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Atlanta Committee For The Olympic Games



PRESS GUIDE

OCTOBER 1993



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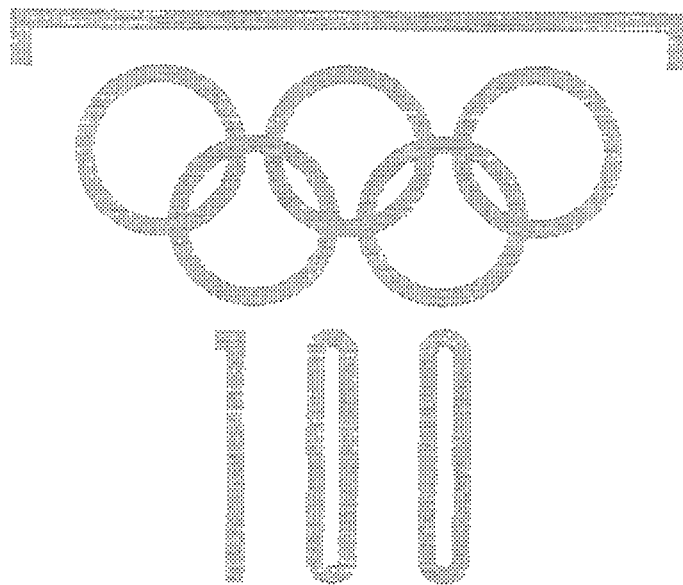
TABLE OF CONTENTS

Atlanta Committee for the Olympic Games

General Information	
Mission Statement	3
ACOG Chronology	4
ACOG Organization	7
Organization Chart	8
Community Outreach Organizations	12
Communications	15
Corporate Services	19
Creative Services	21
Public Information	22
Mascot "Whatizit"	23
Special Events	24
Financial Forecast	25
Host Broadcasting	29
Licensing	33
Marketing	37
Olympic Programs	43
Ceremonies	45
Cultural Olympiad	45
Volunteers	47
Youth and Education	47
Operations	49
Accommodations/Accreditation	51
Airport Operations	52
Logistics	52
Medical	52
Press Operations	53
Security	53
Technology	53
Tickets/Transportation	55
Paralympics	57
Sports and International Organizations	61
Olympic Family and Protocol	63
Venues	64
Olympic Village	70
Construction	72
Program of Events	76



GENERAL INFORMATION



MISSION STATEMENT

The XXVI Olympiad will be showcased in a city with a technologically advanced infrastructure, one of the world's largest, most modern airports, and one whose charm is equaled by its nearly three million residents' passionate commitment to staging glorious Olympic Games.

The mission of the Atlanta Committee for the Olympic Games (ACOG)

- is to enhance and share the positive forces that emanate from involvement in the Olympic Movement with the people of the community, the region, the country and the world; bringing the people of the world closer together through bonds of sincere friendship harnessing the awesome power and potential from this cooperative effort to uplift the human spirit and create a positive influence for children and young adults
- to celebrate the Centennial Olympic Games with great respect for the contributions of the past and, yet, great hope for the future by demonstrating the full potential of the Olympic Movement emphasizing the common bonds that unite the family of man, not the differences that divide us
- to conduct the Centennial Games with sensitivity, integrity, fiscal responsibility and commitment to the need 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 in present history.

Above all, ACOG recognizes its undeniable obligation to conduct the Centennial Olympic Games in a spirit of equity and fairness that will be the ultimate standard against which all of our decisions and actions are judged.

CHRONOLOGY

February 1987

Billy Payne, an Atlanta attorney and former University of Georgia football player, asks Peter Candler, senior vice president of Duncan Peek, Inc., an Atlanta insurance firm, to be his partner in the Georgia Amateur Athletics Foundation (GAAF). Candler accepts, and GAAF is founded. Payne then approaches Atlanta Mayor Andrew Young about bidding to host the 1996 Olympic Games. Mayor Young pledges his support and Payne represents the City of Atlanta at a seminar in Colorado Springs, Colorado, designed to assist interested cities in preparing bids.

May/June 1987

Several additional Atlantans, including Charlie Battle, Horace Sibley, Ginger Watkins, Linda Stephenson, Cindy Fowler, Tim Christian, and Charlie Shaffer are recruited to round out the GAAF Executive Board. The Executive Board later adds Jack Pinkerton.

September 1987

Atlanta formally submits a bid to the United States Olympic Committee (USOC) to become the U.S. candidate city for the 1996 Olympic Games. Atlanta is one of 14 U.S. cities vying for this honor.

February 1988

USOC site selection committee visits Atlanta for tours of proposed venues for the Olympic Games and to meet with city leaders.

April 1988

Atlanta makes its final presentation to the Executive Board of the USOC meeting in Washington, DC. Following a recommendation from its site selection committee, the USOC Executive Board selects Atlanta as its U.S. city-designate to host the 1996 Olympic Games. The board selects Atlanta based on its organizing ability, quality of venues, hotels, airport, rapid transit, and proven ability to handle large numbers of people.

Atlanta enters the international competition against five other cities competing to host the 1996 Olympic Games — Athens; Belgrade; Manchester; Melbourne; and Toronto.

Spring 1988

Payne, accompanied by friends and fellow volunteers Horace Sibley and Charlie Battle, travels to Lausanne, Switzerland, to meet with H.E. Juan Antonio Samaranch, President of the International Olympic Committee (IOC), to discuss Atlanta's bid and learn more about the bidding process.

Fall 1988

The GAAF formalizes the Atlanta Organizing Committee (AOC) Board of Directors, an advisory council and eight standing committees to carry out the activities necessary to complete the bid process.

September 1988

An Atlanta delegation, including Mayor Andrew Young, members of the Atlanta City Council and Atlanta Chamber of Commerce, attend the 1988 Olympic Games in Seoul, Korea, to meet members of the IOC and gather information on the intricacies of hosting an Olympic Games.

February 1989

H.E. Juan Antonio Samaranch visits Atlanta and participates in ribbon-cutting ceremonies opening the AOC headquarters offices in Atlanta's IBM Tower. Atlanta Mayor Andrew Young is named chairman of the Atlanta Organizing Committee. Billy Payne is named President and CEO; Doug Gatlin is named executive director. Atlanta unveils its Olympic theme: "Atlanta and the Olympics: Yes! Partners with the World."

July 1989

The AOC kicks off its local public awareness campaign by sponsoring an Olympic mile in the July 4th Peachtree Road Race, a 10K road race that now attracts more than 40,000 runners annually. Members of the IOC and international press are entertained at this event. A citywide billboard and banner campaign is implemented, including unprecedented signage at Hartsfield Atlanta International Airport, to heighten local awareness and interest. The campaign to solicit 100,000 volunteers begins.

August 1989

A group of IOC members visits Atlanta en route to the IOC's 95th General Session being held in San Juan, Puerto Rico. Atlanta hosts The Alamo Cup: USSR vs. USA Dual Swim Meet at Emory University.

September 1989

An Atlanta delegation, including Atlanta Mayor Andrew Young, attends the 95th General Session of the IOC in San Juan, Puerto Rico to continue lobbying for Atlanta. In San Juan, Atlanta introduces the IOC to its high-tech "interactive" video, which allows IOC members to take a tour of Atlanta via video and computer. The video was developed at the Georgia Institute of Technology.

Following the annual IOC session in Puerto Rico, a large delegation of IOC members are flown from San Juan to Atlanta for a Labor Day visit. More than 7,500 runners participate in the "Run For The Bid" in a great show of public support for Atlanta and the Olympic Games. Atlanta hosts the AOC Sports Festival at Emory University featuring USA/Cuba/Canada Water Polo and USA Team Synchronized Swimming.

January 1990

The AOC Honor Marching Band makes its debut in the nationally televised Martin Luther King, Jr. Parade and March of Celebration in Atlanta. Volunteer sign-ups pass the 100,000 mark.

February 1990

In an historic moment and major milestone, an Atlanta delegation submits Atlanta's official written five-volume bid document, which is delivered to the IOC offices in Lausanne, Switzerland, on February 1.

March 1990

The AOC hosts IOC members in Savannah's famous St. Patrick's Day Parade, which also features the AOC Honor Marching Band.

April 1990

The AOC hosts Springtime in Atlanta, a visit to Atlanta by a large group of IOC members, which also includes a memorable visit to Savannah. More than 1000 schoolchildren greet the IOC motorcade along the picturesque squares of downtown Savannah. Nearly 8,000 runners participate in the AOC's Salute to Georgia Olympians and Run for the Rings.

Spring 1990

More than 100,000 schoolchildren throughout the state of Georgia participate in Olympic Day in the Schools.

May 1990

Official site-inspection visits to Atlanta by the IOC Study & Evaluation Commission, the Association of Summer Olympic International Federations (ASOIF) and the Association of National Olympic Committees (ANOC) are successfully concluded.

June 1990

An Atlanta delegation attends the meetings of the IOC Executive Board and ANOC General Assembly in Barcelona, Spain. A drawing to determine order of final presentations in Tokyo is held and Atlanta will be first.

The AOC sponsors, the United States Olympic Academy on the campus of Emory University, and 400 schools participate in Georgia Olympic Day, also sponsored by the AOC.

August 1990

AOC sponsors the first-ever International Baseball Association (IBA) World All-Star Amateur Baseball Game at Atlanta-Fulton County Stadium.

September 1990

The AOC hosts the 68th (of 88 total) voting member of the IOC to visit since Atlanta began its international candidacy to host the Olympic Games. The number of IOC members to visit Atlanta is an unprecedented number for a bid city.

A delegation of more than 300 Atlantans and Georgians travels to Tokyo, Japan, to support Atlanta's bid for the 1996 Olympic Games at the IOC's 96th General Session. By a vote of 51-35, the IOC selects Atlanta over Athens to be host city for the Games of the XXVI Olympiad in 1996. The decision was reached on the fifth ballot in voting by 86 members of the IOC at the 96th IOC Session in Tokyo on September 18.

ORGANIZATION

Atlanta Committee for the Olympic Games

ACOG is a private, non-profit corporation that was incorporated January 28, 1991. ACOG will plan and stage the events of the 1996 Atlanta Centennial Olympic Games, in coordination with the International Olympic Committee (IOC), the United States Olympic Committee (USOC), the City of Atlanta and the Metropolitan Atlanta Olympic Games Authority (MAOGA). MAOGA is a public authority responsible for review of ACOG construction contracts, financial statements and budgets; approval of venue changes; and construction of the Olympic Stadium.

Organization and Staffing

The ACOG Board of Directors meets at least quarterly, takes an active role in major corporate decisions of ACOG and provides coordination of the activities of the officers of ACOG. In order to carry out its responsibilities, the Board of Directors has created an Executive Committee and four Standing Committees (Audit, Compensation & Executive Resources, Equal Economic Opportunity and Finance & Administration).

As of June 30, 1993, 403 people were members of the ACOG staff. This number includes 230 ACOG Headquarters employees, 44 employees of Atlanta Centennial Olympic Properties (ACOP), and 78 Merchandising employees. 352 are paid by ACOG and 51 of these employees have been loaned to ACOG by various Atlanta corporations.

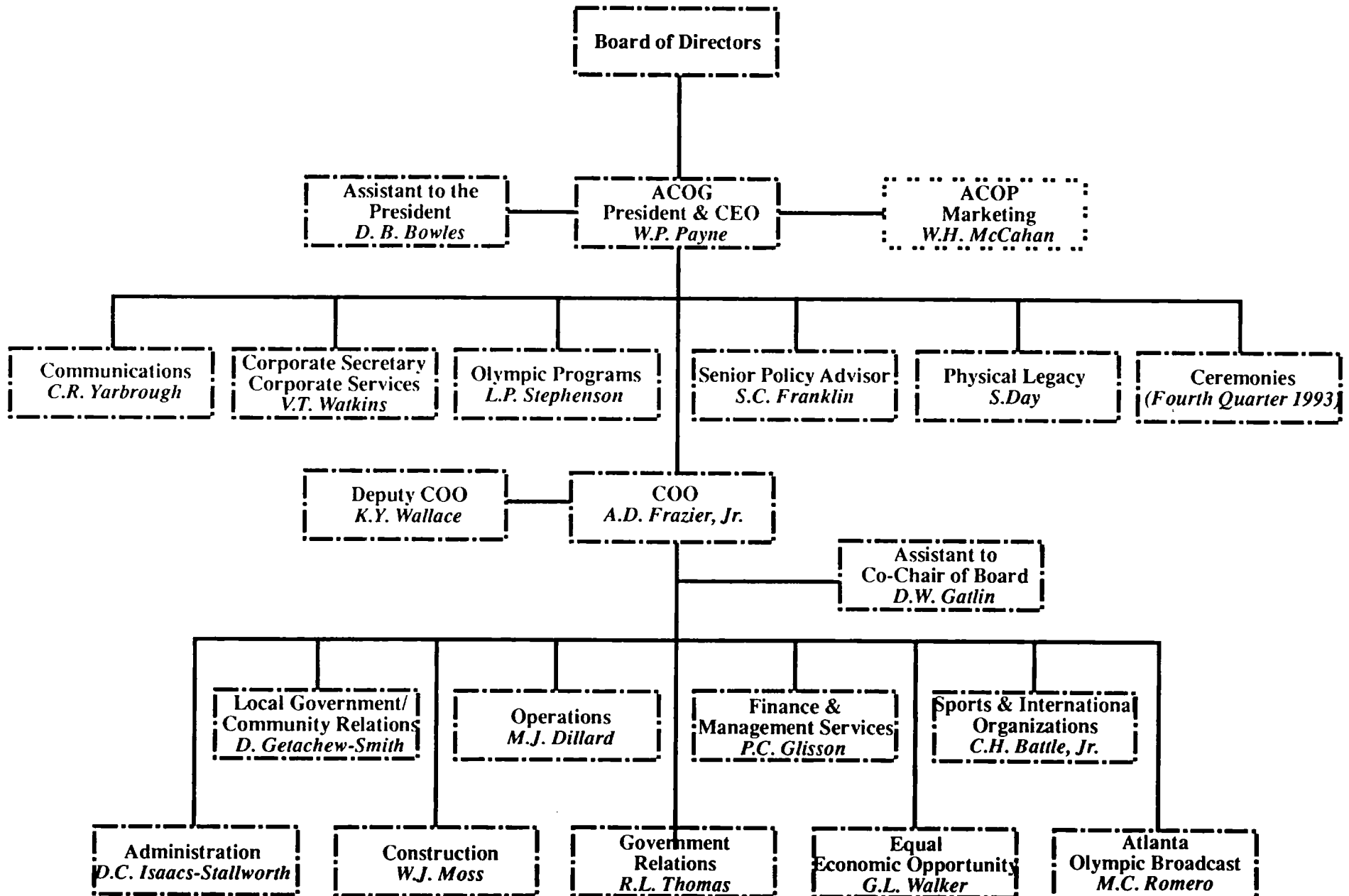
ACOG's **Minority and Female Business and Individual Opportunity Plan** for construction and non-construction contractors governs all procurement and contracting of goods and services for which ACOG has control. ACOG has also adopted an **Affirmative Action Plan (AAP)** in accordance with its commitment to a policy of inclusion which creates a diverse work force representative of Atlanta as the host city. Additionally, ACOG has enacted an **Equal Employment Opportunity Plan (EEO)**. Contractors are required to submit EEO/AA information with any bids or proposals. These three plans are termed the **Equal Economic Opportunity Plan (EEOP)**. The following figures represent the status of the EEOP Plan through June 30, 1993:

Total employees	403	
Minorities	159	(39.5%)
Women	238	(59.6%)
Loaned	51	
Volunteers	1	
Management	137	
Minorities	45	(32.8%)
Women	54	(39.4%)
Loaned	14	
Volunteers	1	

In addition to paid employees and loaned executives, 415 volunteers are working for ACOG.

ACOG's year to date discretionary purchases of goods and services from minority and female businesses amounted to 32.31% or \$4,009,567.00 of total discretionary purchases.

The Atlanta Committee for the Olympic Games



BIOGRAPHIES

William Porter "Billy" Payne

Mr. Payne is President and CEO of the Atlanta Committee for the Olympic Games (ACOG). It was Mr. Payne's inspiration and leadership that led to the pursuit and attainment of the 1996 Olympic Games for the City of Atlanta. He directed the original bidding effort and is now directing the organizing activities of the Games themselves at ACOG. Prior to becoming a full time volunteer for the Atlanta Organizing Committee, Mr. Payne was a successful Atlanta real estate attorney. He has both an undergraduate and law degree from the University of Georgia where he excelled academically as Vice President of the Student Body and athletically as an All-American defensive end on the 1968 SEC Championship football team. He has been and continues to be active in a large number of civic and community organizations, as well as a member of the Board of Trustees of the University of Georgia Foundation and Athletic Board of UGA.

Andrew Young

Mr. Young is Chairman and CEO of Law Companies, an international engineering firm based in Atlanta. He is Co-Chairman of ACOG, former Mayor of Atlanta, former U.S. Ambassador to the United Nations and was the Representative from Atlanta's 5th District to the United States Congress. As Mayor of Atlanta and member of Atlanta's international bidding team, Mr. Young played a key role in Atlanta's selection to host the Centennial Olympics. During Mr. Young's long history of social and political service, he has served as Executive Director of the Southern Christian Leadership Conference and as a top aide to the Reverend Martin Luther King, Jr., during the civil rights movement of the 1960s.

Robert M. Holder, Jr.

Mr. Holder is Co-Chairman of ACOG. He is the founder (1960), Chairman and CEO of Holder Corporation, one of Atlanta's leading construction companies. Mr. Holder also is a director of First Wachovia Corporation and National Service Industries, Inc. He is Honorary Consul General of Thailand, and director and past chairman of the Atlanta Chamber of Commerce. He serves on the boards of directors of The Commerce Club and Central Atlanta Progress and is currently chairman for the Board of Counselors, The Carter Center of Emory University, and a Co-Chairman of the Atlanta Action Forum.

A.D. Frazier, Jr.

Mr. Frazier is chief operating officer of ACOG. He was formerly executive vice president of the North American Banking Group of First National Bank of Chicago. He was the first president of Atlanta's Neighborhood Housing Services organization and chaired economic development task forces for both Atlanta Mayor Maynard Jackson and Atlanta City Council President Marvin Arrington. He managed the inauguration of President Carter, and headed the team that reorganized both the White House and the Executive Office for President Carter. In 1976, Frazier was named one of Atlanta's Five Outstanding Young Men by the Jaycees.

SENIOR OFFICERS

AREAS OF RESPONSIBILITY

Atlanta Committee for the Olympic Games (ACOG)

Administration - Doris C. Isaacs-Stallworth

- Human Resources
- Administrative Services
- Facilities

Ceremonies - (Open)

Communications - Dick Yarbrough

- Public Relations
- Media Relations

Community Relations/Local Government - David Getachew-Smith

- Local Government
- Venue Neighborhoods
- Task Forces

Construction - Bill Moss

- Venue Acquisition
- Venue Development
- Design
- Construction
- Restoration

Corporate Services - Ginger T. Watkins

- Creative Services
- Public Information
- Publications
- Special Events/Hospitality
- Marketing Liaison
- Advertising/Promotion

Host Broadcasting - Manolo Romero

- Production
- Engineering
- Operations

Government Relations - Lindsay Thomas

- Federal Government
- State Government
- Regional Government

Management Services - Pat Glisson

- Planning & Budgeting
- Financing/Accounting
- Purchasing
- Risk Management
- Management Systems

Olympic Programs - Linda Stephenson

- Volunteers/Olympic Force
- Cultural Olympiad
- Youth & Education

Operations - Morris Dillard

- Operations Management
- Games Support
 - Accreditation
 - Logistics
 - Medical
 - Press Operations
 - Transportation
- Games Services
 - Accommodations
 - Ticketing
 - Spectator Services
 - Food and Beverage Services
- Security
- Technical Services
- Information Services
- Venue-Based Planning
- Paralympics Liaison

Physical Legacy - Dr. Sherman Day

- Corporation for Olympic Development in Atlanta (CODA) Liaison
- Atlanta Project Liaison
- Neighborhood Training & Liaison

Senior Policy Advisor - Shirley Franklin

Sports & International Organizations - Charlie Battle

- Olympic Family & International Federations (IF) Relations
- Interim sports events
- All matters pertaining to Olympic athletes/sports
- Olympic Village

COMMUNITY OUTREACH ORGANIZATIONS

To help in the planning process and in the organization and implementation of the Games, ACOG is in the process of creating various task forces, advisory councils and support groups. Task forces have a specifically defined task or job to perform for a limited period of time. Advisory councils are more general in their service and provide community input relating to specific areas. Support groups are composed of people with expertise and experience in particular areas whose support will be useful and necessary for the successful implementation of the Games. A list of these community outreach organizations follows:

Advisory Councils

Provide community input relating to specific areas.

- Athletes Advisory Council
- Consolidated Neighborhood Advisory Council
- Construction Services Advisory Council
- Communications Advisory Council
- Cultural Advisory Council
- Committee on Disability Access
- Design Services Advisory Council
- Financial Advisory Council
- Interfaith Advisory Council
- Savannah Olympic Support Council
- Youth Development Advisory Council

Support Groups

Provide expert advice and implementation with respect to required services.

- Accommodations Support Group
- Environmental Support Group
- Human Resources Support Group
- Olympic Medical Support Group
- Olympic Security Support Group
- Olympic Transportation Support Group
- Risk Management Support Group

Task Forces

Provide consultation with respect to specific decisions.

- Atlanta University Neighborhood Task Force
- Education Task Force
- Youth Advisory Task Force
- Olympic Stadium Neighborhood Task Force
- Olympic Village Neighborhood Task Force
- Stone Mountain Neighborhood Task Force
- Volunteer Task Force

ACOG Advisory

Community leadership group organized to consult with ACOG; chaired by Atlanta Mayor Maynard Jackson.

1996 OLYMPIC GAMES

AT A GLANCE

What

The Games of the XXVIth Olympiad, marking the 100th anniversary of the modern Olympic Games from July 19 through August 4, 1996.

Where

Atlanta, the capital of the state of Georgia, is located in the southeastern United States. Atlanta's 18-county metropolitan area has a population of over three million.

The Olympic Sites

The Olympic Ring and the Olympic Park at Stone Mountain include the venues for most of the events for the 1996 Olympic Games. The Olympic Ring is concentrated in the heart of the city and Stone Mountain is 25km east of downtown Atlanta.

The Cultural Olympiad

Atlanta's Cultural Olympiad will span four years, beginning in 1993 culminating in 1996 with a nine week international, multidisciplinary cultural celebration.

Volunteers

Reflecting the true spirit of Olympism, more than 50,000 volunteers will help stage the 1996 Games. Volunteers currently are working with ACOG on advisory councils, support groups and task forces, to provide office support and to assist with special events. The largest number of volunteers are currently assisting with merchandising and public information.

Tickets

Approximately eight million tickets will be available for events in the 1996 Games. Tickets will go on sale in 1995.

Visitors

Some two million visitors are expected to witness the various events. The TV audience is projected to be two thirds of the world's population.

Hotels

Atlanta currently has 53,000 hotel rooms available within a 20-minute radius of the Olympic Center in downtown Atlanta and another 20,000 within a 90-minute radius of the Olympic Center. Reservations for accommodations in Atlanta and Savannah will be coordinated by ACOG.

Funding

Revenues for the Olympic Games will come from television rights fees, corporate sponsorships, and merchandise and ticket sales. Any surplus will be redistributed for the support and development of amateur athletics.

COMMUNICATIONS

COMMUNICATIONS

Dick Yarbrough oversees the Communications Department, which works with all other areas of ACOG and of ACOP to help ensure that policies, programs and plans being made for the 1996 Centennial Olympic Games are effectively communicated to local, regional, national and international media and to the many segments of the population that have a vested interest in various aspects of the Games.

The department issues all news releases and official statements of ACOG and ACOP. The department also is responsible for news conferences and ensures that responses are provided to questions from reporters. To provide reporters with background information on ACOG, ACOP and the 1996 Olympic Games, the Communications Department prepares this Press Information Guide, which is regularly updated with the latest information available.

Over the past nine months, the Communications Department has dealt with thousands of inquiries from journalists worldwide, issued almost 100 news releases and coordinated 18 news conferences. In addition, the communications staff has assisted some 150 members of the national and international media who have visited Atlanta.

In handling communications programs, the department works with different areas of ACOG/ACOP to provide counsel on dealing with the various external audiences that have an interest in the Games and to provide insights regarding the views and information needs of those audiences. The department advises on the types of communication tools required — ranging from face-to-face meetings and speeches to newsletters and advertisements — and then helps ensure the effective development and use of those tools.

Communications Team

Bob Brennan	Press Chief (Sports, Venues, Olympic Family, Host Broadcasting, International Media) telephone: 224-1932
Darby Coker	Communications Director/Marketing (Sponsors, Licensees, Olympic Coin Program) telephone: 224-5089
Susan Elliott*	Communications Director/Cultural Olympiad telephone:
Scott Mall	Communications Director/Government Relations (Local, State, Federal) telephone: 224-5070
Lyn May	Communications Director/ACOG Operations (Construction, Transportation, Technology, EEOP) telephone: 224-1305

Dyan Matthews - Communications Specialist

telephone: 224-1353

Laurie Olsen

Communications Director/Olympic Programs & Ceremonies

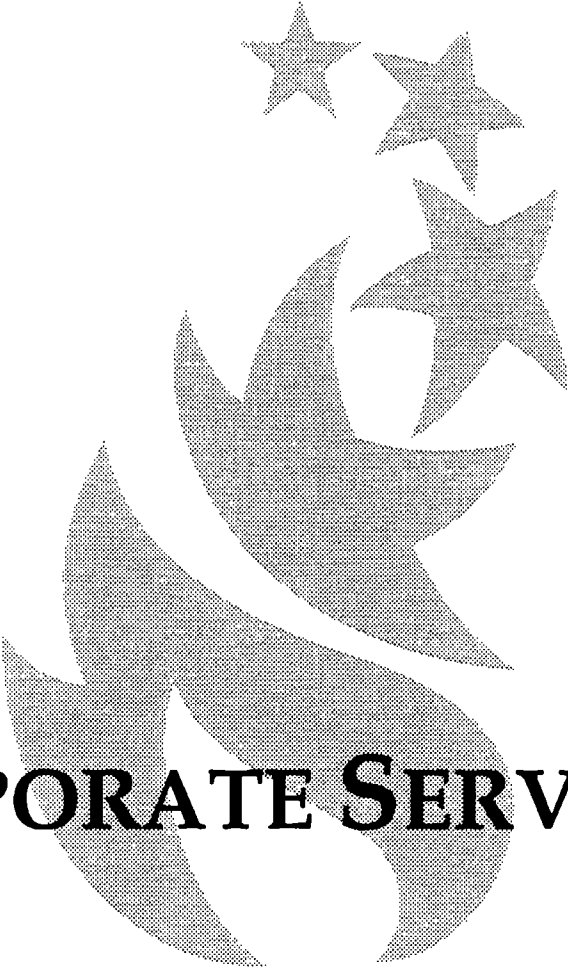
(Volunteers, Youth and Education, Look of the Games, Mascot, Special Events, Tickets, Accommodations)

telephone: 224-1235

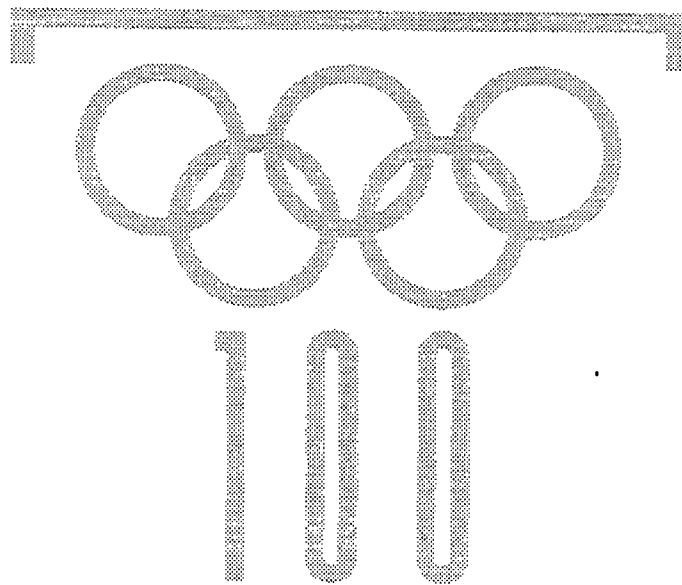
Margaret Doyle - Communications Specialist

telephone: 224-5122

*** begins Nov. 15**



CORPORATE SERVICES



CORPORATE SERVICES

Ginger Watkins spearheads the efforts in the Corporate Services Department to provide support to all other ACOG/ACOP departments and to keep the general public informed about developments relating to the 1996 Olympic Games. Corporate Services includes the following departments: Creative Services, Public Information and Special Events.

CREATIVE SERVICES

The Creative Services department coordinates the publication of the ACOG Torch, a bi-weekly internal newsletter, as well as all other ACOG publications including all sports guides and daily newspapers during the Games; provides film, video and still photography coverage of all ACOG events, and maintains a film/video and stills library.

This department is also responsible for creating original films and videos in response to specific ACOG/ACOP requests; for designing all internal publications, brochures, signage, medals and other collateral pieces. It provides speech and presentation support for ACOG/ACOP executives as well as advertising and promotion planning/creation in support of external communication and marketing strategies.

The official film of the 1996 Olympic Games, in preliminary planning stages, will be an artistic production that contains shots of sporting competitions, ceremonies and the city of Atlanta. Rather than a mere television re-broadcast of events, the official film will be a creative documentary that restates the values of the Olympic Movement, the valor of the competitors, the excitement of the competitions and the hospitality of the host city.

Posters: The objective of the 1996 Olympic Games poster program follows the Olympic tradition of capturing in graphic representations the symbolism of the Olympic movement and the special characteristics particular to each organization. The 1996 Olympic Games Poster Plan is in the preliminary stages. The poster program will include official posters, art posters and sport posters.

Sign Posting: The Creative Services Department will develop a sign posting plan, based on the creation of its own system of signage for the Games. The objective is for all signs to be easily understood by using single color codes, symbols, and short, easily remembered words printed in the two official Olympic languages, French and English.

Look of the Games: The Creative Services Department is developing a creative design plan that will interpret and visually present ACOG's major themes and provide all participants, spectators and viewers with a strong impression of the continuity of ACOG's organizational efforts. This will be referred to as the "Look of the Games."

On February 13, 1992, ACOG unveiled the first element of the Look of the Games, the logo for the 1996 Centennial Olympic Games. The logo is a torch and flame shown against a background field of Georgia Green. The words "Atlanta 1996" appear at the bottom of the design in gold. The handle of the torch, also in gold, suggests the image of a classical Greek column. The simple marriage of the Olympic rings and the number 100 in the form of the column communicates the central theme of the Centennial celebration. Choosing the torch and flame as the basis for the logo design demonstrates ACOG's commitment to celebrating the principles of the Modern Olympic Movement.

The new logo was designed by the U.S. headquarters of international design firm, Landor Associates, with support from Atlanta-based Copeland Design, designer of the familiar 5 A's Atlanta bid logo. The Games logo signifies the 1996 Games as the culmination of 100 years of Olympic sport and the beginning of a second century of Olympic tradition.

With the unveiling of the Games mark, Atlanta officially retired the bid logo used by the city during its candidacy to host the 1996 Games.

Commemorative License Plate: A special license plate commemorating the 1996 Centennial Olympic Games will be available to all motor vehicle owners in the state of Georgia beginning in 1994 and will be valid through December 31, 1996.

PUBLIC INFORMATION

The Public Information Department regularly publishes a general information brochure; directs the ACOG Speakers Bureau; maintains a Public Information Gallery at the Olympic Experience in Underground Atlanta; supervises the ACOG library operation; is responsible for archiving; and, manages all mascot appearances. With assistance from technology, the Public Information Department is also developing pre-Olympic information kiosks and a 1-800 number for Olympic Games information.

The **General Information brochure** is regularly updated and includes a venue map and a summary of key information about ACOG and the 1996 Atlanta Centennial Olympic Games. To-date, over 350,000 of these brochures have been distributed to the general public.

The **ACOG Speakers Bureau**, comprised of staff and volunteers, addresses audiences in metro Atlanta, statewide and nationally to generate enthusiasm for the 1996 Atlanta Centennial Olympic Games and advance the ideals of the Olympic Movement. Contributions received in lieu of honoraria go to the Children's Olympic Ticket Fund, a special fund created to purchase tickets to Olympic events for mentally, physically and economically challenged children. During 1992, members of the Speakers Bureau gave 325 speeches, reaching an audience of over 75,000 people, and raised more than \$91,000 in donations.

The **Olympic Experience** at Underground Atlanta, staffed entirely by volunteers, is a public information gallery that offers the public video and printed resources about the Olympic Movement, Atlanta's candidacy, and ACOG's plans for the Olympic Games. Since its opening on September 18, 1991, The Olympic Experience continues to average 3,500 - 5,000 visitors per week.

The **ACOG Library**, currently staffed by volunteers, contains Olympic and sports books; final reports from previous Olympic Games; newsclips; newsletters; videos; ACOG, USOC and IOC periodicals; and other related publications for internal use.

An **Archives** program will document the history and success of the 1996 Atlanta Centennial Olympic Games.

Atlanta's Olympic mascot "Whatizit" appears at all ACOG functions, at sponsor events and helps promote merchandise sales. Additionally, the mascot frequently appears in parades, at schools and hospitals, and at functions where large numbers of children are present.



WHATIZIT" - OFFICIAL MASCOT

What is it? It's "WHATIZIT"— a futuristic, animated, fun-filled character with large starry eyes, a big grin, oversized sneakers, lighting bolt eyebrows and two of the Olympic rings on his eyes and three at the base of its droplet-shaped torso - introduced to the world on August 9 in Barcelona as the official mascot of the 1996 Atlanta Centennial Olympic Games. ACOG's choice breaks with tradition in that the mascot is a creature which, when animated, is able to transform into various sizes and shapes to become a participant in all the Olympic activities.

More than 1000 mascot suggestions were submitted to ACOG, including many unsolicited proposals, beginning as early as 1987, before Atlanta won the nomination to be the U.S. candidate city for the 1996 Olympic Games. In early 1992, ACOG, with the assistance of its volunteer Communications Advisory Committee, identified 30 local Atlanta and national design companies who were invited to participate in ACOG's competition to create an appropriate Atlanta mascot. After reviewing samples of each design company's work, the number of competitors was reduced to ten finalists. Each of the finalist design companies then submitted one mascot proposal from which "WHATIZIT" was selected.

The winning entry was submitted by Atlanta-based DESIGNefx, a subsidiary of Crawford Communications, Inc. "WHATIZIT" was actually created and conceptualized by John Ryan, Senior Animation Director for Crawford. The national and international publicity surrounding the introduction of "WHATIZIT" as the official mascot of the Atlanta Games propelled it into becoming one of the most recognized of Olympic mascots within two weeks of its introduction.

"WHATIZIT's" personality is depicted as that of a young boy who lives in the mystical world of the Olympic Torch. He needs to find five rings in order to gain the power and knowledge necessary to leave the torch and participate in the Olympic Games. In interviews nationwide, children voted to give the mascot a more personal name. Consequently, children were asked to send their suggestions to "ITZANAME" at ACOG. The name will be selected in the fall of 1993 by the Kid's Advisory Council, a panel of more than 20 Atlanta area children. "WHATIZIT", however, will continue to be part of the mascot's identity and will transform into objects representing Olympic sports and Olympic spirit. ITZARUNNER, ITZABOXER and ITZAREADER renderings are already available.



SPECIAL EVENTS

Special Events Department is responsible for activities such as the Olympic Torch Relay, meeting services, travel, etc. Special Events planned and provided all support services for the IOC Executive Board and ASOIF meetings in Atlanta in March 1993, ACOP's marketing seminar in April 1993 as well as the groundbreaking ceremonies for the Olympic Stadium in July 1993. Other services included the coordination of all Sponsor/Partner press conferences and support services for a Minority Development Workshop held for 800 participants.

Current plans include the 1000 day program and the organization of a statewide literacy program involving local and state libraries.

A large, stylized graphic in the background of the page. It features three stars at the top, followed by a large, stylized flame or torch shape. Below this is a horizontal line, then the Olympic rings, and finally the number 100.

FINANCIAL FORECAST

FINANCIAL FORECAST

The 1993 update to the financial forecast estimates overall revenues of \$1.589 billion and expenditures of \$1.573 billion. An operating contingency fund of \$100 million has been established, producing an estimated positive cash flow of \$16 million. Over the period 1991 to 1997, there will be periods of short-term cash deficiency and surplus for which ACOG intends to implement a Revolving Line of Credit Borrowing Program.

In January 1992, NationsBank Corporation announced a \$300 million secured line of credit to help finance the 1996 Centennial Games. This line of credit will enable ACOG to pay for certain expenses before the organization begins collecting funds from broadcast networks, corporate sponsors, and other sources of income. NationsBank is the fifth largest bank holding company in the United States with \$110 billion in assets.

The Barnard Centennial Olympic Commemorative Coin Act was passed by the House and Senate without opposition in September, 1992. The Barnard Act authorizes the minting of two gold five-dollar coins, four silver one-dollar coins, and two clad half-dollar coins. The U.S. Mint has invited a select group of artists to submit designs for these coins. Sale of the coins, which will be available in 1995 and 1996, is expected to generate some \$50 million to \$75 million, to be shared equally between ACOG and the USOC. Prices for the coins have not yet been determined.

At this time, ACOG already has firm commitments totaling approximately \$700 million from a combination of the ACOG share of European Broadcast Union (EBU) and U.S. television rights (NBC) fees, sponsorships and licensing fees. This represents almost 45% of the total amount needed.

ECONOMIC IMPACT

Hosting the 1996 Atlanta Centennial Olympic Games will have a \$5.1 billion impact on Georgia's economy over the 1991 to 1997 period, according to an economic impact study released in October, 1992. The most significant impacts will occur in 1995 and 1996, as reported by Dr. Jeffrey M. Humphreys, Selig Center for Economic Growth, Terry School of Business at the University of Georgia, and Michael K. Plummer, Polk-McRae Company, an Atlanta management consulting firm.

The economic impact will result from new money coming into the state, primarily in and around venue locations. The impact of ACOG and ACOP spending amounts to \$2.4 billion; Olympic-related sporting events, visiting media, athletes, officials and spectators will have an impact of \$2.7 billion. A significant temporary boost in employment is anticipated, particularly in the year leading up to and including the Games. The state of Georgia will also receive incremental tax revenues estimated at \$198.7 million from personal and corporate income taxes, sales and use taxes, and motor fuel taxes.

1993 FINANCIAL FORECAST

Atlanta Committee for the Olympic Games

Revenues

Television Rights	\$554,067,000
Joint Venture Revenue	537,386,000
ACOG Share of TOPIII	119,086,000
Ticket Sales	225,787,000
Merchandising	31,689,000
Other Income	120,985,000

Total Revenue

\$1,589,000,000

Expenditures

Construction:

Venues	\$493,330,462
Village	75,297,250

Total Construction \$568,627,712

Operations:

Executive Operations	\$ 21,829,619
Associated Organizations	9,010,902
Corporate Services	36,084,516
Operations	148,255,651
Olympic Programs	66,887,183
Financial and Management Services	92,387,939
Merchandising	19,809,381
Sports	73,566,604
Media and Public Relations	9,282,151
Technology	194,948,514
Olympic Village	46,356,488
Host Broadcasting	96,364,387
Olympic Ceremonies	26,720,836
Olympic Family Relations	15,292,713
Government Relations	8,771,104
Administrative Services	38,751,260
Operating Contingency	100,000,000

Total Operations \$1,004,319,248

Total Expenditures

\$1,572,946,960

Net Cash Flow

\$16,053,040

A large, stylized, light gray watermark logo is centered on the page. It features a torch with three stars above the flame, a horizontal bar, the five Olympic rings, and the number '100' below them.

HOST BROADCASTING

HOST BROADCASTING

Since their inception, radio and television have played an increasingly important role becoming an integral part of the Olympic Movement. The IOC, with the creation of its radio and television commission has recognized the importance of the electronic media in the dissemination of the Olympics to an audience of at least 3.5 billion people worldwide. In view of this ACOG has defined, organized and implemented structures necessary for the successful broadcast of the Games.

After reviewing six host broadcaster proposals, ACOG selected Manolo Romero, director of Radio Television Olympics '92, to coordinate the host broadcast operations for the 1996 Games. Subsequently, Atlanta Olympic Broadcasting, 1996 (AOB 1996), was created whose main purpose is to provide the professional, unbiased, international radio and television signals which are the basic coverage of the Games. In addition, AOB 1996 is charged with identifying, designing, installing and operating the International Broadcast Center (IBC) which is the focal point where all of the video and audio feeds are received from the venues, distributed to the rights holding broadcasters and then transmitted to the respective home countries of the broadcasters.

The major functions of AOB 1996 for the Atlanta Centennial Olympic Games are summarized as follows:

- Produce the international audio and video coverage of the Games, as mandated by the IOC and the broadcast rights holders
- Identify, design, install, and operate the IBC
- Coordinate and provide broadcast facilities and services for the rights holding broadcasters for such items as broadcast equipment and telecommunications
- Represent the needs of the rights holding broadcasters within ACOG with regard to matters such as housing and transportation
- As required, act as producers of programming for such items as features on world athletes, coaches, organizations and federations

Ultimately, AOB 1996 will be responsible for over 2800 hours of live radio and television coverage of approximately 260 sport competitions.

Television Rights

The European Broadcast Union has formally agreed to purchase the European television rights to the Olympic Games in 1996. EBU is a consortium of European television networks. The agreement will provide ACOG with an unprecedented \$250 million for these European rights.

On July 27, 1993, the International Olympic Committee awarded the U.S. television rights to NBC who will pay \$456 million for those rights.

Television rights negotiations for other markets have not been scheduled.



LICENSING

ACOP's Licensing Department provides exclusive licensing representation and trademark protection for the names, symbols, emblems, designs, colors, trademarks and designations of the 1996 Atlanta Centennial Olympic Games through a unified licensing program. Officially licensed products of ACOP offer consumers a wide variety of distinctive, high quality products featuring the following properties:

- Atlanta Summer Olympic Games (U.S. and internationally)
- Atlanta Summer Olympic Games Pictograms (U.S. and internationally)
- Atlanta Summer Olympic Games WHATIZIT Character (U.S. and internationally)
- Historic Olympic Games marks, including all past Winter Olympic Games and Summer Games, plus all mascots (U.S. only)
- Lillehammer Winter Olympic Games (U.S. only)

The primary objectives of the licensing program is to provide revenues for ACOG and to promote the Olympic Games through the sale of licensed products. The licensing process begins with the identification of the premier manufacturers of retail and premium products. Licenses are then granted to national, local and minority manufacturers who produce merchandise featuring all ACOP properties.

ACOP's Licensing Department will sign between 75-100 total licensees in the following product categories:

- Apparel and Headwear
- Sporting Goods
- Gifts and Novelties
- Household Products
- Toys and Games
- Electronic Software
- Publishing
- Food

To-date, 14 companies have received licenses. In addition, two Atlanta area minority manufacturers have entered into sub-licensee agreements with the Sara Lee Corporation. More than 150 licensed products are available at retail locations throughout the U.S..

Interested parties should submit a written request for an application to

ACOP
Licensing Department
P.O. Box 1996
Atlanta, Georgia 30301-1996



MARKETING

ACOG has entered into a joint venture agreement with the USOC to market Olympic emblems and designations in the United States. This venture, Atlanta Centennial Olympic Properties (ACOP), represents the first program to combine a National Olympic Committee sponsorship with an Olympic Games organizing committee to protect sponsorship rights and maximize revenues for both entities. The strategy for soliciting sponsors, suppliers and licensees provides a high degree of exclusivity to selective sponsors and participants. The plan provides a creative and comprehensive package of sponsorship rights and benefits, enhanced ambush marketing protection and strong account service support from ACOP management to help sponsors leverage their investments in the Games.

Five companies have signed agreements to become Centennial Olympic Games Partners. These agreements provide exclusive marketing rights to the Partner within its product categories, granting them sponsorship rights to the Atlanta Centennial Olympic Games, the 1994 Olympic Winter Games in Lillehammer, Norway, and the 1994 and 1996 U.S. Olympic Teams.

In March 1992, **NationsBank Corporation** was named the first Centennial Olympic Games Partner and will have exclusive rights in the commercial bank category. NationsBank is the fifth largest U.S. banking company with assets of \$110 billion and more than 1,800 banking offices in nine states and the District of Columbia.

The Home Depot, the largest home improvement chain in the world was the first American retailer to become a Centennial Olympic Games Partner and sponsor of the U.S. Olympic Teams. The Home Depot currently has 200 stores in 17 states, and plans to expand to 35 states by 1996.

Sara Lee Corporation, through its Champion, Hanes and L'eggs' brands, became a Centennial Olympic Games Partner in the activewear category in July 1992. As a part of that partnership, Champion will provide the parade and award uniforms for the 1994 and 1996 U. S. Olympic Teams, and Hanes will provide the uniforms to be worn by the official volunteers participating in the Centennial Games. In 1992, Sara Lee enjoyed net sales of \$13.2 billion from operations in over 120 countries.

In September 1992, the **IBM Corporation** became the official Information Systems Integration Services Partner for the 1996 Olympic Games. IBM plans to assemble the best combination of information systems for the Games, making certain that complex technologies from different companies work together to support ACOG's needs. IBM will also be involved with expanding the USOC's information systems applications, which include athlete training simulations. IBM has been involved in almost all of the Winter and Summer Games since first providing information systems for the 1960 Olympic Winter Games in Squaw Valley.

In April 1993, the **Anheuser-Busch, Inc. Companies** became a Centennial Olympic Games Partner. Anheuser-Busch will retain promotional category exclusively for malt beverages. In addition to its line of quality beers, other Anheuser-Busch subsidiaries will be involved in this sponsorship agreement: Busch Entertainment Corporation, the country's largest theme park operator, and Campbell-Taggart, Inc., the country's second largest producer of fresh-baked goods

In addition to the Centennial Olympic Games Partner Program, ACOP participates in "The Olympic Programme" (TOP), the IOC's worldwide marketing program. Seven corporations have signed agreements to become TOP Sponsors.

The Coca-Cola Company was the first corporate organization to express its financial support for the 1996 Atlanta Centennial Olympic Games, signing on as a TOP Sponsor in February 1992. Coca-Cola, whose Olympic support spans back to 1928, will utilize its strong relationship with the Olympic Movement to leverage its investment in the soft drinks, sports drinks and juices categories. Coca-Cola, which has operations in more than 185 countries, manufactures and distributes the "Coca-Cola", "Minute Maid" and "Fanta" brand lines.

The Eastman Kodak Company signed in July 1992 as a TOP Sponsor in the imaging category. Kodak, which was associated with the first modern Olympic Games in Athens in 1896, renewed its TOP Sponsorship for the third time to provide imaging equipment and supplies to the Olympic family organizations.

VISA International signed its agreement with the IOC in February 1993 to renew its relationship with the IOC as a TOP Sponsor. VISA is the official payment system sponsor for the 1996 Atlanta Centennial Olympic Games, the Lillehammer Olympic Winter Games and the 1994 and 1996 U.S. Olympic Teams. VISA is the largest consumer payment card system in the world with more than 10 million acceptance locations and 296 million cards issued worldwide. VISA also has the leading global ATM network.

Time, Inc., which has been a sponsor of the Olympic Movement since the 1984 Olympic Games in Los Angeles has renewed its association with the Olympic Movement. With their participating publications Sports Illustrated, Sports Illustrated for Kids, Time Magazine International and Southern Living Magazine, Time, Inc. will be the official publishing sponsor for this quadrennium. These publications reach a total of almost 8 million readers weekly.

In April 1993, **Bausch & Lomb** renewed its TOP sponsorship agreement granting exclusive marketing rights in the following product categories: soft and rigid gas permeable contact lenses; contact lens care products; general eye care products; sunglasses; prescription eyewear frames; sport optics products; specified oral care products; and consumer, professional and over-the-counter otic (hearing) products. Bausch & Lomb is the category leader in each of its established businesses, with well-recognized brands, including "Ray-Ban", "ReNu," Boston," "Bushnell" and "Interplak."

Xerox Corporation signed its worldwide sponsorship agreement of the Centennial Olympic Games in July 1993. Over the years, Olympic events have showcased innovative Xerox technology beginning with the 1964 Winter Games in Innsbruck. In the next four years, Xerox will provide document-processing equipment, including high and mid-volume laser printers, fax machines, copiers, electronic scanners, engineering reprographic products, document creation supplies and networked and stand-alone systems reprographics.

Matsushita Electric Industrial Co., Ltd. of Osaka, Japan, a TOP sponsor since the 1988 Olympic Games in Calgary and Seoul, renewed its TOP sponsorship in September 1993. Through this agreement, Matsushita's products, including well-known Panasonic, Technics and Quasar brands, will help ensure that athletic events at the 1996 Centennial Games will be effectively broadcast and displayed through the use of state-of-the-art audio-visual technologies. Matsushita has exclusive Olympic marketing rights for audio, TV and video equipment, including broadcast and professional use products.

In certain product categories, two or more companies will share exclusive marketing rights to the general category while maintaining exclusivity within their core business area. These arrangements will provide sponsors in these shared categories with exclusive marketing rights in their primary businesses while providing maximum value and services to the Olympic family in the broader category.

John Hancock Life Insurance Company signed an agreement in July of 1993, to become the official life insurance sponsor for the 1996 Centennial Olympic Games and the U.S. Olympic team. John Hancock will share the insurance category with sponsors in the areas of health, property and casualty. John Hancock is the ninth largest U.S. insurer with operations in 45 countries and six continents.

OLYMPIC PROGRAMS

OLYMPIC PROGRAMS

CEREMONIES

The world's first taste of the spirit of the 1996 Atlanta Olympic Games came on August 9, 1992, when a troupe of dancers and gymnasts from across the United States presented the "Spirit of Atlanta" at the Closing Ceremonies of the Barcelona Olympic Games.

The production focused on youth and energy, creativity and innovation — hallmarks of the Atlanta Olympic Games. Heading the production team were Dr. Jeffrey Babcock, director of ACOG's Cultural Olympiad; Bonnie Nelson Schwartz, Washington-based theatrical and concert producer; Kenny Leon, Atlanta's Alliance Theater creative director; David Bell, a Broadway director and choreographer; Gregg Burge, a Tony Award nominee for both choreography and acting; Paul Schwartz, music director for Broadway's "Phantom of the Opera"; and Emmy winner Pete Menefee, costume creator for TV, film and the theater.

Fifty-four dancers won the competition to represent Atlanta and the United States in the special 6 1/2 minute segment during the Closing Ceremonies. The ensemble was selected from 1400 performers who auditioned in Los Angeles, Houston, Chicago, Washington, New York and Atlanta in February and March of 1992.

The '92 Olympic Flag Celebration followed the traditional transfer of the Olympic Flag from Barcelona Mayor Pasqual Maragall to Atlanta Mayor Maynard Jackson during the Closing Ceremonies of the Olympic Games in Barcelona. The Celebration, "Our Star Begins to Rise," began with the Olympic Flag arrival by ship for a day long celebration on September 10 in Savannah, site of the Yachting competition in 1996. From Savannah, the Flag toured the state by train, stopping at seven cities before arriving in Atlanta.

Accompanying the Olympic Flag was an Olympic exhibit which offered a comprehensive collection of original uniforms, medals and other rare Olympic memorabilia assembled from the IOC, the USOC and private sources. Thousands of school children visited the exhibit in each Georgia city. On September 18, two years after Atlanta was awarded the Games, the Flag and exhibit arrived at the Georgia Freight Depot in Atlanta for a weekend celebration. The Olympic Flag was officially installed at Atlanta's City Hall on September 21, 1992, where it will be proudly displayed for the next four years.

A spectacular lineup of stars headlined **Olympic Flag Jam '92** on September 17 at the new Georgia Dome, celebrating the start of Atlanta's four-year Olympic program with a special Olympic show. President George Bush, a team of U.S. Olympic athletes, the Atlanta Olympic Band, and Georgia's own Dream Team — 100 young men and women from across the state — presented a special salute to the Olympic Flag. A rousing Georgia Jam featured a number of Georgia natives and music greats. The Georgia Dome, completed in August, 1992, will be the site of Basketball and Volleyball competitions in 1996.

CULTURAL OLYMPIAD

Among the many traditions of the Olympic Games, which will be a part of Atlanta's Olympic celebration, is the Cultural Olympiad - a four-year, multi-cultural, multi-disciplinary arts and culture festival that is designed to provide a sustained and continually evolving air of celebration and excitement in the years preceding the Games. Acting as a world stage for the Olympic host

city and its artists, the Cultural Olympiad's legacy is the creation of long-term, cross-cultural relationships among the world's artists and arts organizations, and the enhancement of the host city's local and regional arts community.

In celebration of the 1996 Atlanta Centennial Olympic Games, ACOG has committed to the most expansive Cultural Olympiad in history, culminating with the 1996 Centennial Olympic Arts Festival. Atlanta is one of only two Olympic host cities ever to host a multi-year event and the only one to include a children's arts festival in its programming. Organized and developed by ACOG in cooperation with a 99-member Advisory Council made up of Atlanta's arts leaders, the Cultural Olympiad is designed to engage local and regional cultural and educational institutions as collaborators.

The \$30 million Cultural Olympiad will:

- Explore the rich and extraordinarily diverse cultural experiences of Atlanta, the State of Georgia and the American South;
- Present to Southern audiences a variety of distinguished international artists representative of the 186-nation Olympic family;
- Develop local, regional and international relationships among artists and audiences and leave behind an expanded vision through which Atlanta may be recognized as a new international center for innovative arts, cultural and entertainment activity.

With 48 major programs to be implemented, the Cultural Olympiad places a strong emphasis on new works. Programs such as the "National Black Arts Festival New Play Project," which offers African-American playwrights opportunities to create a new work for world premiere, and "50 Southeast Artists: The New Visions," in which artists will use a variety of visual media to explore their own concepts of the South, typify ways in which the Cultural Olympiad acts as a catalyst within the arts community.

Officially launched in January 1993 with a cultural exchange between Atlanta and Lillehammer, Norway - host of the 1994 Winter Olympics - the Cultural Olympiad's international exchanges include "Salute to Lausanne and the IOC Museum" and "Mexico! A Cultural Tapestry."

As a grand finale, the Olympic Arts Festival (June 1 - August 3, 1996) will offer a spectacular showcase of dance, music, film, folk and literary arts, theatre and visual arts and will prominently feature artists of Atlanta and the American South. Programs and events will be developed around the themes "Southern Expressions," "Celebrating the Centennial," and "Children's Cultural Festival."

Highlights include "One Tree, Many Branches: The Southern Musical Connection," a salute to jazz, rock 'n roll, gospel, pop, and other musical styles originating from the South; "Olympic Women: Winners in Motion," an in-depth look at the athletic and social evolution of women during the past century; and "The International Language of Puppetry," a festival of puppetry from around the world produced by the acclaimed, Atlanta-based Center for Puppetry Arts.

In the great tradition of the Olympic Games, the Cultural Olympiad serves as a majestic celebration of the Olympic ideal, blending indigenous and foreign cultural expressions and sending a message of unity to the world.

VOLUNTEERS

ACOG will enlist more than 40,000 volunteers to help stage the 1996 Games. Volunteer programs are being prepared for planning and hosting the Games. Currently, volunteers assist in all departments of ACOG, providing support in public information, merchandising, guide and driver services for visitors, coordination of special events, etc. Through the spring of 1994 ACOG will be recruiting approximately 150 volunteers to serve as Envoys during the Centennial Olympic Games and during the six weeks of operation of the Olympic Village. These envoys will be highly trained volunteers serving as liaisons to the NOCs and the administrative chiefs of the Olympic teams.

In April 1992, ACOG announced the formation of "**The Olympic Force**," which is made up of civic, community and corporate groups in Georgia that pledge community service above and beyond their existing activities. Through June of 1993, the Force had signed up more than 1,400 groups representing over 500,000 volunteers. Each group has assigned a volunteer coordinator to work with ACOG. The Olympic Force Volunteer Advisory Council defines community programs for the Olympic Force. Also, sixteen Georgia corporations have agreed to train a number of their own employees as volunteers.

Selections for most volunteer positions for the Olympic Games will begin in 1995. The organizations will assist in identifying potential volunteers.

YOUTH AND EDUCATION

Sports development for young people was an integral part of Atlanta's bid. The Youth and Education Program will use the opportunity of hosting the Centennial Olympic Games to motivate the youth of Georgia to strive for excellence in all areas of their lives by promoting participation in academic, cultural and sports development projects.

Formed in October 1991, the **Task Force on Education** evaluates existing Olympic education programs and recommends ways in which students across the United States can become more involved in the Olympic Movement and can prepare themselves to be knowledgeable and gracious hosts for the Olympic Games.

One focus of Youth and Education is to introduce sports into the school system through the **Olympic Day in the Schools** program. In 1992, this group developed a curriculum guide for the Olympic Day in the Schools program which was introduced to 1500 teachers in a series of workshops held throughout the state. Now in its fourth year, the program reaches approximately one million children in elementary and middle schools throughout Georgia. On "Georgia Olympic Day" representatives from Atlanta middle schools compete on a statewide basis in athletic, academic and fun activities.

The successful **Dream Team** program has been renewed and expanded to include young people throughout Georgia. Participants must be 16 years or older, and be prepared to serve for one year. Each year, through 1995, a new team of 100 young people will be selected. The goals of the project are to help address community needs, enable youth to develop communications skills, and to motivate students to serve as role models of the Olympic movement.

In 1992, ACOG formed the **Atlanta Olympic Band**. Two hundred and fifty high school/college musicians and 50 color guard members are under the direction of the Georgia Tech Band Director. The first appearance of the Olympic Band was at the Flag arrival ceremonies in Savannah, beginning with the '92 Olympic Flag Celebration. The Olympic Band was selected as Georgia's only representative in President Clinton's Inaugural Parade on January 20, 1993.

An **International Olympic Youth Camp** is scheduled to be held in 1996.



OPERATIONS

Under the direction of Morris Dillard, the Operations Department will provide quality and cost efficient products and services to 1996 Olympic Games participants, officials and spectators. The Operations Department is restructured into the following functional areas: Games Support (accreditation, logistics, transportation, press operations, and medical); Games Services (accommodations, ticketing, and spectator services); Security; Technology; and Venue-Based Planning. Venue-Based Planning includes the coordination, development, and testing of venue operating plans. The integration of all functional activities within ACOG at the venue sites is included within this area.

ACCOMMODATIONS

Atlanta's extensive, interconnected network of hotel, conference, exhibition and sports facilities has helped to make the city one of the top three conference and meeting sites in the United States. The Marriott Marquis will serve as headquarters for the IOC, NOCs and IFs.

ACOG is making significant progress in several operational areas, including a comprehensive hotel/motel agreement with approximately 200 hoteliers in Atlanta and Savannah to ensure fair and reasonable rates. The agreement calls for 80 percent of the room inventory for hotels located in these areas to be reserved for ACOG. ACOG already has more than 40,000 rooms under contract, both before and during the Games. For the interested media, rooms will be available at special economical rates in student dormitories on the campuses of area colleges and universities. Within a 20-mile radius of the Olympic Center in downtown Atlanta, there are currently 53,000 hotel rooms available. Another 18,000 rooms are located within a 90-minute radius of the Olympic Center.

ACOG is also facilitating the creation of a private housing network of single family residences, apartments and condominiums which would be set up in 1994.

Reservations for accommodations in Atlanta, Savannah and surrounding areas, as well as Cleveland, Tennessee, will be handled through ACOG's reservation system to ensure convenience and fair pricing. Details will be announced in early 1995.

ACCREDITATION

The accreditation activity will begin well before the Games with the preparation of the Olympic Identity Card which is issued to IOC, International Federation and National Olympic Committee officials.

The accreditation card will be issued by ACOG and will bear a photo and signature and specify access privileges for each individual. The Accreditation System will pre-screen guests and operating personnel, provide identification and restricted access and verify the validity of access credentials. The Accreditation System will work closely with the Security Program. ACOG will make provisions for prompt but careful re-accreditation in the event of lost credentials. This system will control access to the Olympic Village and the Games venues without impeding easy access for those properly credentialed.

AIRPORT OPERATIONS

ACOG will plan, establish and operate a facility at the Atlanta Hartsfield International Airport in partnership with the airport and federal (Immigration and Customs) agencies. The facility will be a full service processing center to include but not be limited to protocol, medical, administrative, logistical, media/press, and accreditation capabilities. Athletes, Olympic Family and other constituent groups will be received, expeditiously processed and transported to their destinations. At the conclusion of the Games, the facility will assist the Olympic Family and athletes in making a smooth departure to their home countries or other destinations. The airport facility will be operational on a 24 hour basis immediately prior to, during and immediately after the Games.

LOGISTICS

The logistics program includes warehousing, trucking, waste management and maintenance. This program supports all areas of operations and all venues, as well as the Olympic Family, spectators and ACOG.

Logistics' goal is to remain invisible to the public while preventing major problems and solving minor ones discreetly and quickly. The services will be provided by a combination of management expertise, facilities, communications equipment, computer systems, vehicles and sub-contractors.

Prior to the Games, the logistics function will assist and support other ACOG groups with preassembly, storage and planning.

MEDICAL

The medical program will provide primary and emergency health care for athletes and the Olympic Family at all competition, training and event sites. First aid and emergency care also will be available to spectators. The Olympic Medical Support Group (OMSG) is composed of health services professionals from the city, county and state. This organization will provide significant support to the Health Services plan for the Games.

Athletes will be cared for separately from all other constituent groups. In the Olympic Village, all athletes will receive free 24-hour primary and emergency care in the Polyclinic. In addition, all athletes will receive sports medicine in various training facilities also located in the Olympic Village. During competition, medical care will be available at the sports venues. Emergency care, also, will be provided at all training and venue sites. The Doping Control and Gender Verification plan will meet specifications of the IOC Medical Commission.

The Olympic Family, media and technical officials can receive 24-hour free care at various medical stations. Necessary hospital care will be provided through a network of local hospitals.

PRESS OPERATIONS

Negotiations are under way to locate the Main Press Center (MPC) and the Photo Center in the Inforum and Apparel Mart, major exhibition areas within the Olympic Ring.

Designed as an environment to assist U.S. and international journalists in covering the Games, the press centers will provide all technical facilities, equipment and support services necessary for the media to report the XXVth Olympiad to the world, as well as providing space for rent to media companies.

Constituents served will be journalists and photographers from domestic and international wire services, newspaper groups and independent newspapers, photo services, magazines and non-rights holding electronic journalists. Five thousand journalists and photographers will be accredited to the Atlanta Games.

The Main Press Center will feature a range of operating and services equipment to accommodate the different needs of journalists from around the world. In addition, support services and amenities will be provided, including food and beverages, shopping, newsstands and banking. ACOG currently is developing additional services to further meet the needs of the press.

Press sub-centers also will be located at the Olympic Village, the IOC Session at the headquarters hotel, sports venues and at least one location in Savannah. Each facility will provide similar technical and support resources found in the Main Press Center. As appropriate, venues will contain a press box, a mixed zone and an interview room.

SECURITY

Security for the Games is being planned in partnership with the Security Support Group, which is composed of law enforcement officials from local, state and federal law enforcement agencies. In addition to developing a comprehensive security plan for the Games, based on consultation with Barcelona officials as well as officials of other major events, this committee will work with architects and planners to assess venue and facility design for security and will develop security plans for each Olympic site and venue. Around-the-clock surveillance and armed security patrols will secure the Village and other critical sites.

TECHNOLOGY

The Technology Program is service-oriented and devoted to providing state-of-the-art technology, integrated information systems and telecommunications solutions responsive to the needs of ACOG, the Olympic Family and other 1996 Olympic Games participants. The Technology Program will identify and assess appropriate technologies and govern selection and implementation of chosen systems. Activities in the Technology Program are divided into two primary areas: Information Systems and Technical Services.

Information Systems will direct the development of all computer-based information systems for the Games. This group will also specify the hardware platforms that will serve these software systems. There are two major applications: Games Management and ACOG Support.

In the Games Management area, the application systems portfolios are Results Management, Information Management and Operations Support. The Results Management System collects real-time inputs from the timing and scoring systems in the fields of play and makes that information available to broadcasters, members of the press, team officials and the Information Management System, Info'96. Info'96 is the general information system accessible to all Olympic Family

members that will have features such as electronic mail, news and weather reports, directory information and event results. Operations Support includes many individual functions, among them accreditation, logistics, ticketing and accommodations, that will be needed to bring about a successful 1996 Olympic Games.

The hardware environment for these systems will consist of both primary and backup data centers, where large mainframes will control a distributed network of over 5,000 intelligent workstations and 1,000 printers. Over 200 LANS installed in Olympic sites will interconnect these devices within each site and provide access back to the main data centers.

In addition to providing the systems that will support the Games in 1996, the IS area is responsible for providing and supporting the software tools used by ACOG today. Such systems as financial, human resources, office automation, computer aided design and project management are used by the ACOG staff members daily to do their jobs more efficiently.

Technical services will oversee the implementation of other technical equipment which will be installed for the Games. This area includes such items as the following:

- A telecommunications network for both voice and data that will connect over 200 locations needing almost 10,000 telephone sets, including the integration of cellular telephones and new wireless terminals
- A major radio communications network serving the Olympic sites in the metropolitan Atlanta area, Savannah, and Tennessee and any additional venues yet to be identified. This will eventually consist of over 3500 individual radios that must be assigned to proper frequencies and recharged nightly. Approximately 2500 digital pagers will be provided
- A private cable TV network for Olympic sites that will carry live video of current athletic events and information of interest to the Olympic Family. Over 60 channels will be supported on approximately 10,000 television sets
- Copiers and facsimile machines in over 200 locations. These will be used for general office support as well as, in the case of the copier machines, for immediate copies of results of athletic competition for members of the press
- Timing, scoring and display systems for all athletic competition areas
- Sound systems, photo imaging and access control systems

A major area of planning will be the full integration of all these technological areas well ahead of July 1996. Starting 12 to 18 months before the Opening Ceremonies, preliminary systems will be tested and integrated with other systems. In some cases, this will occur at test events to help verify that the systems being constructed for the 1996 Games will function as planned.

Several major themes are present in all the programs of the Technology Program. One is the blending of modern technology with traditional Southern hospitality to give the Games a "high tech-high touch" flavor that all participants will remember as they leave Atlanta. The technology systems constructed for the Games will never be constructed merely for technology's sake; they will always be provided only to support the main reason for the Games - the athletic competitions and the participants.

Decisions related to basic technology directions and selections will be frozen as of mid-1994 to ensure that all core systems are stable as the Opening Ceremonies approach. In some cases, this may mean that new technological developments coming later may not be included; however, it also means that all base architectures will be well tested and integrated substantially before mid-1996.

TICKETS

ACOG will make approximately 8 million tickets available for sale to events in the 1996 Atlanta Olympic Games. Tickets will go on sale in 1995, one year before the Games begin. Prices and purchasing information will be announced in the spring of 1995.

Orders for tickets will not be accepted before the distribution policy is announced. Subsequently, tickets are expected to be sold on a first come, first serve basis. However, substantial numbers of tickets will be reserved for the Olympic Family and for other contractual commitments. ACOG will develop a complete plan for marketing, selling, printing, distributing and collecting tickets to ensure fair distribution at the official price.

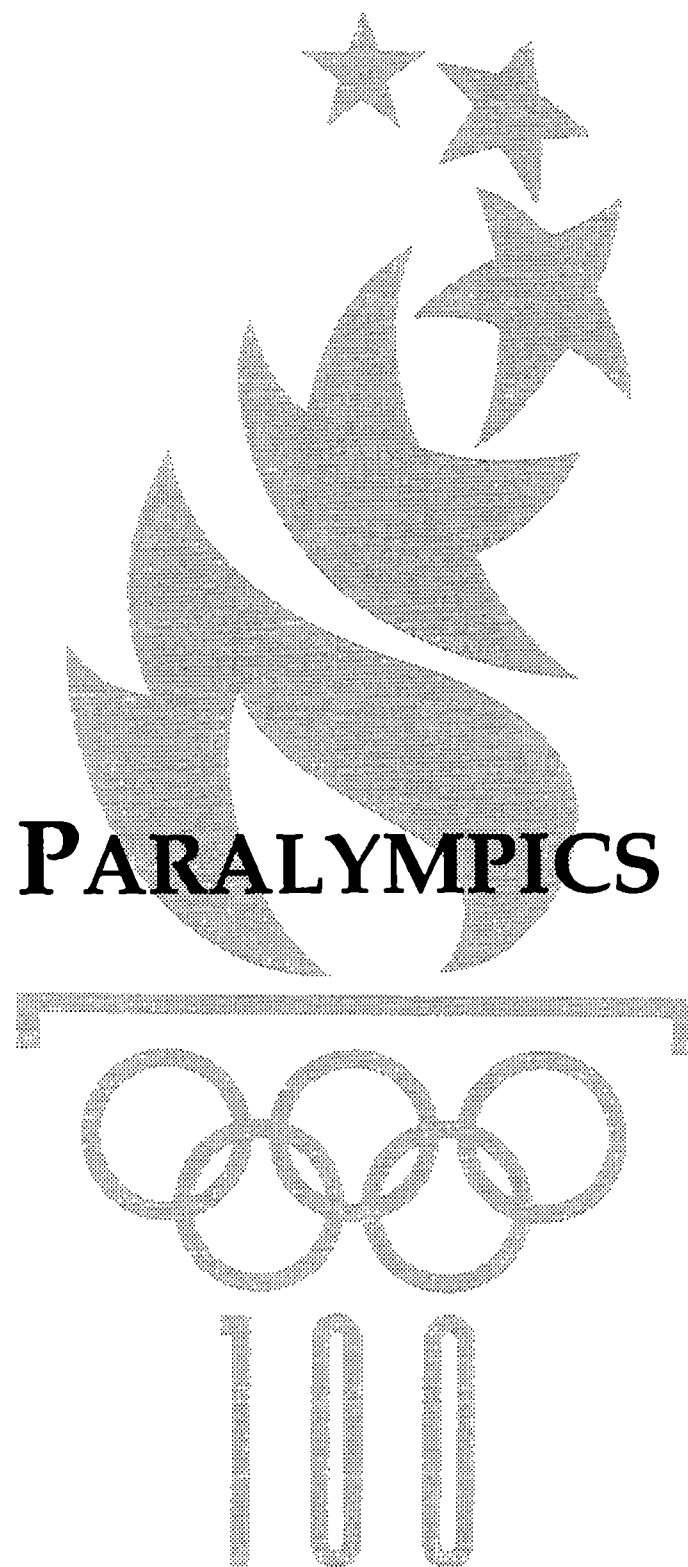
TRANSPORTATION

Keeping the spirit in motion - meeting the complex transportation needs of more than two million visitors during the 16 days of the 1996 Olympic Games - poses a difficult challenge. To assure that the Olympic Transportation System can meet this challenge, transportation planning was begun in 1992 with the formation of an Olympic Transportation Support Group (OTS) comprised of representatives from key jurisdictions and agencies. Secondly, ACOG commissioned the Atlanta Regional Commission to perform a study on providing safe, efficient and convenient transportation during the Games. This study is the first step towards an operational plan for the OTS.

The mission of this study was to define the unique transportation demands for each group of visitors, develop service concepts and determine the transportation equipment required to meet those demands. A vision was developed which summarized the nature of the OTS. The transportation system must fit into the overall Olympic experience and allow the guest to move comfortably from event to event. The OTS will break new ground in efficiency and techniques.

The key parameters of the OTS are a heavy reliance on pedestrian movement, limited opportunities for automobiles, MARTA (Metropolitan Atlanta Rapid Transit Authority) operating at peak service levels (both rail and bus) and the use of park and ride lots and shuttles. MARTA, as part of the OTS, will offer direct rapid rail and bus shuttle services to most venues. It is currently estimated that over 1900 buses will be required to operate the system, augmented for the general spectator by MARTA and for the Olympic Family by MARTA and assigned automobiles and vans.

The OTS will be enhanced by currently scheduled regional infrastructure projects such as the Automated Transportation Management System to manage signals and communicate real time accident information and alternative routes to motorists; High Occupancy Vehicle lanes on the Region's radial freeway systems; MARTA east rail line extension; the new Hartsfield Atlanta International Airport International Terminal; improvement of key road, intersections and bridges; development of pedestrian corridors; and freeway landscaping. Transportation planning activities are continuing including an outreach program to regional businesses to formulate strategies to reduce traffic volume during peak periods.



PARALYMPICS

The Atlanta Paralympic Organizing Committee (APOC) submitted its bid to host the Paralympic Games to the International Paralympic Committee (IPC) in Albertville, France, in March 1992. The IPC accepted the bid; and the Paralympic Games are scheduled to take place in Atlanta beginning 11 days after the close of the Centennial Olympic Games from August 16-26, 1996. They will be the United States' first-ever Paralympic Games held in conjunction with the Olympic Games. The president and chief executive of APOC is Andy Fleming.

The Paralympic Games are elite competition for athletes with a physical disability which precludes them from Olympic competition. Whether an amputee, wheelchair, blind or cerebral palsy athlete, competitors who are chosen to represent their country's Paralympic team observe grueling training and meet tough qualifying standards to compete. Atlanta will host approximately 4,000 athletes from over 100 nations, competing in 16 different sports. The Olympic Village at Georgia Tech and other venues will be utilized and more than 8,000 volunteers will be recruited to support the \$50 million event.

In June 1993, ACOG, the USOC and APOC reached a historic agreement to coordinate the marketing of their corporate sponsorships. Under the arrangement, ACOG is the first sponsor for the Paralympic Games, with a commitment of \$5 million cash and \$10 million value-in-kind. In addition, the USOC will provide additional funding for the U.S. Paralympic team.



SPORTS AND INTERNATIONAL ORGANIZATIONS

OLYMPIC FAMILY AND PROTOCOL

The Olympic Family and Protocol Department is responsible for establishing and maintaining good communications as well as cooperative relations with all members of the Olympic Family and international guests. This department serves as the liaison to the IOC members, the IOC headquarters staff, NOCs, IFs and other members and associations of the Olympic Family, keeping them informed about activities at ACOG.

The Protocol Department is charged with ensuring that proper international protocol is observed during the visits, meetings, events and ceremonies prior to and during the Olympic Games. Responsibilities of this department include establishment of accreditation policies and services for Olympic Family members at the airport, venues and hotels, as well as welcome ceremonies at the Olympic Village and medal ceremonies at the venues.

The NOC Relations Department will host NOCs visiting Atlanta and provide them with all the information required to facilitate their participation in the Olympic Games. Particular assistance will be given with regard to immigration/entry procedures, accreditation, special needs, NOC dignitaries and VIPs. Quarterly newsletters in English, French and Spanish are sent to all NOCs.

The Language Services Department manages all ACOG written translation of documents, publications, presentations and brochures as well as the simultaneous conference interpretation provided for international meetings and press conferences. Another role of this department is to evaluate the proficiency levels of all language-skilled volunteers and to provide them with appropriate training for the many language-related jobs they will perform during the pre-Olympic events and the Olympic Games.

VENUES

The Sports Department has been actively developing and finalizing the venue locations for the Olympic Games. 24 of the 26 Olympic sports are organized within metro Atlanta (see venue map). They are in regular contact with all of the international sports federations in an effort to obtain the technical information required in connection with each of the sport venues. Also, a survey of all athletic facilities in the metropolitan Atlanta area has been undertaken to identify potential satellite competition venues and available training sites.

ACOG is offering a Pre-Olympic Training and Acclimation Program to serve those NOC's wishing to train in the U.S. southeastern region prior to opening of the Olympic Villages in 1996. The Sports Department has collected information on 87 interested host organizations offering training sites for the various sports.

Olympic Ring

Atlanta's Olympic Ring is an imaginary circle with a radius of 1.5 miles (2.5km) emanating from the Georgia World Congress Center (Olympic Center) through the heart of Atlanta. The Ring encircles the Olympic Stadium, the Olympic Family Hotel, the Olympic Village and the Olympic Center.

All of the Ring's venues are within 3km of the Olympic Family Hotel and less than 5km from the Olympic Village. More than a dozen training sites are situated within the Ring. MARTA, Atlanta's high-speed rapid rail and bus system, serves all the Ring's venues. Special shuttle services will operate within the Olympic Ring for athletes and coaches.

Olympic Center

The Olympic Center is the most concentrated cluster of venues within the Olympic Ring. It encompasses venues for 8 sports. Facilities within the Olympic Center include: the Georgia Dome, Georgia World Congress Center and the Omni. The International Broadcast Center is also within the Olympic Center.

Olympic Park at Stone Mountain

Set against the dramatic backdrop of the largest granite formation in the world, the Olympic Park at Stone Mountain provides an idyllic setting for four separate sports just 27km from the Olympic Village. Already a favored site for amateur athletics in Georgia, the Park's 3200 acres and 383 acre lake will provide the venues for archery, cycling and tennis.

With the relocation of the rowing and canoeing events, the sites for the modern pentathlon competitions are being reevaluated and may move outside of Stone Mountain Park.

Atlanta University Center

In April 1993, an agreement was reached between ACOG and the six member institutions of the Atlanta University Center, which includes Morehouse College, Spelman College, Clark Atlanta University, Morris Brown College, the Interdenominational Theological Center, and the Morehouse School of Medicine concerning the development of venues for basketball, field hockey, and supplemental athletic facilities and programs, as well as a continuing education center and a drug testing laboratory. The plan includes an Olympic Hockey Centre consisting of two stadiums on the campuses of Morris Brown College and Clark Atlanta University, and a basketball arena to be constructed on the Morehouse College campus.

Georgia Dome

The Georgia Dome, located in the Olympic Center, officially opened in August 1992. The 72,000 seat Dome is the largest cable-supported stadium in the world and is the proposed venue for basketball and volleyball, each with a seating capacity of 25,000.

Georgia International Horse Park

The equestrian events will be in the Georgia International Horse Park, a permanent equestrian facility to be developed on a 1139 acre (461 hectare) site in Rockdale County, approximately 35 minutes (53 km) from the Olympic Village. The Olympic Equestrian Center will include stables, dressage and jumping areas, a track course, trails, a steeple chase oval and support/training facilities.

Velo Tout Terrain, or "mountain biking," a discipline of the sport of cycling, was approved to be included in the 1996 Centennial Games program replacing the 100 km team time trial. 40 men and 40 women will compete in the race which will be run over the Olympic 3-day Equestrian course consisting of seven laps of approximately 10 km each.

Golden Park Stadium

Columbus, Georgia, which is 90 miles (145 km) from Atlanta by expressway, was chosen to host the women's softball competition.

Ocoee River

Whitewater canoeing will take place on the Ocoee River in Polk County, in the southeast corner of the state of Tennessee (100 m or 160 km from Atlanta). Development of the course is expected to begin in 1994.

Savannah

Yachting will be staged in the Atlantic Ocean, just off the coast near Savannah, Georgia, which is 250 miles (400 km) from Atlanta. The site for the Olympic Harbor is Priest's Landing on Skidaway Island, east of Savannah.

In September 1993, the IOC approved the addition of beach volleyball to the program of the Centennial Games. The competition will be held at Tybee Island, off the coast of Georgia near Savannah. The teams will be housed in Savannah at the Satellite Olympic Village being set up for the yachting competition.

Soccer venues

Birmingham, Miami, Orlando and Washington, D.C. were selected as host cities for preliminary soccer matches. The finals site is proposed for Sanford Stadium at the University of Georgia in Athens which is 50 m/80 km from Atlanta.

Legion Field, Birmingham

Located 146 miles (235 km) from Atlanta, the stadium has a capacity of 82,000. Athletes will be housed in dormitories at Birmingham Southern College.

Orange Bowl, Miami

The stadium has a capacity of 74,500 permanent seat and 10,000 temporary seats (pending FIFA approval). It is located 670 miles (1088 km) from Atlanta.

Citrus Bowl, Orlando

The Citrus Bowl has a seating capacity of 66,243 with approximately 4,000 additional seats available pending FIFA approval. Orlando is located 447 miles (518 km) south of Atlanta.

Robert F. Kennedy Stadium, Washington D.C.

This stadium has 56,500 seats and is just 20 blocks east of the U.S. Capitol. The distance to Atlanta is 642 miles or 1033 km.

Wolf Creek Trap & Skeet Range

The shooting venue will be held at Wolf Creek Trap & Skeet Range, a world-class shooting facility to be developed in South Fulton County near Atlanta's Hartsfield International Airport. Wolf Creek is located 19 miles (30 km) from the Olympic Ring. A design team was selected in August 1993 with completion of the design expected in July of 1994.

The 3617 women scheduled to participate in 1996 Atlanta Centennial Games represent the largest number of women ever to compete in Olympic medal competition - over 600 more than competed in the 1992 Olympic Games in Barcelona. The following is a list of the number of teams and players (male and female) for each team sport of the Olympic program.

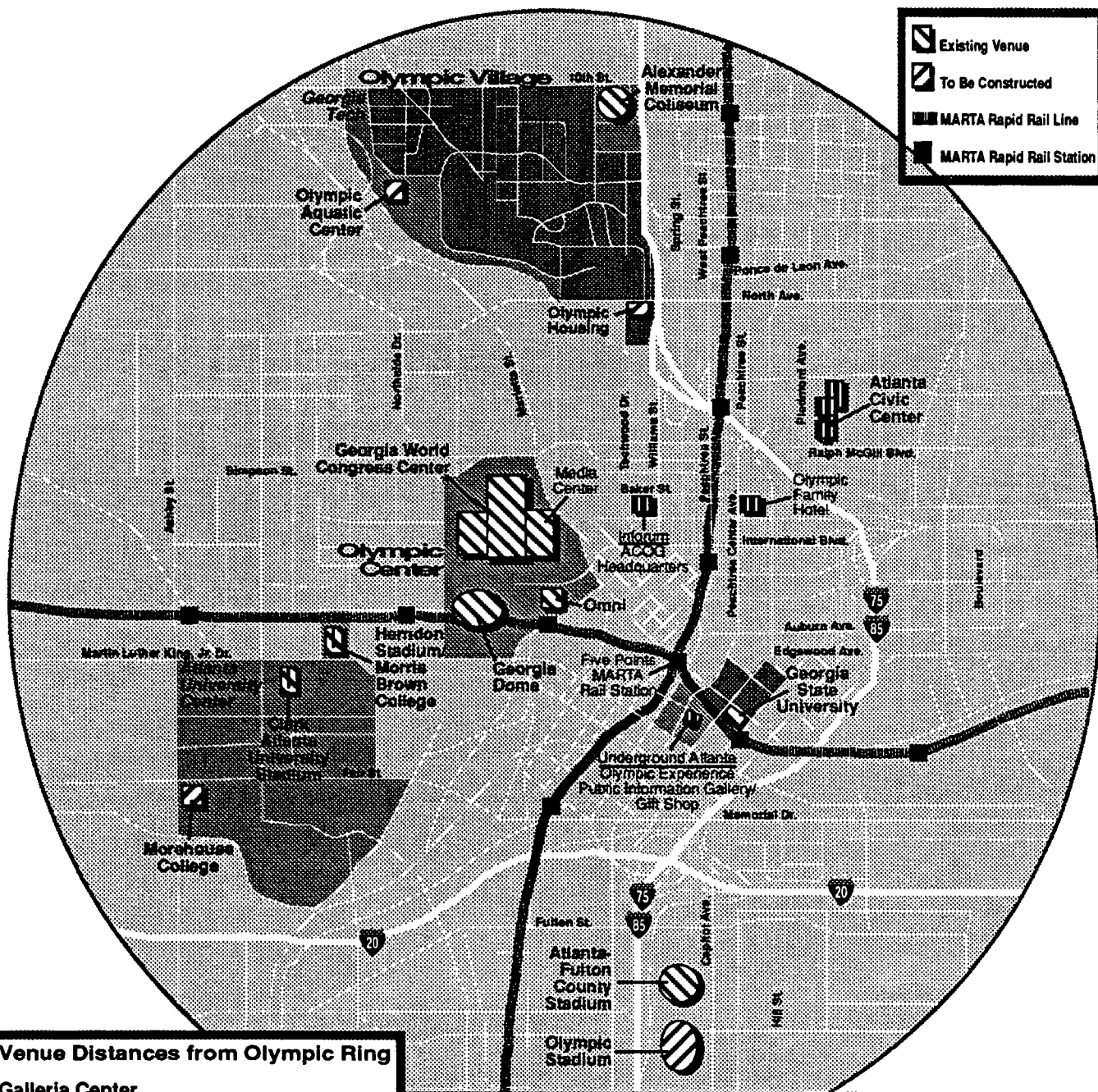
	Male Teams	Male athletes per team	Total Male athletes	Female teams	Female athletes per team	Total female athletes
Baseball	8	20	160			
Basketball	12	12	144	12	12	144
Soccer	16	18	288			
Women's Soccer	-	-	-	8	16	128
Handball	12	16	192	8	16	128
Hockey	12	16	192	8	16	128
Softball	-	-	-	8	15	120
Volleyball						
Indoor	12	12	144	12	12	144
Beach	24	2	48	16	2	32
Water Polo	12	13	156	-	-	-
Total Teams	8			7		
Total Athletes			1324			824

OLYMPIC VENUES

Opening /Closing Ceremonies	Olympic Ring	Olympic Stadium	85,000
Archery	Olympic Park at Stone Mountain	Archery Field	5,000
Athletics (Track/Field)	Olympic Ring	Olympic Stadium	85,000
Badminton*	Olympic Ring	Georgia State University	2,400
Baseball	Olympic Ring	Atlanta-Fulton County Stadium	50,000
Basketball	Olympic Center	Georgia Dome	32,000
	Olympic Ring	Morehouse College/ AUC	
Beach Volleyball	Savannah	Tybee Island	
Boxing	Olympic Ring	Alexander Memorial Coliseum	10,000
Canoeing*	Rockdale County	City of Conyers	20,000
Cycling	Olympic Park at Stone Mountain	Stone Mountain Velodrome	7,500
Diving	Olympic Ring	Georgia Tech Natation Center	10,000
Equestrian	Conyers-Rockdale County	Georgia International Horse Park	varies
Fencing	Olympic Center	Georgia World Congress Center	3,000
Field Hockey	Olympic Ring	Clark Stadium/Herndon Stadium - AUC	15,000
Football (Soccer)	preliminary rounds	Birmingham, Miami, Orlando, Washington D.C.	
Gymnastics*	Olympic Center	Omni	17,000
Judo	Olympic Center	Georgia World Congress Center	7,500
Mountain Biking	Conyers-Rockdale County		
Pentathlon		Various Sites	varies
Rowing*	Rockdale County		20,000
Shooting	South Fulton County	Wolf Creek Trap & Skeet Range	5,000
Softball (Women's)	Columbus, Georgia	Golden Park Stadium	10,000
Swimming	Olympic Ring	Georgia Tech Natation Center	15,000
Synchronized Swimming	Olympic Ring	Georgia Tech Natation Center	10,000
Table Tennis	Olympic Center	Georgia World Congress Center	5,000
Team Handball	Olympic Center	Georgia World Congress Center	7,500
Tennis	Olympic Park at Stone Mountain	Olympic Tennis Center	12,000
Volleyball*	Olympic Center	Georgia Dome / Cobb Sports Center	
Water Polo	Olympic Ring	Georgia Tech Natation Center	10,000
Weightlifting	Olympic Ring	Atlanta Civic Center	4,500
Whitewater	Tennessee	Ocoee River	15,000
Wrestling	Olympic Center	Georgia World Congress Center	7,500
Yachting	Savannah	Atlantic Ocean	varies

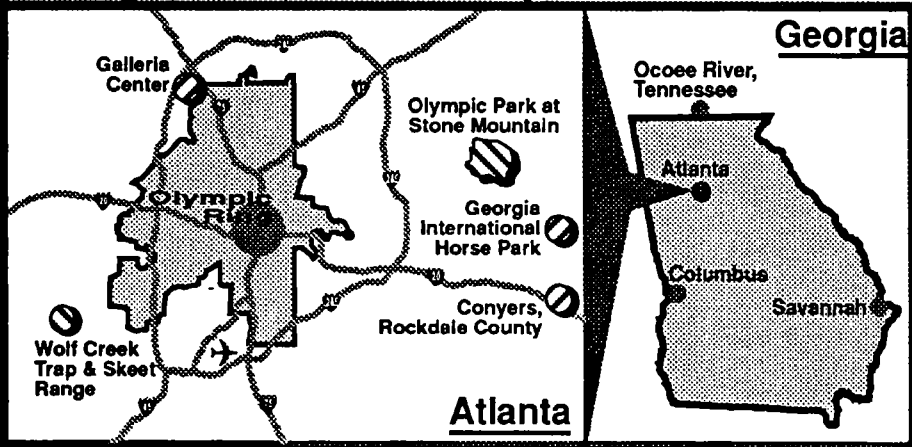
*pending approval

The Olympic Ring Venue Map



Venue Distances from Olympic Ring

Galleria Center	
Cobb County	15 miles (24km)
Olympic Park at Stone Mountain	17 miles (27km)
Wolf Creek Trap & Skeet Range	19 miles (30km)
Georgia International Horse Park	33 miles (54km)
Softball Complex	
Columbus, Georgia	90 miles (145km)
Whitewater Canoeing	
Ocoee River, TN	100 miles (160km)
Yachting	
Savannah, GA	250 miles (400km)



OLYMPIC VILLAGE

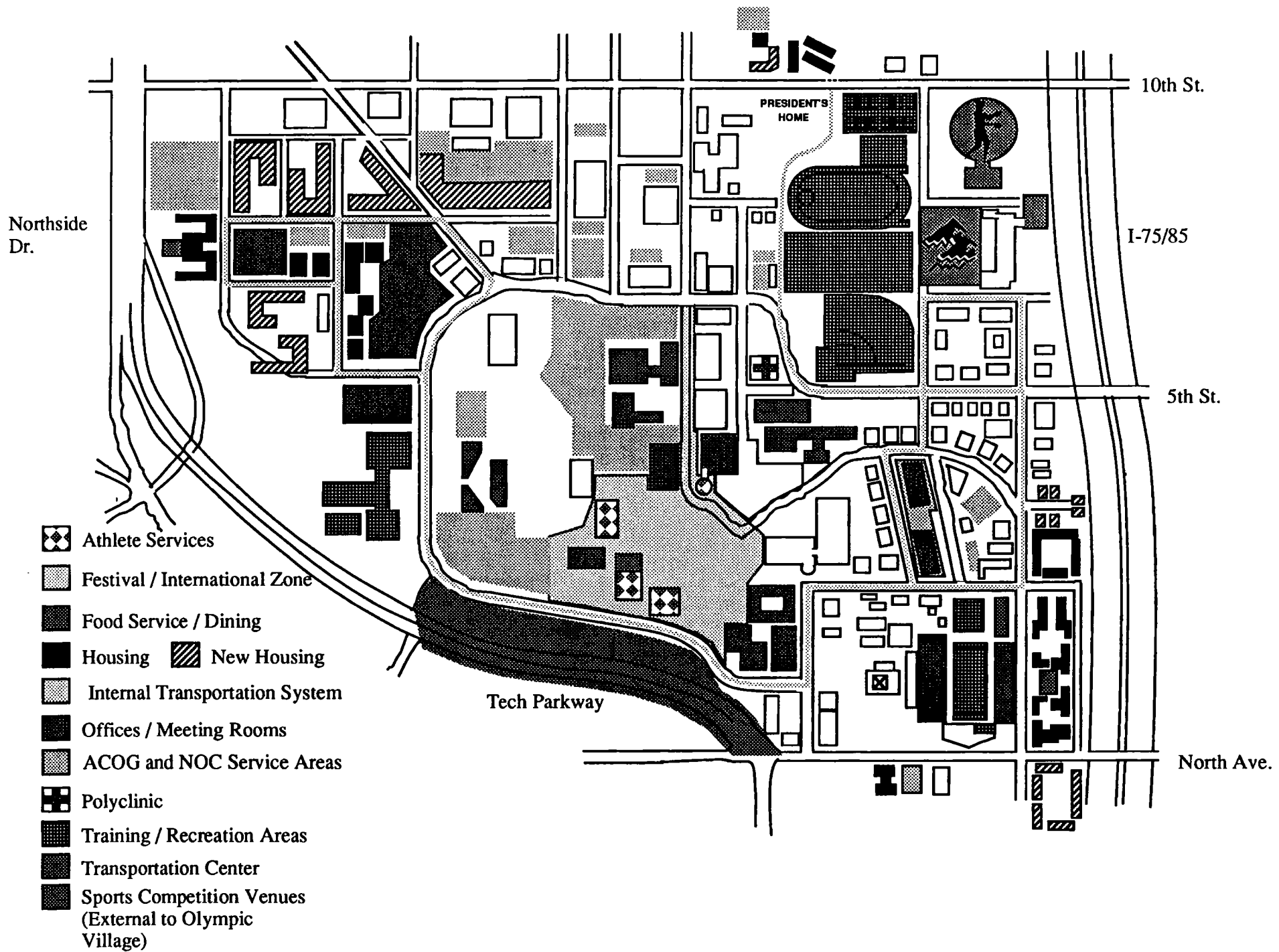
The main Olympic Village, which will house most Olympic athletes and officials, is located on the 320-acre campus of the Georgia Institute of Technology within the Olympic Ring — site of 16 of the 25 sports venues in Atlanta. As many as 15,500 athletes and officials will be housed there, with a satellite Olympic Village in Savannah for 800 yachting athletes and officials and another in Cleveland, Tennessee, for about 350 whitewater canoeing competitors and officials. All sites will offer a full range of amenities for living, relaxing, socializing and entertainment designed to encourage the friendships which the Games are meant to inspire.

A key feature of the Olympic Village will be the Olympic Village Festival Center. Located in the International Zone, this enclosed mall will offer shopping, coffee houses, discos, bowling, movies and a gathering place for meeting with friends and guests admitted on temporary passes. The Festival Center will be adjacent to the athletes' Transportation Mall, exposing athletes to its vitality each time they leave and return to the Village.

Athletes will be housed in a combination of existing and new residence halls and apartments. ACOG has completed an Athletes Village Program that specifies the overall objectives of the construction and operation of the Village. Construction of two new residence halls has already begun with funding approved by the State of Georgia. The Georgia Tech Foundation has developed and presented the Campus Housing Renovation and Restoration Fund program to university Greek-letter organizations and their corporations to promote improvement of their housing for Olympic and student use, with an anticipated construction start date of 1993. In conjunction with Georgia State University officials, design has begun of the remaining resident halls, including a 2000-bed unit for Georgia State students, with construction beginning in 1993.

The U.S. Dept. of Housing and Urban Development approved a plan for the Atlanta Housing Authority to sell approximately 4 acres of Techwood Homes property to the Georgia Board of Regents that will be used for residences for Georgia Tech and Georgia State students and Olympic Village dormitories. ACOG will pay a share of the cost of the new facilities, thus providing seed money for the redevelopment of Techwood Homes public housing projects. To that end, ACOG is working with the City of Atlanta, the Atlanta Housing Authority, the U.S. Department of Housing and Urban Development and public housing residents.

The renovated Sheraton Savannah Resort will provide housing for yachting and beach volleyball athletes. A satellite Olympic Village in Polk County, Tennessee will house whitewater canoeing competitors and officials. Athletes of the preliminary soccer rounds will be staying at the various host city sites.



CONSTRUCTION

In July 1991, ACOG selected the joint venture team of **Sizemore Floyd Ingram (SFI)** as its architectural and facilities planning firm. SFI's responsibility included establishing the criteria and operating systems related to the development and use of Olympic facilities, both during the Games and afterwards. SFI completed a venue-specific project facilities master plan in March 1992. This process involved discussions with the International Sports Federations, various ACOG officials and an analysis of the experience of the Olympic Games in Los Angeles and Seoul. SFI also conducted a site investigation in Barcelona and met with various officials of COOB to develop information concerning preparation for the Barcelona Games.

In March 1992, ACOG selected the **Program Services Group (PSG)** to provide management services for the Olympic facilities construction program. PSG is a joint venture of the Atlanta firm of McDevitt, Street and Bovis Company; Lehrer McGovern Bovis, Inc.; Charles F. McAfee, Architects; and MHR International. This joint venture is headquartered in Atlanta.

To date, six firms have been selected to provide architectural design services for Olympic projects and one firm has been chosen to provide construction management/general contracting services. ACOG has also entered into contractual agreements with other construction-related consultants to provide supportive services for major design projects. These consultants will deal with specific issues such as environment, surveying and the Americans with Disabilities Act (ADA).

Design Services:

In July 1992, ACOG selected the **Atlanta Stadium Design Team (ASDT)**. ASDT is a joint venture among Atlanta architects Heery International, Inc.; Rosser Fabrap International, Inc.; Williams-Russell and Johnson, Inc., a minority engineering firm; and Ellerbe Becket, Inc., an international firm headquartered in Minnesota, with a large sports facility practice in Kansas City, Missouri. ASDT will be responsible for the design and engineering of the 85,000 seat **Olympic Stadium**.

The **Atlanta Tennis Design Group (ATDG)** was selected in March 1993 to provide all architectural and engineering design services for the **Olympic Tennis Center** which will be built at Stone Mountain Park for the 1996 Centennial Olympic Games. ATDG is a joint venture of four local firms: R.L. Brown and Associates, Inc., a minority-owned architectural firm; Nichols Carter Grant Architects, Inc.; Rosser Fabrap International, Inc. and Tunnel-Spangler & Associates. The firm of Browning Day Mullins Dierdorf of Indianapolis, Indiana, will serve as Tennis Design Consultants to ATDG.

In June 1993, **The Turner Team** was named to provide all architectural and engineering design services for the **Olympic Field Hockey Center** at Morris Brown College and Clark Atlanta University. Working with Turner Associates, a minority-owned architectural firm based in Atlanta, will be HNTB Sports Architecture Group. About 80% of all the work on the project will be assigned to minority and female businesses.

For the architectural and engineering design of the **Olympic Equestrian Center** at the International Horse Park in Conyers, ACOG named the **Equestrian Venue Design Team (EVDT)** in July 1993. This joint venture is made up of five firms - four of which are Atlanta-based: Lord Aeck & Sargent, Delon Hampton & Associates, Tunnell-Spangler & Associates, Duckett & Associates; and Canadian-based International Equestrian Design which will have responsibility for specialized equestrian course design and event planning.

In August 1993, the **Wolf Creek Design Group (WCDG)** was selected to provide architectural and engineering design services for the Olympic shooting complex at the **Wolf Creek Trap & Skeet Range** in Fulton County. It consists of five Atlanta area firms - Harrington George & Dunn, P.C.; Lowe Engineers; CTA Architects/Engineers; Roy Ashley and Associates; and Duckett and Associates. Approximately 48% of the design work will be assigned to minority and/or female businesses.

Also in August 1993, ACOG chose the joint venture design team of Stanley Love-Stanley, PC; a minority-owned firm, and Smallwood, Reynolds, Stewart, Stewart and Associates, Inc. to provide all architectural and engineering design services for the **Georgia Tech Natation Center**. Almost 45% of the design work has been allocated to minority and/or female businesses, which include B&E Jackson & Associates for civil engineering and Desmear Systems for mechanical, electrical and plumbing engineering.

Construction Management/General Contracting Services:

Atlanta Stadium Constructors (ASC) has been named as the construction management/general contractor team for the Olympic Stadium. ASC is a joint venture of Beers Construction Company, H.J. Russell Construction and C.D. Moody Construction Company. Barton-Marlow Company will also provide assistance to the team.

Consulting Services:

Kemron Environmental Services has been selected to provide assistance with environmental issues, consisting of cultural and ecological resources and other environmental effects that may have an impact on the development of the sporting venues.

Paradigm Design Group of Washington, D.C., a subsidiary of the Paralyzed Veterans of America, has been selected to provide consulting services in connection with ADA. They will be responsible for reviewing and evaluating designs prepared by ACOG's designers and assisting with the formulation of design recommendations at the ten major new venues to achieve compliance with ADA and the Americans with Disabilities Act Accessibility Guidelines (ADAAG).

Consilman/Hunsaker Associates of St. Louis will serve as swimming design consultants. The firm's design experience includes such facilities as the aquatic competition venue for the 1994 Commonwealth Games in British Columbia; the U.S. Olympic Training Centers for swimming in Colorado Springs and San Diego; and the Indianapolis Natatorium at Indiana University.

As part of its overall management system, the Construction Department has established a comprehensive database of designers and contractors. This database includes a process for pre-qualification, outreach information and the design of a contract document model.

Solicitations of interest and preparations of Requests for Proposals are continually under way for the design of the remaining major facility construction projects. Design contracts for these are expected to be awarded by the end of 1993, in order to meet overall Olympic development schedule.

CONSTRUCTION FACT SHEET

Atlanta Committee for the Olympic Games

MAJOR CONSTRUCTION PROJECTS

1. Olympic Stadium (Opening/Closing Ceremonies, athletics)
2. Georgia International Horse Park - Conyers/Rockdale County (equestrian/mountain biking)
3. Wolf Creek Trap & Skeet Range - SW Fulton County (shooting)
4. Georgia Tech Natation Center (Swimming/diving/synchronized swimming/water polo)
5. Olympic Tennis Center - Stone Mountain Park (tennis)
6. Velodrome - Stone Mountain Park (cycling)
7. Venue - Stone Mountain Park (archery)
8. Morehouse College Gym (second site for basketball)
9. Venues at Atlanta University Center (field hockey)
10. Olympic Village at Georgia Tech, Savannah and Cleveland (housing for athletes, officials)
11. Venue - Priest's Landing in Savannah (yachting)
12. Ocoee River - Tennessee (whitewater canoeing)

ADAPTATIONS

1. Atlanta Civic Center (weightlifting)
2. Alexander Memorial Coliseum at Georgia Tech (boxing)
3. Omni (gymnastics)
4. Georgia World Congress Center (Fencing/judo/table tennis/team handball/wrestling)
5. Georgia Dome (basketball, volleyball)

ACOG venue construction budget = \$450 million

THREE PHASES OF CONSTRUCTION

Programming (completed April 1992) - The Architectural Facilities Planning Firm of Sizemore Floyd Ingram was awarded this contract to compile all information necessary for the design of each venue (required seating for spectators, required warm-up areas, access roads, dressing rooms, etc.) so that a selected designer could include all required design elements in architectural plans.

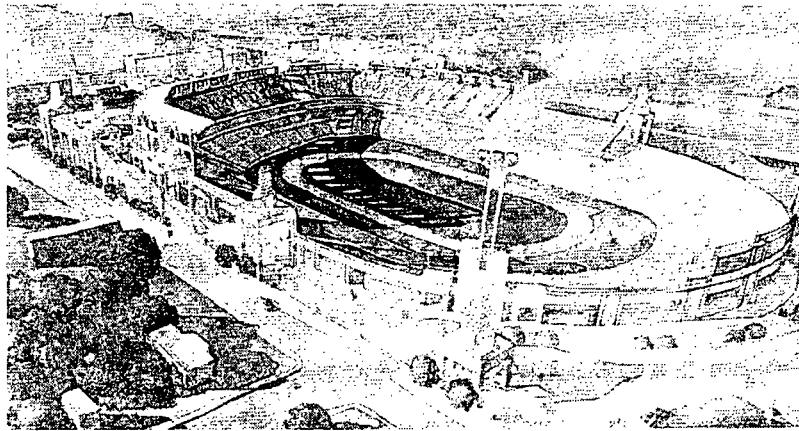
Design (from July 1992 to the end of 1994) - Architectural/Engineering design firms submit design plans for Olympic facilities and are awarded contracts.

Construction (beginning in 1993 and to be completed in 1995) started in July 1993 on the Olympic Stadium. All projects are expected to be completed within one year of the beginning of the 1996 Olympic Games, except for certain adaptations, for example, at the Georgia World Congress Center.

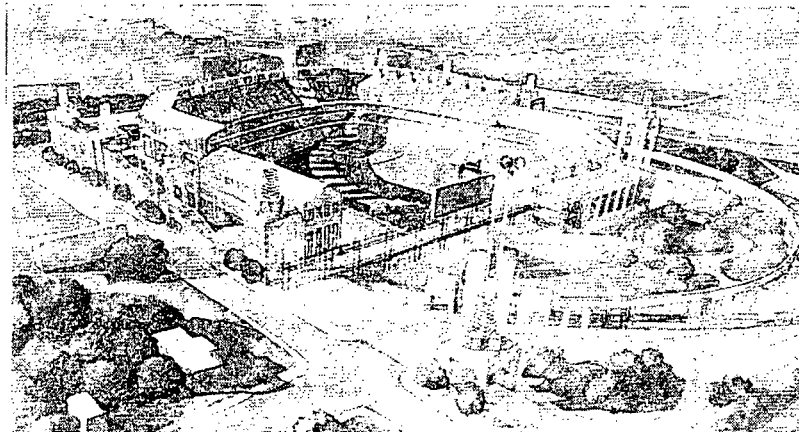
OLYMPIC STADIUM

Plans for the Olympic Stadium were unveiled on October 26, 1992. The privately funded stadium will be the centerpiece for the 1996 Olympic Games and the future home of the Atlanta Braves Baseball team. The stadium will seat 85,000 for the Olympics and then be scaled down to 45,000-48,000 seats for the Atlanta Braves. The scale of the structure has been reduced so that it blends with the nearby two and three-story buildings. A free-standing Olympic Torch is a planned legacy of the Games (see drawings). Groundbreaking ceremonies for the new stadium were held on July 10, 1993.

Conversion of the Olympic Stadium to a baseball park will take eight months between the Games closing and the start of the 1997 Braves baseball season. The Atlanta-Fulton County Stadium will be demolished after the Games. Cost of construction of the Olympic Stadium, conversion to a baseball stadium, destruction of the old stadium and retirement of existing debt will be paid by ACOG. The cost of the entire project is \$209 million. The new baseball stadium will be given to the City of Atlanta for the use of the Atlanta Braves baseball team.



Stadium Design for the Olympics (85,000 seats)



Stadium Design for Braves Baseball (45,000-48,000 seats)

Olympic Programme

SPORT/EVENT	VENUE	JULY																	AUGUST				TOTAL DAYS
		19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4					
		F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S					
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17					
Opening Ceremony	Olympic Stadium																						1
Archery	Stone Mountain																						5
Athletics	Olympic Stadium																						10
Badminton	Georgia State University																						9
Baseball	Atlanta-Fulton County Stadium																						14
Basketball	Georgia Dome/Atlanta University Ctr.																						15
Boxing	Alexander Memorial Coliseum																						14
Canoeing																							
Flatwater Sprint	Rockdale County, Georgia																						6
Whitewater Slalom	Ocoee River, Tennessee																						2
Cycling																							
All-Terrain	Conyers, Georgia																						1
Road Race	To Be Determined																						2
Track	Stone Mountain																						6
Equestrian	Conyers, Georgia																						11
Fencing	Georgia World Congress Center																						10
Football																							
Finals	Sanford Stadium, Univ. of Ga., Athens*																						4
Preliminaries	Birmingham, Alabama																						8
Preliminaries	Miami, Florida																						8
Preliminaries	Tampa, Florida																						6
Preliminaries	Washington, DC																						6
Gymnastics																							
Artistic	Omni																						9
Rhythmic	Omni																						5
Handball	Georgia World Congress Center																						11
Hockey	Atlanta University Center																						14
Judo	Georgia World Congress Center																						7
Natation																							
Diving	Natation Center, Georgia Tech																						10
Swimming	Natation Center, Georgia Tech																						6
Synchronized Swim	Natation Center, Georgia Tech																						3
Water Polo	Natation Center, Georgia Tech																						7
Pentathlon	Multiple Sites																						4
Rowing	Rockdale County, Georgia																						8
Shooting	Wolf Creek Trap & Skeet Range																						8
Softball	Columbus, Georgia																						9
Table Tennis	Georgia World Congress Center																						10
Tennis	Stone Mountain																						12
Volleyball																							
Beach Volleyball	Tybee Island, Savannah, Georgia*																						5
Indoor Volleyball	Georgia Dome																						16
Weightlifting	Atlanta Civic Center																						10
Wrestling	Georgia World Congress Center																						10
Yachting	Savannah, Georgia																						10
Closing Ceremony	Olympic Stadium																						11
SPORTS/CEREMONIES		1	13	21	22	23	26	26	22	24	21	18	20	18	17	18	12	7					

