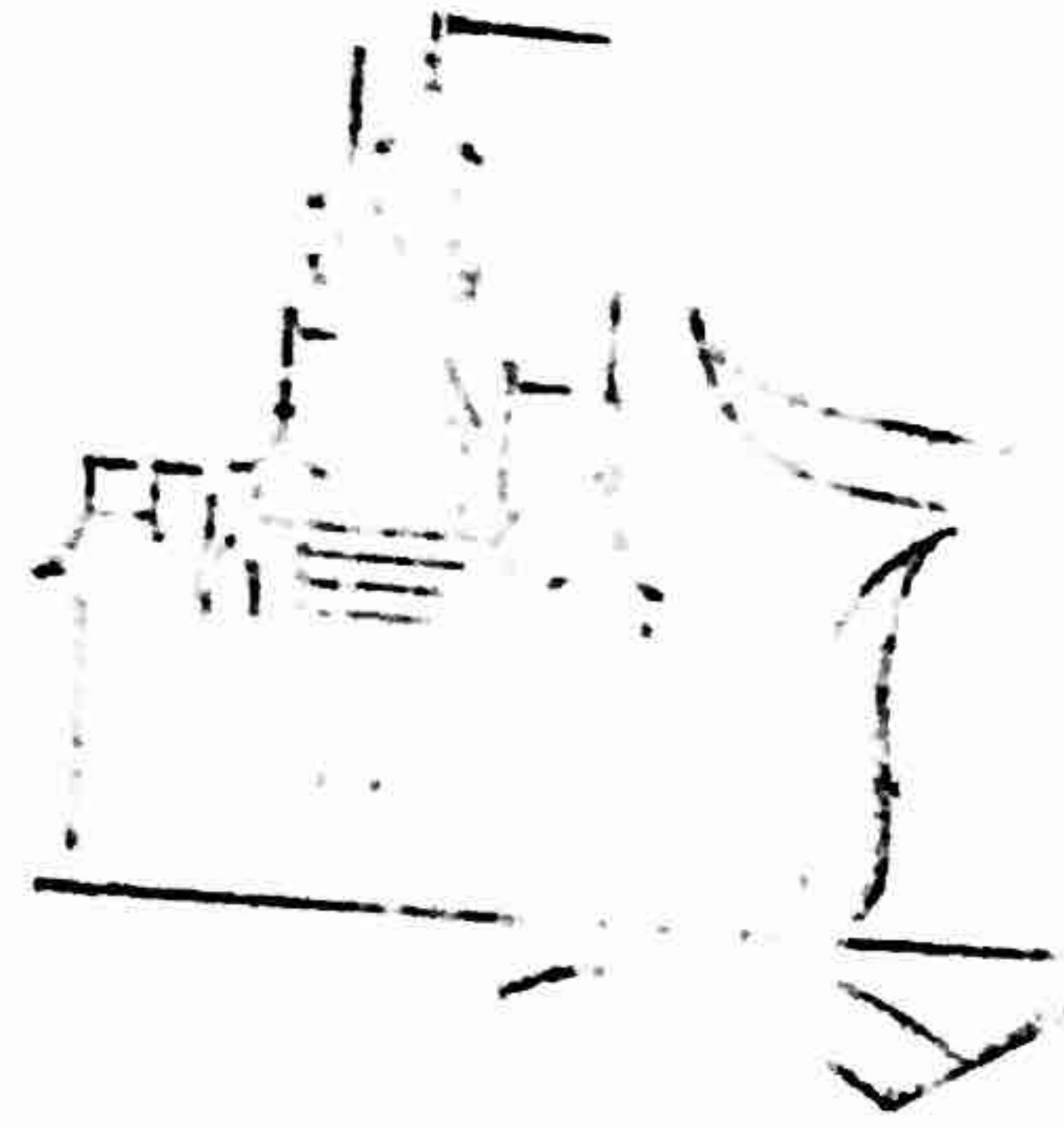


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WED



WED Enterprises, Inc.

1313 HARBOR BLVD., ANAHEIM, CALIF. • TELEPHONES: KEYSTONE 3-4436 AND MADISON 3-4437

May 29, 1963

Mr. Al Wiseman
Foote, Cone & Belding
155 East Superior Street
Chicago 11, Illinois

Dear Al:

As you requested on the telephone this afternoon, I am forwarding the arbitrary layout which our designers at WED Enterprises, Inc. formulated as a suggested plan whereby the State of Illinois could have ample space for its exhibits (industrial, commercial, tourism, etc.) plus the necessary area for the theatrical production of the Lincoln figure, on a maximum capacity basis.

The theater area, you will notice, encompasses 7640 square feet, with a capacity for 500 people per show. The exhibit areas as indicated would provide a bull pen area for those waiting to see the show, and an exhibit and merchandising area for the exhibit.

The theater is laid out in the continental manner in which there are no center aisles. The waiting audiences would form in the lobby area and when the show ended, would exit to the left into the exhibit-merchandising area, and the waiting group would follow them immediately into the seats. This gives you a maximum turnover, and as I told you in Chicago, could possibly allow five shows per hour on the basis of a ten minute performance, with two minutes allowed for fill and spill. On peak days this would mean an hourly capacity of 2500; on a ten hour day, 25,000 per day; and on a fourteen hour day basis, which is the projected Fair operational schedule, 35,000 per day.

In rough figures, this would indicate a maximum theoretical capacity of approximately twelve million people during the two years of the Fair. Realistically, 75 per cent utilization of the theoretical capacity would be considered quite good. This mathematically results in a realistic audience potential for the two year period of 9,000,000.

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In your discussions with Mr. Graham, please stress the fact that we laid out this arbitrary plot plan on the basis of the Fair's recommendations that no more than 60 per cent of the ground space be used for the building, with the balance devoted to landscaping, etc. There are no restrictions on the building size. In our particular instance, the only requirement is the area indicated for the theater, the stage and the backstage areas for sound, passage and electrical. The actual covered, air conditioned areas within the building can be whatever the budget will dictate, so long as it includes the theater and backstage area.

Secondly, the size of the theater seating area is quite arbitrary and could be adjusted down, although we feel that the main purpose of the exhibit is to expose the Lincoln figure to as many people as possible, and it is therefore our belief that a 500 seat capacity is very close to the minimum. At a world's fair, inadequate audience facilities can be harmful to the overall purpose of any exhibit.

As an example, the forecourt of the exhibit area could be an open courtyard leading to the theater, which would eliminate the need for air conditioning so long as the open air portion of the exhibit could be properly protected from the elements, vandalism, etc. A replica of the forecourt of the State Capitol might be one idea.

As I have told you, we are willing to provide the show element for a budget, over the two year period, of between \$500,000 and \$600,000. I stress that this would be the show itself, and nothing more. By way of further explanation, this means that from the proscenium of the stage to the back of the theater we would provide lighting, music, sound, electrical, curtains, projection and all other phases necessary to the presentation of the show itself. This also would include the sound and special effects requirements within the theater, but would not in any sense include the physical aspects such as the basic stage, the theater seats, the soundproofing, necessary partitions in the theater area, etc.

The most important single element in relation to the accomplishment of this project is time. We have had a great deal of experience on other projects at the World's Fair, and I can assure you that unless a decision is reached within the next two, three or perhaps four weeks, it is likely to be an impossibility to construct the necessary shell and accomplish the necessary installations in time for the opening of the Fair on April 22nd.

We would recommend the cheapest and fastest possible type of construction that could be properly air conditioned. This latter factor of air conditioning will be of prime importance for the success of any show at the Fair. I would again that a beautiful forecourt treatment, leading to the entrance of the exhibit--the

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Mr. Wiseman

Lincoln show--would be completely adequate, in the opinion of our designers.

The wealth of information that we have at the Studio of design and construction, based on our other operations at the Fair, is available to your architects and engineers, and we would welcome a visit by them to our Studios in Burbank to see the Lincoln figure and to consult with our people on the best and most economical method of presentation.

We are hopeful that something can be worked out, and are most anxious to cooperate, but we must have assurance of budget and a timetable of construction if the project is to become a reality.

Believe me, Al, I spent most of last week on the fairgrounds at Flushing Meadows, and I want to impress upon you the need for urgency in vital decisions regarding the matters I have outlined above. I am sure you remember the old bromide, "It's later than you think". Believe me -- it is!

Sincerely,

DISNEYLAND

Jack C. Sayers, Director
Lessee Relations Division

Enc.

P.S. On the attached plot plan, the square footage of each area is defined. Without resorting to my adding machine, I believe this comes to in excess of 36,000 square feet. We feel the job could be accomplished with perhaps one-half of the amount under cover, or even less, depending upon design, and again depending upon assurance that the theater portion and the adjacent bull pen area has proper light control, sound control and air conditioning.