

The original documents are located in Box 65, folder “Bicentennial Exposition on Science and Technology, Cape Canaveral, FL - Planning and Construction (1)” of the John Marsh Files at the Gerald R. Ford Presidential Library.

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August 7
1:10 p. m.

THE WHITE HOUSE
WASHINGTON

Russ --

Ted Marrs called with the following message:

"I have advised Jack Stiles that it would be a great political error for the Cape Canaveral project to be announced other than through or in conjunction with Frey. I am meeting this afternoon with Stiles, two representatives from OMB and Pete Crow in regard to handling of funding. I will re-emphasize at that time there are to be no premature releases.

"Met with Mitler, Hite, Congressman Harris and Wallace Green yesterday. Harris is apparently delighted and we are including his man, Wallace Green, as an honorary member of our D.C. Coordinating Committee. Harris was most appreciative, complimentary, committing himself to future cooperation. "

Thanks.

donna



THE WHITE HOUSE
WASHINGTON

8-13-75

Russ -

These were our
Comments to
Jack Stiles - you
may have add-
itional thoughts.

Wier



A large, stylized handwritten flourish or signature, possibly a stylized "S" or a decorative element, extending from the right side of the page.

PROPOSED RELEASE

Mark-up and return with suggestions to Jack Stiles - *Rev 427 1/2*

*Cancer subject to coordination
with NASA, ARBA & Press Office.*

Congressman Louis B. Frey (R-FL.) ~~together with the~~
~~White House~~ announced today that President Ford has designated
Cape Canaveral as the site for a National Science and Technology
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human progress under free government". Cape Canaveral in the
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and the exhibit will be aimed at exploring the outlook for the next
century.

All government agencies with appropriate interest in science
and progress will be urged to contribute exhibits as well as inviting
private industry to take part.

Answering the oft heard complaint that the 1976 Bicentennial
has lacked a central event dramatizing the forward thrust of the
American story, the Canaveral Exposition is expected to give the
theme of progress for humanity a shot in the arm.

Let's not knock the Bicentennial

Orist

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a material force," said Dr. James Fletcher, Director of NASA.


"We are interested in science and technology as a spiritual

CONFIDENTIAL

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After the initial start up period the exposition is expected to be self-sustaining through fees paid by exhibitions as well as nominal admission charges. The present visitors' center already accomodates about 1 million tourists a year and with the expanded attraction it is expected that several millions will visit the exposition in 1976. June 15, 1976 is the target date for the opening.

John Warner, Director of ARBA, hailed the President's decision to move forward in this project as follows: "Whatever effort the proposed exposition involves, it is well justified. I am reminded that the Philadelphia Centennial Exposition of 1876 inspired an explosion of progress which added greatly to the



richness and quality of life in the past 100 years. New consumer goods gave thousands more fruitful employment. The technical inspiration led to a huge forward leap in medicine, health, housing, and communications. No one could foresee where we would be in 1976 but the strides in a hundred years were colossal. Who can see where we will be in the year 2076? It is well that we peer into the third century of our precious freedom. "The impact of such an exposition will many times repay the relatively small amount of money and the effort expended on it."

*Recommend
deletion — this
is a lightning
rod.*



August 13, 1975

MEMO TO: BOB HARTMANN
FROM: JACK MARSH

Bob, I would appreciate any quick comments
you might care to make on the attached.

We hope to go with this release late today.

Many thanks.

JOM:RAR:rs

Attachment: Proposed release re Cape Canaveral as site
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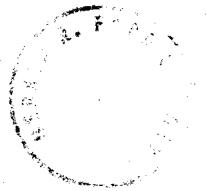
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Russ:

Mr. Mitler feels the marked paragraph is not in the best interests.

He will speak with you about it if you wish.

R.

RELEASE

August 14, 1975

Congressman Louis Frey, Jr. (R-FL) announced today that President Ford has designated Cape Canaveral as the site for a National Science and Technology Bicentennial Exposition. The National Space Agency will function as host and sponsors of the event.

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"This program under the sponsorship of a Government agency with a proven track record of success -- the National Aeronautics and Space Administration -- will be the capstone of the many fine programs being sponsored by the departments and agencies of the Federal Government. As Bicentennial moves rapidly forward, more and more Americans are clamoring for programs directed towards our country's future potential. Where better to launch the scientific and technological genius of America -- the finest in the world -- into the third century than at Cape Canaveral."



*Cape Canaveral
Buier.*

Press Release -- from John Warner:

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Note:

Above dictated over telephone by John Warner to me. Read to Jack Stiles over telephone. Copy taken to West Basement Guard for Jack Stiles' office to pick up. (10:15 a.m.)

Rachel



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Rachel



THE WHITE HOUSE
WASHINGTON

August 15, 1975



Dear Dr. Fletcher:

As you are aware, the President has decided that a "U.S. Bicentennial Exposition of Science and Technology" should be conducted at ~~Cape Canaveral~~, as part of the Nation's Bicentennial. Although the many details of the Exposition have not been worked out, the President envisions a project that will focus not only on our past and present scientific and technological achievements, but also on the promises and prospects for the next one-hundred years.

With reference to the next one-hundred years and the future, it seems that it would be appropriate to focus on the post 2,000 era which highlights not only our Third Century, but also the next millenia.

The National Aeronautics and Space Administration is requested to assume the management and operational responsibility for the Exposition. Subject to any legal constraints which may be applicable, the President's desire is to have up to \$3 million made available in order to provide some liquidity for the project. It is his understanding, however, that the total operation will be conducted on a break-even basis.

NASA is expected to initiate immediately preliminary planning for the project (including choice of a location at Cape Canaveral, scope and size of the Exposition within the funding envelope, possible themes, etc.). The White House will not play an operational role in the project. Other Federal agencies with activities in research and development and those with know-how in preparing fairs and expositions will be requested to work closely with NASA and to make available resources to support their exhibits.

Time is a critical factor and we need to move swiftly in order to meet the deadline for opening the Exposition in June 1976. To set the wheels in motion, your member of the Federal Agency Bicentennial Task Force and other agencies are requested to attend a meeting scheduled for August 18 at



10:00 a.m., in the Roosevelt Room of the White House.

We also request that you designate someone from your agency to present NASA's plans for the exposition, who presumably would also play the key role in the management and operation of the Exposition. This individual should be prepared to discuss preliminary planning for the Exposition at Cape Canaveral, organizational arrangements, and schedules.

Sincerely,

John O. Marsh, Jr.
Counsellor to the President

Dr. James C. Fletcher
Administrator
National Aeronautics and
Space Administration
Washington, D. C. 20546

file

THE WHITE HOUSE
WASHINGTON

August 19, 1975

MEMORANDUM FOR: JACK MARSH
FROM: BOB WOLTHUIS *RKW*
SUBJECT: NASA Bicentennial Project

Ken Lazarus called to update you on the Jack Stiles/Ted Marrs effort to put together a Bicentennial exposition at Cape Canaveral. Ken himself has reviewed the memorandum prepared by Ted Marrs and Colonel Mitler, but there remains the basic question regarding \$3 million that NASA will put up for the project. NASA General Counsel Neil Hosenball may contact you for 2 reasons: 1) to inform you of NASA's success in pulling together an interagency proposal. This will include spending projections for the other agencies and departments. 2) Neil will probably ask for a decision if NASA must absorb the \$3 million or if they should prepare to recover it through the price of admission to the exhibit.

For NASA to spend the \$3 million, Lazarus says they will need a reprogramming decision from the Congressional jurisdictional committees.

Ted -

Is this O.B.E.?



Jack

Cape Canaveral.

August 28, 1975

MEMORANDUM FOR: JIM CONNOR
FROM: JACK MARSH

The President would like to make reference to the Cape Canaveral project at the next Cabinet Meeting. I would suggest about five minutes and that you task Ted Marrs to pull this together.

JOM/d1



September 2

THE WHITE HOUSE
WASHINGTON

Mr. Marsh --

the attached memo to the President
from Jack Stiles is for your sign-
off.

Thanks.

also
donna

(Note: should the date in the subject
line be 1975?)

R - I had
mentioned this to
TI & he had
agreed.
Advise
Conner
M



THE WHITE HOUSE
WASHINGTON

September 2, 1975

11
has
seen
3 Sep. '75
gm

MEMORANDUM FOR: THE PRESIDENT
THROUGH: JACK MARSHALL *gm*
FROM: JACK STILES *gm*
SUBJECT: Mention to Cabinet Members of
Cape Canaveral Science and
Technology Exposition (Proposed
Dates June 15 - September 15, 1975)

This is follow-up reminder of telephone conversation (August 16).

It was suggested the President ask the cooperation of Cabinet members in assisting NASA in implementing this Project.

It is felt by those who have worked on this proposal for several months that direct comment by the President at Cabinet level will expedite cooperation needed because of the fore-shortened time frame.

This should be the outstanding Bicentennial Event.



September 4, 1975

MEMORANDUM FOR: JIM CONNOR
FROM: TED HARRS

The Science and Technology Exhibition for Cape Canaveral is the result of several proposals one of which was accepted by the President. This plan placed the project into NASA for development, implementation and management. At the same time, it required other Federal agencies to participate in terms of funds, personnel and exhibitry to the extent that is practical and feasible.

"Up front" money not to exceed \$3 million has been authorized. It is anticipated this will be developed through total participation by NASA and the other agencies. While a recapture of that initial outlay is desirable, it has not been made mandatory. However, beyond that base, the program is to be self-sustaining.

The basic plan calls for a series of exhibits at the Cape in the area where the main NASA building is located and where a new 1,000 person per hour cafeteria is nearing completion. The air shuttle runway, 300 feet by 15,000 feet is also nearby and could be used for parking and other purposes. It is also intended that current exhibits be integrated into the exhibition plan.

Existing exhibits now attract about 1 million people per year. Part of this is the result of activity at nearby Disney World. Estimates have indicated that during the Bicentennial year the visitor figure could double.

The exhibition is scheduled for a 100 day period with the opening in June 1976. While initial exhibition activity is being developed within the Federal Agency complex, private industry will also be invited to participate. The general theme will be directed toward future values. The possibility of holding special conferences and symposia there has also been discussed.

Thus far, only preliminary meetings have been held for exploratory purposes. One consideration which has been developed is to rent geodesic domes for display areas. General Duward Crow of NASA is spearheading the program and helping to develop the total project.



Cape Canaveral

September 9, 1975

MEMORANDUM FOR:

JIM CONNOR

FROM:

JACK MARSH

I believe I mentioned to you that the President wanted to bring to the attention of the Cabinet the Cape Canaveral project in reference to the Bicentennial.

When there is another Cabinet meeting, I think it might be helpful to allow five to ten minutes for this.

JOM/d1



Cape Canaveral

September 9, 1975

MEMORANDUM FOR: TED MARRS
FROM: JACK MARSH

The President evidenced considerable interest in the three possible NASA programs on the Bicentennial which you referred to in your memo of August 26.

You might continue to pursue this and let me know what you find out.

I'm inclined to go with Item One. However, I ask the question as to how long the light will continue to blink on the satellite. If it's of short duration, then the laser satellite might be the best bet. Is there a combination that could combine both functions in one satellite?

JOM/dl



August 19, 1975

MEMORANDUM TO:

TED MARRS

FROM:

JACK MARSH

In 1976 will the U. S. be launching a satellite that will have principally nonmilitary purposes, i.e., communications relay, earth sensing, etc. It is my understanding that once placed into orbit, if properly placed, the satellite becomes permanent.

Is there merit in having a satellite that is dedicated to the Bicentennial, which will perform global service, and which can be referred to as the Bicentennial satellite?

cb



TI - Tues
THE WHITE HOUSE
WASHINGTON

August 26

M

Mr. Marsh --

Ted Marrs called with the following message:

"NASA already has under consideration three items:

1. Freedom's Light, which is a blinking light on a satellite which would be launched in conjunction with the exhibit at Canaveral.
2. Barium Ion Cloud, Red, White and Blue along the East Coast.
3. (The most practical) a Laser satellite which could be used by high school students who could bounce laser beams.

This is in reference to your memo of August 19 (attached). I will continue to follow up."

Thanks.

donna



Minutes of the Cabinet Meeting
September 17, 1975

The President entered the Cabinet Room at 11:03 a.m.
The press arrived at 11:04 a.m.
The press departed at 11:06 a.m.

The President opened the meeting with greetings and then mentioned several legislative items on which he wants action (Note Attachment at Tab A).

- Reauthorize Child Nutrition Programs
- Expand Crop Insurance Program and Eliminate the Costly Disaster Payment Program
- Executive Agency Regulatory Reform
- Foster Development and Production of Naval Petroleum Reserves
- Transfer PHS Hospitals to Communities
- Unfreeze Supplementary Medicare Insurance Premiums
- Enact Budget Reduction Legislation
- Consumer Assistance --

The President mentioned that last Spring he had directed individual agency consumer representation plans to be developed and submitted to Virginia Knauer by early October. He stressed that the reports need to be in by early October so Mrs. Knauer can present an overall plan to the Congress and demonstrate to the nation that the Administration is moving on consumer protection. This action will also assist the Administration in beating the Consumer Agency Bill which is pending, and which is going to directly involve each and every Cabinet officer. The President said the bill, if passed, would create serious problems and each Cabinet member would be sorry that he had been selected for his position.

The President then talked about the science and technology Bicentennial display at Cape Canaveral. The President is placing high priority on it and wants it to be successful. He has asked Cabinet officers and agencies to assist monetarily with personnel. Jack Marsh has the lead and is working closely with NASA and other groups to ensure there is an energy and technology exposition which will look to the future. Therefore, the Bicentennial will not be just a look at the Nation's history and tradition, but also will project the Country's future.



Capitol Canal

THE WHITE HOUSE

WASHINGTON

October 6, 1975

M

MEMORANDUM TO: JACK MARSH

FROM: RUSS ROURKE R

Jack, Ted advises me that it looks like "we have the \$3 million up-front money problem all squared away".

I shall continue to monitor the funding aspect of the project, and the progress of the entire project itself.

8



THE WHITE HOUSE
WASHINGTON

September 23, 1975

MEMORANDUM FOR: RUSS ROURKE
FROM: MILT MITLER

file

Per our conversation, attached is the paper which was circulated through OMB concerning Cape Canaveral.

Option 3 was accepted as the most practical and NASA has applied for Emergency Job Opportunity funds to cover the "up front" money need.

OMB (Memphis Norman) advised that Jack's letter to Fletcher can go as written.

Attachment

*R - Study memo +
track this.*

M



EXECUTIVE OFFICE OF THE PRESIDENT

OFFICE OF MANAGEMENT AND BUDGET
WASHINGTON, D.C. 20503

DATE: September 15, 1975

REPLY TO
ATTN OF: SSET:Space Programs Branch

SUBJECT: Status and funding options for the Cape Canaveral Bicentennial Science and Technology Exposition

• Mr. Mitchell

This memo reports on the current status of planning for the Cape Canaveral exposition and outlines options for obtaining the \$3.0 million "up front" funding needed for the construction of facilities--initial investment. As you recall, the President's decision clearly stated that the initial investment for the exposition should be limited to \$3.0 million and anything beyond this (operating costs) should be recovered through revenues from the public. This memo recommends that we seek to obtain the initial investment funding from the Emergency Job Opportunities Program (P.L. 93-567) which is being administered by the Department of Commerce.

Current Status of Planning for the Exposition

- The Cape Canaveral exposition has been substantially reduced in scope and size from the concept proposed by Jack Stiles.
- However, the project is not moving as swiftly as originally anticipated, particularly with regard to agencies' commitment and participation. Since the meeting in the Roosevelt room on August 18, NASA has held three additional task force sessions with representatives from various agencies.
- The major purpose of these meetings has been to identify the exhibits agencies are likely to contribute to the project. So far, only a handful of agencies have made definite commitments, while most of the agencies have promised to provide NASA with their plans. NASA views agency participation as one of its major concerns.
- With regard to industry participation, a special subcommittee has been set up to solicit industry's participation. However, to date, industry has not been formally notified although a few firms have shown self-initiated interest by contacting NASA.



- ° Another subcommittee has been established to work out the theme for the exposition. Initial indications are that the exposition may not have the kind of detailed and coherent themes that projects of this type normally have. In the discussions at the task force meetings, it appears rather clear that no new exhibits will be built to support themes because of the time limitation and funding constraints within the agencies. Rather agencies will provide existing exhibits and these will be grouped under general themes (e.g., America's progress in transportation).
- ° For NASA's part, it appears that the agency is making significant progress in meeting its responsibility. NASA has completed sizing the physical layout of the fair (about one-third the size of the Jack Stiles proposal); its location; and completed definition of a \$3.0 million construction project (the "up-front investment") for preparations required at Cape Canaveral. In addition, NASA is in the process of setting up the first prototype geodesic dome to house exhibits and will be ready shortly to begin negotiations with a North Carolina firm for the rental of the remaining 15 or so geodesic domes.
- ° NASA also plans to provide all necessary power, air conditioning, parking, etc., from existing capabilities at the large Vertical Assembly Building (VAB) and nearby supporting installations.

Funding Options

- ° The current funding concept for the fair is that \$3.0 million should be provided to NASA for the initial investment and the operations of the fair should be self-sustaining (i.e., break-even operations). The costs to the agencies for their participation are expected to be minimal (transportation of existing exhibits to the Cape) and no new exhibits will be built.
- ° The major concern at this point is how to free up \$3.0 million in up front funding for the fair. NASA has already used some of its funds (about \$45K for planning and construction of the prototype geodesic dome).



- ° In view of the timing, the funding options are very limited. The following options can be considered:
 - (1) Request that agencies make a direct financial contribution in addition to their exhibits.
 - (2) Request NASA to reprogram its own funds.
 - (3) Request \$3.0 million from the Emergency Job Opportunities Program (administored by the Department of Commerce) to be made available for the Cape Canaveral project.
 - (4) Request \$3 million in additional funds for this purpose in the First Supplemental Appropriations Bill for FY 1976 being prepared for submission to the Congress by October 3.

Analysis of Alternatives

- ° Alternative (1) is, in our view, infeasible based on the initial agency responses to the White House request for participation in the fair.
- ° Alternative (2) is feasible, but NASA is reluctant to pursue a reprogramming action with its Congressional Committees and is also reluctant to absorb the dollar impact within its budget. We sympathize with the former view, but not the latter. There is, moreover, a risk that the Congressional Committees could, in effect, veto the NASA reprogramming action which would really complicate matters.
- ° Alternative (3) is apparently feasible (and legal) and seems advantageous from several angles:
 - the money is already appropriated;
 - Congress does not need to be consulted;
 - the money can be released very quickly;
 - NASA favors the approach;
 - OMB is trying to focus the Jobs program on worthwhile projects (which this clearly is); and finally,
 - Cape Canaveral is a high unemployment area (15.4% at the end of July).
- ° Alternative (4) is technically feasible, but we will not to move fast to meet the deadline for preparation of materials if you prefer this approach. As with Alternative (2), the Congress could say no. Moreover, this approach is subject to delays in both the authorization and appropriation processes in Congress.



In our view, Alternative (3) is clearly the preferred approach and we recommend it. (In the internal OMB screening process to identify good projects for the Jobs program, we recommended the fair as a high priority item. NASA has independently submitted its request for support to the Department of Commerce.) If you agree with this approach, you may want to give it a push with Mr. Collier.

NASA Letter to Mr. Marsh on Funding Groundrules

- ° Also pertinent is the attached letter from Dr. Fletcher to Mr. Marsh (and a draft reply prepared for Marsh's signature). NASA is seeking to clarify the groundrules for funding and participation of the various agencies, as well as the meaning of the "break-even" conditions under which the fair is intended to operate.
- ° We asked Mr. Mitler to hold off on the return Marsh letter until you have an opportunity to review it and agree with the suggested approach.
- ° We see no objections to the approach suggested by NASA and agree that the groundrules needed to be clarified.
- ° We also checked with NASA (Mr. Lilly) to see if the proposed letter would satisfy NASA concerns (it will) and with Mr. Nichols to see if its all legal (it is).
- ° If you are comfortable with these groundrules, we will ask Mitler to have the letter sent.

Conclusions

- ° Although certain aspects of the Cape Canaveral Exposition (i.e., identifying agency exhibits, soliciting industry participation and developing thematic concepts) are moving slower than originally expected, NASA is making significant progress in planning and managing the project.
- ° Obtaining the \$3.0 million needed as "up front" money is crucial to maintaining this momentum. If we can support the proposal for Jobs funding and get an early commitment that problem will be solved.
- ° We think the NASA approach on funding groundrules is reasonable and should be supported.

Memphis A. Norman
Budget Examiner
Space Programs Branch
Science, Space and Energy
Technology Division



FLETCHER, JAMES C. DR
CAPE CANAVERAL

September 4, 1975

Dear Jim:

The initial discussions concerning the Cape Canaveral Bicentennial project indicated that there would be approval of \$3 million in "up front" money to assure a viable science and technology fair. That thinking hasn't changed.

While recapturing the initial outlay of \$3 million would be desirable if at all possible, it is essential that any federal government expenditure above that amount must be recovered. Agency participation can be in any combination of actual dollar expenditure, personnel costs or exhibitry. Thus, your "ground rules" are valid.

It is expected that each agency will participate to the extent possible in coordination with your committee to assure a creditable exposition.

Sincerely,

John O. Marsh, Jr.
Counsellor to the President

Dr. James C. Fletcher
Administrator
National Aeronautics and
Space Administration
Washington, D. C. 20546

MEM/sjd

cc: Milt Nitler



August 29, 1975

Honorable John O. Marsh, Jr.
Counsellor to the President
The White House
Washington, DC 20500

Dear Jack:

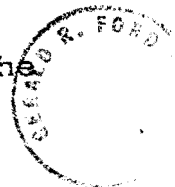
In accordance with your letter of August 15, we have initiated immediate preliminary planning for the U.S. Bicentennial Exposition of Science and Technology to be conducted at Cape Canaveral.

At the meeting with Dr. Theodore Marrs on August 18, our representatives discussed the preliminary planning, organizational arrangements and schedules with representatives of other agencies. We have named a Project Officer at the Kennedy Space Center, who is assembling a staff to supervise the activities at Kennedy. Other federal agencies have given us a preliminary indication of their possible participation and we will be able to give you a resume in a few days.

At the August 18 meeting much discussion centered about the matter of funding. Your letter of August 15 indicated that \$3 million should be made available to provide some liquidity, with the understanding that the total operation will be conducted on a break-even basis. Earlier discussions had been to the effect that \$3 million would be provided for the initial funding and that the operation beyond the initial funding would be on a break-even basis. There have been ambiguities in these discussions and I believe that the question of funding should be clarified as a matter of urgency.

It is my suggestion that the following ground rules for funding be established and disseminated:

- (1) Agencies will fund for their participation in the Bicentennial Exposition at Cape Canaveral from



appropriated funds which are, or through reprogramming will be, available for Bicentennial or normal program dissemination of information concerning agency activities. This funding should provide for the costs of exhibits, exhibit personnel, transportation and related and supporting facilities services.

- (2) Funds, not to exceed \$3 million, will be available to NASA to cover initial investment for site preparation and start-up costs.
- (3) A general objective will be to conduct the actual exposition operation on a break-even basis, not to include initial investment costs cited above.

The guidelines above do not provide a specific dollar constraint to the exposition. Rather, it constrains agencies' participation to that which can be supported by appropriated funding and limits the initial investment for site preparation and start-up costs to \$3 million. This matter of funding is a central issue and necessarily governs our capability to conduct the exposition. Consequently, your affirmation of the funding guidelines is a matter of urgency.

Sincerely,

151

James C. Fletcher
Administrator

bcc: Mr. James Mitchell, OMB
B/Mr. Lilly
G/Mr. Hosenball
W/Mr. Coupland

ADA/DLCrow:bom

[Handwritten signature]

[Handwritten signature: J. E. Lilly]
8/29/75

Hosenball concurrence on draft
attached





NATIONAL AERONAUTICS AND SPACE ADMINISTRATION

WASHINGTON, D.C. 20546

August 29, 1975

OFFICE OF THE ADMINISTRATOR

Honorable John O. Marsh, Jr.
Counsellor to the President
The White House
Washington, DC 20500

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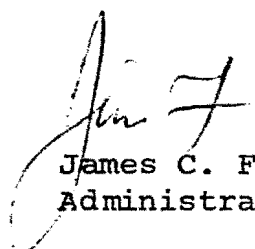


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Sincerely,



James C. Fletcher
Administrator



THE WHITE HOUSE

WASHINGTON

August 15, 1975

Dear Dr. Fletcher:

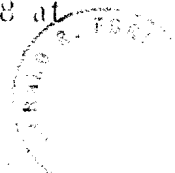
As you are aware, the President has decided that a "U.S. Bicentennial Exposition of Science and Technology" should be conducted at Cape Canaveral, as part of the Nation's Bicentennial. Although the many details of the Exposition have not been worked out, the President envisions a project that will focus not only on our past and present scientific and technological achievements, but also on the promises and prospects for the next one-hundred years.

With reference to the next one-hundred years and the future, it seems that it would be appropriate to focus on the post 2,000 era which highlights not only our Third Century, but also the next millenia.

The National Aeronautics and Space Administration is requested to assume the management and operational responsibility for the Exposition. Subject to any legal constraints which may be applicable, the President's desire is to have up to \$3 million made available in order to provide some liquidity for the project. It is his understanding, however, that the total operation will be conducted on a break-even basis.

NASA is expected to initiate immediately preliminary planning for the project (including choice of a location at Cape Canaveral, scope and size of the Exposition within the funding envelope, possible themes, etc.). The White House will not play an operational role in the project. Other Federal agencies with activities in research and development and those with know-how in preparing fairs and expositions will be requested to work closely with NASA and to make available resources to support their exhibits.


Time is a critical factor and we need to move swiftly in order to meet the deadline for opening the Exposition in June 1976. To set the wheels in motion, your member of the Federal Agency Bicentennial Task Force and other agencies are requested to attend a meeting scheduled for August 18 at



10:00 a.m., in the Roosevelt Room of the White House.

We also request that you designate someone from your agency to present NASA's plans for the exposition, who presumably would also play the key role in the management and operation of the Exposition. This individual should be prepared to discuss preliminary planning for the Exposition at Cape Canaveral, organizational arrangements, and schedules.

Sincerely,


John G. Marsh, Jr.
Counsellor to the President

Dr. James C. Fletcher
Administrator
National Aeronautics and
Space Administration
Washington, D. C. 20546

Action Copy to W
Info Copy to H+ALP

H-20303

Rec'd in NASA 8-18-75

Suspense Date 8-20-75

Prepare Reply

Signature of H



KUNTZ, ROBERT J.
PRESIDENTIAL INVITATION

October 7, 1975

MEMORANDUM FOR:

WARREN RUSTAND

FROM:

WILT MITLER

Our recommendation for Presidential participation in the Bicentennial Science and Technology Exposition and Conference in Sacramento on May 29, 1976 is negative.

We feel his participation in the Cape Canaveral science and technology exposition would be much more valuable and after further inquiry into the Sacramento event, I feel it is more state oriented than national.

Please let me know if you agree.

MEM/abh



October 21, 1975

Dear Jim:

As a result of an informal inquiry from your office, I find that my letter of September 4, 1975 regarding funding for the Cape Canaveral project might still be construed ambiguously. It was intended to state simply that the basic "ground rules" are:

(1) It would be necessary for participating agencies to fund for their own participation in the Bicentennial Exposition at Cape Canaveral from appropriated funds which are, or through reprogramming will be, available for Bicentennial or normal program dissemination of information concerning agency activities. This funding should provide for the costs of exhibits, exhibit personnel, transportation, and related and supporting facilities and services.

(2) Funds, not to exceed \$3.0 million, will be available to NASA to cover initial investment for site preparation and start-up costs.

(3) A general objective will be to conduct the actual exposition operation on a break-even basis, and if possible, recovery of initial investment costs cited in (2) above. (Costs in (2) above would not be recovered.)

Sincerely,

John O. Marsh, Jr.
Counsellor to the President

The Honorable James C. Fletcher
Administrator
National Aeronautics and Space
Administration
Washington, D. C. 20546

MEM/sjd

bc: Central Files

