
Guide to the Olympic Velodrome Collection, 1979-

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Descriptive Summary

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History

The Southland Corporation was founded in Dallas, Texas in 1927, when their retail ice outlets sold milk, bread and eggs. Today, Southland is the world's largest operator and franchisor of convenience stores, the 13th largest retailer in the United States, with 7,033 7-Eleven stores in the U.S.A. and Canada. Southland's subsidiaries include the Chief Auto Parts stores and Adohr Farms.

In the beginning stages of planning for the Los Angeles 1984 Olympics, Jere Thompson, president of the Southland Corporation went to the Los Angeles Olympic Organizing Committee's president, Peter Ueberroth, and said they wanted to be involved. Ueberroth recommended funding of the velodrome. Even though the principals knew little about cycling, Southland liked the idea in tying the concept of bicycling to 7-Eleven stores. The sites considered were: CSU, Dominguez Hills, Harbor College, Wilmington, CSU, Northridge, Claremont Men's College and the City of San Diego. Factors in the site selection were: site and soil suitability, accessibility to major and surface arteries, proximity to major utilities, lowest total construction cost and shortest completion schedule. CSU, Dominguez Hills was able to add to their proposal the donation of a 6.5 acre parcel to the LAOOC for the velodrome, and their Board of Trustees authorized construction in their November, 1980 meeting. On February 5, 1981, CSU, Dominguez Hills was awarded the Olympic Velodrome.

The Olympic Velodrome is the only world class cycling track in western United States and the only one in the world on a university campus. Velodrome specification include: length, 333.33 meters (1,093 ft.); width, 7 meters (23 feet); bank turns, 33 degrees; attainable speeds up to 72 kilometers (47 miles) per hour; permanent seating, 2,000; Olympic seating capacity, 8,000 and velodrome surface of poured concrete track on concrete fill. The cost of the velodrome was \$3 million, and the contractor: Stolte, Inc.

Groundbreaking ceremonies took place on July 9, 1981 at the construction site. The ceremonies were kicked off at 10:15am with a race between Eric Heiden and challengers from the media, followed by a 10-lap club race by The South, Bay Wheelmen. Visitors from the Southland Corporation, Stolte Corporation officials and representatives from LAOOC were present. On May 10, 1982, the International Cycling Federation Certification (FIAC) was received. The first trial high speed run performed by Jack Simes, 3-time U.S. Olympic Cycling team member and 2-time team coach, occurred on January 21, 1982.

The grand opening occurred July 8, 1982 with Eric Heiden (1980 Lake Placid 5 Gold Medal winner for speedskating) and Sheila Ochowicz (1976 Winter Games-Innsbruck, Gold Medal winner of 500 meter speedskating), cycling the first official lap. The grand opening ceremony was a three day event with July 9 and 10 devoted to the Grand Prix Finals. 3,000 people attended, including Sam, the Eagle the official XXIII Olympiad mascot. The Grand Prix Finals were a series of bicycle track events to improve American cyclists at the international level. Emphasis was placed on Olympic track events, match sprints, individual pursuit, the kilometer and the points race.

September 17 and 18, 1982 the SCCF 20th Annual Far West Championships were held at the completed velodrome, and October 3, 1982 the 8th International Human Powered Speed Championships were held. This event was held specifically for the unique pedal-powered vehicles.

Among the many uses envisioned for the velodrome by the university are developmental classes and training, maintenance exercise/conditioning and cycling as a means of cardiac rehabilitation. Aspects of research related to sports medicine could lead to degrees in biomechanics, medical technology, sports and recreation with cycling emphasis. Public use time and races, both professional and amateur will be available. Goals include: to establish the most important collegiate center of cycling in the U.S.A.; development of cycling as a national sport and a youth cycling program. Auxilliary uses can be made of the infield for speed soccer games, volleyball, concerts and other entertainment.

When the 1984 Olympics conclude, the Southland Corporation will donate the velodrome to the university. In order to continue their plans and development of the velodrome, the university has established a Foundation which will be responsible for operating and raising funds to run the velodrome whose costs are now estimated at \$100,000 per year to run. (1983).

Bibliography

Note on Sources: The sources used in the compilation of the bibliography are located throughout the Olympic Velodrome Collection.

American Way Magazine, September, 1982 p. 46

Los Angeles Olympic Organizing Committee *News Releases*, 1979-1983

Los Angeles Times, July 12, 1981

Los Angeles Times, July 9, 1982

Los Angeles Times, September 28, 1982, Part III, p. 27

Dan McLean, Staff Writer, *South Bay Daily Breeze*, July 10, 1981

1980-81 *Annual Report* of the Chancellor to the Board of Trustees, California State University Dominguez Hills, p. 42

Press Relations (California State University Dominguez Hills) *Press Clippings* 1981

SCCF News, Vol. 8, No. 6, July 1982

South Bay Daily Breeze, February 9, 1982

The Southland Corp., Olympic Planning Committee, *News Releases*, Dallas, Texas, 1980-1983

USA Magazine, November, 1981, pp. 8-9

Scope and Content

The Olympic Velodrome Collection consists principally of publications concerning the planning, construction, and development of the Olympic Velodrome, a track racing cycling facility located on the California State University, Dominguez Hills campus.

Type of materials that predominate throughout the collection are news releases, newspaper clippings, press packets, photographs and publications from the Southland Corporation and the Los Angeles Olympic Organizing Committee. Included in the collection are a number of California State University, Dominguez Hills generated publications relating to some of the on-going activities held in the Velodrome. There are also, for example, racing programs from the 7-Eleven/Bicycling Magazine Grand Prix (9-10 July 1982), the Twentieth Annual Far West Championships, (17-18 September 1982) and the Human Powered Vehicle Association Championships, (2-3 October 1982).

Separation Record

The following non-manuscript items were removed from the Olympic Velodrome Papers, accession number _____, and have been sent to the department or section indicated, either to be retained or disposed of there. Any items that should receive special disposition are clearly marked.

CSUDH Library: (Books, pamphlets, newspapers, government publications)

CSU Iconographic Collection: (Photographs, prints, film strips, broadsides, circulars, as well as unprocessed tapes and discs)

Other:

Museum artifacts

3 - cycling caps (2) 7-Eleven caps, given to spectators at the dedication of the Olympic Velodrome on 8 July 1982, and (1)

7-Eleven/Bicycling Magazine Grand Prix cap, 9-10 July 1982

1 - T-shirt (XL 46-48), imprinted on front: Games of the XIIIrd Olympiad Los Angeles 1984 7-Eleven and imprinted on the back: The 7-Eleven Olympic Velodrome Groundbreaking July 9, 1981

2 - Olympic pins, (2 star design)

Box 1

1. The Southland Corporation Various Publications, 1977-

2. Press packets, Olympic Games, Twenty-third Olympiad, Los Angeles, California (Postmarked 23 Mar 1983), 1979-1983

3. The Southland Corporation Annual Reports, 1981-

4. CSUDH Newsletters, etc., regarding the construction and development of the 7-Eleven Olympic Velodrome, 1981

5. Press packet, announcements, clippings, etc., regarding Groundbreaking Ceremonies for the 7-Eleven Olympic Velodrome, California State University, Dominguez Hills, 9 Jul 1981

6. L.A. 1984: Magazine for the 1984 Olympic Games, Summer 1982 (Missing)

7. Program, scripts, etc., Olympic Velodrome Preview, for 7-Eleven Olympic Velodrome, California State University, Dominguez Hills, 26 Jun 1982

8. Press packets, announcements, articles, etc., regarding Grand Opening Ceremonies for the 7-Eleven Olympic Velodrome, California State University, Dominguez Hills, 8 Jul 1982

9. Press packet, admission tickets, programs, etc., regarding the 7-Eleven Olympic Velodrome, California State University, Dominguez Hills, 9-10 Jul 1982

10. Twentieth Annual Far West Championships, 7-Eleven Olympic Velodrome, 17-18 Sep 1982

11. Programs, etc., Human Powered Speed Championships, 2-3 Oct 1982

12. Announcements for Cycling Training Classes Held at the 7-Eleven Velodrome, 1982-

13. Olympic Moments Newsletter (The Southland Corporation - Bimonthly) Feb 1983

Box 2

1. Miscellaneous articles, clippings, etc., regarding the 7-Eleven Olympic Velodrome, California State University, Dominguez Hills, 1982

2. Miscellaneous articles, clippings, etc., regarding the 7-Eleven Olympic Velodrome, California State University, Dominguez Hills, 1983

3. Racing programs, announcements, etc., Southern California Cycling Federation Championship, 22-29 Jul - 26 Aug 1983

4. Racing programs, announcements and related material, 7-Eleven Bicycling Magazine Grand Prix, 1-2 Jul 1983
5. Invitations, Tickets, etc., *Murray/7-Eleven International Cycling Invitational*, 8-9 Jul 1983
6. Official Olympic Ticket Information and Order Form, 1983
7. 7-Eleven Olympic Velodrome racing announcements, 1983
8. Los Angeles Times - Olympic Velodrome articles, Olympic Viewer's Guide, 1984
9. Daily News Magazine - The '84 Olympic Arts Festival, 24 Jul 1983 (No Folder)
10. *The Southland Family*, Aug 1982 (Contains article re: Velodrome opening)
11. *American Way*, Sep 1982 (Contains article re: Velodrome p.44)
12. *Vista*(Exxon Auto Club), Summer 1984 (Contains Velodrome picture p.5)
13. *Bicycling*, Jul 1984 (Special Olympic Preview)
14. *Bicycling*, Aug 1984
15. *Time*, 13 Aug 1984 (Contains Velodrome picture p.57)
16. *The Olympian*, Oct/Nov 1984 (Contains Olympic cycling results p.31)
17. *ABC Sports Summer Games'84*, 1984
- 18.-19. *Official Olympic Guide to Los Angeles*, 1984
Physical Description: (2 copies)

Box 3

material added March, 1995

1. *Bicycle Sport*, Jun 1984
2. California State University: informational pamphlets, 1984
3. California State University, Dominguez Hills: publications; informational pamphlets, 1984
4. *Cyclist* (complete guide to the Olympics), Aug 1984
5. Events: promotional materials, 1982-84
6. *Festival-An Olympic Celebration of the Arts* (supplement to the L.A. Times), 15 Apr 1984
- 7.-8. *Final Environmental Impact Report/Final Environmental Impact Statement New Construction and Refurbishment Projects 1984 Olympic Games Los Angeles, California* (City of Los Angeles Department of Recreation and Parks/U.S. Army Corps of Engineers Los Angeles District): report and appendix, draft, Oct 1980/final, March 1981
9. International Olympic Committee (IOC) 88th Session: meeting program, 24 Jul 1984
10. Los Angeles Olympic Organizing Committee-Commissioner of Cycling, 1984
11. Newsclippings, 1983-84
12. Olympic Art Festival: informational brochure, 1984
13. Olympic Events: information sheets, 1984
14. Olympic Fine Art Posters: catalog; exhibit information, 1984
15. Olympic Informational pamphlets, 1984
16. Olympic newsletters, 1984
17. *Olympic Review '84*, 1984
18. Olympic souvenirs and informational pamphlets, 1984
19. *Olympic Update*: newsletter, Mar 1983-Feb 1984
20. Olympic Villages: brochure, 1984

21. Press Package, 1984

- | | |
|----------------|--|
| Box 4 | <ol style="list-style-type: none">1. <i>Stars in Motion</i> (LAOOC): magazine, 1983-84 (#s 3-6)2. United States Cycling Federation: informational brochure, 19833. United States Cycling Federation: Official Media Guide, 19844. United States Cycling Team Candidates: photographs, 19845. United States Olympic Society: membership certificate, 1982-866. 7-Eleven/Bicycling Magazine Gran Prix: tickets, 9 Jul 1982 |
| Box 5 | <p>Biking Water Bottle</p> <p>Horn</p> <p>2 Ceramic cups with Sam the Eagle cycling</p> <p>Mug with Olympic symbol</p> |
| Box 6 Oversize | <ol style="list-style-type: none">1. The L.A. Games and City Sports, Miscellaneous Magazines (5 Issues), 19832. City Sports, Miscellaneous Magazines (2 Issues), 1984 Summer Games, calendar3. Olympic Record, Magazines, (4 Issues), 30 Jul - 4 Aug 19844. Olympic Velodrome posters, Bicycle Races - Intercollegiate, 19825. Dedication Ceremonies for the Olympic Velodrome, 9 Jul 1981 (Photograph) |
| Box 7 Oversize | <p>1 Red/Blue/White Adidas cap with Sam the Eagle</p> <p>1 Yellow cap with Cal-State Dominguez and cycling figure</p> <p>1 White cap - California State University Dominguez Hills - Site of the 1984 Summer Games and cycling figure</p> <p>Black T-Shirt - Peter J. Heer - L.A. Games 1984 - cycling figure</p> <p>White/Red Stripes T-Shirt - Olympic Cycling - CSUDH 1984</p> <p>White T-Shirt - Medal and Olympic Symbol (7-Eleven)</p> <p>White T-Shirt - U.S. Olympic Trials 1984 - 7-Eleven Bicycling Magazine Grand Prix</p> |
| Box 8 Oversize | <p>White Sweat pants with red and blue stripes on the sides - USA</p> <p>White Sweat Shirt with hood - USA CSUDH 1984</p> |
| Box 9 Oversize | <p>Manager's Uniform - worn by Francie Miller during 1984 Olympic Games</p> <p>Scope and Content Note
(see also Box 12)</p> |

	<ul style="list-style-type: none">Pair of Grey CanvasPink Bow tieOfficial Staff Uniform blouse (white/lines)Blue Olympiad CoatOfficial Staff Uniform skirt (light blue)
Box 10 Oversize	<ul style="list-style-type: none">U.S. Olympic Trials Souvenirs2 Levi Strauss & Co. wallets - Wrist and pocketBiking Bell2 Cal State Dominguez Hills - Site of the 1984 Summer Games, pencilsVarious Welcome Buttons in different languagesRed Note pad - Today's Events4 different 1984 Olympic Postcards2 Welcome L.A. 1984 small Flags1 Small white Flag with the Olympic symbol1 Small yellow/green/red Flag with L.A. Seal1 Small blue/white Flag with Sam the Eagle1 Pennant Los Angeles 1984 Olympic GamesFrame of Collector's Pins of Sam the Eagle
Box 11 Oversize	<ul style="list-style-type: none">Key chain of Sam the Eagle Button - Cal State Dominguez Hills - Site of the 1984 Summer Games 5 Collectors' Pins in a CSUDH plastic box Collectors' Pin of Official Cycling figure in blue velvet box Long Button - Sam the Eagle 1 Collectors' Pin of Sam (Cycling) in small plastic box 1 Collectors' Pin - Hand crafted cloisonne (#57) 1 CSUDH - Site of the 1984 Summer Games cloisonne pin Black key chain with Olympic symbol - USA White head band - 7-Eleven Bicycling Magazine - 1984 U.S. Olympic Trails Grand Prix Patch - 1984 U.S. Olympic Trails - 7-Eleven Bicycling Magazine Grand Prix (Red Star) <i>7-Eleven Bicycling Magazine Grand Prix - Training Manual II</i> Frame - Peter J. Heer - L.A. Games 1984 1 yellow cap - 1984 U.S. Olympic Trails - 7-Eleven Bicycling Magazine Grand Prix 1 white cap - Official Cycling figure - 7-Eleven Bicycling Magazine Grand Prix 1 white cap - 7-Eleven
Box 12 Oversize	<ul style="list-style-type: none">1 manager's hatScope and Content NoteSee also [UNK] Case, [UNK] 17