The original documents are located in Box 64, folder "Bicentennial Exposition on Science and Technology, Cape Canaveral, FL - Department and Agency Participation (2)" of the John Marsh Files at the Gerald R. Ford Presidential Library.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Gerald R. Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

October 16, 1975

Dear Mr. Secretary:

As you are aware, the President, in his Cabinet meeting of September 17, placed new emphasis on the central part to be played by the U.S. Bicentennial Exposition on Science and Technology in the commemoration of our mation's 200th anniversary.

We are pleased to inform you that a special presentation on the Bicentennial Exposition will be held October 23 at the Exposition site, Cape Canaveral. We request that you designate a senior representative to attend the presentation.

The individual you designate to represent you should be prepared to discuss proposed dimensions of your participation in the Exposition. It is expected, as one result of the October 23 presentation, that your final plans for Bicentennial Exposition participation will be submitted to MASA by November 21, 1975.

NASA will transport your representative to and from Cape Canaveral on October 23. Upon receipt of the name of the individual who will represent you, Associate Deputy Administrator Crow of NASA will direct the Ricentennial Exposition staff to contact and provide the representatives concerned with all necessary details of the trip and presentation.

The President is especially encouraged by the expressions of interest in and support of the Bicentennial Exposition by the government community. We look forward to hearing of your final participation plans. Please advise Jerry Storey, Coordinator, Interagency



Sincerely,

John O. Marsh, Jr. Counsellor to the President

The Honorable James R. Schlesinger Secretary of the Defense Washington, D.C. 20301

JOM:abh



Dear Madam Secretary:

As you are aware, the President, in his Cabinet meeting of September 17, placed new emphasis on the central part to be played by the U.S. Bicentennial Exposition on Science and Technology in the commemoration of our nation's 200th anniversary.

We are pleased to inform you that a special presentation on the Bicentennial Exposition will be held October 23 at the Exposition site, Cape Canaveral. We request that you designate a senior representative to attend the presentation.

The individual you designate to represent you should be prepared to discuss proposed dimensions of your participation in the Exposition. It is expected, as one result of the October 23 presentation, that your final plans for Bicentennial Exposition participation will be submitted to MASA by November 21, 1975.

NASA will transport your representative to and from Cape Canaveral on October 23. Upon receipt of the name of the individual who will represent you, Associate Deputy Administrator Crow of MASA will direct the Bicentennial Exposition staff to contact and provide the representatives concerned with all necessary details of the trip and presentation.

The President is especially encouraged by the expressions of interest in and support of the Bicentennial Exposition by the government community. We look forward to hearing of your final participation plans. Please advise Jerry Storey, Coordinator, Interagency



Sincerely,

John O. Marsh, Jr. Counsellor to the President

The Honorable Carla A. Hills Secretary of Housing and Urban Development Washington, D.C. 20410 JOM:abh

125/2 33



Dear Mr. Train:

As you are aware, the President, in his Cabinet meeting of September 17, placed new emphasis on the central part to be played by the U.S. Bicentennial Exposition on Science and Technology in the commemoration of our nation's 200th anniversary.

We are pleased to inform you that a special presentation on the Bicentennial Exposition will be held October 23 at the Exposition site, Cape Canaveral. We request that you designate a senior representative to attend the presentation.

The individual you designate to represent you should be prepared to discuss proposed dimensions of your participation in the Exposition. It is expected, as one result of the October 23 presentation, that your final plans for Bicentennial Exposition participation will be submitted to NASA by Movember 21, 1975.

NASA will transport your representative to and from Cape Canaveral on October 23. Upon receipt of the name of the individual who will represent you, Associate Deputy Administrator Crow of NASA will direct the Bicentennial Exposition staff to contact and provide the representatives concerned with all necessary details of the trip and presentation.

The President is especially encouraged by the expressions of interest in and support of the Bicentennial Exposition by the government community. We look forward to hearing of your final participation plans. Please advise Jerry Storey, Coordinator, Interagency



Sincerely,

John O. Marsh, Jr. Counsellor to the President

The Honorable Russell E. Train Administrator Environmental Protection Agency 401 M Street, SW. Washington, D.C. 20460

JOM:abh



Dear Bob:

The President, in his Cabinet meeting of September 17, placed new emphasis on the central part to be played by the U.S. Bicentennial Exposition on Science and Technology in the commemoration of our nation's 200th anniversary.

We are pleased to inform you that a special presentation on the Bioentennial Exposition will be held October 23 at the Exposition site, Cape Canaveral. We request that you designate a senior representative to attend the presentation.

The individual you designate to represent you should be prepared to discuss proposed dimensions of your participation in the Exposition. It is expected, as one result of the October 23 presentation, that your final plans for Bicentennial Exposition participation will be submitted to NASA by November 21, 1975.

NASA will transport your representative to end from Cape Canaveral on October 23. Upon receipt of the name of the individual who will represent you, Associate Deputy Administrator Crow of NASA will direct the Bioentennial Exposition staff to contact and provide the representatives concerned with all necessary details of the trip and presentation.

The President is especially encouraged by the expressions of interest in and support of the Bicentennial Exposition by the government community. We look forward to hearing of your final participation plans. Please advise Jerry Storey, Coordinator, Interagency



Sincerely,

John O. Marsh, Jr.

The Honorable Robert C. Seamans, Jr. Administrator Energy Research and Development Administration Washington, D.C. 20545

JOM:abh

3 - 4 -



Dear Jim:

The President, in his Cabinet meeting of September 17, placed new emphasis on the central part to be played by the U.S. Bicentennial Exposition on Science and Technology in the commemoration of our nation's 200th anniversary.

We are pleased to inform you that a special presentation on the Bicentennial Exposition will be held October 23 at the Exposition site, Cape Canavaral. We request that you designate a senior representative to attend the presentation.

The individual you designate to represent you should be prepared to discuss proposed dimensions of your participation in the Exposition. It is expected, as one result of the October 23 presentation, that your final plans for Bicentennial Exposition participation will be submitted to NASA by November 21, 1975.

NASA will transport your representative to and from Cape Canaveral on October 23. Upon receipt of the name of the individual who will represent you, Associate Deputy Administrator Crow of NASA will direct the Bicentennial Exposition staff to contact and provide the representatives concerned with all necessary details of the trip and presentation.

The President is especially encouraged by the expressions of interest in and support of the Bioentennial Exposition by the government community. We look forward to hearing of your final participation plans. Please advise Jerry Storey, Coordinator, Interagency



Sincerely,

John O. Marsh, Jr. Counsellor to the President

The Honorable James Keogh Director United States Information Agency Washington, D.C. 20547

JOM: abh



Dear Mr. Stever:

The President, in his Cabinet meeting of September 17, placed new emphasis on the central part to be played by the U.S. Bicentennial Exposition on Science and Technology in the commemoration of our nation's 200th anniversary.

We are pleased to inform you that a special presentation on the Bicentennial Exposition will be held October 23 at the Exposition site, Cape Canaveral. We request that you designate a senior representative to attend the presentation.

The individual you designate to represent you should be prepared to discuss proposed dimensions of your participation in the Exposition. It is expected, as one result of the October 23 presentation, that your final plans for Bicentennial Exposition participation will be submitted to NASA by November 21, 1975.

NASA will transport your representative to and from Cape Canavaral on October 23. Upon receipt of the name of the individual who will represent you, Associate Deputy Administrator Crow of NASA will direct the Bicentennial Exposition staff to contact and provide the representatives concerned with all necessary details of the trip and presentation.

The President is especially encouraged by the expressions of interest in and support of the Bicentennial Exposition by the government community. We look forward to hearing of your final participation plans. Please advise Jerry Storey, Coordinator, Interagency



Sincerely,

John O. Marsh, Jr. Counsellor to the President

The Honorable H. Guyford Stever Director National Science Foundation 1800 G Street, NW. Washington, D.C. 20550

JOM: abh



Dear Mr. Bailer: 4

The President, in his Cabinet meeting of September 17, placed new emphasis on the central part to be played by the U.S. Bicentennial Exposition on Science and Technology in the commemoration of our nation's 200th anniversary.

We are pleased to inform you that a special presentation on the Bioentennial Exposition will be held October 23 at the Exposition site, Cape Canaveral. We request that you designate a senior representative to attend the presentation.

The individual you designate to represent you should be prepared to discuss proposed dimensions of your participation in the Exposition. It is expected, as one result of the October 23 presentation, that your final plans for Bicentennial Exposition participation will be submitted to NASA by November 21, 1975.

NASA will transport your representative to and from Cape Canaveral on October 23. Upon receipt of the name of the individual who will represent you, Associate Deputy Administrator Crow of MASA will direct the Bicentennial Exposition staff to contact and provide the representatives concerned with all necessary details of the trip and presentation.

The President is especially encouraged by the expressions of interest in and support of the Bicentennial Exposition by the government community. We look forward to hearing of your final participation plans. Please advise Jerry Storey, Coordinator, Interagency



Sincerely,

John O. Marsh, Jr. Counsellor to the President

The Honorable Benjamin F. Bailar Postmaster General United States Postal Service 475 L'Enfant Plasa, SW. Washington, D.C. 20260

JOM: abh



Dear Dwight:

The President, in his Cabinet meeting of September 17, placed new emphasis on the central part to be played by the U.S. Bicentennial Exposition on Science and Technology in the commemoration of our nation's 200th anniversary.

We are pleased to inform you that a special presentation on the Bicentennial Exposition will be held October 23 at the Exposition site, Cape Canaveral. We request that you designate a senior representative to attend the presentation.

The individual you designate to represent you should be prepared to discuss proposed dimensions of your participation in the Exposition. It is expected, as one result of the October 23 presentation, that your final plans for Bioentennial Exposition participation will be submitted to NASA by November 21, 1975.

NASA will transport your representative to and from Cape Canaveral on October 23. Upon receipt of the name of the individual who will represent you, Associate Deputy Administrator Crow of NASA will direct the Bicentennial Exposition staff to contact and provide the representatives concerned with all necessary details of the trip and presentation.

The President is especially encouraged by the expressions of interest in and support of the Bisentennial Exposition by the government community. We look forward to hearing of your final participation plans. Please advise Jerry Storey, Coordinator, Interagency



Sincerely,

John G. Marsh, Jr. Counsellor to the President

Mr. Dwight Ink
Acting Administrator
General Services Administration
18th and F Streets, NW.
Washington, D.C. 20405

JOM: abh



Dear Dillon:

The President, in his Cabinet meeting of September 17, placed new emphasis on the central part to be played by the U.S. Bicentennial Exposition on Science and Technology in the commemoration of our nation's 200th anniversary.

We are pleased to inform you that a special presentation on the Bioentennial Exposition will be held October 23 at the Exposition site, Cape Canaveral. We request that you designate a senior representative to attend the presentation.

The individual you designate to represent you should be prepared to discuss proposed dimensions of your participation in the Exposition. It is expected, as one result of the October 23 presentation, that your final plans for Bicentennial Exposition participation will be submitted to NASA by November 21, 1975.

NASA will transport your representative to and from Cape Canaveral on October 23. Upon receipt of the name of the individual who will represent you, Associate Deputy Administrator Crow of NASA will direct the Bicentennial Exposition staff to contact and provide the representatives concerned with all necessary details of the trip and presentation.

The President is especially encouraged by the expressions of interest in and support of the Bicentennial Exposition by the government community. We look forward to hearing of your final participation plans. Please advise Jerry Storey, Coordinator, Interagency



Sincerely,

John O. Marsh, Jr. Counsellor to the President

The Honorable S. Dillon Ripley Secretary Smithsonian Institution 1000 Jefferson Drive, SW. Washington, D.C. 20560

JOM: abh



OBE . 3 Total Marrs - FY &

Neid OCT 23 1975 12:30 pm

Cape Canaverol



SMITHSONIAN INSTITUTION
Washington, D.C. 20560
U.S.A.

21 October 1975

The Honorable John O. Marsh, Jr. Counsellor to the President The White House Washington, D.C. 20600

Dear Jack:

In reply to your request of October 16, 1975, I am pleased to designate William N. Richards, Executive Assistant to Paul N. Perrot, Assistant Secretary for Museum Programs, as the Smithsonian's representative to the presentation on the Bicentennial Exposition at Cape Canaveral, October 23, 1975.

Mr. Perrot is abroad this week at a meeting of the International Council of Museums and will be unable to attend the Cape Canaveral presentation personally. Mr. Richards has represented Mr. Perrot and the Institution at most of the Interagency Exposition meetings and has worked very closely with Mr. Perrot in this connection. He will be in a position to discuss the proposed dimensions of our participation, looking toward preparation of final plans by November 21.

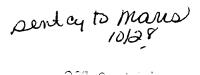
We will today advise Mr. Jerry Storey of this designation and will look forward to hearing about the presentation from Mr. Richards upon his return.

Sincerely,

S. Dillon Ripley
Secretary



American Revolution **Bicentennial Administration** 2401 E Street, N.W. Washington, D.C. 20276





OCT 23 1975

Mr. John O. Marsh, Jr. Counsellor to the President The White House Washington, D. C. 20500

Dear Jack:

I have designated Sydney Eiges, Assistant Administrator for Resource Development, as this agency's representative on the Interagency Task Force for participation in the U. S. Bicentennial Exposition on Science and Technology. Mr. Eiges will be joining with you on October 23 at Cape Canaveral.

In addition, I have asked my Special Assistant for Design and Exhibits, Jack Masey, to send a representative from his office to review the proposed site and Exposition arrangements so that we can arrange to contribute the ARBA-sponsored "USA-200" Exhibit to this Cape Canaveral Exposition. Enclosed, for your reference, is a brochure describing "USA-200" which is presently on tour in selected cities around the country.

We will do all we can to help make the Expo a success.

John W. Warner Administrator

Enclosure

cc: Syd Eiges

Jack Masey

Sent eyto 10/28

NATIONAL ENDOWMENT FOR THE ARTS

WASHINGTON D.C. 20506



A Federal agency advised by the National Council on the Arts

October 23, 1975

Honorable John O. Marsh, Jr. Counsellor to the President The White House Washington, D.C.

Dear Mr. Marsh:

Because she is now away from Washington, Nancy Hanks has asked me to respond to your letter of October 16, 1975, concerning the U.S. Bicentennial Exposition on Science and Technology. We want to assure you that the Arts Endowment will do all that it can to help ensure the quality of this event.

Since the idea of the Exposition was first presented to representatives of Federal agencies, we have been working as closely as possible with General Duward L. Crow and his staff on efforts to develop the Exposition's theme and standards for the design and selection of exhibits. These matters are now in the hands of the new General Manager of the Exposition, Edward Simmons, and we expect to continue our work with him, to whatever extent he deems practical.

The Endowment's Museums Program has considerable experience of relevance to the Exposition. To begin to bring this to bear more fully, we have asked its Acting Director, David Ryan, to accompany the group visiting Cape Canaveral on October 23. On his return, he will be reporting to us on his observations. Both he and the Museums Program Director, John Spencer, who is now in Europe, will be involved along with me in our future work with Mr. Simmons and his staff.

With all good wishes,

Sincerely

Carl F. Stover

Director

Bicentennial Resources Development

cc: Gen

General Duward L. Crow

Mr. Edward Simmons

Governor Raymond Shaffer

Dr. John Spencer

Mr. David Ryan



NATIONAL ENDOWMENT FOR THE ARTS

WASHINGTON D.C. 20506

Official Business





Postage and Fees Paid National Foundation on the Arts and the Humanities

Honorable John O. Marsh, Jr. Counsellor to the President The White House Washington, D.C.

WASHINGTON

October 31, 1975

MEMORANDUM TO:

JACK MARSH

FROM:

RUSS ROURKE

Jack, upon receipt of the attached, I asked Milt Mitler "through whom has this letter been cleared". Milt indicated that this is the same letter that was approved by O'Neill, Buchen, Lazarus, etc. at the meeting in our office last week.



WASHINGTON

October 31, 1975

MEMORANDUM FOR:

RUSS ROURKE

FROM:

MILT MITLER

Here are the letters about which "Pete" Crow spoke to you. It is the same text as that shown to Jack when we had the meeting last week except for some small modifications which were the result of the meetings with Ted, "Pete" and some Members of Congress.

"Pete" would like to know when Jack signs.

WASHINGTON

November 6, 1975

MEMORANDUM TO:

JACK MARSH

FROM:

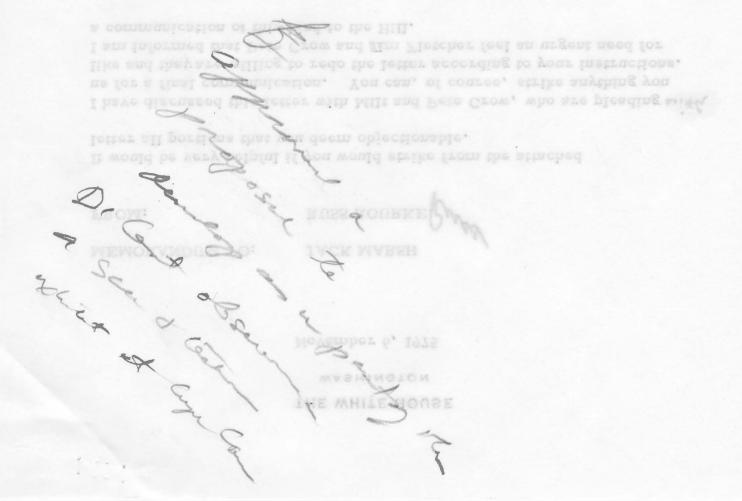
RUSS ROURKE

It would be very helpful if you would strike from the attached letter all portions that you deem objectionable.

I have discussed this letter with Milt and Pete Crow, who are pleading with us for a final communication. You can, of course, strike anything you like and they are willing to redo the letter according to your instructions. I am informed that Pete Crow and Jim Fletcher feel an urgent need for a communication of this kind to the Hill.

FYI, I explained your fundamental concerns to Milt...he shares your caution re Bicentennial historical, Heritage groups, etc.; feels certain, however, that that thrust was unwitting.





FYI, I explained your fundamental concerns to Milt...he shares your caution re Bicentennial, historical, Heritage groups, etc.; feels certain, however, that that that that was unwitting.



WASHINGTON

November 5, 1975

Dear Mr. Chairman:

In a series of informal discussions during the summer pertaining to plans and preparation for the Bicentennial, the President reached the conclusion that attention was largely historical. Accordingly, he approved the initiation of a Science and Technology Exposition to focus on the future emphasizing the extraordinary creativity of this nation in science and technology with the hope that the Exposition would provide a psychological lift at home and an improved image absoad.

It is planned that the Exposition be held for three months beginning next June at the Kennedy Space Center, Cape Canaveral, Florida. Cape Canaveral is a world-recognized symbol of the remarkable achievements by this nation in science and technology. As a site, it offers many striking advantages including ample space, existing facilities and tourist attractions, and a unique relation between scientific and technological endeavors in a surrounding natural environment of a national wildlife refuge. Plans are being made to upgrade and expand existing scientific and technological displays. The focus of the Exposition will be in and around geodesic dome pavilions to be constructed against the backdrop of the mammoth and impressive Vehicle Assembly Building.

The Exposition will be national in scope with participation by Federal agencies and industry. International participation is not planned. In view of its role in science and technology, and with the location of the Exposition at Cape Canaveral, NASA has been designated as the overall manager and lead agency with management assistance to be provided by other Government agencies.

Funding for the Exposition is to be accomplished within currently approved agency budgets. The Exposition will be located in an area of high unemployment and \$3.0 million has been provided from the Department of Commerce Job Opportunities Program by the Economic Development Administration for construction of facilities. Government agency exhibits will be funded from currently approved appropriations.

In large measure this participation will simply mean that agencies will conduct a portion of their Bicentennial activities at Cape Canaveral as opposed to previously planned locations. There will however be some reprogramming of individual agency budgets, which will be handled in accordance with normal procedures by the agencies involved and their respective subcommittees. Industry exhibit costs will be borne by participating companies. For the most part, actual direct operating costs will be met by either tour or admission fees. Additionally, there will be an objective of recovering as much as feasible of the original \$3.0 million initial outlays.

It is anticipated that over two million people will visit the Exposition. They will come from every state in the Union and from most foreign countries. The Exposition should serve as a major stimulus to a fuller appreciation of the benefit of science and technology to the quality of American life.

You will be informed periodically by NASA of the progress of the Exposition. Your active support and endorsement of the Exposition would be greatly appreciated.

Ony and Singerely,

John O. Marsh, Jr.

Counsellor to the President

The Honorable John L. McClellan Chairman
Appropriations Committee
United States Senate
Washington, D.C. 20510



delivered (1/10/25 by lendal) November 7, 1975 by lendal)

Dear Mr. Mosher:

In a series of discussions during the summer pertaining to plans and preparation for the Bicentennial, the President approved a proposal to develop as a part of the Bicentennial observations a Science and Technology Exposition at Cape Canavaral.

It is planned that the Exposition be held for three months beginning next June at the Kennedy Space Center, Cape Canaveral, Plorida. Cape Canaveral is a world-recognized symbol of the remarkable achievements by this nation in science and technology. As a site, it offers many striking advantages including ample space, existing facilities and tourist attractions, and a unique relation between scientific and technological endeavors in a surrounding natural environment of a national wildlife refuge. Plans are being made to upgrade and expand existing scientific and technological displays. The focus of the Exposition will be in and around geodesic dome pavilions to be constructed against the backdrop of the mammoth and impressive Vehicle Assembly Building.

The Exposition will be national in scope with participation by Federal agencies and industry. International participation is not planned. In view of its role in science and technology, and with the location of the Exposition at Cape Canaveral, NASA has been designated as the overall manager and lead agency with management assistance to be provided by other Government agencies.

Funding for the Exposition is to be accomplished within currently approved agency budgets. The Exposition will be located in an area of high unemployment and \$3.0 million has been provided from the Department of Commerce Job Opportunities Program by the Economic Development Administration for construction of facilities. Government agency exhibits will be funded from currently approved appropriations.



There will be some reprogramming of individual agency budgets, which will be handled in accordance with normal procedures by the agencies involved and their respective subcommittees. Industry exhibit costs will be borne by participating companies. For the most part, actual direct operating costs will be met by either tour or admission fees. Additionally, there will be an objective of recovering as much as feasible of the original \$3.0 million initial outlays.

It is anticipated that over two million people will visit the Exposition. They will come from every state in the Union and from most foreign countries. The Exposition should serve as a major stimulus to a fuller appreciation of the benefit of science and technology to the quality of American life.

You will be informed periodically by NASA of the progress of the Exposition. Any assistance you might give this project will be greatly appreciated.

Sincerely,

John O. Marsh, Jr. Counsellor to the President

The Honorable Charles A. Mosher House of Representatives Washington, D.C. 20515



Dear Senator Toung:

In a series of discussions during the summer pertaining to plans and preparation for the Bicentennial, the President approved a proposal to develop as a part of the Bicentennial observations a Science and Technology Exposition at Cape Canaveral.

It is planned that the Exposition be held for three months beginning next June at the Kennedy Space Center, Cape Canaveral, Florida. Cape Canaveral is a world-recognized symbol of the remarkable achievements by this nation in science and technology. As a site, it offers many striking advantages including ample space, existing facilities and tourist attractions, and a unique relation between scientific and technological endeavors in a surrounding natural environment of a national wildlife refuge. Plans are being made to upgrade and expand existing scientific and technological displays. The focus of the Exposition will be in and around geodesic dome pavilions to be constructed against the backdrop of the mammoth and impressive Vehicle Assembly Building.

The Exposition will be national in scope with participation by Federal agencies and industry. International participation is not planned. In view of its role in science and technology, and with the location of the Exposition at Cape Canaveral, NASA has been designated as the overall manager and lead agency with management assistance to be provided by other Government agencies.

Funding for the Exposition is to be accomplished within currently approved agency budgets. The Exposition will be located in an area of high unemployment and \$3.0 million has been provided from the Department of Commerce Job Opportunities Program by the Economic Development Administration for construction of facilities. Government agency exhibits will be funded from currently approved appropriations.



There will be some reprogramming of individual agency budgets, which will be handled in accordance with normal procedures by the agencies involved and their respective subcommittees. Industry exhibit costs will be borne by participating companies. For the most part, actual direct operating costs will be met by either tour or admission fees. Additionally, there will be an objective of recovering as much as feasible of the original \$3.0 million initial outlays.

It is anticipated that over two million people will visit the Exposition. They will come from every state in the Union and from most foreign countries. The Exposition should serve as a major stimulus to a fuller appreciation of the benefit of science and technology to the quality of American life.

You will be informed periodically by NASA of the progress of the Exposition. Any assistance you might give this project will be greatly appreciated.

Sincerely,

John O. Marsh, Jr. Counsellor to the President

The Honorable Milton R. Young United States Senate Washington, D.C. 20510



Dear Senator Goldwater:

In a series of discussions during the summer pertaining to plans and preparation for the Bicentennial, the President approved a proposal to develop as a part of the Bicentennial observations a Science and Technology Exposition at Cape Canaveral.

It is planned that the Exposition be held for three months beginning next June at the Kennedy Space Center, Cape Canaveral, Florida. Cape Canaveral is a world-recognized symbol of the remarkable achievements by this nation in science and technology. As a site, it offers many striking advantages including ample space, existing facilities and tourist attractions, and a unique relation between scientific and technological endeavors in a surrounding natural environment of a national wildlife refuge. Plans are being made to upgrade and expand existing scientific and technological displays. The focus of the Exposition will be in and around geodesic dome pavilions to be constructed against the backdrop of the mammoth and impressive Vehicle Assembly Building.

The Exposition will be national in scope with participation by Federal agencies and industry. International participation is not planned. In view of its role in science and technology, and with the location of the Exposition at Cape Canaveral, NASA has been designated as the overall manager and lead agency with management assistance to be provided by other Government agencies.

Funding for the Exposition is to be accomplished within currently approved agency budgets. The Exposition will be located in an area of high unemployment and \$3.0 million has been provided from the Department of Commerce Job Opportunities Program by the Economic Development Administration for construction of facilities. Government agency exhibits will be funded from currently approved appropriations.



There will be some reprogramming of individual agency budgets, which will be handled in accordance with normal procedures by the agencies involved and their respective subcommittees. Industry exhibit costs will be borne by participating companies. For the most part, actual direct operating costs will be met by either tour or admission fees. Additionally, there will be an objective of recovering as much as feasible of the original \$3.0 million initial outlays.

It is anticipated that over two million people will visit the Exposition. They will come from every state in the Union and from most foreign countries. The Exposition should serve as a major stimulus to a fuller appreciation of the benefit of science and technology to the quality of American life.

You will be informed periodically by NASA of the progress of the Exposition. Any assistance you might give this project will be greatly appreciated.

Sincerely,

John O. Marsh, Jr. Counsellor to the President

The Honorable Barry Goldwater United States Senate Washington, D.C. 20510 JOMJr:bmr



Dear Mr. Chairman:

In a series of discussions during the summer pertaining to plans and preparation for the Bicentannial, the President approved a proposal to develop as a part of the Bicentennial observations a Science and Technology Exposition at Cape Canaveral.

It is planned that the Exposition be held for three months beginning next June at the Kennedy Space Center, Cape Canaveral, Florida. Cape Canaveral is a world-recognized symbol of the remarkable achievements by this nation in science and technology. As a site, it offers many striking advantages including ample space, existing facilities and tourist attractions, and a unique relation between scientific and technological endeavors in a surrounding natural environment of a national wildlife refuge. Plans are being made to upgrade and expand existing scientific and technological displays. The focus of the Exposition will be in and around geodesic dome pavilions to be constructed against the backdrop of the mammoth and impressive Vehicle Assembly Building.

The Exposition will be national in scope with participation by Federal agencies and industry. International participation is not planned. In view of its role in science and technology, and with the location of the Exposition at Cape Canaveral, HASA has been designated as the overall manager and lead agency with management assistance to be provided by other Government agencies.

Funding for the Exposition is to be accomplished within currently approved agency budgets. The Exposition will be located in an area of high unemployment and \$3.0 million has been provided from the Department of Commerce Job Opportunities Program by the Economic Development Administration for construction of facilities. Government agency exhibits will be funded from currently approved appropriations.

It is anticipated that over two million people will visit the Exposition. They will come from every state in the Union and from most foreign countries. The Exposition should serve as a major stimulus to a fuller appreciation of the benefit of science and technology to the quality of American life.

You will be informed periodically by MASA of the progress of the Exposition. Any assistance you might give this project will be greatly appreciated.

Sincerely,

John O. Marsh, Jr. Counsellor to the President

The Honorable John L. McClellan Chairman
Appropriations Committee
United States Senate
Washington, D.C. 20510
JOMJr:bmr



Dear Mr. Chairman:

In a series of discussions during the summer pertaining to plans and preparation for the Bicentennial, the President approved a proposal to develop as a part of the Bicentennial observations a Science and Technology Exposition at Cape Canaveral.

It is planned that the Exposition be held for three months beginning next June at the Kennedy Space Center, Cape Canaveral, Florida. Cape Canaveral is a world-recognized symbol of the remarkable achievements by this nation in science and technology. As a site, it offers many striking advantages including ample space, existing facilities and tourist attractions, and a unique relation between scientific and technological endeavors in a surrounding natural environment of a national wildlife refuge. Plans are being made to upgrade and expand existing scientific and technological displays. The focus of the Exposition will be in and around geodesic dome pavilions to be constructed against the backdrop of the mammoth and impressive Vehicle Assembly Building.

The Exposition will be national in scope with participation by Federal agencies and industry. International participation is not planned. In view of its role in science and technology, and with the location of the Exposition at Cape Canaveral, NASA has been designated as the overall manager and lead agency with management assistance to be provided by other Government agencies.

Funding for the Exposition is to be accomplished within currently approved agency budgets. The Exposition will be located in an area of high unemployment and \$3.0 million has been provided from the Department of Commerce Job Opportunities Program by the Economic Development Administration for construction of facilities. Government agency exhibits will be funded from currently approved appropriations.



It is anticipated that over two million people will visit the Exposition. They will come from every state in the Union and from most foreign countries. The Exposition should serve as a major stimulus to a fuller appreciation of the benefit of science and technology to the quality of American life.

You will be informed periodically by NASA of the progress of the Exposition. Any assistance you might give this project will be greatly appreciated.

Sincerely,

John O. Marsh, Jr. Counsellor to the President

The Honorable George H. Mahon Chairman House Appropriations Committee House of Representatives Washington, D.C. 20515



Dear Mr. Chairman:

In a series of discussions during the summer pertaining to plans and preparation for the Bicentennial, the President approved a proposal to develop as a part of the Bicentennial observations a Science and Technology Exposition at Cape Canavaral.

It is planned that the Exposition be held for three months beginning next June at the Kennedy Space Center, Cape Canaveral, Plorida. Cape Canaveral is a world-recognised symbol of the remarkable achievements by this nation in science and technology. As a site, it offers many striking advantages including ample space, existing facilities and tourist attractions, and a unique relation between scientific and technological endeavors in a surrounding natural environment of a national wildlife refuge. Plans are being made to upgrade and expand existing scientific and technological displays. The focus of the Exposition will be in and around geodesic dome pavilions to be constructed against the backdrop of the mammoth and impressive Vehicle Assembly Building.

The Exposition will be national in scope with participation by Federal agencies and industry. International participation is not planned. In view of its role in science and technology, and with the location of the Exposition at Cape Canaveral, MASA has been designated as the overall manager and lead agency with management assistance to be provided by other Government agencies.

Punding for the Exposition is to be accomplished within currently approved agency budgets. The Exposition will be located in an area of high unemployment and \$3.9 million has been provided from the Department of Commerce Job Opportunities Program by the Economic Development Administration for construction of facilities. Government agency exhibits will be funded from currently approved appropriations.

It is anticipated that over two million people will visit the Exposition. They will come from every state in the Union and from most foreign countries. The Exposition should serve as a major stimulus to a fuller appreciation of the benefit of science and technology to the quality of American life.

You will be informed periodically by NASA of the progress of the Exposition. Any assistance you might give this project will be greatly appreciated.

Sincerely,

John O. Marsh, Jr. Counsellor to the President

The Honorable Olin E. Teague Chairman Committee on Science and Technology House of Representatives Washington, D.C. 20515

JOMJr:bmr



Dear Mr. Chairman:

In a series of discussions during the summer pertaining to plans and preparation for the Bicentennial, the President approved a proposal to develop as a part of the Bicentennial observations a Science and Technology Exposition at Cape Canaveral.

It is planned that the Exposition be held for three months beginning next June at the Kennedy Space Center, Cape Canaveral, Florida. Cape Canaveral is a world-recognized symbol of the remarkable achievements by this nation in science and technology. As a site, it offers many striking advantages including ample space, existing facilities and tourist attractions, and a unique relation between scientific and technological endeavors in a surrounding natural environment of a national wildlife refuge. Plans are being made to upgrade and expand existing scientific and technological displays. The focus of the Exposition will be in and around geodesic dome pavilions to be constructed against the backdrop of the mammoth and impressive Vehicle Assembly Building.

The Exposition will be national in scope with participation by Federal agencies and industry. International participation is not planned. In view of its role in science and technology, and with the location of the Exposition at Cape Canaveral, NASA has been designated as the overall manager and lead agency with management assistance to be provided by other Government agencies.

Funding for the Exposition is to be accomplished within currently approved agency budgets. The Exposition will be located in an area of high unemployment and \$3.0 million has been provided from the Department of Commerce Job Opportunities Program by the Economic Development Administration for construction of facilities. Government agency exhibits will be funded from currently approved appropriations.



It is anticipated that over two million people will visit the Exposition. They will come from every state in the Union and from most foreign countries. The Exposition should serve as a major stimulus to a fuller appreciation of the benefit of science and technology to the quality of American life.

You will be informed periodically by NASA of the progress of the Emposition. Any assistance you might give this project will be greatly appreciated.

Sincerely,

John O. Marsh, Jr.
Counsellor to the President

The Honorable Olin E. Teague Chairman Committee on Science and Technology House of Representatives Washington, D.C. 20515

JOMJr:bmr



Dear Mr. Cederberg:

In a series of discussions during the summer pertaining to plans and preparation for the Bicentennial, the President approved a proposal to develop as a part of the Bicentennial observations a Science and Technology Exposition at Cape Canaveral.

It is planned that the Exposition be held for three months beginning next June at the Kennedy Space Center, Cape Canaveral, Florida. Cape Canaveral is a world-recognized symbol of the remarkable achievements by this nation in science and technology. As a site, it offers many striking advantages including ample space, existing facilities and tourist attractions, and a unique relation between scientific and technological endeavors in a surrounding natural environment of a national wildlife refuge. Plans are being made to upgrade and expand existing scientific and technological displays. The focus of the Exposition will be in and around geodesic dome pavilions to be constructed against the backdrop of the mammoth and impressive Vehicle Assembly Building.

The Exposition will be national in scope with participation by Federal agencies and industry. International participation is not planned. In view of its role in science and technology, and with the location of the Exposition at Cape Canaveral, NASA has been designated as the overall manager and lead agency with management assistance to be provided by other Government agencies.

Funding for the Exposition is to be accomplished within currently approved agency budgets. The Exposition will be located in an area of high unemployment and \$3.0 million has been provided from the Department of Commerce Job Opportunities Program by the Economic Development Administration for construction of facilities. Government agency exhibits will be funded from currently approved appropriations.



It is anticipated that over two million people will visit the Exposition. They will come from every state in the Union and from most foreign countries. The Exposition should serve as a major stimulus to a fuller appreciation of the benefit of science and technology to the quality of American life.

You will be informed periodically by NASA of the progress of the Exposition. Any assistance you might give this project will be greatly appreciated.

Sincerely,

John O. Marsh, Jr. Counsellor to the President

The Honorable Elford A. Cederberg House of Representatives Washington, D.C. 20515 JOMJr:bmr



MEMORANDUM FOR:

RUSS ROURKE

FROM:

JACK MARSH

How are we coming along on the letter we sent in reference to Cape Canaveral?

JOM/dl



THE WHITE HOUSE WASHINGTON

Jach attached is first reaction - will Reep you advised

THE WHITE HOUSE

WASHINGTON

November 15, 1975

MEMORANDUM FOR:

RUSS ROURKE

FROM:

JACK MARSH

How are we coming along on the letter we sent in reference to Cape Canaveral?

United States Senate

WASHINGTON, D.C. 20510

November 14, 1975

COMMITTEES:

AGING BUDGET COMMERCE

POST OFFICE AND CIVIL SERVICE AERONAUTICAL AND SPACE SCIENCES

(EX OFFICIO)
APPROPRIATIONS
NATIONAL FUELS AND ENERGY POLICY STUDY
SECRETARY, DEMOCRATIC CONFERENCE

Mr. John O. Marsh, Jr. Counsellor to the President The White House Washington, D. C.

Dear John:

Thank you so much for your letter of November 7 detailing the plans and preparations for the Bicentennial Science and Technology Exposition at Cape Canaveral.

I am pleased to know that plans are going ahead and I wish to cooperate in every way that I can. You may be assured that the Senate Committee on Aeronautical and Space Sciences stands ready to be helpful in any way we can and certainly we expect to have a worthwhile exposition of our great space center in Florida.

Sincerely,

United States Senator

FEM: ks

went to lete Crow. F42



THE WHITE HOUSE WASHINGTON

Land FYI copy to Ted M.

denen

Doar Mr. Chairman:

In a control of discussions during the control of the Bicentennial, the President a control to develop as a control of the Bicentennial control of the Bicentennial and Canaveral.

Canaveral, Florida. Cape Canaveral a Center

Canaveral, Florida. Cape Canaveral a Center

of the remarkable achievements this nation in As site, it offers many striking advantages including ample space, facilities tourist attractions, a control a relation between scientific control and anatural environment a national wildlife refuge.

are grade scientific technological to grade scientific technological to be constructed to be constructed.

The imposition will be national in second with participation by rederal second and is such. International participation is not planed. In view of its role in second and technology, and with the location of the monostion at Capa Canaveral, the has been designated as the overall manager and lead agency with management assistance to be provided by other Government agencies.

Funding for the Exposition is to be accomplished within currently approved agency budgets. The Exposition will be located in an area of high unemployment and \$3.0 million has been provided from the Department of Commerce Job Opportunities Program by the Economic Development Administration for construction of facilities. Government agency exhibits will be funded from currently approved appropriations.



It is anticipated that over two million people will visit the Exposition. They will come from every state in the Union and from most foreign countries. The Exposition should serve as a major stimulus to a fuller appreciation of the benefit of science and technology to the quality of American life.

You will be informed periodically by NASA of the progress of the Exposition. Any assistance you might give this project will be greatly appreciated.

Sincerely,

John O. Marsh, Jr. Counsellor to the President

The Honorable Frank E. Moss Chairman Aeronautics and Space Science Committee United States Senate Washington, D.C. 20510 JOMJr:bmr



Dear Mr. Atkinson:

Many thanks for your letter of November 18 and the information with regard to the National Science Foundation Exhibit to be located at the U. S. Bicentennial Exposition on Science and Technology.

This concrete evidence of your active participation in this project is greatly appreciated.

With warmest personal regards, I remain,

Sincerely,

John O. Marsh, Jr. Counsellor to the President

Mr. Richard C. Atkinson
Deputy Director
National Science Foundation
Washington, D. C. 20550
JOM:RAR:cb

6.1080

NATIONAL SCIENCE FOUNDATION WASHINGTON, D.C. 20550



November 18, 1975

Mr. John O. Marsh, Jr. Counsellor to the President The White House Washington, D. C. 20500

Dear Mr. Marsh:

As requested in your letter of October 16, 1975, I am taking this opportunity to inform you that we have prepared our preliminary plans for NSF participation in the U.S. Bicentennial Exposition on Science and Technology. They are being forwarded to Mr. Storey, Coordinator for Interagency Participation.

Attached for your information are blueprints of the artist's sketches and a brief description of the proposed subject matter.

Sincerely yours,

Richard C. Atkinson Deputy Director

Enclosure

General Concept

NATIONAL SCIENCE FOUNDATION EXHIBIT

U. S. Bicentennial Exposition on Science and Technology

The NSF exhibit will consist of a central core together with four satellite exhibits. They will concentrate on science, as it relates to human concerns, in keeping with the NSF statutory mission of promoting the progress of science to assure the national well-being.

CENTRAL CORE

The core of the exhibit will be an octagonally shaped theater with four rear-view projection screens spaced around the perimeter. Employing a multi-media approach, and, symbolically, the ancient Greek notion that all the universe comprises four fundamental elements--earth, air, water, and fire, the exhibit develops a view of science as a human activity which can be better understood through an appreciation of the ways in which scientists perceive familiar phenomena. The visitor will see:

- 1. The processes by which <u>earth</u> is continually changing its physical features--plate tectonics, continental drift and seafloor spreading.
- 2. How the unique physical characteristics of <u>water</u> make it a universal solvent, a stabilizer of the earth's temperature, and a major component of all living creatures.
- 3. Fire (energy) as it is transformed from one kind of energy to another, how it is controlled by man to do his work, and also how man is attempting to obtain new sources of energy.
- 4. Air, as a mixture of gases in the atmosphere, as a supporter of life, and as a weather maker.

SATELLITE EXHIBITS

In addition to a brief introduction to the National Science Foundation, there will be four satellite exhibits adjoining the core exhibit. They will illustrate current and future applications of some of the latest developments in scientific research. The overall presentation will be geared to meet the interest of lay audiences and attempt, as indicated below, to present science and technology as they help us understand our world and as they contribute to our daily lives.

- 1. Resources for Tomorrow Minerals, petroleum, etc., and how emerging understanding of earth processes tells us where to look for them. Remote sensing--Earth, environmental and computer sciences bring the technique down to earth to identify mineral and water resources and monitor crops, forests, etc.
- 2. <u>Food Frontiers</u> The earth's unproductive deserts, tropics and grass-lands. What ecologist, plant biologists, and soil scientists tell us we must do to make them serve us better. Similarly, new resources in the sea, identified through both physical and biological ocean sciences, offer future food opportunities.
- 3. Weather and Climate What's the weather going to be a week from now--or perhaps a thousand years from now? Meteorologists, climatologists, oceanographers, paleobiologists seek to understand short and long range phenomena.
- 4. Man's Place in the Universe Astronomers help us understand life-giving earth-sun relationships and the distant stars and galaxies.



THE WHITE HOUSE WASHINGTON

November 19, 1975

TO:	TED MARRS
FROM:	JOHN O. MARSH
	For Direct Reply
	For Draft Response
X	For Your Information
	Dianas Adulas

DEC 3 1975

December 2, 1975

Dear Mr. Atkinson:

On behalf of Counsellor John O. Marsh, Jr., I would like to thank you for the information you sent concerning the participation by the Mational Science Foundation in the Cape Canaveral Science and Technology Exhibition.

The response from Federal agencies has been most gratifying. Indications are that the Exhibition will be successful from the standpoint of exhibitry. We are sure it will also attract a large number of bisitors.

Mr. Marsh asked that his appreciation be extended to those in your agency who have been responsible for this.

Sincerely,

Milton E. Mitler Deputy Special Assistant

Mr. Richard C. Atkinson Deputy Director National Science Foundation Washington, D.C. 20550

2cc: Sandy Drake w/c of tocoming

cc: Jack Marsh - FYI

MEME/abh



Dear Carla:

Many thanks for your letter of December 16 and your report on the actions taken by HUD with regard to the U. S. Bicentennial Exposition on Science and Technology.

I am grateful for your efforts, and I appreciate having the benefit of your report.

With warmest personal regards, I remain,

Sincerely,

John O. Marsh, Jr. Counsellor to the President

The Honorable Carla A. Hills
The Secretary of Housing and Urban
Development
Washington, D. C. 20410
JOM:RAR:cb
cc: TMarrs





THE SECRETARY OF HOUSING AND URBAN DEVELOPMENT WASHINGTON, D. C.. 20410

December 16, 1975

Mr. John O. Marsh, Jr. Counsellor to the President The White House Washington, D.C. 20500

Dear Jack:

In reference to your correspondence regarding the U.S. Bicentennial Exposition on Science and Technology to be held at Cape Canaveral, Florida next year, we expect to occupy an exhibit dome and have developed a management team for this important endeavor. Our presentation will be the responsibility of Assistant Secretary David O. Meeker, Jr., HUD Bicentennial Coordinator, and be directed by Ralph Warburton, Consultant, former Special Assistant to the Secretary.

I am directing all HUD offices to cooperate in this endeavor toward producing an outstanding exhibit appropriately reflecting a broad range of HUD achievements with regard to developing better homes and communities.

Sincerely,

Carla A. Hills

