

Otto Kerner, Governor



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

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PROGRESS REPORT - NOVEMBER 17, 1964

Several matters have come up in connection with closing the Pavilion after the 1964 operating season, our plans for the interim period, and the current projects being handled by the Commission staff. It appears that there will not be a Commission meeting until the conclusion of the audit now being conducted for the Auditor General, which is expected to run through the first week in December. This report will serve as the means of bringing Commission members up to date.

I. The Pavilion was closed to the public simultaneously with the closing of the World's Fair on Sunday night, October 18. Final attendance for 1964 was just short of two and three-quarter million by turnstile count. It is estimated that another one-quarter million visitors viewed some part of the Pavilion without passing through the turnstile, which would bring our overall attendance to just over three million for the first year. The original forecast for the Illinois Pavilion was that we would receive a 10% share of the Fair's attendance -- a mark we exceeded since the Fair's paid attendance was under 25 million. Registrations for additional tourist literature received at the Information Center exceeded 100,000 families, which is over and above the one million pieces of literature distributed throughout the Pavilion. The staff is now preparing a formal report of the results of the Illinois Pavilion for distribution to the Advisory Committee and the Legislature. Senator Drach has kindly volunteered to assist in the preparation of the report so that it will include all the information needed for Legislative action.

II. In order to comply with the World's Fair Corporation regulations, the Pavilion was winterized, i.e., plumbing drained, air conditioning sealed, main doors secured, and smaller access doors equipped with a master lock for World's Fair fire and police departments. The Pavilion Manager, Dick d'Anjou, was contracted by the Pavilion to serve as our "New York office" and provide supervision and coordination in the New York area. He is operating on an on-call basis with the responsibility to check the Pavilion at irregular intervals. Compensation for his services is one-half of his normal salary, \$425 (\$850 per month during the operating period). In addition to his supervision, the Pavilion has hired a custodian and is cooperating with three of the neighboring state exhibitors (Montana, West Virginia, and Maryland) to operate a small-scale security force insuring an hourly physical check of the premises twenty-four hours a day. Our custodial system also includes simple maintenance and snow plowing as required.

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Historical items, including the Gettysburg Address and Lincoln letters, are being stored in the First National City Bank of New York midtown vault. Other items, such as books in the Library, the fine Lincoln painting, and the Douglas statue, have been stored in a Manhattan art gallery or in special areas of the Pavilion. All movable outdoor exhibit elements have been put into the building for the winter period. The Disney show has been dismantled and the major components shipped to California for refurbishing. All but a few of the electronic controls have also been sent to studios either in New York or California for reworking during the interim period. Disney has decided to re-program the show using a different control system to improve the movements, lip synchronization, and other features of the audio-animatronic Lincoln. There will also be technical improvements in the prologue show, probably limited to improving the audio quality in the assembly hall.

The troopers' apartment in Lefrak City has been cleaned and prepared for next year's use. Between seasons the apartment will stand idle and is available for use by Commissioners who may be in the New York area. The Pavilion's temporary personnel have been terminated, and the Pavilion staff is back to the original size and is located in the Chicago office in the State of Illinois Building (telephone number 346-2449).

III. Some of the Commissioners have had questions brought up about Disney's plans to open a second Lincoln show in Disneyland. Disney has been in touch with the Pavilion about his plans, which have been moved forward a year to coincide with the celebration of the tenth anniversary of Disneyland in 1965. It should be noted that Disney's financial sources have pressed him to open the second Lincoln show earlier than 1966, or to increase his fee to the Illinois Pavilion in order to meet the extraordinary expenses which he has faced in this project. (Just one example, for your information, is that Disney's original budget called for one man to supervise the Great Moments show in the control room. In actual practice, and to meet union demands, Disney had to maintain a staff of three, and quite often four, at all times, which brought his weekly payroll to over \$3,000.)

At this moment we are in contact with Disney in order to take advantage of the second Lincoln show. We have a tentative commitment from him to permit an Illinois tourist information booth at the exit of the Disneyland Lincoln show, quite similar to the World's Fair layout, which would give the State promotional efforts on both coasts in 1965 and virtually double the value of our investment. This would be the first state promotion at Disneyland where attendance grew to six million during the summer season of 1964. A meeting to conclude these arrangements is scheduled for the first of December and a subsequent report will be sent to Commission members.

IV. As already mentioned, we are now undergoing a full-scale audit by Price Waterhouse, commissioned by the Auditor General. Attached is a set of the latest financial statements which they are now reviewing and are subject to final revision by the auditors. It will be noted that the Commission will barely squeak through calendar 1964 with the funds now available. Some of the extraordinary costs which were feared would come up have been incurred in the project. For example, air conditioning maintenance and general maintenance exceeded our worst estimates. All of this will necessitate immediate action by the Legislature in order for the Commission to stay liquid through the interim season.



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The Auditor General has also agreed to audit the concessionaire and to make recommendations for 1965 operating procedures.

V. Attached is a press release announcing the nomination of the Pavilion for a Freedoms Foundation award. The staff has just completed submitting all of the necessary supporting evidence to the awards jury. The final selection will be announced at Valley Forge next Washington's birthday.

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Our sincere thanks to the members of the Commission for spreading word of the effectiveness of our promotion at Flushing Meadow. From all indications, the Legislature will look favorably on our request for funds to operate through the 1965 season without resorting to admission charges or other restrictions in our successful format.

If you have any suggestions for the formal report or for the distribution of the information contained in it, please let us know.

Respectfully submitted,

  
James A. Cassin  
Executive Director

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Enc.