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Olympic Soul Searching

A look into Chicago's Olympic City Image
Potential for 2016

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ABSTRACT

This study investigates what the Olympics could bring to the Chicago community, along with what Chicago could bring to the Olympic Movement. Particular attention is dedicated to popular culture, our area of interest, which has minimal Olympic research associated to it. Past Olympic Cities possess a plethora of characteristics unique only to them, but also hold Olympic legacy requirements. As a 2016 applicant city, Chicago must look deeply into its current image, along with how it fits an Olympic City image, in order to evaluate its potential in finding its Olympic soul. The research method concentrates on desk studies and expert interviews involving the Olympics, the city of Chicago and destination image. The interviewees include individuals within organizations that play a pivotal role in formulating Chicago's image, either directly or indirectly, and its 2016 Olympic possibility. Upon completion of an Olympic City Model and a current Chicago Image Portrayal Model, results indicate that Chicago has the necessary steps and requirements in place and could be ready for hosting the 2016 Olympics, adding its own distinctive touch to the Olympic legacy.

Key words: Olympics, Olympic City, Chicago, case study, popular culture, Olympic City Model, Chicago's Current Image Portrayal Model

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Table of Contents

ABSTRACT	1
ACKNOWLEDGEMENTS.....	2
ABBREVIATIONS.....	5
CHAPTER 1: INTRODUCTION TO THE SOUL SEARCHING TOPIC.....	6
1.1: Introducing Chicago	6
1.2: Background of Chicago’s Olympic Bid	6
1.3: Promoting Chicago and the Responsible Four Stakeholders	7
1.4: Event Experience and Community Support	7
1.5: Our Interest in the Issue.....	9
CHAPTER 2: IN SEARCH OF THE OLYMPIC CITY	11
2.1: Initial Research on the Olympic Games.....	11
2.2: The Literature Screening and its Division of Categories	11
2.2.1: <i>Culture</i>	13
2.2.2: <i>Urban Development</i>	13
2.2.3: <i>Destination Image</i>	14
2.2.4: <i>Economic Aspects</i>	15
2.2.5: <i>Political Aspects</i>	15
2.2.6: <i>Social Aspects</i>	16
2.2.7: <i>Sport</i>	17
2.2.8: <i>Event Studies</i>	17
2.2.9: <i>History</i>	17
2.3: Official Olympic Documentation	18
2.4: Case Studies	18
2.5: Concluding the Olympic City Search.....	19
2.6: Development of a Destination Image.....	20
2.6.1: <i>Difficulty in Changing a Destination’s Image</i>	20
2.6.2: <i>Strategies to Improve a Destination’s Image</i>	20
2.7: Chicago’s Lack of a Solid City Branding	21
2.8: The Study’s Purpose and Aim	22
2.9: Disposition of the Study	23
CHAPTER 3: THE STAGES OF THE SEARCH PROCESS	24
3.1: An Introduction to the Research Plan and Approach	24
3.2: Commencing with Olympic Research.....	25
3.2.1: <i>The Literature Screening of Olympic City Attributes</i>	26
3.2.2: <i>The Categorization Method of the Olympic City</i>	26
3.2.3: <i>The Formation of an Olympic City Model</i>	27
3.3: Case Study Specific Research on Chicago.....	27
3.3.1: <i>On-line Research to the Four Stakeholders Web Sites</i>	27
3.3.2: <i>Chicago Desk Study on its Current Image Portrayal</i>	27
3.3.3: <i>Use of Chicago Specific Secondary Data</i>	28
3.3.4: <i>Conducted Expert Interviews</i>	28
3.3.5: <i>Conducted Candid Interviews and Spur-of-the-moment Focus Group</i>	30
3.3.6: <i>The Formation of Chicago’s Current Image Portrayal Model</i>	30
3.4: Evaluation and Analysis of the Research Strategy	30
CHAPTER 4: FORMULATION OF THE OLYMPIC CITY MODEL.....	32
4.1: The Olympic City Model	34
4.1.1: <i>The Roots: Political Stability and Economic Power</i>	35

4.1.2: <i>The Trunk: Urban Development</i>	36
4.1.3: <i>The Core Branches: Social Aspects, Culture and Destination Image</i>	37
4.2: Summary of the Olympic City Model	39
CHAPTER 5: THE EXAMINED STAKEHOLDER ORGANIZATIONS	39
5.1: Chicago 2016 Committee.....	39
5.2: World Sport Chicago	40
5.3: City of Chicago: Chicago Office of Tourism	41
5.4: State of Illinois: Illinois Bureau of Tourism	42
5.5: The Interaction and the Communication Trail between the Stakeholders	45
5.5.1: <i>Funding of the Olympic Bid</i>	46
CHAPTER 6: FORMULATION OF CHICAGO’S CURRENT IMAGE PORTRAYAL	47
6.1: The Importance of Tourism to Chicago	48
6.2: Chicago’s Current Image Trends.....	48
6.2: Chicago’s Current Image Portrayal Model	49
6.2.1: <i>Popular Culture</i>	51
6.2.2: <i>History</i>	61
6.2.3: <i>Natural and Synthetic Beauty</i>	63
6.2.4: <i>Cultural Diversity and Ethnicity</i>	66
6.2.5: <i>Tourism Attractions</i>	67
6.2.6: <i>Local Residents and Their Attitude</i>	68
6.2.7: <i>Business, Commerce and Economics</i>	69
6.2.8: <i>Transportation, Infrastructure and Location</i>	70
6.2.9: <i>Politics</i>	72
6.3: Summary of Chicago’s Current Image Portrayal Model	72
CHAPTER 7: OLYMPIC SOUL AND CHICAGO SOUL FOUND	73
7.1: Chicago’s Contributions to the Olympic Movement.....	73
7.1.1: <i>Distinct Characteristics of Chicago</i>	73
7.2: Benefits that the Olympic Games Could Bring to Chicago	74
7.2.1: <i>Existing Infrastructure Improvements</i>	75
7.2.2: <i>Destination Image Repositioning</i>	75
7.2.3: <i>Social and Political Improvements</i>	76
7.3: Chicago’s Popular Culture Connections	77
7.4: Concluding the Soul Search	79
REFERENCES	80
APPENDIX 1: LITERATURE SCREENING SOURCES	86
APPENDIX 2: EXPERT INTERVIEWS AND DATA SOURCES	107
APPENDIX 3: EXAMPLE OF QUESTIONS ASKED TO INTERVIEW PARTICIPANTS	109
APPENDIX 4: MOVIES FILMED IN ILLINOIS.....	110
APPENDIX 5: LIST OF CHICAGO’S AWARDS	118
APPENDIX 6: E-MAIL #1 FROM CTA PRESIDENT.....	120
APPENDIX 7: E-MAIL #2 FROM CTA PRESIDENT	121

ABBREVIATIONS

AIBA: International Boxing Association
Chicago 2016: The Chicago 2016 Committee
CFO: Chicago Film Office
COT: Chicago Office of Tourism
CSCIP: Chicago Sister Cities International Program
CTA: Chicago Transit Authority
IBOT: Illinois Bureau of Tourism
IOC: International Olympic Committee
NOC: National Olympic Committee
USOC: United States Olympic Committee
WSC: World Sport Chicago

CHAPTER 1: INTRODUCTION TO THE SOUL SEARCHING TOPIC

1.1: Introducing Chicago

Make no little plans. They have no magic to stir men's blood and probably will themselves not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will not die, but long after we are gone will be a living thing, asserting itself with ever-growing insistency.

- Daniel H. Burnham

As cited in *Chicago Metropolis 2020* (Johnson, 2001, p. 7)

In understanding American architect and city planner Daniel H. Burnham's vision, current plans in Chicago are certainly by no means little. Burnham, notably known as the Director of Works of the World's Columbian Exposition (World's Fair) of 1893 in Chicago, became synonymous with rebuilding. After coordinating the largest World's Fair to date, he then became the principal author of *The Plan of Chicago* of 1909, one of the most documented pieces in city planning history, influencing how Chicagoans should shape their city and how they should envision urban life (Encyclopedia of Chicago, 2007).

As the largest city in the state of the Illinois and in the Midwestern region of the United States, Chicago has enjoyed a rich American history, full of multi-cultural influences leading it into the major global city that it is today. Once known for gangsters and meat-packing, the city transformed into an active and thriving metropolis. Rebuilding itself after the great fire of 1871, which devastated much of the city, Chicago knows what it is to take on a challenge.

As a result of these past historical significances that turned into successes, it is no surprise that city officials and civic leaders backed the city's submission to become one of the applicants to host the 2016 Olympic and Paralympic Games. They see this as a new and exciting challenge to further develop and expand Chicago's global city image.

1.2: Background of Chicago's Olympic Bid

The United States Olympic Committee (USOC) decided on April 17, 2007 that Chicago will represent the country for the Olympic bid to host the 2016 summer Olympic Games (USOC, 2007a). The other American cities that competed for the bid included Los Angeles and San Francisco in California, Houston, Texas and Philadelphia, Pennsylvania. The Chicago bid became official when the USOC submitted it to the International Olympic Committee (IOC) on September 4, 2007 (USOC, 2007b). Other National Olympic Committees (NOC) that met the application deadline of September 13, 2007

included Rio de Janeiro, Brazil; Madrid, Spain; Prague, Czech Republic; Tokyo, Japan; Baku, Azerbaijan; and Doha, Qatar (IOC, 2007a). After the IOC announces the shortlist of the finalists in June 2008, they will then announce their final decision for the host city on October 2, 2009 in Copenhagen, Denmark.

Even though bids have been placed in the past, Chicago has never hosted the Games. The city actually won the bid for the year 1904, but due to the World's Fair occurring in St. Louis, Missouri at the same time, the Games were moved there to coincide with the Fair (GamesBids, 2007). There were also two unsuccessful bids submitted for the 1952 and 1956 summer Olympic Games (IOC, 2007b). The last summer Olympic Games held in the United States were in Atlanta, Georgia in 1996 and winter Olympics in Salt Lake City, Utah in 2002.

1.3: Promoting Chicago and the Responsible Four Stakeholders

We took an interest in focusing on four key organizations that we believed had the highest degree of involvement with the bid, both directly and indirectly. Direct relationships to the bid include Chicago 2016, the entity in charge of preparing and submitting the Olympic bid and World Sport Chicago (WSC), an organization that works with Chicago 2016, but ultimately promotes sporting competitions, both amateur and international, in Chicago. Indirect relationships include the two governmental agencies in charge of marketing the city of Chicago at a local level, the Chicago Office of Tourism (COT), and at a state level, the Illinois Bureau of Tourism (IBOT). Even though these latter two offices are not connected to the Olympic process, they still have a function of supporting Chicago's opportunities and are interested in its image portrayal. There are other local and civic organizations that have involvement with the promotion of the city, but we considered the previously mentioned four entities to be the most significant.

Each office has different and varying degrees of responsibilities; however, there is a common interest in each to promote Chicago, whether it is for attracting the Olympics, sporting events or leisure tourists. Since this shared interest in promoting Chicago, and its Olympic bid possibility, to the world is shared by all, these four organizations are considered to be the primary stakeholders in this study.

1.4: Event Experience and Community Support

Ever since the announcement of Chicago officially representing the American bid for the 2016 Olympics, the city has been fully aware that any recent event they host and its performance will be under scrutiny and given much attention, knowing that the IOC is more than likely watching.

Chicago hosted the AIBA (International Boxing Association) World Boxing Championships from October 23 – November 3, 2007, where the world's top amateur boxers competed for qualifying positions in the 2008 Olympics in Beijing, China. IOC President Dr. Jacques Rogge attended the Championships, along with several other IOC board members in support of the tournament, not

because of Chicago's Olympic bid. The news stories and feedback that resulted were mainly positive. The only negative drawbacks were the disappearance of three boxers and that two other boxers were caught shoplifting in a downtown department store. However, IOC board member and President of the AIBA, Ching-kuo Wu, was impressed with Chicago. Even though he was there for the Boxing Championships he left with a favorable impression of the city by stating:

I look at the organizing capabilities and the also the people in Chicago and the city of Chicago. You have an excellent mayor to support sporting events, you have a strong business community supporting sporting events, you have the people who like the sports. I think, added together, it is a very ideal city (Bergen & Hersh, 2007).

Ching-kuo Wu also said, “[c]ertainly, I want to support the best, and I think Chicago has convinced me they are, up to now, really the best city for me” and also cited the boisterous support from the diverse ethnic communities, the high quality of food and lodging, the promptness of athlete shuttle buses, the assistance on visas and the pool of 1,500 volunteers (Bergen & Hersh, 2007). The city of Chicago was also proud to note that this event was pulled together in six months, rather than the typical two years, due to a last minute change in the site location. IOC President Dr. Jacques Rogge also spoke during this time about the Olympic Movement and its key elements. He gave his ideas of what would make for a successful bid to the IOC, which included leaving a lasting Olympic legacy in the host city, strong partnerships between business and sport, emphasis on youth athletics, along with economic and environmental improvements (Bergen, 2007). No indications of his current thoughts of Chicago were addressed since this kind of speaking would be considered unfair and improper to discuss at this stage of the process. The only inclination to the Olympics was implied when he stated that he was sure Chicago's Mayor Daley knew of the significance of October 2009 (when the winning city is revealed) and said, “Mr. Mayor, to judge by your eloquence, you do not have to train anymore, not like the athletes do. You are ready” for that date (Bergen, 2007).

From July 15 – 22, 2006, Chicago was the site of the Gay Games VII. Originally called the Gay Olympics, the Gay Games have turned into a massive event organized by the LGBT (lesbian, gay, bisexual and transgender/transsexual) community, consisting of a sports and cultural program, allowing anyone to participate, regardless of orientation (Federation of Gay Games, 2007). Like the AIBA World Boxing Championships, the Chicago Gay Games organizing committee did not have the typical five years to prepare for the event; instead they pulled together the event in only three years. Co-President of the Federation of Gay Games, Roberto Mantaci, stated that:

Chicago truly welcomed the Gay Games and its participants. We had tremendous support from the city, sponsors and volunteers, as well as the board and staff of Chicago Games, Inc. Participants enjoyed the overall experience of the competitions and performances, as well as spending time in this beautiful and vibrant city (Federation of Gay Games, 2006).

A reoccurring, annual event is the Chicago Marathon. It celebrated its 30th year of establishment in 2007, growing from 4,200 runners in 1977 to a record 45,000 in 2007 (Chicago Marathon, 2007 a). The Marathon is held in early October, when the weather conditions are typically temperate. However, 2007's Marathon, held on October 7th, was during abnormal, extreme heat conditions and as a result, the course was closed for the first time in its history after about three and a half hours. Individuals were still able to finish, however. Several repercussions resulted because of the heat, such as hospitalizations due to dehydration and lack of enough available water for the runners. Consequently, many news stories and individuals were quick to connect these issues to the Olympic bid in progress. Several questioned Chicago's planning capabilities, as a result.

The community has rallied behind events, particularly sporting ones, and will do the same for any future undertakings as well. Residents have actively taken part, either as event attendees or volunteers, of these events. They also voice their support, even though there may be strong oppositions in several cases, and look to promote their city through hosting major events.

1.5: Our Interest in the Issue

Since the announcement of Chicago officially representing the American Olympic bid was in the spring of 2007, it came at an ideal time during the thesis development plans. Having one author born and raised just outside Chicago and the other having the opportunity to visit the city for the first time in the fall of 2007, made it an even more attractive topic.

The concept of a mega-event or hallmark event, like the Olympics, was also considered particularly fascinating to research, due to the vastness of the event itself with so many stages. The requirements and measures that lead up to the end result, the carrying out of the event itself, along with the consequences and impacts left on the location, all display the enormity of such an occasion. Furthermore, the marketing efforts involved throughout the entire process play such a crucial aspect in the development of the city, both in terms of its physical landscape and also the destination image building process.

Since we initially came into the study with the perception that Chicago's image may be saturated by its crime and gangster history, we were interested in seeing if the Olympics could have the influence to alter its current image. Chicago's image that is displayed to the entire world may be one of an unsafe city, one of the World Champion Chicago Bulls basketball team with Michael Jordan, or perhaps one of acknowledgement through a popular culture reference. The perception of a person or a place can constantly change or be swayed by the mediums of television and film, even music and literature can affect it. Since we were particularly interested in the views that modern day individuals form and their everyday cultural influences, Chicago's popular culture connections were of most interest to us. Therefore, taking into consideration the Olympic Movement and the power that it has to shape cities and the world today, we were intrigued to investigate if this could affect Chicago's future

reputation and image. Such was the case with Sydney after it hosted the 2000 Summer Olympic Games. Brown (2000, p. 88) noted that Australia's tourism industry "was hailed by the IOC Director of Marketing as a model for other host countries, offering a legacy for the Olympic Movement" and "that no other national tourist office has taken advantage of hosting the Games to the same level." The Managing Director of the Australian Tourist Commission also claimed that the Games forever changed the way the world sees Australia and that the country's international tourism brand had been advanced by ten years (Morse, 2001 as cited in Brown, Chalip, Jago & Mules, 2002). Sydney is now known as a top event city. Getz (2005, p. 140) states that it is "ranked as the world's top international convention city, and no doubt the 2000 Summer Olympics helped to secure that enviable position." As a result of hosting the Olympics, cities become more known on a global level, aiding in the production of an 87% average international awareness (Anholt, 2006). The exposure following the hosting of the Olympics, along with the possibilities within the tourism and business industries, allows the host cities to feel many effects of the Olympics on its image in the years leading up to the Games and the numerous years to follow.

We believe that the Olympic Games are undeniably part of today's popular culture, particularly for three reasons. First, sport is a main element that the Olympic Games revolve around and sport is also an indisputable element of popular culture. Secondly, many athletes, particularly Olympic participants, are considered celebrities nowadays, with the general public interested in almost every part of their lives. As a result, they have become a type of a popular culture icon, instead of being just a professional athlete. David Beckham and Michael Jordan became internationally known "brands" outside of the world of sports through different commercial advertisements and endorsements, such as McDonald's, Nike, Adidas, various clothing lines, sports drinks and participation in reality shows, for instance. Thirdly, the Olympic Games are a global mass media event. The number of television viewers significantly outnumbers the attendees at the Olympic events. This huge media exposure of the Games makes them a powerful brand today, desirable by both the host city and the sponsors.

The influence and the reach of the popular culture mediums and icons nowadays are exceedingly growing, thereby, making it a more useful and beneficial area to study. Since the Olympic Games are an element of popular culture today, we are curious to see how the Olympic concept could work hand-in-hand with Chicago's popular culture aspects. However, we are interested in all facets of the Games and their potential influence on a host city. Since this study is taking place prior to the hosting of the 2016 Olympics, as well as before the host city has been officially named, we are not looking to predict any outcomes of these Games.

CHAPTER 2: IN SEARCH OF THE OLYMPIC CITY

2.1: Initial Research on the Olympic Games

In order to become familiar with the concept of the Olympic Games, we conducted extensive research¹ on this topic. Initially, it was clear that the Olympic Games are a well-researched phenomenon. A search engine for scholars² yielded 45,800 hits in various forms of academic writings for the key words “Olympic Games.” Additionally, a number of these sources’ bibliographies were consulted in order to gain a better perspective on what has been done in the field. The insight into previous research that resulted from this exploration confirmed that there has been limited research into what characteristics comprise an Olympic City. Understandably, all cities that hosted the Games in the past are considered to be Olympic Cities. However, the generic definition of what an Olympic City should possess in order to be classified as such was lacking in the reviewed literature. It was intriguing that this aspect is still undeveloped, given the enormity of Olympic literature and global attention placed on this event.

2.2: The Literature Screening and its Division of Categories

The initial research made it evident that the Olympic Games are nowadays much more than a sporting event. Today, the Games are first and foremost a mega-event, an occurrence that is considered to be generally beneficial in several ways for the host community, agreed by the majority of academia, the business world and general public. Although there are opponents that stress having the Games can yield serious negative effects on the host community, the Olympics are still globally desired and considered to certainly boost urban and cultural renewal of the host destination.

The Olympic Games are no longer – if they ever were – just a sporting event: they are also a cultural, political and economic phenomenon. Particular interests see them as a media event, a tourism attraction, a marketing opportunity, a catalyst for urban development and renewal, a city image creator and booster, a vehicle for ‘sport for all’ campaigns, an inspiration for youth and a force for peace and international understanding (Toohey & Veal, 2000, p. 4).

While exploring the phenomenon of the Olympic Games through existing literature, the focus was to determine what, and to which extent, has been researched in the connection to it. After this literature screening, we categorized the main areas of the research into eleven categories that have been studied and published. The first nine categories formed the understanding of what comprise an Olympic City. The remaining two categories encompassed these nine categories, but were isolated due to their nature and source. Two tables, which are presented below, give an overview of this literature screening.

¹ For a detailed methodology, please refer to Chapter 3: The Stages of the Search Process.

² A Google Scholar search conducted on May 31, 2007

Table 1a presents the nine categories and Table 1b, presented on page 18, presents the remaining two supplementary categories, official Olympic documentation and case studies. Refer to Section 3.2 for a more detailed methodology of this step in the process. The main goal while reviewing these sources was to find out the main topic of interest, place it into a respective category listing and to obtain recent data on each category. The following two Tables also provide the resulted number of hits and reviewed sources.³ Appendix 1 displays the entire reference list of sources affiliated to each category.

<i>Categories</i>	<i>Search Words</i>	<i>Initial Results</i>	<i>Recent Results</i>	<i>Number of Reviewed Articles</i>	<i>Main Topics of Interest</i>
Culture	“Olympics” “Culture”	21,100	8,730	14	Culture, a characteristic of modern OG; Olympism, Olympic Culture, the Cultural Olympiad; culture of the host cities.
Popular culture	“Olympics” “Popular Culture”	6,890	3,110	15	OG in popular culture; mass media and OG; how OG impacts the host city’s popular culture, sport as an element of popular culture
Urban Development	“Olympics” “Urban Development”	4,150	1,530	35	The games as a catalyst of urban development, new architecture, infrastructure, effects on real estate market.
Destination Image	“Olympics” “Destination Image”	232	141	55	How the Games affect the destination image of the host city; difficulties with measuring effects of the Games; experience of previous host cities.
Economic Aspects	“Olympics” “Economics”	10,100	3,930	46	Cost of organizing the Games, public vs. private funding; potential economic benefits; sponsors; the Games as an initiator of economic renewal.
Political Aspects	“Olympics” “Politics”	15,600	6,290	19	The involvement of the locals; regional and national governments; public interests; integration issues; creation of new jobs.
Social Aspects	“Olympics” “Social”	24,900	10,800	23	Potential benefits for the locals, creation of jobs and housing; involvement of the local residents; further implications on the host community; sport as a way to social mobility.
Sport	“Olympics” “Sport”	14,900	6,180	11	Sport culture; sport as a cultural phenomenon; team sports and team building; carrier of the athletes; physical and mental health of athletes; sport injuries; sport development; sport equipment; sport psychology.
Event Studies	“Olympics” “Event Studies”	100	46	32	Organizational matters (planning, logistic, management); how an event should be organized and potential problems; previous experiences; impacts of mega-events on a host community; Olympic Sponsorship; Stakeholders.
History	“Olympics” “History”	35,100	12,000	10	History of the ancient and the modern Olympic Games

Table 1a: Summary of Literature Screening

³ The number of total hits, along with recent (from the past five years) sources, resulted from on-line research conducted on November 5, 2007. These numbers constantly change and differ from day-to-day.

2.2.1: Culture⁴

A significant body of literature addressed culture as an important characteristic of the modern Olympic Games. Sport is no longer the only focal point in the Games. The IOC stresses the importance of combining the Olympics with cultural aspects for such a mega-event. The Games are considered as a “convergence of sport, culture and education” (IOC Cultural Commission, 2000). *Olympic Movement*⁵ literature displays the strength of the *Olympic Culture*. Concepts like *Cultural Olympiad* and *Olympism*⁶ are covered in detail in IOC documentation. *Olympic Studies* became an integral part of curriculum for many universities. Another reoccurring topic was the local culture of the host city and intercultural communication that is necessary when organizing the Games. Sport culture, as a symbiosis of sport and culture and cultural symbols in sport, were also often addressed.

The connection between the Olympic Games and different elements of popular culture,⁷ such as movies, music and literature was found to have little coverage in the literature. However, the relationship between the mass media and the Olympic Games was more commonly found. This is in part due to the Games being such as a mass media event; receiving significant media exposure and becoming more and more a living-room spectacle (see e.g. Rothenbuhler, 1988).

2.2.2: Urban Development⁸

Urban development was one of the most researched categories (see e.g. Davies, 2006; García, 2006; Knotts & Haspel, 2006; Gospodini, 2006; Harvey, 1989). It is believed that the Games act as a powerful catalyst of urban development (see e.g. Evans, 1995; Getz, 1991; 1997; Hall, 1990; 1992; Hodges & Hall, 1996; Hughes, 1993; Kaspar, 1987, Law, 1993, Light, 1996; Mihalik, 1994; Roche, 1994; Spilling, 1996, as cited in Brown et. al., 2002). These particular sources discussed how the Games are used to initiate urban development, especially in the post-industrialization phase. Also, how mega-events can lead to urban development in the former centers of industry and as a solution for the problems of de-industrialization was studied.

⁴ The search with “Olympics” and “culture” resulted in 21,100 hits, of which 8,730 were recent sources. The number of sources that were reviewed in full was 14.

⁵ “The Olympic Movement is the concerted, organized, universal and permanent action, carried out under the supreme authority of the IOC, of all individuals and entities who are inspired by the values of Olympism. It covers the five continents. It reaches its peak with the bringing together of the world’s athletes at the great sports festival, the Olympic Games. Its symbol is five interlaced rings” (IOC Olympic Charter, 2007, p. 11).

⁶ “Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example and respect for universal fundamental ethical principles. The goal of Olympism is to place sport at the service of the harmonious development of man, with a view to promoting a peaceful society concerned with the preservation of human dignity” (IOC Olympic Charter, 2007, p. 11).

⁷ The search with “Olympics” and “popular culture” resulted in 6,890 hits, of which 3,110 were recent sources. The number of sources that were reviewed in full was 15.

⁸ The search with “Olympics” and “urban development” resulted in 4,150 hits, of which 1,530 were recent sources. The number of sources there were reviewed in full was 35.

Architectural articles dealt with studies on new architecture, particularly on the projecting and actual erection of facilities related to the Olympic Games, such as arenas, the Olympic Village, media centers and supporting facilities. Another prevalent subject matter was the rejuvenation of existing architecture and how the Games can contribute to the renewal of certain parts of the host city. Explorations about landmarks, construction of buildings that will stay as a legacy to the Olympic Movement, were also present.

Since infrastructural issues have great importance for all cities that are hosting or aspiring to host the Games, a significant amount of research on this topic has been done. Analysis of existing capacities and potential improvements of the infrastructure, with a special focus on transportation issues, were points of interest. The transportation issue was mainly investigated from two aspects. First, how to physically get to the host city and location; and secondly, what are the means of transportation in the city and how will the participants and viewers be transported from one venue to another.

Since previous experience showed that investments made during the preparation for the Games affect the local real estate markets, this was also covered in the literature. For instance, studies into increasing the prices in the neighborhoods close to Olympic venues, making it more desirable to live near, were explored.

2.2.3: Destination Image⁹

The literature on destination image covered how the image of a city is altered and affected by hosting the Olympics, along with the marketing implications and enhancements done as a result of the Games. Topics covered in this category include a description of the factors that positively affect the destination image (see e.g. Anholt, 2006; Whitelegg, 2000) and the Games' involvement in this destination image change for the host city (see e.g. Backman et. al., 1995; Burn, Hatch & Mules, 1986; Hall, 1990; 1992; 1996; Kaspar, 1987; Ritchie, 1984; Ritchie & Smith, 1991; Roche, 1994; Travis & Croize, 1987; Wells, 1994; Witt, 1988, as cited in Brown et. al., 2002). In addition, the impacts and difficulties of the Games measured through time were also discussed.

Since research showed that even if a contender city had an unsuccessful bid, it can still have some impact to the destination image of the city. Thus, the bidding procedure has proven to be an interesting research topic, since it creates an opportunity for destination promotion and image enhancement.

⁹ The search with "Olympics" and "destination image" resulted in 232 hits, of which 141 were recent sources. The number of sources reviewed in full was 55.

2.2.4: Economic Aspects¹⁰

Economic aspects of the Olympics were another heavily researched topic. This is understandable since the positive economic impacts are considered to be one of the most important benefits that the Games can bring to the host city. Aspects covered in the literature range from the economic side of the bidding procedure and conditions for fulfilling the IOC requirements, to the ways of evaluating if the previous Games were an economic success or failure. For instance, the Los Angeles Games in 1984 were considered a financial success in comparison to Montreal in 1976, which were a failure from the financial stand point. Measuring the benefits and the costs of the Olympic Games caused a lot of discussion in academia. Therefore, topics concerned with the costs of organizing the Games and the ways to pay for them are of great importance and largely presented in the literature. This is the case with the public versus private funding issue of the Olympics. In Europe, the Games are heavily funded publicly and in the United States, they are almost exclusively privately funded. Research consisted of visibility studies, analysis of different approaches in funding the Games, who is taking the risks and how the profit is shared.

Creation of new jobs is one of the most desired economic benefits, so there was a significant amount of research on how many new jobs, what kind of jobs will be or are created while organizing the Games, and how will that affect the local economy at the present moment and in the long run (see e.g. Burns, Hatch & Mules, 1986; Faulkner, 1993; Getz, 1991; Goeldner & Long, 1987; Hall, 1990; 1992; Kang & Perdue, 1994; Light, 1996; McCann & Thompson, 1992; Mules & Faulkner, 1996; Murphy & Carmichael, 1991; Ritchie, 1984; 1996; Witt, 1988, as cited in Brown et. al., 2002) The different ways in which the economic effects can be measured are explored in detail. However, there are many conflicted views on how exactly the benefits or impacts of mega-events should be evaluated.

The role of sponsors, another topic largely covered, is huge today since they are considered to be key stakeholders in organizing the Games and their influence raises several discussions as well. For instance, the sponsors' involvement in turning the Games into a corporate event and the sponsors' power to attract the Olympics to a host community, were largely present in the literature screening. Such was the case with the Atlanta Games in 1996 and Coca-Cola, which received much negative publicity because of over-commercialization of the event (see e.g. Essex & Chalkley, 1998; Farrell & Frame, 1997).

2.2.5: Political Aspects¹¹

The involvement of local, regional and national governments in the Olympic pursuit process, and the support needed from the government officials in order to fully succeed with the Games, were two of

¹⁰ The search with "Olympics" and "economics" resulted in 10,100 hits, of which 3,930 were recent sources. The number of sources reviewed in full was 46.

¹¹ The search with "Olympics" and "politics" resulted in 15,600 hits, of which 6,290 were recent sources. The number of sources reviewed in full was 19.

the heavily covered topics in this category. Public interests and how to protect them were also important matters.

Benefits that the Games can bring to the host destination are numerous, so issues that deal with these potential benefits were also covered in detail. Consequently, questions about integration issues, creation of new jobs, how the public investment affects the employment rate, the kinds of jobs that are created and how the hosting of the Games affects the quality of living for the local residents, were also prevalent.

Diplomatic relations between countries, research on how the Games are used in connection to global, political relations (such as the speculation that the some of the United States athletes will boycott the 2008 Games in Beijing because of disagreeing with the political regime in China) were other aspects covered in the literature. In addition, focus was placed on the analysis of political regimes in countries that are hosting or bidding for the Olympics and how the Games are used for sending the message to the world (such as the 2008 Beijing Games) and promotion at the international, political scene (see e.g. Black & Bazansons, 2004).

Legislation (international and national rules, along with regulations of the Olympic Committees), a “host nation bias,” studies of “equal chances” for different nationalities, lobbying and corruption, how the population size and economic resources of a country correlates to the medals that are won in the Games, are some of the others questions researched.

Also represented in the literature screening were the issues of gender and racial equality. It was found that the role of women in the Olympic is present and an important issue, demonstrating that the Games are changing the role of women in modern society.

Finally, the Olympic Games being a corporate event, was present in this category as well. Discussion on political aspects of how the Games are becoming more and more closed to general public and more so an event for the sponsors and officials was also significant.

2.2.6: Social Aspects¹²

Potential benefits of hosting the Games for the locals were explored in the literature, along with the impacts from the investments in the infrastructure and urban renewal of the host community. Furthermore, erections of Olympic structures, that are meant to stay as a lasting legacy of the Games, were explored in the existing body of knowledge (see e.g Muñoz, 2006). These erections are used as symbols to boost the local pride and more practically, and as accommodation for the less privileged individuals of the society after the Games. Additionally, the Olympics are expected to help resolve existing problems in a host community, create employment, help the integration, improve the

¹² The search with “Olympics” and “social aspects” resulted in 24,900 hits, of which 10,800 were recent sources. The number of sources reviewed in full was 23.

infrastructure and improve the living standards. According to the existing literature, besides the immediate impacts, further implications on the host community and the potential change in societal values and way of living, are possible after the hosting the Olympic Games. Involvement of the local residents was one of the topics that were often brought up in connection to this field. Other ideas of interest included research on volunteering, why people get involved and how the Games can boost local and national pride (see e.g. Waitt, 2003).

2.2.7: Sport¹³

The topics covered in this category involved the actual sporting aspects of the Olympic Games. For example, the different sports, the rules of refereeing/judging and other technical aspects of different sport disciplines. Sciences like sociology, psychology and ethics incorporate sport in their basic field of interest. Sport culture, sport as a cultural phenomenon, team building, carriers of the athletes, positive and negative aspects of being an elite athlete, physical and mental health of athletes, sport injuries, sport development, sport equipment, sport psychology, sport as a way to social mobility, motivation of athletes and doping problems, were all covered (see e.g. Masteralexis, P., Barr, C. A. & Hums, M. A., 1998).

2.2.8: Event Studies¹⁴

The World's Fair and the Olympic Games are the two largest international events. The Olympic Games, as a mega-event, have been studied from many different perspectives, such as its organizational matters, planning, logistical aspects and management issues (see e.g. Brown, 2000; Burbank, Andranovich & Heying, 2001; Getz, 1991; 1998; Hall, 1987, 1992). Previous experience and lessons learned from past Games show how mega-events should be organized and what are the important aspects of such an event. Potential problems and difficulties with an event like the Olympics have been researched by many. Various impacts of mega-events on a host community were another matter that raised much interest. The majority of research stressed the huge potential benefits for the host cities of these mega-events. However, there was also research that pointed out negative impacts.

2.2.9: History¹⁵

History was the one of the social sciences that stood out in comparison to others. This category contained studies that took into consideration the past historical significance of the Olympics, in particular what it used to stand for and the changes that have occurred in recent years. Other areas of interest of this research were the comparisons between the ancient Games and the modern Games, the

¹³ The search with "Olympics" and "sport" resulted in 14,900 hits, of which 6,180 were recent sources. The number of sources reviewed in full was 11.

¹⁴ The search with "Olympics" and "event studies" resulted in 100 hits, of which 46 were recent sources. The number of sources reviewed in full was 32

¹⁵ The search with "Olympics" and "history" resulted in 35,100 hits, of which 12,000 were recent sources. The number of sources reviewed in full was 10.

revival and detailed history of the modern Games, the chronology of modern Olympic Games, the history of different sports, the development of various sport disciplines, predictions for the future of the Olympic Games, future developments, Olympic philosophy and the Olympic legacy (see e.g. Guttman, 2002; Swaddling, 2000; Toohey & Veal, 2000).

<i>Categories</i>	<i>Search Words</i>	<i>Initial Results</i>	<i>Recent Results</i>	<i>Number of Reviewed Articles</i>	<i>Main Topics of Interest</i>
Official Olympic Documentation	“Olympics” “Olympic Committee”	9,130	3,710	25	IOC Official reports; regulations and rules; statistical data.
Case Studies	“Olympic City” “Case Studies”	11,000	4,300	36	Reports from previous Olympic Games, experience of the previous host cities.

Table 1b: Summary of Literature Screening

2.3. Official Olympic Documentation¹⁶

In addition to the previously mentioned literature, we also studied official Olympic documentation provided by the IOC. The IOC gives accurate and precise information regarding the Olympics on different topics connected to the Games, including the history of the modern Olympic Games, along with an overview of all previous Games (such as host cities, dates, number of participants, medals and sport disciplines, innovations, greatest achievements and records). Regulations and standards provided by the IOC were placed in this category, as well as official reports from NOCs and the IOC from past Games.

The research on athletes’ health and numerous studies by different health organizations and the IOC, explored how preparations for participating in the Games affects the athlete’s physical and mental health. Drug misuse and doping control in sport and research, on the negative effects of doping, how to prevent it and control it, were also points of interest in this field of research.

2.4. Case Studies¹⁷

Further research has been done investigating the existing case studies on previous Olympic Games. Special interest has been placed into this category due to its case study nature. Over the years a significant number of case studies have accumulated, exploring and describing different aspects of various Olympic Games. We focused mainly on the four most recent summer Games: Athens (2004), Sydney (2000), Atlanta (1996) and Barcelona (1992). As a result, additional searches were done by

¹⁶ The search with “Olympics” and “Olympic committee” resulted in 9,130 hits, of which 3,710 were recent sources. The number of sources reviewed in full was 25.

¹⁷ The search with “Olympic city” and “case studies” resulted in 11,000 hits, of which 4,300 were recent sources. The number of sources reviewed in full was 36.

exploring the official Web sites of these past Olympic Games and searching for articles with the key words “Olympics,” “Athens,” “Sydney,” “Atlanta” and “Barcelona.”

The majority of the reviewed cases referred to the Sydney Olympics because they were considered as one of the most successful modern Games and was well-researched in connection to many different aspects. The 1992 Barcelona Games were also considered to be a good example. Since it takes time for research to accumulate and get published, there were not that many case studies in connection to the most recent Olympics in Athens in 2004.

The topics of presented case studies varied greatly from failed bids, economic and social impacts to gender and equality issues. As a result, these articles and books were classified under other categories as well. The main points of interest were the actual experiences of previous host cities and lessons learned from organizing the Games. These case studies helped in the effort to find the reoccurring issues through time and with different host, making it possible to evaluate which features are more vital for obtaining and hosting the Games than others. Finally, they served as inspiration for conducting our own case study research on Chicago.

2.5: Concluding the Olympic City Search

Aspiring to gain a better understanding on all aspects of the Olympic Games, effort was placed on researching as much as possible about the Games and the many different contexts that the Olympic Games are placed into. The nine categories presented earlier reflected the main points of interest in connection to the Olympics. However, it should be noted that this categorization was, to a certain extent, a synthetic creation since it would be difficult to distinctly classify the existing literature from topics that are complex and interdisciplinary in nature. As a result, these categories overlap each other in several of the reviewed sources.

The philosophies of the Olympic cultural aspects, such as the *Olympism* concept, were mainly stressed solely by the official IOC documentation and not as thoroughly in other research sources. This representation displayed the Olympic Games’ importance by the IOC officials, but not as much in the scholarly world. On the other hand, a large amount of academic research has been shown in other topics such as urban and economic renewal in connection to the Olympic Games. Academic articles concerning the improvement of living conditions for the locals were another heavily researched benefit, as was the promotion of the destination image internationally. One of the least researched aspects was popular culture and the Olympic Games. Focused research on how the Games can influence the popular culture of the destination and what popular culture can do for the Olympic legacy, was lacking.

2.6: Development of a Destination Image

Chicago, as the case study, requires a current image portrayal in order to see its fit as an Olympic City. An understanding of how a destination image develops is needed before this is presented. There are many varieties of factors that influence and have the power to shape and form an image, specifically a destination image. Looking at tourists, in particular, they have a wide amount of sources to be influenced by and to take into consideration for their destination choice. There are *projected* images that tourist organizations, advertisements and other commercial sources provide, and also *organic* sources, such as popular culture, media, literature and other non-tourist sources that convey information to the individuals (Selby & Morgan, 1996).

Due to the nature of destinations and tourism products as services, and not physical, tangible goods, they can only often compete via images (Pike, 2004). This portrayed image is often the only way to compete and stand out against other destinations. Therefore, physical objects, such as brochures, Web sites, actual pictures and media portrayals are the forms of evidence of a destination (Pike, 2004). The intangibility of tourism services hinders image assessment, since it depends on invisible elements of pre-visit selection and a pre-taste of the destination (Fakeye & Crompton, 1991 as cited in Gallarza, Gil & Calderón, 2001). Since there are so many different varieties of these sources presented to the public today, it is understandable that many individuals can be confused and overwhelmed by these forms of advertising and marketing. Often an image can be created and constructed from a small amount of knowledge or by hearing just one aspect of that destination.

2.6.1: Difficulty in Changing a Destination's Image

Once an image has been formed, it is often difficult to change. There may be preconceived notions that a specific destination has a particular image associated to it; however, the actual image may be incorrect or completely outdated. Depending on the nature of the source used for information, a stereotype is often engraved in one's mind. Gartner finds that the larger the entity, the more slowly its image changes (1993). If one is to trust Gartner on this matter, it will definitely take some time for Chicago's image to be altered.

2.6.2: Strategies to Improve a Destination's Image

Since many cities and their respective tourism promoting organizations have constant struggles with branding and marketing messages, the true essence of a city is often misconstrued or misrepresented. Often mixed signals are sent out due to the attempt to portray too many messages. This could potentially lead to an unclear image of the city or even one that is unfavorable.

As a result, Avraham (2004) suggests the following strategies to improve the negative image of the city: encouraging visits to the city; hosting spotlight events; turning negative characteristics into positive characteristics; changing the city's name, logo or slogan; cultivating the residents' local pride;

solving the problem that led to the formation of the negative image; delivering counter-stereotypical messages; ignoring the stereotype; acknowledging the negative image; and geographic association or separation in the campaign. The idea and concept of hosting a spotlight event, like the Olympics, was of particular importance in this case study. Getz (2005, p. 139) advises that for “destinations pursuing a strategy of awareness and large-scale tourism growth, a number of mega-events in the same year or in sequence can be effective in attracting attention and boosting visitor numbers” and the Olympics are amongst the “most popular for achieving these goals.”

Tal (1993, as cited in Avraham, 2004), explains that since Chicago was once the center of gang-related activities in the 1920s and 1930s, city officials struggle with that fact that outsiders still regard the city to be full of crime and violence, even though the actual crime rate is one of the lowest among large, American cities. Even though times have changed, there is still a label that exists about Chicago. The possibility of hosting the 2016 Olympics, would allow Chicago “to reinvent itself.”¹⁸ Brown et. al. (2002, p. 180) states that:

[e]vents have a distinctive capacity to excite residents and to appeal to target markets. They become the basis for images, stories and emotions. The challenge to destination marketers is to find the best ways to use event images, stories and emotions to capture the consumer’s attention and build the destination’s brand.

Through an event like the Olympics, Chicago could have that ability to reinvent its image. According to Anholt (2006), the whole modern brand of Sydney has been built around the Opera House and the 2000 Olympic Games, an example of how a city brand can change rapidly. Furthermore, Anholt (2006) claimed that the connection between a city and the Olympics decays slowly, lasting up to 80 years. This confirms just how powerfully the Games can affect a destination’s image. Specifically focusing on the thoughts of Brown et. al. (2002, p. 180), that an event is the groundwork for “images, stories and emotions,” there is the possibility that individuals’ impressions of the city could change to a lasting connotation to that of an Olympic City, distinctly recalling the 2016 Olympic Games in Chicago.

2.7: Chicago’s Lack of a Solid City Branding

This brash and proud city is strangely shy when it comes to selling itself globally. It owns a powerful message but mutes it on the global stage. In a competitive world, Chicago has imposed a handicap on itself that it can no longer afford. It is a particularly heavy handicap now when Chicago is trying to persuade the world to award it the 2016 Olympic Games (Moskow, Perritt & Simmons, 2007, p. 66).

¹⁸ Interview with Matt Olaveson, Chicago resident

Even though Chicago may have many selling points and attributes that prove it to be a positive city, there is a lack of a definable identity that makes it international more well-known. The city has not done the best job of branding itself at the moment, but believes that the Olympic platform could be used to brand Chicago in a new light.¹⁹ Chicago definitely has its work cut out for itself when it comes to marketing itself globally, specifically for the 2016 Olympics. “Chicago has a story worth telling, but the world too seldom hears it. A gap exists between the reality of Chicago and the perception of that reality. Especially outside the United States, Chicago too often remains an unknown quantity, more famous for what it used to be than what it is” (Moskow, Perritt & Simmons, 2007, p. 70). Chicago can be promoted in many different ways, perhaps adding to the confusion of marketers not knowing where to even begin. The city needs to focus on branding itself and decide where and how to do this so the world can hear its message.

2.8: The Study’s Purpose and Aim

The aim of this study was twofold. Since the impact of the Olympics on a host city was investigated, along with the impact of that host city on the Olympic Movement, the purpose of this research was to research the following issues:

- 1) potential impacts of the Olympic Games on Chicago if it wins the bid for the 2016 Olympic Games, and
- 2) how Chicago, as a potential host city, could contribute to the Olympic Movement and legacy, with a focus on how the city’s popular culture could be used in connection with the Games.

The literature screening and past Olympic case studies were used in order to identify what the necessary and required characteristics are that a host city has to possess in order to obtain and host the Games. One goal was to find the most significant and helpful characteristics in these endeavors which consequently allowed the creation of an Olympic City Model, another desired result. An additional goal was to see how the case study of Chicago fits into this Model. In order to accomplish this, a current image portrayal of Chicago was needed. In addition, exploration was made into how Chicago’s image could contribute to the Olympic legacy. This was done by analyzing field research observations and the data gathered from credible literature and conducted interviews with locals and experts in various fields.²⁰

The existence of our interest in popular culture and previous knowledge of Chicago’s current image gained prior to commencing the research, resulted in a decision to pay particular attention to this aspect in connection to the Olympic Games. Hence, another desired result was to focus on how the host city’s popular culture could affect the obtaining and hosting of the Games and how the Olympics could impact the popular culture of the host destination. Much research was focused on this topic with the aim of seeing the correlation that this characteristic has with the overall image of Chicago.

¹⁹ Interview with the representative from Chicago 2016

²⁰ For a more detailed description of this part of the methodology, refer to Section 3.3.

We found that minimal research was done on Olympic City characteristics and just as little information about the role of popular culture on this city. This study was meant to be on the forefront, since there was limited research that could be considered similar to use as a basis of comparison.

2.9: Disposition of the Study

This study has already presented the groundwork for Olympic City characteristics, supplied an overview of the destination image building process and provided an introduction of Chicago as a case study. The following chapter will present the methodology utilized throughout this study. Using the literature screening as a basis, the required Olympic City characteristics will be depicted in our Olympic City Model. In order to study Chicago's fit in this Model, the current situation of the city and the four involved stakeholders will be clarified. This stakeholder description will also show the manner in which these offices contribute to the city's image formation, along with how they communicate with each other and various other Chicago stakeholders. After a close look at the city's offerings and overall image representation, Chicago's Current Image Portrayal Model will be presented. Lastly, these findings will be applied to show what implications the Games could have on Chicago, along with what Chicago could offer to the Olympic Movement and legacy. Figure 1 below depicts the questions that will be answered in order to fulfill our study's purpose.

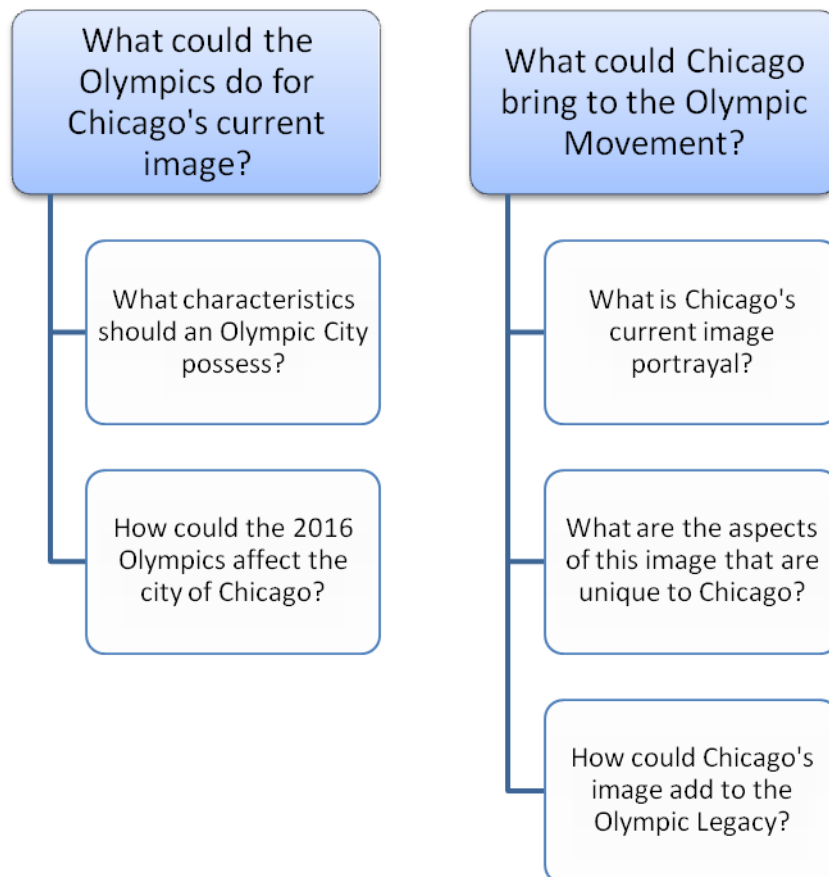


Figure 1: The Study's Purpose Presented Through Questions

CHAPTER 3: THE STAGES OF THE SEARCH PROCESS

3.1: An Introduction to the Research Plan and Approach

A comprehensive desk study of all subject matters associated to the Olympics was first initialized, which lead to an understanding of the Olympic concepts at hand. These findings were then related to Chicago to understand the correlation between the Olympics and a potential host city. Various forms of expert interviews, in person, on the phone and over e-mail, were then carried out to gain a perspective into the organizations in this study. An individual from each organization was questioned, selected for their expertise and knowledge of the topic. There were other expert interviews conducted with key individuals within the Chicago community in various working capacities. In addition, subsequent material associated to the topics were investigated and taken into consideration for the findings. Lastly, we conducted fieldwork while in Chicago in the fall of 2007 in order to gain a first-hand understanding of the city, along with actual on-site observation of the city’s functioning.

Consequently, a qualitative approach has been undertaken for this study, in which the data collection was done by means of notes and voice recorded interviews of a small, but focused sample. In addition, text analysis was needed to be done to the interviews carried out over e-mail. Voice recorded interviews were performed to avoid note-taking during the interview process, so full attention was had to the interviewee. Figure 2 below visually displays the flow of the research conducted in this study, ultimately accumulating into the findings.



Figure 2: Depiction of Conducted Research

Due to the nature of this study, involving a desk study, along with a wide range of fieldwork held in Chicago, allows it to be categorized as an ethnography research study to a certain extent. This was an appropriate manner to investigate the case study of Chicago and its Olympic possibility. Van Maanen et. al. (1982, pp. 103 – 104) describes ethnography in detail, as a variety of qualitative research and as a term to cover:

a wide array of very different research adventures in the social world. As a method, it involves extensive fieldwork of various types including participant observation, formal and informal interviewing, document collecting, filming, recording, and so on. It is an approach used to study relatively self-contained societies as well as groups, organizations, and institutions within a society.

Ultimately, Van Maanen et. al. (1982) draws the following definition from Conklin (1968), in which ethnography work aims to describe a culture, resulting from a long period of studying spent as a resident in this social setting, participating in the activities with a deep reliance on intensive work with a few informants from this setting. Due to our aim of describing Chicago's current image portrayal, and not necessarily the entire culture which Van Maanen alludes to as an ethnographer's aim, we only partially consider this an ethnography piece of writing. We are merely looking to describe Chicago in terms of a potential Olympic City. We did not immerse ourselves into this culture for a significant period of time, which would have been required in most ethnography writings. However, we still drew inspiration from this manner of writing a case study.

Using the case study as a research strategy, as Yin (1984, p. 13) points out, is a “preferred strategy when ‘how’ or ‘why’ questions are being posed, when the investigator has little control over events and when the focus is on a contemporary phenomenon within some real-life context.” In addition, the case study is an empirical inquiry in which the “boundaries between this phenomenon and context are not clearly evident, and in which multiple sources of evidence are utilized” (Yin, 1984, p. 23). From Figure 1 in Section 2.9, the research questions commencing with “what” pertain to an exploratory aspect of this study, along with the questions commencing with “how” relate more to the explanatory nature of the study. This study required a “hands-on” approach to the research with much of crucial findings resulting from the fieldwork conducted in Chicago. As a result, due to the required direct observation and systematic interviewing techniques, the case study strategy for Chicago was employed from an objective outsider's perspective.

3.2: Commencing with Olympic Research

The initial research phase commenced with a desk study of the aspects pertaining to the Olympics and what could comprise an Olympic City, which was described in detail in Chapter 2. In an effort to form a generic Olympic City Model, elements and characteristics that surround the Olympics and requirements that must be in place in order to host the Olympic Games, were identified. Other key

factors of interest were recognized that identify a city's economic, social, political and cultural qualities that also play a part in the Olympic image formation and understanding.

The perspective of what a city should be, prior to winning the bid to host the Olympic Games, was taken. A few pieces of literature were found which gave limited, but useful insight into what the IOC looks for and values in an Olympic City. Since the case study of Chicago is in the application stages now, the research has been conducted prior to the 2016 Olympics occurring. Discussing the case study before the event takes place is required for this investigation, which ultimately enables the city of Chicago to evaluate its current position in the process. On the other hand, it will also be of importance to understand and single out the effects of the Olympic Games after they have occurred. However, since Chicago is still in the bidding process, efforts have been focused on the current state of its image, what is being done at this moment and what is already in place in the city. It will also be of importance to recognize what Chicago will be required to accomplish, such as the development and creation of the Olympic Village and Olympic Stadium, if it is chosen to host the 2016 Olympic Games.

3.2.1: The Literature Screening of Olympic City Attributes

A search through various databases, bibliographies, pertinent journals and on-line search functions was initialized to begin the necessary research on the Olympic City image. Numerous sources resulted from these searches, which in turn, allowed their reference lists to be referred to for further research suggestions. Electronic literature was utilized, along with textbooks on relevant topics. In particular, books pertaining solely to the Olympic Games were plentiful and beneficial.

3.2.2: The Categorization Method of the Olympic City

After the aforementioned literature screening was accomplished, the necessary research was in place to establish what an Olympic City portrays. Categorizing and breaking down aspects that an Olympic City should contain involved narrowing down the themes found throughout the screening. Having this division allowed the distribution of pertinent material to be seen visually. It also showed the significance of specific topics that had considerably more material researched and studied.

Google Scholar was used for this in-depth search. The key words used in the search included "Olympics" and the name of the category. The total number of hits was collected and then narrowed down further to the recent articles. We considered literature written in the last five years as "recent." The documents were further reduced to those articles available to the Göteborg University libraries. The abstracts of retrieved articles were briefly looked into and once again, decreased to a certain number that were analyzed more in-depth. In order to make sure that reviewed articles had enough academic credibility, we mainly searched for articles that were quoted by other academic articles and had a reliable reference list. For detailed information on which specific sources were studied in depth, refer to Appendix 1. When analyzing the articles, many had more than one topic covered. Therefore,

these articles have been mentioned under each of the relevant categories. These segments make up the whole picture of what an Olympic City image needs to be comprised of and taken into consideration when evaluating its success as an Olympic City. It is important to stress that it would be close to impossible to manually handle a completely accurate number of journal articles on the Olympics. Therefore, the numbers attached to each category, should be referred to as a proportion against the others.

3.2.3: The Formation of an Olympic City Model

A proposed Olympic City Model was formed from the literature screening research and will be presented in Section 4.1. It was based on characteristics of what has been proven successful and what qualities past summer Olympic Cities have possessed. This Model has been the basis for looking deeper into the impacts that the 2016 Olympics could bring to Chicago.

3.3: Case Study Specific Research on Chicago

In order to grasp Chicago as a case study, specific research devoted to the city and its image was required. The following sections comprise the tasks that were conducted to obtain an understanding of the case study.

3.3.1: On-line Research to the Four Stakeholders Web Sites

Simultaneously to the literature screening, on-line research of the four organizations, Chicago 2016, WSC, COT and IBOT, and their Web sites occurred. The necessary introductory background and missions of the organizations were found. Suggested links that they shared were visited for further information. This step also played an important role in showing the image that they want to portray to the general public, whether it is for the city, the state, promoting the Olympic Games or other sporting events.

3.3.2: Chicago Desk Study on its Current Image Portrayal

Further desk study research was carried out exclusively on Chicago. Database searches were done for journal articles, along with literature searches for books on specialty topics of Chicago. Tourism promotional literature and guide books from COT and IBOT were also of importance because the key aspects that the organizations are looking to highlight and market were pinpointed and presented. An overall “image” can be attributed to the city and state as a result from these sources. Various press releases from these offices, along with official Olympic media announcements, were also of importance to gain an up-to-date and current perspective. Listings from both IBOT’s and the Chicago Film Office’s (CFO) Web sites were used as part of the research that listed all movies that have been filmed in Chicago and Illinois. Additional articles provided from the International division of IBOT

were researched to look into the aspects of Chicago's culture that are shown overseas, specifically in the UK and Germany, which are the two international markets that IBOT targets.

Various on-line newspapers were referenced, most notably the *Chicago Tribune* and the *Chicago Sun-Times*. Other American and international news sites were also visited to gain a perspective of what the non-residents and non-locals comment on regarding Chicago, most particularly on its image and Olympic possibility. Since the latter topic garners so many press releases and news stories, there was never a shortage of findings of these articles, often coming out daily. The topics varied and ranged according to the hot topic of the moment. Given that this is such a massive undertaking for a city, the response has been just as immense. As a result of so many individuals having such strong feelings one way or another, there are endless blog sites to visit or groups to join, even making their way to on-line communities, such as MySpace and Facebook.

Furthermore, movies filmed in Chicago were taken into the research process as well. The special features option on DVDs brought forth findings that the actors and production crew in the feature had to comment on during the film's shooting. Their responses gave an inside view of their time spent in Chicago while filming. These types of "documentary" or interview segments gave informative insight. It was also useful to listen to the director's, or perhaps the lead actor's, commentary during the actual film to understand their perspective at the exact moment it was occurring in the film. A list of movies that contained these special features that were used as data sources are shown in Appendix 2: Expert Interviews and Data Sources.

3.3.3: Use of Chicago Specific Secondary Data

Due to the many business and civic-minded organizations in Chicago, there are several specific studies of these groups that are presented to the public in order to showcase the city. They have the responsibility to make Chicago known in varying capacities across the world. One specific organization, the Chicago Council on Global Affairs, sponsored a study entitled "The Global Edge: An Agenda for Chicago's Future," which was an independent study group report from various Chicago leaders and experts in their fields. This study was particularly useful since it presented an agenda for the future of Chicago, thereby addressing the city's strengths, weaknesses, areas of concern, suggestions for improvement and other key issues facing Chicago today.

Secondary data, from COT and IBOT, in terms of visitor statistics were also of importance. These numbers gave an idea where Chicago and Illinois ranked in terms of other cities and states across the United States. These statistics were found on their Web sites and on official press releases.

3.3.4: Conducted Expert Interviews

In order to further properly understand the work and marketing efforts of those actors involved in the Olympic process and promoting the city and state, expert interviews were conducted. Individuals from

the four stakeholders (Chicago 2016, WSC, COT and IBOT) were questioned in order to gain their perspective of several issues. The individuals chosen to interview were qualified to answer the questions and within our reach. Superiors in the offices, such as CEOs or Directors, were not feasible to attain due to their schedules or unavailability, understandably so that they may not have the proper time that would be required for such interviews.

Furthermore, interviews with other pertinent individuals in the community were carried out. Among these individuals, include other tourism industry representatives, community businessmen, specialists in their field of work and Chicago residents. A complete list of interviewees is shown in Appendix 2: Expert Interviews and Data Sources. In particular, an author of a book on movies filmed in Chicago, Arnie Bernstein, provided valuable responses. Having the opportunity to interview with a long-time owner/operator of three McDonald's, Ken Norgan, also provided useful insight from the perspective of a global, past official Olympic sponsor. He has almost 50 years of experience as a McDonald's employee. His stores have won much praise and received numerous awards over the past 35 years that he has been in management of them. Since his father was in the business as well, this insight is significant since he has grown up with the ideas and business practices of this fast-food chain. Even though his words may not be that of corporate McDonald's speaking about potential future sponsorship, his experience from past Olympic Games were the intended results from this interview. McDonald's has an important history with the Olympic Movement, ever since its start in 1968 by airlifting hamburgers to the U.S. athletes competing in Grenoble, France, becoming an Official Olympic Sponsor in 1976, becoming the first branded restaurant to operate inside the Olympic Village in 1996 and then by becoming a Worldwide Olympic Sponsor in 1997, continuing to present day (McDonald's, 2007).

The nature of the interviews depended on the individual and logistical issues. Due to our fieldwork study in Chicago in October 2007, several interviews were conducted face-to-face. However, there were limitations due to time constraints and demanding schedules. As a result, telephone interviews were also conducted and several e-mail interviews were carried out due to the geographic locations and time differences between the interviewers and interviewees after the October visit.

From these interviews, several intentions were present. However, finding out the individual's thoughts about the Chicago's Olympic possibility and Chicago's image, in particular to popular culture references, and how this image is portrayed to the outside world, was of most importance. Several discussions centered on the image that Chicago portrays today to the international world. It was also important to obtain their thoughts about the Olympics and if they are interested in seeing the city host the 2016 Games. Even though specific questions were tailored to the individual, there were reoccurring questions that were asked to all interview participants. A detailed look at such questions is presented in Appendix 3.

3.3.5: Conducted Candid Interviews and Spur-of-the-moment Focus Group

Since the opportunity was present to interact with Chicago locals during our fieldwork, we discussed impressions and Olympic thoughts with them. This sort of information collection allowed for an understanding of many varying opinions both for and against the Olympics possibly coming to Chicago. It also presented an opportunity to become aware of the many images that Chicago has to these diverse individuals. These interviews were not official and not recorded; therefore, they will not be referenced. However, they should be acknowledged because they assisted in the overall train of thought for the study's aim in gaining a collective image of Chicago. There was even an opportunity in which one author of this study and seven other individuals were discussing their thoughts and what would occur in Chicago should the 2016 Olympics come to the city. This gathering resembled a make-shift focus group. Also, through constant interaction with many international students and visitors in Göteborg, Sweden, further perspectives were gained of what these individuals knew of Chicago or what sort of impression they had of the city prior to visiting. These findings were also important in the overall understanding of the city's image from an international spectrum.

3.3.6: The Formation of Chicago's Current Image Portrayal Model

Findings from the expert interviews and the Chicago specific research allowed a model of Chicago's current image portrayal to be devised. The key elements that comprised the model were found to be the most relevant in showcasing the city. This model was devised to visually depict what qualities Chicago portrays, not necessarily what local stakeholders are marketing or promoting. Several of these aspects were also Olympic City qualities. However, this was meant for purposes of seeing what Chicago has to offer and to see how it could potentially fit within the Olympic City Model. Since Chicago's Current Image Portrayal Model was based on our own interpretations from the findings, the Model and its categories were meant to be significant for purposes only in determining Chicago's image representation.

3.4: Evaluation and Analysis of the Research Strategy

By no means is a study of the Olympics a small task. Initially, it was overwhelming, but not unexpected though. However, this made it even clearer to focus efforts on one particular area of an Olympic City image, popular culture in this instance. However, this tedious initial process proved to be useful since the significant amount of knowledge about the many facets of an Olympic study was gathered.

Due to the various styles of data collection required, ultimately a case study research method was preferred. In addition, with the fieldwork conducted in Chicago, writing this partially as an ethnography piece allows a general representation of Chicago's culture and image to come across from the findings. Overall, the data collection and research was considered to be thought-provoking with a few unexpected findings, but also results that were anticipated as well. If given the opportunity to

expand on more issues, several more conclusions could have been drawn. However, due to the time limitation of this project, it was not possible. In the long run, we are more than content with the research process and strategy due to the interviews with highly distinguishable individuals from their respective offices and other key persons in the business, community and entertainment sectors.

As is the case with many forms of research, there is the possibility of unreliable information, not enough information gathered or perhaps misinterpreted information. In order to not allow these issues to affect the research process or occur within the findings, as much as possible was done to ensure that the best was accomplished, within available capacities and capabilities.

Bearing in mind that the Olympic Games are a phenomenon that is pertinent to many different areas of studies, it is understandable that there is a tremendous amount of existing research in connection to it. Thus, it is important to keep in mind that the desk study conducted as part of this research had a serious limitation when it came to available time and resources needed to study the numerous aspects of the Games. The time dedicated for this study was six months and the resources used were ones available to the Göteborg University libraries. Since the topic is so broad, different aspects of Olympic Games could be explored in more depth, if time and resources were available. Nevertheless, great effort has been placed to make the research reliable and consistent. Consequently, the existing research that was considered came from credible sources, mainly academic journals and databases.

The majority of the issues surrounding the evaluation of the research process occurred with the expert interviews due to the various techniques of the interviews and also the amount of individuals questioned. Due to the nature of this research, it could be possible that responses were misinterpreted in the interviews. Since several of interviews were conducted over e-mail, the possibility to candidly discuss further their answers was lacking. Not always do thoughts come across properly or fully once written, which is another limitation that could have occurred with these e-mail interviews.

In addition, since experts in their field were chosen to be interviewed, their responses provided were thought to be the most accurate and correct information possible. As expressed earlier, superiors in the offices were not always accessible and as a result the next available individual was interviewed. However, it is firmly believed that these individuals possessed the proper amount of knowledge of their field, given their background and length of employment within the organization. Regardless, their responses were found to be honest and genuine.

There is the also possibility that the stakeholders are proponents of “propaganda” or “lip service,” telling their audience what they want to hear. However, this classification of information is still what was required for this research. It is of interest in how and what these offices want to portray and get across of Chicago’s image to the public. Therefore, this minimizes the degree of unreliable data, since this is actually what is being researched and needed for the findings. The offices and individuals interviewed have a job to do, which is often to “sell” their product, which in this case is the 2016

Olympics in Chicago, other sporting events there, the city of Chicago and the state of Illinois. Nevertheless, the research was considered to be trustworthy and accurate.

Given the nature of the subject, it is understandable that the stakeholders involved had a certain degree of secrecy with potentially sensitive material. For instance, the interview with the McDonald's owner and operator was limited by the fact that he was not able to discuss the corporate politics and issues of McDonald's. In addition, when interviewing the representative of Chicago 2016, it was clear that certain information had to be withheld and not discussed due to its sensitive nature. Since the Olympic bidding process is a complicated, competitive and highly intense procedure, the needed information was not always available. Therefore, there may be some "missing links" in the research findings.

The African-American population is quite dominant in the Chicago area; however, none of the interviewees, neither locals nor experts, was an African-American or a resident of the South Side area in Chicago. Since this study addresses, in part, the political issues surrounding the potential 2016 Olympics in Chicago, this can be considered a serious limitation.

It was essential that one of the researchers keep an open mind and not be biased due to growing in and around Chicago. Having a biased point of view could easily cloud the results and hinder any new findings. These possibilities could be detrimental to the overall reliability of the thesis aim. Therefore, it was required that the Chicago native step aside and look at the research and findings from another set of eyes, ones that purely saw the data for what it was and not try to see something that was not there.

CHAPTER 4: FORMULATION OF THE OLYMPIC CITY MODEL

Besides the Olympic City requirements, an aspiring city also has to possess certain characteristics that ensures they could carry out the huge undertaking of organizing the Olympic Games and that they could use this process to create sustainable development and benefits to the region and the local residents. These characteristics are not universally the same for all cities since different cities are in different needs. However, the common trait is that they all seek a way to improve the existing situation in several aspects. The highly anticipated and known potential benefits that the Games can bring to the host community vary from city to city. However, the ones that are commonly expected and most desired are easily identified from previous experiences and existing literature.

The phrase "Olympic City" was found to be interesting since in the reviewed literature it was used only for all cities that have hosted the Games in the past. However, a specific definition of what features could help a city to acquire an Olympic City image was not found. Our Olympic City Model considers what characteristics are required to increase the chances of obtaining the Olympics and also what impacts the Games could bring to the bid winning city.

Much is not known when it comes to deciding how a city is chosen to host the Games. However, it can be considered clear to those who observe the Games with a critical eye. Due to the bidding procedure being political and containing highly sensitive matter, there is much more to choosing a host city than what is written in the IOC guidelines and announced by the IOC expert groups and committees. Regardless, general features that can be identified as desirable for a contending city and helpful for winning the Olympic bid, can be seen through research.

The IOC Web site supplies a “Candidature Acceptance Procedure” guide that provides sufficient information about all aspects of the selection procedure. According to the information provided by the IOC, one of the most important goals with the Olympic Games is promoting a sustainable development in the region of a host city. Different cities are chosen for different reasons. For instance, in some host cities the focus is on urban renewal, in others it could be the liberalization of the political regime or improvement of living condition for the locals and economic development. At any rate, the Games should bring positive changes to the host city and host country. The possibility of improving the existing circumstances in a host city should be one of the more important grounds that motivate the IOC to award the Games to a certain host.

A city that is bidding for the Games has many official requirements to fulfill in order to be considered as a potential candidate. The IOC provides detailed instructions and guidelines for every aspect of the bidding procedure. A candidate, or an applicant city, has to follow strict guidelines during the bidding process in order to be taken into consideration as a potential host of the Games. The procedure is divided into different phases and it is meant to be as clear as possible.²¹

²¹ Lobbying and corruption are aspects of the bidding procedure that have immense importance in the bidding process. This issue will not be explored in further detail. However, it should be kept in mind that this topic would have to be further investigated if any attempt is made to develop this Model in the future.

4.1: The Olympic City Model

A tree illustration was chosen to serve as the outline for the Olympic City Model. The previously mentioned requirements that have to be fulfilled for a city to host the Games are presented as roots of the tree model, the desirable characteristics that allows changes to be made are the trunk of the tree, and the general grouping of benefits are the branches of the tree, with the more specified benefits presented as the fruits of the tree. A depiction of these qualities that make up the Olympic City Model is shown below in Figure 3.

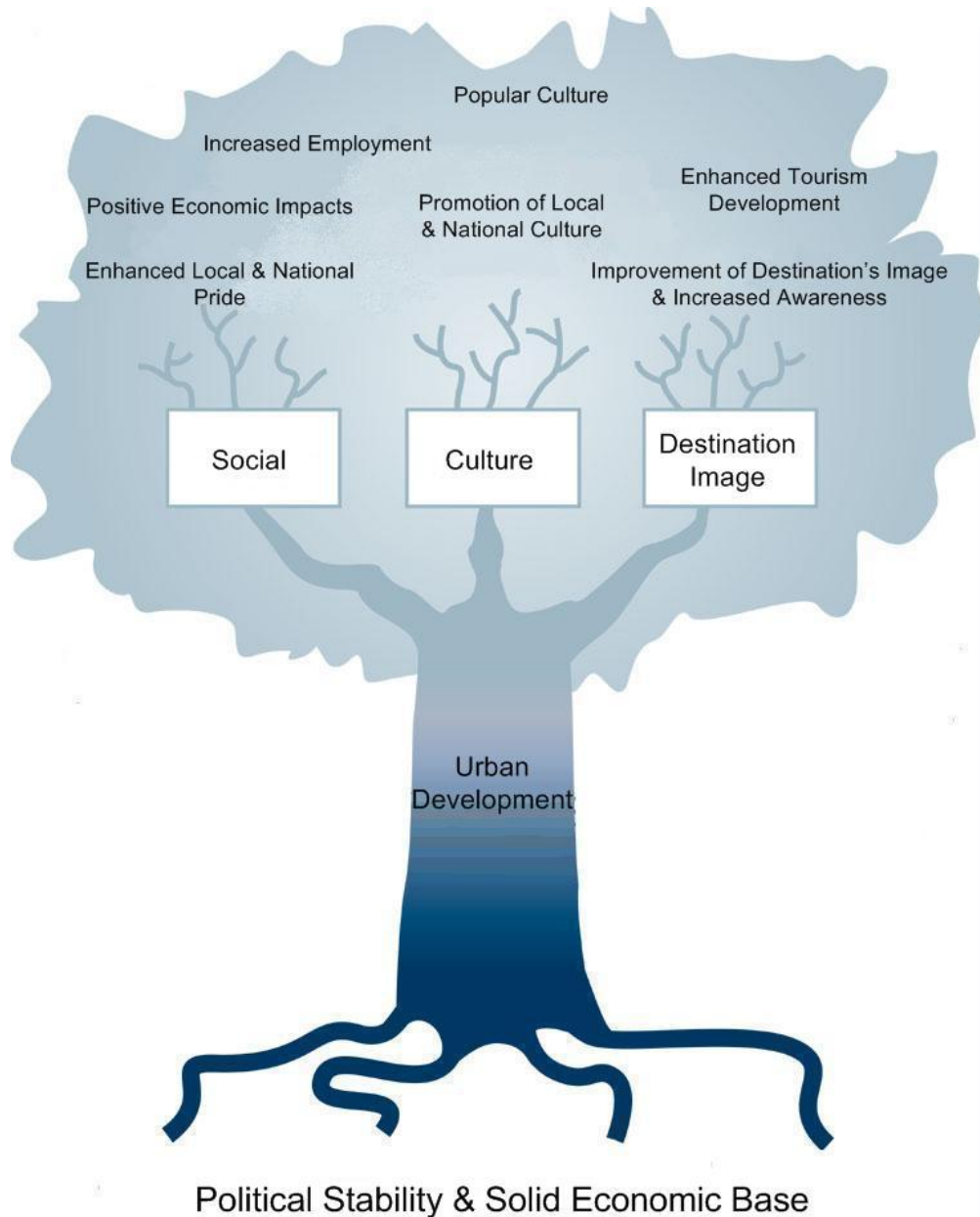


Figure 3: The Olympic City Model ²²

²² The tree graphic was adapted from http://www.ecorys.nl/competitiveness/images/comp_tree_full.jpg

4.1.1: The Roots: Political Stability and Economic Power

Since political stability and economic power are crucial and necessary for an Olympic City to possess, these requirements are presented as roots in the Model. They are the support of the whole process, which in the end might not be so visible (as roots are), but everyone is aware of their existence and importance.

In order for a city to bid for the Games their NOC has to submit the application. Although the Games are given to a certain city, the national government has to support the bid and provide guarantees required by the IOC. General political stability in the host country and in the whole region also has great importance for the host city because it would be too risky for the IOC to assign the Games to a city in a country with any kind of political instability. Today, mega-events like the Olympics are desired by numerous destinations in the world. Consequently, the competition is tough and the smallest sign of potential problems will result in losing the bid. The bidding procedure itself and further preparations for the Olympics are a lengthy process that are demanding as it is, so any kind of unnecessary risk will result in the IOC taking the Games away.

One of the ways to benefit the host community and furthermore, the host country, is promoting political liberalization and democratization. Examples given by academia are the Games' contribution to the democratization of Korea with the Seoul Games in 1988 and the upcoming Olympic Games in Beijing in 2008 that are expected to positively "affect prospects for human rights improvements and political liberalization" (Black & Bazansons, 2004, p. 1245).

Also, the Games are considered to be a showcase for successful political leadership and positive changes that happened in the region, as demonstrated with the 1984 Sarajevo Winter Olympics, according to Richter (1999). A strong political base is crucial when it comes to obtaining the Games. The countries that are having serious political problems will hardly ever get to the final selection in the bidding procedure since that would be too much of a risk for the IOC. In addition, it would be almost impossible to come up with a proper bid since in order to prepare the bid it has to be supported by the local and national government.

The economic power of the Games is the second of the two most important aspects of the Olympics. Although the IOC provides certain financial support for the host city, it is absolutely necessary for the city's local government, as well as the national government of the host country, to invest substantial resources in the preparations for the Games.

Even in the United States, where the Olympics are privately funded and the role of the public sector is to control that the money of the taxpayers is not spent on the preparations for the Games, the local government has to provide the guarantees required by the IOC. Considerable investments in erecting venues and in improving the existing infrastructure are amongst the most common ventures for the host cities. The plans proposed in the bid have to be financially feasible so the city has to provide the

evidence that the planned actions will bring sustainable development to the host city and region. If sufficient economic power is not present, the Games will not be awarded to that host city. This is why the economic aspect, one of great importance for the Olympic City Model, underlies all other aspects.

4.1.2: The Trunk: Urban Development

When a tree has good roots the trunk will maneuver the fluids to the branches, which results in the fruits. The trunk in this Model symbolizes the way of achieving the desired goals. This implies that a city with political stability and a solid economic base, through a process of organizing the Olympics, creates benefits for the city and its residents. The most common process that comes with hosting the Games is categorized as urban development. Urban renewal is hence, one of the most desirable effects of the hosting the Games.

All investments in improving the infrastructure and erections of sport venues and supporting facilities are meant to serve as a way for urban and economic development of the host community. Locations for Olympic Villages are often chosen in order to help certain parts of the host community; to develop neighborhoods or improve quality of living and make them more desirable for residing. For example, London and Chicago plans to erect Olympic Villages in parts of the less privileged areas of the cities. “The Olympic Games, as a significant catalyst of urban change and for host cities, can act as a key element of urban policy” (Essex & Chalkley, 1998, p. 187). Thus, all investments in infrastructure should lead to different benefits for the host community.

The overall presence of the belief that hosting the Olympic Games is a path towards positive urban development is easy to spot in academia, as well as in the more practical world of business and politics. Hosting of the Olympic Games is considered to lead to regeneration of urban areas, building arenas and supporting venues which results in positive effects on the real estate market and improving the quality of living for the locals (see e.g. Davies, 2006; García, 2006; Gibbs, Knotts & Haspel, 2006). The Games are known to be a catalyst of urban change (see e.g. Evans, 1995; Getz, 1991; 1997; Hall, 1990; 1992; Hodges and Hall, 1996; Hughes, 1993; Kaspar, 1987, Law, 1993, Light, 1996; Mihalik, 1994; Roche, 1994; Spilling, 1996 as cited in Brown et. al., 2002) and that causes much more benefits than just erecting the arenas.

Improvement of a city image is expected and is a desired final result when hosting the Games (Gospodini, 2006). There is a belief that urban spectacles, like the Olympic Games, should be the solution for reduced public investments and deindustrialization when it comes to urban policies (Harvey, 1989). Potential urban development is often used as a double-edged sword, first to impress the IOC during the bidding procedure and then to attract the Games to the certain destination. Additional motivation lies in the creation of the long lasting values for the residents.

When a city hosts the Games, the preparations, the organization of the event and all investments that have been made during the process, lead towards the various indirect benefits. This whole process of

getting ready for the Games and immediate benefits that are represented through urbanization of the community, symbolizes the trunk in the Olympic City Model.

4.1.3: The Core Branches: Social Aspects, Culture and Destination Image

The impacts that can be brought to the host city by the Games are presented as branches of the tree. The process of urban renewal, which is the trunk of the tree, causes further reactions in different aspects of life. The branches represent the changes that could happen because of the activities in the preparation process. These impacts are not so instantaneous and for some it may take time to be noticed or measured exactly, but there is no doubt that they exist. It is usually expected for them to be universally beneficial for the host community; however, experience shows that it is not so in every case.

The first branch in the Model represents the social aspects of the Olympic Games, or how the Games affect the local community and society of the host city. For example, there are reports of individuals and groups that show their opposition and discontent for hosting the Games in their hometown. One point of this negative aspect is the complaint of the general public, which is mainly focused on stressing the chaos (as an unavoidable aspect of such mega-event) and disruption of everyday life for the local residents. One in particular stated that the Games “would bring too much commotion to Chicago, especially to the CTA (Chicago Transit Authority).”²³ On the other hand, there is more advanced critique of the benefits that the Games can bring, such as “opportunity costs” and costs caused by the “stay-away-effect” are often used as arguments that the Games are creating costs and not just benefits. Nevertheless, it can be said that the Games are considered as a source for positive changes to a host community.

These positive changes that are expected are caused by the investments made in the host community. It is understandable that investments in improving the infrastructure, erecting new sport facilities or housing for athletes, boost the local and national economy. In turn, this should further result in creating new jobs for the local population. According to Dwyer, Mellor, Mistilnis & Mules (2000), the Sydney Olympics is an excellent example of an event that was expected to bring “flow-on benefits.”²⁴ Another benefit includes improving the quality of life for the host community’s residents.

The Olympic Games are great for boosting national and local pride. Waitt, (2003, p. 212) stressed that in his study of the Sydney Olympic Games that “[t]he buzz surrounding the Games was expressed particularly in feelings of patriotism, community spirit, and the desire to participate as a volunteer.” Furthermore, according to Waitt (2003, p. 209), the boosting of the “community and national spirit was perhaps the most powerful psychological reward” for the interviewed residents of Sydney. Many other researchers agree with Waitt that enhanced community pride (see e.g. Getz, 1989; Hall, 1992;

²³ Interview with Caryn Glover, Chicago resident

²⁴ Flow-on investments include regional headquartering by major corporations and increased tourism receipts.

Light, 1996, Ritchie, 1984; Roche, 1994; Williams, Hainsworth & Dossa, 1995 as cited in Brown et. al., 2002) is an important benefit that the Games can bring to the host community.

The second branch of the Model represents the cultural aspects of the Games. One side of the cultural aspect refers to the actual culture of the Olympic Games itself. The long traditions of the Olympics and the huge historical heritage that the Games carry on through time, and throughout the world, have great importance in itself. The Games are a unique phenomenon that has its own subculture and its own philosophy. The Olympic Culture, the Cultural Olympiad, and Olympism are some of the constructs that show how the elaborate cultural background of the Games.

On the other hand, when analyzing the phenomenon of the Games, it is also important to look at the host cities' contributions to the Games through time. The culture of the host city shapes the Games in a certain way and makes every Olympics different and unique. Muñoz (2006) explains how the cultures of the different host cities affect the erection of the Olympic Villages. Furthermore, it shows that the legacy of the Games is always created through merging a local culture and the spirit of the Olympism. Every destination has something distinctive to offer that will leave an individual mark on the Games and contribute to the Olympic Movement.

The third branch of the Model is the destination image. The power of the Olympic brand is enormous. The Olympic rings are one of the most recognized symbols globally. Therefore, it is easy to understand how powerfully the Olympics can affect the image of a host city. The improvement or reposition of the destination image is one of the most common reasons why cities desire to host the Games. According to the Whitelegg (2000), cities that host the Games strategically promote their position in the national and international urban systems. Even unsuccessful bids get publicity and create global awareness. Previous experience shows that the Games can do a lot for a city's image. Anholt (2006) claims that the modern brand of Sydney is built only on the Sydney Opera House and the 2000 Olympic Games. It has been said that the Games have a powerful effect on a host city's image because of the close association between the Olympics and the host city. Even without mentioning the words "Olympic" or "Games," stating "Sydney 2000" or "Athens 2004" is associated with the Olympic Games.

Furthermore, according to Anholt (2006), cities have always been brands, and existing city images are deeply rooted in people minds. However, not all city brands are up to date, such as Chicago's image that is connected to its gangster history. The Games are a perfect opportunity to shift the existing image of a host city towards the more accurate and desirable one. A great number of authors believe that the Games can improve a destination's image or awareness (see e.g. Backman et. al., 1995; Burn, Hatch & Mules, 1986; Hall, 1990; 1992; 1996; Kaspar, 1987; Ritchie, 1984; Ritchie & Smith, 1991; Roche, 1994; Travis & Croize, 1987; Wells, 1994; Witt, 1988, as cited in Brown et. al., 2002) and enhance tourism development (see e.g. Chacko & Schaffer, 1993; Faulkner, 1993; Getz, 1989; Hall, 1987; Pyo, Cook & Howell, 1988; Ritchie & Yangzhou, 1987; Spilling, 1996, as cited in Brown et. al., 2002). Other impacts that the Olympics can cause and that can improve destination image are

increased visitation to a region (see e.g. Getz, 1989; 1991; Hall, 1992; Kang & Perdue, 1994; Light, 1996; Ritchie, 1984; tourism South Australia, 1990) and reduction of seasonal fluctuation or extension of the tourism season (see e.g. Getz, 1989; 1991; 1997; Goeldner & Long, 1987; Kaspar, 1987; Ritchie & Beliveau, 1974, as cited in Brown et. al., 2002).

4.2: Summary of the Olympic City Model

The Olympic City Model shows the most important aspects of the Olympics for host cities, displaying what is important for a city to possess if they want to host the Games. If a city has a stable political situation and a substantial amount of economic power that are necessary for hosting the Games, investments can then be made in preparations for the Games. These investments are mainly directed towards urban development. Consequently, this affects the host community in whole and various benefits are expected from hosting the Games. For the purpose of this study these benefits were divided into three main general categories: social, cultural and destination image. Furthermore, as fruits of the Olympic City Model, specific benefits, such as enhanced local and national pride; positive economic impacts; increased employment; promotion of local and national culture; popular culture benefits; improvement of the destination's image and increased awareness and enhance tourism development all have been identified.

CHAPTER 5: THE EXAMINED STAKEHOLDER ORGANIZATIONS

Of the numerous involved stakeholders, we have identified four as being the most relevant and influential. The four organizations, Chicago 2016, WSC, COT and IBOT, possess the most responsibility and possibility in spreading the image of Chicago and the Olympics. All have varying capacities in terms of their actions and deliverables. As a result, each has either a direct or indirect manner of marketing and promoting the 2016 Olympic bid to Chicago. Since Chicago 2016 has the "duty" to promote the city's attractiveness and capability for the hosting the Games, their involvement is direct and of primary importance in relation to the other three. Each stakeholder will first be presented, followed by a description of their communication and interaction with one another.

5.1: Chicago 2016 Committee

Chicago 2016 is the entity that is the key organization in orchestrating the Olympic bid. The bid procedure and Chicago 2016 began its roots in Chicago in May of 2006 and little by little grew in momentum due to the progressive nature of the process into which Chicago was eventually selected as the American bid. Chicago 2016's office is currently running quite leanly, with about 25 individuals and the actual bid committee consists of approximately 150 individuals, which will continue to grow in size as time continues.²⁵

²⁵ Interview with the representative from Chicago 2016

The official mission statement of Chicago 2016 is:

to seek the privilege of hosting the Games of the XXXI Olympiad in Chicago. The Committee's Board comprises of business, civic, athletic, cultural and academic leaders representing Chicago the surrounding Midwest region. Its honorary chairmen are Chicago Mayor Richard M. Daley and Illinois Governor Rod R. Blagojevich. Patrick Ryan serves as the Chairmen and CEO. Chicago 2016 was formed to bring the Games back to the United States and to operate in true partnership with the IOC, the USOC, the city of Chicago and all supporters (Chicago 2016, 2007).

Chicago 2016 uses "Stir the Soul" as their slogan in their marketing pieces. It is a representative and catchy line that encompasses several aspects of the city (such as the soul of the residents and soul music), but most importantly, it means something different to everyone, even giving us inspiration for our study's title.

In addition, Chicago 2016 has an active on-line presence in which they use their site to promote the city via informative descriptions of why Chicago should be chosen for the 2016 Games. It is also a place to donate money, voice support, view Chicago images, have questions answered, read press releases, answer trivia questions and receive information on the bid and the Olympic Games in general.

5.2: World Sport Chicago

Like Chicago 2016, World Sport Chicago is also a 501 (c) 3 charitable, non-profit organization with certain tax exemptions. WSC was officially formed on January 9, 2007 by an announcement with the City of Chicago and Chicago 2016. The WSC was formed to engage the youth in Chicago and around the Midwest to get excited about Olympic sporting events.²⁶ Having a motivated, passionate and future-driven group of young residents is important to the city and Chicago 2016, and also to the IOC, since this is one of the attributes that they look for and value in bidding cities.

The official mission statement of World Sport Chicago is:

to enhance the image, awareness and participation in Olympic, Paralympic and amateur sports across Chicago with the goal of giving all athletes the opportunity to see and experience sport across all levels. Through clinics, exhibitions, seminars and exchange programs, WSC gives kids an opportunity to pursue their athletic dreams. WSC's programs also include hosting demonstrations and

²⁶ Interview with the representative from Chicago 2016

international events to allow kids the opportunity to learn directly from world athletes. (WSC, 2007a)

Focused on promoting the development of recreational and competitive sport to the area's youth, WSC works closely with Chicago to provide sport expertise and athletic insight to the execution of these sporting events. WSC intends to aid Chicago in development a sustainable, international sporting legacy, as a real agent of social change for the City. (WSC, 2007b)

5.3: City of Chicago: Chicago Office of Tourism

The Chicago Office of Tourism is the city government's office in charge of marketing Chicago to leisure tourists. Their connection within the city's government structure can be seen below in Figure 4.

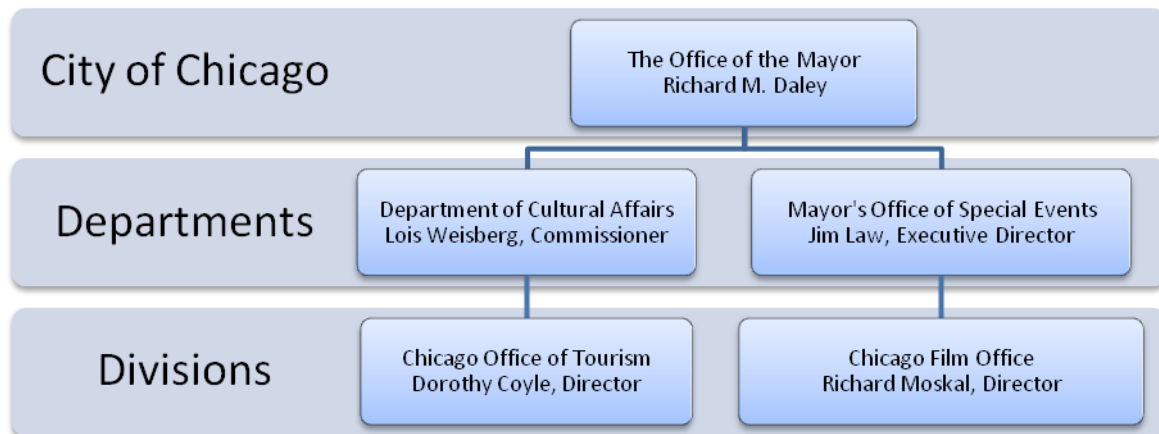


Figure 4: The City of Chicago Organizational Structure

The official mission statement of COT is:

to market Chicago as a leisure travel destination, both domestically and internationally, through advertising, marketing, media relations and public information services that reach out to the tour and travel industry as well as individual travelers.

Besides assisting the media and operating several visitor services including Chicago Greeter, Chicago Neighborhood Tours and the Visitor Information Centers, COT produces a wide range of publications and graphics for tourism projects throughout the calendar year, promoting the various activities that make Chicago a year-round destination. (COT, 2007a)

COT operates numerous programs and has the capacity to spread the word about Chicago, with the assistance of their advertising and public relations agencies, via their Web site, two tourist information centers, a call center and the multitude of publications that they produce. A new addition to their program are free, downloadable tours that consumers can access from personal computers to either watch on it or download to MP3 players. Currently there are two downloadable tours, one for Millennium Park and another about the Chicago blues music, both available in five languages, English, Spanish, German, Japanese and Chinese Mandarin.

In 1992 COT was strategically placed within the Department of Cultural Affairs in 1992 by Mayor Daley and Commissioner Lois Weisberg in an effort to brand Chicago as a cultural city. They also distinguish themselves from other tourism offices by producing, as well as promoting, their own cultural program. From their understanding, they are the only office of tourism in the world that has such a practice.²⁷

COT has two major initiatives every year, one in the summer (to celebrate culture in Chicago) and the other in the winter (to work at increasing hotel occupancy when it is most difficult in the city). Another key aspect of COT are their Neighborhood Tours which provides tour services that the market itself is not able to sustain, but the COT still finds important. These tours take visitors away from the downtown area and into the neighborhoods for a truly authentic and unique experience. This is an example of how Chicago showcases its many ethnic communities and neighborhoods that blend so well together, but each still retains its own distinctive flavor.²⁸ The Chicago Greeter Program is a free, volunteer-based service in which tourists are matched up with a Chicago Greeter that shares their interests. In other words, it is like having a personal tour guide around the city. The Greeter will take visitors on the public transit system and assist them so they feel comfortable. There are over 200 volunteer Greeters, speaking up to 16 different languages.

5.4: State of Illinois: Illinois Bureau of Tourism

IBOT is the state agency in charge of marketing and promoting the entire state of Illinois as a travel destination, domestically within the United States and internationally. Since IBOT has the challenge of promoting the entire state and not just one city, they collectively work and communicate directly with seven regional tourism offices and around 40 local convention and visitor bureaus. Due to budgetary reasons, the international marketing division of IBOT only directly markets to the UK and German markets, with advertising offices in these two locations. A description of IBOT's fit within state government can be seen below in Figure 5.

²⁷ COT information provided by Laura Chmielewski, Manager of Tourism Programs & Services, COT

²⁸ Laura Chmielewski's of COT thoughts about the Chicago Neighborhood Tours program

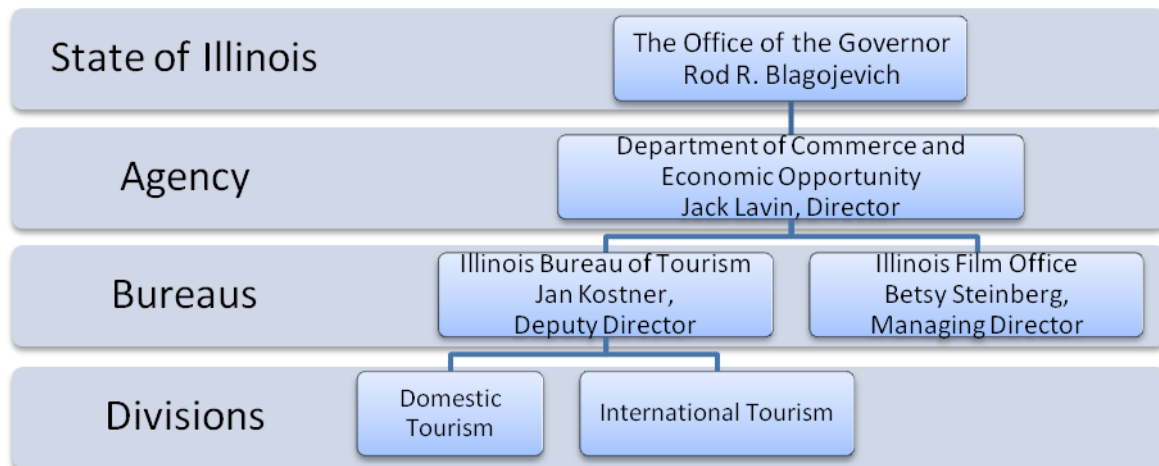


Figure 5: The State of Illinois Organizational Structure

IBOT’s condensed mission statement is:

to manage industry efforts that result in sustainable and significant quality of life benefits for Illinois residents. (IBOT, 2007a)

The bureau works directly with a contracted advertising agency and a public relations agency to spread Illinois’ message via their Web site (domestic IBOT has a separate agency from international IBOT, which has one for the UK market and another for the German market), 17 tourist information centers throughout the state, a call center and the publications that are produced as well. IBOT also has on contract a Hispanic marketing agency and an African-American marketing agency, with separate Web sites for attracting these target groups. The Hispanic Web site is in Spanish and has a different call center phone number for Spanish speaking operators. It should also be noted that these call center counselors are well-versed in both Illinois and Chicago related tourist information, since IBOT and COT have a contractual agreement to share this call center. Together with all these agencies, domestic IBOT works to brand the state with its message: “Illinois. Mile after Magnificent Mile.” This is in part due to Chicago’s Michigan Avenue, known as the Magnificent Mile, but also to showcase that Illinois has so many other “miles” to enjoy and visit. Meanwhile, international IBOT uses the branding message, “Chicago, Illinois. Simply Magnificent.,” which corresponds to the domestic branding as well.

One of IBOT’s 2007 initiatives included “The Seven Wonders of Illinois” where consumers nominated their favorite destination in Illinois and votes were tabulated to include one for each region of Illinois. They also have several other contests and promotional activities throughout the year, such as video and picture taking competitions. One of the more known initiatives began in 2005, entitled “Offbeat Illinois,” in which IBOT showcases either an off-the-beaten-path location or an incredibly unique experience, available only in Illinois, portrayed in a vintage-like artistic manner. Past attractions include a reindeer ranch, the 400 pound cow made out of butter seen at the Illinois State

Fair and Bishop Hill, a historic town with Swedish roots. These images make their way to billboards, posters for bus stop shelters, free postcards available in restaurants and bars, and an on-line store, where consumers can purchase these images on various kinds of material, such as t-shirts, coffee mugs, posters and note cards.

Since IBOT realized the fascination and growing interest in film tourism, they launched a new Web site in 2006 devoted to exploring the locations of movies filmed in Illinois. “OnscreenIllinois.com” includes regional movie maps, movie getaway travel itineraries and a downloadable audio walking tour for Chicago. As Jan Kostner, Deputy Director of IBOT, stated, “[p]eople are passionate about movies, and visiting Illinois film locations is a great way for fans to experience their favorite films. We created the site and our Magnificent Movie Getaways to encourage visitors to combine travel with their favorite movies and to explore Illinois’ destinations in a new way” (IBOT, 2006).

IBOT’s marketing department, along with their contracted advertising agency, uses Illinois native, Andrew Bird, and his musical talent for marketing purposes, as well as promoting the state. He composed the “Illinois whistle” which is the background music of IBOT’s television commercials. The song, “Elizabeth the 1st” can be downloaded from IBOT’s Web site, the ring tone can be sent to a mobile telephone and all television spots can be viewed on this site as well.

The International division of IBOT launched an ambassador program called “My Chicago” where local, well-known personalities provide their list of favorite Chicago related activities, such as dining restaurants, stores to stop at or places to see. Downloadable maps and podcast tours are available from this Web site as well. This incentive is a step towards making the city of Chicago and state of Illinois more relatable to its visitors.²⁹ These “ambassadors” allow the visitors to relate to and become familiar to the city on a whole new level, one in which they can walk in the same steps as one of these celebrities.

²⁹ Interview with Elisa Marcus, International Marketing Manager, IBOT

5.5: The Interaction and the Communication Trail between the Stakeholders

As previously mentioned, Chicago 2016 is the one entity that is represented in Chicago to work towards, first and foremost, the goal of obtaining the Olympic bid to host the 2016 Games. Therefore, they are perhaps the most powerful of all four stakeholders. However, this can never be said with certainty when politics and government offices are the other entities. To further expand on the communication and interaction between the involved stakeholders (Chicago 2016, WSC, COT and IBOT), Figure 6 below was compiled to better clarify these relationships, the communication trail and how the offices work together.

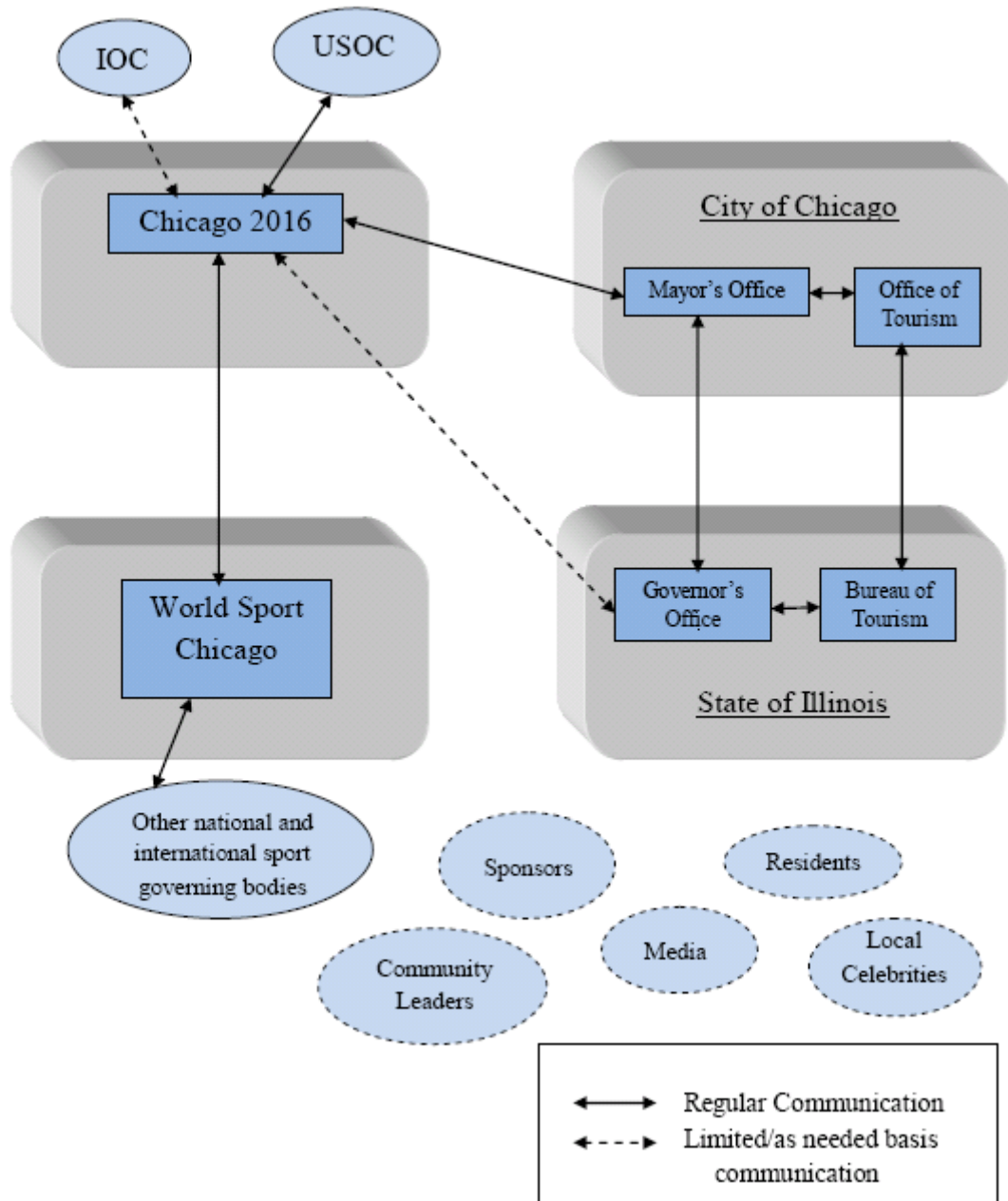


Figure 6: Communication Model between the 2016 Olympics Stakeholders in Chicago

Chicago 2016 works on a daily basis and is a true partner to the USOC. The IOC, on the other hand, due to regulations and fair bidding practices, Chicago 2016 does not have as frequent communication with them. In addition, there is a designated individual to handle those communications. Chicago 2016 operates regularly with the Mayor's Office, especially with the Marketing Department. However, the same can not be said about the State of Illinois at the current time, especially the tourism offices. Communication has been infrequent; nevertheless, they still communicate on an as-needed basis and in the future are expected to deal more with the State and with the national government. Furthermore, Chicago 2016 contracted a public relations agency that handles all media and press inquiries. Lastly, Chicago 2016 works quite closely to WSC, because they share offices and have missions and goals that are quite aligned.³⁰

All organizations have links to Chicago 2016 through various channels, but the frequency varies. Often there are individuals designated to be the representative to discuss with the other offices, particularly a public relations manager, for instance. Since both COT and IBOT are part of larger, governmental departments or agencies, there is a hierarchy that needs to be addressed. For instance, the Illinois Bureau of Tourism is part of the Illinois Department of Commerce and Economic Opportunity, which ultimately is under the Office of the Governor of the State of Illinois. Even though protocol issues are incredibly important in dealing with government offices, there is still the opportunity for the four stakeholders to openly communicate with one another. Since all four organizations are clearly well-respected, highly powerful and influential offices, they have these similarities in common which allow them to be on the "same page" so they know that each other are equally valuable to the success of their goals and missions. From a cyber perspective, it is significant to recognize that both government offices and World Sport Chicago have links from their Web site to the Chicago 2016 home page, which further displays their connection and linking of offices.

Outlying groups and organizations that have a certain degree of power and influence in the communication regarding the potential Olympics in Chicago, such as the media, sponsors and residents, are also depicted in ovals with dashed lines. These entities are mentioned due to their importance and because this communication is vital to the potential success and development of the Olympic bid. These individuals will continue to have a more significant role in the process as time progresses, leading them more than likely into communication with Chicago 2016 and the other stakeholders in the figure. However, it is too early in the stages to speculate what sort of involvement they will have in the future.

5.5.1: Funding of the Olympic Bid

Since the Olympic bid process requires a great amount of investments, it is crucial to understand the financing in order to determine if actions in the Communication Model are done so because of

³⁰ Communication information provided during an interview with the representative from Chicago 2016

particular funding. It could go without saying that the main contributors of key investments into the city's Olympic process would have a crucial involvement in the relationships between the offices. However, since Chicago is still in the bidding process, the backgrounds of these investors are not released for general public knowledge. Due to privacy issues, names of the private investors will not be given out in order to keep from revealing trade secrets to rival cities (Joravsky, 2007).

It has been stated, specifically on Chicago 2016's Web site, that the bid process is 100% privately funded. Mayor Daley has reiterated this statement as well, by saying that funding will exclusively come from private investors. According to Hersh (2007), the Chicago 2016 proposal projects a \$525 million operating surplus on top of the \$1.1 billion required for the Olympic Village construction, \$366 million for the Olympic Stadium and \$80 million for an aquatics center; however, this would need to be backed by public money, as Bob Ctvrtlik, USOC Vice President and Chairman of the USOC's evaluation committee, indicated. Therefore, Chicago 2016 came up with \$1.15 billion in guarantees against shortfalls in a projected \$2.9 billion operating budget, which includes \$500 million already approved from City Council, a proposed \$150 million from the State and \$500 million from private investors in guarantees if the Chicago Olympics run a financial deficit (Hersh, 2007). Mayor Daley is quoted as saying "the U.S Olympic Committee requires an insurance policy. In other countries, the federal government steps up and says, 'We're the insurance policy.' Here in the United States, they've never done that." (Spielman, 2007). As a result of no backing from the federal government, both the state and local city governments stepped up. All parties have the notion that these funds will not need to be tapped, unless everything breaks down completely, which is highly unlikely according to Mayor Daley (Spielman, 2007). Since there is limited discussion at this time of the funding and financing of the bid, it is too early to speculate any direct connections or behavior motives due to certain investments.

CHAPTER 6: FORMULATION OF CHICAGO'S CURRENT IMAGE PORTRAYAL

Chicago's image today has been based on historical elements and now more than ever, on popular culture references. Several of Chicago's previous and current traits lead to nicknames and connotations to the city. Chicago has often been referred to as the "Windy City," the "Second City," the "City of Broad Shoulders" (from Carl Sandburg's "Chicago" poem), "The City that Works," and "City by the Lake" (from the Smashing Pumpkins' song "Tonight, Tonight"). In order to establish an accurate and up-to-date image representation of the city, several vital details need to be covered. Beginning with the statistical impacts of tourism, this chapter will then follow with the elements that comprise Chicago's current image trends and portrayal. These findings will result in Chicago's Current Image Portrayal Model.

6.1: The Importance of Tourism to Chicago

Tourism is one of Chicago and Illinois' most important and growing businesses. In 2006, Illinois welcomed a record breaking 91 million domestic visitors (nearly 72 million for leisure and 19 million for business) and more than 1.6 million international visitors, thereby making Illinois the 7th most popular state and Chicago the 8th most popular city for overseas visitors to the United States (IBOT, 2007b). The city of Chicago welcomed more than 44 million visitors in 2006, which set an all-time record, which was nearly a 10% increase from 2005 (IBOT, 2007c).

Domestic and international travelers directly spent almost \$28.3 billion in Illinois during 2006, a 7.9% increase from 2005 on various expenditures such as transportation, lodging, food, entertainment and recreation (IBOT, 2007b). Domestic travelers in Illinois spent \$26.5 billion, while international travelers spent \$1.7 billion (IBOT, 2007b). Cook County, which includes the city of Chicago and neighboring suburbs, received nearly \$17.6 billion in domestic travel expenditures, up 9.4% from 2005, accounting for 66.2% of the state total (IBOT, 2007b).

These numbers may be impressive, but they do not take into account the number of individuals who actually want to visit the city and state, but are unable to do so. Since it is challenging for many to obtain the necessary paperwork and requirements to visit the United States, international perceptions of the country's procedures to get in are not that great.³¹ Laura Chmielewski discussed that 74% of first time visitors to the States improved their perception of the States after visiting it. It is important to bear in mind that these are individuals that already wanted to come here and went through the procedures to get in. In addition, 61% are more sympathetic to the United States government after their visit as well. These numbers show that the city has the product and that the response is favorable, for those that actually decide to visit.

6.2: Chicago's Current Image Trends

The gangster image is one we [Chicago] are best known for, like it or not. Jordan and Oprah helped change that to some extent, giving a more positive image to the city.³²

- Arnie Bernstein, writer/speaker/teacher and author of *Hollywood on Lake Michigan*

Where once it might have been Al Capone who stood for Chicago, today, hands down, to millions across the globe it is Michael Jordan.

- Magda Krance, "The World's Art and Chicago's" in Madigan's *Global Chicago* (2004, p. 184)

³¹ Statistical information provided by Laura Chmielewski, Manager of Tourism Programs & Services, COT

³² Interview with Arnie Bernstein, writer/speaker/teacher

Along with Al Capone and the gangster theme, Michael Jordan of the Chicago Bulls and Oprah Winfrey were also prevalent throughout our study. Other aspects included the city's architecture, skyline, friendly residents, diverse and multi-cultural communities, sports teams, music scene, cuisine and shopping. From Jessica Judge's previous work experience and travels with past Olympics and Commonwealth Games, she encountered that "people tend to know Chicago by way of Michael Jordan and Al Capone."³³ Judge goes on to state that individuals also associate and comment on Chicago's "amazing architecture, diverse communities, incredible jazz and cuisine." In addition, Arnie Bernstein stated that through his contact with non-Americans, "Chicago is best known for three things: Al Capone, Michael Jordan and Oprah." Furthermore, the representative from Chicago 2016 stated similarly that past references of Chicago include that of gangsters and Al Capone, and has since "migrated more recently to Michael Jordan." Therefore, these two connections, both popular culture (Michael Jordan and Oprah, for example) and historical elements (Al Capone, for instance), portray the top two aspects of Chicago's current image representation.

6.2: Chicago's Current Image Portrayal Model

Using Chicago's own Sears Tower as inspiration, a current Chicago Image Portrayal Model was devised that represents the key aspects that Chicago portrays, much like the nine pillars that comprise the Sears Tower. With varying degrees of visibility and height, columns (for purposes of this Model, corresponded to characteristics of Chicago's image) were selectively chosen in order of how they present themselves to the public. Therefore, the two tallest pillars of the building are depicted as the two most visible characteristics of Chicago's image. The following columns are presented in order of how they are portrayed to the outside audience. Due to the difficulty of not being able to properly capture the entire building structure in this figure, the ninth pillar is not visible in the Model. For this reason, a dotted line that corresponds to this last pillar is included. The following nine support columns of Chicago include and are depicted in Figure 7 below:

- Popular culture
- History
- Natural and synthetic beauty
- Cultural diversity and ethnicity
- Tourism attractions
- Local residents and their attitude
- Business, commerce and economics
- Transportation, infrastructure and location
- Politics

³³ Interview with Jessica Judge, Director of Operations, WSC

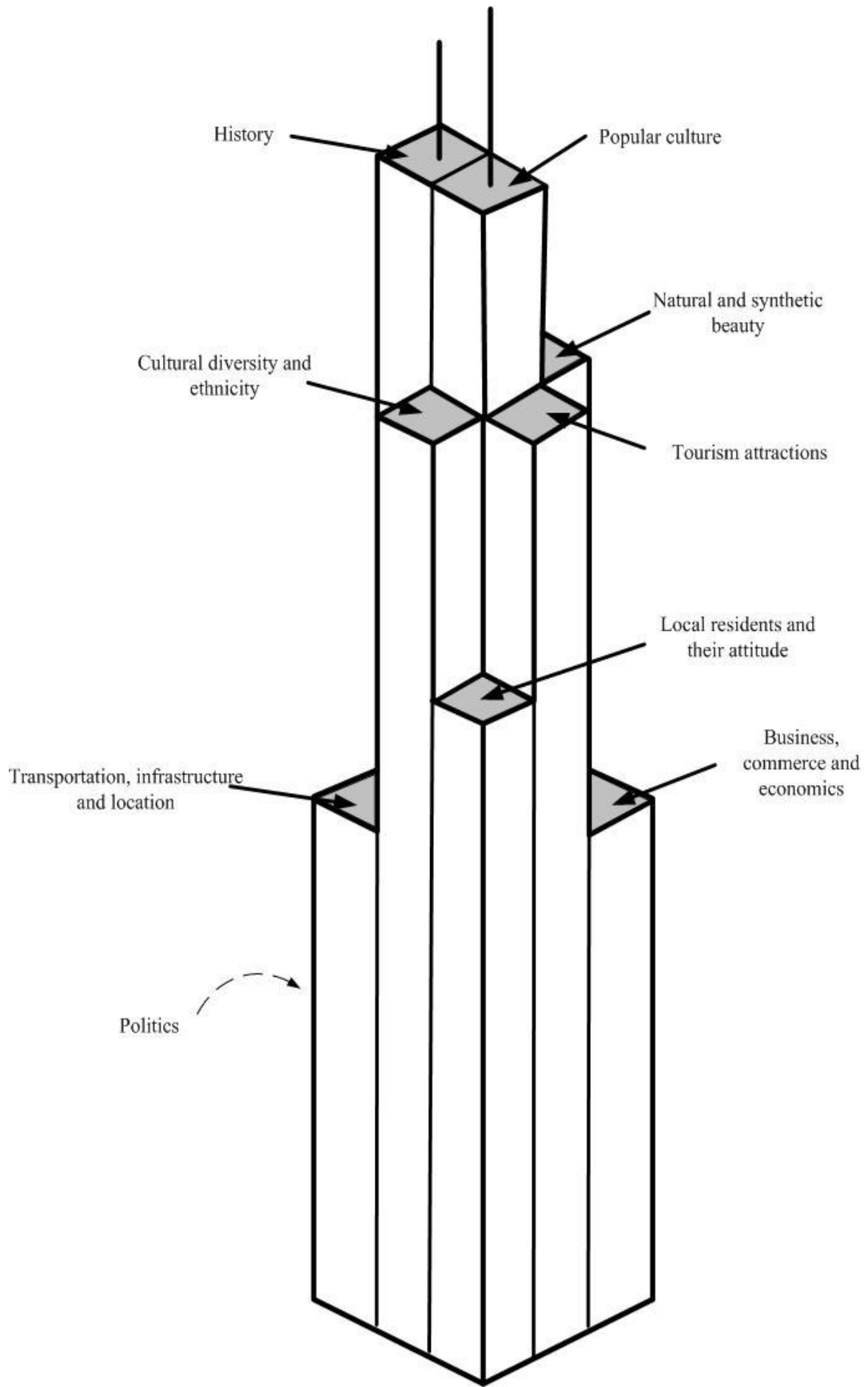
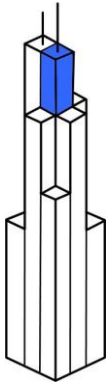


Figure 7: Chicago's Current Image Portrayal Model

6.2.1: Popular Culture



The first pillar of Chicago's Current Image Portrayal Model, popular culture, is of primary importance in the discussion of the city's image. According to Wikipedia (2008), popular culture "can be deemed simply as what is popular within the social context – that of which is most strongly represented by what is perceived to be popularly accepted among society." Taking into consideration the significant aspects that we found to encompass the world of popular culture; this category (pillar in the Model), was divided into the following seven subcategories: movies, television shows, music, literature, theater, sports, celebrities and local personalities attached to the city. This pillar is listed first since several beliefs of Chicago tourism's representatives and industry officials point towards a strong popular culture connection to the city.

Second City was created and founded in Chicago. Many members of Second City have gone on to television (Saturday Night Live) and film. Ernest Hemingway grew up in Oak Park, a Chicago suburb. Frank Lloyd Wright built many homes here. The shows, books and music illustrate the human side of Chicago and accent the true diversity.³⁴

- Jessica Judge, Director of Operations, World Sport Chicago

Like it or not, the entertainment industry is our biggest export to the world. 'Hollywood' is synonymous with 'America.' And what brings foreigners to the States? Attractions like Disney World and Graceland (Elvis' house in Memphis). Between our music (blues, jazz, classical), theater (everything from Second City and Steppenwolf, to the thriving storefront theater scene to big Broadway shows held downtown), zoos, sports, architecture, history and so much more. It is really a rich city in those terms and has much to exploit – in a totally positive sense of the term.³⁵

- Arnie Bernstein, writer/speaker/teacher and author of *Hollywood on Lake Michigan*

The world focuses on popular culture more and more, for better or worse, and people like Michael Jordan, Oprah Winfrey, the Pritzker family (Hyatt Hotels), Second City, Chicago Symphony Orchestra, Lyric Opera, Bears, Cubs, Bulls, Jerry Springer, McDonald's and many more could help to market the viability of Chicago as THE Olympic city in 2016.³⁶

- Ken Norgan, Owner/operator of three McDonald's stores

³⁴ Interview with Jessica Judge, Director of Operations, World Sport Chicago

³⁵ Interview with Arnie Bernstein, writer/speaker/teacher

³⁶ Interview with Ken Norgan, Owner/operator of three McDonald's stores

Movies

One of the most significant popular culture mediums that we found was movies due to their far reach and alluring nature to view on the silver screen. The prevalence of these films to DVDs further compounds this effect. The more movies that are filmed in and around Chicago, the more potential and possibility there is for forming new and hopefully, improved, images of the city.

Films and filmmaking have become as much a part of Chicago's cultural fabric as our architecture, music and theater. Not only do movies capture the beauty and texture of our neighborhoods, lakefront and skyline, they showcase the combined talents of a thriving and nationally-acclaimed filmmaking community. Chicago is not only a great place to tell a story, it is a great place to hear a story told. Thanks to the power and far-reaching influence of movies, Chicago is now being appreciated by film-going audiences from around the world.

- Mayor Daley (as cited in Bernstein, 1998, p. 3 – 4)

Mayor Daley has been a positive force for increasing movie production in Chicago, in part because it shows the world what the city looks like in all its glory. After the Capone/Oprah image, there's nothing like movies replete with their obligatory shots of the beautiful skyline, the lakefront and cultural elements to 'sell' the city.³⁷

- Arnie Bernstein, writer/speaker/teacher

The Chicago Film Office (CFO) states, as a result of more than 750 feature films and television productions made in Chicago, the city has been "showcased to audiences around the world on large and small screens alike. These images help generate tourism, prompt international business and establish a new global awareness of our people, landscape and culture" (CFO, 2007). Due to the Governor of Illinois signing the "Illinois Film Production Services Tax Credit Act" in 2006, legislation is in place that gives tax incentives for filmmakers to film and use local crews in Illinois. As a result, more filmmaking studios and film companies are coming back to the area. There was a period of time from the 1990s to early 2000s where it was too expensive to shoot in Illinois. Therefore, films were forced to be shot in Canada, or of course, New York or Los Angeles, where it is less expensive. This was often the case for many movies that were scripted and even written about Chicago, such as *My Big Fat Greek Wedding* (2002) and even the movie with its namesake *Chicago* (2002). *Wicker Park* (2004), a film about a specific neighborhood of Chicago, had only a few scenic city shots filmed around Chicago. The filmmakers chose to film the rest in Canada due to budgetary reasons.

³⁷ Interview with Arnie Bernstein, writer/speaker/teacher

There was, however, a period in the 1980s to the early 1990s where numerous cult films were produced and shot in Illinois, largely in part due to directors, producers and screenwriters from the Chicago area, whose scripts were tailored specifically for Chicago and its suburbs. These examples, and their year of release, include *The Blues Brothers* (1980), *National Lampoon's Vacation* (1983), *Risky Business* (1983), *Sixteen Candles* (1984), *The Breakfast Club* (1985), *Weird Science* (1985), *Ferris Bueller's Day Off* (1986), *Adventures in Babysitting* (1987), *The Untouchables* (1987), *Planes, Trains & Automobiles* (1987), *Uncle Buck* (1989), *Field of Dreams* (1989), *When Harry Met Sally* (1989), *Home Alone* (1990), *Backdraft* (1991), *V.I. Warshawski* (1991), *Wayne's World* (1992) and *While You Were Sleeping* (1995). More recent films include *My Best Friend's Wedding* (1997), *Never Been Kissed* (1999), *Save the Last Dance* (2001), *The Fugitive* (1993), *Return to Me* (2000), *Ocean's 11* (2001), *Barbershop* (2002), *Derailed* (2005), *The Weatherman* (2005), *Stranger Than Fiction* (2006), *The Break-Up* (2006) and *Fred Claus* (2007). A complete list of movies filmed in Illinois is shown in Appendix 4, provided by IBOT's "OnscreenIllinois.com" Web site.

Several of these movies may have been only partly shot in Chicago due to the script taking the movie elsewhere. However, these films still showcase Chicago, even if it is just a limited part of the city. This was the case with *Ocean's 11*, where only a few scenes were shot in Chicago, but due to the magnitude of the success of the movie, that short screen time was still significant. On the other hand, there are several location-based scripts in which the city is practically a character in the movie, such as *Ferris Bueller's Day Off* and *The Break-Up*. John Hughes (1999), writer and director of *Ferris Bueller's Day Off*, and also a native of the Chicago suburbs, stated that "I wanted to capture as much as I could of Chicago in the architecture, the landscape, but also the spirit," and also spoke of his desire to "show as much of the city's monumental art as possible." This is portrayed as the three main characters skip school for a day to sightsee in Chicago by visiting the Sears Tower, the Chicago Board of Trade, a Cub's game in Wrigley Field, the Art Institute of Chicago and even partake in a German Day parade. Arnie Bernstein believes that *Ferris Bueller's Day Off* is one of the films that best showcases Chicago, stating that it is a "tour of Chicago created by someone who really loves the city."³⁸ Peyton Reed (2006), director of *The Break-Up*, also opted for having Chicago as a main character in his movie, stressing the importance of showcasing the "real flavor" of the city and even decided to film the entire movie there, and not on a staged set in Los Angeles for a portion, which was part of the original plan. These directors took advantage of what the city had to offer and showed it by means of choosing sites that were unique to Chicago. Peyton Reed (2006) also states that these are "real locations that are playing themselves." For instance, the actual filming locations kept their real names, such as Michigan Avenue, the Fireside Bowling Alley, Wrigley Field, the Riveria, Smith & Wollensky Steakhouse and the Skylark Bar.

Marc Forster (2006), director of *Stranger Than Fiction*, also prefers shooting in real locations, rather than staged sets, even though it is more difficult, stating that "the film picks up the reality of a location, the realness, the life of it." This implies that the city's essence and "realness" has the

³⁸ Interview with Arnie Bernstein, writer/speaker/teacher

possibility to come out and be shown to the audience via a motion picture. Queen Latifah (2006), who starred in this movie, said that “it is nice to get out of New York, to get out of LA, to actually shoot in a town like Chicago, which has its own vibe, and it has worked to give this movie a different type of tone than it might have had if we shot in another town.” Tom Duffield, production designer on the set of *The Weatherman* wanted to give the lead character in the movie an apartment with a view of Chicago. He specifically commented that he wanted to “sell Chicago” and “show Chicago to everybody” (Duffield, 2005). As a result, the apartment that was chosen shows and provides a view from above of the Chicago River, all the bridges crossing it and the skyline in the background. Chicago can use these ideas and quotes to its advantage in order to sell itself, in particular in comparison to other American cities.

With movies like *The Break-Up*, starring two internationally well-known actors, Jennifer Aniston and Vince Vaughn, the star power of these two can reach the entire world. It attracted a British celebrity, Kate Lawler, winner of the UK’s *Big Brother 3*, to come and take part in a specialized Break-Up tour, especially made for her to view many of the movie sites. This was part of a journalistic venture in which she later wrote a favorable article about Chicago in *The Sun*. Chicago movies, in particular *The Break-Up*, have had a “huge effect on international articles, especially in the UK,” so much that “articles do not even need to be pitched” to them.³⁹ Many international visitors want to see where scenes from the movie *The Break-Up* were filmed and to understand just why “Jen and Vince love the city so much.”⁴⁰ This was motivated from reading articles or seeing the movie. As a result, International IBOT took advantage of this trend and initiated the “My Chicago” program. It allows the visitors to “follow in the footsteps” and somehow “walk in the same shoes” as this celebrity.

Due to the city’s “very active film community,” many as graduates from local universities (specifically noting Columbia University in downtown Chicago); this community continues to thrive due to these individuals embracing their roots and love for the city.⁴¹ It was commonly found that local actors, such as John Cusack and Vince Vaughn, worked to advocate for their movies to be filmed around Chicago. For instance, John Cusack played a vital role in developing and writing the script for *High Fidelity*, the movie in which he also starred in and produced. Even though it was based on Nick Hornby’s novel set in London, the movie’s script was changed to take place in Chicago. John was able to transpose the script and from understanding the lead character so well, he knew exactly where his character would go in Chicago (Cusack, 2000). As a result, like *The Break-Up*, real locations such as the Green Mill and the Double Door were filmed in *High Fidelity*.⁴² In addition, Zach Helm (2006), screenwriter of *Stranger Than Fiction*, went to college in Chicago and tends to write every metropolis to be like Chicago, since “it holds the infrastructure” of what he believes “to be a great city.” The film community of Chicago is one that has a strong force in promoting the city, since they have the power

³⁹ Interview with Elisa Marcus, International Marketing Manager, IBOT

⁴⁰ Interview with Elisa Marcus, International Marketing Manager, IBOT

⁴¹ Interview with Laura Chmielewski, Manager of Tourism Programs & Services, COT

⁴² The Green Mill Jazz Club is a historical jazz bar in Chicago, known to have been a local hang out for Al Capone. The Double Door is a large venue that hosts many live bands and artists in the heart of Wicker Park, where several scenes of *High Fidelity* were filmed.

to influence much of the movie's script, whether it is site locations or depictions of particular places, but also the actors themselves are often reflective of the city as well.

As a result of movies, old and new images can be showcased to the entire viewing audience. The city's exterior image and new locations can be shown to all that watch the movie. However, there is also the possibility of bringing back and revitalizing a lost and fading tradition. Such was the case with blues music and *The Blues Brothers*. Director John Landis stated that Dan Aykrod and John Belushi, after the movie was released, helped the blues probably more than anybody in the last 20 years and that James Brown, Ray Charles and Aretha Franklin's careers were revitalized after the movie (Landis, 1998). Aretha Franklin (1998) confirmed by saying that the movie "broadened my audience and it certainly introduced people to me who were not aware of who I was." Therefore, because of the power and reach of movies, cultural aspects, such as music in this case, becomes more known, perhaps even reintroduced back into society.

Similarly, director John Hughes of *Ferris Bueller's Day Off* used his movie as a platform for describing the influence of mass media and popular culture on his lead character. Wyatt (1994, pp. 58 – 59) stresses that:

John Hughes contrasts his characters as products of the mass media; their lives and experiences are both formed and filtered through the mass media. A character such as Ferris Bueller offers the end point of this tendency, with the character defined almost entirely by his taste in music and his references to television and movies. Hughes reinforces the media-oriented world through placing various popular movie theme songs in the film.

This use of popular culture (the movie itself) to depict the popular culture of the time (such as the music played, along with television and movie references), displays the concepts and roles of mass media at its best.

Television Shows

Like motion pictures, the medium of television has a significant reach as well. Since more and more individuals own televisions today, sitcoms and drama series have become an important part of many people's lives. Popular culture is able to stay alive and constantly be updated due to the routine and repetitive nature of television shows.

One show in particular, *ER*, first starting filming in 1994 in Chicago and is accurate in depicting many specific Chicago locations and terminology. Even though the hospital scenes are filmed in California, many scenic and city shots are filmed throughout the year in Chicago. It is common that scenes take place on the CTA "L" trains or platforms, along with Lake Michigan and the lakefront path. A great number of German and Australian tourists traveling to Chicago have asked specifically for the site

locations of *ER*.⁴³ Another internationally known show, *Prison Break*, which premiered in 2005, filmed two seasons in and around Chicago. The actual prison was located outside of the city in Joliet (where *The Blues Brothers* filmed as well) and could be easily used since it was no longer in operation. This show also provided many background shots and scenes of the city. Other shows that prominently featured Chicago, followed by their premiere year, include: *My Boys* (2006), *The Loop* (2006), *Early Edition* (1996), *The Bonnie Hunt Show* (1995), *Chicago Hope* (1994), *Webster* (1983), *Good Times* (1974) and *The Bob Newhart Show* (1972).

Often, just like with movies, the setting is meant to be one place, but is actually filmed in another, most often California. Such is the case with *According to Jim* (2001), *Freddie* (2005) and *Pepper Dennis* (2006). These three shows were set in Chicago, but, in fact, not filmed there. However, they still kept up with the Chicago jargon and actual locations in their script writing. They even occasionally include exterior shots of Chicago's architecture. On the other hand, several television shows took advantage of their opening credit scenes and filmed Chicago for these spots, which include *Married... with Children* (1987), *Punky Brewster* (1984) and *Webster* (1983). *Married... with Children* prominently features Buckingham Fountain in its beginning credits.

Oprah uses images of Chicago during her opening credits as well for *The Oprah Winfrey Show* since the studio where they film the show is in the city. The show began airing in 1986 and is still airing today. Other talk shows filmed in Chicago include *The Jerry Springer Show*, which began in 1991 and is still on air today, and *Jenny Jones*, which ran from 1991 – 2003.

The cult following and the power of Music Television (MTV) strikes hard in the world of popular culture since it is quite influential in the lives of its many viewers. *Real World*, in particular, has been a successful reality television show on this network. Chicago was the chosen location for 2002 in which, as stated in its title credits, “seven strangers live and work together and have their lives taped” for the entire audience to view. As a result from this show, the viewers saw a “semi-real” side of Chicago since the individuals were taped non-stop and were going to many of the city's establishments.

The Simpsons (1989) television show takes place in a fictional town of Springfield, which also happens to be the capital of Illinois. In honor of promoting *The Simpsons Movie* (2007) release, all Springfield towns across the United States were invited to submit videos why they believe *The Simpsons* is set in their town. The winning location then would get to host a premiere of the movie. The winning town of Springfield, Vermont won with 15,367 votes, with Illinois at a close second with 14,634 votes (Clark, 2007). IBOT took advantage of this opportunity and used it as a marketing tool to spread the word about Illinois, but also to connect the state to this successful popular culture reference.

⁴³ Interview with Amanda Booth, National Sales Manager, Hostelling International

Music

Chicago's distinctive music scene contributes to the city's diverse and strong foundation of its music culture, as discussed in our expert interviews. Home to the Chicago Symphony Orchestra and the Lyric Opera of Chicago, Chicago has received much praise from its classical music and opera scenes. Of the various types of music found in Chicago, amongst the most notable forms are the blues, particularly a style called "Chicago Blues," jazz, soul and gospel. Chicago-style blues can now be heard routinely in blues festivals, clubs and concert halls all over the world (Krance, 2004). "For decades, Chicago blues artists have gone abroad for concert and club gigs that electrified European audiences, and foreigners visiting Chicago continue to seek out the original and the upstart blues clubs on the south, west and north sides" (Krance, 2004, p. 181). As depicted in postings and signs in the Sears Tower Skydeck, Chicago's musical history connections relate to many artists, such as Louis Armstrong, Miles Davis, Buddy Guy, Koko Taylor, Howlin' Wolf, Benny Goodman (founder of swing), Thomas Dorsey (founder of gospel music), all of which performed on stages throughout the city. The COT downloadable audio tours mentioned in Section 5.3, partnered with Buddy Guy, a Chicago blues legend, in which he narrated a historical Chicago blues audio tour for the city.

Several musical artists have their origins rooted in and around Chicago, such as the band Chicago (whose original name was actually Chicago Transit Authority), R.E.O. Speedwagon, Styx, Survivor, Cheap Trick, Smashing Pumpkins, Wilco and hip-hop names such as Kayne West, Common and R. Kelly. The Smashing Pumpkins even recorded their single "Tonight, Tonight" with the Chicago Symphony Orchestra.

An unknown attribute of Chicago's music history is that Chicago is known as the birthplace of house music, a variation of the electronic music scene. Legendary DJ, Frankie Knuckles, is known as the "Godfather of House Music" and started spinning this new type of music at an old Chicago nightclub, The Warehouse, from which ultimately this music drew its name (IBOT, 2007d). He was featured as one of the local celebrities in IBOT's "My Chicago" initiative.

Several songs are associated directly with Chicago, such as Frank Sinatra's "My Kind of Town" and Robert Johnson's "Sweet Home Chicago," which was later revived when *The Blues Brothers* (John Belushi and Dan Akyroyd) covered it. An alternative artist, Sufjan Stevens, and his album "Come on! Feel the Illinois!" has received praise for his songs, all of which contain historical and popular cultural references to Illinois, such as "A Short Reprise for Mary Todd [Lincoln], Who Went Insane, but for Very Good Reasons," "The Seer's Tower," "The Tallest Man, the Broadest Shoulders," "The World's Columbian Exposition" and "Carl Sandburg Visits Me in a Dream."

Literature

The Chicagoland area is home to several authors and poets, such as Ernest Hemingway and Carl Sandburg, who focused much of his literature on Chicago. Sandburg was the individual who coined Chicago as the “City of Big Shoulders” in one of his poems, which Chicago still hears today.

Chicago is also the setting for several literature pieces. Upton Sinclair, an American novelist, wrote in detail about the harsh conditions of Chicago’s Union Stock Yards in *The Jungle*. One of the more recent bestsellers is Erik Larsen’s *The Devil in the White City*. This piece of non-fiction centered on the lives of two men, the architect behind the 1893 World’s Fair (Daniel Burnham) and a serial killer (Dr. H. H. Holmes), occurring at the same time in Chicago. Since the reviews and raves of this book were so enormously popular, the COT, the Chicago Architecture Foundation and the Chicago History Museum each have *The Devil in the White City* tours around Chicago, all which sell out completely.⁴⁴ Many individuals have become so enthralled with the story, in part due to the great detail provided on Chicago’s architecture and landscape. One Chicago resident hosted two friends from out of town that specifically asked her to drive them around to all the sites mentioned in the novel.⁴⁵ The novel was written so captivating and enticing that tourists come, with their book in hand, to trace the footsteps of the lead characters.⁴⁶

Theater

Chicago is home to several historic and contemporary theater houses and award-winning companies today. Active within five of these theaters is Broadway In Chicago, an entity that brings Broadway shows to this community of Chicago. Past and current successes include *Mamma Mia!*, *Phantom of the Opera*, *Monty Python’s Spamalot*, *Rent*, *The Producers*, *The Lion King* and *Wicked* to name a handful.

Steppenwolf Theatre Company is one of Chicago’s several performing arts institutions. This company was instrumental in the launch of many American actors careers, such as Gary Sinise (one of the founders), John Malkovich, John Mahoney, Joan Allen, Gary Cole, Martha Plimpton and Laurie Metcalf. Another example, the Lookingglass Theatre Company, has an active Junior Board that cooperates with the main Board of Directors. David Schwimmer from *Friends* and Joey Slotnick from various television shows and films, such as *Nip/Tuck*, *Alias* and *Boston Public*, are advisors between these two boards of the theater and host an annual fundraiser, The Madhatter’s Ball, which has garnered much local media publicity.

The Second City, started in Chicago in 1959 as a comedy and improvisational troupe where John Belushi, Dan Aykroyd, John Candy, Gilda Radnar, Fred Willard, Eugene Levy, Bill Murray, Mike

⁴⁴ Interview with Laura Chmielewski, Manager of Tourism Programs & Services, COT

⁴⁵ Interview with Kristin Rimington, Chicago resident

⁴⁶ Interview with Laura Chmielewski, Manager of Tourism Programs & Services, COT

Myers, Bonnie Hunt, Tina Fey and Rachel Dratch got their careers started, often being a source of cast members for *Saturday Night Live* (The Second City, 2007). The Second City has expanded to other cities in North America now as well.

However, not necessarily theater, but still arts-related are the dance studios around the city. In particular, the Joffrey Ballet is internationally known, along with Hubbard Street Dance Chicago. For Robert Altman's film, *The Company* (2003), the filmmakers had full collaboration while coordinating and filming with the Joffrey Ballet.

Sports

Chicago, and a small handful of other American cities, has two professional baseball teams, playing in each of the official leagues: the National and the American. The Chicago Cubs, playing in Wrigley Field in the heart of residential Chicago, have not won the World Series (the championship series of Major League Baseball) since 1908. The Chicago White Sox, on the other hand, won the World Series in 2005. The Chicago Bears football team is known for winning the Super Bowl (the championship game of the National Football League) in 1986 and returning back in 2007, but were not victorious that year. The "Super Bowl Shuffle," a song in which the 1985/86 season players rapped about their Super Bowl chances became a cult favorite and is still known by most who watched that football season. It reached the Billboard charts and even received a Grammy nomination. The Chicago Blackhawks hockey scene and the Chicago Fire soccer team are other sporting events held in the city. Chicago was named the Best Sports City in 2006, according to Sporting News, largely due to the Chicago White Sox winning the World's Series in 2005, but also the impressive season of the Chicago Bulls, the Chicago Bears and Northwestern University's football team (Hille, 2006).

In one of Chicago's most popular stores and tourist attraction, NikeTown Chicago, a poster is displayed near the entrance that states the following:

In Europe, they say you can tell which city you are in by looking at the church spires. Here in America, it is much the same; visitors need only look to our stadiums – our cathedrals of sport – to orient themselves.

This is nowhere more true than in Chicago, where these venerable structures stand not only as landmarks, but as stone and steel testimonials to the power of sports. Like those churches of Europe, each possesses its own recognizable characteristics. And like those churches, each is a place of worship.

NikeTown Chicago is dedicated to the same spirit of reverence that built those edifices, and which moves us to gather together to watch full-grown adults at play.

These statements expand on Chicago's need and interest in sporting events, by comparing each sporting facility to a "place of worship." These locations are therefore, from NikeTown's perspective, symbols of extreme importance and high stature in the city's sporting culture.

Celebrities and Personalities Attached to the City

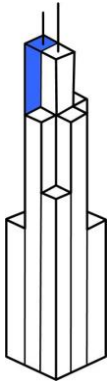
Even though Michael Jordan was not born in Chicago, his legendary basketball career with the Chicago Bulls makes it difficult to not associate his name and image to the city. Visitors to remote, rural villages in Africa have spotted children sporting red shirts with "Jordan," "23" and "Chicago Bulls" emblazed on them and due to satellite television, an unimaginable amount of people across the globe have seen Michael Jordan play (Krance, 2004).

Oprah Winfrey, another individual who is not originally from Chicago but has connections to the city, is an indescribable influence across the world because of the power and limitless reach of the media. In 1984, Oprah moved to Chicago to host a morning talk show and in less than a year, she had *The Oprah Winfrey Show*, which is now seen by an estimated 46 million viewers a week in the United States and is broadcasted in 134 international countries (Oprah Winfrey, 2007). She also established Harpo Studios, a production facility in Chicago, making her the third woman in American history to own her own studio (Oprah Winfrey, 2007). Her philanthropic nature and humanitarian work has garnered herself a spot in *Time Magazine's* 100 Most Influential People in the World since 2004 (Oprah Winfrey, 2007).

There are several celebrities with associations to the Chicagoland area, either being born there or living there, such as Harrison Ford, Robin Williams, Bill Murray, John Belushi and his brother James, John Mahoney, Chris Farley, Aidan Quinn, George Wendt, John C. Reilly, Terrence Howard, Bonnie Hunt, Frances McDormand, Virginia Madsen, Ann-Margret, Julia Louis-Dreyfus, Megan Mullally, Chris O'Donnell, John Cusack and his sister Joan, Vince Vaughn, Jeremy Piven and Mr. T. Many of the artists mentioned under the *Music* heading are considered to be part of Chicago's personalities, such as Billy Corgan of the Smashing Pumpkins, Eddie Vedder of Pearl Jam, Kanye West, Nat "King" Cole and Chaka Khan. Several of the individuals associated to the companies mentioned under the *Theater* heading are considered as well.

In the world of countless reality television shows, the winners often enjoy moments in the spot light and perhaps their "fifteen minutes of fame." Such may be the case with Bill Rancic, Chicago resident and first winner on Donald Trump's *The Apprentice* television show in 2004. As part of getting hired by Donald, Bill got to be the project manager of the construction of the new Trump Tower in downtown Chicago. This Tower will be a condominium-hotel skyscraper and is slated to be complete in 2009 (the hotel is already in operation) and will then be Chicago's second tallest building, after the Sears Tower.

6.2.2: History



Chicago's second pillar of its Current Image Portrayal Model, history, is also of primary importance. The first resident of Chicago was a fur trader, Jean Baptiste Point du Sable, who built his settlement there in 1779, the town of Chicago was incorporated in 1833 and then incorporated as a city by 1837 (COT, 2007b). The Chicago Fire of 1871 left the city with an opportunity to plan and rebuild itself. As previously mentioned, Chicago hosted the World's Columbian Exposition in 1893 which attracted nearly 26 million visitors during its six-month run and it was at this time that the Chicago Transit Authority (CTA) introduced the first elevated trains, "L," to provide transportation for those attending the fair (COT, 2007b). In the late nineteenth century, Chicago was a city, full of commercial importance, growing more quickly than New York, and the city leaders recognized the need for order and a plan which could solve its current problems and to prepare for a prosperous future – the result was Daniel Burnham's 1909 *Plan of Chicago*, which addressed architecture and spatial planning and arranged the city's unobstructed lakefront and its system of parks and forest preserves (Johnson, 2001). In 1933, Chicago hosted "A Century of Progress" World's Fair to show the technological accomplishments of civilization since the city was incorporated, which attracted 39 million visitors in its two-year period (COT, 2007b).

Chicago has emerged more and more as a global city hosting large scale events such as the AIBA World Boxing Championships in 2007, the Gay Games VII in 2006, the International Pow Wow (one of the travel and tourism industry's premier conferences) in 1998, the Democratic National Convention in 1996 and the World Cup Soccer Tournament in 1994. Chicago is also home to an annual marathon that has been occurring since 1977 and is part of the World Marathon Majors, which includes the five largest marathons across the globe, along with Boston, New York City, London and Berlin (Chicago Marathon, 2007b). The annual Taste of Chicago is a massive ten day event that celebrates the local cuisine of Chicago, along with local musical talent. The Taste has become the nation's largest free food and music festival with an attendance reaching 3.5 million people in 2006 (Chicago official visitors guide, 2007).

Chicago's Prevalent Gangster Image

Research confirmed that Chicago's image has a strong correlation to past historical figures, mainly Al Capone and other mobsters from the gangster years in the 1920s and 1930s. In fact, this connection has become one of the most prevalent in Chicago; hence, history is the second pillar of the Model. As mentioned in Section 2.5.2, the city has struggled with this inaccurate image for quite some time.

Chicago's civic image suffered during the mobster years of the early twentieth century, and "Al Capone – bang, bang!" still remains an all-too-common response to Chicagoans traveling abroad.

- Magda Krance, "The World's Art and Chicago's" in Madigan's *Global Chicago* (2004, p. 178)

Although their legacy is completely obliterated, the folklore about various gangsters called 'Deanie,' 'Hymie,' 'Bugs,' 'Big Jim' and of course, 'Scarface' Capone is as much a part of Chicago's colorful history as the heritage left by the architects and tycoons.

- Tom Bower in "Chicago... everyone's kinda town" (2006, p. 93)

Even though Al (Alphonse) Capone, the figure head and symbol of the notorious gangster, was born in Brooklyn, New York, he later moved to the south side of Chicago to work and will be remembered from his time there. At the height of his criminal career during the Roaring Twenties, Al Capone was the most famous gangster in America and with the combined influence of books, films and television he retains that historical status to this day, ranking alongside Jesse James and Billy the Kid as one of the legendary criminal figures in American history and culture (McCarty, 1993). Capone became a symbol for the gangster concept itself, which is still brought up today. Even after his death in 1947, this association still lives on prominently. In other words, there is immortality about his name and image that will never fade (McCarty, 1993). Therefore, the enduring legend of "Scarface" will continue as long as it keeps prevalent in history and culture, specifically popular culture, today.

There is something fascinating that many individuals find from the gangster concept perhaps that is why the image has stayed and persisted for such a long time. Through a group tour company, The Untouchable Tours, Chicago's gangster history comes to life with a costumed bus driver and tour guide with fake guns that play roles from those years. Pohlen goes on to write about this experience and concludes with "[i]t's all part of the fun, and let's face it, gangsters are F-U-N!" (1998, p. 209). Even though the gangster scene that most individuals have in their minds is from the 1920s and 1930s era, this representation has been engraved in their thoughts and perceptions. These may not necessarily be negative thoughts, but there is still the question or uncertainty of safety in the city.

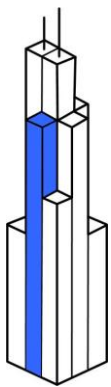
Eliot Ness, the federal Justice Department Prohibition agent who ultimately prosecuted Capone, only for tax evasion charges though, later talked to Oscar Fraley about his experiences during the Capone years (McCarty, 1993). These conversations were then turned into a book, *The Untouchables*, published in 1957, which became a bestseller. This story then led its way to a motion picture, a television series and even a video game. There is a new movie, *The Untouchables: Capone Rising*, a prequel to the earlier film, scheduled to be released in 2008 (Internet Movie Database, 2007).

With television shows like *The Sopranos* and movies, such as *Scarface* (1932), *Bonnie and Clyde* (1967), *The Godfather* (1972), *The Untouchables* (1987) and *Goodfellas* (1990), the gangster theme continued through the years and continues to be prolonged. Of these, only *The Untouchables* was filmed in and about Chicago, the others most often took place and were filmed in New York City. However, it is still Chicago to this day that gets the gang-ridden street image. Due to the historical

gangster image popularity through popular culture mediums, the reach becomes greater and new images become reinvented. McCarty states that “the gangster, like the gunslinger, is a classic American character – and the gangster movie, like the Western, one of the American cinema’s most enduring genres” (1993). McCarty (1993, p. xvi) expands the interest and fixation of Hollywood’s gangland that:

[t]he gangster movie remains very much alive because, from the barrios, ghettos, and boardrooms of America’s cities to the drug strongholds of Miami, New York, Los Angeles, gangsterism itself is still with us. The saga continues. The movies’ love affair with the mob, and the audience’s love with those movies, goes on. The themes, characters, landscapes, and mythologies of the gangster movie have proven resilient enough to be updated, reshaped, and expanded upon to connect with even the youngest among us, the teenagers and young adults for whom most movies these days are made.

6.2.3: *Natural and Synthetic Beauty*



Natural Scenic Beauty

According to Bill Kurtis, a leading American journalist (and narrator of IBOT’s Chicago downloadable MP3 movie tour), the most underestimated characteristic about Chicago is “its beauty” (Chicago official visitors guide, 2007, p. 160). In this, he was not alone. A majority of the interview respondents and individuals questioned, remarked with similar responses. Hence, it is depicted as the third pillar in the Model. The beauty of the city is further compounded by the abundance of parks and green areas around the city. The City of Chicago has taken an active interest in up keeping these areas, along with beautifying the city center. The main walking streets see many fresh flowers cared for routinely.

Chicago is a special urban city since it is on water and has several beaches. Lake Michigan even has the potential to look like a “huge, freshwater ocean.”⁴⁷ Many visitors comment on the Lake and its vast beauty, “often confused since it appears to go on forever, but are also in awe of it.”⁴⁸ Chicago has 26 miles of lakefront, 18 miles of lakefront paths for biking, running, walking or rollerblading, along with 15 miles of bathing beaches at 30 different beaches (Chicago official visitors guide, 2007). Several international individuals who currently or used to live in Chicago, commented on the beaches, specifically in the summer, as one of the most memorable experiences they had while in Chicago. One of the major beaches, Oak Street Beach is literally steps from Michigan Avenue and the heart of the downtown shopping business district. Most of these attributes are located in the north side of the city. However, one resident believes that the south side actually has a “more gorgeous and better lake front”

⁴⁷ Interview with the representative from Chicago 2016

⁴⁸ Interview with Amanda Booth, National Sales Manager, Hostelling International

than the north side.⁴⁹ If the Olympics were to come to Chicago, the south side has the potential of reviving itself and showing a new side of the city since the Olympic Village will be located there.

Chicago has the potential to take visitors off guard from time to time. This mainly occurs because they may not have too high of expectations for the city. However, when they are there and experienced the essence of the city, Chicago does amaze them. A tourism official finds it really “nice to surprise visitors,” and also shared that “people often come back more often to Chicago than a city like Los Angeles.”⁵⁰ Further research presented that Chicago has the potential to rival other major cities, but often is considered a hidden gem since it is not as recognized as other cities such as New York or Los Angeles. Richards (2006, p. 112) describes Chicago as a more chilled version of New York since the “shopping, architecture and culture can rival anything the East has to offer and you can happily cover the majority of the city on foot.” Elie (1996) wrote on Chicago’s comparison to New York, noting that several similarities existed such as, “great museums, jazz and blues, racial diversity, crowds, anonymity and elevated trains,” but pointed out that Chicago’s “horizon stretching away to Lake Michigan and the plains,” along with its “river coursing through the city rather than bordering it” distinguish itself from New York. Chicago appears to fly under the radar of international visitors in terms of their prior knowledge and exposure. At times this is considered a weakness since the city is not as well-known as others. However, for those that actually spend time in Chicago tend to leave content with their, often “surprising” experience. For instance, four friends of an interviewee⁵¹ realized that they could have a stopover in Chicago before their trip to New York and decided to spend four days in Chicago and only three in New York. These were individuals that had already been to both cities, and purposely made their time in Chicago longer than New York.

Even though many may know Chicago as the “Windy City,” this is, in fact, not due to the wind. The actual wind speed is much calmer than many other cities. The nickname arose when Chicago was competing against New York for the 1893 Columbian Exposition. A New York journalist, Charles Dana, wrote to his readers that they should “pay no attention to the nonsensical claims of that Windy City. Its people could not hold a World’s Fair, even if they won it” (Pohlen, 2000, p. 1). He claimed that Chicago was boosting itself too much and being too out-spoken about their strengths. The actual weather in the city can be considered quite comfortable with the exceptions of the height of winter and summer. It sees all four seasons, with the lowest temperatures in January and the highest temperatures in July, around the mid-80s degrees Fahrenheit (29 degrees Celsius). Interestingly, a Chicago-based movie, *The Weatherman*, particularly chose Chicago because it is “really cinematic, architecturally and the weather” (Verbinski, 2005). Nicholas Cage played the title role and specifically commented on the role of a weatherman in Chicago and touched on a topic prevalent in Chicago’s weather scene. He observed that a “Chicago weatherman is a whole different animal than a Los Angeles weatherman. A Los Angeles weather basically has one season, the weather here [in Chicago] is so intense, it can be 30

⁴⁹ Interview with Matt Olaveson, Chicago resident

⁵⁰ Interview with Amanda Booth, National Sales Manager, Hostelling International

⁵¹ Interview with Ken Norgan, Owner/operator of three McDonald’s stores

degrees one day and 80 degrees another day” (Cage, 2005). The Chicago weather has the potential to be sporadic.

Man-made and Synthetic Beauty

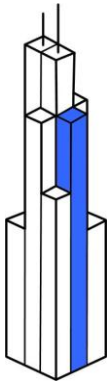
Chicago is home to many architectural firsts, along with historic landmark buildings and modern, contemporary innovations. The “father” of the skyscraper, William Le Baron Jenney, was the architect behind the city’s first full steel skeleton skyscraper, the Home Insurance Building, constructed from 1884 – 1886, which was considered the first skyscraper (Krance, 2004). Chicago has been considered a “living museum of architecture,” thanks to the genius architects of Daniel Burnham, Louis Sullivan, Frank Lloyd Wright, Ludwig Mies van der Rohe, Helmut Jahn and many more (COT, 2007b). Spanish architect, Santiago Calatrava’s “Chicago Spire,” will be completed in the coming years and will become the city’s tallest building. Frank Gehry designed the Jay Pritzker Pavilion and Anish Kapoor designed “Cloudgate,” both important additions to Millennium Park, located downtown Chicago on the most known street in the city, Michigan Avenue. It has been said that Millennium Park is representative of Chicago’s bid to soften the image of its downtown area and create its own version of New York City’s Central Park (Mourby, 2007). It has also been called the world’s largest rooftop garden since an underground parking garage was built underneath it. Most of these architectural and structural masterpieces are free of charge to view obviously, so any and all can observe and take in their presence. As a result, it “provides a meeting spot for individuals of all ages and classes to enjoy and admire.”⁵²

Chicago’s architecture was found to be one of its most known and notable features. Many first time visitors did not realize that the city had this impressive architecture and skyline and are instantly amazed by the dramatic and stunning nature of it.⁵³ In addition, many of the movie directors and producers consistently comment of the attractiveness of this aspect and how much they enjoy filming with it in the background. Peyton Reed, director of *The Break-Up*, commented that with “the architecture of Chicago, particularly almost anywhere you point the camera you are going to come up with a beautiful, amazing building. It is such a great architectural city” (Reed, 2006). Furthermore, Kevin Thompson, production designer on the set of *Stranger Than Fiction*, believes that Chicago is an interesting city for architectural styles and the diversity of offerings that they needed from the script, could be easily found there (Thompson, 2006).

⁵² Interview with Laura Chmielewski, Manager of Tourism Programs & Services, COT

⁵³ Interview with Laura Chmielewski, Manager of Tourism Programs & Services, COT

6.2.4: Cultural Diversity and Ethnicity



The global nature of Chicago is evident in its neighborhoods and residents. It is a city with 130 non-English newspapers, where an emergency call to 911 can be responded to in 150 languages and where 22% of the population is immigrants (Simmons, 2004). According to the 2000 U.S. Census, just more than one Chicago resident in five was born in a foreign country, with immigrants from Mexico (46.5% of the foreign-born residents) and Poland (11.1%) topping the list (Broder, 2007). Broder also goes on to state that in 1890, 41% of the city's population was foreign-born with Ireland (15.5%), Germany (13%), Sweden (9.5%) and England (6.3%) being the four most prevalent (2007).

These ethnicities have spread their culture and way of living into many neighborhoods throughout the city. As a result, there are communities that cater to the diverse population such as the Greeks in Greektown, Italians in Little Italy, Mexicans in Pilsen and Little Village, Ukrainians in Ukrainian Village, Swedes in Andersonville, Germans in Uptown, Chinese in Chinatown, Indians in Devon Avenue, and not to forget the influence of the many Polish and Irish immigrants to the city as well. In most of these neighborhoods, there are ethnic and authentic restaurants and bakeries, museums that give their history and stores that sell imports.

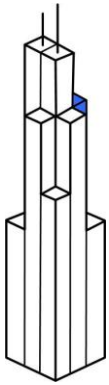
Bronzeville, a historic neighborhood on the south side of Chicago, once known as the Black Metropolis, was important in the building of African-American history. It was in this neighborhood where a rich legacy of jazz and blues entertainment originated with the sounds of Louis Armstrong and Muddy Waters and other significant figure heads associated to the area, such as Andrew "Rube" Foster (founder of the Negro National Baseball League), Ida B. Wells (a civil rights activist and co-founder of the NAACP), Bessie Coleman (the first African-American woman pilot) and Gwendolyn Brooks (Pulitzer Prize winner author) (COT, 2007c). Many of these individuals made their way from the southern American states to the north in search of a more industrialized area, over 50 years ago.

The City of Chicago has an active Sister City relationship program in which Chicago and various other cities across the world, ranging from Canada, Europe, and Africa to Asia, cooperate together in various capacities. The mission of the Chicago Sister Cities, under the Department of Cultural Affairs, is:

to provide leadership to develop, manage and coordinate comprehensive exchanges with Chicago's 27 international Sister Cities. It aims to increase international trade, economic development, promote exchanges of culture, education, medicine, environment, technology and social service opportunities with its sister cities for the benefit of the City of Chicago, its residents and businesses. (CSCIP, 2007)

Chicago Sister City relationships include Göteborg, Sweden; Paris, France; Hamburg, Germany; Belgrade, Serbia; Casablanca, Morocco; Accra, Ghana; Lahore, Pakistan; Moscow, Russia; Shanghai and Shenyang, China; Osaka, Japan, and Mexico City, Mexico to name a few. Chicago is also home to over 60 consulates, both paid and honorary. Many communities also have active chamber of commerce offices in Chicago as well.

6.2.5: *Tourism Attractions*



The next component and pillar of Chicago's image is its tourism attractions and activities. Chicago's museums display artifacts, pieces of art and contain interactive exhibits for all ages and all tastes. With a "Museum Campus" vicinity located on Lake Michigan, museums are easily accessible and in an ideal setting for visitors and residents alike to appreciate and admire the museums' offerings, along with Chicago's skyline. One of these museums, the Museum of Science and Industry, is the only building still standing from the 1893 World Columbian Exposition. Significant facts include that the Art Institute of Chicago holds one of the largest and most extensive collections of Impressionist and Post-Impressionist paintings outside of the Louvre in Paris, France; that the John G. Shedd Aquarium is the world's largest indoor aquarium and that the Lincoln Park Zoo is one of only three free major zoos in the country (COT, 2007b). Krance acknowledges that Chicago has long been an internationally recognized center for the fine arts – painting, drawing, sculpture and goes on to state that the Art Institute of Chicago is the "mighty anchor and the point of reference for the city's high art ranging from the ancient to the relatively contemporary" (2004, p. 171).

Deep dish pizza and the Chicago-style hot dog (both with particular ingredients) are synonymous with authentic Chicago food. Both are significant to the city because these special preparations began there. However, "there is more to Chicago nowadays than deep dish pizza and hot dogs."⁵⁴ It has been a starting ground and venue for many of the emerging and already well-established chefs of the world. Most notable is Charlie Trotter, referred to by a UK journalist as "America's answer to Gordon Ramsey" (d'Arcy, 2006, p. 4) and his restaurant Charlie Trotter's, has long been considered one of the world's best restaurants. It was given the #30 spot on *Restaurant Magazine's* 50 Best Restaurants in the World, and the fifth best American restaurant on this list (*Restaurant Magazine*, 2007). Grant Achatz, head chef at Alinea, is also stirring up a significant amount of press and publicity. He has also been "described as the American equivalent of British culinary alchemist Heston Blumental," and his restaurant received the "Best Restaurant in the America" by *Gourmet* magazine in 2006 ("Chicago is the top of the food chain," 2007).

The shopping scene is another tourism activity in Chicago. There are several neighborhoods that contain unique boutiques and local treasures, but there are also several, large shopping centers. Michigan Avenue, also known as the Magnificent Mile, is home to many flagship stores and is

⁵⁴ Interview with Elisa Marcus, International Marketing Manager, IBOT

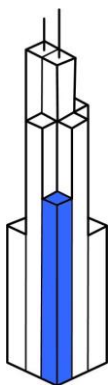
considered one of the best shopping districts in the city. Marshall Field's department store was an institution in Chicago that dated back in its history, until recently when it was acquired by Macy's. Babwin (2005) wrote that Chicagoans viewed this announcement as the "ultimate indignity" since it was the "city's most famous department store." Lonnie Bunch (as cited in Badwin, 2005) goes on to say that this is because Chicagoans are so proud of the city's history, "enamored" with it and often "revel in their history."

Providing accommodation choices of all levels is another aspect of Chicago's traits. High-class hotels on Michigan Avenue cater to the elite crowd, while the prevalence of mid-range choices appeals to those on a budget-conscious visit. For individuals looking for one of the city's most reasonably priced options, there is a Hostelling International Hostel, located just a block off Michigan Avenue and the Art Institute for around \$40 a night.

Cultural events are of large importance to COT and to the residents. Year-round festivals and street fairs with music and cultural celebrations are a huge part of the Chicago's offerings, especially in regards to tourism. Such events include the Viva! Chicago Latin Music, Celtic Festival Chicago, Chicago Country Music Festival, Chicago Jazz Festival, Chicago Gospel Festival and the Chicago Blues Festival. The Mayor's Office of Special Events draws up busy schedules every year that include these free events, along with film festivals, seasonal offerings, holiday parades, ethnic celebrations and neighborhood festivals.

A list of awards and accolades that Chicago received from 1999 through early 2007 is presented in Appendix 5. Chicago's recent recognitions in various areas, such as tourism, culinary, healthy community living, shopping and overall destination image terms, can be seen here.

6.2.6: Local Residents and Their Attitude

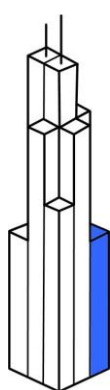


Chicago, with a population of over 2.7 million, is home to many differing and unique types of individuals. Since the locals and their attitudes alike are a strong representation of the city, it is crucial for an Olympic City to have residents that reflect well on the city. These individuals act as ambassadors of the city to visitors while they are in Chicago and when they are out of town. Therefore, having a positive and passionate disposition about their home is essential for others to form a favorable and prominent image of the city.

Consistent research found that Chicago natives are known to have a friendly, personable, warm and considerate character. This attitude has often been attributed to the entire Midwest as well. Chicago was compared to New York, "but with friendly people. And we're talking genuinely friendly, not fake Los Angeles friendly, where people are only telling you to 'Have a nice day' because they're after your money" (Thurlow, 2007, p. 52). Several travelers that come from the east coast before Chicago particularly enjoy the "welcoming nature" of Chicagoans and comment that they

did not encounter the same reception in the east coast, most often in New York.⁵⁵ Even though New York is top of mind when it comes to American cities, Chicago does not mind taking a seat behind them. It was once called the “Second City” and this nickname has stayed. The “personality of Chicago is at its best when it is seen as the Second City... Chicagoans have been known to not be pretentious.”⁵⁶ It is incredibly vital for a host city to have residents that are active and interested in pursuing volunteer positions. This could add to the success of the Games. As Chappelet (2002, p. 45) mentioned in Sydney’s case in 2000, the “volunteers were the shop window of the Games, and the main point of contact between the organization and its ‘clients.’” This can be applied to the case of any host city of the Olympics; therefore, stressing the important role of the volunteers.

6.2.7: Business, Commerce and Economics



Focusing in on Chicago’s business community, it can be seen that the city has become more globalized every year, making commerce the next pillar in the Model. With more headquarters of multinational corporations opening up or setting up branches in the Chicagoland area, it is clear that commerce is a valued trait to the city. Such is explained by Moskow (2004, p. 191), “[t]he Chicago metropolitan area has transformed itself from an industrial metropolis, anchor of the Rust Belt, into a global business capital.” Back in 2002, the Boeing Company moved its headquarters to Chicago. As America’s number one exporter, Boeing stressed the city’s four strategic selling points: that it is a culturally diverse city, a business-friendly environment, easy access to its operations nationwide and its convenient access to customers worldwide (Moskow, Perritt & Simmons, 2007). In addition, Wilhelm (2002) also writes that Boeing Company moved to Chicago for “many reasons, among them the city’s reputation as a place where things get done” since it “maintains its image as a city of action.” Further discussion on Chicago’s desire for expansion was also prevalent in this article, describing that Chicagoans “build transit, reverse the direction of their rivers, build layers of superhighways and develop the world’s largest convention center” (Wilhelm, 2002).

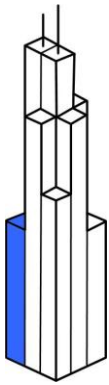
Annually, *Fortune* magazine publicizes the top 500 of America’s largest corporations (*Fortune* 500) and 500 of the world’s largest corporations (*Fortune* Global 500). Chicago, including the suburbs just outside of the city, is headquarters to 67 of the 2007 *Fortune* 500 and 14 of the *Fortune* Global 500 companies, such as Boeing, State Farm Insurance, Sears Holdings, Walgreen, Motorola, Caterpillar, Allstate, John Deere, McDonald’s, United Airlines and Sara Lee, to name a few of the top ranked (*Fortune* 500, 2007). The exposure and presence of these companies in Chicago have proven to be beneficial to the city since they increase the credibility and worthiness of the city, particularly in the business world. They will also be of importance when it comes to funding and support of the Olympic bid.

⁵⁵ Interview with Amanda Booth, National Sales Manager, Hostelling International

⁵⁶ Interview with Laura Chmielewski, Manager of Tourism Programs & Services, COT

Incorporating these businesses into the Olympic process is also another crucial step in order for a host city to succeed. In addition, sponsors are of high importance. McDonald's, with its international headquarters just outside of the city in Oak Brook, "involvement could be tremendous."⁵⁷ Even though it is too early to say, since plans would not be made until Chicago was officially chosen, owners and operators would definitely want to be somehow directly involved. McDonald's involvement in past Olympics has been massive, as an advertising sponsor and also in terms of aiding to the planning process. For instance, McDonald's built the entire swimming stadium for the 1984 Los Angeles Olympics.

6.2.8: Transportation, Infrastructure and Location



The CTA operates one of the nation's largest public transportation systems (second only to New York), covering Chicago and 40 neighboring suburbs, in which its roughly 2,000 buses operate over 154 routes and 2,273 route miles and their 1,190 rapid transit trains operate over eight routes and 222 miles of track (CTA, 2007). It is of importance to note that CTA passengers can easily travel to both of Chicago's major airports. Having one of the world's busiest airports, O'Hare International Airport, along with another outside of the city, Midway Airport, Chicago is convenient and accessible for air travel. O'Hare is an international hub for United Airlines and American Airlines, while Midway is a hub for Southwest Airlines. United also has their world headquarters in Chicago. Besides the local transit system, Chicago has access to the suburbs via the Metra rail system, known as the commuter train. Amtrak, the national rail system, is also accessible to and from the city and many parts of the country. Bus systems, such as Greyhound, are other choices of modes of transport.

At the current time, the CTA lacks the funds necessary to operate efficiently and as they see fit. Therefore, they are relying more and more on state funding. This independent, governmental agency, which was created by state legislation, relies heavily on public financing. Actual e-mails sent from the CTA's President, Ron Huberman, to CTA customers with registered e-mail addresses can be read in Appendices 6 and 7. Mr. Huberman is urging constituents to reach out to their state legislators in order for them to lobby for more money to keep their budgets in-tack, so that service cuts and employment are not disturbed. With the questionable future of the CTA and the potential for severe cuts, it does not prove itself to be advantageous to tout the city's transportation system. Arnie Bernstein agrees by stating that:

[t]he CTA is a mess, the infrastructure is falling apart, the legislators in Springfield are offering no money to help out and the CTA officials are talking about a 'doomsday' plan that will mean severe cutbacks on service and employees. Of course, all this is happening as the Olympic Committee is visiting

⁵⁷ Interview with Ken Norgan, Owner/operator of three McDonald's stores

[late October, early November 2007], and showing them Chicago can't handle its own significant transportation needs, let alone that of an Olympics.⁵⁸

Hilkevitch (2007) writes that CTA President Ron Huberman believes that the transit system could serve the Olympics well, but only if it is brought up to a state of good repair. Hilkevitch (2007) also writes that a Senior Vice President for Chicago 2016 claims that setting up the right transportation system presents one of the biggest challenges to a successful Olympic bid. This can be seen as a large issue at the moment, since the repercussions have the possibility to be huge due to the residents and visitors' heavy dependence and reliance on the city's transportation system, not to mention the potential millions of visitors that would come to Chicago for the 2016 Games. The Chicago region is one of the few that continues to have an elaborate mass-transit system, but unfortunately the city is not coming close to tapping the full possibilities of building on this framework and creating a world-class connecting network for personal mobility (Johnson, 2001). It was also brought up that Chicago is a "world-class city with a second-class transportation system."⁵⁹ Even though the CTA's functionality has received much scrutiny and many believe, has a questionable future, it should be made clear that the city still decently operates with this infrastructure in an acceptable manner, as several interviewees mentioned. Even though the conditions of the CTA are considered to be a shortcoming at the moment, but since it is such a convenient transport hub, this is considered to be a large strength (Moskow, Perritt & Simmons, 2007).

A particularly ironic finding was that many filmmakers consistently use the city's transportation system while shooting in Chicago, all the while the city has such struggles with it. Due to popular culture, many individuals may associate the uniqueness of the elevated trains to the city. It is prevalent in *ER* to film the trains and the platforms while the characters go to and from the hospital. An important scene from the movie *Save the Last Dance* took place on an "L" train and even Sandra Bullock's character in *While You Were Sleeping* plays a CTA employee.

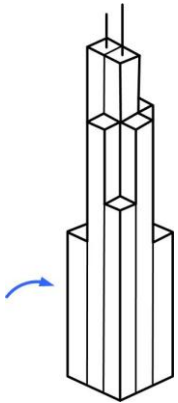
Chicago has a fitting spot as its location, being in the middle of the United States, not quite halfway, but almost, between New York and California. Many international individuals struggle with locating Chicago on a map, even more so with knowing or relating Illinois to Chicago.⁶⁰ As a result, International IBOT had to include a map of the United States on their Web site, specifically calling out Chicago and Illinois. However, when taking into consideration the potential of hosting the Olympics, Chicago has a very convenient location. With all the transportation systems mentioned above, most specifically the airports and the many direct, international flights, the ease of visitors getting to Chicago will be appreciated.

⁵⁸ Interview with Arnie Bernstein, writer/speaker/teacher

⁵⁹ Interview with Mario Aragon, Chicago resident

⁶⁰ Interview with Elisa Marcus, International Marketing Manager, IBOT

6.2.9: Politics



Last, but certainly not least on Chicago's Current Image Portrayal Model, is the ninth pillar of importance, politics and the stability of local, state and national governments. Even though there are issues that arise due to the political scene in Chicago, along with Illinois and the United States, the government is still deemed solid and strong. Mayor Richard M. Daley has been in office since 1989, the second longest running mayor of the city, the first being his father. As has been the case with politics across the States, there are many advocates against Mayor Daley's actions and decisions. He says what he feels, often quite candidly and surprisingly, and to many individuals this is not typical of politicians; therefore, they feel like they are not getting political talk out of him.⁶¹

On a political and financial level, the United States is the only developed country in the world that does not have a national advertising budget for tourism promotion. Instead the responsibility has been passed down to the state and local levels. However, the Travel Promotion Act legislation that is in progress seeks to create a federal office that would oversee a public-private partnership with a budget, in which half would go towards promoting the States abroad and the other half going towards explaining clearly the security procedures and why they are put in place.⁶² Potentially having this support could prove to be incredibly advantageous for future Olympics in the United States, especially due to the strict visa requirements. This category was not as heavily researched due to the belief that politics is a complicated and, at times, unclear discussion. However, it is included in the Model since a city's political scene is important in building its image.

6.3: Summary of Chicago's Current Image Portrayal Model

The Sears Tower, one of Chicago's most noticeable skyscrapers in its skyline, inspired the depiction for this Model. This building was instantly associated to the city by many international individuals that we encountered during our candid interviews. However, little knowledge on Chicago besides this connection was common. Therefore, there was a need to develop the city's image further. The two columns that make up the Model's highest points, "popular culture" and "history," were selected as being the most significant to Chicago's current image. The following categories of "natural and synthetic beauty" and "cultural diversity and ethnicity" and "tourism attractions" are considered to be at the next level, still significant and somewhat visible and noticeable in the image of the city today. The "attitude of the local residents" and the "business, commerce and economics" are still visible, but not as prevalently known. The remaining categories, "transportation, infrastructure and location" and "politics" are by no means the least significant. In terms of the categories, they are classified at the bottom because they are not as visible and known as the other characteristics.

⁶¹ Interview with Laura Chmielewski, Manager of Tourism Programs & Services, COT

⁶² Interview with Laura Chmielewski, Manager of Tourism Programs & Services, COT

CHAPTER 7: OLYMPIC SOUL AND CHICAGO SOUL FOUND

We have constructed two models, the Olympic City Model and Chicago's Current Image Portrayal Model, in our pursuit of finding each respective image. With the help of these models, we attempted to elaborate on the following two questions: what could the Olympics do for Chicago's destination image and what could Chicago, in particular its popular culture references, bring to the Olympic Movement, which resulted with the following conclusions.

7.1: Chicago's Contributions to the Olympic Movement

The attributes that comprise Chicago's Current Image Portrayal Model are the city's contribution to the Olympic Movement. The IOC strongly values that a host city keeps the Olympic legacy running long after the Games have taken place. The city will also have the opportunity to build on new Olympic traditions and form new associations that have the power to significantly enhance, or perhaps even lessen, a city's portrayed image. The following aspects are the characteristics that we found unique to Chicago in order to leave a lasting legacy in the Olympic Movement.

7.1.1: Distinct Characteristics of Chicago

Using Al Capone's history and strong recognition to Chicago, the Olympic Movement could use this to their advantage. The potential to build on an already strong and visible established image to a new level is possible. Even though using a gangster-like image is not an ideal way of promoting the Olympics, it could be creatively marketed in perhaps a positive manner, since many individuals will be able to connect this attribute to Chicago.

Even though the architectural beauty and impressive public parks system may not be known to many first time visitors to the city, they end up leaving with a strong, new image of Chicago. This noteworthy component of its image would be shown to the masses watching the broadcasted sporting events and Olympic programs. Chicago's skyline, with the addition of Trump Tower and Santiago Calatrava's "Chicago Spire in the near future, will be one of significance, which could be connected to an Olympic legacy in the years to come.

Chicago's attractions, importantly the museums, could cooperate with the Olympic Movement and display, temporary and permanent, exhibits that showcase the Games, leaving behind a legacy to the Movement and to the city of Chicago. Another vital characteristic is that Chicago possesses an extensive list of accommodation choices. Several are located right in the city center, but there are also a significant amount near the airports and surrounding suburbs. It is important to host the Olympics in a city that is accessible and has distinctive offering to those visiting and participating in the Games. Having access to one of the world's busiest airports, O'Hare International Airport is beneficial for hosting a mega-event of this size. Even the smaller airport, Midway, is also convenient to have as a

second option for those arriving by air. In addition, all modes of transportation, such as the trains and buses, are easy to follow making getting around the city feasible.

The friendly attitude of the Chicago residents is an important trait for the IOC to take into consideration. In conducting such a massive event, a strong volunteer base is required for producing a successful event. However, it is vitally important that this base be friendly, passionate and dedicated. In addition, this residential attitude will be met by the athletes and attendees of the Olympics at hotels or restaurants, leaving a mark on their overall experience in many facets of interaction.

Chicago's ethnic neighborhoods and authentic cultures from its diverse residents embody so much of the soul of Chicago. Incorporating this into the Olympic legacy would benefit all the international athletes, journalists and tourists to Chicago and their feeling of comfort in a city with these cultural offerings. Due to the active and global list of Chicago's Sister City relationships, foreign consulates and other international business organizations, the potential of using them as an outlet for spreading goodwill and positive messages surrounding the Olympics would be advantageous to the IOC in the international promotion of the Games.

7.2: Benefits that the Olympic Games Could Bring to Chicago

After fitting Chicago into the Olympic City Model, we concluded that the city has a strong economic presence, visible both in the city and the region. Chicago is one of the largest business centers in the United States. The existence of the large number of international companies that have started their businesses in the Chicago area and the numerous international corporations that have their headquarters there, confirms that there is enough economic power to support the Games. The possibility for international promotion and further exposure if Chicago wins the bid is appealing to many of them. Furthermore, since the Games are privately funded in the States, this strong business base is even more important than in the cases where national governments take a lot of economic responsibility when hosting the Olympics. The role of sponsors becomes even more important in Chicago's case. Having McDonald's international headquarters in the Chicagoland area, is reassuring due to their active past involvement in previous Olympic Games. Since the city and the state are ready to back up the Games' bid with the necessary financial guarantees required by the IOC, along with the strong business community and the private investors, these aspects together ensures that Chicago has one of the required conditions fulfilled.

Political stability is the second necessary requirement. Chicago, Illinois and the United States are all in mature stages of democracy. It can then be assumed that this requirement is fulfilled to a satisfactory level. Due to the States' involvement in different military conflicts internationally, its political stability could be argued. However, it cannot be claimed that this affects national safety. This actually confirms that the United States are one of the most politically powerful countries in the world that have a significant impact on political stability in different parts of the world. Although the military actions affect the national image, it is not reasonable to assume that it will affect the country's political

stability. On the other hand, increased international terrorism is potentially a threat to the safety of the general public. The terrorist attacks on New York, London and Madrid made it painfully clear that terrorism is an issue that has to be constantly considered in everyday life and even more so when a mega-event, such as the Olympics, is occurring. No matter how devastating the idea of dangerous terrorism attacks are, it cannot be allowed to affect the everyday life and plans for the future. Thus, this aspect has been considered, but is not a factor of instability.

The Olympic City Model includes a portion that refers to the different processes that facilitates the sustainable development in the host community. Urban development has been identified as one of the most important ways that leads to the creation of benefits for the host city and region. The applicant cities must have a satisfactory level of existing infrastructure or the bid should contain plans for improving the current state. This is understandable since hosting the Games means that the infrastructure of the host city will be able to carry all undertakings that are about to happen before and during the Games, and to bear the impact of the huge number of people during the two weeks of the Olympics. In Chicago's case, the plans made for urbanization of the south side and the improvement of the transportation system shows that the city is aware of the weak links in its existing infrastructure and that it is willing to make necessary improvements. The expected benefits are presented in the following sections.

7.2.1: Existing Infrastructure Improvements

A current issue for the city's government and the locals is its public transportation. Therefore, it will be one of the first aspects that would need to be addressed and improved if Chicago gets the 2016 Olympic Games. This would result in enhanced infrastructure, primarily with CTA's services. Although the benefits from the investments made into Chicago's infrastructure would mainly be noticed by the local residents, the tourists will also have improved impressions of the city. Having superior local city transportation would make getting around much easier both for the residents and the visitors. In turn, it would also result in improving the destination's image and increased level of satisfaction with Chicago residents.

7.2.2: Destination Image Repositioning

The gangster image is still prevalent today; popular culture sees it to and allows its legacy to continue. Because of the entertainment viewing public's interest and fascination of this lifestyle and living, television shows and movies are consistently introduced. Chicago is a recipient of this image due to its Al Capone history. Since this cannot be erased, the city has to embrace it as part of its history and the building to where it is today.

The reason for desiring to disassociate from the ever prevalent gangster image is, first and foremost, the fact that it is not considered as a positive image. Additionally, this image is no longer accurate. It is understandable Chicago has a crime scene, as any other urban city of its size, but Chicago is no

longer a gangster city. Thus, the existing image of Chicago does not fit its reality. As Chicago's Current Image Portrayal Model depicts, the current image of Chicago is based on several more accurate aspects.

Once the visitors have seen the city and the more relevant and up-to-date images that it portrays, they leave with a positive impression. The architecture and skyline of Chicago is a major aspect of the city's image that has the potential to impress many individuals. This aspect is one that is relatively unknown prior to visiting; therefore, resulting in a positive experience for the visitor. Filmmakers often assign a special "role" to the city in a script. However, the actual connection of the story to Chicago is often low, because the city lacks a recognizable image across the world. The overall branding and marketing of the city needs more attention. In the end, it all comes down to promotional dollars and this is something that the city of Chicago and the state of Illinois do not have readily accessible. However, there is a potential for increased budgets for the city's promotion of the Games if it obtains the bid.

Even when the right measurements are taken in order to change the existing image of a destination and to make it more up to date, a long period of time is needed to see that change happen. As a result, it is hard to measure how successful the Olympics will be in fulfilling this task. Nevertheless, it is certain that an effect will follow since it is clear that the Games have the power to enhance the image of a host destination. Therefore, the 2016 Games would be an ideal opportunity to shift the focus and to help "change the 'gangster' image which Chicago has endured for decades to a much more positive image of an 'international city on the lake.'"⁶³ Knowing about the experiences, whether they are successes or failures, from previous Olympic Games is another issue that needs to be considered when it comes to the improving the image. It is crucial to learn from the past and not to repeat mistakes made by other countries. Therefore, Chicago has to be careful in dealing with this matter in the event that the 2016 Olympic bid is won.

7.2.3: Social and Political Improvements

Chicago is a city with a high level of segregation. The north side of the city is an area more reserved for the affluent segments of the population, while the south side is mainly populated with the inhabitants of African-American background and less economic power. We believe that the Games could have the potential to reduce this segregation. The Chicago's bid includes plans for erecting the sport facilities as well as the Olympic Village on the south side. That would mean urban renewal for the area, improvement of the infrastructure and increasing the attractiveness of the neighborhoods around the Olympic site. The area would become more desirable to live in and that will consequently affect the local real estate market.

⁶³ Interview with Ken Norgan, Owner/operator of three McDonald's stores

The new accommodations, better infrastructure and updated architectural scenery in the south side neighborhoods have the potential to increase the quality of life. Furthermore, the local pride will be boosted with the fact that the Olympic Games have been hosted in their neighborhood. Consequently, the enhancement of the living conditions could result in reducing the gaps between the north and south sides and help to diminish existing segregation.

Although these internal segregation issues in the city are not that well known to the outside world, the problem becomes quite obvious to any outsider during the first visit. Even though this matter may not be the focal point of interest for the international public, it still has a certain negative affect on the city's image.

The Olympic Games are assigned to a city, but the host country gets significant exposure as well. However, the United States' case could be observed as slightly different comparing to other countries. First of all, since the United States are known as one of the most powerful countries in the world, it is understandable that the country is well-known internationally. Political, economic, technological power and cultural influences puts the States in a different position comparing to the other countries. The Games affect the destination image of the host city to a higher extent than the destination image of the United States. In most scenarios, it is the capital of a country that is chosen to bid and host the Games. The States differ in this regard as well. Numerous American cities have the potential to host the Games, and doing so helps to create and improve the existing image of a city, both nationally and internationally.

7.3: Chicago's Popular Culture Connections

The consistent connotation of popular culture connections to today's image of Chicago portrays the public's significant interest in the aspects of this culture. There is a potential that this will intensify and grow further in the years to come. If so, Chicago could add significant contributions from this category to the Olympic Movement. There is not much academic research to support the influence of popular culture on the Olympic Games and perhaps because of this, Chicago 2016 has done limited research of their own in this area. Currently, popular culture is not of top priority in their work. However, they do recognize the uniqueness of this culture and the global reach that is possible from it.⁶⁴ The essence of popular culture, specifically with movies, television and celebrities attached to the city, has the capacity to showcase Chicago in its own distinctive manner, contributing to the Olympic legacy. However, these relations and connections vary from one individual to another since the popular culture concept itself is imaginative and personal, and fits into people's lives quite differently.

Regardless, popular culture has the ability to define, to a large extent, a city's personality. The fact that numerous people relate Michael Jordan and the Bulls to Chicago, no matter where they live across the world, shows that the reach is widespread and dominant. With Jordan's clearly successful sporting

⁶⁴ Interview with the representative from Chicago 2016

history, icon status and ties to Chicago, he could prove to be incredibly influential with the Olympic Movement, should the 2016 Games come to Chicago. His involvement as a potential spokesman, endorser, honored guest or any type of individual involved within the marketing for the Olympics could be well-received and looked upon favorably. Oprah Winfrey, should she have the interest to participate in the Olympic Movement, could also give impressive contributions. Her star power in today's entertainment world is considerably influential and her "voice" is heard by many across the world. Other local celebrities and personalities associated to Chicago, such as members of the acting and filmmaking community could also contribute to the Olympic legacy. This active group needs to be continually tapped into and utilized so opportunities will continue to arise in Chicago, not forcing them to relocate to New York or Los Angeles, for instance. If they continue to stay, more movies and television shows will be filmed in and around Chicago.

Chicago's references from popular culture mediums have the capability to improve many newcomers' impressions of the city. For many individuals traveling to Chicago, they are particularly fascinated when they can connect something they are visiting to something that they had either seen on television, in a film or even read or heard about through various media channels. These same individuals may be aroused by seeing a Chicago Cubs baseball game as Jennifer Aniston and Vince Vaughn's characters did in *The Break-Up*, see the Chicago Art Institute like Ferris Bueller did in *Ferris Bueller's Day Off* or seeing the exact site where *The Blues Brothers* drove their car right through the crowd in Daley Plaza. These connections and memories will stay with the individual and has the potential to only be associated to Chicago. These unique connections would transcend to the Olympic legacy if Chicago becomes the 2016 Olympic City.

Television can be just as powerful and strong as movies, since the reach is just as vast. Many individuals can instantly connect television shows like *Sex & the City* and *Friends* to New York City, since the city became such an important character in these shows. Even though, the same cannot be said for *ER* or *Prison Break*, but since there are television programs that showcase Chicago that are either still filming or at least showing re-runs, is promising. Many of Chicago-based televisions shows have accurate depiction of Chicago terminology, such as transportation systems, streets and restaurants. For visitors that come to Chicago and become familiar with the city's setting and location, they then can build connections for the future when they hear about the city perhaps in one of these television shows or other popular culture mediums. Once again, Chicago could become an Olympic City, adding these associations to the Olympic legacy.

The theater and dance companies further display the significant support that Chicago has to promoting and maintaining the arts. Both the State of Illinois and City of Chicago government offices, along with numerous private businesses and corporations, are active sponsors and supporters to many organizations in this community, displaying strong public-partnership cooperation that is favorably looked upon by the IOC. Another selling point to the IOC is Chicago's strong connection to the sporting culture. The sports fans are full of pride and are incredibly proud of their teams, no matter how the team performs. Sports in the everyday lives of the residents of all ages are seen throughout the

city. As a result from engaging in sports at young ages, many individuals grow up with sports as an essential part of their hobbies and background.

These Olympic connections have the ability to further develop Chicago's popular culture aspect in the future. Should the city win the bid for the 2016 Games, new and exciting developments could arise as a result from this event taking place in Chicago. Much of today's popular culture is influenced by American references, so if Chicago was chosen the potential for new references and ideas would also result. Just think if a reality television show or movie would be based on the Olympic Games in Chicago with perhaps a group of athletes training for it, individuals volunteering at it or workers trying to promote it. The opportunities are definitely open and plentiful.

7.4: Concluding the Soul Search

Chicago has the qualities that fit the Olympic City attributes, along with characteristics that would represent a distinctive host city in the Olympic Movement. The 2016 Games, in turn, could positively affect its current downfalls and heighten its strengths, leading to a potential image enhancement. The international media exposure that the Olympics bring would result in a more accurate and up-to-date depiction of Chicago to the world, one that could replace any current misconceptions from its past history.

Since popular culture connections drive Chicago's current image so noticeably and strongly, these would be amongst the main contributors to the Olympic Movement. However, these are also the aspects that have been least researched by academia and have been rarely used by Chicago 2016 in promotion of the city and its bid. We believe that popular culture could have a more active role in the current bidding process and if the Games are won, could also have an incredible amount of influence in shaping Chicago's new image.

Now could be the time for the Olympic Movement to shift its focus from that of its "traditional" past to one with a more modern-day approach, involving popular culture elements and style. Certain Olympic traditions should never end, but a revival of new traditions could be brought into the Games. Chicago could have the possibility to initiate this perspective and give a new edge to the Olympics.

Whether these positive changes actually happen and solve existing problems is a matter for further researchers to investigate and for time to elapse in order to find out the development of the 2016 Olympics. However, this study could be used in the future as an objective evaluation of the current situation in Chicago's bidding process and be potentially used for comparative studies.

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APPENDIX 1: LITERATURE SCREENING SOURCES

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APPENDIX 2: EXPERT INTERVIEWS AND DATA SOURCES

Expert Interviews

Aragon, Mario. Chicago resident. 7 October 2007. Recorded.

Bernstein, Arnie. Writer, speaker, teacher, author of *Hollywood on Lake Michigan, 100 years of Chicago and the movies*. 3 November 2007. (e-mail interview).

Booth, Amanda. National Sales Manager, Hostelling International. 22 October 2007. Recorded.

Chicago 2016 Committee Representative, 20 October 2007 (telephone interview) and 29 November 2007 (telephone interview).

Chmielewski, Laura. Manager of Tourism Programs & Services, Chicago Office of Tourism. 9 October 2007. Recorded.

Glover, Caryn. Chicago resident. 12 October 2007.

Judge, Jessica. Director of Operations, World Sport Chicago. 1 November 2007. (e-mail interview).

Marcus, Elisa. International Marketing Manager, Illinois Bureau of Tourism. 11 October 2007. Recorded.

Norgan, Ken. Owner/operator of three McDonald's. 15 November 2007. (e-mail interview)

Olaveson, Matt. Chicago resident. 22 October 2007.

Rimington, Kristin. Chicago resident. 7 October 2007. Recorded.

Motion Picture DVD Special Features

The Blues Brothers (movie released 1980, DVD released 1998)

The Break-Up (2006)

Ferris Bueller's Day Off (movie released 1986, DVD released 1999)

High Fidelity (2000)

Stranger Than Fiction (2006)

The Weather Man (2005)

Wicker Park (2004)

Researched Internet Web sites

Chicago 2016. <http://www.chicago2016.org/>

Chicago Convention and Tourism Bureau. <http://www.choosechicago.com/>

Chicago Film Office. <http://www.cityofchicago.org/FilmOffice/>

Chicago Sister Cities International Program. <http://www.chicagosistercities.com/about.php>

Chicago Transit Authority. <http://www.transitchicago.com/welcome/overview.html#a>

Commercial Club of Chicago. <http://www.commercialclubchicago.org/>

Illinois Bureau of Tourism. <http://www.enjoyillinois.com/> [domestic tourism]

Illinois Bureau of Tourism. <http://www.gochicago.com/> [international tourism]

Illinois Bureau of Tourism. <http://www.onscreenillinois.com/> [On Screen Illinois]

Illinois Film Office. <http://www.illinoisbiz.biz/dceo/Bureaus/Film/>

International Olympic Committee. <http://www.olympic.org/>

Internet Movie Database. <http://www.imdb.com>

World Sport Chicago. <http://www.worldsportchicago.org/>

APPENDIX 3: EXAMPLE OF QUESTIONS ASKED TO INTERVIEW PARTICIPANTS

- What do you think the current image of Chicago is to the outside world?
- Do you think Chicago's popular culture aspects (such as movies and television shows filmed there, music associated to the city, bestseller books published about it) have the power to enhance the city's image?
- Could popular culture be considered a unique selling point for Chicago specifically? Why do you think so or not?
- Do you think there is a Chicago location/site/structure that people could instantly associate to the city if they saw it on screen?
- Do you think it would be advantageous of the Chicago Olympic Committee to promote and market Chicago's popular culture aspects in attracting the Olympic bid? Why or why not?
- If Chicago is chosen, what do you think the Olympic Games could bring to the city? How could the city's image potentially change?

APPENDIX 4: MOVIES FILMED IN ILLINOIS



MOVIES FILMED IN ILLINOIS

www.onscreenillinois.com

1896

"THE TRAMP AND THE DOG"
Selig Polyscope Co.

1897

"CORNER MADISON AND STATE
STREETS, CHICAGO" Eison Mfg. Co.

1898

"A CHICAGO STREET"
American Muroscope Co.
"ILLINOIS CENTRAL TERMINAL"
American Muroscope Co.
"SOLDIERS AT PLAY" Selig Polyscope Co.

1900

"LINCOLN PARK"
American Muroscope & Biograph

1901

"CHICAGO POLICE PARADE"
Selig Polyscope Co.
"DEWEY PARADE" Selig Polyscope Co.
"GANS-MCGOVERN FIGHT"
Selig Polyscope Co.

1903

"CHICAGO FIRECATS ON PARADE"
Selig Polyscope Co.
"A HOTTIME ON A BATHING BEACH"
Selig Polyscope Co.
"BUSINESS RIVALRY" Selig Polyscope Co.
"CHICAGO FIRE RUN" Selig Polyscope Co.
"THE GIRL IN BLUE" Selig Polyscope Co.
"TRIP AROUND THE UNION LOOP"
Selig Polyscope Co.
"VIEW OF STATE STREET"
Selig Polyscope Co.

1904

"HUMPTY DUMPTY" Selig Polyscope Co.
"THE TRAMP DOG" Selig Polyscope Co.

1906

"THE TRAMP AND THE DOG"
Selig Polyscope Co.

1907

"AN AWFUL SKATE or
THE HOBO ON ROLLERS" Essanay
"THE GRAFTER" Selig
"THE DANCING NIG" Essanay

1908

"THE CONFESSION" Essanay
"THE BASEBALL FAN" Essanay

"GOTCH-HACKENSCHMIDT WRESTLING
MATCH" W.W. Wittig
"THE COUNT OF MONTE CRISTO" Selig

1909

"HUNTING BIG GAME IN AFRICA"
Selig Polyscope Co.
"TEN NIGHTS IN A BARROOM" Essanay
"THE MAGIC MELODY" Essanay

1910

"LEVI'S DILEMMA" (Split Reel) Essanay
"GOTCH-ZBYSZKO WORLD'S CHAMPIONSHIP
WRESTLING MATCH" Essanay
"HENRY'S PACKAGE" (Split Reel) Essanay
"THE WIZARD OF OZ" Selig Polyscope Co.
"HANK AND LACK: LIFESAVERS" Essanay
"A VOICE FROM THE FIREPLACE" Essanay
"THE SQUAW AND THE MAN"
American Film Mfg. Co.
"C-H-I-C-K-E-E-N SPELLS CHICKEN" Essanay

1911

"THE COMING OF COLUMBUS"
Selig Polyscope Co.
"WINNING AN HEIRESS" Essanay

1912

"NEBATA THE GREEK SINGER" Essanay
"BROTHERHOOD OF MAN"
Selig Polyscope Co.
"THE STARBUCKS" American Film Mfg. Co.

1913

"FAMOUS ILLINOIS CANYONS AND
STARVED ROCK" American Film Mfg. Co.

1914

"THE JUNGLE" (Drama) All Star Feature Corp.
"THE PIT" (Drama)
Wm. A. Brady Picture Plays, World Film
"JOLIET PRISON, JOLIET ILLINOIS"
(Documentary) Industrial Moving Picture Co.,
Abo Feature Film
"THE ADVENTURES OF KATHLYN" (Serial)
Selig Polyscope Co.
"GOLF CHAMPION "CHICK" EVANS LINKS
WITH SWEEDIE" (Comedy) Essanay

1915

"DREAMY DUD:A VISIT TO UNCLE DUDLEY'S
FARM" (Animated) Essanay
"DREAMY DUD:AT THE OLD SWIMMIN'
HOLE" (Animated) Essanay
"DREAMY DUD:COWBOY" (Animated) Essanay

"DREAMY DUD:HE GOES BEAR HUNTING"
(Animated) Essanay

"DREAMY DUD:HE SEES CHARLIE CHAPLIN"
(Animated) Essanay

"DREAMY DUD:IN KING KOO KOO'S KING-
DOM" (Animated) Essanay

"DREAMY DUD:IN LOST IN THE JUNGLE"
(Split Reel-Animated) Essanay

"DREAMY DUD:IN LOVE" (Animated) Essanay
"DREAMY DUD:IN THE SWIM"
(Split Reel-Animated) Essanay

"DREAMY DUD:RESOLVES NOT TO SMOKE"
(Split Reel-Animated) Essanay

"DREAMY DUD:UP IN THE AIR" (Animated)
Essanay

"DUD VISITS THE ZOO" (Split Reel-Animated)
Essanay

"HIS NEW JOB" (Animated) Essanay
"THE CRIMSON WING" (WWI War Drama)
Essanay

"GRAUSTARK" Essanay
"A BLACK SHEEP" (Comedy)
Selig Polyscope Co.

"IN THE PALACE OF THE KING" Essanay
"THE WHIRL OF LIFE" (Comedy/Drama)
Cort Film Corp.

"THE HOUSE OF A THOUSAND CANDLES"
(Drama/Mystery) Selig Polyscope Co.

"SHOULD A WOMAN DIVORCE" (Drama)
Ivan Film Productions

"THE END OF THE ROAD" (Melodrama/Rural)
American Film Mfg. Co.

"THE END OF THE ROAD" (Melodrama/Rural)
American Film Mfg. Co.

"THE END OF THE ROAD" (Melodrama/Rural)
American Film Mfg. Co.

1916

"DREAMY DUD:HAS A LAUGH ON THE BOSS"
(Split Reel-Partly Animated) Essanay

"DREAMY DUD:IN THE AFRICAN WAR ZONE"
(Split Reel-Animated) Essanay

"DREAMY DUD:JOYRIDING WITH PRINCESS
ZLIM" (Partly Animated) Essanay

"DREAMY DUD:LOST AT SEA"
(Split Reel-Partly Animated) Essanay

"COUSIN JIM"
Van Dee Producing Co. of Chgo.

"THE MISLEADING LADY" Essanay
"POWER" Essanay

"THE RIGHT TO LIVE" United Photo Plays Co.
"THE STING OF VICTORY" Essanay

"THE TRUANT SOUL" Essanay
"UNCLE SAM AWAKE" (Documentary)
Laurence Rubel/Imperial Film Mfg.

"THREE PALS"
American Film Co./Mutual Films

"THE LITTLE GIRL NEXT DOOR"
(Drama/Social) Essanay/State Rights



MOVIES FILMED IN ILLINOIS

www.onscreenillinois.com

"VERNON HOWE BAILEY'S SKETCH BOOK OF CHICAGO" Essanay
"TWO KNIGHTS IN VAUDEVILLE" (Comedy) Ebony Pictures Corp.

1917

"CRACKED ICE" (Animated) Essanay
"THE FROZEN WARNING" Commonwealth Pictures Corp.
"THE PENNY PHILANTHROPIST" Wholesome Films Corp.
"THE SMALL TOWN GUY" Essanay/Perfection Pictures
"GHOSTS" (Comedy) Ebony Pictures Corp.
"THE PORTERS" (Comedy) Ebony Pictures Corp.
"SOME BABY" (Comedy) Ebony Pictures Corp.
"WRONG ALL AROUND" (Comedy) Ebony Pictures Corp.

1918

"MERCY, THE MUMMY MUMBLED" (Comedy) Ebony Pictures Corp.
"AND THE CHILDREN PLAY" Veritas Photoplay Co.
"THE BIRTH OF A RACE" (Docu-Drama) Birth of A Race Photoplay Co.
"THE CITY OF PURPLE DREAMS" Selig Polyscope Co.
"MOVIE MARIONETTES" Essanay/General Film Co.
"ARE WORKING GIRLS SAFE?" (Comedy) Ebony Pictures Corp.
"A BUSTED ROMANCE" (Comedy) Ebony Pictures Corp.
"BARNACLE BILL" (Comedy) Ebony Pictures Corp.
"BLACK SHERLOCK HOLMES" (Comedy) Ebony Pictures Corp.
"BILLY THE JANITOR" (Comedy) Ebony Pictures Corp.
"THE BULLY" (Comedy) Ebony Pictures Corp.
"THE COMEBACK OF BARNACLE BILL" (Comedy) Ebony Pictures Corp.
"FIXING THE FAKER" (Comedy) Ebony Pictures Corp.
"GOOD LUCK IN OLD CLOTHES" (Comedy) Ebony Pictures Corp.
"A MILK FED HERO" (Comedy) Ebony Pictures Corp.
"THE PAINTERS" (Comedy) Ebony Pictures Corp.
"A RECKLESS ROVER" (Comedy) Ebony Pictures Corp.
"SPYING THE SPY" (Comedy) Ebony Pictures Corp.

"SPOOKS" (Comedy) Ebony Pictures Corp.
"WHEN YOU HIT, HIT HARD" (Comedy) Ebony Pictures Corp.
"WHEN YOU'RE SCARED, RUN" (Comedy) Ebony Pictures Corp.

1919

"THE CHALLENGE OF CHANCE" Continental Pictures Corp.
"WHERE MARY?" Essanay/Syndicate
"THROUGH HELL AND BACK WITH THE MEN OF ILLINOIS" (Documentary) U.S. War Dept.
"BREED OF MEN" (Western) Wm. S. Hart Productions/Artcraft
"THE HOMESTEADER" Micheaux Film Corp.

1920

"IN THE DEPTHS OF OUR HEARTS" (Drama) Royal Gardens Film Co. of Chgo.
"WITHIN OUR GATES" (Drama) Micheaux Film Corp.
"DO THE DEAD TALK?" (Comedy) Ebony Pictures Corp.

1923

"ADAM'S RIB" Famous Players, Lasky Paramount
"GENTLE JULIA" Fox Film Corp.
"THE LITTLE GIRL NEXT DOOR" Blair Coan Productions

1926

"INTERNATIONAL EUCHARISTIC CONGRESS" (Religious) Fox Film Corp.
"SWEET ADELINE" Chadwick Pictures

1927

"FAITH OF MILLIONS" Chester Productions
"LIGHTNING" Tiffany Productions/F.B.O.

1928

"CHICAGO AFTER MIDNIGHT" F.B.O. Pictures

1929

"KING OF THE RODEO" (Western) Universal Pictures

1931

"THREE GIRLS LOST" (Exteriors, Feature) 20th Century Fox
"THE EXILE" (Feature) Micheaux, Frank Schiffman

1944

"THE NAVY WAY" (Feature) Paramount Studios

"ROGER TOUHY, GANGSTER" (Feature) 20th Century Fox

1946

"THE LIFE AND MIRACLES OF BLESSED MOTHER CABRINI" (Docu-Drama) Roma Film Co.

1947

"CITIZEN SAINT" (Docu-Drama) RKO, State Rights

1948

"CALL NORTHSIDE 777" (Exteriors, Feature) 20th Century Fox
"THE BABE RUTH STORY" (Exteriors, Feature) Allied Artists, Warner Brothers

1949

"CHICAGO DEADLINE" (Exteriors, Feature) Paramount Studios

1950

"UNION STATION" (Feature) Jules Schermer Productions, Paramount
"THE GOLDEN GLOVE STORY" (Feature) Central National Eagle-Lion

1951

"CHICAGO CALLING" (Feature) United Artists, Arrowhead, Joseph Justman
"NATIVE SON" (Exteriors, Feature) Argentina Sono Films, Classic Pictures

1953

"CITY THAT NEVER SLEEPS" (Feature) Republic Films
"THE JOE LOUIS STORY" (Exteriors, Feature) Walter P. Chrysler, United Artists

1955

"CHICAGO SYNDICATE" (Feature) Clover, Columbia Pictures

1957

"BEGINNING OF THE END" (Exteriors Stills, Feature) AB-PT Pictures, Republic

1959

"NORTH BY NORTHWEST" (Exteriors, Feature) MGM

1960

"THE PRIME TIME" (Feature) Mid-Continental Films, Essanay



MOVIES FILMED IN ILLINOIS

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1961

"RAISIN IN THE SUN" (Exteriors, Feature)
Columbia, Paman-Doris
"TOMBOY AND THE CHAMP"
(Feature) Signal Pictures, Universal Int'l.

1963

"HOW THE WEST WAS WON"
(Feature) MGM, Cinerama

1964

"GOLDSTEIN" (Feature)
Montrose Film Productions, Altura Film Int'l.
"THE COLLEGE" (Documentary)
Doc. Film Group, Filmmaker's Co-Operative
"THE INHERITANCE" (Documentary)
Mayer-Skiar Productions

1965

"MICKEY ONE" (Feature)
Columbia, Florin, Tatira

1966

"NASHVILLE REBEL" (Feature, Musical Drama)
Fred Niles Productions, American Int'l.
"SOMETHING WEIRD" (B Type Horror Film)
Hur-Lew Productions, Mayflower Pictures

1967

"FEARLESS FRANK" (Feature)
Jericho Film, American Int'l.
"COUNTRY WESTERN HOEDOWN"
(Musical Revue Film) Jam Art Pictures
"IN THE HEAT OF THE NIGHT"
(Feature) United Artists, Mirisch
"THE BUSY BODY" (Feature)
Wm. Castle Ent., Paramount Pictures

1968

"THE YOUNG RUNAWAYS" (Feature)
Four Leaf Productions, MGM
"BULLITT" (Exteriors, Feature)
Warner, Solar, Philip D'Antoni

1969

"GAILY GAILY" (Feature)
United Artists, Mirisch, Cartier
"MEDIUM COOL" (Feature)
Paramount, H & J Pictures
"THE MONITORS" (Feature)
Commonwealth United
"FINNEY" (Feature) Bill Hare, Gold Coast
"WILDERNESS CALLING" (Documentary)
Aaro Film
"AMERICAN REVOLUTION 2" (Documentary)
The Film Group, Cannon Releasing

1970

"PROLOGUE" (Feature, Canadian) Nat'l Film
Board of Canada, Vaudeo, Inc.
"TRAIL OF THE HUNTER"
(Documentary) W.A.B. Motion Picture
Productions Northwest Cinema

1971

"T.R. BASKIN" (Feature)
Paramount, Peter Hyams
"ROCCO PAPALEO" (Feature)
Dean, Rizzoli, Francoriz
aka "EXCUSE ME, MY NAME IS ROCCO
PAPALEO" Paris, Rumson (U.S. release, 1974)
"THE MURDER OF FRED HAMPTON"
(Documentary) The Film Group

1972

"NAKED APE" (Feature) Universal, Playboy
"THE GORE GORE GIRLS"
(B Type Horror Film) Lewis Pictures

1973

"THE STING" (Feature) Universal Studios
"UPTOWN SATURDAY NIGHT"
(Feature) Warner, Verdon, First Artists
"THREE THE HARD WAY"
(Feature) Allied Artists
"HARRY AND TONTO"
(Feature) 20th Century Fox
"TOUGH GUYS" (Feature) Dino DeLaurentis

1975

"COOLEY HIGH" (Feature)
American International
"MAHOGANY" (Feature) Paramount, Nikor
"BRANNIGAN" (Feature)
United Artists, Wellborn

1976

"SILVER STREAK" (Feature) 20th Century Fox
"THE MILLION DOLLAR RIP-OFF"
(TV Movie) Charles Fries Prods., NBC-TV
"MONKEY HUSTLE" (Feature)
American International, Arthur Prods.
"WHISPER THE SOUNDS" (Feature)
Bejack Production
"ROLLER COASTER" (Feature)
Universal Studios
"LOOKING FOR MR. GOODBAR" (Feature)
Paramount Studios

1977

"STONY ISLAND" (Feature) Stony Island Prods.
"A PIECE OF THE ACTION" (Feature)
Vernon, Warner Bros., First Artists

"A WEDDING" (Feature)

20th Century Fox, Lion's Gate
"THE FURY" (Feature) 20th Century Fox
"DAMIEN-OMEN II" (Feature) 20th Century Fox

1978

"HUCKLEBERRY FINN" (TV Movie)
Schick, Sunn Classics
"ONE IN A MILLION: THE RON LEFLORE
STORY" (TV Movie) EMI-TV for CBS
"DREAMER" (Feature) 20th Century Fox
"PROMISES IN THE DARK" (Feature)
Orion Pictures
"DUMMY" (TV Movie)
Warner Bros. TV for CBS
"FLESH AND BLOOD" (TV Movie)
Paramount TV, Jozak
"THE DUKE" (TV Movie) Universal TV
"TOWING" (Feature)
Sibling Prods., United Int'l. Condor

1979

"TORN BETWEEN TWO LOVERS"
(TV Movie) Alan Landsburg Prods.
"ROAR" (Feature) Noel Marshall Prods.
"SOMEWHERE IN TIME" (Feature)
Universal Studios
"MILES TO GO BEFORE I SLEEP"
(Documentary) PBS-TV
"MY BODYGUARD" (Feature)
Mel Simon Prods., 20th Century Fox
"THE BLUES BROTHERS" (Feature)
Universal Studios
"THE HUNTER" (Feature)
Paramount Studios
"1941" (Feature) Universal Pictures
"ORDINARY PEOPLE" (Feature)
Wildwood Prods.
"THE CHICAGO MATERNITY CENTER STORY"
(Documentary) Kartemquin Prods.

1980

"MINNESOTA STRIP" (TV Movie) Universal TV
"THE MUSIC BOX" (Feature) White Lion Prods.
"THIEF" (Feature) United Artists
"THE PERFECT CIRCLE" (Feature)
Columbia Pictures
"ON THE RIGHT TRACK" (Feature)
Columbia Pictures
"FOUR FRIENDS" (Feature)
Filmways, Brighton Prods.
"ESCAPE FROM NEW YORK CITY"
(Feature) Avco, Embassy
"ENDLESS LOVE" (Feature) Polygram Pictures
"WELCOME TO SUCCESS: THE MARVA



MOVIES FILMED IN ILLINOIS

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COLLINS STORY" (TV Movie)

NRW Co. for CBS-TV

"SKOKIE" (Docu-Drama)

Titus Prods. for CBS-TV

"THE PSYCHOTRONIC MAN" (Feature)

International Harmony Films

1981

"LEAVE 'EM LAUGHING" (TV Movie)

Chuck Fries Prods.

"PENNIES FROM HEAVEN" (Feature)

MGM Studios

"MYTHS AND REALITY" (Documentary)

BBC-TV

"WILL" (TV Movie) A. Shane Co. for NBC-TV

"WHO AM I THIS TIME" (TV Movie)

Rubicon Prods. for PBS-TV

"REAL DETECTIVES-THE RICHARD SPECK

CASE" (Docu-Drama) Home Box Office

"ISABEL BUCHANAN" (Documentary) BBC

"THEY CALL ME BRUCE" (Feature)

Goldpine Prods.

"CITIES ON THE GREAT LAKES"

(Educational Film) TOEI Films-Tokyo

1982

"THINGS ARE TOUGH ALL OVER" (Feature)

Cheech & Chong for Columbia

"THE PRAIRIE YEARS" (Documentary) BBC-TV

"BAD BOYS" (Feature) EMI Prods., Robert Solo

"TRAVEL AMERICA" (Tourism Film)

Nippon TV Network-Japan

"STORY ON PEORIA ILLINOIS" (Documentary)

ZDF-TV Network-West Germany

"STORY ON YUGOSLAVIAN CULTURAL

ACTIVITIES" (Documentary) U.S. State

Dept., Int'l Communications, BBC

"CITY SCAPES" (Documentary) BBC-TV

"A CHANGE OF HABIT" (TV Movie)

CBS Entertainment

"RISKY BUSINESS" (Feature)

Tisch/Avnet Prods., Geffen Film Prods.

"DR. DETROIT" (Feature) Universal Studios

"I WAS A MAIL ORDER BRIDE" (Feature)

Michael Jaffee Prods.

"A WALK THROUGH THE 20TH CENTURY"

(Documentary) CBS Cable Prods.

for Entertainment & Learning

"NATIONAL LAMPOON'S VACATION"

(Feature) Warner Bros. Studios

"THE APPRENTICE" (Feature) Whitefire Films

"CLASS" (Feature) Orion Pictures

"WINDY CITY" (Feature) CBS Theatrical Films

"SANDLER & YOUNG--THE FIRST 20 YEARS"

(Documentary) Custom Design Prods.

"WELCOME TO THE U.S. NAVY"

(Documentary) Kim Prods.-Boston

1983

"MATTER OF PRINCIPLE" (TV Movie)

Rubicon Prods.

"HERE'S CHICAGO" (Travel Film) Hearn Prods.

"RISKY BUSINESS" (2nd Unit) (Feature)

Tisch/Avnet for Warner Bros.

"STREETS OF FIRE" (Feature)

Universal Studios

"THE DOLLMAKER" (TV Movie)

IPC Films for ABC-TV

"THE LOST HONOR OF KATHRYN BECK"

(TV Movie) Story Prods. for CBS-TV

"THE KILLING FLOOR" (TV Movie)

Public Forum Prods. for PBS-TV

"THROUGH NAKED EYES" (TV Movie)

Chuck Fries Prods. for ABC-TV

"THE LAST LEAF" (TV Movie)

Bonneville Entertainment

"HAMBONE AND HILLY" (Feature)

Sandy Howard Prods.

"16 CANDLES" (Feature) Universal Studios

"THE BIG SCORE" (Feature)

Po'Boy Productions

"COME AROUND" (Feature) Far Point Films

"GLADIOLA GIRLS" (TV Movie)

Katz/Gailin Prods., NBC

"HARD KNOX" (TV Movie)

A. Shane Co. for NBC-TV

"AMERICA THE BEAUTIFUL"

(Documentary) Walt Disney Prods.

"GRANDVIEW U.S.A." (Feature)

CBS Theatrical Films

"THE ROOMMATE" (90-minute Movie for PBS)

Rubicon Prods. for PBS-TV

"THE NAKED FACE" (Feature)

Cannon Film Group

"RIVER RATS" (Feature) Sundance Institute

"HEARTBREAKER" (Feature)

Koch/Marshall Prods.

"THE ULTIMATE SOLUTION OF GRACE

QUIGLEY" (Feature) Cannon Film Group

1984

"INTERNATIONAL MONEY TRADERS"

(Documentary) TF-1 French National TV

"FUJI TELEVISION SPECIAL" (Documentary)

Nittas Prods.

"TOUGHEST MAN IN THE WORLD" (TV Movie)

CBS-TV

"THE BREAKFAST CLUB" (Feature)

Universal Studios

"WORLD' S FAIR FILM" (Exhibition Film)

Reider Films

"FIRST STEPS" (TV Movie) CBS-TV

"TOUCH AND GO" (Feature) Kings Road Prods.

"ELECTIONS '84" (Documentary) Yorkshire TV

"DISNEY AGRICULTURAL FILM"

(Documentary) Walt Disney Prods.

"THE IMPOSTER" (TV Movie) ABC-TV

"MYRA MEETS HIS FAMILY"

(TV Movie for PBS) Rubicon Prods.

"ROUTE 66" (Documentary) Central TV

"THE NATURE OF THINGS"

(Science/Educational) Canadian Broadcasting Co.

"PORTRAITS OF AMERICA" (Documentary)

Scott Craig Prods.

"PRIDE AND PLACE" (Documentary)

Malone/Gill Prods.

"CHICAGO" (Documentary) Swanlid Films

"CODE OF SILENCE" (Feature) Orion Pictures

"WEIRD SCIENCE" (Feature) Universal Studios

"BAUHAUS ARCHITECTURE"

(Documentary) Cliofilms

"TWO FATHERS" (TV Movie) A. Shane Co.

1985

"DEATH IN CALIFORNIA" (Feature)

Lorimar Studios

"CLUB PARADISE" (Feature) Warner Brothers

"WELCOME HOME BOBBY" (TV Movie) CBS-TV

"JUST ANOTHER SATURDAY NIGHT" (Feature)

Columbia Pictures

"JO JO DANCER" (Feature) Columbia Pictures

"LUCAS" (Feature) 20th Century Fox

"WILDCATS" (Feature) Warner Brothers

"AMERICA BY DESIGN" (Documentary)

Guggenheim Prods. for PBS

"FINAL JEOPARDY" (TV Movie)

Frank Von Zerneck Prods. for NBC-TV

"ZONING" (Feature)

Scala Filmproduktion-Germany

"NOTHING IN COMMON" (Feature)

Tri-Star Films

"FERRIS BUELLER'S DAY OFF" (Feature)

Paramount Pictures

"VITAL SIGNS" (TV Movie) CBS Television

"ABOUT LAST NIGHT" (Feature) Tri-Star Films

"MANHUNTER" (Feature)

International Film Corp.

"RAW DEAL" (Feature) International Film Corp.

"RUNNING SCARED" (Feature) MGM/UA

1986

"NO MERCY" (Feature) Tri-Star Pictures

"LET'S GET HARRY" (Feature) Tri-Star Pictures

"THE COLOR OF MONEY" (Feature)

Walt Disney Studios

"LIGHT OF DAY" (Feature)

Taft/Barish Entertainment



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"NATIVE SON" (Feature) Diane Silver Prods.
"NIGHT OF COURAGE" (TV Movie) Titus Prods.
"PERSONAL FOUL" (Feature) Personal Foul Ltd.
"END OF THE LINE" (Feature)
End of the Line Prods.
"THE UNTOUCHABLES" (Feature)
Paramount Pictures
"THE BIG TOWN" (Feature) Columbia Pictures
"BIG SHOTS" (Feature) Lorimar Pictures
"JIMMY REARDON" (Feature)
Jimmy Reardon Prods.
"SHE'S HAVING A BABY" (Feature)
Paramount Pictures
"RENT-A-COP" (Feature) Kings Road Prods.
"HENRY: PORTRAIT OF A SERIAL KILLER"
(Feature) James McNaughton

1987

"WEEDS" (Feature) Dino DeLaurentis Studios
"ADVENTURES IN BABYSITTING" (Feature)
Disney Studios
"VICE VERSA" (Feature) Columbia Pictures
"PLANES, TRAINS AND AUTOMOBILES"
(Feature) Paramount Pictures
"OPEN ADMISSIONS" (TV Movie) Viacom TV
"POLTERGEIST III" (Feature) MGM Studios
"ABOVE THE LAW" (Feature) Warner Brothers
"THE FATHER CLEMENTS STORY" (TV Movie)
Zev Braun Prods.
"CONSPIRACY OF LOVE" (TV Movie)
New World Television
"SWITCHING CHANNELS" (Feature)
Columbia Pictures
"RED HEAT" (Feature)
Carolco, Lone Wolf Prods.
"FREAK" (aka "GEEK") (Feature)
Albright Platt Pictures
"BETRAYED" (Feature) Winkler Films/UA
"MIDNIGHT RUN" (Feature)
Paramount Pictures
"THINGS CHANGE" (Feature) Cinehaus, Inc.

1988

"CHILD'S PLAY" (Feature) United Artists
"THE TENDER" (Feature)
Trans World Entertainment
"FIELD OF DREAMS" (Feature)
Shoeless Joe Prods.
"TAXI KILLERS" (Feature) Varo Films
"DESIRE" (Feature) Kingsley Celluloid
"MEN DON'T LEAVE" (Feature)
Warner Brothers
"CHAINS" (Feature) American Independent
"NEXT OF KIN" (Feature) Lorimar Pictures
"MAJOR LEAGUE" (Feature) Mirage Prods.

"WHEN HARRY MET SALLY" (Feature)
Castle Rock Prods.
"DREAMBREAKERS" (TV Movie) CBS-TV

1989

"THE PACKAGE" (Feature) Orion Pictures
"UNCLE BUCK" (Feature) Universal Pictures
"MUSIC BOX" (Feature) Carolco Films
"ROUTE 66" (Documentary) BBC
"AMERICAN WRITERS" (Documentary) PBS
"MAKING A CASE FOR MURDER: HOWARD
BEACH STORY" (TV Movie) Patchett/Kaufman
"SODACRACKER" (TV Movie)
Trans World Entertainment
"OPPORTUNITY KNOCKS" (Feature)
Imagine Films
"MEN WILL BE BOYS" (Short Film)
Howard Libov Prods.
"MISS MISSOURI" (Feature) Une Prods.
"VICTIMLESS CRIME" (Feature) Framed Prods.
"THE ROAD NOT TAKEN: THE MARY THOMAS
STORY" (TV Movie) Clandon/Interscope
"FLATLINERS" (Feature) Columbia Pictures
"FATHER JIM" (aka "COLD JUSTICE")
(Feature) East End Films
"SHAKING THE TREE" (Feature) Reality Films
"MAKING SENSE OF THE 60'S"
(Documentary) PBS
"THE PERFECT MODEL" (Feature)
Darryl Roberts, Chicago Cinema Entertainment

1990

"THE KID WHO LOVED CHRISTMAS"
(TV Movie) Paramount Television
"HOME ALONE" (Feature) 20th Century Fox
"CHILD'S PLAY II" (Feature) United Artists
"CRITICAL ACTION" (Feature) Po'Boy Prods.
"JOHNNY RYAN" (TV Movie)
David Gerber Prods.
"GOOD NIGHT SWEET WIFE" (TV Movie)
CBS Prods.
"PARADISE LOST, PARADISE FOUND"
(Feature) Palmargo, Ltd.
"WHERE THE NIGHT BEGINS" (Feature)
Duaa Films
"BACKDRAFT" (Feature) Imagine Pictures
"HEAVEN IS A PLAYGROUND" (Feature)
Heaven Corp.
"UNCLE BUCK" (Feature) Universal Television
"BIX BEIDERBECKE" (Feature) Duaa Films
"ONE CUP OF COFFEE" (Feature)
Miramax Films
"ONLY THE LONELY" (Feature)
20th Century Fox
"V.I. WARSHAWSKI" (Feature) Disney Studios
"CURLEY SUE" (Feature) Warner Bros.

"FRONTLINE: BETTING ON THE LOTTERY"
(Documentary) PBS

1991

"DUTCH" (Feature) 20th Century Fox
"GLADIATORS" (Feature) Columbia Pictures
"PRELUDE TO A KISS" (Feature)
20th Century Fox
"THE BABE" (Feature) Universal Pictures
"FOLKS" (Feature) Penta Pictures
"MO' MONEY" (Feature) Columbia Pictures
"A LEAGUE OF THEIR OWN" (Feature)
Columbia Pictures
"WATCH IT" (Feature) Polar Bear Prods.
"MAD DOG AND GLORY" (Feature)
Universal Pictures
"STRAIGHT TALK" (Feature)
Hollywood Pictures
"HOW U LIKE ME NOW" (Feature)
Darryl Roberts/Avant Garde Films
"RAPID FIRE" (Feature) 20th Century Fox
"PUBLIC EYE" (Feature) Universal Pictures
"AN AMERICAN LOVE" (Feature) Due A Films
"WAYNE'S WORLD" (Feature)
Paramount Pictures
"HERO" (Feature) Columbia Pictures
"CANDYMAN" (Feature) Propaganda Films
"AMERICA BECOMING" (Documentary)
Dai Sii Jim-Gibson/PBS
"A MIGHTY FORTRESS" (TV Movie) NBC-TV
"MARIO AND THE MOB" (TV Movie) ABC-TV
"EYE FOR AN EYE" (TV Movie) NBC-TV
"THE IN BETWEEN" (Cable TV Movie)
MCA Television for Cable
"KEEPER OF THE CITY" (Cable TV Movie)
Viacom Television
"ALL THE LOVE IN THE WORLD" (Feature)
Daniel Curran/Facets
"JUST A MATTER OF TIME" (Short Film)
Ken Earl, Zanzibar Prods.

1992

"HOME ALONE II: LOST IN NEW YORK"
(Feature) 20th Century Fox
"MEET THE PARENTS" (Feature)
C.E.M. Prods., National Lampoon
"GROUNDHOG DAY" (Feature)
Columbia Pictures
"EXCESSIVE FORCE" (Feature)
Katja Motion Pictures, New Line Cinema
"HIDDEN RAGE" (TV Movie)
Broadstar Pictures, USA Cable
"HOFFA" (Feature)
Bedford Films, 20th Century Fox
"DENNIS THE MENACE" (Feature)
Hughes Entertainment, Warner Brothers



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"IN THE COMPANY OF DARKNESS"
(TV Movie) Windy City Prods., CBS-TV

1993

"RUDY" (Feature) Sunbeam Productions
 "THE UNTOUCHABLES" (Feature)
 Paramount Television
 "THE FUGITIVE" (Feature) Warner Brothers
 "WITH HONORS" (Feature) Warner Brothers
 "HUDSUCKER PROXY" (Feature)
 Coen Brothers Productions
 "BLINK" (Feature) New Line Cinema
 "MY LIFE" (Feature) Columbia Pictures
 "RIDE THE WIND" (TV Movie)
 King Phoenix Productions
 "NATURAL BORN KILLERS" (Feature)
 Warner Brothers
 "CHILDHOOD FRIEND" (Feature) Duea Films
 "THERE ARE NO CHILDREN HERE"
 (TV Movie) Harpo Productions
 "BLUE CHIPS" (Feature) Paramount Pictures
 "THE BEE" (Feature) Warner Brothers
 "BABY'S DAY OUT" (Feature) 20th Century Fox
 "THE GLASS CHAIN" (Feature)
 Spectral Pictures
 "BLANKMAN" (Feature) Columbia Pictures
 "I LOVE TROUBLE" (Feature)
 Touchstone Pictures
 "THE FENCE" (Feature) Life Productions
 "WAYNE'S WORLD II" (Feature)
 Paramount Pictures
 "HIM" (Feature) TriStar Pictures
 "MAJOR LEAGUE II" (Feature) Warner Brothers
 "LITTLE BIG LEAGUE" (Feature)
 Castle Rock Productions
 "TWO FATHERS: JUSTICE II" (TV Movie)
 A. Shane Company

1994

"MEN OF WAR" (Feature)
 Men of War Productions
 "LOSING ISAIAH" (Feature)
 Paramount Pictures
 "MIRACLE ON 34TH STREET" (Feature)
 20th Century Fox
 "PEORIA BABYLON" (Feature) Montrose Films
 "STUART SAVES HIS FAMILY" (Feature)
 Paramount Pictures
 "RICHIE RICH" (Feature) Warner Brothers
 "THE PRODIGY" (Feature) McDougal Films
 "DEAR SAINT ANTHONY" (Feature)
 Pelican Productions
 "RHAPSODY" (Feature) Thrillville Productions
 "WHILE YOU WERE SLEEPING" (Feature)
 Caravan Pictures

"STRAWBERRY FIELDS" (Feature)
 Akiko Productions
 "LADY MARY" (Feature) Tiffany Productions

1995

"REASONS" (Feature) Simone Nissan Films
 "SLAM JAM" (Feature) Warner Brothers
 "CONFLICTS OF INTEREST" (Feature)
 Principal Productions
 "NATIVE SON" (TV Movie)
 Cronkite, Ward & Company
 "PRIMAL FEAR" (Feature) Paramount Pictures
 "THE VAGRANT" (Feature)
 Ultimate Productions
 "IN THE DARK" (Feature)
 Baby Dica Productions
 "A NORMAL LIFE" (Feature)
 Normal Life Productions
 "THE AMERICAN WAY" (Feature)
 Prairie Productions
 "A FAMILY THING" (Feature)
 Butchers Run Productions
 "THE TAKE" (Feature) Jason Weisner
 "THE RELIC" (Feature) Paramount Pictures
 "DEEP SECRETS" (Feature) Spinnaker Films
 "THE WANDERER" (Feature) MPI Home Video
 "THE HOMECOMING" (Feature) John Shepherd
 "TO SIR WITH LOVE PART II" (TV Movie)
 TriStar/Columbia Television

1996

"CHAIN REACTION" (Feature)
 20th Century Fox
 "LOVE JONES" (Feature)
 Addis Wechsler Productions
 "MICHAEL" (Feature) Turner Pictures
 "FOR THE PEOPLE" (Feature)
 Dreamworks SKG
 "THE CHAMBER" (Feature) Universal Pictures
 "ERR ON THE SIDE OF CAUTION" (Feature)
 Err on the Side of Caution Prod.
 "A DAY IN THE COUNTRY" (Feature)
 Independent
 "MY BEST FRIENDS WEDDING" (Feature)
 Sony Pictures/Columbia Pictures
 "DOGWATER" aka "SINCE YOU'VE BEEN
 GONE" (Feature) Miramax Pictures
 "HOODLUM" (Feature) MGM/UA
 "THE JACKAL" (Feature) Universal Pictures
 "REACH THE ROCK" (Feature)
 Universal Pictures
 "A THOUSAND ACRES" (Feature)
 Propaganda Films/Paramount
 "SOUL FOOD" (Feature) 20th Century Fox
 "HOME ALONE 3" (Feature) 20th Century Fox
 "BUTCH CAMP" (Feature) Independent

"COLD DAWN" (Feature) Independent
 "A KICK INSIDE" (Feature)
 Say Uncle Productions
 "EATING L.A." (Feature)
 Nuts and Bolts Productions
 "DO YOU WANNA DANCE" (Feature)
 Independent

1997

"HOME ALONE 3" (Feature) 20th Century Fox
 "HELLCAB" (Feature) Hellcab Productions
 "US MARSHALS" (Feature) Warner Brothers
 "MERCURY RISING" aka "SIMON" (Feature)
 Universal Pictures/Imagine Films
 "MARCH IN WINDY CITY" (TV Movie)
 Yorkshire Television/BBC
 "KISSING A FOOL" (Feature)
 Curious Productions
 "BETWEEN US" (Feature)
 English/Kelly Productions
 "HOPE FLOATS" (Feature) 20th Century Fox
 "OAK STREET BEACH" (Feature) Independent
 "TEMPORARY GIRL" (Feature) Independent
 "THE NEGOTIATOR" (Feature)
 Warner Brothers/New Regency/Mandeville Films
 "TOM AND JERRY" (Feature)
 Cineplex Film Properties
 "BLUES BROTHERS 2000" (Feature)
 Universal Pictures
 "PAYBACK" (Feature)
 Icon Productions/Paramount
 "CHANCE OF A LIFETIME" (TV Movie)
 Citadel Entertainment
 "JUNK" (Feature) Independent
 "DEEP END OF THE OCEAN" (Feature)
 Deep End Productions
 "PAULIE" (Feature) Dreamworks SKG
 "SPOON RIVER" (Feature) Independent
 "DON'T FLUSH" (Feature)
 Canamac Productions
 "HE'S GOT GAME" (Feature)
 40 Acres and A Mule Productions aka
 "SWISHIN' & DISHIN'"
 "I DO" (Feature) Independent
 "APPLES AND ORANGES" (Feature)
 Independent
 "LANGUAGE OF LOVE" (Feature)
 Poya Pictures LLC
 "A LOVER FOR MY HUSBAND" (Feature)
 Finney Entertainment
 "NIGHT OF THE RUNNING MAN" (Feature)
 Jihad Filmworks
 "SACRIFICES" (Feature)
 Revelation Productions
 "CASTING JUDGEMENT" (Feature)
 Taproot Productions



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"ON BECOMING BLONDE" (Feature)
MDR Productions
"YOUNG AMERICANS" (Feature)
Jenmar Productions
"PARDESI" (Feature) Wonder Films
"SUPERMAN LIVES" (Feature, Plate shots)
Warner Brothers
"THE CALL" (Feature) Magic Entertainment
"DOWN IN THE DELTA" (TV Movie)
Viacom Entertainment

1998

"THE SPHINX FILE" (Feature Film)
Luciano Sarbescu Films
"PRIVATE DICK" (Feature Film)
Brand X Filmworks
"PUSHING TIN" (Feature Film) Fox 2000
"DESPERATION BOULEVARD" (Feature Film)
Desperation Blvd. Productions
"BLESSINGS FROM THE FOOD COURT"
(Feature Film) Condne Films
"MERLOT" (Feature Film) JMM Productions
"THE HIGH LINE" (Feature Film)
Milk River Company
"UNDER THE BUS" (Feature Film)
Ashby Richardson Productions
"BIG BRASS RING" (Feature Film)
Millennium Films
"THE AMERICAN EXPERIENCE: ABRAHAM
AND MARY TODD LINCOLN" (Documentary)
Dave Grubin Productions
"LAMB" (Feature Film)
Brave World Productions
"TWO RIVERS" (Feature Film)
Two Rivers Productions
"MARILYN" (Feature Film)
Scanlon Swanbeck Studios
"BLOOD EQUITY" (Feature Film)
Flatlander Films, Inc.
"POSTMORTEM" (Short Feature)
Brand X Filmworks
"THREE TO TANGO" (Feature Film)
Warner Brothers
"MESSAGE IN A BOTTLE" (Feature Film)
Warner Brothers
"FOOL'S GOLD" (Feature Film)
Hollywood 27 Productions
"TWO BROTHERS IN A DOPE CAR"
(Feature Film) Barnyard Productions
"TIME SERVED" (Feature Film)
Time Served Productions
"BETAVILLE" (Feature Film)
"IDEA MEN" (Feature Film) Fiasco Productions
"SERIOUS BUSINESS" (Feature Film)
The Grand Detour Corporation

"MY FATHER'S SHOES" (Short Film)
Fire Force Cinematography
"FOLLOWING PAULA" (Feature Film)
ICF Productions
"AFTERMATH" (Feature Film)
Honking Tree Films
"A STIR OF ECHOES" (Feature Film)
Artisan Entertainment
"NEVER BEEN KISSED" (Feature Film)
20th Century Fox
"LIGHT IT UP" (Feature Film) 20th Century Fox

1999

"LIGHT IT UP" (Feature Film)
20th Century Fox 2000
"ONE WEEK" (Feature Film) Griot Productions
"KWIK STOP" (Feature Film)
Kwik Stop Productions
"SMILE" (Feature Film) Smile Productions
"THE VISITORS" (Feature Film)
Gaumont Pictures
"UNDER THE BUS" (Feature Film)
Atom Bomb Productions
"HIGH FIDELITY" (Feature Film)
Working Title Films w/Top Five Productions
"RETURN TO ME" (Feature Film) MGM Studios
"ALL THE RAGE" (Feature Film)
All The Rage Productions
"LIFE SENTENCE" (Feature Film)
Wandering Eye Productions
"GOODBYE SUNRISE" (Feature Film)
King Sized Entertainment
"BORED SILLY" (Feature Film)
Shallcross/James Productions
w/Warner Brothers Domestic TV
"TRICKS" (Feature Film) Tricks Productions
"NO TOMORROW" (Feature Film)
Little Wing Films
"DREAMERS" (Feature Film) MDR Films
"MADISON MIRACLE" (Feature Film)
Miracle Productions
"SOUL SURVIVOR" (Feature Film)
Artisan Entertainment
"ROCKY AND BULLWINKLE" (Feature Film)
Universal Pictures
"TOO MUCH FLESH" (Feature Film)
Too Much Flesh Productions
"UNCONDITIONAL LOVE" (Feature Film)
New Line Cinema
"THE CHEATING SCANDAL" (Feature Film)
HBO Productions
"SAVE THE LAST DANCE" (Feature Film)
Paramount Pictures
"DRIVEN" (Feature Film) Interlight Pictures

2000

"SAVE THE LAST DANCE" (Feature Film)
Paramount Pictures
"UNCONDITIONAL LOVE" (Feature Film)
New Line Cinema
SHORT HAIRS" (Feature Film)
Slunge Productions
"ISRAEL IN EXILE" (Feature Film)
Latino Cinema
"NEWPORT SOUTH" (Feature Film)
Walt Disney/Hughes Entertainment
"BOUNCE" (Feature Film) Miramax Pictures
"HARBORED THOUGHTS" (Feature Film)
Silhouette Productions
"BOUND AND GAGGED" (Feature Film)
Avondale Productions
"THE FUGITIVE" (Feature)
Warner Brothers/CBS Television
"IMAGINE THIS" (Feature Short)
Duane Edwards Productions
"NOVOCAINE" (Feature Film)
Artisan Entertainment
"WHAT WOMEN WANT" (Feature Film)
Icon Productions/Paramount
"LOVE RELATIONS"(Feature Film)
Bronzeville Films
"DEVIL'S GIRLS" (Feature Film)
Bowlegged Man Media
"SAVE ME A SEAT" (Feature Film)
Save Me A Seat Productions
"MAKE A WISH aka "DANNY'S WISH"
(Feature Film) Bucktown Pictures
"REST OF YOUR LIFE" (Feature Film)
Possessed Pictures
"THE MAGIC ACT" (Feature Film)
Magic Act Productions
"PRESENT PERFECT" (Feature Film)
Present Perfect Productions
"ART DETECTIVE" (Feature Film)
O'Connell/Wagner Productions
"FREDDY'S DEAD" (Feature Film)
Real 2 Real Productions
"TEN FOLD" (Feature Film)
Ten Fold Productions
"CHAMPS" (Feature Film)
Franchise Pictures
"TIL THE END OF TIME" (Feature Film)
Georgia Productions
"REAL UNTOUCHABLES"
(Documentary)Atlantic Productions
"TWO YEARS AND A WEEK" (Feature Film)
Independent Production
"HARDBALL" (Feature Film)
Paramount Pictures
"SOUL SURVIVOR (reshoots)"
(Feature Film) Artisan Entertainment



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"DESIGN" (Feature Film)
 Traveller Jones Productions
 "DREAMCATCHER" (Feature Film)
 Rolly Polly Productions
 "STRAY DOGS" (Feature Film) Moments, Inc.
 "UP MICHIGAN" (Feature Film)
 2nd Busiest Bean Entertainment
 "CONSTRUCTING MULLIGAN'S STEW"
 (Feature Film) Howling Moon Productions
 "PLAYING DRESS UP" (Feature Short)
 Mullin Productions
 "DRAGONFLY" (Feature Film)
 Universal Pictures
 "THE MIND OF THE MARRIED MAN"
 (TV Series for HBO)
 Berkeley Square Productions

2001

"TWELVE MONTHS TO LOVE"
 Bronzeville Filmworks Feature Film
 "BALL IN THE HOUSE"
 Fairball Productions Feature Film
 "OCEAN'S ELEVEN"
 Columbia Pictures Feature Film
 "ALI" Columbia Pictures Feature Film
 "THE ROAD TO PERDITION"
 Dreamworks Films Feature Film
 "ON THE LINE" Miramax Pictures Feature Film
 "DRAGONFLY" Universal Pictures Feature Film
 "JOSHUA"
 Crusader Entertainment Feature Film
 "DESIGN" Design Productions Feature Film
 "CHILDREN ON THEIR BIRTHDAYS"
 Crusader Entertainment Feature Film
 "HALE BOPP"
 Moveable Feast Productions Feature Film
 "MISSING BRENDAN"
 CDW Productions Feature Film
 "STOLEN SUMMER"
 Project Greenlight Feature Film
 w/Miramax Pictures
 "EYE OF CRUELTY"
 Hydra Filmworks Feature Film
 "LANGUAGE BARRIER"
 Au Pair Productions Feature Film

2002

"BARBERSHOP" MGM Studios Feature Film
 "NORMAL" HBO Feature Film
 "UNCLE NINO"
 Kick The Can Productions Feature Film
 "THE COMPANY"
 Marley Productions Feature Film
 "BAD MEAT"
 Chill-O-Vision Productions Feature Film

"LEGALLY BLONDE 2: RED, WHITE &
 BLONDE" MGM Feature Film
 "SPIDERMAN II"
 Sony/Columbia Pictures Feature Film
 "FULL THROTTLE"
 Zide Productions Feature Film
 "UNCLE NINO"
 Uncle Nino LLC Productions Feature Film
 "CHRISTMAS RUSH"
 Turner Network Television Movie
 "SOLARIS" 20th Century Fox Feature Film
 "TILL DEATH DO US PART"
 Franchise Pictures Feature Film
 "NORMAL" HBO Productions Feature Film
 "SLAVE"
 Waiter Gone Bad Productions Feature Film

2003

"BARBERSHOP 2" MGM Feature Film
 "CHEAPER BY THE DOZEN"
 20th Century Fox Feature Film
 "BLANK VERSE" Independent Feature Film
 "DOUBTING RILEY" Independent Feature Film
 "CRAB APPLE ORCHARD"
 Independent Feature Film
 "SURVIVING CHRISTMAS"
 Columbia Pictures Feature Film
 "CUP OF MY BLOOD"
 Independent Feature Film
 "THE EVIL ONE" Independent Feature Film
 "INSANITY"
 Sorelosers Productions Feature Film

2004

"SPIDERMAN 2"
 Columbia Pictures Feature Film

"CHRISTMAS WITH THE KRANKS"
 Revolution Studio Feature Film
 "I ROBOT" 20th Century Fox Feature Film
 "THE WEATHERMAN"
 Paramount Pictures Feature Film
 "OCEANS 12" Warner Brothers Feature Film
 "SOUTHSIDE" Independent Feature Film
 "ICE HARVEST" Focus Features Feature Film
 "ROLL BOUNCE"
 20th Century Fox Feature Film
 "BATMAN BEGINS"
 Warner Brothers Feature Film

2005

"DRUNK BOAT"
 Drunk Boat Chicago Feature Film
 "EDEN COURT" Eden Court Feature Film
 "FLAGS OF OUR FATHERS"
 Warner Brothers Feature Film
 "HURRICANE KATRINA"
 Towers Productions Documentary
 "IL MARE" Warner Brothers Feature Film
 "PLEADING GUILTY"
 Ashland Productions Feature Film
 "STRANGER THAN FICTION"
 Crick Pictures/Honor Code
 Productions Feature Film
 "THE BREAK-UP"
 The Ultimate Poker Co. Feature Film
 "YOU ARE GOING TO PRISON"
 Prison Pictures Feature Film

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ILLINOIS. MILE AFTER MAGNIFICENT MILE.

APPENDIX 5: LIST OF CHICAGO'S AWARDS



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CHICAGO'S ACCOLADES

From its delectable dining to its family-friendly attractions, Chicago has received numerous awards praising the city as a great travel destination. Since 1999, Chicago has received such titles and awards as:

- More five diamond restaurants than any other city in the nation (Alinea, Arun's, Avenues, Charlie Trotter's, Everest, Seasons and Tru) – AAA (2007)
- "Best Restaurant City in America" – GQ magazine (2008)
- Alinea was ranked the "Best Restaurant in America" – Gourmet magazine (2008)
- "Best Sports City" – Sporting News Magazine (2006)
- Millennium Park was ranked #1 and North Michigan Avenue #2 in a study by Priceline.com of the Top 50 Destinations for Summer 2006 (2006)
- Millennium Park received the 2008 American Institute of Architects (AIA) Honor Award for Regional and Urban Design -The AIA jury called the Park "the most beautifully executed new urban public space in America . . . It's a masterpiece of urban ingenuity and creativity." (2008)
- "Top 2006 U.S. Destination" as ranked by Orbitz.com (2006)
- Chicago and Mayor Richard M. Daley awarded First Place honors in the "2006 City Livability Awards Program" by The U.S. Conference of Mayors and Waste Management
- Among the top three cities most traveled by adults with disabilities – Open Doors Organization (2008)
- Voted one of the "Top Ten Green Cities in the U.S. by The Green Guide (2005)
- "Bicycle Friendly Community" designation by The League of American Bicyclists (2005)
- Voted the #1 most dog-friendly city to visit in North America by DogFriendly.com (2005)
- Voted one of the Top 10 U.S. Destinations - American Airlines' Celebrated Living Magazine (2005)
- Voted #2 in AmericanStyle magazine's Top 25 Arts Destinations readers poll (2005)
- "Best Public Space: Millennium Park" – First Annual Travel & Leisure Design Awards (2004)
- O'Hare Airport was voted "Best Airport in North America" by Business Traveler International for seven consecutive years (1998-2004)
- One of the "Best Walking Cities" in the USA – APMA/Prevention Magazine (2003- 2004)
- One of "America's Favorite Cities" – AOL Travel/ Travel + Leisure (2003-2004)
- "Most exceptional dining destination" – Robb Report Magazine (2003)
- One of the "Ten Best Places to Live" – Money Magazine (2002)
- One the country's "Healthiest Destinations" – Cooking Light Magazine (2002)
- One of the "best cities in the world" – Travel & Leisure (2000 & 2002)
- One of the "best food cities" in America – Food & Wine/AOL (2002)
- One of the "Top 25 Arts Destinations" in the country – AmericanStyle Magazine (2000-2005)
- One of the "Ten top-rated Shopping Meccas" – Condé Nast Traveler (2001)
- One of the "Top 10 U.S. Cities" - Condé Nast Traveler (2000-2005)
- "Best Cycling City in the United States with a Population of More Than One Million" - Bicycle Magazine (2001)
- "Place of a Lifetime" – National Geographic Traveler (2001)
- "Favorite City in the World" – Britain's Guardian and Observer Magazine (2000)
- "Best City in the World" – Condé Nast Traveller in the UK (2000)
- "Top Food City" – Condé Nast Traveller in the UK (2000)
- "Top City in the Midwest" for family-friendly travel – Family Fun Magazine (1999-2002)

-MORE-

Add One/Accolades

Travelers and travel publications from the United States and overseas have discovered Chicago's cultural and recreational appeal. Chicago received the "top city in the Midwest" award given by *Family Fun Magazine* because of its kid-friendly museums, which include the Museum of Science and Industry, Chicago Children's Museum, Shedd Aquarium, Adler Planetarium and Astronomy Museum and The Field Museum. Families also rave about the city's year-round free special events such as the Taste of Chicago, Venetian Night and the Air & Water Show.

Millennium Park has garnered numerous awards since opening in 2004. Most recently it received the 2006 American Institute of Architects (AIA) Honor Award for Regional and Urban Design. The AIA jury called the Park "the most beautifully executed new urban public space in America . . . It's a masterpiece of urban ingenuity and creativity." In 2004, it received an award for "Best Public Space" in the First Annual *Travel & Leisure Design Awards*.

Being home to The Art Institute of Chicago, Museum of Contemporary Art and dozens of other museums helped Chicago earn the title of one of the country's "top 25 arts destinations." The city's flourishing art gallery district, world-renowned architecture and public art including the – Picasso sculpture, Miró's *Chicago* and Dubuffet's *Monument with Standing Beast* also contributed to Chicago's receiving this honor.

In addition to culture, Chicago's recreational opportunities have been well received. Eighteen miles of bicycling and walking trail along the city's sparkling lakefront, hundreds of miles of bicycle routes within the city, bike rental facilities, and the city's efforts to equip the public transportation system with bike racks prompted *Bicycle Magazine* to select Chicago as the "best cycling city in the United States with a population of more than one million."

The city's bicycle programs have also earned it the title of one of the country's "healthiest destinations" by *Cooking Light Magazine*. *Cooking Light* also highlighted Chicago's annual bike celebration, summertime jogging along the lakefront and Mayor Daley's Annual Holiday Sports Festival held in December. The annual festival features basketball, hockey, golfing, a climbing wall and more. The city's 18 miles of lakefront path and 552 parks earned it the title of one of the "best walking cities" in the United States by American Podiatric Medical Association and *Prevention Magazine*.

It is fortunate that Chicago is a great city for bicycling and walking because visitors will have to burn some calories after dining in the one of the "best food cities" in America, according to participants in the *Food & Wine/AOL Food in America Poll*. Poll participants also ranked Chicago as one of the best cities for four-star restaurants, neighborhood restaurants and for restaurants offering the best overall value. Readers of *Condé Nast Traveller* in the UK agree because they also named Chicago a "top food city" and the editors of the luxury lifestyle magazine *Robb Report* designated Chicago the "Most exceptional dining destination."

Recently, visitors to *AOL Travel* and *Travel & Leisure* online rated Chicago among the top five cities in America offering the best in shopping, dining out and cultural events. In the same poll, readers listed Chicago among the top five American cities with top-notch public transportation, which expands visitors' choices for navigating the city's first-rate shopping emporiums, cultural institutions, restaurants, neighborhoods and more.

Visitors and Chicagoans planning to entertain out-of-town guests can receive Chicago brochures, reserve hotel accommodations and receive trip-planning assistance by calling toll-free 1.877.CHICAGO (1.877.244.2246), or visiting www.cityofchicago.org/tourism. Brochures and information on Chicago's exciting events and activities are also available at the Visitor Information Centers. The centers are located at Chicago Water Works, 163 East Pearson Street at Michigan Avenue and the Chicago Cultural Center, 77 East Randolph Street. For those calling from outside the United States, Mexico and Canada, please call 1-312-201-8847. The TTY toll-free number for the hearing impaired is 1.866.710.0294.

APPENDIX 6: E-MAIL #1 FROM CTA PRESIDENT

Please Prepare for Next Week

From: chicagocard@transitchicago.com
Sent: Tue 10/30/07 8:51 PM
Reply-to: chicagocard@transitchicago.com
To: mbolling11@hotmail.com

Letter from CTA President Ron Huberman

Dear CTA Customer:

On November 4th -- less than one week from today -- the CTA will be forced to cut service and raise fares as a result of insufficient state funding. All of us at the CTA understand the hardship that these service cuts and fare increases will cause you. We do not want to make these cuts, and we have been fighting for funding to avoid making them.

I ask that you take the time to prepare for next week's commute. If you currently use service that will be eliminated, go online to transitchicago.com, or call 1-888-YOUR-CTA, to identify alternative service options. Try to use this alternative service at least once this week so you are familiar with it.

We are asking all of our customers to avoid the rush hour whenever possible by leaving early or late. With the reduction in bus service, we anticipate greater crowds on remaining buses and trains as customers seek different ways to get to work. Customers should expect longer travel times.

This is a crucial time to contact the Governor and your state legislators to tell them how important mass transit is to you. The Illinois General Assembly still has not acted to pass legislation that would guarantee the CTA's fiscal health and ensure that there are no more "doomsdays." Without action from the General Assembly, the CTA is required by law to balance its budget, forcing these service cuts and fare increases. Visit transitchicago.com, or call 1-888-YOUR-CTA, for information on how you can easily send a message to your state legislators.

With your support, we are hopeful that we will finally get a long-term solution to the CTA's funding shortfalls and put future "doomsdays" to rest. If the State enacts pending legislation before November 4th, the service cuts and fare increases will not go into effect.

Sincerely,

Ron Huberman

APPENDIX 7: E-MAIL #2 FROM CTA PRESIDENT

Letter from CTA President Ron Huberman

From: chicagocard@transitchicago.com
Sent: Fri 10/12/07 2:42 PM
Reply-to: chicagocard@transitchicago.com
To: mbolling11@hotmail.com

Letter from CTA President Ron Huberman

Dear CTA Customer:

Today, I unveiled the CTA's proposed 2008 budget that lays out a series of painful service cuts, fare increases and lay-offs that will happen on January 6, 2008. These actions are required to meet our legal obligation to submit a balanced budget and are in addition to those service cuts and fare increases that will take effect on November 4th.

All of us at the CTA understand that these service cuts and fare increases will cause you a tremendous hardship. We know that you will face fewer travel options, less frequent service and more crowded buses and trains. To make matters worse, the drastic measures described in the 2008 budget are in addition to the service cuts, fare increases and lay-offs that will take place on November 4th if the Illinois Legislature does not enact fundamental funding reforms.

It is important for our customers to know that all of us at the CTA do not want to see this budget become reality. We remain hopeful that the Illinois General Assembly will pass a long-term funding solution.

Please know that we sought to minimize the impact of our budget deficit wherever we could. For example, we reduced our costs by over \$38 million this year alone - without impacting service. The CTA and its unions have also agreed to an unprecedented five-year contract, contingent on legislative action, which would enable the CTA to reduce costs and manage itself more like a business. The Illinois Legislature, however, has yet to pass the bill that would give the CTA authority to put these reforms in place. This inaction is costing the CTA more than \$11 million each month.

So, while the CTA continues to look for every opportunity to cut costs, there is simply no way we can manage our way out of a \$158 million deficit in 2008.

The CTA continues to fight for sufficient transit funding and we need your help. Please contact the Governor and your state legislators and tell them how important mass transit funding is to you. In addition to calling or writing your legislators, you can go to www.transitchicago.com where a link will allow you to easily send a message.

With your support, we are hopeful that we will finally get a long-term solution to the CTA's funding shortfalls and put future "doomsdays" to rest. ***If the State enacts pending legislation before November 4th, these service cuts and fare increases will not go into effect.***

Sincerely yours,

Ron Huberman
President