



July 23, 1984

DOOR-TO-DOOR AWARENESS CAMPAIGN
LAUNCHED IN OPPOSITION

TO
PAN-AM GAMES BID

London businessman and activist Marc Emery is coordinating (and doing a lot of delivering himself) a 20,000 pamphlet delivery across London centre/north/east with fifteen volunteers in a campaign intended to make Londoners aware of the hazards and costs of bringing the PAN-AM GAMES to London in 1991.

The drive began Tuesday July 17, and is expected to conclude by Wednesday, July 25.

A pamphlet is enclosed.

It is our hope that this campaign will serve to strengthen the taxpayer's resolve to oppose the Games by expressing their opposition through public forums and by contacting the alderperson(s) who voted in favour of spending money on the preliminary bids.

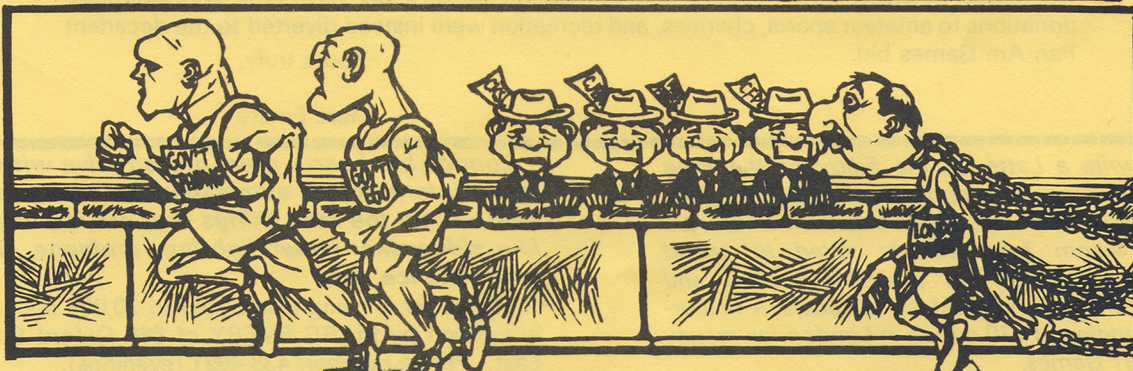
CONTACT: Marc Emery

Days: 433-8612 (Mr. Emery will likely be out delivering pamphlets, but can be located through the Freedom Party office, which is coordinating volunteers.)

Evenings: 438-4991

citizens on permanent, tangible items of their own choosing will be replaced by government 'satisfaction' of hosting a sporting event that largely serves foreign athletes. While it is true that the *Holiday Inn*, downtown restaurants, and even my own bookstore will profit from this two-week tax binge, I do not believe that this is how profits should be earned. Making every other Londoner pay taxes so that a number of businesses can have a thriving two-week bonanza is scandalous.

(over)



SAY NO TO THE CITY COUNCIL BID FOR THE 1991 PAN-AM GAMES!

London City Council's bid to spend *your* tax dollars on such an unnecessary project as the **1991 Pan-Am Games** should be solidly opposed by all those who will ultimately be forced to pay for the huge financial burden that the Games will impose, namely, *you!*

As one of your neighbours in this area, I am very concerned about the potential financial disaster that this expensive project presents --- a project that will considerably increase household and business taxes by the late 1980's, and early-middle 1990's.

Below is an *unedited* letter that I sent to *The London Free Press*. When it was published on July 10, 1984, it was edited so severely that much pertinent information was deleted. Thus, many Londoners still have very little information on the implications of bringing the Games to London: *increased taxes, fewer jobs, fewer resources for legitimate charities, etc.* --- all for the sake of having luxury sports facilities where no legitimate demand exists for them.

Here's how the original letter read:

Sir:

Londoners have heard much of the hoopla of the so-called 'benefits' of these games, but have seen or heard very little investigative journalism on the costs and hazards of this adventurism. With *London Free Press* president Peter White *officially* commenting on *London Free Press* stationery (to the *Preliminary Bid Committee*) that "I'm delighted to provide whatever support I can. Please let me know what you'd like me to do, and when, and I'll do my level best", it would appear that the media in London has effectively stepped out of the way on this issue, leaving the public at large to fend for itself --- particularly in light of the fact that *CKSL Radio* manager, Gordon Hume, is the chairman of the *Pan-Am Games Committee*.

The *cost* of the *Pan-Am Games* is dealt with on only one page (pg 17) of the 56-page 'Preliminary Bid' booklet. But what a cost it is!

A new stadium, swimming complex, and sportsplex have been estimated to cost \$58 million (or 88 million 1991 dollars); running the games has been estimated to cost \$30 million (or up to 47 million 1991 dollars); an additional \$10 million is expected to be raised "in the community" for an "endowment fund", the interest of which is supposed to pay for the upkeep of these new facilities after the games. **Total cost: \$98 million** (or in 1991 dollars, between \$135-155 million).

To deflect costs, the *Bid Committee* is counting on \$2 million in the sale of TV rights, and on another \$8 million in Event Ticket sales and other (?) sources, for an expected total of \$10 million.

Thus the net cost is \$88 million, and as it says in the Preliminary Bid brochure (paid for with your tax money), it will be collected in a manner "to be shared by provincial, federal, municipal governments, along with the private sector, on a basis to be negotiated by parties."

Therefore, Londoners will be forced to pay \$10 million in local taxes and will be asked for an *additional* \$10 million in fundraising, and will be expected to cover the costs of inflation (as the cost will be paid between 1984 and 1997.)

This vague spending formula conceals a frightening scenario when one considers that the \$88 million (1984) to be collected is dispensed with in a single line appearing in the *Preliminary Bid* booklet!

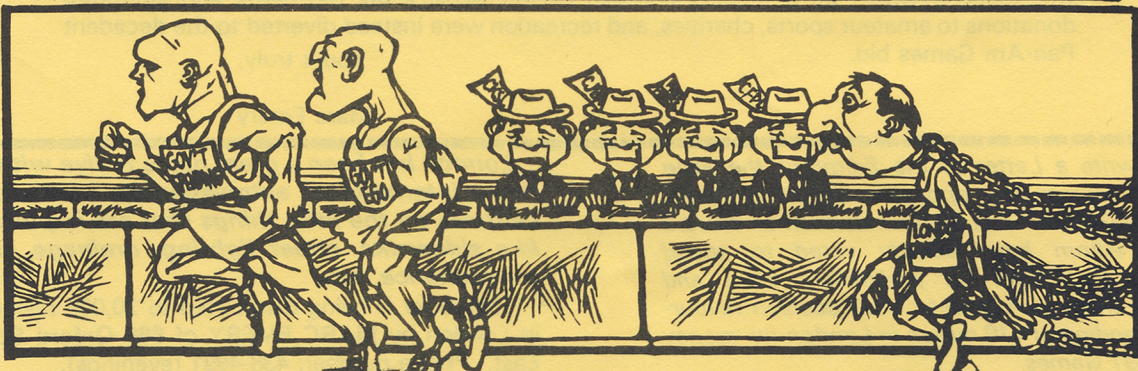
There are many illusions and misrepresentations involved in the London bid.

One of the selling points is the 'job-creation aspect' of having such a big event come to London. While we may no doubt experience some minor temporary employment in the construction of necessary facilities, it is interesting to note that only two cities (Hamilton and London) regarded this as a justifiable means to that end. It is also interesting (and alarming!) to note that many cities that already have stadiums, sportsplexes, etc., did not submit bids even though the cost to them would have been immensely lower.

For almost \$100 million in spending, we will see no increase in permanent employment, merely some temporary make-work. But that money left in the hands of private citizens could create between 250-1000 jobs in the manufacturing industry, jobs that may now be sacrificed to short-term political interests.

The significance of this is paramount, when one considers that the voluntary spending by citizens on permanent, tangible items of their own choosing will be replaced by government 'satisfaction' of hosting a sporting event that largely serves foreign athletes. While it is true that the *Holiday Inn*, downtown restaurants, and even my own bookstore will profit from this two-week tax binge, I do not believe that this is how profits should be earned. Making every other Londoner pay taxes so that a number of businesses can have a thriving two-week bonanza is scandalous.

(over)



New jobs for existing businesses? Nonsense! The spending spree will simply serve to fill all the hotels (whose existing staff are fully capable of handling existing capacities), increase the profits of restaurants (staff does not grow for a two-week rise in volume), and to increase over-all retail sales for a short period of time. Is this how we want our businesses to prosper? By advocating over \$100 million, mostly in tax money, to be spent on a sporting event? We'd all be better off and a lot more honest with each other if city council simply chose to expropriate our tax dollars directly into the pockets of certain businesspeople --- but the illusion of 'productivity', 'job-creation', etc., apparently must be maintained to justify this scandalous waste.

And then there's the *Canadian Olympic Committee* which operates on the most bizarre standard in selecting a Canadian bid that one could imagine. They actually have a 'mandate' to select a Canadian city that does not have any major facilities, thus requiring that city to build them! So despite the fact that over ten Canadian cities already have the necessary facilities to host such an event, the *C.O.C.* regards this as a handicap. Taxpayers are being robbed! Why are we being asked to build stadiums, etc., when the stadiums in other cities are vastly underused?

London cannot even adequately support the London Knights hockey team with more than two-three thousand fans a game (and hockey is Canada's most popular sport!), yet politicians are seriously entertaining the insane notion that London should go after a CFL franchise, where at least 30,000 fans are required to keep a team afloat.

In the meantime, stadiums that remain empty still require constant cleaning & maintenance. The land on which the stadium stands will no doubt be exempted from paying municipal taxes like other cultural albatrosses.

The 10-lane Olympic pool and the accompanying luxuries will cost millions and will be used regularly by few Londoners. We are already well served by the YMCA, health clubs, spas, apartment pools & public facilities. The greatest use of this aquatic complex will be for out-of-town athletes.

And in the meantime, many P.U.C. parks have few or no washroom facilities; drainage is poor at certain parks, land needs repair, etc.

The taxpayer will be asked to cover this \$10 million tax burden (plus interest) at a time when the city will likely have annexed huge tracts of lands around the current city limits, which will also cost millions. Consider also that last year the city approved a \$50 million, 20-year road improvement-widening-extension program. The taxes for this additional program will peak in the 1990's.

With all of this, the city will have to borrow to finance much of this; in a time in history when interest rates are rising and will likely remain high for the next decade.

Because the financial arrangements are so shaky and clearly unprofitable to the London taxpayer, the committee spent much effort in their brochure & in public promoting the 'prestige' of holding the Games, and the long-term 'good reputation' London will receive from hosting the Games. But do any *Free Press* readers remember who hosted the last Pan-Am or Commonwealth Games? I doubt if 1% of Londoners know -or care. What we should remember is the Montreal Olympics went over \$1 *BILLION* in debt for the 1976 Olympics and that the domed stadium in Vancouver cost double its original estimates.

The Games Committee promises that much of our park land will be improved in the process of preparing for 1991, but I doubt, for example, if Carling Arena will get an outdoor washroom to accommodate the 300 youths who play soccer there throughout the summer; I doubt that Carling Park will see drainage provided on its fields; I doubt if Boulee Park will have its ground levelled off so soccer can be played properly. Many of these little things needed now and in the future that serve large numbers of London residents and their children will be sacrificed in the inevitable cutbacks that will be necessary once money is being funnelled towards the lavish and elitist facilities that cater more to image than to function.

The Games Committee anticipates at least \$10 million in revenue from TV rights and event ticket sales. But TV rights, expected to be \$2 million (1984 dollars), for non-Olympic stature amateur sports net very little, since audiences for protracted events (this event being two weeks long) are specific and not mass-oriented. In other words, archery fans watch archery competition; swimming fans watch swimming, etc.

According to USA Today, the 1984 Winter Olympics had the worst ratings for any ABC prime-time program, and was the network's biggest money loser. The Committee has seriously overestimated expected revenues.

As to ticket sales: let's assume each ticket costs \$10, per event, per day. With 25 events, accommodating anywhere from 500 to 8,000 paid spectators, the maximum revenue possible over a two-week period (and this is wishful thinking at best) is 2.5 million 1991 dollars. \$5 - \$7 million in earned 'revenue' is yet to be accounted for. Where does it come from?

The Games Committee claims it will raise large amounts -possibly up to \$10 million- in the 'community'. But while this is going on, the 'community' is also expected to raise money for the United Way, the Salvation Army, and the more than two hundred other causes and charities that fundraise every year in London.

There is only so much spare cash around. What distinguishes the United Way, the Salvation Army and other charities from the Pan-Am Games is that we *need* United Way, etc. and they are funded by consent, whereas the Pan-Am Games is frivolous in its purpose and coercive (taxation) in its funding.

We must, in the volatile future ahead, distinguish between the necessary and the whimsical. It would be a tragedy if much of the public's tax payments and voluntary donations to amateur sports, charities, and recreation were instead diverted to the decadent Pan-Am Games bid.

Yours truly,

Marc Emery

Please write a Letter to the Editor of the *Free Press* and express your opposition to London's bid to host the Games. Talk to the aldermen of Ward 3 [both of whom have already voted to spend thousands of dollars on preliminary bids] and encourage them to reconsider their position favouring the spending of \$10 million in London tax money for the 1991 Games.

London has been a great place to live without these international extravaganzas. Let's concentrate on the little things that are important, like sidewalks, street lighting, drainage, park maintenance, etc.

This letter is being distributed to 20,000 residents in London by MARC EMERY of 666 Oxford Street East. Phone number: 438-4991 (evenings).