

*Dick
Newman*

May 26, 1965

Mr. Card Walker
Walt Disney Productions
500 S. Buena Vista Street
Burbank, California

Dear Card:

Forgive the long silence from this end with regard to working out the details of the Illinois information booth at your Disneyland Lincoln show.

Our first decision is to take your Plan "B" for staffing, that is, one girl for each of the two shifts during the Summer period and one girl for only one shift for the Winter period. The Illinois Commission - New York World's Fair will reimburse your organization in the amount of \$10,000 for the first one-year period and the States Tourism Division of the Board of Economic Development will provide the additional \$6,300 for the first year period.

It is our understanding that you will have the final decision on hiring and firing but we will have an opportunity to submit candidates for your consideration. Of course, we are still anxious that the information personnel be from Illinois or have some other Illinois connection such as educational background in order to be as effective as possible. With your cooperation and agreement, the Division of Tourism of the Board of Economic Development will plan to take certain parts of the orientation period to train the personnel in the Illinois travel attractions. We would appreciate it if you would put the responsible training personnel at Disneyland in touch with Mr. Richard Newman, Chief of Tourism, Board of Economic Development, Springfield to work out some sort of schedule.

In order to proceed with the design of the small information booth my commission has asked Mr. Richard Newman to work directly with Dick Irvine who we understand will be responsible for the design aspects of the Lincoln show. Please advise if this is the proper way to proceed. Mr. Newman has a small budget to work with and will be able to work out the exact details with Dick Irvine.

If some sort of contract is required to confirm this agreement, please feel

Walker

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to send us a draft or advise us on any other method of recording this relationship.

The only other major item to be resolved is a dedication trip to Disneyland by the Governor, State Tourism officials and private organizations to call attention to this special promotion. It occurs to us that this dedication could be a part of your Tencennial celebration or stand alone as another special event at Disneyland. We anticipate that our group could number as many as seventy-five, so there is a need to begin planning around specific dates. Dick Newman is also charged with this responsibility and should be sent whatever information that you have on hand regarding available dates or to coincide with the Tencennial celebration. We have been guessing that this could be an early or mid July activity but, of course, we have no way of knowing about the progress of the Lincoln show or specific plans for the anniversary celebration. Your guidance in this regard will be most helpful.

With the wide interest that has already been developed in Illinois in the State Information Booth and the Lincoln show, we are certain that this project can be of mutual benefit.

Thank you again for your cooperation.

Sincerely,

James A. Cassin
Executive Director

JAC:LHI

cc--Donn Tatum
Dick Irvine
Mel Melton
Dick Harris
Ralph G. Newman
Gene H. Graves
Richard Newman

3 June 1965

RECEIVED JUN 3 1965

(Handwritten signature/initials)

Mr. James A. Cassin, Executive Director
Illinois Commission
New York World's Fair
Room 533
160 North LaSalle Street
Chicago, Illinois

Dear Jim:

Thanks very much for your note of May 26th regarding the Illinois Commission booth at Disneyland.

Dick Nunis, Director of Operations at Disneyland, will contact Richard Newman, Chief of Tourism, Board of Economic Development, Springfield, to work out a plan for the selection of the proper girls to staff the booth. Even though we will make the final decision as to the particular girl, we will, naturally, work with you so that we have personnel which will have the proper background to speak authoritatively about your state and the information you will want to give them regarding tourism.

I contacted Dick Irvine and he will be the man to work with in regard to the design of the booth. In this matter I would suggest that Richard Newman call Dick and have a definite understanding as to the facility.

We are planning a Tencennial dedication of the Lincoln Exhibit with the Los Angeles press on July 18th, and it may be possible to tie-in the opening of the Illinois booth at that time. Jack Lindquist, Director of our marketing activities at Disneyland, will contact Dick Newman to work out the specific details.

I am also asking Jim Ross, of our Legal Department at Disneyland, to prepare a contract covering the details of our arrangement.

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Mr. James A. Cassin

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8 June 1965

If you should run into any problems regarding this matter, please do not hesitate to let me know.

Sincerely,



CARD WALKER

ECW:tw

cc: Donn Tatum
Dick Irvine
Mel Melton
Dick Nunis
Jack Lindquist
Jim Ross
Richard Newman