

CITY LIGHTS BOOKSHOP
and
THE NO-TAX FOR PAN-AM COMMITTEE

PRESENT

The London Citizens' Guide To
THE TAX-PAID
1991 PAN-AM GAMES BID

Written by Marc Emery



INTRODUCTION: Games? Yes. TAXES? NO!

This is the *second* (and now, newly revised and updated) 1991 Pan-Am bid information package that I've prepared for my neighbours in London.

Its purpose? To illustrate and voice my strong disagreement with the principle of **tax dollars** being used to host the event in London. To this end, I've examined city hall's *record of intervention* in the realm of business, art, and culture, while always bearing in mind the *many other projects* city council is considering --- or has already committed itself to.

So let's make one thing clear: I am *not* against 'sports' or 'athletics.' As an individual who has coached soccer for three years, *sponsored* teams for the same length of time (which means money *voluntarily donated* out of my own pocket), and as an active member of the *Carling Heights Optimists* youth sports organization in northeast London, I think that my reputation as a *willing participant* in this regard speaks for itself.

However, it is my firm conviction that the collection and expenditure of **local tax dollars** is justifiable only for those 'hard' (real) services provided by the city to *all* of its residents --- sidewalks, roads, street lighting, sewers, etc., --- and *not* for embarking on risky entertainment adventures hidden under the noble guise of 'promoting' amateur sports. **If a sports extravaganza is desired by a certain segment of the population, then it should be supported by those who desire it** --- just as was done at the 1984 Los Angeles Olympics.

The 1984 Los Angeles Olympic events were *completely* funded (\$515 million) by those *private sources* who expected to (and did!) benefit from the exposure. These private sponsors even paid for the cost of extra *policing*, and still managed to accrue a \$160 million surplus, which was donated to amateur sport in California. *The Los Angeles taxpayer was not forced to contribute a single dime!!! I am completely in favour of the Pan-Am Games coming to London --- if they pay their own way!!*

What is the 1991 BID?

A group of 'influential' Londoners who organized themselves under a non-profit corporation were given \$77,000 of Londoners' tax dollars and privately raised an additional \$50,000 to propose their bid to have **us** host the 1991 Pan-American Games in London. Among the private donators were, interestingly enough, the *London Free Press* and *Ellis-Don Construction* --- two businesses who have much to gain by **our** hosting the event.

It would be most informative for Londoners if the Pan-Am committee published a list of who *voluntarily* contributed the privately raised portion (\$50,000) of its bid expense. (We already know who 'contributed' the \$77,000 balance --- you and I.) No doubt, such a list would closely resemble a 'who's-who' of corporate and business *beneficiaries* of hosting the Games --- various restaurants, construction companies, media, hotels, U.W.O., etc.

London City Council has, so far, voted *once* to tax Londoners a minimum of \$10 million for the event, and it must do so once again before the next municipal election, and again before the final selection of a host is made in March 1986. It is currently assumed that the choice is now between London and Cuba.

Projects like the Toronto domed stadium and the 1988 Calgary Winter Olympics **must** be made self-financing if this country is ever to get out of its massive debt. The Calgary olympics has received \$200 MILLION from the federal government, and much of this money was to have been raised by the fed's *Sports Select* lottery --- a lottery that cost the **taxpayer** \$48 million in losses. Thus, a \$200 million 'investment' in *insupportable* facilities in Calgary was accompanied by an additional \$48 million loss --- a perfect example of government intervention in 'amateur' sport & recreation.

Revenues

From the most recent information available, the money required for London to host the Games will be supplied from the following sources:

- | | |
|--|-----------------------------------|
| (1) City of London's Tax Contribution: | \$10 million [minimum] \$\$\$\$\$ |
| (2) Provincial Government's Contribution: | unknown ????? |
| (3) Federal Government's Contribution: | unknown ????? |
| (4) Provincial Lotteries: | unknown ????? |
| (5) Money to be Raised 'from the community': | unknown ????? |

Stated Costs

- | | |
|---|---|
| (1) Olympic Swimming Pool: | \$10 million \$\$\$\$\$ |
| (2) 35,000-seat Stadium: | \$18 million [including land] \$\$\$\$\$ |
| (3) Fieldhouse: | \$22 million \$\$\$\$\$ |
| (4) Operating Costs: | \$20 million \$\$\$\$\$ (\$30 million costs offset by \$10 million revenue) |
| (5) Endowment Fund: | \$10 million \$\$\$\$\$ |
| (6) Contingency Fund: | \$5 million \$\$\$\$\$ |
| (7) Upgrading of Existing Facilities and Areas: | \$3.5 million \$\$\$\$\$ |

(These are 1984 estimates, so a minimum 5% annual increase in costs to 1991 should be expected. Of course, these estimates in themselves may well be too low. Naturally, any additional costs that may accrue after provincial and federal tax dollars have been exhausted will fall upon the London taxpayer.)

There are a number of items that haven't been included in costs, including land, and the parking facilities that will have to be available for these large facilities. Another consideration is the enormous additional expenses to provide adequate municipal services during the Games. The Commonwealth Games in Edmonton in 1978 cost the local taxpayer an extra \$4 MILLION to provide extra police, transit, security, ambulance service, etc. *Of course, no one foresaw this.* The local London taxpayer will also pay heavily for any cost over-runs on the facilities or the operating costs of the Games themselves.

Centennial Hall:

Built in 1967 at a cost of \$1.2 million, this project has cost the London taxpayer between \$27,000 and \$75,000 *each year*, totalling over \$700,000 up till this year. In 1984, the city taxpayer was forced to pay an additional \$750,000 as his 'contribution' to its \$2 million renovation. In the meantime, Centennial Hall continues to be underused and has been regarded as unsatisfactory for performing arts events.

London Regional Art Gallery:

The London taxpayer's original 'contribution' for this project was \$1 million, which was spent on land at the fork of the Thames River. An additional \$6 million came from federal and provincial taxpayers.

When the London Gallery was located at the London Public Library back in 1974, it had an annual budget of \$209,000 with an attendance figure of 60,000. Currently, with its annual budget of \$1,224,000, last year's attendance figure was **66,000**. Thus, a 10% increase in attendance was achieved with a 350% increase (adjusted for inflation) in real costs. In the interim, the Gallery lost hundreds of thousands of (*your*) dollars, and was even forced to close for a two-month period to prevent even further losses. And despite these expenditures, both the interior and exterior of the Gallery have been consistently criticized as to their appropriateness to display works of art.

Talbot Square:

Back in the early 1970's, London city council decided to *expropriate* all the land between Dundas Street, Talbot Street, Queen's Avenue, and Ridout Street for an 'urban renewal project' called Talbot Square --- a utopian vision of 'job creation', big investment, etc. (sound familiar?), to be created by the building of the hotel and mall complex.

As every London taxpayer should know, this shining example of downtown regeneration sponsored by a 'benevolent' government went completely haywire. After paying more for the land than it was worth, construction was halted, lawsuits were flying, and for two years the only visible result of the project was a huge hole in the ground. The land was finally sold to *Bell Canada* at a \$2.5 million loss.

Grand Theatre:

Ostensibly a non-profit corporation (*non-profit* was right!), London city council has, since 1978, given this corporation a total of \$317,000 in capital grants, plus an additional \$685,992 in operating grants and tax exemptions. You can add to this figure the emergency \$125,000 loan the Grand was given in 1984 to prevent the bank from foreclosing on its outstanding loans.

The Grand's budget went from \$2 million in 1982-1983 (with box-office revenues of \$1.2 million) to a whopping \$4.4 million in 1983-1984. Despite grants, subsidies, and \$1.5 million revenue received at the box office, the deficit still remained at \$1.4 million. Although the artistic director, Robin Phillips, resigned, no one else on the board of directors of the Grand Theatre did, although they were responsible for the disaster.

Centennial Museum and Lawson Museum:

For those who may not know, Centennial Museum is that small odd-shaped building beside the central library where the annual library book sale is held each year. Lawson Museum is located on Western Road.

Last year, London taxpayers paid \$220,569 (and more --- printing and administration costs are not included here) for the two museums which had a *combined attendance* of 15,123. Thus, the subsidized cost *per visitor* was \$14.50!

Other Projects:

Remember, that in addition to the aforementioned, city council also gives capital grants, operating grants, tax exemptions, etc., annually to various other art and culture groups like the Children's Museum, Orchestra London, R.C.R. Museum, etc.

Two other projects worthy of note include Eldon House, which, despite the fact that it charges admission, was subsidized by the city to the tune of **\$4.23 per person**. In 1983, it was visited by 14,177 people. And then there's the New education Centre, which was formerly known as the Sir Adam Beck Building. This new administrative centre for the Board of Education was *supposed* to cost \$3 million when originally approved in 1983 --- current cost projections are now between \$6-7 million, and final costs are not yet known. And remember, these projections of costs more than *doubled* in the *space of one year!* Imagine what cost differential could be encountered in any projections spanning *seven years!*

The previously cited examples clearly illustrate that no matter how well-meaning, noble, honest, or utopian the city government wants to be, the final price tag of government sponsored cultural activities and projects has *always* been more than the taxpayer was originally told. And it is always the local taxpayer who must pay for the 'hidden' or 'unforeseen' costs when any of the anticipated financial sources fall short.

If this should happen with regard to the Pan-Am bid, city council, which has already committed \$10 million so far, will have *no choice* but to kick in more in order to complete the project. Thus, if construction costs escalate, strikes occur, interest rates go up, inflation soars, or if outside grants and subsidies prove inadequate, then you and I (otherwise known as the London taxpayer) are left holding the proverbial bag.

THE FUTURE: THE SHAPE OF THINGS TO COME!

In the *past*, one-to-five million dollar projects have been seen to even double their projected costs, and operating costs have often well exceeded revenues. **Consider that now we are talking about *three* projects estimated to cost between ten and twenty million dollars *each*, plus an additional \$30 million for operating the Games.** And think about *this* for a moment --- the costs that are currently being projected are in terms of *1984 dollars*, which, given the projected \$30 million operating cost *already means* that that actual 1991 dollar figure is about \$42 million!

Since the 1991 Pan-Am Games in London would be almost exclusively financed by government (as opposed to the 1984 Olympics, which was completely funded and operated by private interests --- and was on budget!), Murphy's Law of Government Spending cannot be avoided. **People who don't have to *earn* their money have little respect for it.** And let us not forget that *Londoners are also provincial and federal taxpayers*. This source of funding should not be regarded as 'manna from heaven' --- it comes directly from you and I.

Most ominously, Alderman Joe Fontana has described the 1991 Pan-Am bid as just 'one part of city council's aggressive new growth strategy'. This can only be interpreted as meaning that this kind of government spending is just a beginning of things to come! Once we allow the Pan-Am bid committee to receive tax money, especially in light of the fact that it has already admitted it would be possible and plausible to host the Games *without* such funding, we can count on the bid committee (and future similar groups) to be just uncaring enough towards the hard-pressed homeowner to opt for the easiest way out --- *more* government spending in the future will merely become a natural consequence of allowing this process to take place *now*.

In fact, if we look five to ten years down the road, considering as well the inevitable increased costs of *education, welfare, city debt interest payments, civil service, sewage disposal, etc.*, we can easily anticipate most or all of the following:

- ☐ In 1983, city council committed \$50 million toward a 20-year project for road expansion and for the extension and widening of main road arteries.
- ☐ The *Horton Street Extension*, which began in 1983 and was projected to cost the city \$6.5 million (of the \$14 million total) is already behind schedule and could cost much more.
- ☐ With future *annexation* (around 1988-1992), the city could increase in size by up to 40%, which would require multi-million dollar capital expenditures on roads, sewers, drainage, waste disposal, bus service, etc.
- ☐ The *Energy From Waste Plant*, which requires \$4 million in municipal financing, is already under construction, although this expense would probably have been incurred to update the Greenway Pollution Plant if not on the *EFW Plant*.
- ☐ The *Downtown Concept*, the city council's latest excuse for a taxpayer drain could cost millions to dress-up downtown private property and spend money needlessly on city property. This one could cost plenty.
- ☐ City council has committed \$50,000 to be spent on 'studies' to determine:
 - (a) whether London should spend large sums of money for a 'theme park' (à la Canada's Wonderland?), which is expected to be a possible expansion of Storybook Gardens, and
 - (b) whether London should build a 'Performing Arts Centre' for symphonies, theatre, etc., at an expected cost of \$10-20 million.

Experience with city hall has shown that 'paid studies' are merely preludes to the actual fact. City council only seems willing to pay for studies that match its own ambitions, which brings us back to the subject at hand:

- ☐ The *1991 Pan-Am Games*: a two-week entertainment gala costing \$30 million to stage, plus a \$50-60 million expenditure on *three* facilities which have little relevance to the average homeowner --- except for the fact that it is the 'average homeowner' who may be forced to carry the burden of the municipal cost --- \$10 million and up.

The projects listed above may or may not be useful or necessary, but they *will cost money* and this is the perspective from which the Pan-Am bid must be viewed. It is a mistake to regard the average \$38 per person (\$152 per family of four) cost of the Pan-am bid in isolation; after all, it's just *part* of city council's 'aggressive new policy' of increasing government spending and intervention. And I leave it to the reader to use his or her imagination to foresee the *additional* havoc that such an 'aggressive' policy could wreak between now and 1991.

THE PRESENT:

While there are many future projects planned that will require substantial millions of dollars of local tax monies, unless we (the taxpayers of London) stop the frivolous ones, this is the current state of our BASIC SERVICES:

Sidewalk Repairs: London has about 500 miles of sidewalks and the average sidewalk lasts about 50 years. This means that approximately 10 miles per year require replacement. But D'Arcy Dutton, our city engineer, claims that sidewalk repair is falling very far behind because city council only allocates enough money for *three [3] miles* of sidewalk repair annually. Amazingly, this means that the cost factor in question represents the *difference* between repairing three miles of sidewalk (\$250,000) and the *required ten miles* of sidewalk (\$800,000). Considering the amount of money city council is willing to spend on *non-essential* projects, we can clearly see where its priorities are.

The **Warranted Sidewalk Program**, which refers to *new* sidewalks for established neighbourhoods where residents pay the cost, is *seven years behind schedule*.

Curb and Gutter Repair is *five years behind schedule*. In fact, areas in the north, south-east, and west that were annexed in 1960 still have streets without curbs, gutters or drainage. According to City Engineer D'Arcy Dutton, "the backlog of work is immense", ---yet they still talk about the necessity of 'job creation'!

Existing Parks and Recreation Facilities require improved drainage, washrooms, and more frequent lawn cutting. P.U.C. swimming pools were forced to *close two weeks early* in 1984 because they ran *out of money*.

Snow Removal during the winter months is highly erratic because funds are less and less available to ensure a *dependable* level of service.

Storm and Sewer Drainage Repairs are desperately needed in many areas of the city, including the areas of Carling Heights, White Oaks, Westminster, and others.

So remember, when the city is forced to cut back on expenditures, it will be in these above-mentioned areas! When city governments have to pay *more for welfare* than budgetted, or when *interest rates rise* on civic debts, or when *Pan-Am expenditures exceed estimates*, it is always the 'postponable' services that suffer --- **services that all homeowners use, and think that they are paying for through their municipal taxes!**

And last, but certainly not least, we must always bear in mind that **taxes and interest on debts** (at all levels of government) **will unavoidably increase** when citizens become overwhelmed with *so many expensive and unnecessary projects*.

WHO PAYS AND WHO BENEFITS?

WHO PAYS?

You do! As a so-called 'average homeowner', you will be required to pay \$120 to \$150 (minimum) over a seven to ten year period to bring the Games to London.

You do! As a customer of the average small business (or large!) you will ultimately be paying for that business' additional 'contribution' to the Games, since *costs are usually passed on to the consumer*.

WHO BENEFITS?

The City Government, which will receive a 35,000-seat stadium, an Olympic-sized pool, and a fieldhouse. How often will *you* use these facilities for your \$120-\$150 investment?

Elite Swimmers, who, since they number between 200 and 300 in London, could never have afforded to pay for *their interest* without *our money*.

The Potential C.F.L. Franchise Owner, who, if such a person really exists, would probably have to have his head examined --- unless, of course, a C.F.L. franchise is part of city council's 'aggressive policy' for civic growth.

The Construction Companies that win the bidding to build these expensive facilities and whose **employees**, most of whom are already employed, will come from those companies' workforce in other centers.

The Media, who will have an advertising and news *field day*. (Pardon the pun.)

Local Beverage Distributors, including Labatt's, the L.C.B.O., and Thames Valley Beverage, which, incredibly, is represented on the Pan-Am Bid Committee --- an example of vested interest at its best!

Fast-food Restaurants, who, unlike the small independent restaurants whose seating capacity at lunch and dinner is usually near full capacity anyway, can handle large volumes of customers in a relatively efficient manner.

Accommodation Industries, including hotels, motels, provincial parks and campgrounds, whose occupancy rate should increase during the two-week event.

Existing Industries, such as souvenir manufacturers (there are none in London), chain grocery stores, and shopping centres --- whose revenues, except for local wages paid, invariably leave the city to head offices located in other centres.

You say you want to see these groups specifically identified? --- just ask for the list of people who gave money to the Pan-Am bid on a *voluntary* basis (i.e., the \$50,000 raised from private sources).

The Multiplier Effect:

One of the most-promoted aspects in the attempt to convince Londoners of the 'benefits' they would reap by holding the Pan-Am Games here is the silly premise of an 'economic theory' referred to as the *Multiplier Effect*:

The Games, with a municipal investment of up to \$10 million, are expected to bring a \$500 million economic spinoff to London mainly through construction and the flood of spectators.

Hardy figures \$50 million of the \$88 million construction and Games operating costs will be spent directly in London, mainly on labour. That translates into a \$250 million economic gain for the city by using a 'conservative' multiplier effect of five, he says.

Basically, the multiplier effect works like this: The construction worker is paid his wages and in turn he uses that money to buy groceries. The grocer may take that money to pay his staff who in turn spend it on something else in a chain reaction or domino effect.

As for the other \$250 million in economic gain, that comes from the \$50 million expected to be spent by spectators for such things as accommodation and food while the Games are taking place. The same multiplier effect of five has been used.

(London Free Press, July 19, 1984; *Enticing visions of a Pan-Am spinoff*)

If you take the time to think about it, it's really amazing that an 'economic theory' like the *multiplier effect* is being put forth as a justification for spending tax-dollars on the Pan-Am Games --- and particularly that such a theory is being proposed by a reputable firm like *Price-Waterhouse*. Applying this theory in such a manner is so misleading and logically flawed, that, if I wasn't so determined to avoid libel suits, I'd call it something else.

If **government spending** is capable of creating a five- to ten-fold increase in the intrinsic value of 'spinoffs', then given our country's current deficits, every Canadian citizen should be living like a king! If \$1 of government spending produces \$5 in spending power, then obviously our government deficits are good for the economy and we should be advocating a government spending spree as the simple solution to *all* of our economic woes. If such a proposal sounds a little crazy to you, you're right! --- it certainly is!

Those who believe that the **multiplier effect** has serious merit should ask themselves a very simple and obvious question: **If \$1 of government spending can 'create jobs' or initiate \$5 worth of consumer spending, why can't the same 'multiplier effect' be applied if we (the taxpayers) were allowed to keep all the taxes required to pay for the Pan-Am Games, and did the same thing ourselves? Why is that, if government spends \$1, it produces 5 times its value, but if individuals spend \$1 on the products of their choice, the 'multiplier effect' isn't even mentioned --- as if it doesn't exist when it comes to voluntary spending?**

Since the Board of Education is spending \$6-7 million on the new Education Centre, are we to assume (via the *multiplier effect*) that this spending will produce \$35 million in benefits for us all? If so, then why not build 20 of them?

In fact, if we can really get a '50-to-1 payoff' on the Games, why shouldn't we try to host the 1992 Olympics, the next Commonwealth Games, University Games, or any other sports event? Why don't we simply build five, ten, or even twenty new stadiums if it's so easy to produce 'wealth' out of thin air?

By using the 'logic' employed in justifying London's hosting of the Pan-Am Games, we should be inviting every welfare recipient in the country to come to live in London. You see, *for every \$20 the city would have to spend on welfare, we would get \$80 in provincial and federal money coming into the community via these welfare recipients, and this would 'create a demand' for more housing, food, transit, etc.* Not only that, but this scheme would provide a far *greater* 'benefit' to Londoners: Welfare recipients could live here *permanently*, not just for two weeks, and thus receive all these subsidies on a *permanent basis*.

Accordingly, all this provincial and federal money would cause a real estate boom, and increase prosperity for all those businesses servicing the welfare recipients.

The Multiplier Effect? --- *sleight of hand, and practised by all magicians* --- one dollar goes in the hat, and *five dollars* come out! Problem is, it's a magic act that only seems to work when *government spends our money, and not us*. You and I are economic nobodies when it comes to *our freedom to choose where our money goes*. Apparently, we produce *no jobs* when we buy our video tape recorders, television sets, air conditioners, etc., --- things that *we* may want. But when *they* spend *our* money on things *they* want, suddenly the multiplier effect takes over, and somehow, as if by magic, we benefit by having this money expropriated from our pockets!!

Not surprisingly, the '**multiplier effect**' argument is an outright fraud, decorated by the pretense of '**economic theory**' and by the reputations of those who advocate it.

Don't fall for it.

Job Creation:

Another illusion --- don't be fooled by the notion that jobs will be 'created' for Londoners.

By having less money in their pockets because of numerous boondoggles like this, Londoners are, in fact, being forced to *reduce* their own spending, which reduces the possibility of 'job creation' in the production of consumer goods that we, the consumers, *want and need*. Jobs aren't being *created* at all! --- they're simply being *displaced*; --- people who were once working to serve *our* consumer demands are now working to serve *government* demand.

\$100 million left in the pockets of those who *earned* it in the first place could buy 80,000 air conditioners, 80,000 video cassette recorders, and 80,000 ten-speed bicycles! By serving this *legitimate* consumer demand, *three* large factories could operate *indefinitely*, employing between 100 and 300 *full time* wage earners!

This is simply *one* example of the *real loss* to the community when governments are permitted to spend our money on stupid and unnecessary monolithic construction projects for which *no real economic demand exists*. Yes, there *are* beneficiaries when it comes to the construction of sports facilities --- *but you are not one of them!* **You are a net loser, deprived of the purchasing power of your earned dollar, which otherwise could purchase goods and *provide jobs* as you see fit.**

Construction Benefits:

Another element of the 'job creation' argument has to do with the 'benefits' and consequences pertaining *directly* to the *construction* of the proposed Pan-Am facilities. So let's look at what *does* happen when \$50 million of taxpayer money is spent on the construction of the three facilities.

Let's start by facing a simple reality: that the construction company who wins the various bids will most likely be one with its base of operations *outside* the London area. Most of the workforce employed in the construction of Pan-Am facilities will only remain in London for the duration of the projects. Most of the money paid out in wages for these projects will find its way back to the various employees' hometowns to pay for their mortgages, families, etc.

As to the wages earned and spent by workers *remaining* (permanently) in London, don't forget that a lot of their 'consumer spending' is just like ours: most of their money is spent in institutions like gasoline stations, banks, grocery store chains, department store chains, or even the Liquor Control Board --- all of whose profits leave the city via head-offices for capital expenditures, dividend payments, etc. Any *noticeable* effect on the 'local' economy will be negligible at best. There will be no visible increase in the local employment picture *except* on this make-work construction program.

As to wages spent on existing rental facilities, it is clear that the only potential 'beneficiaries' of these transactions will be the landlords of the properties in question. As another *minority group* benefitting at the expense of the *majority*, an artificially increased demand for rental accommodations will no doubt decrease the already-meagre 2% vacancy rate in the city, *resulting in higher rents for the balance of the rental market*.

But what happens to *students, young singles, low-income earners, etc.*, when the cost of maintaining a roof over their heads goes right through it? Remember, all those well-paid construction workers will be able to afford accommodation at almost any price, and will be far less affected by demand pressures in the rental markets. What incentives will be left for the construction industry to produce *low-rental* accommodation when there is so much money to be made from *government sponsored* construction projects?

In the meantime, after the construction worker's average paycheck has seen tax deductions, most of his net pay will be expended on mortgage or rent payments, gasoline, utilities, groceries, private savings, etc. Most of this spending has very little direct influence on the local economy since most of these expenditures occur with businesses operated from outside the city. At best, he may have between 10-15% of his net wages available to spend on *local* business, and many of *them* do not keep their money in the 'local economy' either.

So even looking at the situation in the most optimistic light, that \$50 million expenditure expected to 'multiply' into the **magical \$250 million** figure is, in reality, a figure closer to \$5 to \$8 million in local circulation. And then profit (20% or so) is **derived from that**.

But even that figure may be too optimistic. Not all the \$50 million even goes to *wages*. Much will be spent on cement, metal, equipment and machinery, and to the various raw materials required in the construction industry --- very little of which is manufactured or sold in London.

The Tourist Dollar: *What* tourist dollar?

Whether it was the *Superbowl XX* (Palo Alto, California), the Pope's visit to Toronto (September), or even the highly successful 1984 Los Angeles Olympics, all events resulted in a disappointing and unexpected **drop** in tourist dollars circulating within the respective areas hosting these events. Despite expectations of tourist hordes bringing an influx of dollars into the local economy, all of these events seemed to scare away people who feared that hotels would be booked up, traffic congested, restaurants filled, etc. **In all three cases, restaurants and other service industries reported that their businesses were perceptibly less active than during normal weekdays.** And like Pan-Am 1991, all the citizens and businesses in the towns hosting events were reassured by public officials and promoters that their businesses would boom.

But the *boom* was a *bust*.

CAN WE HAVE THE GAMES *WITHOUT TAXES*?

This is not only very possible, but very desirable.

Of the top 500 corporations in Canada, 244 have their head offices situated right here in southern Ontario --- ten of them are right here in London.

Businesses like *Labatt's* (1983 sales of \$1.92 Billion), *London Life* (1983 sales of \$1.2 Billion), *Canada Trust* (1983 sales of \$2 Billion), etc., could be offered exclusive marketing and advertising rights at the Games' sites and concessions. At the 1984 Olympics, these rights sold for \$3-4 million *per corporation*. But even if the average sponsorship was around only \$100,000 for Pan-Am 1991 (though I suspect that many prominent companies would be more than willing to pay for more), then it shouldn't be an overwhelming task to get 100 companies to voluntarily pick up the \$10 million tab that the London taxpayer would be forced to cover. **Of course, this could only happen if Londoners say NO to local taxes for Pan-Am, just like the citizens of Los Angeles refused to subsidize the 1984 Olympics back in 1979.**

A privately-sponsored event would be much more efficient and responsive to *real needs*, and not to the *perceived or whimsical* inventions designed to extort as much tax money as possible from the citizenry.

ARE ALL THESE EXPENSIVE FACILITIES *NECESSARY* TO HOLD THE GAMES?

No. Of the 24 proposed events for Pan-Am 1991, 21 can be held in existing facilities, subject to upgrading. This fact is even indicated in the Pan-Am Bid Proposal.

The 50-meter swimming events could be held in a city outside London where such a pool already exists. The events in the stadium and fieldhouse could be held in temporary structures that could be dismantled after the Games. Such facilities would, after all, only be required by an extremely small portion of the people in London. It is important to note as well that no endowment fund would be necessary should the Games Committee not commit itself to the building of facilities that would not be in demand after the Games.

This type of rational planning is not without precedent --- it was even used at the 1984 Olympics. Soccer matches were played in Cambridge, Massachusetts (over 3,000 miles away!) and the events held in Los Angeles were spread over a 400-mile area --- that is, some events were held 400 miles away from others, in order to use whatever existing facilities were already available.

Who says it can't be done?

WHAT TO DO:

If you agree that tax money should not be used to host the 1991 Pan-Am Games, then please help --- my efforts alone cannot accomplish our mutual objective. Following are some options available for those of you who wish to assist me in my effort to put a stop to all this unnecessary government spending ---*and the taxation & service cuts that must follow.*

You Should:

Write a letter to the editor of the *London Free Press* at P.O. Box 2280, London, Ontario N6A 4G1. Outline your objections and concerns.

Send me the post-paid (no stamp necessary) card in this brochure if you wish to be informed of meetings, new information, the many other taxpayer-paid disasters in other cities, or if you wish to volunteer support (see options on card) or if you simply want to register your agreement and support. All respondents will receive **free** subscriptions to the *No-Tax for Pan-Am Newsletter*. This campaign to make the Pan-Am Games self-supporting has already cost me over \$6,000. It costs \$900 alone just to *print* 15,000 of these brochures. If you appreciated having it arrive at your door, you could **send a small donation** to help defray some of the costs. \$5 or \$10 would be a great help, and if our campaign is successful, it's the only expense you'll ever have to incur for the 1991 Pan-Am Games.

Call or write your alderperson, you controllers, and the Mayor.

Following are the names, addresses, and home phone numbers of local politicians who voted in favour of Pan-Am 1991 tax funding. Give them a call. You can find out what ward you live in by examining the map below.

Mayor Al Gleeson: Home: 686-5801 Office: 679-4920

CONTROLLERS

Ron Annis

Annis Realty

187 Wharncliffe Road North - N6H 2B1
Phone: 227-4125 (home)

Joan Smith

1400 Corley Drive - N6G 2K4
Phone: 672-6689

Orlando Zamproga

1397 Rideau Gate - N5X 1X2
Phone: 434-4976

ALDERPERSONS

Ward 1

John Irvine

2001-190 Cherryhill Circle - N6H 2M3
Phone: 439-5450

Ward 2

Bob Beccarea

74 Shavian Blvd. - N6B 2P3
Phone: 672-2889

WARD 3

Joe Fontana

3-253 Shavian Blvd - N6B 2P3
Phone: 672-6376

Pat O'Brien

38 Tilipe - N5V 2X4
Phone: 455-4955

WARD 5

Grant Hopcroft

195 Buckingham - N5Z 3V6
Phone: 686-8670

Gary Williams

907 Norton Cres. - N6J 2Y8
Phone: 681-2638

WARD 6

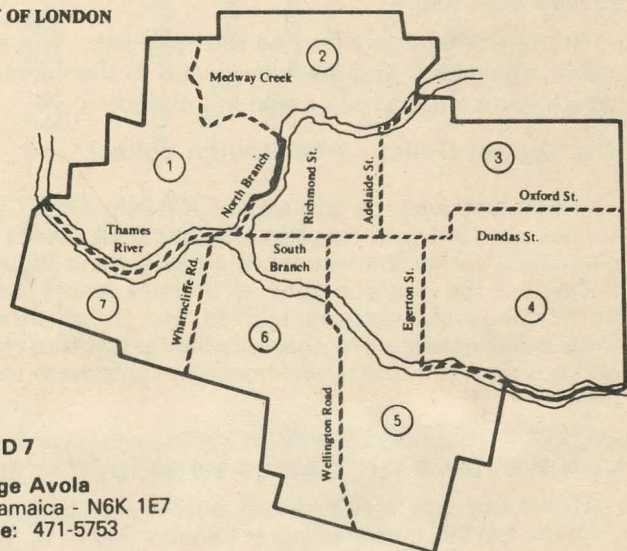
Tom Gosnell

652 Talbot Street - N6A 2T6
Phone: 672-6142

Janet McEwen

572 Upper Queens - N6C 3T9
Phone: 681-8524

CITY OF LONDON



WARD 7

George Avola

560 Jamaica - N6K 1E7
Phone: 471-5753

Gord Jorgenson

383 Colville - N6K 2J4
Phone: 471-2695

If you have some comments, criticisms, or suggestions, please call me [Marc Emery] at 433-8612 [office] or 438-4991 [home], or write me at: Marc Emery, P.O. Box 2214, Stn. 'A', London, Ontario, N6A 4E3.

Organization and delivery assistance: courtesy *Freedom Party of Ontario*

☐ **NO! TO TAX-PAID PAN-AM GAMES!**

Name: _____

Address: _____

Phone: _____

- ☐ I'll attend a meeting on Pan-Am 1991
- ☐ I'll help deliver some brochures. Call me.
- ☐ I'll call up the city hall politicians.
- ☐ I'll write a letter to the editor of the *London Free Press*.
- ☐ I'll make a donation to pay for more brochures to be printed.

Insert, Side 1

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