


MEMORANDUM

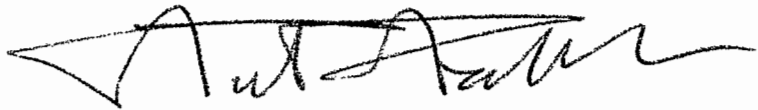
NEW YORK WORLD'S FAIR 1964-1965 CORPORATION

TO: COMMISSIONER MOSES
FROM: STUART CONSTABLE
SUBJECT: OLYMPIC TRIALS

DATE: APRIL 5, 1962



The Board of Estimate approved the \$250,000 for the Olympic Trials and also the sending of a letter to the Olympic Committee. The letter is to be signed by you and Mayor Wagner. I attach a copy of the letter and of my memorandum to you dated March 28, which explains the invitation to the Olympic Committee and the Division of the \$350,000 which is required. The proposal is that the City advance \$250,000 and the Fair \$100,000.



SC:gs

Attachs.

Olympic Committee
Olympic House
Park Avenue
New York, N. Y.

Gentlemen:

The City of New York and New York World's Fair 1964-1965 Corporation take pleasure in extending to the Olympic Committee an invitation to conduct the final tryouts for the summer Olympic games in The City of New York, during the spring and summer of 1964.

On April 22nd, 1964 the New York World's Fair will open. There will be approximately 40,000,000 admissions to the Fair in 1964 and a daily average of over 200,000 people will attend. The availability of the Fair as an attraction and as a site for some of the events, together with many other first-class facilities in the New York area, make The City of New York by far the most appropriate location for the tryouts.

The City and the Fair Corporation, as joint hosts, are prepared to utilize all available facilities in the metropolitan area and at the Fair site for the various events, and to make available to the Olympic Committee the sum of \$350,000.00. It is our thought that this amount will be made available in two equal installments, one-half on or about January 1, 1964 and one-half on or about September 1, 1964, subject, of course, to revision in the dates if deemed necessary or appropriate.

We understand that all arrangements for television and radio coverage of the tryouts will be made by the Olympic Committee which will receive all revenue therefrom. Our offer contemplates, however, that advertising, admissions and other revenues would be divided in a mutually acceptable way between the City and the Fair Corporation.

We look forward to an early reply.

Very truly yours,

Mayor of The City of New York

President, New York World's Fair
1964-1965 Corporation

MEMORANDUM

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION

TO: COMMISSIONER MOSES DATE: March 28, 1962

FROM: STUART CONSTABLE

SUBJECT: OLYMPIC TRIALS

Bill Adams has discussed bringing the 1964 Olympic Trials to New York City with Mr. Asa Bushnell, Secretary to the Olympic Association and Mr. J. Lyman Bingham, Executive Director of the Olympic Committee.

We have also discussed this matter with Commissioner Morris and the staff of the Department of Parks. Mr. Charles Starke has sent us a memorandum on sites for events and costs.

I have the following recommendations:

1. The City of New York and the New York World's Fair guarantee to pay to the Olympic Committee the sum of \$350,000 if the 1964 Summer Olympic Trials are held in New York City during the time the New York World's Fair is open to the public. This sum to be paid to the Olympic Committee as follows:
 - 50% - \$175,000 by January 1, 1964
 - 50% - \$175,000 by July 1, 1964
2. That this guarantee be divided: \$250,000 to come from the City of New York and \$100,000 from the 1964-1965 World's Fair Corporation.
3. That after appropriate action by the City and the Executive Committee of the Fair, a letter, a draft of which is attached, be sent to the Olympic Committee.

It is not expected that a reply to this letter will be made by the Olympic Committee before early summer of 1962.

An Olympic Trials Committee should run the Trials for the City and the Commissioner of Parks should be its chairman. It is expected that a substantial part of the \$350,000 payment to the Olympic Committee may be recovered by the City and the Fair.

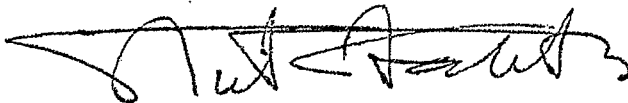
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A list of events with suggested location, estimated cost of production and estimated revenue in each case is attached. This list covers the winter games as well as the summer games which we want in New York, and suggests locations outside the City when suitable locations in the City are not available.

In the revenue figures we have not included advertising, which can return a substantial amount, or television. Mr. Bushnell and Mr. Bingham have indicated that they want to negotiate the television rights and expect to keep whatever is realized from that source in addition to the \$350,000 guarantee. The City and the Fair would get whatever might be realized from advertising.



SC:at

Attachments