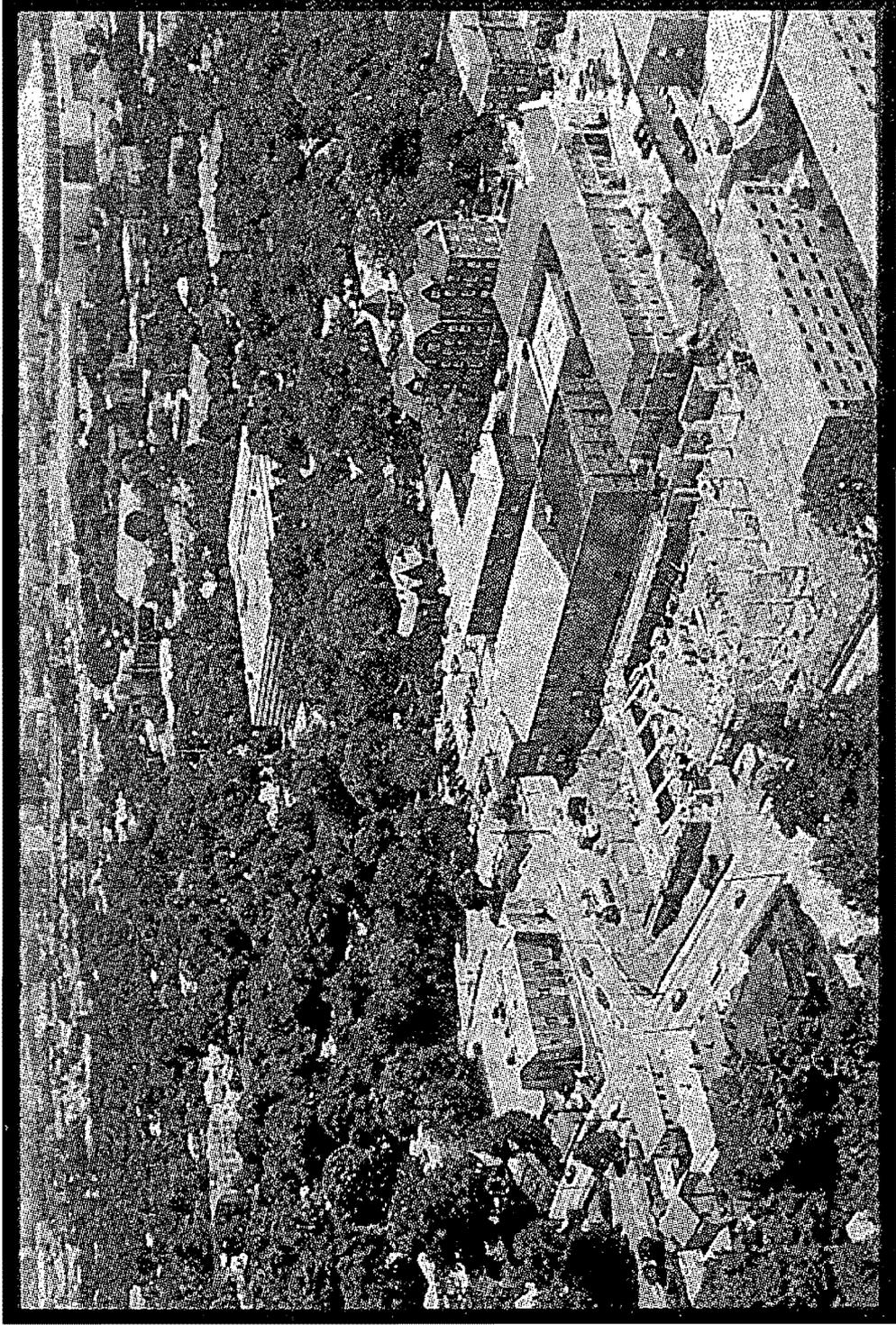
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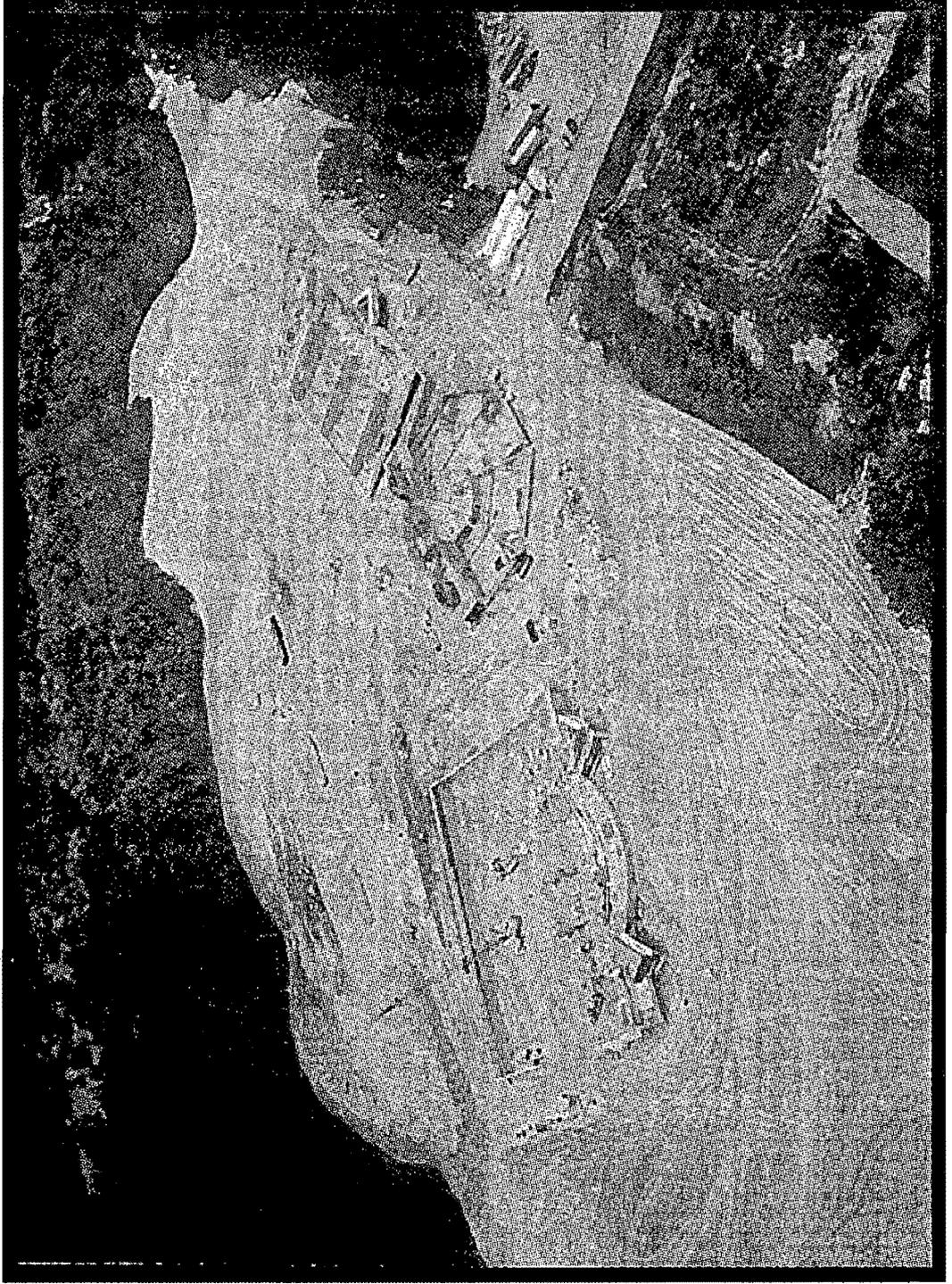
# Morris Brown - Field Hockey



# Morehouse College - Basketball



# Wolf Creek - Shooting



# Georgia International Horse Park - *Mountain Biking, Equestrian*

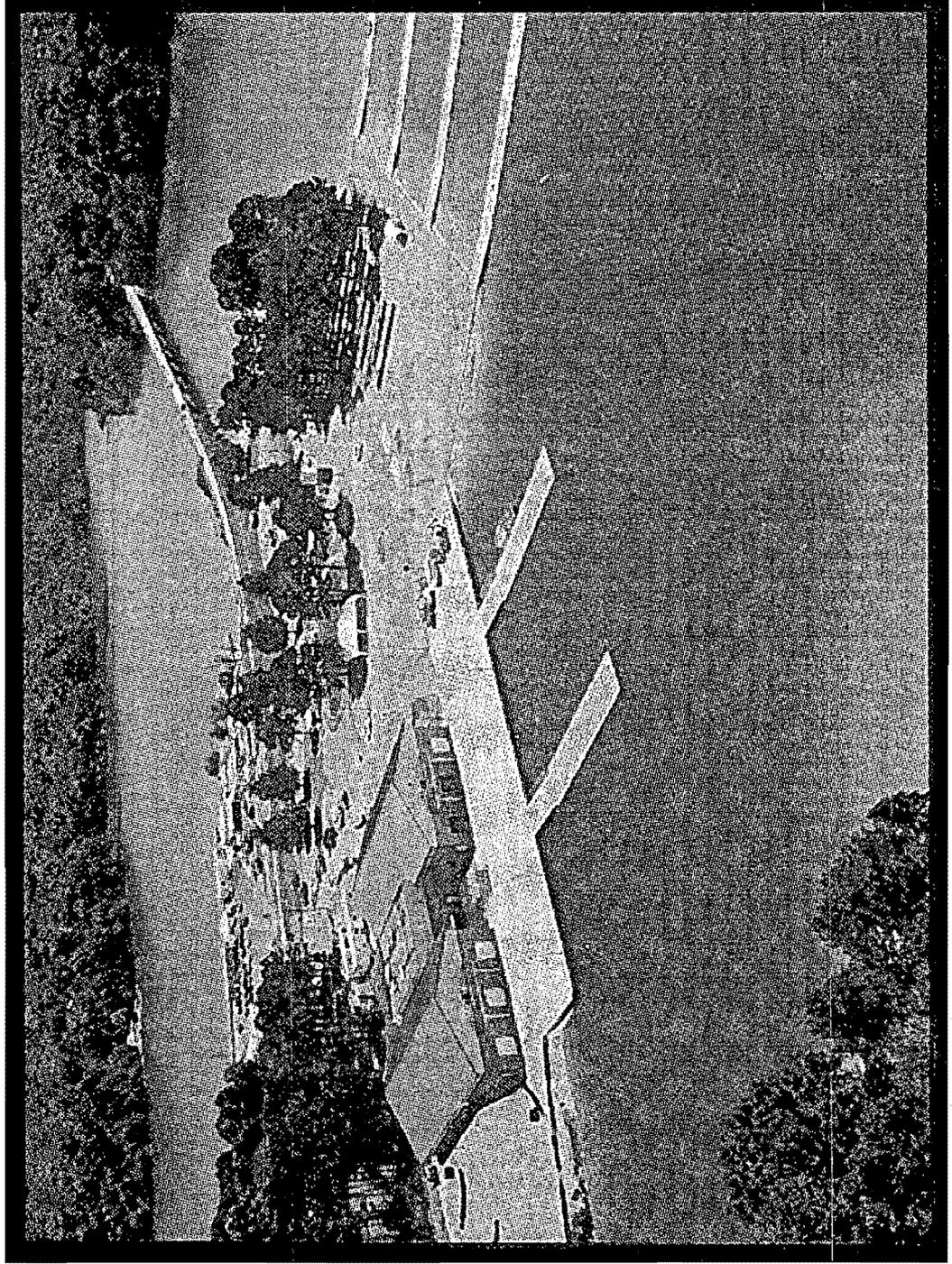
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# Stone Mountain - Tennis



# Lake Lanier - Rowing / Canoeing



# Olympic Villages

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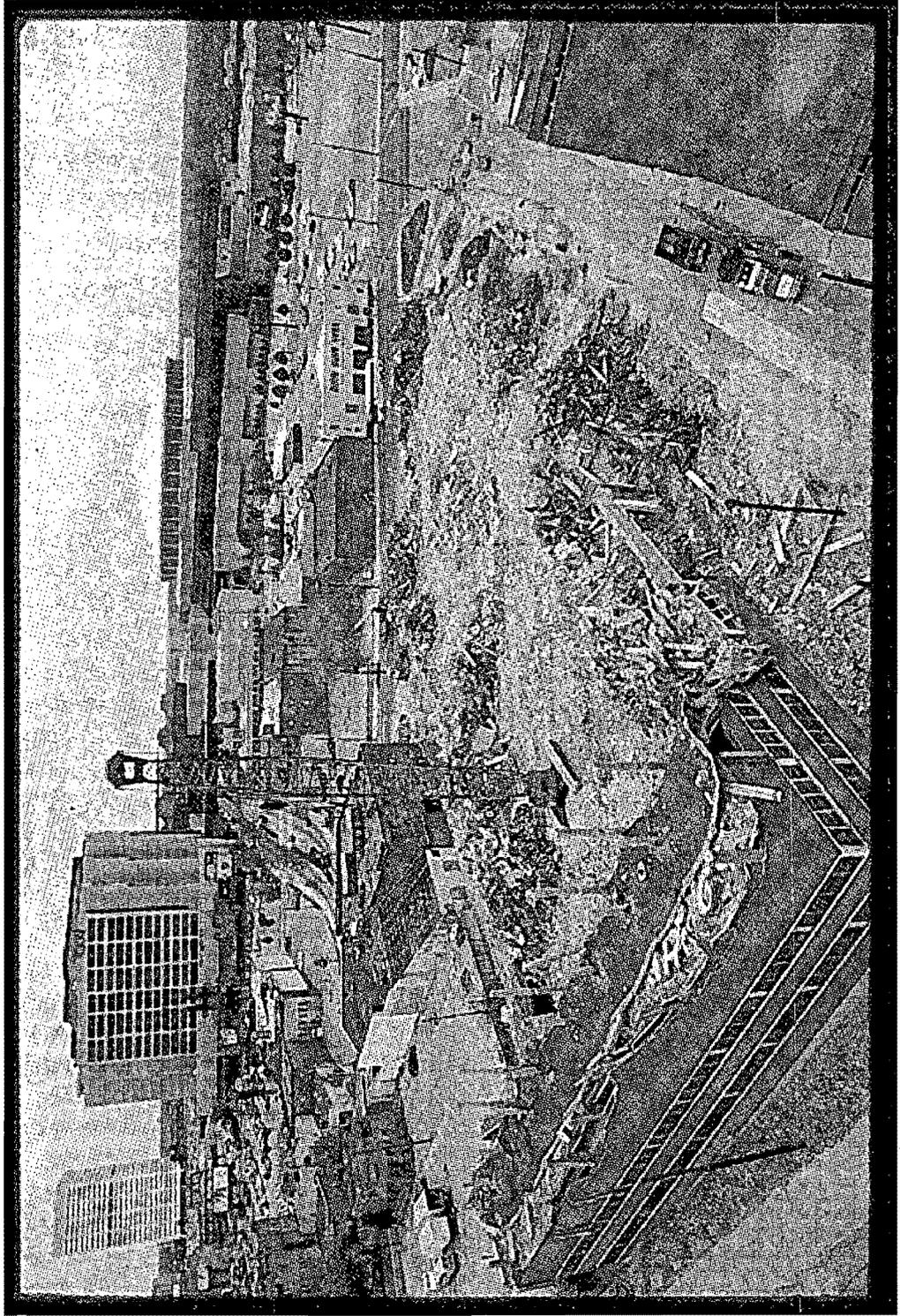
- Main Village - Located at Georgia Tech
  - 330 Acres
  - Apartments, residence Halls, Fraternity/Sorority Houses, all air-conditioned
  - 1 main dining facility, 5 satellite locations
  - Internal transportation system
  - International festival area
    - Lawn, Ampitheater
    - Refreshment and Information Kiosks
    - Cultural Pavilions
    - Coffee House, Dance Club, Museum, Arcade, Cinema
    - Shopping Area including Bank, Post Office, Camera Shop, Travel Agency, Hair Salon, Newsstand

# Olympic Villages - *Continued*

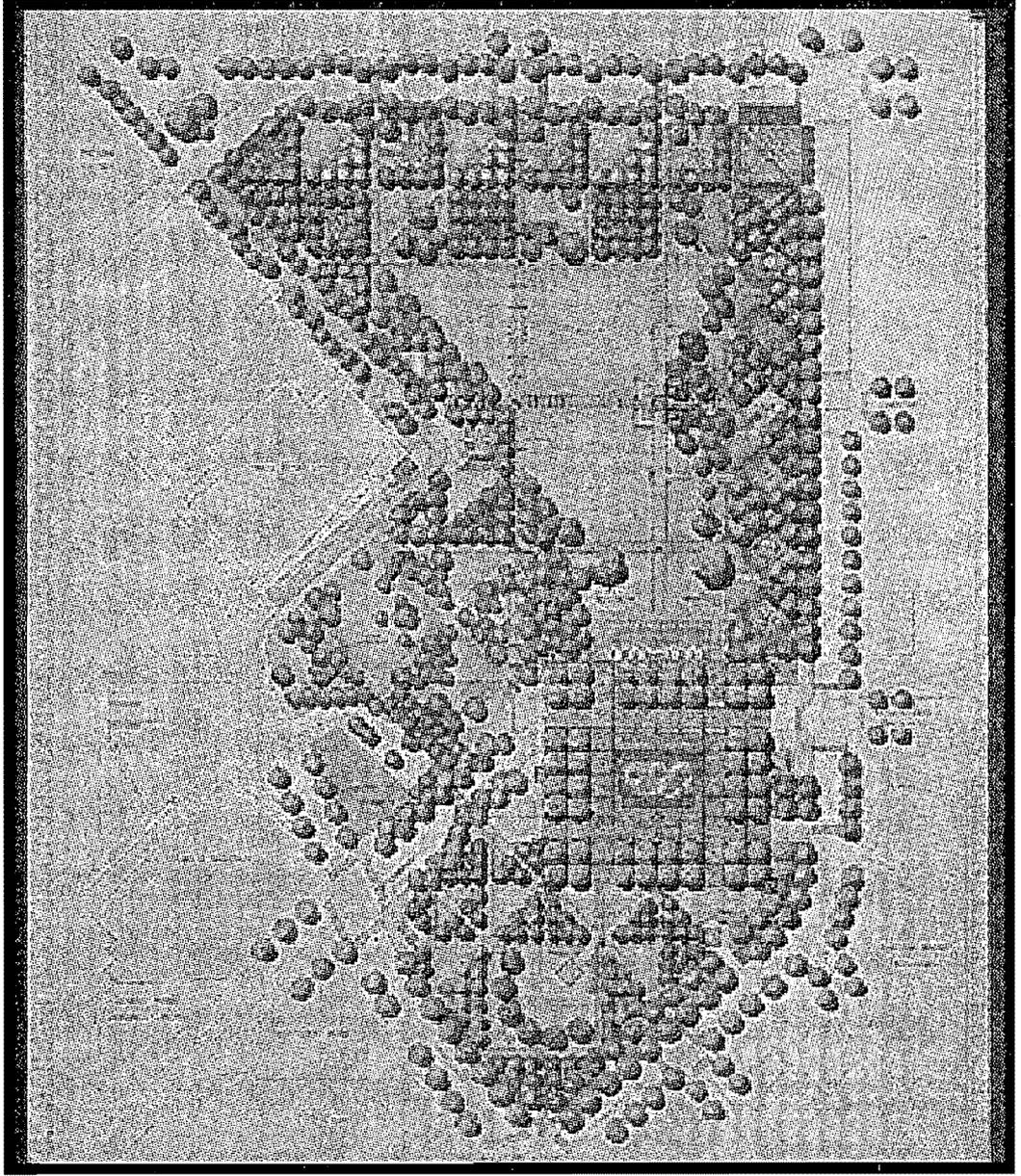
---

- Satellite Villages:
  - Savannah, Georgia
  - Columbus, Georgia
  - Washington, D.C.
  - Miami, Florida
  - Orlando, Florida
  - Birmingham, Alabama
  - Cleveland, Tennessee

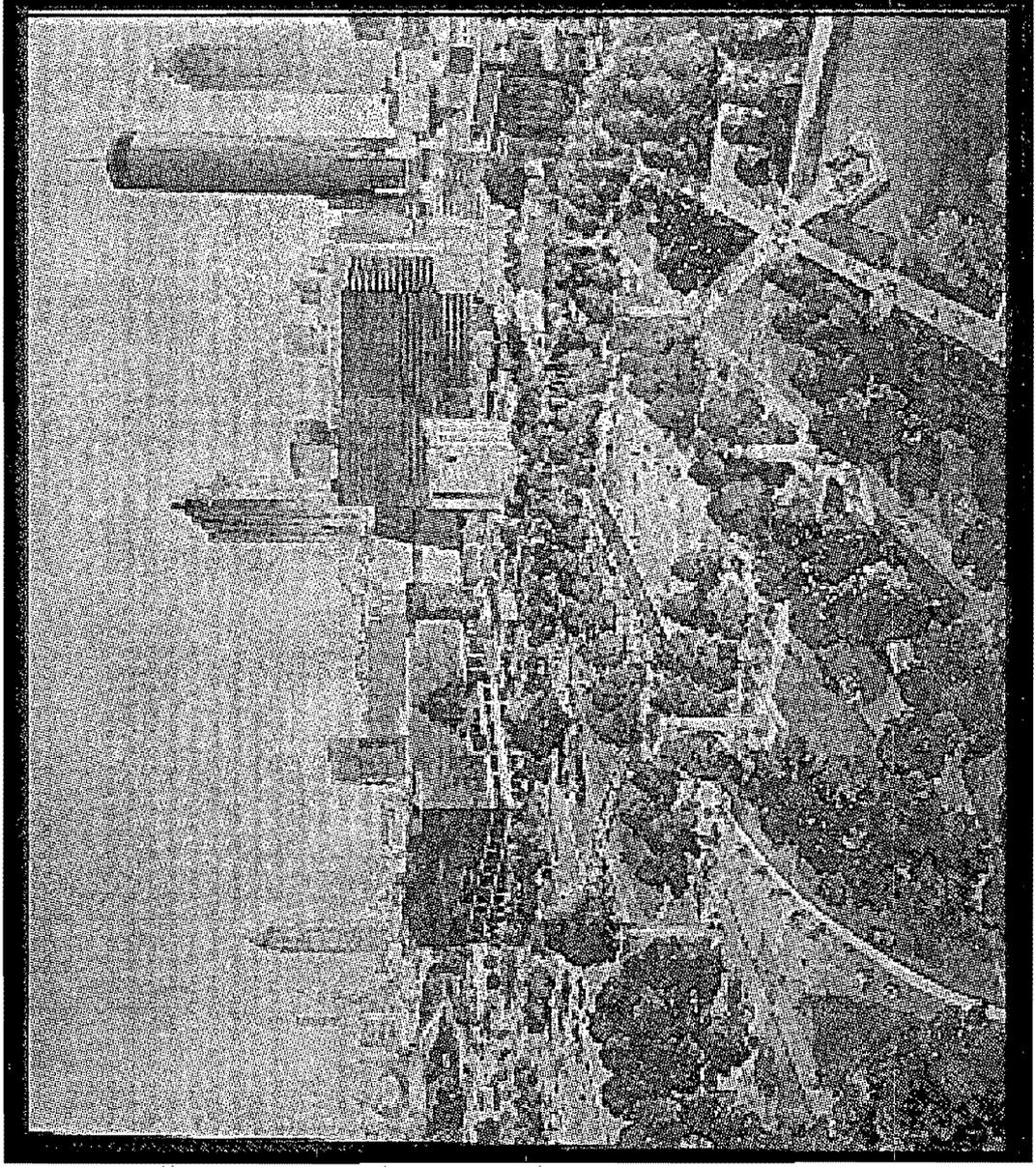
# Centennial Olympic Park



# Centennial Olympic Park



# Centennial Olympic Park



# Centennial Olympic Park

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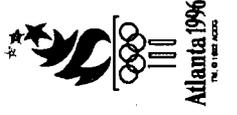
## ■ During the Games

- Public Art
- Ampitheatre
- Festival site
- Sponsor Village
- Olympic Bricks

## ■ After the Games

- Permanent 21 Acre Park
- Ampitheatre
- Future Olympic Museum Site
- Signature Plaza

# Atlanta Sports '95



# An Overview of Atlanta Sports '95

---

- 23 Events (4 in Spring of 1996)
  - 6 World Cups
  - 3 Olympic Qualifiers
  - 1 World Championships
  
- 5,500 Athletes
  
- 80 Countries
  
- 6,000 ACOG Volunteers
  
- Tickets
  - 7 Free Events
  - Ticket Prices range from \$5 - \$20 for other events

# Atlanta Sports '95 Events

---

* U.S. Rowing Nat'l Championships	22-25 June 1995
1995 NationsBank International Regatta	29 July-6 August 1995
* NationsBank Synchronized Swimming World Cup	1-5 August 1995
Atlanta Hockey Challenge Cup '95	6-11 August 1995
NationsBank Handball U.S.A. Cup	8-13 August 1995
* 1995 Yonex U.S. Open Badminton Championships	9-13 August 1995
* NationsBank Pan Pacific Swimming Championships 1995	9-13 August 1995
1995 World Freestyle Wrestling Championships	10-13 August 1995
* Table Tennis World Team Cup	11-13 August 1995
* 1995 Modern Pentathlon World Cup Final	11-12 August 1995

- \* *Co-hosted with NGB, IF, and/or sponsor*
- \*\* *Indicates ACOG functional participation only*

# Atlanta Sports '95 Events

---

Paul Anderson Memorial Weightlifting Invitational	13 August 1995
USA Volleyball Centennial Cup	15-19 August 1995
Atlanta Cup, Three Day Event	17-20 August 1995
International Invitational Judo Championships	18 - 19 August 1995
IX Diving World Cup	5-9 September 1995
* IX Water Polo World Cup	12-17 September 1995
Lake Lanier Sprint Challenge	22-24 September 1995
Ocoee Slalom Challenge	28 September - 1 October 1995
Atlanta Cycling Invitational	13-15 October 1995
Atlanta Gymnastics Invitational	16-17 November 1995

\* *Co-hosted with NGB, IF, and/or sponsor*

\*\* *Indicates ACOG functional participation only*

# 1996 Events

---

Atlanta Grand Prix Archery Tournament

9-14 April 1996

Atlanta UIT Shooting World Cup

22-29 April 1996

International Track & Field Challenge

3-4 May 1996

\* *Co-hosted with NGB, IF, and/or sponsor*

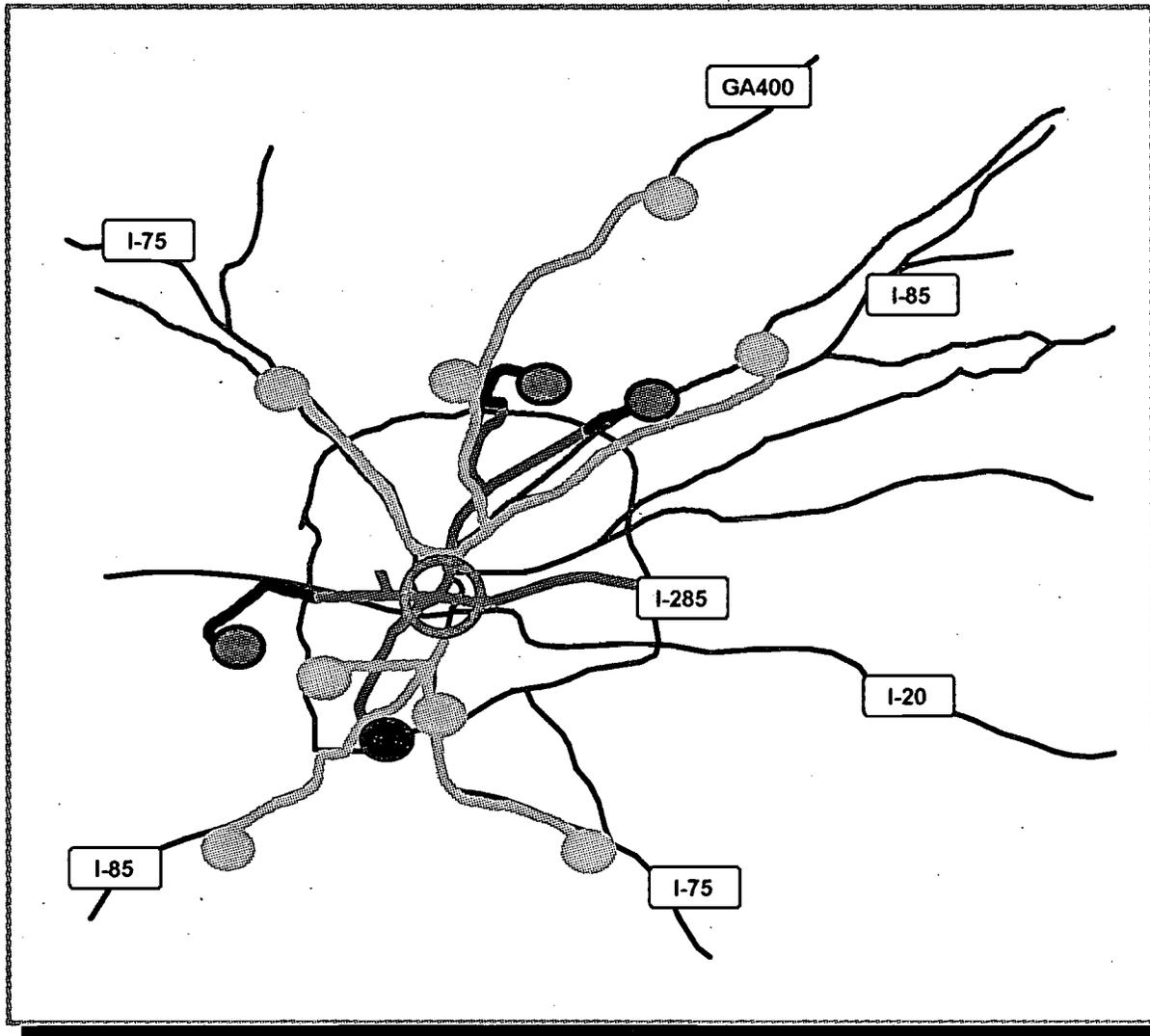
\*\* *Indicates ACOG functional participation only*

# Spectator Transportation Concepts

---

- Enable Pedestrian Movement
- Maximize use of MARTA
- Supplement MARTA rail with Olympic Bus Network
- Provide Park & Ride Lots
- Control Automobile traffic
  - Transportation Demand Management

# Spectator Transportation to the Ring

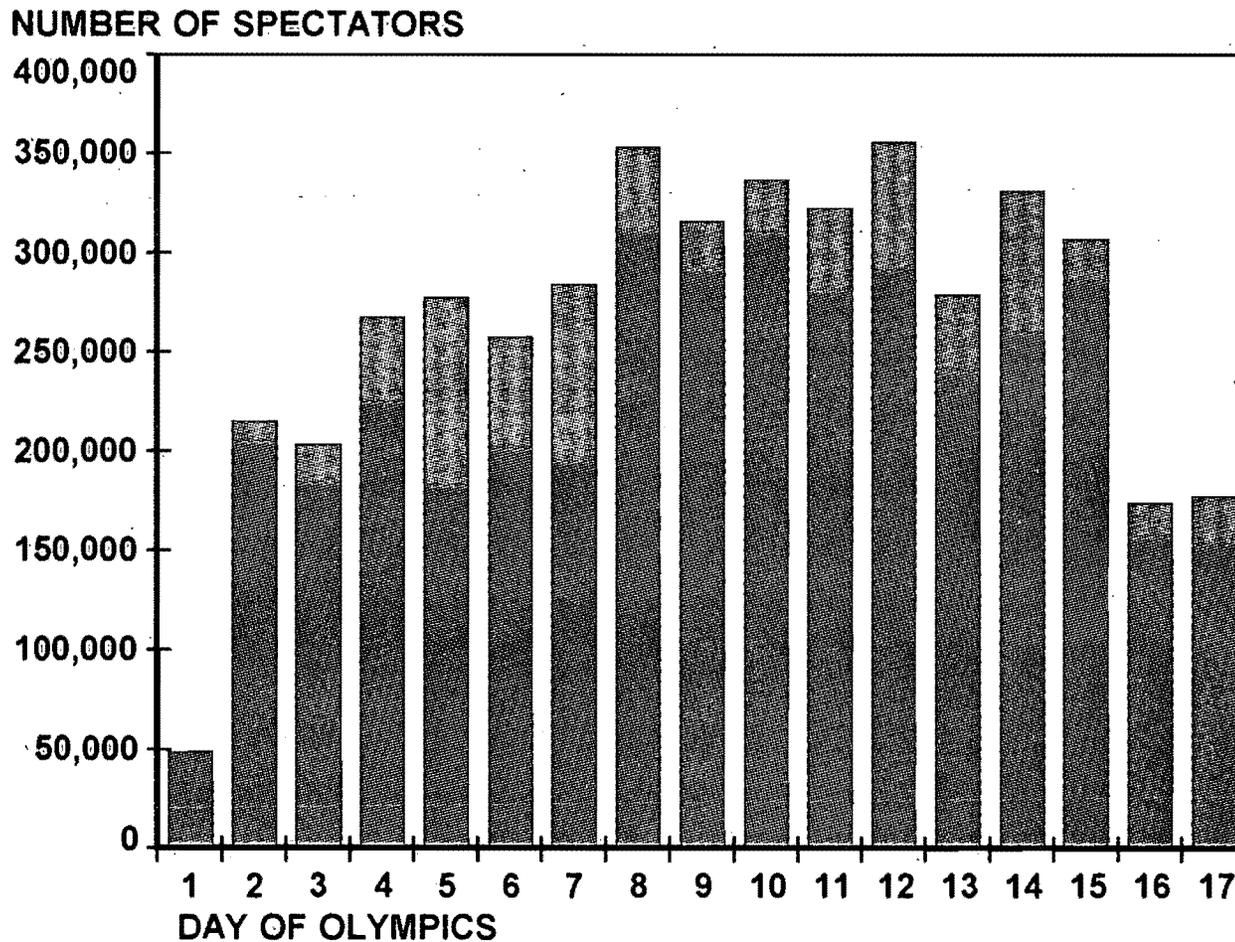


**LEGEND**

- MARTA Rail Line
- Suburban Express Bus Service
- Express Bus Park/Ride Lot
- Rail Park/Ride Shuttle Service
- Rail Park/Ride Shuttle Lot
- Hartsfield-Atlanta International Airport
- Highways

# Olympic Spectator Attendance

- Venues within the Olympic Ring
- Outlying venues within the Atlanta Region



# Transportation Demand Management Concepts

---

- Employer programs
  - Flextime and staggered work hours
  - Compressed work weeks
  - Telecommuting
  - Ridesharing
  
- Other strategies
  - Parking regulation and enforcement
  - Public awareness/information campaign
  
- Deliveries and goods movement
  - Encourage pick-up and deliveries during other than peak hours
  - Enforce existing restrictions
  - Notify businesses on or near OTS routes

# Olympic Ring Circulation Plan

---

- Types of street closures and restrictions
  - Full-time closure
  - Day-time closure
  - Lane restrictions
  - Restriction for pedestrian traffic only
  - Freeway Off-ramp restrictions
    - Williams St. southbound
    - Courtland St. southbound
    - Capitol Ave. westbound
    - Central Ave. northbound

# Downtown Pedestrian Corridors

---

- Capitol Avenue
- International Boulevard
- Peachtree Street
- Auburn Avenue
- AUC Promenade
- Pedestrian bridge from Underground to Omni

# Transportation Legacy

---

- Improvements to existing infrastructure
- Development of new infrastructure
- Change in travel behavior
- Emphasis on pedestrian activity
- Use of new technologies

# Technology

---

- 3 ES/9000 Enterprise Mainframe Systems
- 80 AS/400 Multi-user Systems
- 6,000 Desktops, Laptops, and Palmtops
- 1,000 Desktop Laser Printers
- 1,100 Copiers
- 1,100 Fax machines
- 250+ LANs
- 13,000 Telephones (1,700 wireless)
- 11,500 Television sets
- 6,000 Pagers
- 9,500 Radios
- Main and disaster backup data centers

# Youth and Education

---

- Olympic Day in the Schools
  - Olympic Poster Competition
  - Georgia Olympic Day
  
- Dream Team
  - 100 Young People selected yearly
  
- Olympic Band
  - 250 High School, College Musicians
  - 50 Color Guard Members
  
- International Youth Camp
  - July 17-31, 1996
  - 500 Students ages 16-18

# 1996 Olympic Torch Relay

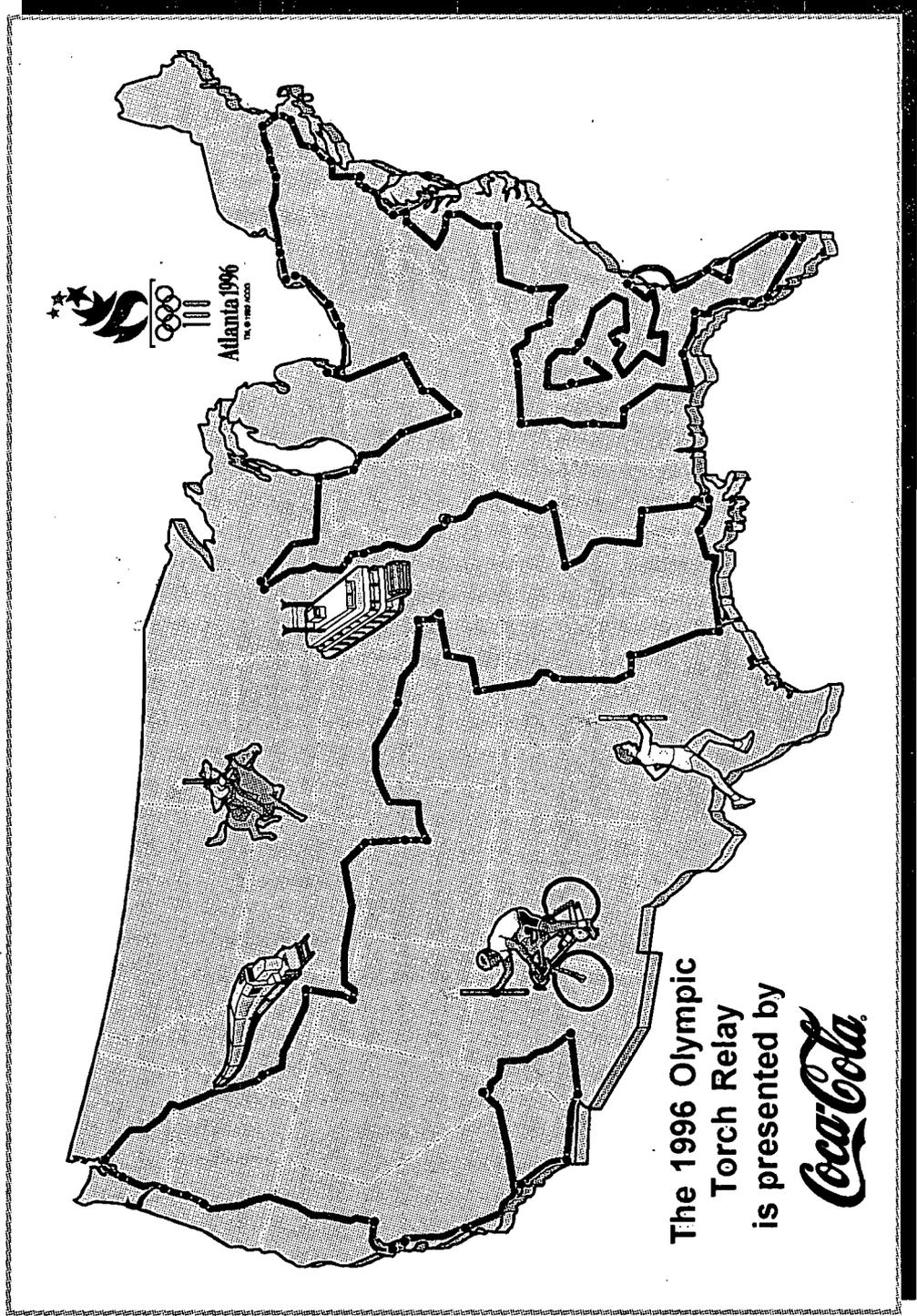


# 1996 Olympic Torch Relay

---

- 15,000 mile, 84-day journey across America, coming within a two-hour drive of 90 percent of the U.S. population
- Travels by runner, bicycle, 19-car train, horseback, canoe, steamboat, plane and sail boat
- Torchbearer selection will be announced in fall of 1995. There will be 10,000 torchbearers, each carrying the flame up to one kilometer

# 1996 Olympic Torch Relay Route



The 1996 Olympic  
Torch Relay  
is presented by

*Coca-Cola*

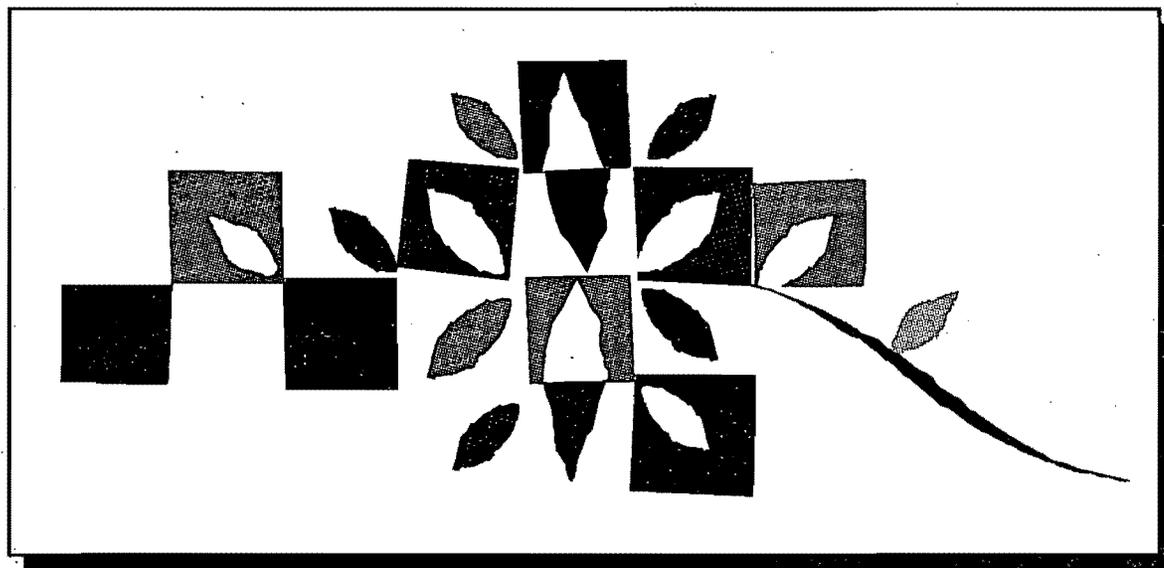
# Ceremonies

---

- Worldwide Audience of 3.5 Billion People
- Produced by Don Mischer Productions
  - Winner of 13 Emmy Awards
  - 8 Director's Guild of America Awards
  - 3 NAACP Image Awards
  - Peabody Award
  - Golden Rose of Montreaux, Europe
- Central Themes
  - Centennial of the Olympic Games
  - Diversity of the American South
  - Youth of the World

# Look of the Games

---



## Quilt

- Pattern formed by teams during Opening Ceremonies
- Southern tradition of quilt making with worldwide roots

## Leaves

- Atlanta's trees - Metro Atlanta is the most heavily forested urban area in the country

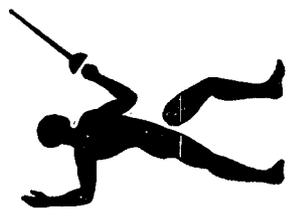
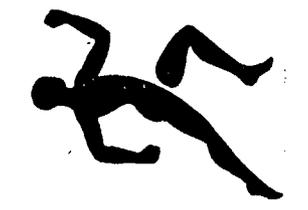
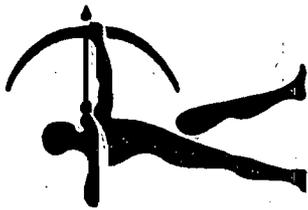
## Laurel

- The award for a victorious athlete

## Olive Branch

- Symbol of peace

# Pictograms





# Look of the Games

---

The Look of the Games  
will pay tribute to  
The Centennial Celebration of the Olympic Games  
and will convey the rich traditions and culture  
of the American South

# Cultural Olympiad



# Cultural Olympiad Mission

---

- Celebrate Atlanta, Georgia and the South
- Celebrate Centennial Olympic Games by bringing International Art & Artists to the Region
- Foster New Partnerships
- Position Atlanta & Southeast as International Center for Arts & Entertainment

# A Gathering of the Nobel Laureates of Literature

---

- April 23-25, 1995
- 16 living Nobel Laureates represent 15 countries -  
9 confirmed participants
- Readings, panel discussions
- Remarks by Rita Dove, Poet Laureate of the United States
- A collaboration with *The Georgia Review*

# 1996 Olympic Arts Festival

---

- June 1 - August 3, 1996.  
Many exhibitions continue through October
- 3 million spectators
- More than 200 performances
- Nearly 75 performance groups
- 25 visual arts and humanities exhibits
- 30 venues - 25 within Olympic Ring

# Southern Connections

---

- Festival of the American South
- Olympic Amphitheater Concerts
- Exhibitions and Special Projects
- Performances

# International Connections Exhibitions and Special Programs

---

- Centennial Olympic Series
  - Six of the world's best orchestras
  - Nine international ensembles
  - Leading companies from three continents
  
- Rings: Five Passions in World Art
  - 100 masterpieces: paintings and sculpture
  - Love, Anguish, Awe, Triumph and Joy
  
- The Olympic Woman
  
- Public Art and the Olympic Cauldron
  
- Olympic Collectibles: Olympilex '96 (stamps),  
Coins & Memorabilia

# Supporting the Centennial Olympic Games

---

## Worldwide Sponsors

---

- The Coca-Cola Company
- Eastman Kodak Company
- VISA
- Bausch & Lomb
- XEROX
- Sports Illustrated (Time)
- Panasonic
- IBM
- John Hancock Mutual Life Insurance Company
- UPS

## Centennial Olympic Partners

---

- NationsBank
- Champion Products (Sara Lee)
- The Home Depot
- IBM
- Budweiser (Anheuser-Busch)
- McDonald's
- Swatch
- AT&T
- Delta Air Lines
- Motorola, Inc.

# Supporting the Centennial Olympic Games - *Continued*

---

## Sponsors

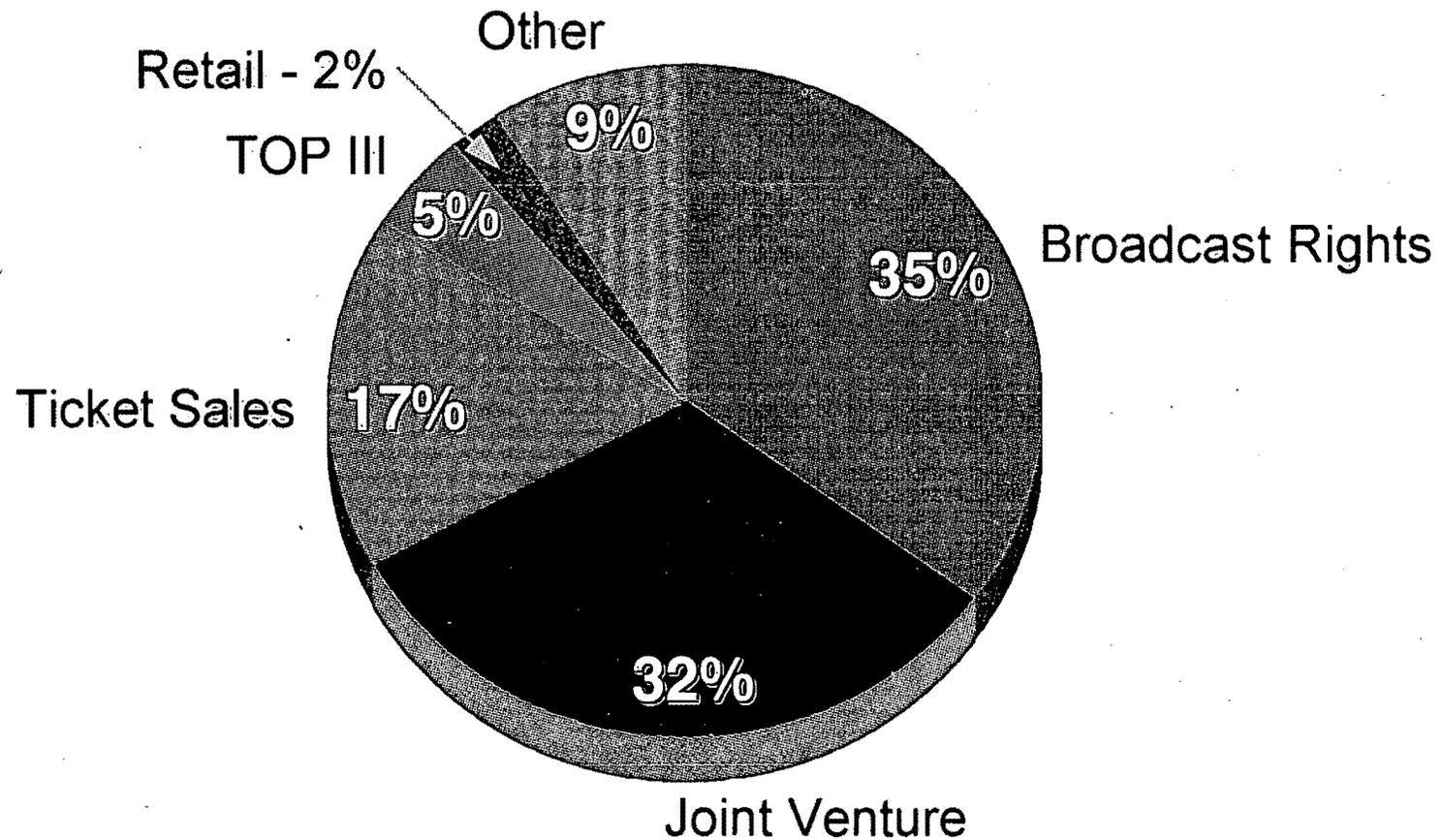
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- Sensormatic
- York International
- Randstad Staffing Services
- BellSouth
- Georgia Power
- The Blue Cross and Blue Shield System
- Scientific-Atlanta, Inc.
- Borg-Warner Security Corporation
- Wheel of Fortune & Jeopardy!
- General Motors
- BMW of North America
- Holiday Inn Worldwide
- Avon Products
- Nissan

# Financial Forecast: Revenue by Source

\$ Thousands

100% = 1,580,680



# Staffing Plan 1993-96

---

<i>Position Category</i>	<i>Actual</i>				<i>Projected</i>		
	<i>Year-End 1992</i>	<i>Year-End 1993</i>	<i>Year-End 1994</i>	<i>As of 4/10/95</i>	<i>Year-End 1995</i>	<i>July 31 1996</i>	<i>Year-End 1996</i>
Salaried	139	386	826	995	974	681	33
Hourly	54	65	106	111	84	454	22
Randstad	-	0	105	144	165	540	-
Loan / VIK	36	51	305	284	189	1,402	23
Contract	57	142	195	274	315	30,413	74
Volunteer	149	212	340	360	930	37,682	3
<b>Total Staff</b>	<b>435</b>	<b>856</b>	<b>1,772</b>	<b>2,168</b>	<b>2,657</b>	<b>71,172</b>	<b>155</b>

\* 1994 Budget Information

# ACOG's Legacies

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## ACOG's Mission

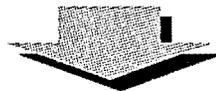
" . . . Sensitivity, Integrity, Fiscal Responsibility, and Commitments  
to the Needs of the Athletes"

" . . . Share the Spirit and Vision of America,  
the American South and Atlanta"



" . . . An Indelible Mark on History"

" . . . The Most Memorable Games Ever"



**" . . . An Indelible Mark on Atlanta" and Beyond**

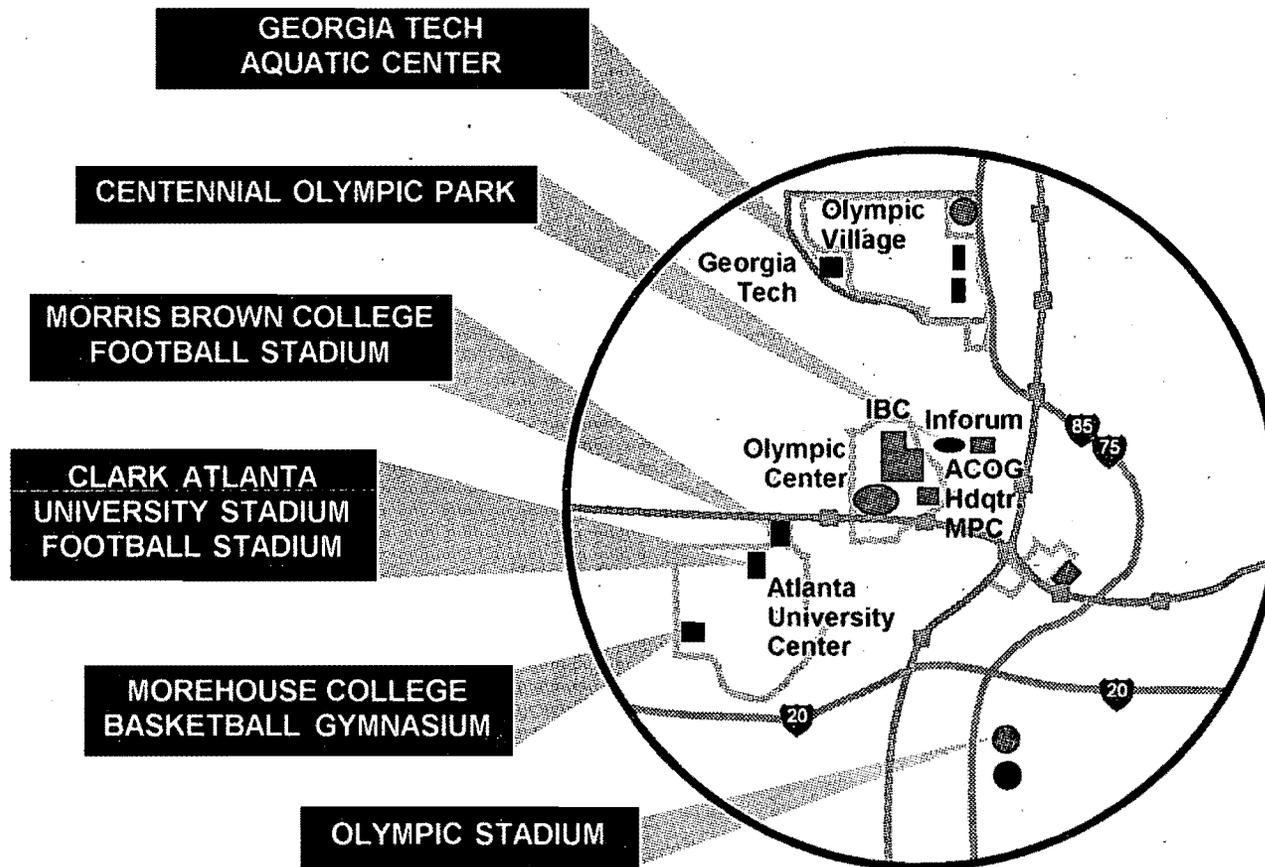
**Physical Legacy**

**Social Legacy**

**Cultural Legacy**

**Economic Legacy**

# Physical Legacies: Sports Facilities

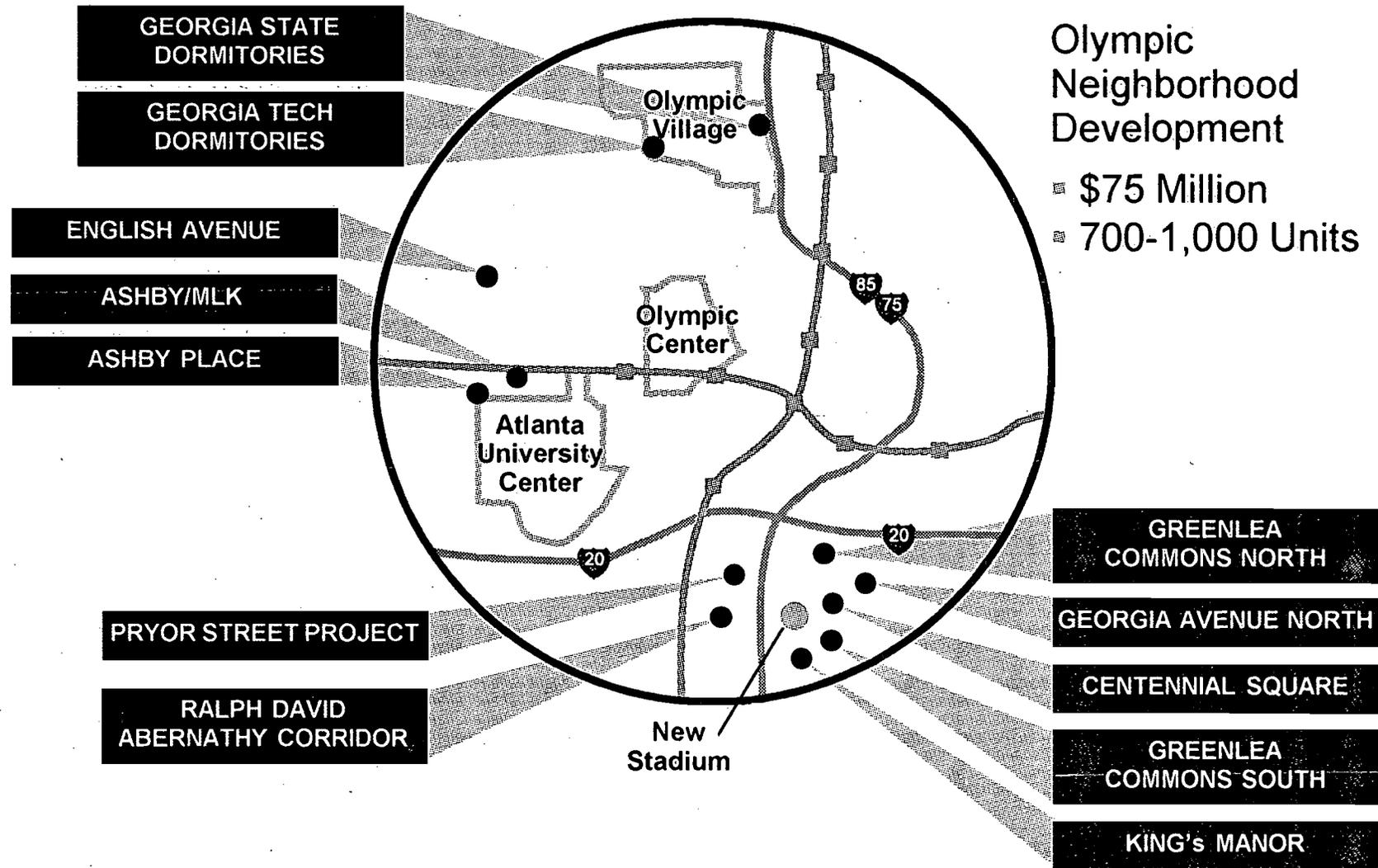


## OUTSIDE THE RING

- STONE MOUNTAIN TENNIS CENTER
- GEORGIA INTERNATIONAL HORSE PARK
- WOLF CREEK SHOOTING CENTER
- LAKE LANIER ROWING & CANOEING COMPLEX
- OCOEE WHITEWATER CENTER
- COLUMBUS SOFTBALL STADIUM

 MARTA Rail and Stations

# Physical Legacies: Housing



 MARTA Rail and Stations

# Social & Cultural Legacies

---

- Atlanta Infrastructure Enhancements
- Enhanced Volunteer Base
- Exemplary EEOP
- Job Training Program
- Olympic Day in the Schools
  - History, Geography, Diversity, Olympic Ideals
- Expanded Network for Artists

# Economic Impact

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The Total  
Economic Impact of Hosting the  
1996 Atlanta Centennial Olympic Games  
on Georgia's Economy Is Approximately \$5 Billion  
Over the 1992-1997 Period

# Summary

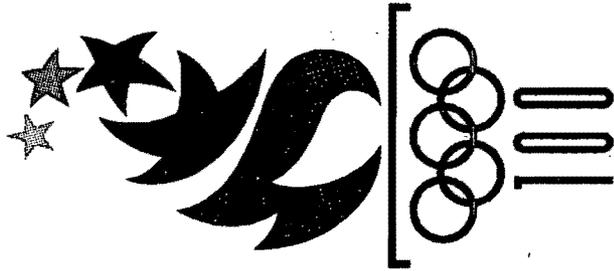
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- The Centennial Games is a Magnificent Celebration
- Staging the Games is the responsibility of the organizing committee
- “Organizing Committee” is a metaphor for the virtual corporation
- Utilize tools that fit the needs
- The Games will leave a lasting legacy

# Conclusion

---

The Centennial Olympic Games  
Will Bring the World to Our Home. History Will  
Decide If We Have Been Good Stewards and Worthy Hosts  
of Her Greatest Peacetime Event  
of the 20th Century



**Atlanta 1996**

TM, © 1992 ACOG



Atlanta 1996

TM, © 1992 ACOG

THE ATLANTA COMMITTEE FOR THE OLYMPIC GAMES, 250 WILLIAMS ST.  
SUITE 6000, P.O. BOX 1996, ATLANTA, GA 30301-1996



Atlanta Committee for the Olympic Games  
250 Williams Street, Suite 6000  
P.O. Box 1996  
Atlanta, GA 30301-1996 USA  
Telephone 404-224-1996  
Facsimile 404-224-1997

**GAMES PREPARATIONS  
WHAT'S BEEN DONE TO DATE  
AT A GLANCE  
(As of July 19, 1995)**

**CONSTRUCTION**

- Completed permanent construction at four of the 10 newly-constructed competition venues; 75 percent of the Olympic Games construction program is now complete.
- Construction on Centennial Olympic Park is underway.
- Olympic Village construction is well underway.

**FUNDING**

- Achieved 79 percent of forecasted revenue – \$1.256 billion of the \$1.58 billion needed to stage the Games.
  - Completed virtually all broadcast rights negotiations, meeting the projected target of more than \$550 million in revenues.
  - Signed more than 34 sponsors and 97 licensees.
  - Sold nearly 1 million commemorative Olympic Games license plates.
  - Achieved 33 percent of anticipated revenues from commemorative Olympic coins within the first six months of sales.
  - Completed the first 60 days of mail-order ticket sales, receiving orders for every session and from every state, plus the District of Columbia.

**SPORTS**

- Finalized competition schedules for all 26 sports and 37 sports disciplines.
- Hosted two major sports competitions – 1994 Pan American Race Walk and the 1995 USRowing National Championships – to test Games-time procedures for those sports, and scheduled 21 other such events, 18 of which are part of *Atlanta Sports '95*.

**ACCOMMODATIONS**

- Worked with Georgia's hospitality community to secure legislation prohibiting hotel price gouging during the Olympic Games.
- Conducted statewide tour with the Governor's Office of Consumer Affairs and leadership of Georgia's hospitality community to educate hoteliers about the law.
- Assembled Host Hotel Network hotel room inventory in excess of 41,118 rooms in 370 hotels throughout the state.
- Signed contracts for 4,108 of the 11,000 dormitory beds pledged to ACOG; began developing plans to facilitate public access to campgrounds.
- Selected Private Housing '96 as ACOG's exclusive private housing coordinator, which has added apartments and private homes to ACOG's housing inventory.

-MORE-

## **GAMES PREPARATIONS TO DATE**

Page Two

### **VOLUNTEERS**

- Completed four statewide community service campaigns – Food and Toy Drive, ITZAREADER, Stagehands and Grassroots.
- Distributed Olympic Games Volunteer Applications statewide.
- Opened the Volunteer Center and started the process of interviewing applicants, securing uniform measurements and obtaining necessary security clearances.

### **VENUE PLANNING**

- Began the process of developing venue-specific operations plans for competition and non-competition venues.

### **TRANSPORTATION**

- Developed the Olympic Transportation Plan which provides two operating systems – one for spectators and one for members of the Olympic Family.
- Designated MARTA as the Official Provider of Public Transportation for the 1996 Olympic Games.
- With the assistance of the FTA, obtained commitments from transit authorities nationwide for the loan of nearly 2,000 buses to be used for the Olympic Transportation System.
- Outlined a detailed traffic circulation plan for downtown Atlanta during the Games.
- Began recruitment of the 4,400 bus drivers needed to support the Olympic Transportation System.

### **OLYMPIC VILLAGE**

- Selected 197 envoys – liaisons to the head of each nation's Olympic team – and completed the first year of their two-year training program.
- Selected 500 associate envoys and began their training.
- Committed to a program of athlete services that includes: shopping, post office with its own zip code, bowling alley, billiard center, bank, video arcade, disco, hair salon, travel agency, video playback and live-feed viewing, daily Village newspaper and Village radio station.
- Developed menus to accommodate dietary needs of all athletes.

### **CEREMONIES**

- Selected the producer of Opening and Closing Ceremonies – multi-E Emmy Award-winning Don Mischer Productions.
- Solicited the input of more than 50 community leaders as part of the creative process.
- Secured International Olympic Committee (IOC) approval of the ceremonies' outline.
- Obtained approval from the IOC Athlete's Commission for the ceremonies' athlete marshaling plan – the 10,000 athletes will be comfortably seated in Atlanta-Fulton County Stadium before entering the Olympic Stadium.

-MORE-

## **GAMES PREPARATIONS TO DATE**

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### **YOUTH AND EDUCATION**

- Produced a four-volume curriculum guide for elementary school teachers; the guide leverages the Olympic Games as a tool to teach children about world history, geography and culture.
- Developed four sport curriculum guides to help physical education teachers incorporate the Olympic sports of handball, field hockey, archery and judo into their school programs.
- Involved more than 85 percent of Georgia's schools in the Olympic Games via their use of the curriculum guides.
- Selected more than 450 of Georgia's best high school students as local goodwill ambassadors for the Olympic Games via the Dream Team program.
- Briefed 197 National Olympic Committees on plans for the 1996 Olympic Youth Camp at Berry College.

### **CULTURAL OLYMPIAD**

- Hosted "An Olympic Gathering: The Nobel Laureates of Literature," the largest gathering of these prize-winners. Eight of the 16 living Nobel Laureates participated.
- Awarded 76 Cultural Olympiad Regional Designation Awards to southeastern artists and arts organizations. Another 21 awards were presented July 17, 1995.
- Completed three major, multi-week cultural festivals: "Olympic Winterland: Encounters with Norwegian Cultures," "¡Mexico! a Cultural Tapestry" and "Celebrate Africa!"
- Initiated "100 Years of World Cinema," a two-year series of 100 landmark international films.
- Identified nearly all components of the public art program; four artists and their works have been selected and approved by the community.

### **LOOK OF THE GAMES**

- Selected design theme -- "Quilt of Leaves" -- and pictograms.
- Finalized itemization of "kit of parts" -- items to be produced include banners, entry portals, fencing, victory podium, draping, etc.
- Drafted preliminary venue and begun drafting initial streetscape applications.
- Itemized materials needs and construction requirements.
- Launched "Quiltscape," a home landscaping program, to landscaping community to ensure planting materials are available for homeowner purchase in 1996.
- Secured IOC approval of medal designs.

### **1996 OLYMPIC GAMES TORCH RELAY**

- Relationships in place with: Coca-Cola to present the relay, Holiday Inn to provide accommodations for relay team along the route and United Way to help identify torchbearers nationwide.
- Finished torch design and engineering; design has been praised by the Hellenic Olympic Committee and approved by the IOC.
- Determined route for nationwide, 15,000-mile relay. Route was announced on July 23, 1995 on "Atlanta 1996." President Clinton participated in the program.

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Atlanta 1996

Atlanta Committee for the Olympic Games  
250 Williams Street, Suite 6000  
P.O. Box 1996  
Atlanta, GA 30301-1996 USA  
Telephone 404-224-1996  
Facsimile 404-224-1997

## THE FINAL YEAR AT A GLANCE

During the next 12 months, The Atlanta Committee for the Olympic Games (ACOG) will be completing all programs already in place and installing the equipment and operating systems needed to stage the Olympic Arts Festival and Centennial Olympic Games. Among the many action items for the year are:

### FUNDING

- Issue final forecast of revenues and expenses. (October 1995)
- Finalize additional sponsor, supplier and licensee agreements.
- Collect fees for services and facilities provided during the Games to broadcasters, National Olympic Committees (NOCs) and other constituents.

### CONSTRUCTION/ADAPTATION OF EXISTING FACILITIES

- Complete construction on remaining venues being built by ACOG – six permanent and one temporary facility.
- Begin adaptation and installation of temporary and portable equipment for existing facilities. (Late spring 1996)
- Open main Olympic Village. (July 6, 1996)
- Open Centennial Olympic Park.

### VENUE PLANNING

- Finalize detailed operating plans for each venue, incorporating lessons and experiences from *Atlanta Sports '95*.

### SPORTS

- Host 21 additional competitions to test Games-time procedures by sport and venue.
- Procure and install sports equipment for each venue and training site.
- Issue explanatory books outlining rules and regulations of each sport to the International Federations. (August 1, 1995)
- Finalize and print evaluation and judging forms, team manuals and other documents required for each sport.

### OLYMPIC FAMILY AND PROTOCOL

- Host the Third International Olympic Committee Congress on Sports Sciences. (September 16 - 22, 1995)
- Finalize the operations plan for Victory Ceremonies.

-MORE-

## **THE FINAL YEAR**

### **Page Two**

- Coordinate the Games-time arrival plans of each of the delegations representing the 197 NOCs and other dignitaries.
- Coordinate the meeting of the International Olympic Committee and Executive Board that immediately precedes the start of the 1996 Olympic Games

### **CULTURAL OLYMPIAD**

- Announce remaining Olympic Arts Festival (OAF) line-up; begin ticket sales. (September 1995)
- Begin construction on the 132-foot high Olympic Cauldron. (Fall 1995)
- Open OAF in June 1996 with a variety of exhibitions and special programs, including The Olympic Woman – a multi-media Olympic Games first that chronicles the history of women in the Olympic Games.
- Begin nightly series of Olympic Amphitheater Concerts in Centennial Olympic Park on July 12, 1996.

### **TICKETS/ACCOMMODATIONS**

- Assign seat numbers and section and row information for all new venues.
- Run computerized random selection for orders postmarked by June 30.
- Design and print tickets.
- Communicate with ticket customers who submitted orders by June 30. Launch accommodations central reservation service for these customers. (September 1995)
- Continue mail-order sale of tickets through December 1, 1995.
- Conduct ticket sales by phone beginning February 1996.
- Open box offices for sale of sports and OAF tickets in June 1996; continue through Games time.
- Send tickets to customers who ordered by mail and phone. (Late Spring 1996)

### **TECHNOLOGY**

- Install and test the 13,000 telephones; 6,000 pagers; 9,000 mobile and hand-held, two-way radios; 6,000 computers – from mainframe systems to business processors to workstations, PCs and laptops; 2,000 printers; and 10,000 televisions required for Games-time operations.
- Finalize development of operations management systems for accreditation, access control, Games staffing, tracking of arrivals and departures, logistics, administration services and booking of accommodations and services.
- Complete a new results system that captures, records, maintains and distributes data – delivering real-time information to scoreboards, commentators, television broadcast interfaces and the press.
- Activate Info '96, a computer network of approximately 2,000 touch-screen workstations that will provide members of the Olympic Family, journalists, athletes, coaches and staff with detailed information on competitors, results, historical records, weather, transportation and other services.

**-MORE-**

## **THE FINAL YEAR**

Page Three

### **TRANSPORTATION**

- Complete contracts for parking lots in the Olympic Ring.
- Identify park-and-ride lots at locations around Atlanta's perimeter highway.
- Develop traffic circulation plans for areas around the park-and-ride lots.
- Finalize routes for the transport of Olympic Family members and athletes to and from Olympic venues.
- Install and test fleet management software and communications systems.

### **SECURITY**

- Conduct security background checks required for the more than 70,000 Games staff members, volunteers and other personnel.

### **ACCREDITATION**

- Mail accreditation applications for the print press to NOCs. (July 15, 1995)
- Finalize with the US State Department requirements related to the Olympic Identity Card.
- Provide accreditation applications to members of the Olympic Family, including IOC members, NOC and International Federation officials, future host cities and others. (January 15, 1996)
- Distribute athlete inscription and accreditation forms to NOCs. (January 15, 1996)
- Determine locations for one additional Accreditation Center in the Atlanta area (two are already set).

### **VOLUNTEERS**

- Continue recruitment of the 40,000 individuals needed to fill volunteer positions.
- Hold periodic Volunteer Center Open Houses in Atlanta and in other venue cities. (First Open House – July 15, 1995, Volunteer Center, 270 Peachtree Street)
- Complete three-step volunteer training programs – covering general information, job skills and venue orientation. (Spring 1996)
- Distribute volunteer uniforms.

### **LOOK OF THE GAMES**

- Finalize venue and streetscape applications based on venue planning decisions post-*Atlanta Sports '95*.
- Determine signage in coordination with the City of Atlanta and other entities.
- Produce commemorative certificates for all athletes and Olympic Family participants.
- Produce 2,000 medals for distribution to winners.

### **CEREMONIES**

- Finalize creative plans for the Opening and Closing Ceremonies.
- Hold auditions in Atlanta for up to 10,000 people to perform in the ceremonies. (Fall 1995)
- Begin rehearsals. (May 1996)

###



Atlanta Committee for the Olympic Games  
250 Williams Street, Suite 6000  
P.O. Box 1996  
Atlanta, GA 30301-1996 USA  
Telephone 404-224-1996  
Facsimile 404-224-1997

## 1996 OLYMPIC GAMES LEGACY AT A GLANCE

### SUMMARY:

The Atlanta Committee for the Olympic Games (ACOG) is investing resources now to prepare the community for the Centennial Olympic Games, leaving a legacy of permanent facilities in excess of \$400 million. This is in addition to training programs and other efforts ACOG has initiated, implemented and/or funded to produce permanent results.

### PERMANENT FACILITIES:

- **Centennial Olympic Park**-- A \$57 million facility, this 50-acre entertainment complex during the summer of 1996 will become a 21-acre state park operated by the Georgia World Congress Center after the Games. ACOG's financial contribution to the park will be \$15 million; other funding comes from philanthropic institutions and the Atlanta Chamber of Commerce.
- **Olympic Village** -- After the Games, the eight new dormitories and apartments on the campus of the Georgia Institute of Technology will supplement the school's existing dorms and, for the first time, offer student housing on the Georgia Tech campus for Georgia State University students. ACOG is providing \$47 million for construction.
- **Twenty-five competition venues** will be used during the Games. Of that, 10 will be newly constructed and funded by ACOG; eight are permanent facilities. The permanent facilities, which will help position Atlanta as a world center for sports competition, include:
  - **Olympic Stadium** -- This project includes conversion to a state-of-the-art baseball park for the Atlanta Braves in time for their 1997 season; the adjacent Atlanta-Fulton County Stadium (AFCS) will be demolished. Additionally, the decaying sewer system around AFCS is being replaced. ACOG is funding the entire project.
  - **Aquatic Center** -- This three-pool facility will make Georgia Tech home of the best venue for collegiate and international aquatic events.
  - **Field Hockey** -- Two stadia, one at Morris Brown College, the other at Clark Atlanta University. After the Games, the Morris Brown stadium will be used for football; CAU's

-MORE-

stadium will be used for track and field, becoming the permanent home of the Olympic Stadium's state-of-the-art MONDO track when that facility is converted for baseball.

- Tennis Center – This 16-court facility at Stone Mountain will position the state park to compete for the most prestigious national and international tennis competitions.
- Basketball Gymnasium – This new facility at Morehouse College will enhance the school's athletic program.
- Georgia International Horse Park -- This 1,400-acre park is expected to have significant long-term economic impact for the Conyers-Rockdale area.
- Rowing Canoe/Kayak Venue – This world-class course with boat house and results tower puts Lake Lanier on the map for international competition.
- Wolf Creek Shooting Complex – A permanent, world-class range to be owned by Fulton County after the Games.

- 
- Two facilities are undergoing non-ACOG funded renovations for the Games: Clayton County International Park (formerly Atlanta Beach), where beach volleyball makes its Olympic debut; and Golden Park in Columbus, where women's softball makes its Olympic debut. Golden Park's renovation is complete.

- 
- Cycling/Archery at Stone Mountain is a portable/temporary facility funded by ACOG.

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**Physical Improvements** – ACOG is also helping to fund permanent improvements to several existing facilities, including: the Alexander Memorial Coliseum at Georgia Tech, the gymnasium at Georgia State University and the Ocoee Whitewater Center in the Cherokee National Forest, Tennessee.

In addition, ACOG is investing approximately \$2 million in improvements and expansions of more than a dozen Atlanta-area universities and high schools that will serve as training and warm-up sites during the Games.

- **The Smithkline Beecham Clinical Laboratory** – This ACOG-funded, \$1 million facility will, with continuing support from the drug company, help establish the Morehouse School of Medicine as a center for ongoing research into drugs that enhance sports performance. Its results will be shared with IOC accredited laboratories around the world.

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**JOB TRAINING:**

ACOG has leveraged the Games opportunity to create two important jobs training programs:

- **The Neighborhood Job and Employment Training Program** -- With more than \$250,000 in start-up funds from ACOG, more than 200 Atlanta residents have already received on-the-job training at Olympic construction sites.
- **The Clark Atlanta University Host Broadcast Training Program** -- 1,200 students from 40 colleges throughout Georgia are learning about broadcasting through a new curriculum and pre- and post-production facility established at Clark Atlanta; Atlanta Olympic Broadcasting, which will produce the "world feed" television coverage of the Games, expects to hire 600 of these students to work with international broadcasters during the Games.

**CULTURAL:**

In addition to the enhanced worldwide awareness of Atlanta's cultural community, the multi-year Cultural Olympiad program will leave a permanent legacy that includes:

- **Four Public Art Installations** -- The Olympic Cauldron by Siah Armajani; "Song for Atlanta," the 2,500 sq. foot mural by Mexican artist Gilberto Aceves Navarro in downtown Atlanta; a major sculpture in midtown Atlanta by renowned British sculptor Tony Cragg; and "Androgyne Planet" by Barcelona sculptor Enric Paldevall.
- **Two Symphonic Works** -- Commissioned for the Atlanta Symphony Orchestra.
- **Two Ballets** -- One commissioned for the Atlanta Ballet, the other for Atlanta's Ballethnic Dance Company.
- **Five New Plays** -- Comprised of three new works commissioned for performance by various Atlanta theater groups during the Olympic Arts Festival -- including a work by noted playwright Sam Shepard for 7 Stages and another by Pulitzer Prize-winning playwright Alfred Uhry for the Alliance Theater Company -- and two adaptations of Southern novels.
- **Permanent Exhibition** -- Beginning with the Olympic Arts Festival, the renowned Ulysses S. Davis Collection of folk art will be permanently displayed in its entirety at Savannah's Beach Institute.

-MORE-

**LEGACY**  
**Page Four**

**TECHNOLOGY:**

Several innovations in the Olympic Games' use of information services technology will provide meaningful legacies to the Olympic Movement. These include:

- Improved results delivery system expected to provide results information in under five minutes.
- Info '96 database that includes fully-researched historical results of all World Championships of all Olympic sports dating back to 1877.
- A ticket order processing system that is tailored to the Olympic Games as a multi-sport event.

**YOUTH &  
EDUCATION:**

In addition to the benefits derived from involving thousands of young people in Games preparations, a lasting legacy of ACOG's youth program will be a four-volume curriculum guide for elementary grades. The guide uses the Olympic Games as a springboard for learning about world culture, history and geography. In addition, separate curriculum guides have been written to help physical education teachers incorporate the Olympic sports of handball, field hockey, archery and judo into their school programs.

**NON-ACOG  
OLYMPIC GAMES  
LEGACIES:**

The 1996 Olympic Games have also proven to be a catalyst for many important projects, including:

- Some \$75 million in funding – made possible through MAOGA – for the construction of more than 1,000 new housing units in downtown neighborhoods surrounding Olympic venues. New projects include single family dwellings and a variety of apartment complexes.
- Establishment by the Atlanta Chamber of Commerce, Atlanta Convention and Visitors Bureau and Georgia Department of Industry, Trade and Tourism of the Welcome South Visitors Center, a \$6.5 million welcome and tourist center in downtown Atlanta. It will house ACOG's International Ticket Center during the Games.
- Renovation of Woodruff Park in downtown Atlanta, including installation of the International Peace Fountain.
- More than \$19 million in state and federal funds earmarked for pedestrian corridors in the downtown Atlanta area.
- A \$42 million federal grant to renovate and revitalize Techwood-Clark Howell Homes, a public housing complex adjacent to the Olympic Village. The renovation places an emphasis on the introduction of middle income housing as an integral part of the project.

**-MORE-**

- Construction by the State of Georgia of a pedestrian plaza connecting the Omni, Georgia Dome and Georgia World Congress Center.
- In July 1994 Atlanta residents passed a \$150 million bond issue to refurbish City of Atlanta infrastructure. This entitled the City to substantial additional federal matching funds.
- Federal grants totaling more than \$16 million for a new traffic management system for metropolitan Atlanta and \$14 million for 72 new MARTA buses.
- Approximately \$11 million in federal funds for the Martin Luther King, Jr. National Historic District.
- Selection of Atlanta as the host city for the Mobil National Track and Field Championships for 10 years, beginning in 1993.

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Atlanta Committee for the Olympic Games  
250 Williams Street, Suite 6000  
P.O. Box 1996  
Atlanta, GA 30301-1996 USA  
Telephone 404-224-1996  
Facsimile 404-224-1997

## INTERESTING THINGS YOU SHOULD KNOW ABOUT THE CENTENNIAL OLYMPIC GAMES

- More countries are represented by the International Olympic Committee (IOC) than by the United Nations (UN) – IOC has 197 member countries; UN has 185 member countries.
- A record number of women will compete in the 1996 Games – 32 percent more women than in any previous Games: 3,779 women will compete in Atlanta vs. 2,851 women in the 1992 Games.
- There are more than 11 million tickets to the 1996 Olympic Games – more than the total number of tickets for the 1984 Los Angeles and 1992 Barcelona Olympic Games combined.
- *Atlanta Sports '95* is larger than the 1994 Olympic Winter Games in Lillehammer with more than three times the number of athletes – 5,500 for *Atlanta Sports '95* vs. 1,737 in the 1994 Winter Games — and nearly 20 percent more countries— 80 for *Atlanta Sports '95* vs. 67 in the 1994 Winter Games.
- One new sport and two new disciplines are on the 1996 Olympic Games program – softball, beach volleyball and cycling-mountain bike.
- The 1996 Games will mark the first time Olympic canoe/kayak - slalom will take place on a natural river – the Ocoee in Tennessee. Previous competitions have been held in man-made, temporary facilities.
- The main Olympic Village on the Georgia Tech campus will house most athletes. At 330 acres, this will be the largest village in Olympic Games history; it will be the first to be air-conditioned.
- There will be eight athlete villages for the Games; seven satellite villages will exist for athletes, coaches and officials of yachting, canoe/kayak-slalom, softball and soccer.
- ACOG is implementing an Equal Economic Opportunity Plan (EEO) that is considered the most comprehensive program of its kind in the private sector. More than a third of ACOG employees are minorities and more than a third of the committee's discretionary purchases of goods and services have been procured from minority- and/or female-owned businesses.
- The Atlanta Committee for the Olympic Games (ACOG) is a privately- funded, non-profit organization and expects to achieve the \$1.58 billion needed to stage the 1996 Games through the sale of marketing and broadcast rights, tickets, commemorative coins, merchandise and Games-time goods and services. ACOG receives no direct government funding.

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## THINGS TO KNOW

### Page Two

- Atlanta Centennial Olympic Properties – a joint venture between ACOG and the United States Olympic Committee (USOC) – has implemented the most successful marketing program in Olympic history, signing more than 34 sponsors and over 100 licensees.
- Officially licensed products of the 1996 Olympic Games are expected to generate retail sales of \$2 billion.
- For the first time since 1980, no demonstration sports will be held during the Centennial Olympic Games. All competitors have the opportunity to win an Olympic medal.
- The Centennial Olympic Games Youth Camp will be the largest in Olympic history and is expected to involve students from more countries than any previous Olympic youth camp.
- The Clark Atlanta University Host Broadcast Training Program is the first effort of an organizing committee to train students from historically black colleges and universities to work with media at the International Broadcast Center during the Games.
- ACOG is the only organizing committee to promote volunteerism leading up to the Games. Since 1992, Olympic Force volunteers have collected 150,000 pounds of food and an 18-wheeler full of toys for needy families; donated 250,000 children's books to public libraries; and spruced up more than 100 arts facilities and more than 60 state and local parks in time for the Games.
- ACOG employees have built two Habitat for Humanity homes in the Mechanicsville neighborhood.
- ACOG has its own television series. "Atlanta 1996" airs on NBC Sports in 10, half-hour installments. The first episode aired on Super Bowl Sunday 1994 and was the highest-rated, non-football program of the day. The fourth show was July 23, 1995 and presented the nationwide, 15,000-mile route for the 1996 Olympic Torch Relay. President Clinton participated in the Torch Relay show.
- ACOG hosted the largest-ever gathering of Nobel Laureates of Literature in public readings, panel discussions and symposia as part of the Cultural Olympiad. Eight of the 16 living prize winners participated.
- For the first time, legislation has been passed to prohibit price gouging by hotels during the Olympic Games. Violators will encounter fines of up to \$1,000 per room per night.
- 1996 marks the first time in U.S. Olympic history that the Olympic Games and Paralympic Games will be held in conjunction.
- The 1996 Olympic Games are the first to be held in the Southeastern United States.
- Atlanta is the first city to have the honor of hosting the Olympic Games on its first bid.

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Atlanta Committee for the Olympic Games  
250 Williams Street, Suite 6000  
P.O. Box 1996  
Atlanta, GA 30301-1996 USA  
Telephone 404-224-1996  
Facsimile 404-224-1997

## INTERESTING SPORTS FACTS AND FIRSTS FOR THE 1996 OLYMPIC GAMES

International Federations, the International Olympic Committee and The Atlanta Committee for the Olympic Games have agreed on a number of advances that affect some competitions. Following are a few examples, by sport. (This is not a comprehensive list.)

### AQUATICS

- For the first time, all aquatic disciplines – swimming, diving, synchronized swimming and water polo – will be held at the same venue.
- The 1996 Olympic Games mark the first time the women's 4 X 200m freestyle relay is included in the Games program, making the total number of men's and women's events equal for the first time.
- Team competition has been added to the Olympic Games synchronized swimming program.

### ATHLETICS

- The largest number of women athletes ever will compete in the 1996 Olympic Games, including the triple jump and 5000m.

### ARCHERY

- All athletes will be pre-qualified and the number of athletes will be limited at 64 for both men and women.

### BADMINTON

- Mixed doubles event makes its Olympic Games debut in 1996.

### BASKETBALL

- The women's team total has been increased from 8 to 12.

### CANOE/KAYAK

- For the first time, the slalom events will take place in a natural setting – on the Ocoee River in the Cherokee National Forest in Tennessee.
- The sprint event will be held in a natural setting – Lake Lanier – for the first time since the 1984 Games.
- The slalom event's medals will be the only 1996 Olympic Games medals awarded outside Georgia.

-MORE-

## FACTS AND FIRSTS

Page Two

### CYCLING

- Mountain bike racing makes its Olympic debut in 1996.
- Track cycling will take place on the sport's first portable track; the revolutionary new surface dries in eight minutes. The wood of the track will be covered with a smooth but slip resistant resin called "Teak Skidguard" which is produced in the U.S. and is currently used on boats. Athletes will try out the track for the first time during the Atlanta Cycling Invitational in October 1995.

### EQUESTRIAN

- The 1996 Games will be the first time in 20 years that all three equestrian disciplines – jumping, dressage and the three-day event – will be held at a single venue.
- The three day event will be divided into team and individual, and the individual final of the dressage event will be the musical freestyle test – both firsts for the sport.

### FENCING

- Uniforms and equipment has been modified to make the event more telegeric – athlete's faces will be more visible and scoring will be more obvious.
- Two new women's events, the women's epee individual and men's epee team have been added to Olympic competition for 1996.

### FOOTBALL (SOCCER)

- 1996 will be the first time a wild card is used in the Olympic Games, allowing each country in men's competition to have three players over the age of 23. Previously, all had to be 23 or younger. The result will be participation by more top World Cup and international players than ever before.
- Women's soccer will be on the Olympic program for the first time.

### GYMNASTICS

- For the first time, podium training for artistic gymnastics is ticketed and open to the public – increasing spectator access to this high-demand discipline.
- The 1996 Games venue offers record capacity for artistic gymnastics; nearly three times the venue capacity of the 1992 Games.
- A Gala for artistic gymnastics has been added to the Olympic program, presenting all Olympic Games medalists in one session.
- Group competition has been added to the rhythmic program.

### HANDBALL

- Men's finals will be held in the Georgia Dome – creating the largest spectator capacity ever for this sport.

### MODERN PENTATHLON

- The 1996 Games will be the first time all five modern pentathlon events will be held on a single day.

-MORE-

## **FACTS AND FIRSTS**

Page Three

### **ROWING**

- For the first time, lightweight events will be on the Olympic program.
- New starting system and finish line debuted during the USRowing National Championships (AgSo start).
- For the first time, Olympic rowing athletes will stay in the main Olympic Village, thanks to the close proximity of Lake Lanier.

### **SHOOTING**

- Men's double trap and women's double trap have been added to the Olympic program.
- Women will have their own clay target event.

### **SOFTBALL**

- This sport will make its Olympic debut in 1996 with 8 women's teams.

### **VOLLEYBALL**

- Beach volleyball makes its Olympic debut in 1996.
- For the first time, an equal number of men and women athletes will compete in the indoor competition.

### **WEIGHTLIFTING**

- The new weight categories, set in 1993, will be used for the first time in the Olympic Games.

### **YACHTING**

- During the 1996 Games, two races will be held each day rather than one.

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