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264-7672
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SSC 2/1998

DRAFT NO. 3

OLYMPIC TRACK AND FIELD TRIALS JULY 2000 BUSINESS PLAN

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Prepared by ECONOMIC & PLANNING SYSTEMS
for Sacramento Region Sports Education Foundation

November 18, 1998

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US Olympic Team Track & Field Trials
Business Plan
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BUSINESS PLAN

The Sacramento Region Sports Education Foundation is the organizing committee for the 2000 United States Olympic Team Trials for Track and Field (Trials). The Foundation will operate under the name Sacramento 2000. The eight-day event will be held from July 14 - 23, 2000 at Hornet Stadium located on the California State University Sacramento campus. Attendance is estimated at 120,000, averaging 15,000 attendees per day.

The Business Plan for the Track and Field Trials is presented in this document. The Business Plan provides the:

- the organizational structure;
- a timeline for completion significant activities (Major Milestones);
- a financing plan; and
- an appendix including the detailed financing tables, worksheets and assumptions supporting the financing plan.

The Business Plan will be updated frequently as more information becomes available concerning ticket sales, marketing expenses, operating expenses for the Trials, and fund raising activities.

ORGANIZATIONAL STRUCTURE

Sacramento 2000 has been designated by the USA Track & Field, Inc. (USATF) as the Organizing Committee for the Trials. Sacramento 2000 is a non-profit 501.c.3 corporation. The Organizing Committee is responsible for the *overall conduct and promotion of the Trials*. As part of that overall assignment, the Organizing Committee is responsible for providing:

- All facilities and equipment for the Trials.
- Housing and meals to athletes, press, administrators, coaches, and VIPs.
- Headquarters hotel and media hotel.
- Hospitality accommodations.
- Security.
- Medical services.
- Transportation and parking.
- Venue tents and trailers.
- Programs, printed materials and promotion activities.
- Volunteers.
- Recognition/ Awards Ceremonies.
- Limited access areas, credentials, and parking.
- Custodial, maintenance, engineering, and other personnel.
- Insurance.

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Operating plans for most of the activities identified above will be submitted to USATF by December 1, 1998. Plan will be reviewed by USATF during the following three months. Final operating plans will be approved by February 1, 1999.

The Sacramento Sports Commission worked with USATF to bring the Trials to Sacramento. Sacramento 2000 (Sacramento Region Sports Education Foundation) was created as the Operating Committee to provide the necessary administration, support facilities and service functions for the successful completion of the Trials. Sacramento 2000 is supported by a Steering Committee and a Blue Ribbon Committee. The Chief Executive Officer is assisted by these committees. The management of the Trials has been divided into four operating department (administration, support, facilities and competition). The organization structure for the Trials is shown in Figure 1.

John McCassey is the Chief Executive Officer of the Organizing Committee and responds to the Committee's Board of Directors. He is supported by a Steering Committee, which oversees the operational activities of administration, support services, facilities preparedness, and competition. There is also Blue Ribbon Committee comprised of local and statewide community leaders who will mobilize support for the Trials. Figure 2 shows the membership of the Sacramento 2000 Board of Directors, the Steering Committee and the Blue Ribbon Committee.

The operating structure and personnel assignments for Sacramento 2000 is shown in Figure 3. The operating group, managed by the CEO, is responsible for day-to-day implementation of the operating plans.

MAJOR MILESTONES

The 2000 Olympic Team Track and Field Trials requires a major planning effort to insure that all of the required activities are coordinated and successfully completed. Figure 4 shows the timing and status of major milestones. Many of the major activities were already completed by November 1998.

Figure 5 diagrams the timing of major activities through July 2000. The operating plans will be approved by February 1999. Heavy promotion activity begins in the spring of 1999 and tickets sales begin in the summer of 1999. Fund raising activities are continuous. The all-weather track has been installed. The practice track construction is scheduled for spring 1999 and the press box construction is scheduled for the first quarter of 2000. Community relations will be an on-going activity.

FINANCING PLAN

The U.S. Olympic Team Track and Field Trials will be financed through a combination of ticket revenues, sponsorship revenues, loans from the City of Sacramento and

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Sacramento County, grants from the State of California, and grants and loans from Sacramento 2000. Sacramento 2000 funding will be provided from corporate and individual contributions.

Sacramento 2000 will conduct a number of fund raising events and activities that will provide the operating funds necessary to put on the Trials. Sacramento 2000 will provide funding for the construction of facilities at Hornet Field. In addition, Sacramento 2000 will loan working capital funds until the proceeds of ticket sales and other meet income are sufficient to pay for the costs of the Trials. In the event that meet income does not cover operating costs, monies from fund raising activities will be used to fund the shortfall.

Figure 6 shows a projection of the total revenues and expenses necessary to stage the Trials. An estimated \$5.9 million in funding are required to upgrade the facilities at Hornet Field, cover meet operating expenses, and provide for cash flow shortages. Figure 6 shows that, at the time of this projection, the Trials will break even after covering all operating costs and repaying all loans provided to meet cash flow expenses.

Figure 7 shows the projected cash flow for the Trials excluding stadium upgrades, which are funded by grants from the Sacramento 2000 and loans from the City of Sacramento, Sacramento County, and Sacramento 2000. This figure shows:

- Trial revenues, including the State of California grant for marketing and promotion, are estimated at \$3.4 million.
- Trial expenses are estimated at approximately \$3.35 million.
- Cash flow shortfalls (without loans) will be necessary until all of the Trial revenues are available.
- The largest shortfall necessary will be approximately \$560,000 and will occur in the second quarter of 1999, just before the start of ticket sales in the third quarter of 1999.
- With letters of credit secured from the City of Sacramento and Sacramento for \$300,000, Sacramento 2000 will need to raise approximately \$300,000 to ensure that all of the cash flow needs of the Trials are met.

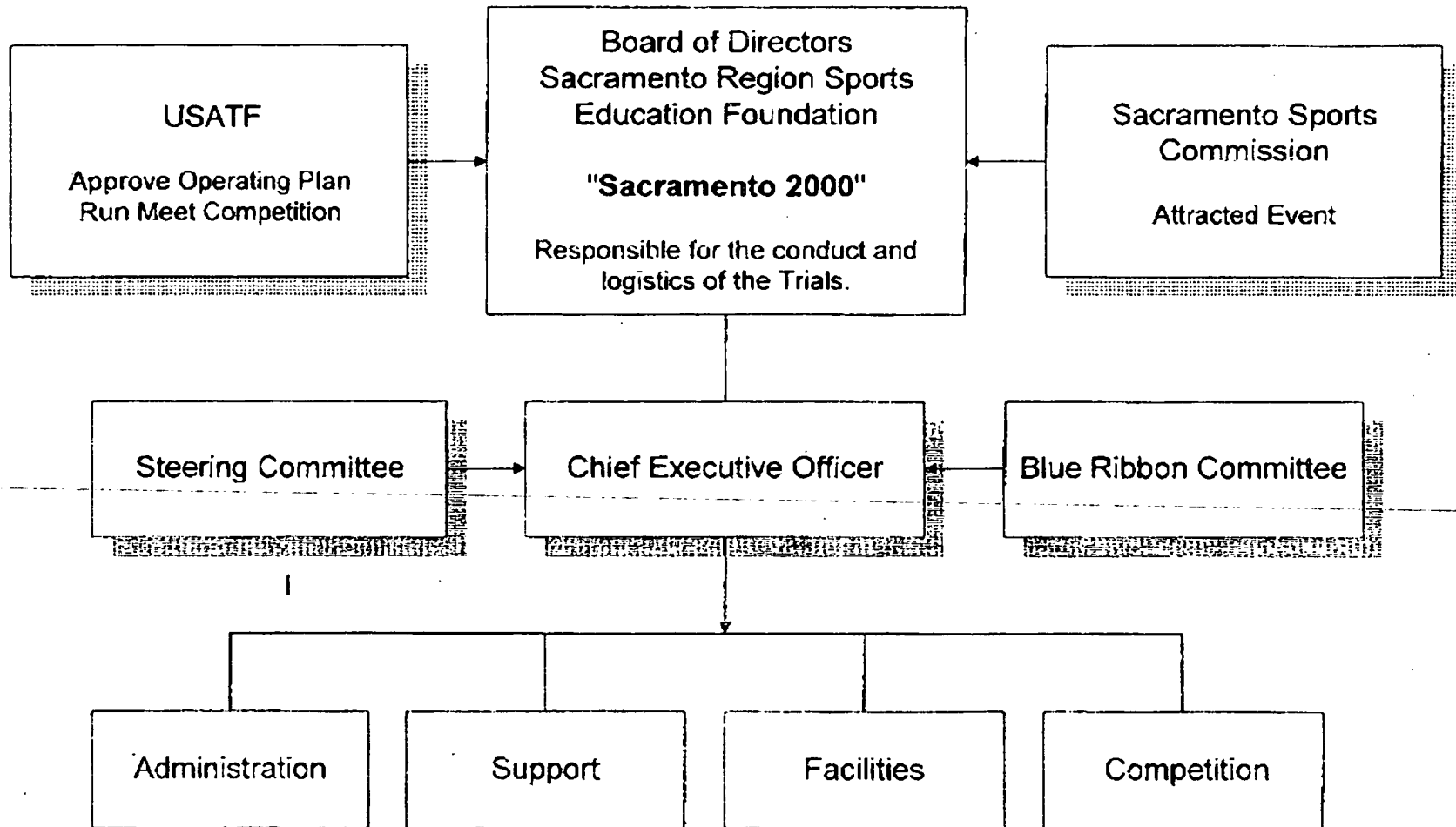
Figure 8 summarizes the Sacramento 2000 revenues and expenses for the Trials. Sacramento 2000 anticipates receiving corporate and individual contributions of approximately \$1.4 million. All of this money has already been pledged by November 1998. Addition contributions will be solicited. Sacramento 2000 will also hold three fund raising events and estimates \$1 million in revenues from these events.

Of the \$2.4 million in revenues to Sacramento 2000, \$1.8 million is designated for improvements to the Hornet Stadium track, practice track, and press facilities.

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Sacramento 2000 will provide loans to the Trials to cover cash flow shortages. At the completion of the trials, Sacramento 2000 will be repaid for any funds loaned to the Trials to the extent that there are any funds remaining at the end of the Trials after accounting for all meet expense. This money will be available to fund future Sacramento 2000 activities. The current projections indicate that \$550,000 will be available to Sacramento 2000 at the end of the Trials.

Figure 1
2000 U.S. Olympic Team Track and Field Trials
Organizational Structure



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Figure 2
Sacramento 2000 Committee Structure

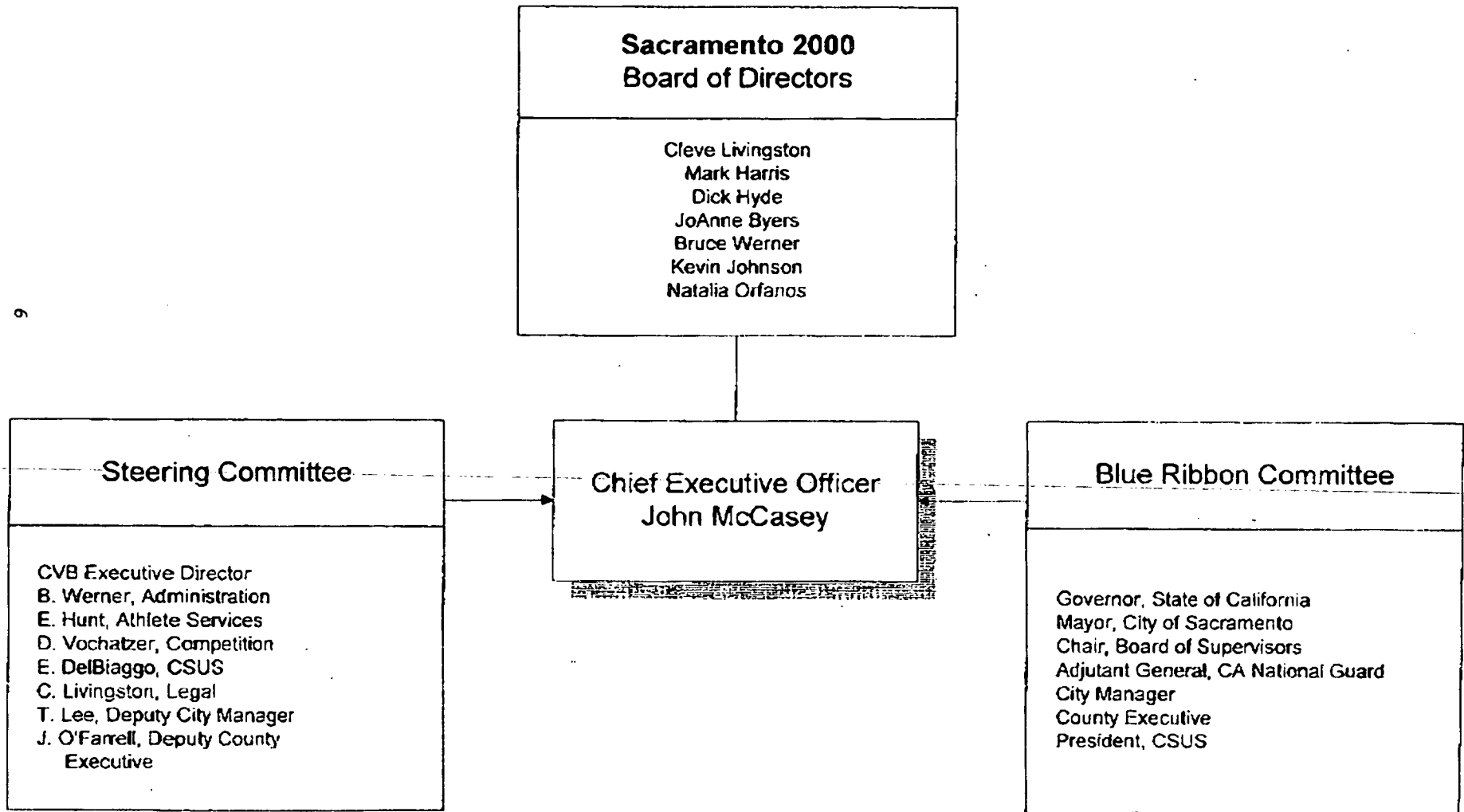
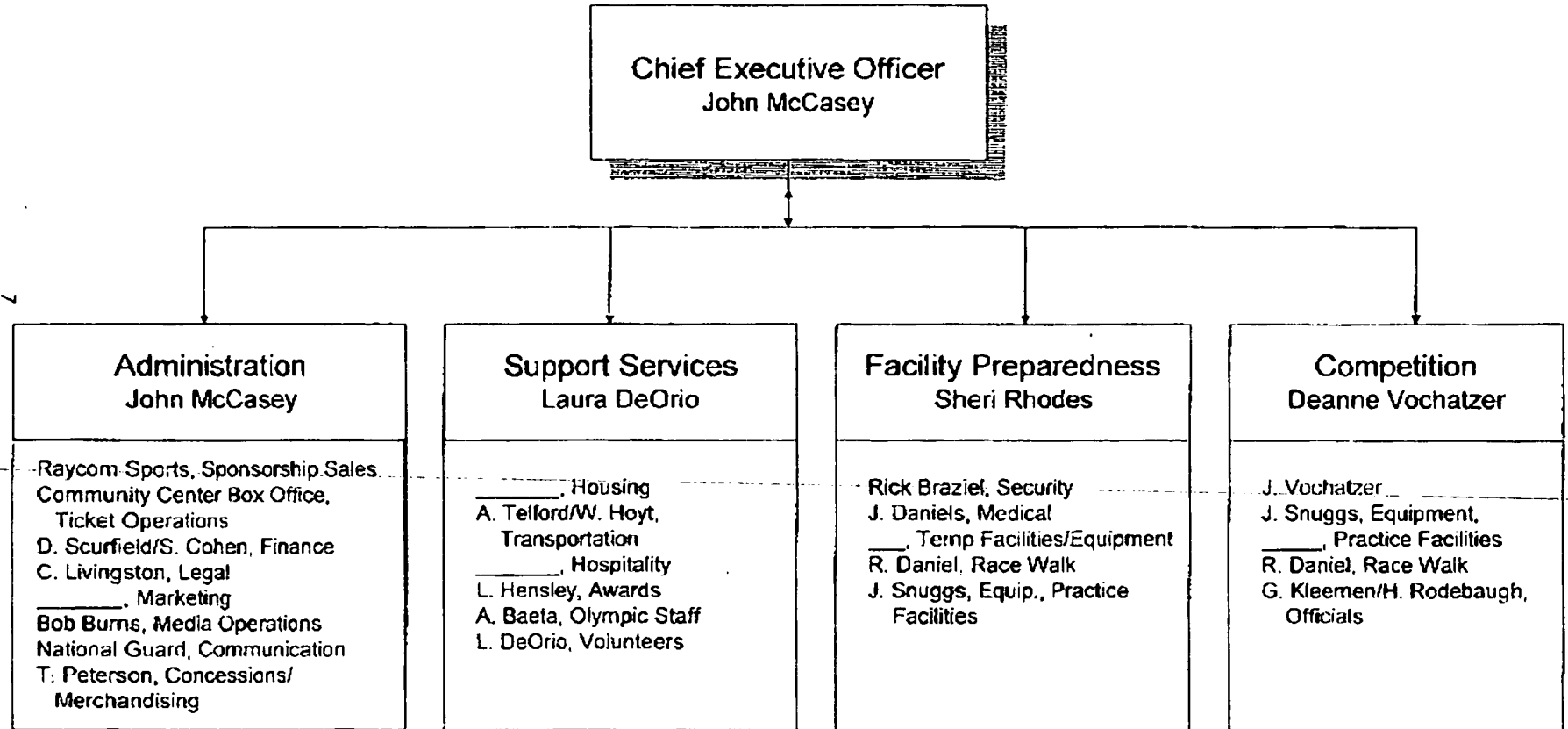


Figure 3 Sacramento 2000 Operating Structure



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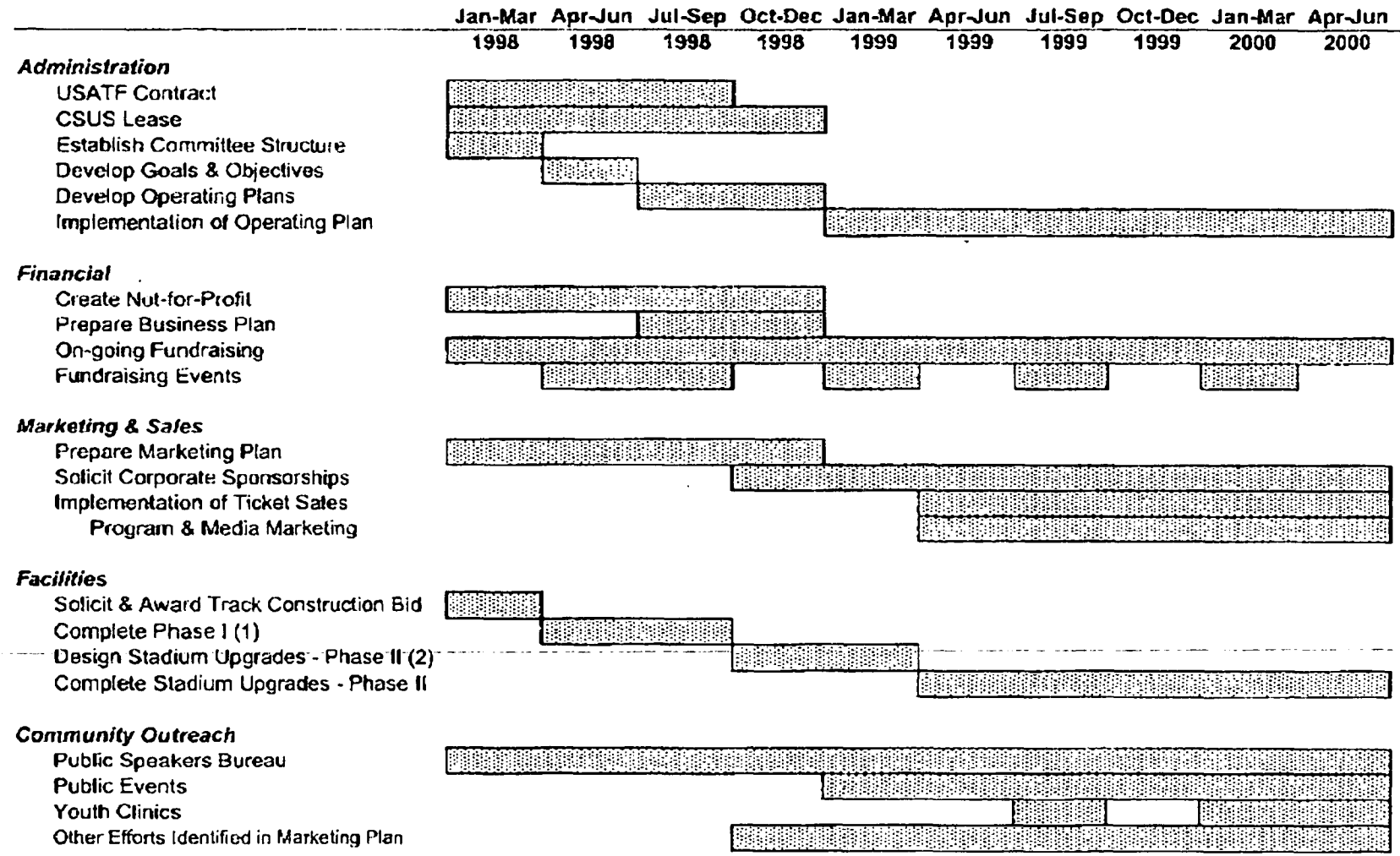
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Figure 4

Major Milestones

<u>Milestone</u>	<u>Date</u>	<u>Status</u>
Spanos Grant for Track Improvements	September 1997	Complete
Bid Submitted	September 1997	Complete
Bid Awarded	December 1997	Complete
Rights Fees (1st Installment)	September 1997	Complete
1st Fund Raising Event	Summer 1998	Complete
All Weather Track Installed at Hornet Field	September 1998	Complete
USATF Contract Executed	September 1998	Complete
Sacramento Region Sports Education Foundations Non-Profit Corporation Status	October 1998	Complete
Sacramento 2000 Staff Hired	October 1998	Complete
City/County Letters of Credit Approved	October 1998	Complete
Start of Corporate Sponsorship/ Ticket Marketing Program	October 1998	Initiated
2nd Fund Raising Event	January 1999	
Operating Plans Submitted to USATF	December 1998	
CSUS Lease	December 1998	
Rights Fees (Final Installment)	November 1998	
Event Schedule Finalized	January 1999	
Final Budget Approved by UST&F and Sacramento 2000	January 1999	
Operating Plans Approved by UST&F and Sacramento 2000	February 1999	
Practice Track Constructed	Spring 1999	
Start of Ticket Sales	July 1999	
3rd Fund Raising Event	April 1999	
4th Fund Raising Event	October 1999	
Press Box/Elevator Constructed	Winter 2000	
Track and Field Trials	July 14-23, 2000	

Figure 5
Sacramento Sports Commission
U.S. Olympic Track & Field Trials -- July 2000
Event Timeline



1) Phase I - Main Track 2) Phase II - Practice Track & Press Box

Figure 6
US Olympic Team Track and Field Trials
Cash Flow including Loans and Grants

	See Work Sheets	Total
Revenue		
Gate Receipts and Ticket Packages	R1	\$1,920,000
Other Meet Income	R1	\$1,223,000
City/County Letter of Credit	R1	\$300,000
Grants from Sacramento 2000	R2	\$1,810,000
Loans from Sacramento 2000	R2	\$264,000
Convention & Visitors Bureau Loan		\$103,000
State of California Grant (\$250,000)		\$250,000
Other designated Revenues		\$0
Total Revenue		\$5,870,000
Expense		
Rights Fee to USATF		\$150,000
Administrative & Office Expenses	E1	\$1,228,000
Promotions and Marketing	E1	\$573,200
Stadium Construction	E2	\$1,810,000
Meet Operations	E2	\$1,120,500
Hospitality	E2	\$286,000
City/County Loan Repayment		\$300,000
Interest on City/County Loan at 5%		\$23,875
Sacramento 2000 Loan Repayment		\$264,000
Interest on Sacramento 2000 Loan 5%		see note 2
C & VB Loan Repayment		\$103,000
Total Expenses		\$5,858,575
Surplus/Deficit		\$11,425

Notes

- 1) Worksheets are found in the Appendix
- 2) Sacramento 2000 Loan and Interest will be repaid to the extent funds are available.

**Figure 7
US Olympic Team Track & Field Trials
Cash Flow excluding Loans and Grants**

	See Sheet	To Date	1998 Qtr 4	1999 Qtr 1	1999 Qtr 2	1999 Qtr 3	1999 Qtr 4	2000 Qtr 1	2000 Qtr 2	July 2000 thru - Closeout	Total
Beginning Balance		\$0	(\$112,000)	(\$283,500)	(\$390,500)	(\$561,100)	(\$415,850)	(\$415,975)	(\$492,850)	(\$212,950)	
Revenue											
Gate Receipts and Ticket Packages		\$0	\$0	\$0	\$0	\$260,000	\$175,000	\$175,000	\$700,000	\$610,000	\$1,920,000
State of California		\$0	\$62,500	\$62,500	\$62,500	\$62,500	\$0	\$0	\$0	\$0	\$250,000
Other Meet Income	R1	\$0	\$0	\$0	\$0	\$33,000	\$33,000	\$34,000	\$350,000	\$773,000	\$1,223,000
Total Revenue		\$0	\$62,500	\$62,500	\$62,500	\$355,500	\$208,000	\$209,000	\$1,050,000	\$1,383,000	\$3,393,000
Expense											
Rights Fee to USATF		\$50,000	\$100,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$150,000
Administrative & Office Expenses	E1	\$60,000	\$107,000	\$142,000	\$142,000	\$157,000	\$157,000	\$157,000	\$172,000	\$134,000	\$1,228,000
Promotions and Marketing	E1	\$2,000	\$27,000	\$27,500	\$91,100	\$53,250	\$51,125	\$128,875	\$177,100	\$15,250	\$573,200
Meet Operations	E2	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$396,000	\$724,500	\$1,120,500
Hospitality	E2	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$25,000	\$261,000	\$286,000
City/County Loan Interest		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$23,875	\$23,875
Sacramento 2000 Loan Interest		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	see note	see note
Total Expenses		\$112,000	\$234,000	\$169,500	\$233,100	\$210,250	\$208,125	\$285,875	\$770,100	\$1,158,625	\$3,381,575
Ending Balance		(\$112,000)	(\$283,500)	(\$390,500)	(\$561,100)	(\$415,850)	(\$415,975)	(\$492,850)	(\$212,950)	\$11,425	\$11,425
Shortfalls will be funded by loans from City and County of Sacramento and Sacramento 2000. Loans will be repaid as funding is available											

1) Sacramento 2000 Loan and Interest will be repaid to the extent funds are available.
 This figure is also repeated in the Appendix in Table A-2

**Figure 8
Sacramento 2000
Cash flow Summary**

	See Note	Total
Funding from Contributions and Fundraising Events		
Corporate Support/Contributions and Fundraising Event 1		
Spanos Field Contribution		\$1,000,000
Spanos May 98		\$100,000
PacBell		\$25,000
Pride Industries		\$25,000
Angelo Tsakopoulos		\$25,000
Benito		\$25,000
UC Med Center		\$25,000
Mondo USA		\$35,000
Caroline Reid Pledge		\$100,000
Other		\$0
Total Corporate Support/Contributions		\$1,360,000
Fund Raising Events		
Event 2 Jan 99	1	\$500,000
Event 3	2	\$250,000
Event 4	3	\$250,000
Total Fund Raising Events		\$1,000,000
Total Sacramento 2000 Revenue		\$2,360,000
Grants to 2000 Track & Field Trials for Stadium Construction		(\$1,810,000)
Loans to 2000 Track & Field Trials		(\$264,000)
Repayment of Loans		\$264,000
Ending Balance		\$550,000

Notes

- 1) Event 2 Fundraising Goal \$500,000
- 2) Event 3 Fundraising Goal \$100,000 to \$250,000
- 3) Event 4 Fund Raising Goal \$100,000 to \$250,000

APPENDIX A

U.S. OLYMPIC TEAM TRACK AND FIELD TRIALS
FINANCIAL APPENDIX

The Financial Appendix the Track and Field Trials Business Plan provides the detailed financial tables and assumptions that support the information presented in Figures 6, 7 and 8. The cash flow tables are divided into quarterly estimates until the last period - July 2000 through closeout of the Trials. All basic assumptions are indicated in the tables.

The following financial tables are provided:

Table A-1	Cash Flow including SACRAMENTO 2000 Loans and Grants
Table A-2	Cash Flow excluding SACRAMENTO 2000 Loans and Grants
Worksheet R-1	Revenue Estimates
Worksheet R-2	SACRAMENTO 2000 Cash Flow Summary
Worksheet E-1	Expense Estimates - Admin, Promotions and Marketing
Worksheet E-2	Expense Estimates - Stadium Construction, Meet Operations, & Hospitality

**Table A - 1
US Olympic Team Track & Field Trials
Cash Flow Including Loans and Grants**

	See Work Sheet	To Date	1998 Qtr 4	1999 Qtr 1	1999 Qtr 2	1999 Qtr 3	1999 Qtr 4	2000 Qtr 1	2000 Qtr 2	July 2000 thru - Closeout	Total
Beginning Balance		\$0	\$1,000	\$16,500	\$500	\$2,900	\$148,150	\$148,025	\$71,150	\$351,050	
Revenue											
Gate Receipts and Ticket Packages	R1	\$0	\$0	\$0	\$0	\$260,000	\$175,000	\$175,000	\$700,000	\$610,000	\$1,920,000
Other Meet Income	R1	\$0	\$0	\$0	\$0	\$33,000	\$33,000	\$34,000	\$350,000	\$773,000	\$1,223,000
City/County Letter of Credit	R1	\$10,000	\$290,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$300,000
Grants from Sacramento 2000	R2	\$960,000	\$0	\$0	\$350,000	\$0	\$0	\$500,000	\$0	\$0	\$1,810,000
Loans from Sacramento 2000	R2	\$0	\$0	\$91,000	\$173,000	\$0	\$0	\$0	\$0	\$0	\$264,000
Convention & Visitors Bureau Loan		\$103,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$103,000
State of California Grant (\$250,000)		\$0	\$62,500	\$62,500	\$62,500	\$62,500	\$0	\$0	\$0	\$0	\$250,000
Other designated Revenues		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Revenue		\$1,073,000	\$352,500	\$153,500	\$685,500	\$355,500	\$208,000	\$709,000	\$1,050,000	\$1,383,000	\$5,870,000
Expense											
Rights Fee to USATF		\$50,000	\$100,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$150,000
Administrative & Office Expenses	E1	\$60,000	\$107,000	\$142,000	\$142,000	\$157,000	\$157,000	\$157,000	\$172,000	\$134,000	\$1,228,000
Promotions and Marketing	E1	\$2,000	\$27,000	\$27,500	\$91,100	\$53,250	\$51,125	\$128,875	\$177,100	\$15,250	\$573,200
Stadium Construction	E2	\$960,000	\$0	\$0	\$350,000	\$0	\$0	\$500,000	\$0	\$0	\$1,810,000
Meet Operations	E2	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$396,000	\$724,500	\$1,120,500
Hospitality	E2	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$25,000	\$261,000	\$286,000
City/County Loan Repayment		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$300,000	\$300,000
Interest on City/County Loan at 5%		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$23,875	\$23,875
Sacramento 2000 Loan Repayment	1	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$264,000	\$264,000
Interest on Sacramento 2000 Loan 5%	1	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	see note	see note
C & VB Loan Repayment		\$0	\$103,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$103,000
Total Expenses		\$1,072,000	\$337,000	\$169,500	\$583,100	\$210,250	\$208,125	\$785,875	\$770,100	\$1,722,625	\$5,858,575
Ending Balance		\$1,000	\$16,500	\$500	\$2,900	\$148,150	\$148,025	\$71,150	\$351,050	\$11,425	\$11,425

1) Sacramento 2000 Loan and Interest will be repaid to the extent funds are available.

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**Table A-2
US Olympic Team Track & Field Trials
Cash Flow excluding Loans and Grants**

	See Sheet	To Date	1998 Qtr 4	1999 Qtr 1	1999 Qtr 2	1999 Qtr 3	1999 Qtr 4	2000 Qtr 1	2000 Qtr 2	July 2000 thru - Closeout	Total
Beginning Balance		\$0	(\$112,000)	(\$283,500)	(\$390,500)	(\$561,100)	(\$415,850)	(\$415,975)	(\$492,850)	(\$212,950)	
Revenue											
Gate Receipts and Ticket Packages		\$0	\$0	\$0	\$0	\$260,000	\$175,000	\$175,000	\$700,000	\$610,000	\$1,920,000
State of California		\$0	\$62,500	\$62,500	\$62,500	\$62,500	\$0	\$0	\$0	\$0	\$250,000
Other Meet Income	R1	\$0	\$0	\$0	\$0	\$33,000	\$33,000	\$34,000	\$350,000	\$773,000	\$1,223,000
Total Revenue		\$0	\$62,500	\$62,500	\$62,500	\$355,500	\$208,000	\$209,000	\$1,050,000	\$1,383,000	\$3,393,000
Expense											
Rights Fee to USATF		\$50,000	\$100,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$150,000
Administrative & Office Expenses	E1	\$60,000	\$107,000	\$142,000	\$142,000	\$157,000	\$157,000	\$157,000	\$172,000	\$134,000	\$1,228,000
Promotions and Marketing	E1	\$2,000	\$27,000	\$27,500	\$91,100	\$53,250	\$51,125	\$128,875	\$177,100	\$15,250	\$573,200
Meet Operations	E2	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$396,000	\$724,500	\$1,120,500
Hospitality	E2	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$25,000	\$261,000	\$286,000
City/County Loan Interest		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$23,875	\$23,875
Sacramento 2000 Loan Interest		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	see note	see note
Total Expenses		\$112,000	\$234,000	\$169,500	\$233,100	\$210,250	\$208,125	\$285,875	\$770,100	\$1,158,625	\$3,381,575
Ending Balance		(\$112,000)	(\$283,500)	(\$390,500)	(\$561,100)	(\$415,850)	(\$415,975)	(\$492,850)	(\$212,950)	\$11,425	\$11,425
Shortfalls will be funded by loans from City and County of Sacramento and Sacramento 2000. Loans will be repaid as funding is available											

1) Sacramento 2000 Loan and Interest will be repaid to the extent funds are available.

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Worksheet R1 US Olympic Team Track & Field Trials Revenue Estimates

	See Note	To Date	1998 Qtr 4	1999 Qtr 1	1999 Qtr 2	1999 Qtr 3	1999 Qtr 4	2000 Qtr 1	2000 Qtr 2	July 2000 thru - Closeout	Total
City/County Letter of Credit											
City LOC Draws (\$150,000)		\$10,000	\$140,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$150,000
County LOC Draws (\$150,000)		\$0	\$150,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$150,000
Total City/County Letter of Credit		\$10,000	\$290,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$300,000
Gate Receipts and Ticket Packages	1	\$0	\$0	\$0	\$0	\$260,000	\$175,000	\$175,000	\$700,000	\$610,000	\$1,920,000
Other Meet Income											
Merchandising	2	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$90,000	\$90,000
Parking Fees	3	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$150,000	\$150,000
Concessions and Program Sales	4	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$108,000	\$108,000
Medical	5	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$50,000	\$50,000
Credentials/athlete support services	6	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$25,000	\$25,000
Local Sponsorship Packages		\$0	\$0	\$0	\$0	\$33,000	\$33,000	\$34,000	\$0	\$0	\$100,000
Hospitality Revenue	7	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$350,000	\$350,000	\$700,000
Total Other Meet Income		\$0	\$0	\$0	\$0	\$33,000	\$33,000	\$34,000	\$350,000	\$773,000	\$1,223,000

Days in Event=8, Attendance = 15,000 per day
Total Attendance

120,000

Notes

- 1) Total Attendance * \$16 \$1,920,000
- 2) Merchandise = attendance * \$2.50 * 30% \$90,000
- 3) Parking=3750 vehicles per day @ \$5 \$150,000
- 4) Concessions= \$1.50 * attendance = \$180,000 * 30% \$54,000
 Programs =Attendance * 10% @ \$5 = \$60,000 * 90% \$54,000

Total \$108,000
- 5) Inkind - UC Med Center \$50,000
- 6) 200 Credentials/Athletic Services Support @ \$125 \$25,000
- 7) Hospitality Revenue \$700,000
 - Suites 10 @ \$20,000 \$200,000
 - Tents 10 @ \$35,000 \$350,000
 - Corporate Village \$100,000
 - Banquet (\$200k revenue - \$150k expense) \$50,000
 - Total \$700,000

**Worksheet R2
Sacramento 2000
Cash Flow Summary**

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	See Note	To Date	1998 Qtr 4	1999 Qtr 1	1999 Qtr 2	1999 Qtr 3	1999 Qtr 4	2000 Qtr 1	2000 Qtr 2	2000 0	Total
Beginning Balance		\$0	\$265,000	\$265,000	\$734,000	\$486,000	\$511,000	\$786,000	\$286,000	\$286,000	\$0
Corporate Support/Contributions And Fund Raising Event 1											
Spanos Field Contribution		\$1,000,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,000,000
Spanos May 98		\$100,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$100,000
PacBell		\$25,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$25,000
Pride Industries		\$25,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$25,000
Angelo Tsakopoulos		\$25,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$25,000
Benito		\$25,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$25,000
UC Med Center		\$25,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$25,000
Mondo USA		\$20,000	\$0	\$15,000	\$0	\$0	\$0	\$0	\$0	\$0	\$35,000
Carolina Reid Pledge		\$0	\$0	\$25,000	\$25,000	\$25,000	\$25,000	\$0	\$0	\$0	\$100,000
Other		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Corporate Support/Contributions		\$1,245,000	\$0	\$40,000	\$25,000	\$25,000	\$25,000	\$0	\$0	\$0	\$1,360,000
Fund Raising Events											
Event 2 Jan 99	1	\$0	\$0	\$500,000	\$0	\$0	\$0	\$0	\$0	\$0	\$500,000
Event 3	2	\$0	\$0	\$0	\$250,000	\$0	\$0	\$0	\$0	\$0	\$250,000
Event 4	3	\$0	\$0	\$0	\$0	\$0	\$250,000	\$0	\$0	\$0	\$250,000
Total Fund Raising Events		\$0	\$0	\$500,000	\$250,000	\$0	\$250,000	\$0	\$0	\$0	\$1,000,000
Grants to 2000 Track & Field Trials		(\$960,000)	\$0	\$0	(\$350,000)	\$0	\$0	(\$500,000)	\$0	\$0	(\$1,810,000)
Loans to 2000 Track & Field Trials		\$0	\$0	(\$91,000)	(\$173,000)	\$0	\$0	\$0	\$0	\$0	(\$264,000)
Repayment of Loans		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$264,000	\$264,000
Ending Balance		\$285,000	\$285,000	\$734,000	\$486,000	\$511,000	\$786,000	\$286,000	\$286,000	\$550,000	\$550,000

Notes

- 1) Event 2 Fundraising Goal \$500,000
- 2) Event 3 Fundraising Goal \$100,000 to \$250,000
- 3) Event 4 Fund Raising Goal \$100,000 to \$250,000

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Worksheet E1
US Olympic Team Track & Field Trials
Expense Estimates - Admin, Promotions and Marketing

	See Note	To Date	1998 Qtr 4	1999 Qtr 1	1999 Qtr 2	1999 Qtr 3	1999 Qtr 4	2000 Qtr 1	2000 Qtr 2	July 2000 thru - Closeout	Total
Administrative & Office Expenses											
Staff Salaries and Benefits		\$0	\$50,000	\$85,000	\$85,000	\$100,000	\$100,000	\$100,000	\$115,000	\$70,000	\$705,000
Other Office (\$10k/month)		\$0	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$240,000
Legal (\$8,000/month)		\$60,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$252,000
Accounting (\$1000/month)		\$0	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$10,000	\$31,000
Total Administrative & Office Expenses		\$60,000	\$107,000	\$142,000	\$142,000	\$157,000	\$157,000	\$157,000	\$172,000	\$134,000	\$1,228,000
Promotions and Marketing											
Promotional Events and Material		\$0	\$0	\$0	\$35,000	\$0	\$0	\$0	\$50,000	\$0	\$85,000
Advertising	1	\$0	\$0	\$0	\$28,600	\$19,250	\$19,250	\$77,000	\$67,100	\$0	\$211,200
Corporate Sponsorship/Ticket Marketing	2	\$0	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$0	\$175,000
Marketing Expenses		\$2,000	\$2,000	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$0	\$19,000
Media Services		\$0	\$0	\$0	\$0	\$0	\$0	\$20,000	\$15,000	\$0	\$35,000
Box Office & Ticket Operations	3	\$0	\$0	\$0	\$0	\$6,500	\$4,375	\$4,375	\$17,500	\$15,250	\$48,000
Total Promotions and Marketing		\$2,000	\$27,000	\$27,500	\$91,100	\$53,250	\$51,125	\$128,875	\$177,100	\$15,250	\$573,200
Interest on Loans											
City/County Loan Principal		\$10,000	\$290,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$300,000
Cumulative Loan Balance		\$10,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000
Interest at 5 %	4	\$0	\$125	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$1,250	\$23,875
Sacramento 2000 Loan Principal		\$0	\$0	\$91,000	\$173,000	\$0	\$0	\$0	\$0	\$0	\$264,000
Cumulative Loan Balance		\$0	\$0	\$91,000	\$264,000	\$264,000	\$264,000	\$264,000	\$264,000	\$264,000	\$264,000
Interest at 5 %	4	\$0	\$0	\$0	\$1,138	\$3,300	\$3,300	\$3,300	\$3,300	\$1,100	\$15,438
Total Interest on Loans		\$0	\$125	\$3,750	\$4,888	\$7,050	\$7,050	\$7,050	\$7,050	\$2,350	\$39,313

- Notes
- 1) 11% OF Gate Receipts and Ticket Packages spent in prior Quarter
 - 2) Averages approximately \$8000 per month
 - 3) 2.5% of Gate Receipts and Ticket Packages
 - 4) Assume Simple Interest

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Worksheet E2
US Olympic Team Track & Field Trials
Expense Estimates - Stadium Construction, Meet Operations and Hospitality

	See Note	To Date	1998 Qtr 4	1999 Qtr 1	1999 Qtr 2	1999 Qtr 3	1999 Qtr 4	2000 Qtr 1	2000 Qtr 2	July 2000 0	Total
Stadium Construction		\$960,000	\$0	\$0	\$350,000	\$0	\$0	\$500,000	\$0	\$0	\$1,810,000
		Track			Practice Track			Press Box/Elevator			
Meet Operations											
Athlete Housing & Meals	1	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$240,000	\$240,000
Management		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$130,000	\$130,000
Working Officials and Volunteers		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$50,000	\$73,500	\$123,500
Athlete Services		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$71,000	\$71,000
50K Race Walk		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$25,000	\$25,000
Stadium Rental		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$304,000	\$0	\$304,000
Tenting, Trailers		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$125,000	\$125,000
Temporary Seating 6,000 @ \$7.00		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$42,000	\$0	\$42,000
Stadium Service & Security		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$60,000	\$60,000
Total Meet Operations		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$396,000	\$724,500	\$1,120,500
Hospitality											
Dinners and Receptions		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$120,000	\$120,000
Stadium Hospitality		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$112,500	\$112,500
Gifts and Mementos		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$25,000	\$0	\$25,000
All Other		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$28,500	\$28,500
Total Hospitality		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$25,000	\$261,000	\$286,000

Notes

1) 800 Athletes @ \$125 * 4 days per athlete	\$400,000
\$50 per athlete per day subsidy	\$160,000
Net Cost for Athlete Housing and Meals	\$240,000

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