



ILLINOIS COMMISSION * New York WORLD'S FAIR 1964 • 1965

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PROGRESS REPORT - OCTOBER 18, 1963

I. Final Contract Negotiations with Disney and World's Fair Corporation
Regarding Lincoln Show

A final meeting with representatives of Disney's WED Enterprises and the World's Fair Corporation was held in New York City on September 25. All of the major points concerning the Commission were confirmed at that time. Commission Chairman Newman, Vice Chairman Friedrich, Charles Schrader, Assistant Executive Director of the Board of Economic Development, and James Cassin attended the meeting. A request has been made of the Attorney General's office to approve the Disney contract and the others with the architect, contractor, etc.

II. Construction

On Wednesday, October 9 construction work began at the site of the Illinois exhibit. As of this report footings are being poured and material orders are now being placed. According to our general contractor, we are still on schedule but have no time allowances for delays or unexpected problems. According to a meeting held with the architect and contractor, the Illinois building as now specified is now approximately 10% over the \$500,000 construction budget. As promised in previous Commission meetings, Skidmore, Owings & Merrill will continue to bring the building costs down to the \$500,000 maximum, if at all possible. If the building does exceed our original budget, the difference will have to be secured from our other sources of income--industrial exhibits, concessions, etc.

A photograph of the architect's study model is attached. It should be noted that the building will be constructed of Illinois brick and, as far as we know, will be the only brick building at the World's Fair. The Commission has received a preferential price on brick from the Illinois Brick Company, which will result in a savings in the neighborhood of \$10,000, and amounts to virtually half-price brick for the Illinois building.

III. Special Events Program

As already reported in the newspapers, WGN, Inc. is sponsoring the special events program at the Illinois exhibit. A sponsorship fee of \$50,000 has been agreed upon by Ward Quaal, General Manager of WGN. The funds from the sponsorship fee will make it possible for the Illinois exhibit to have a major speaker and visitor program in the theatre, hopefully every day of the Fair. At the suggestion of the sponsor, WGN, a Special Events Director has been retained and will be paid from the sponsorship funds. Miss Virginia Mermaduke, effective October 15, has assumed the responsibility of coordinating the special events program, as well as handling the press and information responsibilities for the Commission.

IV. Industrial Exhibit Sales

After considerable investigation of the problems connected with solicitation of industrial exhibitors, it has been decided that sales agents will be retained to handle that phase of the project. It should be pointed out that "sponsors" of elements in the exhibit, such as Library, Gettysburg Address, special events program, etc., will be handled directly by the Commission. Solicitation of "exhibitors", who will have individual display presentations within the building, will be the responsibility of the sales agents, Gardner Displays of Chicago. Selection of Gardner was based on their specific interest in this phase, and their experience and capabilities in the field with a six-man sales staff and a background of numerous industrial contacts in the state. It was felt that they were best qualified to represent the Commission in obtaining industrial exhibitors. At this time a participation fee of \$10,000 has been established for each display unit in the Illinois building. The \$10,000 fee is the complete charge for providing the area and maintaining and staffing that section of the Illinois pavilion, but does not include the costs of building the display itself. The participation fee compares very favorably with the cost of exhibit space in other buildings at the Fair, where the typical rental fee for the two years is \$100 per square foot. We will be offering an additional advantage of not requiring staffing, and providing exhibitor information facilities for the visitor. Initially, the sales agents are soliciting exhibitors in the following categories:

Transportation	Food processing and meat packing
Research and development	Packaging
Education	Electronics
Distribution	Printing
The professions--law, medicine, etc.	International trade
Agriculture	Labor
Recreation	Various types of manufacturing
Mining	

Negotiations for the rate of compensation to Gardner as sales agents are now being completed. It has been established that the Commission will not guarantee any commissions or provide any advances on commissions. All costs of sales will be borne by Gardner.

V. Advisory Committee

House Bill 836 creating the Commission directed that an Advisory Committee be formed to provide further assistance in the project. At the first meeting of the Commission on July 26, it was agreed that Clyde Walton, State Historian, and Al Weisman, of Foote, Cone and Belding, be named members of the Advisory Committee and to head sub-committees to cover, respectively, history and public relations. Senators Dirksen and Douglas have been asked to serve as Co-Chairmen of the Advisory Committee. The Executive Committee of the Commission is now naming Advisory Committeemen and asks that Commission members, who have appropriate nominees, please inform the Commission office as soon as possible. The Advisory Committee will be invited to attend the November 18 and 19 activities in Springfield; therefore, selection of the Advisory Committee must be concluded by October 31.