

GEORGIA INSTITUTE OF TECHNOLOGY  
ATLANTA, GEORGIA 30332

SCHOOL OF  
INDUSTRIAL MANAGEMENT

August 5, 1966

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The Honorable Ivan H. Allen  
Mayor of Atlanta  
Georgia


Dear Mayor Allen:

One of the degree requirements for a Master of Science in Industrial Management at Georgia Tech is an independent research project to be chosen by the student involved. In fulfilling this requirement, we have undertaken an analysis of the economic impact of the Atlanta Braves on the city of Atlanta.

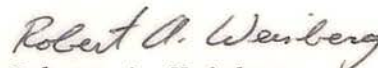
During a conversation this morning with Dale Henson, of the Chamber of Commerce, it was pointed up that the results of this study might be of interest to your office. The effort has been underwritten by the Braves and includes some 1500 personal interviews during ball games, so it should be as comprehensive as anything which is currently available. The study will be completed during September and the Braves should be able to distribute the findings shortly thereafter; however, we are in no position to commit the Braves management to any specific publication date.

If your office has any information which might serve to make the study more complete and/or valid, we would appreciate it if it could be forwarded to us, or we would be glad to make arrangements to visit your office and obtain it personally. We will appreciate any help which you might provide and hope that the published results will be of use to your office.

Sincerely yours,



George D. Houser



Robert A. Weinberg