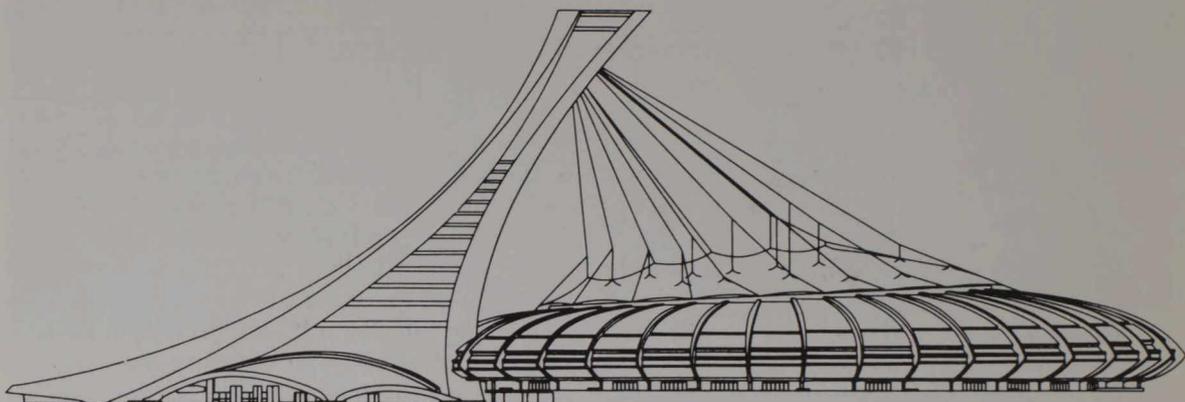


The Plan, the Present and the Future



In May 1970, Montreal bid for the 1976 Olympics. It was one of three.

Los Angeles, site of the enormously successful Games of 1932, had solid financial arrangements, and Moscow had its huge stadium already in place.

Montreal had a plan and Mayor Jean Drapeau, a man with the natural energy of Hydro-Québec. The city made an electrifying proposal — it would produce an Olympics which would pay for itself. Many of the twenty-five sites to be used would require only slight modifications. It would show that a sizeable city in any country, rich or poor, could aspire to be the Olympic host.

Drapeau and his associates lobbied well. Montreal had produced the aesthetic and innovative triumph of Expo '67, perhaps the most successful World's Fair ever held. On the first ballot the members of the International Olympic Committee gave Moscow 28 votes, Montreal 24 and Los Angeles 17. On the second Montreal got 41, Moscow 28. The Mayor estimated the total cost of the Games at \$310 million — a sum that he believed could be easily matched by revenues from a lottery

and the sale of tickets, TV rights, memorial coins and stamps.

This concept was overwhelmed — by construction difficulties, by a harsh winter and by the brutal inflation of the seventies. The total cost rose to more than \$1.2 billion. The cost of some components soared thirtyfold. (The anticipated revenues rose too, though not enough to cancel out the cost inflation. The lottery is doing remarkably well; by March, sales had reached \$169 million — they had only been expected to reach a total of \$32 million — and the sale of Olympic coins had produced \$54 million to be used for construction of Olympic facilities. The sale of TV rights amounted to about \$65 million.)

The Montreal City Council borrowed heavily through short-term notes, but it was clear that it could not underwrite the expanding cost alone.

In November 1975, the Olympics Installation Board of the Province of Quebec took over the responsibility and Provincial Municipal Affairs Minister Victor Goldbloom became its moving force. The fiscal picture became clearer, though not

Drawing: The stadium as it eventually will look. The leaning tower is to be completed after the Games. Left: The Velodrome, site for cycling and judo competitions. Right: The Yachting Centre at Kingston. There will be six classes of yacht competing — Tornado, Flying Dutchman, 470, Soling, Finn and Tempest

