

show would still go on: Every ski course has been equipped with state-of-the-art snow-making equipment. Nothing has been left to chance.

'In 100 years time when people look back at Calgary 1988, I don't doubt they will regard it as the

turning point in the history of the Winter Olympics,' says Chairman of the Organising Committee Frank King. For anyone who likes to be present at epoch-making events, these Winter Games look too good to miss.

Olympic Games will more than break even

The cost of staging the Calgary Winter Olympics is put at £400 million, of which only 5% is likely to be recouped by ticket sales. Does this mean that the event is heading for the biggest loss in sporting history? Not according to the Games organisers who are confident that they can more than break even.

The Los Angeles Olympics were perhaps the watershed in the financing of the event, in that for the first time the host city did not have to pick up the tab. The lessons of 1984 have been noted and acted on in Calgary, and now much of the expenditure will be met from sponsorship, licensing and TV rights deals.

Sponsorship and rights help finance the games

One of the organisers' biggest coups was the sale of US television rights to ABC for £160 million. More income will be derived from deals with other broadcasting organisations throughout the world, with whom negotiations are now underway.

One idea taken from the Los Angeles Olympics is to vest marketing rights in a single body which then sells a limited number of high-quality promotion vehicles. This strategy has already led to the signing up of Coca Cola and Canadian Kodak Ltd, and more deals are in the pipeline. Licensing manager for the Games David Shanks reckons that total revenue from sponsors, suppliers and licensees will be around £30 million.

Altogether, the grand total expected from sponsorship, television and ticket sales is in excess of £250 million.

Public sector invests in facilities

Another £100 million will come from the federal government — financed in part by proceeds from national lotteries and the sale of Olympic coins and stamps. Apart from investment in facilities and providing a full range of federal services, the federal government has established a £15 million Olympic Endowment Fund and set aside up to £22 million in operational funding.

Downhill ski runs at Mount Allan in the Rockies drop nearly 3000 feet.



The provincial government of Alberta has invested £60 million in the facilities for the games. It is financing the alpine skiing site at Nakiska, the Canmore Nordic Centre and a third of the cost of the £50 million Olympic Saddledome.

The Municipality of Calgary's contribution will be the provision of public services (particularly transport and security), emergency medical services, as well as snow and ice control. Besides this, the city is providing part of the funding for the Saddledome, the Calgary Centre for the Performing Arts, the Olympic Plaza and the Father David Bauer Arena.

Organisers expect substantial economic benefit

The economic return generated by the games promises to be substantial. More than quarter of a million people are expected to attend the event and £30 million is likely to be spent on accommodation, food, and recreation by spectators, participants, the media and operational personnel.

A study conducted by the Federal Bureau of Management Consulting predicts that the long-term impact of the games on the economy would be in the order of £600 million to the end of the decade. Alberta will be the chief beneficiary with 70% of the