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Impacts Introduction

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INTRODUCTION

This section is being presented from an outsider's viewpoint and in relation to professionals who were involved. There are a number of perspectives and these hinge upon the degree of association with the World's Fair, that is, whether it is a public or private emphasis: the private emphasis is one of profit and operation, while the public is more promotion. Both efforts are interested in generating revenue from the event but the key is the type of planning process utilized and its effect. A second dimension to note is the secondary and tertiary impacts beyond the dollar flow into the community or organization. Another major focus to be noted is the effectiveness of the planning process during the implementation phase and how the individuals and agencies adjust to the crisis situations.