

John and Gary,

# The Fascinating Business of The Games

Attached is a Powerpoint presentation of seven slides from Richard Koppel, the SMCB speaker this Friday, May 1st.

Please let me know if you need anything else (or different).

Thanks,  
Rick

# Challenges and Barriers

- No Olympics have been financially viable without National Government underwriting
- The 1976 Montreal Games were a billion dollars over budget, and it took decades to pay off the debt
- 1980 Moscow Games (US and Western Boycotts) est. cost \$9 billion
- 1984 Games Eastern Bloc Boycotts and no Government subsidies or underwriting (local, state or federal)

# The Six Principal "Swim Lanes" of the Olympics



- Human Factors and Logistics
- Financing
- Technology (Communications, Accreditation, Security, Ticketing, Results)
- Ticketing (8 million tickets, 370 events, 23 sites, 15 million orders)
- Youth Programs
- Arts Festival

# Human Factors & Logistics

- 1 million Meals to go over two weeks
- Increase workforce from 450 to 45,000
- Erect 10,00 signs
- Monitor installation of 26,00 phone lines
- Construct 47 miles of security fences
- Erect four acres of tents for rest stations, press, hospitably and emergency medical care
- Find 80-100 interpreters for the various International Sport Federations, Governing Bodies
- Collect 25 million pounds of garbage
- Over 20 local communities to coordinate

# Principal Sources of Revenue\*

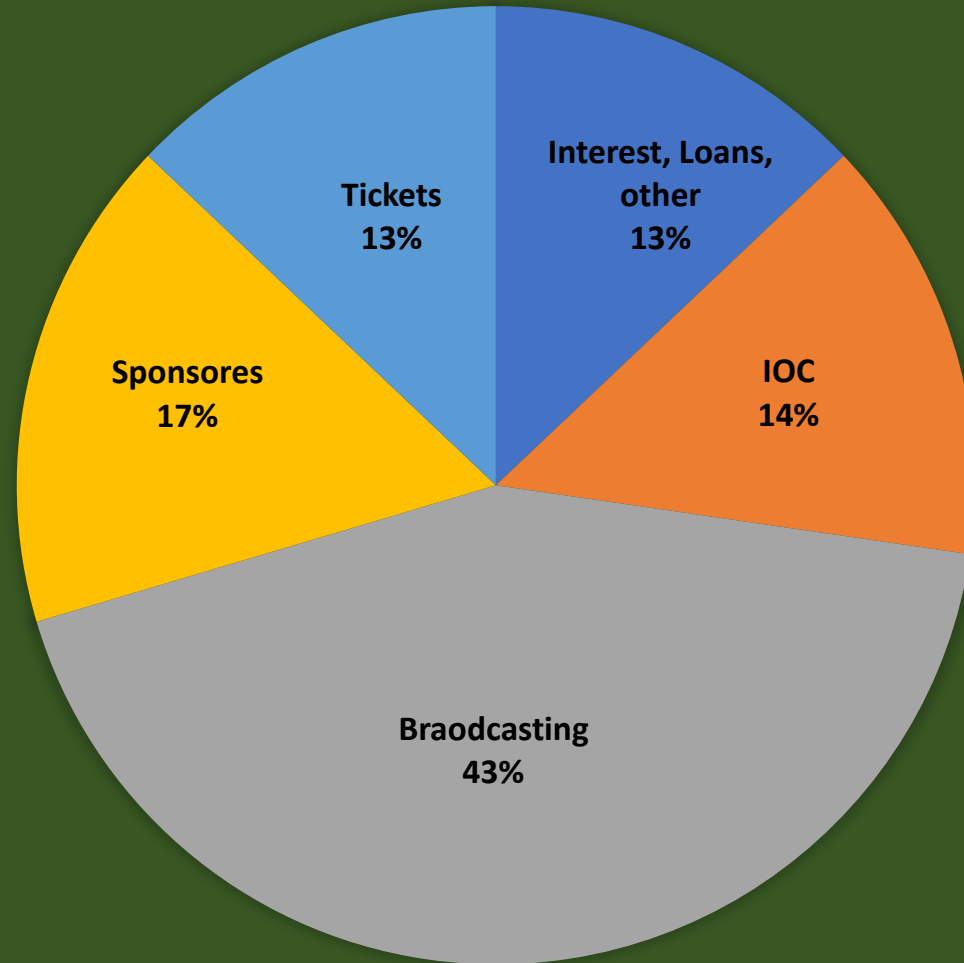
(\$1.83 billion)

- Broadcast and Media Rights (\$693 million)
- Corporate Sponsorships  
(e.g. Southland Corp., ARCO, McDonald's,...28 major players \$384 million)
- Licensing Olympic Merchandising (ties, shirts, jackets, pins, etc. \$216 million)
- Ticketing  
(Approximately, 1 million orders turning in \$270 million or 20% of the budget)
- Interest, Coins & Other (\$270 million)

\* Estimated in 2026 dollars



## SOURCES OF REVENUE PROJECTED 1983 (USD 696 MILLION)

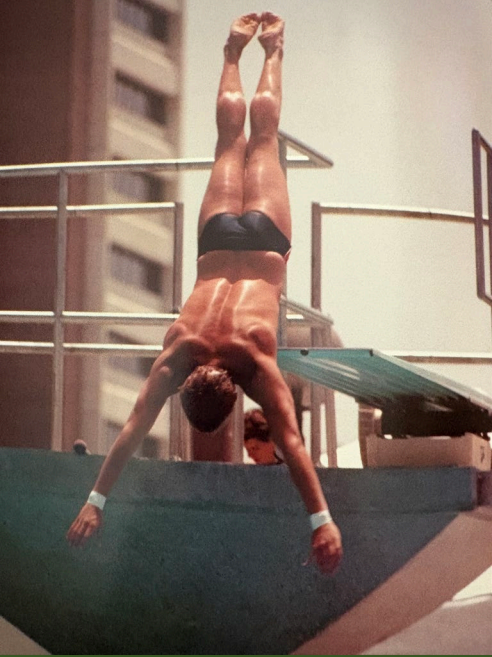


# Financing



# Technology

- No reuse, one-and-done
- Greenfield data centre
- Backup, security, emergency power
- Built of a one-of-a-kind lottery for order fulfilment
- Integration and coordination of dozens of suppliers
- One-and-done scoring, timing, and measurement systems; no carry-over
- Built accreditation, badging, and security systems



# Ticketing



- No reuse, one-and-done
- Computerised mail-order system (pre World Wide Web)
- 8 million tickets to be printed and distributed
- Built on a one-of-a-kind lottery for order fulfilment
- More than 370 events
- 23 competition sites and seat maps
- Built a first-of-its-kind ticket security against counterfeiting
- Built security against ticker brokers
- 15 million order forms

# Associated Olympic Events

## Youth Programs

- Olympic sports for young people
- Instructional clinics
- Academic Decathlon
- Patron Program
- Olympic Torch Relay

## Arts Festival

- Ten-week \$10 million international program
- 100 Events
- Opera, dance, painting, theater, film and more



Goodies



# Recognition

## Results

Richard Koppel

IN RECOGNITION AND  
APPRECIATION FOR  
YOUR CONTRIBUTION TO  
THE SUCCESS OF THE  
GAMES OF THE XXIII OLYMPIAD  
LOS ANGELES, 1984

LOS ANGELES  
OLYMPIC  
ORGANIZING  
COMMITTEE



Paul Zifferman  
Vice President, Chairman

Pete Ueberroth  
President

Henry A. Wise  
Vice President

*Only Games to produce a profit  
of approximately \$250 million\*  
funding youth and sports  
programs through Southern  
California*

*\* In 2026 dollars \$738 million*

