

The original documents are located in Box 65, folder “Bicentennial Exposition on Science and Technology, Cape Canaveral, FL - Planning and Construction (2)” of the John Marsh Files at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE

WASHINGTON

October 21, 1975

Dear Jim:

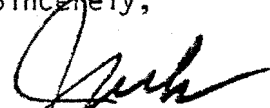
As a result of an informal inquiry from your office, I find that my letter of September 4, 1975 regarding funding for the Cape Canaveral project might still be construed ambiguously. It was intended to state simply that the basic "ground rules" are:

(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 (1) 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



THE WHITE HOUSE

WASHINGTON

October 22, 1975

MEMORANDUM TO: JACK MARSH

FROM: RUSS ROURKE *R*

I think the important words in the attached memos from Ken Lazarus and Ted Marrs are "cleared with Congress" and "approved by Congress". That is the safety valve that will prevent this project from becoming the "blank check" undertaking to which Ken Lazarus refers.

To take a contrary position, and to require all "other agency" costs to be deducted from the \$3 million up-front money, would mean the rapid evaporation of that fund and the evolution of an extremely cumbersome, complex system of funding allocation to the respective agencies of the \$3 million.

I recommend that you sign the letter.

cc: TMarrs

P.S. Ted called again. They would like to be advised of your sign-off on the attached letter prior to the time the group leaves for Cape Canaveral, sometime tomorrow. We will advise Ted by telephone if you do sign the letter.



THE WHITE HOUSE

WASHINGTON



RUSS:

Dr. Marrs called about attached - said it's important that JOM sign it today or that it be definitely sent out by tomorrow. OMB concurs with letter. (FYI - NASA apparently is meeting with other departments tomorrow, and that's why it should be signed today, if possible!). Marrs would like you to phone him if you encounter any problem w/it.

connie

OCT 22 1975

THE WHITE HOUSE

WASHINGTON

October 21, 1975

MEMORANDUM FOR: JACK MARSH

FROM: TED MARRS 

Ken's note does not, in my opinion, preclude signing the OMB approved letter which meets NASA needs.

The department and agency expenditures would be within existing budgets and would be cleared with Congress if reprogramming were needed. The amount could be as high as \$25.0 million by my guess.

Recommend you sign so we can proceed.

Attachment



THE WHITE HOUSE

WASHINGTON

October 20, 1975

MEMORANDUM FOR: JACK MARSH

FROM: KEN LAZARUS *KL*

SUBJECT: NASA Exhibit

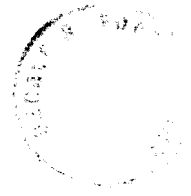
You will recall that sometime back Jack Stiles cleared a proposal with the President which would allow NASA to expend \$3 million in so-called "up front" money relative to a Bicentennial exhibit to be established at Cape Canaveral. In the option memo which was presented to the President, it was unclear whether this \$3 million outlay had to be recovered by income generated through the exhibit.

Subsequent to the President's approval of this proposal, NASA requested and obtained a "clarification" of your original letter to the agency indicating that the \$3 million initial outlay need not be recovered but that this amount was to be the total net expense of the venture.

The latest letter drafted on the subject for your signature confirms the earlier agreed upon clarification but adds open-end authority for other relevant agencies to incur additional expenses through reprogramming which need not be recaptured by income generated by the exhibit. In effect, this letter provides a "blank check" to the bureaucracy to incur any increased costs which are approved by Congress. I understand that it would not be unreasonable to expect that the total net cost of this venture, assuming you approve the letter, might approximate \$10-15 million.

Phil Buchen had asked me to keep an eye on this project. Although it is not within my bailiwick to comment on the advisability of these increased costs, I take this opportunity to apprise you of the effect of this latest letter which is clearly beyond the scope of the President's original decision and might operate as a political embarrassment for the President or yourself.

cc: Philip Buchen



OCT 24 1975



NATIONAL AERONAUTICS AND SPACE ADMINISTRATION

WASHINGTON, D.C. 20546

OFFICE OF THE ADMINISTRATOR

OCT 23 1975

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

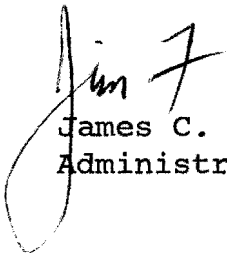
Dear Jack:

I appreciated your letter of September 23 which generally validates our funding "ground rule" relative to the Cape Canaveral Exposition. Pete Crow and Ted Marrs have continued their discussions and I believe that Ted is proposing a further memo for your signature which will completely clarify funding arrangements.

As Pete reported at your meeting on October 20, we have made considerable progress. We have an excellent General Manager with a small, able staff. He and his staff are working with all agencies to develop and inventory possible exhibits. They are well along with plans for industry solicitation. They have made tentative arrangements for employing a consulting firm. A small geodesic dome has been erected at Cape Canaveral and agency representatives will visit it on October 23.

While progress is being made, "up front" funding has not yet been approved. This is becoming a matter of increasing concern. Your office is aware of this and is assisting. However, we must recognize that the success of the Exposition is vitally dependent on early approval of this funding and unless this approval is expedited somehow, I'm afraid the ultimate outcome of the Exposition is in doubt.

Sincerely,


James C. Fletcher
Administrator



FLETCHER, JAMES C. DR
CAPE CANAVERAL

23
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,

JS
John D. Marsh, Jr.
Counselor to the President

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

MEM/sjd

bc: Milt Mitler



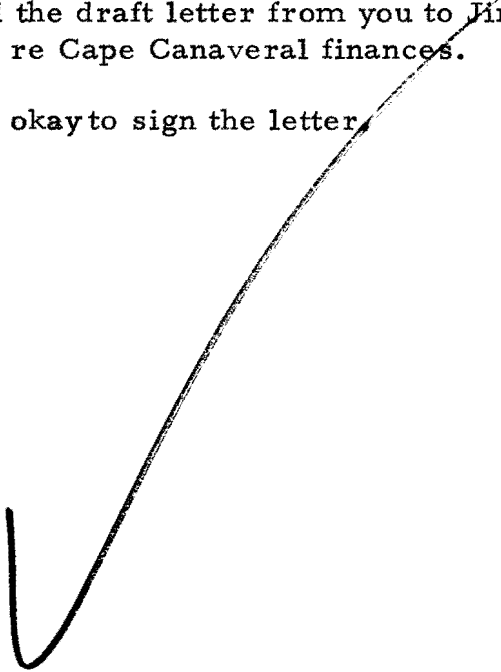
THE WHITE HOUSE
WASHINGTON

September 23, 1975

MEMORANDUM TO: JACK MARSH
FROM: RUSS ROURKE *R*

Jack, Milt Mitler advises me that OMB has approved the draft letter from you to Jim Fletcher re Cape Canaveral finances.

It is now okay to sign the letter.



THE WHITE HOUSE
WASHINGTON

September 5, 1975

MEMORANDUM FOR: JACK MARSH

FROM: TED MARRS 

This should satisfy Jim Fletcher's request and at the same time firmly establish the facts concerning Cape Canaveral as we originally discussed them.

Ken Lazarus is satisfied with this letter.



*crossed matter
& Bicen*

September 9, 1975

*Fletcher/
James*

MEMORANDUM TO: MILT MITLER
FROM: RUSS ROURKE

Please note Jack's comment, i. e., "okay if Paul concurs this was understanding".

For obvious reasons, please run a copy of your prepared response by Paul O'Neill, for his concurrence.

Many thanks.

RAR:cb



THE WHITE HOUSE
WASHINGTON

September 2, 1975

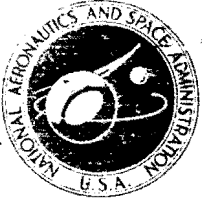
JACK,

Milt has a copy of original for preparing appropriate response. Agrees with our interpretation that \$3 million is the base figure over and above the break-even factor applies. His prepared response will reflect this understanding.

RUSS

R - ok if
Paul concurs
this was understanding
M





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



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 Marris 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:

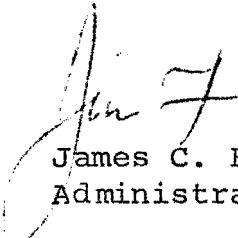
- (1) Agencies will fund for their participation in the Bicentennial Exposition at Cape Canaveral from

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,


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	<u>W</u>
Info Copy to	<u>H, A, L, L</u>
	<u>AA</u>
<u>H-20303</u>	<u>ADH, F</u>
	<u>B</u>
Rec'd in NASA	<u>8-18-75</u>
Suspense Date	<u>8-20-75</u>
Prepare Reply	
Signature of	<u>H</u>





THE WHITE HOUSE
WASHINGTON

Jack,
FYI

11/18/78

Russ

Russ -



ATTACHED IS AN ARTICLE
ON THE CANALSAL WHICH
WAS THE RESULT OF AN
INTERVIEW WITH ED
SIMMONS. IT'S NOT AN
ACCURATE REPORTING JOB.

"PETE" CROW WAS TO CALL
LOU FREY AND ASSURE HIM
ALL IS GO.

Went

Gapo At Cape May Be In Trouble

By GORDON HARRIS
Special To The Sentinel

have yet to be transferred," he
added, "but are expected in the

The general manager admitted
he still does not know what role

Sentinel Star
Orlando, Florida

27-A
Sunday, Nov. 9, 1975

THE WHITE HOUSE

WASHINGTON

November 22, 1975

MEMORANDUM FOR: RUSS ROURKE

FROM: JACK MARSH

I want to set up a meeting with Ted Marrs and Milt Mitler to discuss the Bicentennial and in particular the preparation of a slide summary of just where we stand nationally and internationally on the Bicentennial. I want it to be from 15 to 20 minutes long and I want it done in a manner that it can be presented as a year-end wrap-up of on-going major national Bicentennial projects to date, broken down into three basic categories that are usually used, which are: horizons, heritage and festival. I want it to show a cross section of things that have gotten underway with a projection of what to expect for the year '76, to include a cross section of activities that we can expect.

In this will be included reference to status of events at Cape Canaveral and I think you and I should go up and see Ralph Preston and Jim Calloway about this this week. I think this is a very important thing, as well as Mike Hugo. I want some reference of the slide summary to the National Science Foundation proposal, which is in the office. This is a very significant thing, which could have some long-range value.

Where is the National Science Foundation thing going to be?
Drop Richard Atkinson a short note and thank him.



THE WHITE HOUSE

WASHINGTON

November 26, 1975

MEMORANDUM TO: JACK MARSH

FROM: RUSS ROURKE *Rourke*

Jack, I have discussed your November 22 memo with Ted Marrs. I have set a Marsh/Rourke/Marrs/Mitler meeting in your office for 11:00 a.m., Friday, November 28.

In answer to your direct question, the NSF exhibit will be at Cape Canaveral. Incidentally, Pete Crow tells me this morning that they now have 15 domes' worth of exhibits and are now trying to scout up some more domes...looks like a budding success.

Please let me know when you want to see Ralph Preston, Jim Callaway, and Mike Hugo, and I will set up the meeting. I believe it would be very helpful if Pete Crow accompanied us.

*↑
Loh!*

M



File

THE WHITE HOUSE
WASHINGTON



December 4, 1975

MEMORANDUM TO: JACK MARSH

FROM: RUSS ROURKE

Rourke

Jack, Pete Crow provides us with "good news from the Cape Canaveral front". Montgomery Ward and Goodyear have leased the two first domes at the Cape. Ward's theme will be the "store of the future"... Goodyear has not as yet decided on their theme.

The approximate 10,000 square feet in each dome rents for \$25 per square foot. The leases will run from about May 31, 1976 to Labor Day.

Of the 25 domes that will be programmed, about one-half will be devoted to government and one-half to private industry. NASA is presently negotiating with companies such as AT&T, IBM, TRW, Martin-Marietta and Caterpillar Tractor.

He is very optimistic that the domes will be all leased out in the very near future. He'll provide us with an up-date in ten days.

cc: TMarrs

Crowd



THE WHITE HOUSE
WASHINGTON

December 4, 1975

MEMORANDUM TO: JACK MARSH

FROM: RUSS ROURKE

Jack, Pete Crow provides us with "good news from the Cape Canaveral front". Montgomery Ward and Goodyear have leased ~~the two first domes~~ at the Cape. Ward's theme will be the "store of the future"... Goodyear has not as yet decided on their theme.

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He is very optimistic that the domes will be all leased out in the very near future. He'll provide us with an up-date in ten days.

cc: TMarrs



December 11, 1975

MEMORANDUM FOR: RUSS ROURKE

FROM: JACK MARSH

Are we ready for the Cape Canaveral press announcement, and more particularly, are we ready for Presidential participation in the same.

JOM/dl



THE WHITE HOUSE
WASHINGTON

December 11, 1975

NOTE: JOM decided
to hold off until more modules
are listed.



THE WHITE HOUSE

WASHINGTON

December 11, 1975

MEMORANDUM FOR: RUSS ROURKE

FROM: JACK MARSH

Jack

Are we ready for the Cape Canaveral press announcement, and more particularly, are we ready for Presidential participation in the same.



THE WHITE HOUSE

SCHEDULE PROPOSAL FOR THE PRESIDENT

WASHINGTON

DATE: DECEMBER 8, 1975

FROM: TED MARRS *TM*

THRU: JACK MARSH

VIA: BILL NICHOLSON

MEETING: Press Announcement concerning the Science and Technology Exposition at Kennedy Space Center, Cape Canaveral, Florida.

DATE: At the President's convenience. Preferably before December 24, 1975.

FORMAT: -Cabinet Room
-Participants - List Attached
-Length - Fifteen Minutes

CABINET PARTICIPATION: None

SPEECH MATERIAL: To be prepared by Paul Theis.

PRESS COVERAGE: Full Press Coverage.

STAFF: Jack Marsh
Ted Marris
Milt Mitler

RECOMMEND: Jack Marsh
Ted Marris
Milt Mitler

OPPOSED: None

PREVIOUS PARTICIPATION: None

BACKGROUND: The U.S. Bicentennial Exposition on Science and Technology, which the President approved for implementation at Cape Canaveral, Florida, has now reached the point of assurance with sufficient commitments to guarantee an exciting and meaningful Bicentennial activity.

Since the preliminary planning in September 1975, the National Aeronautics and Space Administration, which was given the responsibility for the event, has developed a theme for the activity, determined



operating dates which will occur between May 30, 1976 and Labor Day, has worked with the various federal agencies in the production of agency exhibitry, and has made contact with the private sector toward the development of exhibits from that area.

The initial announcement of the Exposition, which is directed toward the next one hundred years, was made in Florida by Congressman Louis Frey, Jr., (R-FL) on August 15, 1975. There has been no national announcement or additional publicity since then. The program is now sufficiently assured to require a national announcement which will explain the purpose of the exhibition, what it will consist of, and what it is expected to accomplish.

For this press announcement, a mock-up of the area at the Kennedy Space Center along with the geodesic domes which will house the various exhibitions, has been prepared. In addition, a hand-out is also ready which more fully explains the project.

Since this is the only Bicentennial program which is an official U.S. presentation, it would be most appropriate for the President to conduct the press conference and explain the plan.

In order to move ahead on schedule and to assure a complete exhibition ready to open in accordance with the established time schedule, the press conference should be held no later than December 24, 1975.

APPROVE _____ DISAPPROVE _____



LIST OF PARTICIPANTS

National Aeronautics and Space
Administration

James C. Fletcher
Duward "Pete" Crow
Ed Simmons
Edward J. Storey

U.S. Senate

Honorable Frank E. Moss
Honorable Barry Goldwater

U.S. House of Representatives

Honorable Olin E. Teague
Honorable Charles A. Mosher

American Revolution Bicentennial
Administration

John W. Warner

December 20, 1975

MEMORANDUM FOR: TED MARRS
FROM: RUSS ROURKE

Per Jack's memo, please prepare a schedule proposal for a
Cape Canaveral briefing for the President.

Thanks.

RAR/dl



THE WHITE HOUSE

WASHINGTON

December 20, 1975

MEMORANDUM FOR: RUSS ROUREK

FROM:

JACK MARSH

Jack

I want to get the President briefed by Ted Marrs and Milt Mitler on the Cape Canaveral exhibit.

Many thanks.



THE WHITE HOUSE

WASHINGTON

December 18, 1975

MEMORANDUM FOR: RUSS ROURKE

FROM: MILT MITLER 

I attended a meeting of the Federal Agency group involved with the Canaveral Exposition today and was quite impressed with the progress taking place.

Attached is some information I picked up. As you can see, thirteen-and-a-half domes have been committed to by the Federal agencies. They're all quite enthusiastic about it. They plan to have a central newsroom operation in D.C. with the various agencies contributing personnel to run it. From that they will turn out a regular run of news information for all media. They will also have a news desk at the Kennedy Space Center.

The list of private sector companies in the package, according to Pete Crow, represents companies that have indicated an interest and he feels that most of them will become a part of the exhibition.

Although the photograph of the mock-up shows thirty domes, the supplier can only come up with twenty-five and so that will be the maximum they will attempt to fill.

Attachments



December 18, 1975

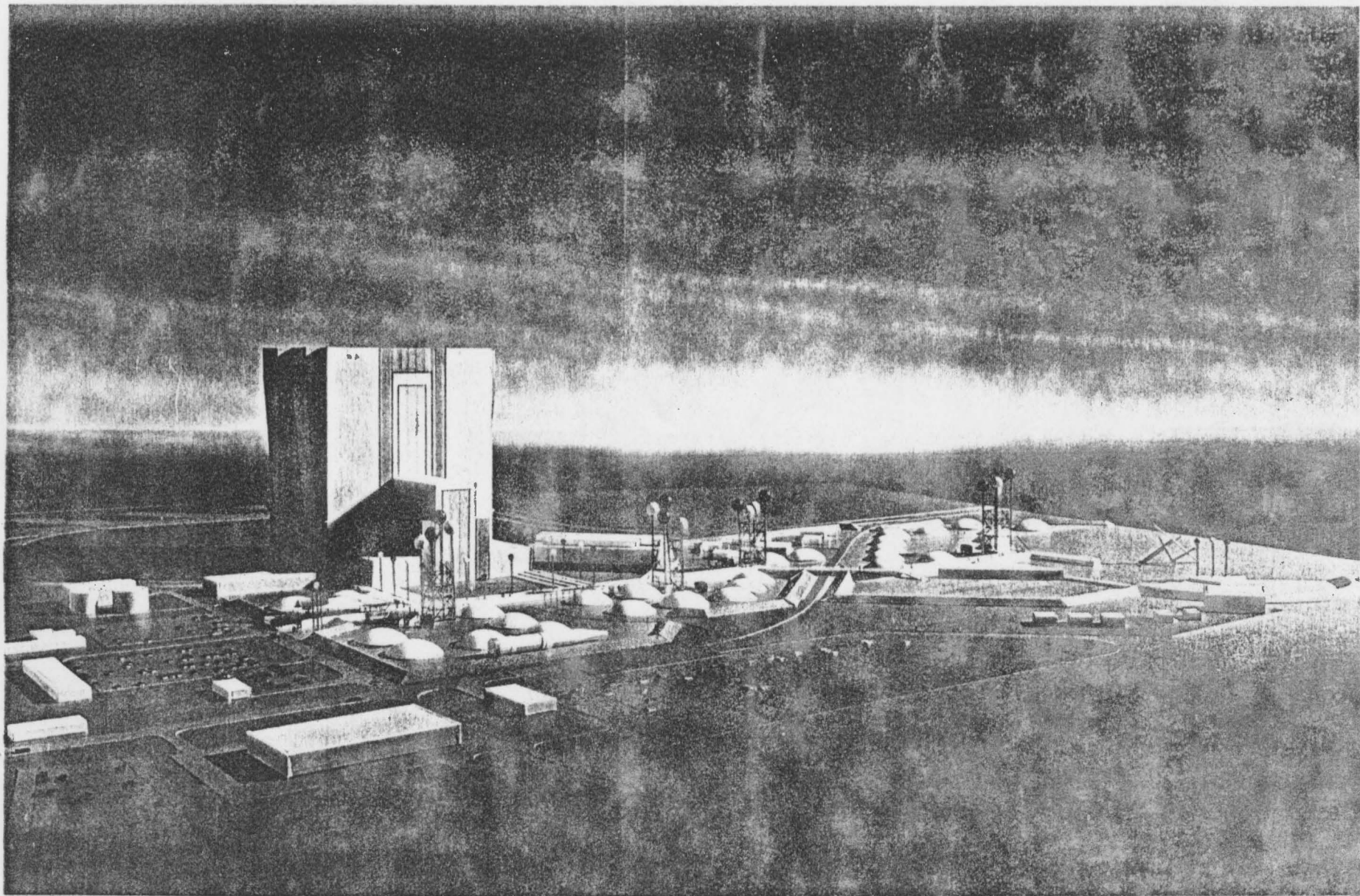
FEDERAL AGENCY COMMITMENTS TO EXHIBITRY (FINAL)

<u>Full Dome</u>	<u>Part Dome</u>	
Agriculture ^a	CSA	1/2
ARBA	GSA	1/3
DOD ^a	NSF	1/2
EPA	Smithsonian	5/6 ^b
ERDA ^a	Treasury	1/3
HEW		
HUD		
Interior ^a	<u>Special</u>	
NASA ^a	USPS - retail sales unit	
NEArts		
DOT ^a		
(11)		(2 1/2)
	<u>TOTAL</u>	(13 1/2)

^a plus outside exhibitry

^b converted linear dimensions

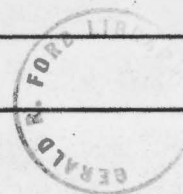




U.S. Bicentennial Exposition on Science and Technology

KESLOFF ASSOCIATES
planning and design
900 Third Avenue
New York, New York 10022
(212) 421-8448

CLAPP & FOLIAK
management support
245 Park Avenue
New York, New York 10017
(212) 661-8410



U.S. BICENTENNIAL EXPOSITION
ON SCIENCE AND TECHNOLOGY

INTERAGENCY MEETING

THEMATIC ORGANIZATION

General Theme: "A Better Life in Third Century America"

- A quality life for all Americans in the future will be realized in part by applications of scientific discovery and invention

Sub-Themes: "Discovery"

- Emphasizes awe and wonder, asking us to look about and to see things in a new way

"Invention"

- Articulates and explores the ways science has been, is, and may be applied and the development of technology in transforming knowledge to practical benefit

"Alternative Futures"

- Stresses and examines the rational exercise of choice in determining our future course(s)



U.S. Bicentennial Exposition
on
Science and Technology
Cape Canaveral, Kennedy Space Center, Florida

INTERAGENCY AGREEMENT

1. This interagency agreement, entered into between the National Aeronautics and Space Administration (hereinafter referred to as "NASA") and _____

(hereinafter referred to as "Exhibitor"), sets forth the terms and conditions under which the Exhibitor will participate with NASA in the U.S. Bicentennial Exposition on Science and Technology (hereinafter referred to as the "Exposition"), May 30 through September 6, 1976, at the NASA Kennedy Space Center, Cape Canaveral, Florida.

2. The Exhibitor is hereby granted the right and privilege of locating an exhibit at the Exposition, which exhibit will occupy no more than _____ square feet at a location within the Exposition determined by NASA after consultation with the Exhibitor. NASA reserves the right to change the location of the Exhibitor's exhibit, if, after consultation with the Exhibitor, NASA determines that such a change is necessary in order to obtain a more balanced Exposition.

3. In return for the right and privilege set forth in paragraph 2, the Exhibitor agrees to provide such an exhibit and, to the extent appropriate, to comply with the "Restrictions and Requirements Governing Exposition," attached hereto and incorporated by this reference herein. (Paragraphs 13 and 14 of the Restrictions and Requirements will not apply to the Exhibitor.)

4. The Exhibitor is authorized and encouraged to use the official insignia of the Exposition and the National Bicentennial symbol (in accordance with the Official Graphics Standards Manual issued by the American Revolution Bicentennial Administration) in the Exhibitor's public notices and advertisements announcing participation in the Exposition. The Exhibitor agrees to furnish NASA copies of such public notices and advertisements promptly after they are published.

5. The Exhibitor understands that since its exhibit is now regarded as an integral part of the overall Exposition, it is essential that the exhibit agreed upon be located at the designated space within the Exposition. In the event that the Exhibitor does not so provide the exhibit within seven (7) days prior to the official opening of the Exposition, NASA is expressly authorized to occupy or cause to be occupied the allocated space in such manner as NASA deems best for the interest of the Exposition without any allowance to the Exhibitor and without in anyway releasing the Exhibitor from its obligations under this agreement.

6. The Exhibitor will be responsible for the design, fabrication, shipment, set-up, maintenance, staffing and dismantling of his exhibit. To the extent possible and appropriate, the Exhibitor at its own expense will use on-site NASA contractors for these functions. NASA will provide at no expense to the Exhibitor maintenance and security for the overall Exposition site. NASA will also provide on a reimbursable basis additional security and janitorial services, as requested by the Exhibitor for its individual exhibit. NASA



will provide electrical power to each exhibit area; the Exhibitor agrees to reimburse NASA for such power on a pro rata basis determined by the size of the area occupied. Other utility services will be provided, as appropriate, under terms later agreed upon by the parties.

Exhibitor

National Aeronautics and Space
Administration

(Signature)

(Signature)

(Name Typed)

(Name Typed)

(Title)

(Title)

(Date)

(Date)

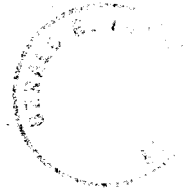


U.S. BICENTENNIAL EXPOSITION
ON SCIENCE AND TECHNOLOGY

Interagency Meeting, December 18, 1975

Background to OTHER ITEMS

- .agency participation - 17 agencies are exhibiting, 3 additional agencies (Commerce, State and USIA) are providing resource support; a companion handout lists the exhibiting agencies.
- .dome locations - information on the specific location of your dome, or part dome, will be provided you no later than January 6.
- .Exposition events - special activities, on- and off-site, relating to the Exposition are being planned; a preliminary schedule of these is to be circulated January 9; in your review of this schedule, please contribute events you are either willing to host or to otherwise suggest/arrange for the Exposition.
- .cooperative agreements - per our discussion today, cooperative agreements, or like instruments, are to be concluded between your agency and NASA by January 16; your reactions to the language or appropriateness of the form agreement should be addressed to the Deputy General Manager prior to January 9.
- .on-site overnight/housing facilities - no overnight/housing facilities are available at the Exposition site; the Exposition staff will assist you in locating facilities nearby.
- .Federal products - a special (stamp) cancellation, the National Bicentennial Medals, and possibly, a Bureau of Engraving and Printing "souvenir card" are among the Federal products which are unique to or which would be uniquely marketed at the Exposition.
- .exhibit design - final designs of your space and exhibitry are to be submitted on or before January 21; if (and as) you anticipate special requirements, please do not hesitate to advise us immediately.



.industry solicitation

- solicitation of industries is proceeding; at this time none have signed off on participation, though more than 16 have expressed serious interest in exhibiting; if you are recruiting supportive exhibitory from the private sector, please advise us, so to prevent duplication of effort.

.Federal PIO

- the telephone numbers of Anne Russell and John Coleman are, respectively, 245-7188 and 634-6666.

.utilities

- information on utilities follows:

electricity - 110, 208 and 440 VAC

total electrical power - 155 KW total
available in each dome
(includes 30 KVA, 120/208 VAC)

110 VAC - 14 plugmolds, each 6 outlet; 3
light fixtures in each dome

water - no water in dome unless requested
by January 16; drainage and/or
sewerage is an exhibitor cost

air conditioning - two, each approximately
2'x8½', inside the dome; 60
tons total

floor loading - 200 pounds per square feet
(carpet over sealed asphalt)

telephone service - available at perimeter
of dome

doors - two aluminum frame doubles;
emergency exit is one wood double



U.S. BICENTENNIAL EXPOSITION
ON SCIENCE AND TECHNOLOGY

INTERAGENCY MEETING

EXPOSITION STAFF

Edward S. Simmons	General Manager
Edward J. Storey, Jr.	Deputy General Manager
Miles M. Waggoner	Senior NASA Public Affairs Liaison Officer
Charles M. Whitley	Coordinator, Industry/Business Participation
Peter Wilson	Administrative, Budget, and Management Officer
Richard F. Wolford	Design Coordinator

NASA Headquarters (Code ADA-76)
400 Maryland Avenue, S.W.
Washington, D. C. 20546

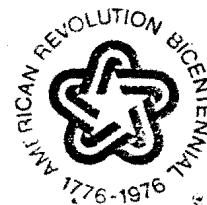
(202) 755-0816

William R. Coupland NASA Liaison





NATIONAL AERONAUTICS AND SPACE ADMINISTRATION
WASHINGTON, D.C. 20546



REPLY TO
ATTN OF: ADA-76

18 DEC 1975

MEMORANDUM

TO: → ADA-76/Ed Simmons
ADA-76/Jerry Storey
ADA/General Crow
L/Herb Rowe

FROM: *Chuck*
ADA-76/Chuck Whitley

SUBJECT: Industry Solicitation

The following companies have indicated they are seriously considering an undetermined amount of space:

Montgomery Ward	Goodyear
McDonnell Douglas	Harris Corporation
Rockwell International	Getty Oil
General Dynamics	Bunker-Ramo
Grumman	Black & Decker
United Technologies	Fairchild Industries
Lockheed Aircraft	Kodak
Georgia-Pacific	G. E.
AVCO	IBM
Burroughs	

My confidence level of the above is about 75 per cent. There are more than a dozen others with keen interest which could go either way. We are attempting to have the above-named companies send us a cable saying they have an active interest in participating.



A hard look 'One heck of a year' for ^{Marsh}traveling

by James A. Finebrock

San Francisco Examiner
D. 203,026

Five college women from the peninsula have spent the past two weeks arranging their five-day summer vacation to Philadelphia and Washington, D.C.

Their reasons for making the trip, according to the Daly City travel agent who's helping them, are the Bicentennial events planned in the East.

The women are illustrative of two 1976 travel trends:

Americans are expected to travel in record numbers this year, especially to Bicentennial celebration spots.

Many of those returning to the cradles of our democracy are young people, either children traveling with their families or students on their own.

"We expect one heck of a year," said Timothy Cashman, manager of American Express here. "It's just going to be dynamite, travel-wise"

The 6,000 Bicentennial events will draw a lot of tourists, but Americans are expected to travel more overseas, too. Forecasters expect an overall 10 per cent increase in travel.

One private travel organization predicts that of the 137 million American vacationers this year, 91 million, or about 70 per cent, will visit a Bicentennial site.

Others believe the Bicentennial promotion has reached a point of diminishing returns.

"There will be a substantial increase in travel to historic Eastern cities," said Glenn Caudell, manager of the local Thomas Cook & Son. "But I don't think there will be any mass migration."

The Bicentennial celebration was kicked off last April 19 with the 200th anniversary of Paul Revere's ride and the stand of the Minutemen at Lexington, Mass. But official events in the past nine months have been paltry compared to what's ahead.

Philadelphia expects about 17 million visitors, more than double last year. Washington, D.C., expects a like number, although early forecasts said up to 60 million would visit the nation's capital.

New York, Williamsburg and Boston also expect a record tourist influx.

San Francisco, 2,400 miles west of the original 13 states, should benefit from the Bicentennial surge.

"People travel to San Francisco from the same impetus that takes them to Philadelphia," said Cashman of American Express. "They want to see America this year."

Thomas Cook & Son said it doubled the number of departures from London on its "Glorious American West" tour, which includes San Francisco.

Travel bureaus in Rome, Hong Kong and elsewhere abroad reported no dramatic increase in travel to the U.S., however.

Foreign travel by Americans during the Bicentennial year is expected to be a bit lower than last year, except for Mexico, Canada, and the Caribbean, as Americans stick closer to home.

Ocean cruises are still expected to be a fast growing vacation attraction, Bicentennial or no.

"People are just tired of packing and unpacking and tired of rushing from one place to another all vacation long," commented Victor Pellegrini, owner of Westlake Panorama Travel.

The impulse to go the Bicentennial route requires a stronger traveling constitution. Experts advise travelers to stick to one or two cities and leave the grand tour of all 13 original colonies for another year.

Other advice from the experts:

- Plan ahead for lodging. The best accommodations will be snatched up in a hurry.
- Research your trip. Most bookstores carry paperbacks on aspects of the Bicentennial. Local tourist bureaus are bulging with information they will send you.
- Check into package plans available through the airlines and tour companies. Sometimes, they save time, hassle and money.

The "National Calendar" of the American Revolution Bicentennial Administration lists 350 key events all across the nation. Included in the calendar are dates, admission prices, and reservations information. Copies are available from Bicentennial Publications, Superintendent of Documents, Government Printing Office, Washington, D.C., 20402, at \$1.50 each.

United Airlines has a special "Freedom Fare" discount beginning Feb. 1 that gives a 20 per cent summer discount (50 per cent for kids) within the U.S. Other airlines have similar discounts for Bicentennial travel.

Of course, if all the hulabuloo of America's 200th birthday turns you off, you can stay put right in the Bay Area and drink tea from China.

JAN 28 1976

JAN 27 1976

IVERNESS, FLA.
CHRONICLE
W. 5,582

DEC 18 1975

Space Exposition Dome Rental Contract Awarded

NASA's John F. Kennedy Space Center has awarded a \$265,713.10 contract to Charter Industries, Inc., Raleigh, N.C., for rental of 14 geodesic domes to house displays at a government-sponsored Bicentennial Exposition on Science and Technology, scheduled at the Spaceport next summer.

The contract, which includes an option for additional domes if required for exposition displays, is for rental of the 120-foot diameter low profile spheric domes for a period of one year.

KSC will host the exposition, which will feature exhibits by government agencies and private industry, showing how science and technology will be applied to make the United States a better place to live during the next two hundred years.

Agencies already planning exhibits in the geodesic domes are the Department of Agriculture, American Revolution Bicentennial Administration, Department of Defense, Environmental Protection Agency, Energy Research and Development Administration, Department of Health, Education and Welfare; Department of Housing and Urban Development, Department of Interior, Department of Transportation, General Services Administration, National Science Foundation, Smithsonian Institution, Department of the Treasury, NASA, Community Services Administration and The National Endowment for the Art.

The 1976 exposition, scheduled to open Memorial Day and continue through Labor Day, is expected to attract an average 15,000 visitors daily



By Heller

Cape Canav.
FEB 3 1976

THE WHITE HOUSE
WASHINGTON

February 2, 1976

Jack - FYI

MEMORANDUM FOR:

RUSS ROURKE

FROM:

MILT MITLER *Mitler*

Russ, Jack might like to see this. It was the statement underscored that was referred to in the early days of Canaveral consideration as a commitment.

Attachment (Article fr The Plain Dealer, Cleveland, OH)
"Sure enough: Birthday year is here"



Sure enough: Birthday year is here

By J. E. Vacha

It came at last. Just like they said it would.

THE PLAIN DEALER

CLEVELAND, OHIO

D. 403.145 SUN. 533,828

near the quiet excellence of Alistair Cooke's pre-bicentennial "America" series. The Freedom Train has been bringing documents and memorabilia of Ameri-

L.B. Beautiful opens door on Bicentennial

DEC 30 1975

Mrs. E. Antosik
LONG BEACH, CALIF.
D. 110623

By MARY ELLIS CARLTON
Urban Affairs Editor

Long Beach has 161,200 front doors, give or take a few, and Long Beach Beautiful hopes all of them will be appropriately dressed up for America's Bicentennial celebration.

To encourage such a patriotic entrance into 1976, the beautification group — in cooperation with the Long Beach Garden Club — is sponsoring a Bicentennial door-decoration contest.

"There are a lot of grandiose plans across the country for celebration of the 200th anniversary of our nation's independence," said Eunice Antosik, chairman of the project. "But for real grass-roots participation, there's no better way to start than at your own front door."

She said similar contests, many sponsored by local chapters of California Garden Clubs, Inc.,

are being held in San Diego, Sacramento, Fresno, Torrance, Hermosa Beach and Redondo Beach.

The Long Beach competition, she said, will be divided into six categories: single doors and double doors at individual homes, apartments and business establishments.

Deadline for completion of decorations is Jan. 15. The judging, by a panel of nationally accredited flower show judges, will be between Jan. 15 and Feb. 29. Winners will be announced on March 7.

Each participant is asked to send name, address and category — plus \$1 entry fee — to Long Beach Beautiful, Inc., 121 Linden Ave., Long Beach, 90802.

Cash prizes will be awarded winners, Mrs. Antosik said.

Contest rules, similar to those used in other cities, are as follows:

—Decorations may consist of painted, treated,

preserved or dried natural plant materials. No artificial flowers or foliage allowed.

—Doors may be covered with fabric or other material, and accessories are permitted.

—No lighting may be attached to the door, but spotlights may be used for illumination.

—Though historical flags are allowed, no use of the current American flag is permitted.

2 of 2

HANOVER, PA.
SUN
D. 27099

DEC 31 1975

Low-Cost Inns List Offered

Low cost accommodations for Bicentennial visitors is the subject of a "How-to" booklet prepared by the American Revolution Bicentennial Administration (ARBA). The 36-page primer outlines basic information on alternatives, pitfalls, and possible resources which can be used to establish low-cost lodging facilities in a community.

The handbook discusses existing facilities, locations and evaluation of facilities and structures, community clearances and support, operating considerations, and staff and budget needs. The booklet has been sent by the ARBA to over 7,000 officially recognized national Bicentennial communities and is available from the Maryland Bicentennial Committee on request.

be appropriated for an aviation and space show. "A sophisticated Disneyland," enthused Marsh. "That's a good idea."

It's not, really, but at least it shows that the higher-ups see the need for some good ideas. Just for the sake of speculation visualize President Ford appearing on television July 4, 1976, and dedicating America to one or more of the following bicentennial projects:

- To devise a practical, inexpensive method of providing homes with heat and power from solar energy.
- To develop a nonpolluting alternative to the internal combustion engine.
- To revitalize and administer the nation's railroads through means of a publicly owned agency.
- To remove completely all geographic, political and economic barriers which still divide this nation into a collection of unequal minorities.
- To promote by education and example an ethic which will demonstrate that a return to simpler pleasures is not incompatible with the American standard of living.

Early in the 1960s, America showed how it could respond when it was challenged to break the space barrier. The bicentennial may yet produce some worthwhile monuments — something in the spirit of the Oklahoma State University students who are setting up a trust fund for the benefit of students in the year 2076. Perhaps the proper business of the bicentennial should be the planning of the tercentenary.

Vacha lectures in American history at Cuyahoga Community College.



ton and Philadelphia tied for third. The Grand Canyon held second place. That proved to us that the bicentennial will be a celebration of the land, and that it will be a nationwide event, not confined to the Northeast."

FOOD AND LODGING
HOSPITALITY
CLEVELAND, OHIO
MONTHLY 85,334

DEC 1975

Silver plate to Warner

One highlight of this year's Motel Days Program was presentation of Hospitality Magazine's Silver Plate Award to John Warner, administrator of the American Revolutionary Bicentennial Administration.

In his acceptance Warner outlined some of the major bicentennial events, and emphasized that the big birthday party will boost tourism in all parts of the country.

"We surveyed Americans in every region," Warner said, "and asked where they would most like to spend their bicentennial year vacation. Washington, D.C. placed first, and Bos-

★ ★ ★

Jack - FYI -
THE WHITE HOUSE
WASHINGTON
Russ

2/4/76

Message from Milt Mitler re the
Canaveral meeting Monday:

Meeting at 12:15 in the Cabinet Room
with the President. They are only
inviting those agencies that are
participating in the Canaveral project.

Marrs will brief them for approx.
15 minutes and then the press will
be invited in.

k



THE WHITE HOUSE
WASHINGTON

February 3, 1976

MR. MARSH:

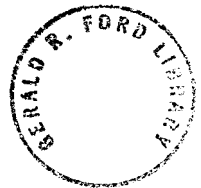
Dr. Marrs called and advised us that there is a meeting at 12:15 p.m. on Monday, February 9 in which the President wants to be advised about the "Cape Canaveral project". It is scheduled for the Cabinet Room.

Dr. Marrs suggested that before that meeting, perhaps around 11:00 a.m., we schedule the next "Agency Bicentennial Task Force meeting". Nel has tentatively reserved the Cabinet Room for 11:00 that day and as a back-up we have the Roosevelt Room.

Is this okay with you, or if there's a problem, Dr. Marrs would like to discuss it further.

Thanks.

Connie



THE WHITE HOUSE

WASHINGTON

February 5, 1976

BRIEFING ON STATUS OF THE SCIENCE
AND TECHNOLOGY EXHIBITION AT CAPE
CANAVERAL FOLLOWED BY A PRESS
ANNOUNCEMENT

Monday, February 9, 1976
12:15 PM - 12:35 PM (20 Minutes)
The Cabinet Room

From: Dr. Theodore C. Marrs *Marrs*

I. PURPOSE

To receive a briefing on the status of the Science and Technology Exhibition scheduled for the Kennedy Space Center, Cape Canaveral, Florida and make an announcement to the Press concerning this Bicentennial program.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background: In considering the various Bicentennial programs which were surfacing throughout the nation, White House staff members determined that if possible, one exhibition focused on the next 100 years as seen primarily through experimental activities in various federal agencies should be considered. Further, that the complex at the Kennedy Space Center, Cape Canaveral, Florida, would be the appropriate location and that this should represent the one Federally sponsored Bicentennial program.

1. On July 24, 1975, following staff exploration, the President was presented with three options for a Science and Technology Exhibition. The options were:

a) An expanded exhibition at the Kennedy Space Center with an expenditure of \$10.0 million.

b) No expansion of the existing NASA exhibition activity.

c) A combined, modified, Federal Agency/Private Sector exhibition with \$3.0 million in advance money to cover initial requirements beyond which to be operated on a recoverable cost basis.



2. On August 6, 1975, the President approved Option #3. Following this, the responsibility for management of the project was given to the National Aeronautics and Space Administration.
 3. The Cabinet was informed of the program on September 17, 1975. Participation was suggested to the extent that the separate Federal agencies could exhibit within the theme of the program, if at all. The theme was to focus on the future through existing programs of experimentation which are being conducted by those agencies.
 4. Private sector participation was to be sought.
 5. Exhibitory was planned for 15 geodesic domes to be temporarily erected on the site at the Center with operation to be conducted from Memorial Day through Labor Day, 1976.
 6. Much of the advance planning has now been achieved and those agencies that are capable of satisfying the purpose of the exhibition have been committed.
 7. During this session, the President will be briefed on the current status of the program and the prognosis. Following the 15-minute briefing, it is intended to invite members of the White House Press in for a Presidential announcement about the program and to explain its purpose. This will be the first official announcement of the program although Congressman Louis B. Frey, (R-FL) did make a press announcement on the plan on August 14, 1975.
- B. Participants: List attached. This represents those agencies which are participating in the program.
- C. Press Plan: Open Press Coverage of the President's remarks.

III. TALKING POINTS

To be supplied by Bob Orben.



NATIONAL ARCHIVES AND RECORDS SERVICE
WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

FORM OF DOCUMENT	CORRESPONDENTS OR TITLE	DATE	RESTRICTION
List	List of participants at a briefing on Status of the Science and the Technology Exhibition at Cape Canaveral followed by a press announcement, 4 pgs	2/9/1976	C

FILE LOCATION

John Marsh Files, Box 65, "Bicentennial Exposition Planning (2)"

RESTRICTION CODES

- (A) Closed by Executive Order 12356 governing access to national security information.
- (B) Closed by statute or by the agency which originated the document.
- (C) Closed in accordance with restrictions contained in the donor's deed of gift.

SD 12/16/13

February 24, 1976

MEMORANDUM TO: MILT MITLER

FROM: RUSS ROURKE

Milt, please respond for Marsh in the same manner in which you handled the previous inquiries on this subject.

Many thanks.

RAR:cb

(letter from Senator John Tunney re Cape Canaveral)



FEB 23 1976

JAMES O. EASTLAND, MISS., CHAIRMAN

JOHN L. MCCLELLAN, ARK.
SAM J. ERVIN, JR., N.C.
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STROM THURMOND, S.C.
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CHARLES MCC. MATHIAS, JR., MD.
EDWARD J. GURNEY, FLA.

United States Senate

COMMITTEE ON THE JUDICIARY

WASHINGTON, D.C. 20510
OFFICE OF JOHN V. TUNNEY
450 Golden Gate Avenue
San Francisco, CA 94102

PETER M. STOCKETT
CHIEF COUNSEL AND STAFF DIRECTOR

February 20, 1976

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

Dear Mr. Marsh:

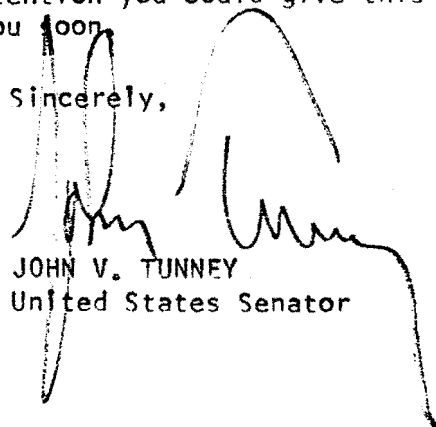
It has recently been brought to my attention that there is an effort by Mr. Robert J. Kuntz, Director of the California Engineering Foundation, to re-locate the Cape Canaveral science and technology Bicentennial Exposition to California after its closure in Florida.

I wholeheartedly support Mr. Kuntz's proposal. Because the Cape show is costing the Federal Government between \$4 million and \$7 million, the cost of the move would not only be relatively inexpensive, (particularly because Cal Expo in Sacramento could easily house the exposition), but would actually bring more worth out of the exposition as it would be seen for a greater length of time. I agree with Congressman Moss that "...it would be unfortunate to limit their exposure only to Cape Canaveral during the Bicentennial year."

California has been heavily involved with the technology of the space program and N.A.S.A. since its inception, yet Californians have never seen the direct results of their efforts.

I would greatly appreciate any attention you could give this project and I hope to hear from you soon.

Sincerely,



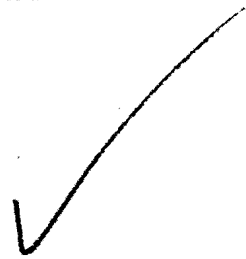
JOHN V. TUNNEY
United States Senator



see Tunney

TUNNEY, JOHN V. SENATOR
W/PC KUNTZ, ROBERT J.
CAPE CANAVERAL

March 5, 1973



Dear Senator Tunney:

Mr. John O. Marsh, Counsellor to the President, has asked me to respond to your letter concerning the Cape Canaveral Science and Technology Exposition.

We have had correspondence from Mr. Robert J. Kuntz, Executive Director of the California Engineering Foundation and have explained the matter to him. I have enclosed a copy of the letter which was sent to Mr. Kuntz on the subject.

The Kennedy Space Center is an integral part of the exposition. It's facilities, of course, cannot be moved. The other exhibitry is being placed there by some of the Federal agencies as well as by private sector companies. Each, may very well consider participating in the efforts of Mr. Kuntz and his associates and it has been suggested that he make direct contact with them for that purpose.

The point that both you and Congressman Moss made concerning the limitation of the exhibit to Cape Canaveral is very well taken. However, further use of the exhibition elements must be decided by each participant.

We greatly appreciate your interest in this.

Sincerely,

Hilton E. Nitler
Deputy Special Assistant

The Honorable John V. Tunney
United States Senate
Washington, D.C. 20510



Jandy Drake
John O. Marsh
Russ Rourke