



September 27, 1966

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Mr. Paul Muldawer
900 Peachtree Street, N. E.
Atlanta, Georgia

Dear Mr. Muldawer:

With great interest I read Mr. Reese Cleghorn's recent article in the Atlanta Journal entitled "Our Underground City."

The Atlanta Convention Bureau is engaged in the purpose of bringing convention-holding groups to Atlanta and servicing them after the selection of our city. We compete in this activity with seventy-five other cities, and the revenue to Atlanta is about \$45 million as an annual result of conventions meeting here.

We are presently selling Atlanta as the new, dynamic, enthusiastic city in America with new facilities--both hotels and exhibit halls. Most national convention groups have not met in Atlanta, and they are interested in convening in our city. The results of bringing a convention delegate to Atlanta are, of course, most visible and tangible in the immediate downtown area. The delegate spends most of his money in the downtown area; however, the persons hired in the stores, restaurants, hotels, motels, and nightclubs to serve convention delegates spend most of their money in the neighborhoods.

All cities sell their facilities, location, and community activities and interests to convention groups; and they are successful for various reasons. We feel Atlanta is successful because we are new, and we expect to reach \$100 million spent here each year by convention delegates by the year 1970.

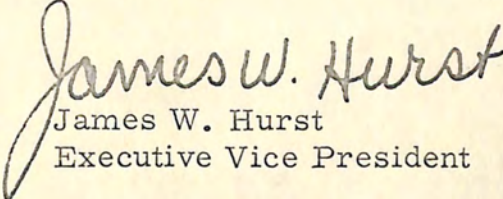
In a few years the newness of Atlanta will no longer exist due to the fact that many national and regional convention groups will have met here in our city. We will be looking for something

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new and different to talk about so that people will want to come to Atlanta. New York has Greenwich Village; St. Louis has Gas Light Square; and Chicago has Old Town. None of these areas are within walking distance of downtown. If the old store fronts were restored and a unique transportation system like horse and buggy or street cars were utilized, a new dimension would be added to Atlanta, creating a great new interest in our city and certainly drawing not only local people, but visitors to the downtown area.

Because of the new dimension the development of the underground city would give to Atlanta and because we would thus have a new sales tool, the Atlanta Convention Bureau would certainly be wholeheartedly in favor of further exploration of this idea by the Civic Design Commission.

Sincerely,


James W. Hurst
Executive Vice President

JWH:vg
cc: Mr. Reese Cleghorn
Mr. T. M. Miller