



ATLANTA STADIUM
ATLANTA, GA. 30312
AC 404 - 522-7630

February 10, 1966

PERSONAL & CONFIDENTIAL

Mayor Ivan Allen, Jr.
City Hall
Atlanta, Georgia

Dear Ivan:

I want to thank you for taking the lead in setting up Tuesday's meeting to see about coordinating our forces between now and the opening of the season. I attempted to articulate the Braves position properly, but I thought a letter might help as a guide for Bell & Stanton in developing their program. The points discussed at the meeting were as follows:

1. Season Ticket Campaign

The results to date are disappointing but not disheartening. The Wisconsin litigation has created serious doubts, particularly in Atlanta, about whether the Braves will ever play a game here and this has hurt our business tremendously. We have also run into serious legal complications in publicizing our Stadium Club and even though this facility is for the exclusive use of season ticket holders, we are put in the most awkward position of not being able to announce plans for the Club or solicit membership. I reconfirmed this position with our lawyers after the meeting and they feel very strongly that there be no publicity until the present hearing is terminated.

The Falcon's most successful campaign has hurt the Braves season ticket sale in a number of ways. For example, nobody has any doubts as to whether the Falcons will be able to play their schedule here, as opposed to my estimate that 75% of the companies we solicited have serious doubts as to whether the Braves will open the season in Atlanta. Of course, the low price of football season tickets

makes for a much easier promotion. Nonetheless, I hope I made it very clear that the effect of the Falcon campaign on the Braves campaign will only take place this year since Rankin and I have agreed not to overlap in future years.

The Braves recognize the football history of Atlanta and we know that there is a big job to be done in order to share the limelight with Georgia, Georgia Tech and NFL. This situation has been successfully overcome in other cities, notably Los Angeles and San Francisco, and in a very short period of time I am confident that the Braves will receive this kind of acceptance in Atlanta. I can tell you that the relationship between the Braves and the Falcons is excellent and Rankin and I will see that it remains so. The Braves have spent over \$50,000 in the promotion of season tickets already and we are now at a point where it's unrealistic to assume that we can do much more to promote this type of business without assistance. The only way to generate additional business would be for civic groups to get together and, after reviewing our season ticket list, actively solicit all businesses who have not ordered as well as any companies who have responded in a nominal way. I do not know whether any one organization is willing to take on this vast project. If there is, we would obviously cooperate in every way.

2. Opening Day Plans

The Braves agree that Bell & Stanton is the logical coordinator for Opening Day plans.

It's my understanding that Opie Shelton will ask them to prepare a program which will be submitted to us within the next ten days. This program will insure that the park will be sold out for April 12 and they will be given full authority to execute their program. The Braves will spend \$10,000 towards this campaign with the understanding that we have already spent or committed a great deal of these monies for newspaper ads, radio and TV spots, etc. I understand that the additional funds will come from civic and business organizations who, other than the Braves, will most directly benefit from a successful program.

3. Stadium Club

The Braves definitely need help in making the Stadium Club a success, particularly in light of the unknown problems which have arisen in connection with this project. I believe it's in the spirit of our original intent that Atlanta Stadium have a first class club and there is no doubt in my mind that without this facility season ticket sales in the long run will be affected drastically. Virtually every baseball

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stadium now constructed or under construction (with the notable exception of Milwaukee) has such a facility, and I might add it's usually part of the original cost of construction. In this case the Braves have undertaken the financing of this club, but we never expected that the cost of obtaining a liquor license would be so substantial (primarily because of the expense of litigation). At this point, we have a \$450,000 commitment which we have undertaken knowing full well that the liquor question remains unsolved, but I am certain that you gentlemen will assist in overcoming this embarrassing situation promptly. I feel that we have demonstrated our good faith in proceeding with the Club on schedule and Atlanta is too proud of a city to allow harrassing litigation of this kind to exist.

We will need members and it's important that we have the assistance of the leadership of this city in attracting a membership of at least 1,000 for the Club. Within the next few days I will be sending you a membership brochure which we intend to use immediately after the litigation and I would hope that the business community will get behind this Club. I assure you it's tastefully designed and will be the finest facility of its kind in any stadium in the United States. The annual dues will be \$150 or less for a corporation and less for individual memberships. The maximum initiation fee for corporations will be \$500 and \$250 for individuals. I hope you can tell me who might be able to help me on this membership drive since from the Braves standpoint I am taking this project on personally.

I am enclosing a confidential report on our season ticket campaign prepared by Jim Fanning of the Braves organization. He had the responsibility of directing this campaign which I believe is the most extensive program ever attempted by a Major League baseball team in a new city. I hope this approach will lay the groundwork for a much more successful result in future years when the harrassments are terminated. I would appreciate any comments you might have regarding the Fanning report.

With best regards.

Sincerely,



William C. Bartholomay
Chairman of the Board

WCB:ls

Enc.

cc: Mills B. Lane, Jr.
Arthur Montgomery
Opie Shelton

Bob Richardson
Allan Bell
George Goodwin