June 19, 1975

MEMORANDUM FOR: TED MARRS
FROM: JACK MARSH

Reference the attached response from Ron Nessen regarding Roger Stevens' request to secure a White House forum to announce his Bicentennial program.

Since Ron indicates his concurrence, please contact Roger Stevens directly and make the necessary arrangements for the activity suggested in Robin West's memo of June 11.

Many thanks.

cc: Robin West

RAR/dl
MEMORANDUM FOR: JACK MARSH
FROM: RON NESSEN

I have no problem with Roger Stevens and John Warner doing their briefing at the White House. However I suggest that the Family Theatre or the Executive Office Building auditorium (where the President holds his news conferences) would be the proper places.

We have tried to keep the White House briefing room for either Presidential or Press Secretary briefings, and on rare occasions for extremely newsworthy briefings by top officials of the Administration. I'm afraid if we open the door for the Kennedy Center to use the White House briefing room, we will be inundated with similar requests. I'm sure the White House theatre or the EOB auditorium would be more suitable.
June 13, 1975

JACK,

I have discussed the attached with Ted Marrs. He is sending his written recommendation on this proposal.

RUSS
Put on unlike work before us. We not forget.
MEMORANDUM TO: RON NESEN  
FROM: JACK MARSH

June 18, 1975

Ron, I have no problem with the proposal contained in paragraph 3 of the attached.

Since this involves your jurisdiction, I would appreciate your own views on this proposal.

I am advised that there is a time element involved in this. I would, therefore, appreciate a response from you today.

Many thanks.

JOM:RAR:cb
MEMORANDUM FOR:  JOHN O. MARSH, JR.
FROM:  J. ROBINSON WEST
SUBJECT:  Bicentennial Program of the Kennedy Center

As you will see from the attached memorandum, the Kennedy Center is undertaking a very substantial Bicentennial program. It is the major cultural series related to the Bicentennial.

The program is unique due to its high quality and method of funding. At least $1,538,000 will be given by private sources to support this Bicentennial program of the Kennedy Center. Currently, the cultural community is looking to the government to bail it out and provide financial support for the future. The Kennedy Center is virtually unique in the enterprise it has shown in obtaining funding from private sources. Bob Goldwin and I both feel that the initiative of the Center should be encouraged.

In the attached memorandum, Roger Stevens requests the opportunity to use the press room or the family theater to announce his Bicentennial program and brief the press on the details with John Warner participating in this briefing. Also, if it would be possible for the President to issue a statement at that time giving his "official blessing" to the program, it would be a big help to the Kennedy Center. Finally, if the President could meet briefly with the patrons of this program or send letter to them expressing appreciation for their willingness to help, I know that the Kennedy Center would be given a boost. I have discussed Mr. Stevens' request with Bob Goldwin who supports his request from a cultural standpoint. However, since this would be seen as principally a Bicentennial function, I am sending along Mr. Stevens' request to you. I am involved only because I have dealt with Mr. Stevens at some length on personnel matters relating to the Kennedy Center.

Please feel free to deal directly with Mr. Stevens since this is not properly my area.

cc:  Ted Marrs
     Bob Goldwin
     Russ Rourke
MEMORANDUM FOR: Mr. Robin West  
The White House

FROM: Mr. Roger L. Stevens, Chairman

June 5, 1975

As I mentioned to you before, we have a very important Bicentennial program, which John Warner admits is the only one of substance in the country.

In theatre, Xerox has given us a line of credit up to $400,000, which will be used to produce ten American plays. The first production, Thornton Wilder's SKIN OF OUR TEETH, will open on July 9th.

Prudential has given us $163,000 for a production which will feature all types of songs representing different segments of American music.

IBM has given us $500,000 for an exhibit which will illustrate the history of the performing arts in this country over the past 200 years.

Mobil Oil has pledged sufficient funds to have free concerts during the Christmas season, as we did last year. This grant will be at least $50,000, if not more. McDonald's is financing a similar series of concerts during the Easter season for approximately $50,000. Both series will be largely devoted to American music appropriate to the Bicentennial.

Exxon has put up $200,000 to enable the Center and the National Federation of Music Clubs to present a State Days Program, whereby each of the fifty states will select one of their performing arts groups to come to Washington and perform free concerts at the Kennedy Center. Also, Exxon is giving serious consideration to another large grant to finance other special Bicentennial music events at the Center. I expect to have final word from them on this before such a press conference is arranged.
The Cafritz Foundation has given us a grant of $175,000 to bring the Bolshoi Opera here in July. In addition, we are bringing the Berlin, Paris and LaScala Operas here during the celebration, which are mostly being financed by their own Governments. As a matter of interest, the Berlin and LaScala Operas will be exclusive to Washington and will not play anywhere else in the United States.

It would be appreciated if you could arrange for the Fish Bowl Room to be used for a press conference in which we could set forth all of these activities in detail. It would be a great credit to the Administration and would show that private enterprise is willing to help a Government Institution in achieving a truly fine Bicentennial celebration. So, if the President could give his official blessing in whatever manner he wishes - whether it be by attending the conference or receiving some press in his office - it would be a great benefit to all concerned.

I know that handling the press announcement in this manner would make the participating companies very happy and might lead to continuing support from them in the future.
June 18, 1975

MEMORANDUM TO: TED MARRS
FROM: JACK MARSH

Ted, I have no problem with the attached. Unless you have any recommendations to the contrary, please prepare a scheduling proposal for this Kennedy Center event.

Thank you.

JOM:RAR:rcb
June 13, 1975

MEMORANDUM FOR: JOHN O. MARSH, JR.
COUNSELOR TO THE PRESIDENT

DR. THEODORE C. MARRS
SPECIAL ASSISTANT TO THE PRESIDENT

FROM: JOHN W. WARNER

In the event you have not seen the attached, I am attaching a copy of a memorandum from Roger Stevens to Mr. Robin West of the White House staff.

I met with Mr. Stevens Wednesday and expressed my full support on behalf of the request in his memorandum. Mr. Stevens and the staff of the Kennedy Center are deserving of the highest recognition for their efforts on behalf of the Nation's Bicentennial, particularly with respect to assisting foreign governments and gaining the support of domestic and international groups.

Would you include this item on the agenda for our regular bi-weekly meeting.

[Signature]
John W. Warner
Administrator

Attachment
MEMORANDUM FOR:  Mr. Robin West  
The White House  

FROM:  Mr. Roger L. Stevens, Chairman  

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I know that handling the press announcement in this manner would make the participating companies very happy and might lead to continuing support from them in the future.
June 3, 1975

The President
The White House
Washington, D.C.

Dear Mr. President:

On Wednesday, July 9, 1975 the Kennedy Center and Xerox Corporation will present the premier production of our American Bicentennial Theatre, the Thornton Wilder comedy "The Skin of Our Teeth" starring Elizabeth Ashley, Alfred Drake and Martha Scott.

This launching of American Bicentennial Theatre is a very significant event in the life of the Center. It marks the first time that the Center itself has undertaken to produce a whole season of plays which has been made possible thanks to a substantial grant from Xerox. As you know it is the policy of the Center to use private funds rather than asking for government support.

C. Peter McColough, Chairman of the Board of Xerox and I will be enormously pleased if you and Mrs. Ford will honor this occasion by being our guests at the premier performance which will take place at 7:00 p.m. in the Eisenhower Theater, followed by a supper on the terrace for the cast and special guests.

Yours sincerely,

[Signature]

Roger L. Stevens
Chairman

RLS/8kw
1. Refer to next
2. Set Date Feb 1
3. What is Global
    Ass'n, Role, etc.
See pg 2 (bottom)
ADDRESS: International Oceanographic Foundation at the new PLANET OCEAN exposition building, Miami, Florida

DATE: Tuesday, January 20, 1976, Wednesday, January 21, 1976, or Thursday, January 22, 1976. Early evening

PURPOSE: To participate in a forum concerning the sharing of the oceans' resources for the benefit of man

FORMAT: PLANET OCEAN exposition building, Virginia Key, Miami, Florida
Others attending: Honorable William Middendorf, Secretary of the Navy, Dr. Melvin Payne, President of the National Geographic Society, and the Honorable Al Ullman, U.S. House of Representatives

CABINET PARTICIPATION: None

SPEECH MATERIAL: Speech to be provided by Editorial Division

PRESS OPPORTUNITY: Full press coverage

STAFF: Jack Marsh, Ted Marrs

RECOMMEND: Jack Marsh, Ted Marrs, Bill Middendorf

OPPOSED: None

PREVIOUS PARTICIPATION: No previous Presidential participation with Miami's International Oceanographic Foundation

BACKGROUND: The reasons given for choosing Miami as the logical site for the Presidential address at the PLANET OCEAN exposition building are as follows:
- The foundation of an international organization with over 70,000 members in every state of our union and with member representation in over 100 countries.

- 1976 is the year of the United States Bicentenary, and Miami is one of the three cities chosen as a bicentennial city. PLANET OCEAN will be designated a national project by the American Revolution Bicentennial Administration.

- The United States and Great Britain have shown a common sense approach to the use of ocean resources by all nations.

  Note: H.R.H. Prince Philip of Great Britain has been invited to speak at the fifth lecture.

- Miami is the hub of travel between three continents, and the one-half million Cuban population, most of whom have become United States citizens, constitute a considerable economic and political force.

- The PLANET OCEAN science exposition is located in the heart of the largest oceanographic complex in the world. The neighbors include the National Marine Fisheries Service, Atlantic Oceanographic and Meteorological Laboratories, N.O.A.A., University of Miami Rosenstiel School of Marine and Atmospheric Science, and the Seaquarium.

  (Sample contribution- Deep Sea Drilling project, JOIDES with the GLOMAR CHALLENGER)
- This will be the first of five lectures in the Foundation's new PLANET OCEAN exposition building.

- The Super Bowl will be held in Miami on Sunday, January 18, 1976. Since these two events are within several days of each other, it is a suggestion that the President might attend both functions while in the area.
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SPEECH MATERIAL: Speech to be provided by Editorial Division

PRESS OPPORTUNITY: Full press coverage

STAFF: Jack Marsh, Ted Harrs

RECOMMEND: Jack Marsh, Ted Harrs, Bill Middendorf

OPPOSED: None

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CABINET PARTICIPATION: None

SPEECH MATERIAL: Speech to be provided by Editorial Division

PRESS OPPORTUNITY: Full press coverage

STAFF: Jack Marsh, Ted Narrs

RECOMMEND: Jack Marsh, Ted Narrs, Bill Hiddendorf

OPPOSED: None

PREVIOUS PARTICIPATION: No previous Presidential participation with Miami’s International Oceanographic Foundation

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AGENDA

D.C. BICENTENNIAL COORDINATION SUBCOMMITTEE MEETING

JUNE 18, 1975, 2:30 p.m

THE WHITE HOUSE, ROOSEVELT ROOM

- I. PRESENTATION OF PRELIMINARY UPDATE ON VISITATIONS DATA DURING BICENTENNIAL YEAR
- II. VISITOR INFORMATION SYSTEM
- III. CAMPGROUNDS OF AMERICA PROPOSAL
- IV. BUDGETARY REQUIREMENTS AND GENERAL FUNDING PICTURE
- V. SCHEDULE OF EVENTS FOR D.C. AND THE REGIONAL JURISDICTIONS
- VI. STATUS OF DEPARTMENT OF INTERIOR APPROPRIATIONS BILL RELATIVE TO LOGISTICS PLAN FUNDING
- VII. DEPARTMENT OF DEFENSE POSITION ON PROVISION OF EMERGENCY SERVICES

0 Get copies of
charts item I above.

0 ARBA - Natural Calendar 27 June
THE WHITE HOUSE
WASHINGTON

AGENDA

1. SECURITY
2. TRANSPORTATION
3. ESTIMATE OF VISITORS
4. INSURANCE FOR FOREIGN VISITORS
5. NEWSPAPER EDITORIALS
FACT SHEET

ACTIVITIES OF THE INTERAGENCY SUBCOMMITTEE ON THE D.C. BICENTENNIAL

The Subcommittee was constituted by Counsellor to the President, John O. Marsh, May 7, 1975, to assure an optimum degree of coordination between the Federal agencies involved in planning for the D.C. Bicentennial, the District Government and the regional jurisdictions in the Washington, D.C., Metropolitan Area. Since its inception, the Subcommittee has met twice as a group with approximately 30 subgroup meetings covering the following areas of concern:

1. Estimated Visitation for the Bicentennial Year. Estimates on visitors range from 35 million as projected in the study by Wilbur Smith Associates accomplished for the Council of Governments, to an estimate of 10.4 million based on a study done by Gladstone Associates for the D.C. Convention and Visitor Bureau. The Subcommittee has analyzed these data in detail and has reviewed the most current statistics in an effort to establish a firm data base. A meeting is now scheduled for June 24 between representatives of COG, the Convention and Visitor Bureau, the D.C. Government and the Subcommittee Chairman, to see if a consensus can be reached. With or without a consensus, as Chairman of the Subcommittee, I will have a position by Friday, June 27.

2. Visitor Information System. A critical need exists for a central information system in order that the prospective visitor may inquire as to the availability of accommodations. Present planning is directed toward installation of such a facility at the National Visitor Center to be operated by the Convention and Visitor Bureau. This system would be quite simple in character, calling for a bank of telephone lines to be operated by personnel hired by the Visitor and Convention Bureau. All types of information, with respect to D.C. Bicentennial matters, would be dispensed through this facility. More importantly, a prospective visitor seeking a reservation can be channelled into any one of four systems: hotel/motel; campground; university dormitories and private home facilities. The funding for this facility has yet to be resolved. A meeting is scheduled this week (June 23-27) between Mr. Kinney, U.S. Visitor and Convention Bureau, and OMB representatives, together with the Subcommittee Chairman.

3. Security. The safety and security of the visitor is a paramount concern, of course. Milton Mitler of the White House staff will meet with me June 24 for preliminary discussions. After this discussion, Defense and D.C. Government will be incorporated into the discussions.
4. Bicentennial Logistics Plan. The Department of Transportation has developed a comprehensive logistics plan for the Bicentennial year, to include the provision of fringe parking at the RFK Stadium-D.C. Armory complex, the South Post of Ft. Myer, the north parking area of the Pentagon and some related areas, for a total of about 16,000 parking spaces. Shuttle services will be provided by WMATA. A controversy between WMATA and the National Park Service concessionaire, Landmark, with respect to tourmobile service in the heart of the downtown area has been resolved. The plan includes the operation of kiosks at the various parking points and other centrally located points in the downtown area to dispense information. A funding request in the amount of $10 million is incorporated in the DOT budget for FY 1976. We consider the appropriation of these funds absolutely essential, and have incurred a setback in that the House Appropriation Subcommittee has reported out funding in the amount of only $5 million, 50 percent of the amount requested. An appeal to the Senate is planned.

5. Funding Status. A review of the funding requirements for the Bicentennial year of the various elements of the D.C. Government and the National Park Service is underway. It is planned that I brief Dr. Marrs and possibly Mr. Marsh on or about the first of July on the budgetary situation relative to the various D.C. Bicentennial projects. Any position that the Administration takes, of course, would have to take into consideration the perogatives of the Mayor and the D.C. Council with respect to budget development and execution.

6. Proposal by Kampgrounds of America (KOA). COG is in receipt of a proposal by the KOA to conduct a study of the D.C. Metropolitan Area with a view towards setting up a network of campgrounds with a reservation system increasing the capacity in this area from the current 2,000 sites to 10,000. Successful implementation of this plan is contingent upon the availability of land through the auspices of the D.C. Government and the surrounding jurisdictions. Working closely with Herman Neugass of the D.C. Government, several areas have already been identified, most notably, the Beltway tract, (recently made available as a campsite area through Presidential decision), Junior Village and the Glendale Hospital complex. The KOA proposal incorporates a request for $47,000 in "front money" to conduct the study. I have negotiated an agreement with ARBA for a grant of sufficient funds to COG to accomplish this study. I have proposed to COG that the procurement be a sole source in view of the criticality of time and the status of KOA in the field. Negotiations are underway with ARBA to implement this proposal.

7. Consolidated Calendar. Arrangements have been made with the D.C. Government, the Assistant Administrator of the D.C. Bicentennial Office of ARBA and COG to reach agreement on a consolidated calendar of events for the Bicentennial plan by July 15.
In summary, these are the major areas of concern that have been identified by the Coordinating Subcommittee to date.

Richard R. Hite
Deputy Assistant Secretary-Management
Department of Interior
Memorandum

To: Mr. John O. Marsh, Jr.
    Counsellor to the President
    The White House
    Attention: Mr. Milton Mitler

Through: Deputy Assistant Secretary-Management

Through: Director, National Park Service

From: Director, National Capital Parks

Subject: Status Report - National Visitor Center

The following up-to-date information is submitted on the various elements comprising the National Visitor Center complex:

Conversion of Union Station into the National Visitor Center: The renovation and refurbishing of Union Station is on schedule.

New replacement railroad station: Construction has been authorized on the railroad station and the completion date is April 1976, when the current railroad facilities can be moved to the new rail station.

Ramp structures and ground level access roadway: Construction of the southwest and northwest ramps has been given to the George Hyman Construction Company. Cost estimates for the southeast ramp and the ground level access roadway will be ready in 2 weeks. The ramp structures and the access roadway will be completed by June 30, 1976.

H Street overpass: The District of Columbia Department of Highways and Traffic reports that the portion needed for National Visitor Center use will be completed by June 30, 1976.
Parking Garage: Construction of the parking garage for 930 cars will be completed by June 30, 1976. The main deck of the parking garage will now be used as a staging area for Metro buses, Tourmobiles, charter and school buses in off-peak traffic hours, thus reducing the original number of car slots from 1,200 to 930. The fourth deck to the garage is not funded at this time. If the parking garage structure is left at the third deck level, the cost of bracing trusses horizontally and other revisions to stair/elevator towers will amount to around $800,000, as against construction of the fourth deck, which is estimated to cost $1,900 million. Construction of the fourth deck would also increase the number of cars that could park to 1,200.

Columbus Plaza Reurbanization Plan: The D.C. Department of Highways and Traffic has a request pending before Congress for reprogramming funds to start this construction.

State Flag Program: The erection of 55 State and Territorial flagpoles around the southernmost perimeter of Columbus Plaza has been approved by the Commission of Fine Arts and the National Capital Planning Commission. Legislation will be introduced to permit their erection on land under the jurisdiction of the Architect of the Capital.

Urban Mass Transportation Administration (UMTA) grant: An $8.15 million grant for transit related activities at the National Visitor Center is in final review.

Grand Opening: The target date of the grand opening of the National Visitor Center is July 4, 1976. Currently, several trade unions are in negotiation, and there are current strikes underway, whose impact could affect the target dates for completion. Also, any unforeseen events within the next year could affect timely completion of the project.

(Sgd) Morris J. Fish, Jr.

cc:
Dr. Theodore C. Marrs
Special Assistant to the President
The White House

cc:
Mr. Richard R. Mitte
Deputy Assistant Secretary-Management

cc:
Mr. Gary E. Everhardt
Director, National Park Service (FNP)

cc:
NCP-Surname copy, w/orig. NCP let
NCP-File Copy
NCP-D-IM-Director Fish, w/c NCP let
NCP-NVC-Mr. Rowell, w/c NCP lette
NCP-LS-Mr. Whitlock
NCP-NVC-Mr. Gross
Memorandum  

Government of the District of Columbia

TO:  
  Richard Hite

FROM:  
  James Lincoln

SUBJECT:  
  Metro Projections

Department,  
Agency, Office:  
Bicentennial Programs

Date:  
June 24, 1975

The attached map reflects current WMATA planning for the Regional Rapid Rail Transit System (METRO). At the present time strikes are delaying the completion schedule and it is impossible to forecast when work will be resumed.

The first leg of 4.6 miles is scheduled for completion in the fall of 1975. As shown in the small circle this will run from Rhode Island Avenue to Union Station to Judiciary Square to Gallery Place to Metro Center and terminating at M street and Connecticut Avenue N.W.

The line from the R. F. K. Stadium to Rosslyn and to the National Airport is scheduled to be opened in May 1976.
REGIONAL RAPID RAIL TRANSIT SYSTEM

MONTGOMERY COUNTY
Scheduled to be opened in fall, 1975

PRINCE GEORGE'S COUNTY
Scheduled to be opened in May, 1976

Note. Dotted lines show preliminary routes of future extensions.

Washington Metropolitan Area Transit Authority

Current Tate strikes could delay opening.
Dr. Theodore C. Marrs  
Special Assistant to the President  
The White House  
Washington, D. C. 20500

Dear Ted:

The plan outlined in your letter of June 5, 1975 to Secretary Schlesinger concerning the use of South Post Fort Myer and the Pentagon North Parking Lot for Bicentennial visitors is acceptable to the Department of Defense. The Department of the Army is being instructed to implement the plan and to issue the necessary permits to WMATA.

Sincerely,

Thomas K. Latimer  
The Special Assistant
Dear Mr. Secretary:

This is in reply to Mr. Latimer's letter of February 10, 1975 responding to Jack Marsh's request for assistance in the Washington, D.C. Bicentennial Transportation Program. We appreciate your agreement to help us with this important undertaking.

Based upon the arguments set forth in your letter and a careful review of our fringe parking requirements, we agree that we should consolidate parking at the Pentagon area, and therefore will not seek spaces at the Anacostia-Bolling complex.

However, we have investigated the possibility of putting 6,000 spaces at the South Post site and have been advised by the Virginia State Highway Department and the Arlington County Transportation Office that the access roads cannot handle the traffic generated. Consequently, in order to accommodate the expected number of visitors at the Pentagon area, we propose the following: (1) 4,000 spaces at South Post; (2) 1,200 spaces at North Parking for weekday use; and (3) approximately 4,000 spaces at North Parking for weekend and holiday use.

The respective staffs of the Department of Transportation, the Washington Metropolitan Area Transit Authority, the State and county transportation offices, and the Department of Defense have recently met to discuss road access to the South Post site. All parties agreed that the following access points are both necessary and possible: (1) preserving the Jefferson Davis Highway (Virginia Route 110) Main entrance adjacent to the Old Yards and Docks Building, (2) a possible second entrance on Jefferson Davis Highway south of the main entrance, and (3) an entrance at the northern end of the site across National Park Service controlled land to Memorial Drive, east of the ramp to Jefferson Davis Highway on Memorial Drive. This third entrance would function as egress for automobiles from the parking lot and access for Metrobuses only. The existing entrance drive to the front door of the Yards and Docks Building should be preserved as a deceleration lane for visitors using the main gate into the site.

Existing road access would be used for North Parking Lot. In addition, the north parking access road would be used to route northbound visitors to the Jefferson Davis Highway entrance.
utilizing the existing underpass for Washington Boulevard. In all cases, Bicentennial visitor traffic would be separated from Arlington Cemetary funeral and visitor traffic. No conflicts with the present "Tourmobile" service are anticipated. All entrances and road construction, fencing, and buffering for the Bicentennial parking area would be funded from the anticipated Department of Transportation appropriation for this program.

With regard to the removal of buildings at South Post, demolition should be completed and the site should be made available to WMATA by October 1975. These demolition costs cannot be funded from the DOT appropriation. The costs for restoring the site to its original cleared condition will be borne by the Department of Transportation funds. The restored site will be returned to DOD jurisdiction no later than March 31, 1977.

We trust that the items outlined above are acceptable and we can proceed in an expeditious manner. Washington Metropolitan Area Transportation Authority staff will contact your staff for the necessary temporary use permits.

We appreciate your cooperation and assistance on this most important Bicentennial program.

Sincerely,

[Signature]

Theodore C. Marrs
Special Assistant to the President

Honorable James Schlesinger
Secretary of Defense
Washington, D.C. 20301
MEMORANDUM FOR: Executive Directors, the Bicentennial Commissions of the 50 States, the Territories, the Commonwealth of Puerto Rico, and the District of Columbia

SUBJECT: ARBA Flag Policy

The issue of who can and who can't fly the Bicentennial Flag has been a bone of contention at the Congressional, State, and local level for the last year. We have discussed the issue at every level, including various regional meetings, executive staff meetings, and discussions were held with representatives of the State Commissions at the National Conference this February in Washington, D.C.

Based upon these meetings and discussions, the ARBA has adopted the attached flag policy. In addition, you will find enclosed a copy of a press release on the subject to be issued Monday, May 19.

If you have any questions, please contact your Regional Director.

Hugh A. Hall
Assistant Administrator

7 Attachments
1. Policy for Use of the Official Flag of the ARBA
2. Authorized Users of the Bicentennial Flag
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Policy for Use of the Official Flag of the American Revolution Bicentennial Administration

The official flag of the American Revolution Bicentennial Administration (ARBA) may be purchased and displayed by any authorized user.
Authorized Users of the Bicentennial Flag

- All programs and events which have earned official recognition
- Overseas Bicentennial projects officially recognized by the ARBA
- All U. S. Embassies and Consulates throughout the world
- Executive, Judicial and Congressional divisions of the U. S. Government
- All Federal Government departments and agencies throughout the world
- All State Governments
- State Bicentennial Commissions, including the Commonwealth of Puerto Rico, the Territories, and the District of Columbia
- Members of the National Bicentennial Service Alliance*  
  *Local chapters may use the flag in connection with their support of Bicentennial programs of their national organizations or through participation in the Bicentennial Communities Program
- Members of the National Bicentennial Hospitality Alliance
- Any organization, corporation or individual located in or participating in any of the following Bicentennial activities:
  - Bicentennial Community
  - Bicentennial College or University
  - Bicentennial Armed Forces Installation or Command
- Special events which contribute to Bicentennial, when specifically authorized by Administrator
Description of the Bicentennial Flag

The official American Revolution Bicentennial Administration flag incorporates the ARBA symbol on a white background. The symbol takes the form of an American five-pointed star in white, surrounded by continuous red, white, and blue stripes which form a second star. This double star is symbolic of the two centuries which have passed since the American Revolution. These colorful stripes also evoke a feeling of festivity and suggest the furled bunting traditionally used in times of celebration throughout the nation. The symbol is contemporary in design in keeping with the forward-looking goals of the Bicentennial celebration: "to forge a new national commitment, a new spirit for '76, a spirit which will unite the nation in purpose and dedication to the advancement of human welfare as it moves into its third century."
Proper Display of the Bicentennial Flag

Authorized users may display the official ARBA flag anywhere that the American Flag may be properly displayed pursuant to established flag protocol. When the official ARBA flag is displayed with the American Flag, the Bicentennial flag is immediately subordinate to the American Flag, second in ranking to any flag display.
Authorized ARBA Flag Sizes

Authorized ARBA flag sizes for both indoor and outdoor use are:

2' x 3'
3' x 5'
4' x 6'
5' x 8'

Flags larger than 5' x 8' are also authorized; however, they are available only upon special order from officially licensed flag manufacturers.

The following products usually associated with flags have been licensed by ARBA for use by the general public. No authorization is required for purchase or display:

Pennant
Triangular in shape - approximately 8" x 15"

Desk and Table Mount Flags
The following sizes have been authorized:

4" x 6"
8" x 12"
12" x 18"

Note: No flags have been authorized between the 12" x 18" size and the 2' x 3' size.
May 1, 1975

Authorized Flag Manufacturers

Collegrove Flag and Manufacturing Company
4th Avenue
Collegeville, PA 19426
PH: 215-489-4131
David Cornish

Valley Forge Flag Company
One Rockefeller Plaza
New York, NY 10019
PH: 212-586-1776
Michael Liberman

Dettra Flag Company, Inc.
Oaks, PA 19456
PH: 215-666-5050
William C. Spangler

Annin and Company
163 Bloomfield Avenue
Verona, NJ 07044
PH: 201-239-9000
C. R. Beard, Jr.

Betsy Ross Manufacturing Company
41 Brook Avenue
Passaic, NJ 07055
PH: 201-773-3308
Michaei Palughi
FOR IMMEDIATE RELEASE

BICENTENNIAL FLAG POLICY ANNOUNCED

Washington, D.C.--John W. Warner, Administrator of the American Revolution Bicentennial Administration (ARBA) says, "It is my fervent hope that the Bicentennial flag will fly from every building, house, and flagpole in the country to proclaim our Nation's 200th Anniversary."

Warner made the remarks in announcing the policy and guidelines for use and display of the official national Bicentennial flag.

The flag is white in background with the national Bicentennial symbol in the center. The symbol takes the form of an American five-pointed star in white, surrounded by continuous red, white, and blue stripes which form a second star. All rights in this symbol are vested in the ARBA pursuant to Public Law 93-179.

Authorized users who may purchase and display the flag under the ARBA policy are:

1. All programs and events which have earned official recognition.
2. Overseas Bicentennial projects officially recognized by the ARBA.
3. All U.S. Embassies and Consulates throughout the world.

- more -
All Federal Government departments and agencies throughout the world.

All State Governments.

State Bicentennial Commissions, including the Commonwealth of Puerto Rico, the Territories, and the District of Columbia.

Members of the National Bicentennial Service Alliance. Local chapters may use the flag in connection with their support of Bicentennial programs of their national organizations or through participation in the Bicentennial Communities Program.

Members of the National Bicentennial Hospitality Alliance.

Any organization or individual located in or participating in any of the following Bicentennial activities: Bicentennial Community, Bicentennial College or University, or Bicentennial Armed Forces Installation or Command.

Special events which contribute to Bicentennial, when specifically authorized by ARBA.

The Bicentennial flag may be flown by authorized users anywhere that the American flag is flown under established flag protocol. When the two are flown together, the Bicentennial flag is immediately subordinate to the American flag, second in ranking in any flag display.

Authorized AREA flag sizes for both indoor and outdoor use are 2' by 3', 3' by 5', 4' by 6', and 5' by 8'.

Flags larger than 5' by 8' are authorized; however, they are available only upon special order from officially licensed flag manufacturers.

The national Bicentennial flags can be purchased from the following manufacturers who have been licensed to make them by the ARBA.

Collegeville Flag and Manufacturing Company
4th Avenue
Collegeville, Pennsylvania 19426
(215) 489-4131
The following products usually associated with flags have also been licensed by ARBA for use by the general public: Triangular pennants, approximately 8" by 15"; desk and table mounted flags in the following sizes, 4" by 6", 8" by 12", and 12" by 18".

No flags have been authorized between the 12" by 18" size and the 2' by 3' size.

Media contact: Office of Communications
(202) 634-1791
John Scholzen
MEMORANDUM FOR: TED MARRE
FROM: JACK MARRE

I spoke to the President in reference to the insurance matter involving foreign guests. He was quite interested and strongly encouraged moving to the private sector to see if the insurance companies might come up with a coverage program suitable for this purpose.

I told him you were in the process of doing this and he wanted to be kept advised.
MEMORANDUM FOR:  Ted Marrs

From    David N. Parker

Subject  Tourism Insurance Plans for
          International Visitors

June 16, 1975

In response to the request made at the Federal Agency Bicentennial
Task Force meeting last Wednesday, I am providing the following
information to you.

The only insurance available for international visitors to the United
States is sold by the American International Underwriters, both here
and abroad. It is called "Holiday Travel Insurance" (an example of
their promotional material is enclosed along with a kit which
identifies their "Insurance Passport").

The United States Travel Service has been trying for some time to
interest Blue Cross/Blue Shield in setting up an international
traveler's low-cost insurance program but so far to no avail. We
have met with HEW and ARBA in hopes that we could put together a
"Bicentennial Insurance Package." However, Blue Cross/Blue Shield
has been reluctant to venture into this area citing other problems of
larger priority. The basic difficulty in putting together a tourist
insurance program is that the U. S. does not yet have a uniform
National Health and Accident Insurance Program. As a consequence,
we cannot have reciprocal agreements with other nations which
would or could protect their citizens when visiting here.

Meanwhile, I will continue to pursue this subject with Dr. Ottina in
hopes that something can be developed at least in the long run for
international visitors and certainly we will insure that emergency
health and health care services for foreign visitors will be addressed
in the overall context of visitors to the D. C. area in 1976.
JANE O. GIBSON, who told the mayor last week that she would resign as chairman of the D.C. Bicentennial Commission as soon as a successor is appointed, is the third casualty of the struggle to make the 200th anniversary of the American Revolution a meaningful local celebration for the majority of Washington's citizens. The commission from which she is resigning, an organization of some 40 prominent citizens, is supposed to oversee the city's bicentennial activities. "The bicentennial," Mr. Gibson told of these activities, "is a standstill.

Standstill" seems to be an unfortunately apt description of the District's present condition, and if there is to be any forward movement now, it is necessary to understand how we got where we are in relation to the bicentennial—which is, of course, nowhere.

The key thing to understand is that there has been a spasm of activity that has managed to produce only bureaucratic snarls and talk. Back in 1971, the local bicentennial promised a lot of action that the citizenry at large wanted to participate in. So, at the call of the city's bicentennial commission, a Bicentennial Assembly was organized in December 1971 and promised a lot of actions that the people would want to participate in. The city's bicentennial commission was established as an offshoot of the Bicentennial Commission, organized in January 1971 and dissolved by the mayor at the end of that year.

"Standstill" seems to be an unfortunately apt description of the District's present condition, and if there is to be any forward movement now, it is necessary to understand how we got where we are in relation to the bicentennial—which is, of course, nowhere.

The key thing to understand is that there has been a spasm of activity that has managed to produce only bureaucratic snarls and talk. Back in 1971, the local bicentennial promised a lot of action that the citizenry at large wanted to participate in. So, at the call of the mayor, representatives of the citizenry repaired to the Lincoln Hall in Bethesda in December 1971 and formed with a more representative Bicentennial Commission than the one Mr. Evans had chaired. The new commission was headed by Mr. Gibson. It was to be advised by a new Bicentennial Assembly consisting of about 175 neighborhood leaders who would assure a full flowering of participatory democracy. Mr. Gibson told the assembly that it had the opportunity to show the city and the nation "the way to multi-racialism, to showcase the richness of culture long denied the necessary resources and institutions for self-expression, and to provide a model in the nation's capital, for the solution of the problems of race relations . . . ."

The assembly seized this opportunity in a summer of neighborhood meetings in the city's nine service areas. These meetings collected the wishes of the people and submitted them to the commission. By the end of 1972, the commission discovered it had no one to pass the wishes of the people on to. It therefore recommended that the mayor appoint someone in city hall to receive the commission's recommendations and translate them into budget requests and appropriate official action. Six months later, the mayor established the Office of Bicentennial Programs and made Mr. Alexander the director. Before you knew it, this office, which was conceived as a small staff of two or three, had about 60 employees. The commission, meanwhile, decided it would be nice to solicit and receive contributions from businesses and organized the D.C. Bicentennial Commission, Inc., a non-profit corporation, that avoids confusion with the other commission by being referred to as "D.C.B.C." It's prominent

...
Bicentennial Group Calls on Ford
To Make Good GOP Pledge to D.C.

By Betty James
Washington Star Staff Writer

After learning that the White House is putting the safety of tourists first in Bicentennial spending, the D.C. Bicentennial Assembly is calling on President Ford to make good on a Republican administration pledge that $18 million in federal funds would be invested in social and economic development programs here in honor of the nation's 200th anniversary.

The assembly acted after A. Knighton Stanley, director of the District's Office of Bicentennial Programs, informed the members that the White House has told the District that programs guaranteeing safety and health of tourists have priority and money for social and economic development might be available after that.

"That $18 million we've been promised is not hanging there for us to grab," Stanley said.

"I STILL HAVE confidence in the federal government, including the White House. I must believe they're going to find the funds to surge ahead with the programs we have been working on. We're not giving up. But as of this moment that $18 million is not coming to us out of the sky, and that's a quote," he said, in an apparent reference to the words of White House officials.

"That $18 million we've been promised is not hanging there for us - Nixon promised up to $18 million for social and economic development programs that were designed by the D.C. Bicentennial Assembly at Nixon's request. The money was to come through proposals to federal agencies for grants," Ford said shortly after he took office that he would honor the $18 million commitment, but White House aides have indicated to city officials that there was a misunderstanding.

The D.C. Bicentennial Assembly, a 35-year-old citizens' organization created by Mayor Walter E. Washington, is representative of neighborhoods throughout the city.

THE MEMBERS' frustration in trying to communicate to the President their belief that the celebration of the Bicentennial must be used as an opportunity to improve the quality of life for residents of the District was paramount in their discussions yesterday.

This was matched by their conviction that their aspirations for a Nation's Capital that happens to be more than 70 percent black are not being taken seriously.

Calvin W. Rolark, an assembly member, said, "I think this is a black-white situation."

In giving the District the $18 million — "nothing more than petty cash" — the federal government would have an opportunity to show to the rest of the world, where three fourths of the residents are of color, that the aspirations of black Americans are understood, Rolark said.

"When the idea of the Bicentennial emerged, I personally felt that it was for black folk," he said. "You know where we were in 1776. Now in 1976 the minority population is controlling here. It doesn't seem quite right," he added.

BUT, ROLARK said, the Bicentennial can be used to mount programs to benefit residents of the District and that's where the programs for social and economic development come in.

Nixon anointed Ford as a titular leader and Ford owes it to Nixon to see to it that the commitment made by Nixon, a Republican, becomes reality, Rolark said.

Daisy Powell, another assembly member, pointed out that the $18 million Nixon promised didn't relate to rebuilding the riot corridors. Rather, the money was to go to programs like early childhood education and manpower.

"The President is saying he is going to put the money into the police force. We disagree with that. We want $18 million in social programs," Mrs. Powell said.

BILL CARROLL, another assembly member, said: "The federal government and a lot of local leaders don't understand the people of this city and this country."
D.C. Bicentennial Chairman Resigns

By Marlot Hornblower
Washington Post Staff Writer

James O. Gibson, chairman of the D.C. Bicentennial Commission, said yesterday he is resigning because of Mayor Walter E. Washington's failure to provide adequate leadership and funding for the city's planned Bicentennial commemoration.

"The Bicentennial is at a standstill," Gibson said yesterday. "There has not been adequate support from the mayor's administration. There is no staff in city hall working on economic development needs in connection with the Bicentennial."

Gibson, volunteer chairman of the city's Bicentennial program since December, 1971, has been its most visible leader in continuous efforts to get city and federal support for Bicentennial projects that would benefit the city's neighborhoods socially and economically.

His resignation, which will take effect when the mayor appoints a successor, follows that of the mayor's chief Bicentennial administrator James P. Alexander in March. At that time, Alexander cited lack of city, federal and private business support for city Bicentennial programs.

Gibson claimed there has been no change in the situation since Alexander's resignation, a contention the mayor yesterday disputed through a spokesman.

"The city today is closer to its Bicentennial goals than ever before," he said. "There has been an acceleration in its progress during the past several months."

The mayor said through his spokesman that he understood Gibson was tired and needed a rest and that he "appreciates his service and wishes him well." Stanley said Washington has shown leadership and support for the Bicentennial. "There has been significant progress in terms of reorganization" of the Bicentennial staff, he said.

Stanley said he has spent the first six weeks of his new job reorganizing the staff of 80 in the Office of Bicentennial Programs. Stanley said he is resigning because of the mayor's 1978 staff reorganization, which will give "virtual independence to the mayor's Office of Bicentennial Programs." Stanley said he is resigning because of the mayor's 1978 staff reorganization, which will give "virtual independence to the mayor's Office of Bicentennial Programs." Stanley said his resignation does not mean the mayor has complete control of the Bicentennial staff, but that he will have "very close involvement." Stanley said his resignation does not mean the mayor has complete control of the Bicentennial staff, but that he will have "very close involvement."

Economic development has been a major focus of the city's Bicentennial planning which call for festivals and cultural projects in neighborhoods outside the federal monument area, so tourists will spend money throughout the city.

Gibson said that since the federal government has cut appropriations to build additional parking facilities in the city, planning for the initial Bicentennial tourist is also being adversely affected. In discussing his resignation Gibson said, "The mayor and I have fundamental differences over philosophy, funding and structure of the Bicentennial. He has failed to make it a priority of his administration."

In an interview last week, Gibson, a 45-year-old executive of the Potomac Institute, a small community relations think tank, said he represented "stress to the mayor. There has always been tension. We represent different eras of the black experience. I'm used to higher initiative-taking by blacks than those in his age group."

The mayor is 60 years old.

Gibson, a long-time civil rights activist and consultant for black politicians, said, however, that the full blame for the failure of the Bicentennial here should not be entirely attributed to the city administration.

"Comment from A1

Lack of support from private business and federal government for neighborhood programs has been an important factor," he said. The D.C. programs, which were to revitalize the city's riot corridors, improve transportation and aid the elderly, were originally predicated on a supposed promise of $18 million from the Nixon White House. This funding never came through, partially because of the paralysis of the federal government during Watergate, Gibson said.
Bicentennial disarray

Over the past few months it has become apparent that the Nation's Capital and its neighboring jurisdictions are about as ready for the Bicentennial as a barracuda is to take a bar exam. But it is worse than we feared, as was made abundantly clear during recent hearings before the House District subcommittee chaired by Representative Herbert E. Harris of Virginia. Indeed, if it were an option, we would second Mr. Harris's mordant comment on the Bicentennial: "We could reschedule it for 1974 and say we just missed it."

In three days of hearings, witness after witness offered an appalling picture of unplanning, noncoordination and discombobulation. It was a splendid example of the man leaping on his horse and riding off in all directions. About the only element which seems to have received any solid brainpower is the transportation plan pulled together by the Council of Governments' regional representatives. And now it appears that the $9.9 million sought for that increment of the birthday faces major fiscal surgery on Capitol Hill.

The best possibility, in our view, has been offered by Representative Gilbert Gude. He is asking President Ford to appoint a "Mr. Fixit" to leap into this disorderly arena to try to impose a degree of order on Bicentennial planning. The Mr. Fixit would be equipped with presidential authority and the implicit and explicit horsepower that comes with that imprimatur, he should thus be able to squelch the parochialisms that have been a significant impediment.

Even with a vigorous effort led by such an administrator, we still have to rely on the genius of muddle to get through the year without losing our collective mind. With six months remaining before the Bicentennial year sweeps in, we do not have an estimate of how many visitors the Washington area can expect in 1976 — we have several and they vary wildly.

A study done for the Council of Governments says that 35 million people may pop in, the Washington Area Convention and Visitors Bureau, which works with the hotel and motel industry, projects the arrival of 11 to 13 million during the year. We'll go with the COG figure.

First, the study used as a base year 1968 — if you recall, a lot of people decided to vacation in Screen Door, Kan., in that post-riot summer rather than Washington. Second, if 35 million is excessive, so what? Prudence would dictate that in planning for an event of magnitude, it would be more efficacious to make greater provision than turns out to be necessary than come up short.

Financially it is becoming clear, we shall have to do pretty much with what's already in the checking account. Representative Harris suggested that Congress will not be congenial to requests for money unless there is evidence of strong local efforts to meet the challenge. "We don't have much evidence of that now," he said. Unfortunately, indications are that Congress will slice the $9.9 million for the essential transportation program to provide fringe parking lots and special bus service for tourists to $5 million. This butchery will result, according to Paul Rasmussen, the Department of Transportation's Bicentennial coordinator, in a "self-fulfilling prophecy" of vehicular chaos.

The Council of Governments, we think, has attempted to coordinate metropolitan Bicentennial planning as best its limited authority has allowed. Obviously, it has not been enough. President Ford will do area residents and all the birthday visitors, however many, a great good deed if he will quickly appoint Mr. Fixit — or the Godfather, for that matter — to bear a needed hard.
The criticism hurts

Philadelphia’s ready for ’76

To the Editor:

We at the Bicentennial seem to be spending half of our time defending our plans for 1776 from the criticism of the media and, worse, the myths that have grown up within our community as a result of the carping.

The best example of our frustration has been repeated several times over the past month as reporters have chosen to compare Bicentennial activity in our city with similar activity in Boston.

I am writing in this series of reports, which appeared on June 2 on the Inquirer Op-Ed page.

It is true that the expectation of approximately 20 million people over the life of the six-month celebration here poses enormous problems for our community.

But no one is invisible and Philadelphia ‘76 has plans to cope with them in the best possible way.

There has been a formal transportation plan in existence for the past year.

Among other things, the Philadelphia ‘76 staff has been working closely with SEPTA on finalizing a series of inter-site bus loops that will move people comfortably from the focal point of Bicentennial activity to another.

On the American Way, as well as on The American Way, we were assured by performance that the city’s Street Department is capable of dealing with the culmination of trash left by large numbers of celebrators.

Both events attracted crowds estimated at one million or more—many times more than the normal daily attendance we expect next year. The mounting of debris was cleared and the communities returned to normal within 12 hours.

The article implied that we are behind schedule on publication of a general guidebook while the community of Boston is already basking in its celebration at outlets all over that city.

This is largely because Boston’s celebration is concentrated in 1865.

Although we have sponsored exciting pre-Bicentennial programs, the real thrust of Philadelphia’s celebration is tied to the most important Revolutionary event—the adoption of the Declaration of Independence on July 4, 1776.

Moreover, we have taken extra time and care in developing guidelines for the weekends that will assure Philadelphia ‘76 cultural independence in commemorating to visitors on a wide variety of subjects ranging from what to see to questions of lodging and eating.

The reason we can do this, we believe, is because there will be no advertising.

The most disappointing aspect of the report was the failure of the contributor to sit down and talk about it seriously with members of the Philadelphia ‘76 staff.

Many solutions are dependent on the money expected to flow into Philadelphia from Washington, but should that money not come in, we have plans for dealing with the crowds in imaginative ways.

The alternatives are not the ideal solutions but they are sound and workable.

In any event, there are more than 200 first programs that have been funded and will be part of our celebration next year.

A total of 53 of the certain programs are permanent capital improvements that will continue to benefit the area long after the Bicentennial ends. This project total $172.1 million.

Our overriding problem for the past two years has been that people whom we turn to for community support in making the Bicentennial happen are fearful.

They are fearful because of the myths created by articles like this one published last week, based on their belief that the city is unprepared for the influx.

RICHARD C. BOM
Chairman of the Board
Philadelphia ’76, Inc.
Philadelphia.
When they arrive in 1976 will the city be ready?

With 1976 now only seven months away, the countdown to the Bicentennial is advancing swiftly. Philadelphia, as the birthplace of the nation, will have 200th anniversary festivities in full swing by next April and continuing through mid-autumn. Will the city be ready?

On our Op-Ed Page today we print excerpts from the report of a KYW radio newsmen who went to Boston to study that city's Bicentennial preparations. He notes that Boston is well ahead of Philadelphia in planning basic services for visitors—so they can know what to see, how to see it, how to get there, where to stay, where to eat, where to park, etc.

It should be emphasized that Boston has less than one-third the population of Philadelphia and probably will have less than one-third as many Bicentennial visitors. Here is where it happened in 1776, not Boston. Moreover, many significant events in the Boston area—such as the battles of Lexington, Concord and Bunker Hill—occurred in 1775, requiring Bostonians to get an early start on 200th anniversary preparations.

Non-profit, service-oriented organizations such as the Travelers Aid Society are getting nervous, and understandably so, about the lack of firm assurance that extra funds will be available to meet emergency needs of a huge influx of visitors. And the question of where the money will come from to finance additional city services, such as substantial overtime for police on traffic and crowd control duty, is not yet answered.

Philadelphia '76, the Bicentennial planning agency, has shifted emphasis in recent months from program planning, which it feels is progressing reasonably well, to visitors services. Only about $30 million of the $100 million anticipated from federal departments and agencies has been received thus far. About $15 million of the remainder could be used to provide basic services for visitors. Local Bicentennial officials have asked for priority attention to those funds.

Millions will be coming to Philadelphia, just as surely as 1976 is coming. And they will be here whether we're ready or not.
Another setback for Bicen, but we can still do it

Philadelphia's plans for a Bicentennial celebration in 1976 have suffered more setbacks over the years than we want to count or recount at this late date. Some have been of the city's own making; others can be blamed on failures in Washington.

Now there is yet another setback. Philadelphia will not get all of the $100 million, perhaps not even half of it, in federal funds that Kenneth Cole, then a special assistant to President Nixon, promised in early 1973 would forthcoming over the next three years.

Philadelphia '76 Chairman Richard C. Bond reports that only $42 million of that amount has been received and it would be unrealistic to expect more than a few million more.

Who's to blame for this isn't clear. People who made promises at the White House aren't around any more. Present Washington bureaucrats insist that $42 million in federal funds for transit and National Park Service projects should be counted as part of the $100 million. Perhaps some funding applications were rejected for justifiable reasons.

We counsel against prematurely writing off federal funds that still may be obtainable. Process-serving bureaucrats sitting on fund requests should not be let off the hook. Pennsylvania senators and Philadelphia representatives, enlisting support from President Ford, should continue to apply pressure for additional financial aid.

Nonetheless, accepting Mr. Bond's assessment of the funding situation, we agree that Philadelphia has to proceed with implementation of plans for 1976 with what is available or in immediate prospect. It would be foolish to persist with programs requiring funds that are non-existent. Mr. Bond, disappointed but optimistic, has voiced confidence that "Philadelphia still will have the most outstanding celebration in the United States." This should be the case. Whether it will be depends on what is done in months ahead.

There is no doubt that, setbacks and disappointments notwithstanding, Philadelphia is capable of celebrating the 200th anniversary of American independence in a manner worthy of the occasion. As the nation's birthplace, this city has historic shrines that require no gimmickry. It has cultural institutions, each planning special programs and exhibits for 1976, that will provide a wealth of enrichment for Bicentennial visitors.

Old City Sunday last fall and The American Way this spring demonstrated the enormous potential for continuous outdoor entertainment in the historic area and on the Parkway. America's top names in entertainment could lift the block party concept to a festive celebration without precedent on the streets of any city in the nation. History, and its commemoration, need not be dull.

An essential element in Bicen planning is logistics. When they come here by the millions from this country and abroad — as they surely will — people will require basic amenities of food and shelter and restrooms and transportation, along with clear information on where to go and what to see and how to get there. Nobody knows how many will come — but it would be far preferable to prepare for 40 million and to have only 20 million show up than the other way around.

Philadelphia should have the welcome mat out in 1976. It should not only plan for large crowds, it should encourage them. Here is where it all began. Here is where Americans will want to come for the greatest historic anniversary of their lifetimes. We should be ready. And we can be.
Icen, and they're made to look like them.

"With Watergate," Rafsky said, "the ability of the President to turn his own people in each of the federal agencies is completely evaporated.

"The regular staffs (in federal agencies) resumed what we had done, simply not being repressed by the laws of the $10 million.

"And as a result, we are not being treated in the worst possible way by many of these (federal) agencies.

"And I think the only alternative to the expected lack of federal dollars is for Icen planners to run to the business community of Philadelphia, which he said has already given $10 million to Icen projects.

"The Legislature has been asked for a special appropriation of $10 million of which $7.5 million is earmarked for Philadelphia visitor services.

"But the other $2 million is for Icen and it is not known where it will come from.

"Basically," Rafsky said, "we're not relying on volunteers, having business organizations help us out in terms of public (and) using their facilities.

"And Icen planners are identified by the two men as impelled by the laws of the $10 million.

"Our main problem is that we need money for visitor services--to insure that the 5-10 million people (expected here in 1976) leave in a happy frame of mind," Bond said.

"Repeatingly this year, Bond has voiced concern for these services, such as information books, outdoor toilets and street signs.

"Federal officials have told The Bulletin, though, that no programs currently exist for funding such things.

"Dr. Theodore Marrs, White House aide in charge of Icen funding, told The Bulletin in a story which appeared last Friday that various federal agencies have given more than $10 million to Icen projects since 1973 -- not just the $7.2 million which Philadelphia "76" is claiming.

"Last night, Dr. Marrs reported his findings.

"I think we have an explanation for the funding in regard to the Philadelphia Icen. He said, "and cannot revise downward the figures which have been provided to Philadelphia.

"The total amount including allocations within the past two weeks is approximately in the neighborhood of at least $67 million."

"The question is whether or not the Icen projects here are claims as Icen projects by the Icen planners here.

"What Philadelphia "76 finds particularly distressing," Bond said yesterday, "is the attempt by federal officials to include $10.7 million for the high-speed line to the airport and $10.4 million for federal projects of the National Park Service in the city's historic district as part of the $100 million commitment."

"This contention is false," Bond said.

"But Dr. Marrs told The Bulletin last week that the White House did indeed consider the restoration around Independence Hall and the airport rail line as part of the Icen project.

"I believe we were just gullible, stupid," Bond said, during the interview at The Bulletin yesterday.

"We should never have undertaken this without a block grant from the Federal Government.

"The White House turned down a request for a $3.5 million block grant -- a lump sum -- to the Philadelphia Icen in April and required that Philadelphia continue individual applications for specific projects.

"But Dr. Marrs told The Bulletin last week that the White House did indeed consider the restoration around Independence Hall and the airport rail line as part of the Icen project.

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We can learn from Boston's plans for '76

(Richard Maloney, a newpaper for radio station KYW in Philadelphia, visited Boston recently for a look at that city's bicentennial preparations. Following are excerpts from a series of reports by Mr. Maloney to KYW listeners.)

By RICHARD MALONEY

Despite inflation, recession, the energy crisis and all of our other current woes, millions of Americans are preparing for the Bicentennial. To a lot of people those plans call for a trip to Boston, New York or Philadelphia. Philadelphia recent surveys have indicated many more people with incomes too small to visit than anyone had previously estimated. The need is true in Boston. Katherine Kane, director of Boston's Bicentennial Planning Agency, says their estimates have doubled. "We now have about three million visitors coming in a year, and we're preparing it to go 10 times as well." Boston and Philadelphia could very well be sister cities. Their histories have run along parallel courses, both up and down. Both cities are steeped in history and have much to offer visitors from around the world during the celebration of the Bicentennial.

Rather than continuing the struggle for federal money for fairs and projects, the Boston planners came to the conclusion that the city is the exhibit. Their theme is clear it up, paint it up and organize a program to make it easy and fun for visitors to wander through its old streets and historic buildings. Boston is a little smaller than Philadelphia, but it has the same advantages over a big city. The book has been written and has reached nearly all of them.

Philadelphia is still struggling. Because of a single guidebook written by the Bicentennial Planning Agency, Bicentennial tourists may find it much easier and more enjoyable to visit Philadelphia than in Philadelphia. For a mere dollar and a half a tourist can find the answer to virtually any question or problem that might crop up. The book took two years to write and contains complete information on how to get in and out of the city, and its mass transit system. It says where to park, where to stay, where to eat, where to find restrooms, where to get help for almost every conceivable medical problem, where to find out what's going on while you're there and how to organize your time.

Paul Revere is known as the hero of the American Revolution. His Midnight Ride is a legend in its own right. The other Revere is known as the hero of the American Revolution. His Midnight Ride is a legend in its own right. The other Revere is known as the hero of the American Revolution. His Midnight Ride is a legend in its own right.

In Philadelphia there have been few signs of concrete plans to deal with the transportation and cleanup of the city. The director of Independence National Park said recently that traffic coordination plans, as they stand now, are not adequate. The problem is moving millions of people from A to B on a daily basis, stopping them where to park, where not to park, and how to use the transit system. Work accomplished in that area is not evident as far as we can tell. In many respects it appears that Boston's Bicentennial celebration is far ahead of Philadelphia's. Boston Bicentennial planners soon realized that people would come to the city for what was already there, not for great new temples of entertainment. Philadelphia never got the urge to build something, not realizing that the American people are going to flock into the city to see things that were built hundreds of years ago. Independence Hall, Carpenters' Hall and the Liberty Bell.
U.S. Sees Falling Short Of Pledge

By WALTER F. NARDELLI
Of The Bulletin Staff

Philadelphia Mayor Rizzo and the city's Bicentennial planning agency announced yesterday that the Federal Government will fall far short of its 1972-73 commitment of $150 million to the 1976 celebration here.

Though the Bicent is less than intended because of the alleged pullback in federal funding, Bicen officials said, Philadelphia will still mount the "most outstanding" celebration in the nation.

"It's going to be one hell of an exciting year for Philadelphia," Philadelphia '76 board Chairman Richard C. Bond said, noting that this city has received more Federal Bicen dollars than any other.

He also released a 65-page calendar of 1976 events and conventions, most of the events had been announced last December.

$42 Million From U.S.

The Philadelphia Bicen has received about $12 million in federal money for various plans and programs since 1970, the Bicen officials conceded, and they implied that prospects of getting much more are dim.

The care and handling of an expected flood of Bicen visitors may suffer, the Bicen officials warned.

U.S. Limits Bicen to $50 Million
U.S., Bicen Aides Differ on Funds

By WALTER F. NADELE

The White House is claiming that it has fulfilled most of its $100-million commitment to the Philadelphia Bicentennial, raising a serious question about current city demands for more federal millions immediately for the 1976 celebration.

The White House contends that various federal agencies have given Bicentennial-related programs more than $50 million since Philadelphia's Bicentennial agency was formed in 1972. Federal officials contend that no more than $41 million has come through for Bicentennial programs that they take responsibility for.

Numbers Game

Washington sources outside the White House have suggested to The Bulletin that Philadelphia's Bicentennial agency was, in essence, a numbers game in an attempt to obtain more money than it has been promised. The dispute came to light yesterday when Philadelphia Bicentennial board chairman Richard C. Bond told the monthly board meeting of the two different figures.

Bond said his agency needs $39 million more in federal money in 1975 and 1976 for a first-class Bicentennial and that $32 million of that has been requested from the White House by June 30.

Information Booths

As stake, a Bicentennial agency staff source said last night, are plans for information booths, lighting, sanitation and public toilets at the Independence Mall area and the Benjamin Franklin Parkway.

Jr. Theodore Marrs, the President's aide who oversees all federal funding for the Philadelphia Bicentennial, was reached at his home late last night.

"At this point in time," Dr. Marrs said, "there is no expectation of anything like $80 million more in federal money to do Philadelphia Bicentennial-related work at the end of this fiscal year (June 30)."

Dr. Marrs confirmed that the White House had identified more than $80 million that had been-paid to Bicentennial-related programs, but he declined further comments on the dispute.

2 Major Projects

The difference between White House and Philadelphia accounting centers on two major projects, Bond said yesterday, which the White House considers part of the $100-million federal package but which Bicentennial planners do not:

- The $59-million 1974-75 federal piece of the high-speed rail line to Philadelphia International Airport, a project planned for 1970 but now delayed.
- The $41-million to $50-million restoration of several historic buildings around Independence Hall, much of which the National Park Service is rushing to complete for the Bicentennial celebration.

Wrong Areas

"We have never thought that these projects are part of our $100 million," Bond said last night.

"I don't think in fairness to them (the White House) they're trying to be unkind.

"They feel they've dumped a lot of money into Philadelphia," Bond said. "They feel that they haven't given us enough money in areas where we've needed it.

"It hasn't done the job that needs to be done," he said of the federal millions already received.

Rizzo's Request

This isn't the first time that the White House has looked askance at Philadelphia pleas for Bicentennial millions.

Earlier this year, Mayor Rizzo went to Washington asking for a block grant between $30 million and $50 million which would have come in a lump sum for the same programs that the $29 million is now being sought.

Early in April, Dr. Marrs informed one of the leading Philadelphia Bicentennial officials of a special Sunday meeting in the White House to discuss how much money could legally be given.
FY 1976 Request for National Capital Area Bicentennial Transportation Program

DOT, Urban Mass Transportation Administration: Request for $9.9 million

Program Elements

- 2 fringe parking lots
- RFK Stadium: 6,000 spaces (out of existing total of ca. 13,000) by negotiation with Stadium-Armory Board; negotiations underway
  - very few event days will reduce this number
- South Post, Ft. Meyer: 4,000 spaces to be constructed (additional 1,200 spaces at Pentagon North Parking; entire parking lot on weekends)
  - no interruption of funerals, normal tourist flow at Arlington Cemetery
  - negotiations/planning underway with Virginia Highway Department
- high-frequency bus shuttles service (9 a.m. till 11 p.m.) between fringe lots and downtown
- special express bus service (in morning and evening hours especially) on 17 corridors serving major hotel-motel/lodging concentrations between suburbs and downtown

Program Costs

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>capital costs</td>
<td>$4.5 million</td>
<td>(So. Post paving, restoration; fringe lot kiosks, highway and bus signing)</td>
</tr>
<tr>
<td>advertising/promotion</td>
<td>1.5</td>
<td>(all media for 18 months)</td>
</tr>
<tr>
<td>manpower and management costs</td>
<td>2.2</td>
<td>(new driver recruitment training; street supervision; lot security)</td>
</tr>
<tr>
<td>bus operating costs</td>
<td>11.7</td>
<td></td>
</tr>
<tr>
<td>program revenues</td>
<td>-10.0</td>
<td></td>
</tr>
</tbody>
</table>

$19.9 million

$9.9 million FY 1976 DOT request

S.D. N. Thomas

Appointed and June 1974

Scott will take his appeals in July.
Important Program Considerations

Regardless of the absolute number of visitors projected to visit Washington in 1976 (estimates range from 14 to 35 million), all agree that an increase of at least 20% above present visitation levels is probable for 1976. Therefore, regardless of the base number, this estimate equates the average summer day in 1976 to something worse than the present peak days (85 days out of the visitor season of 230, e.g., including the Folklife Festival, Cherry Blossom Festival, etc.). Traffic during these times is already unacceptably snarled in the downtown-visitor areas, e.g., one hour to circle the Monument grounds, etc.

It is imperative to keep as many private visitor automobiles outside the city limits as possible in order to enhance the visitor's use of his time, maintain near-normal city services, guarantee adequate commuter parking opportunities, adhere to District Clean Air standards, and to maintain order in the downtown area, including Capitol Hill.

There are no private transportation services available to move these numbers of visitors in and out of town, to keep them apart from commuter traffic, and to expedite their movement to the Mall/monuments area. The program does not compete with any private operators' services, such as Tourmobile; in fact, it feeds that guaranteed monopoly and other services and offers the visitor greater opportunity to select them.

The program is a natural extension of the public transportation role provided by the Washington Metropolitan Area Transit Authority (WMATA), but it supports specified operations aimed at visitors for this abnormal one-year period. Visitors will pay the prevailing bus fare on the routes serving hotel/motel-lodging concentrations, and a set fare (allowing four rides) for the fringe lot service. The program is planned to insure that regular WMATA operations are in no way subsidized by this Bicentennial funding. Should the estimated numbers of visitors not materialize, all unexpended funds will remain with UMTA for reprogramming at the direction of the Congress.

The plan is highly flexible, allowing increases, decreases, and changes in services and advertising modes as necessary. WMATA is prepared to respond to contingencies with its existing fleet, and will need to hire only some new drivers and street supervisors--these details are already being discussed positively with WMATA unions.

The Federal Government has a responsibility to plan adequate services for this extraordinary period in which the Federal sights and the seat of government itself are the main factors in increasing tourism. This is the only such extraordinary responsibility budgeted by the Federal Government; all other services will continue to be provided by capable and adequate existing authorities, except in cases of emergency.
Very good response to the two-week demonstration of fringe parking acceptability, operated by the National Capital Park Service in early-1975, suggests that the plan can work effectively and that it can benefit the visitor in the use of his time. (A similar program on a smaller scale operated in Colonial Williamsburg has proven successful.)
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KEITH F. MAINLAND
Clerk and Staff Director
February 1972 "Nixon message on DC Bicentennial
- support local efforts
- "several million dollars to supplement local funds"
- originally to ask Congress for direct appropriation
  in Federal dollars to DC budget

Spring 1972 Mayor, White House, DHS decided against direct request—
Natcher considered very unsympathetic to breakout of
programs as "Bicentennial"

September 72 DC Bic Commission and Assembly recommended $18 million
package of programs to Mayor Washington; transmitted by
Mayor to Bicentennial Coordination Center

Fall 1972 discussion of funding centered on local proposals funded
through existing Federal programs, with valid applications

Spring 1973 Office of Bicentennial Programs established, office of the
Mayor, as DC government conduit for Bicentennial programs
and to help process Federal paperwork

Fall 1973 beginning of special Seeker effort, which really was
staffed and operating in early spring 1974