

PEACE THROUGH  
UNDERSTANDING

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION  
INTERNATIONAL EXPOSITION AT FLUSHING MEADOW PARK  
FLUSHING 52, N. Y. • TELEPHONE - AREA CODE 212 - WF 4-1964 • CABLE ADDRESS "WORLDSFAIR"

May 16, 1962

THE STATE OF NEW MEXICO  
AND THE  
NEW YORK WORLD'S FAIR 1964-1965

The New York World's Fair welcomes the representatives from the State of New Mexico to Flushing Meadow.

Today you can enter the Fairgrounds free. During 1964 and 1965, however, the turnstiles will click over seventy-million times for those who pay their way to see the greatest show of our lifetime. Over 150 exhibit buildings will be erected on the site by the various exhibitors.

To date we have assurances from approximately thirty states that they will either singly or jointly erect pavilions in the Federal and States Area. Congress will appropriate at least \$15 million in the very near future for a Federal Exhibit.

The Federal and States Area of the Fair lies between the International Area and the Transportation Area. It includes the Federal Exhibit; the 120-foot diameter stainless steel UNISPHERE, theme of the Fair; the existing New York City Building; the beautiful Astral Fountain and the moving sidewalk to the Lake Area.

Space in the Federal and States Area is made available to the states rent free. Comparable space in the Industrial Area would cost a total of \$8 a square foot for the two seasons, and foreign countries are paying \$6 per square foot. Sites can be reserved by individual states for as little as 6,000 square feet. Competent architects have developed exciting plans for a minimum size pavilion estimated to cost approximately \$80,000. Additional funds would be necessary to develop the interior exhibits and to staff the pavilion during the construction and operating periods. While this is the smallest exhibit allowed, we would recommend larger representation.

Many of the states which have reserved space are well along with their planning. Legislation has been passed in several states setting up World's Fair Commissions and appropriating the initial funds for concepts

and drawings. Others are finding it necessary to depend almost entirely on industrial contributions and, in some cases, revenue-producing features of their exhibit. In some instances local industry is considering erecting the building as their contribution.

Shows put on to dramatize the history and tourist attractions of New Mexico could be a great magnet to draw crowds to the New Mexico exhibit and, with a nominal charge for a performance, could aid substantially in defraying the cost of the exhibit. Restaurants and shops featuring items indigenous to the State can also produce revenues for the State.

In order to develop an exhibit for the Fair, a certain time element is involved. The following typical time schedule has been evolved for an average program:

Appointment of Committee	1 month
Development of Concept	2 months
Selection of Architect	1 month
Raising of funds	concurrent
Design for Pavilion	5 months
Development of Exhibit	concurrent
Approvals & Advertising	2 months
Construction	10 months
Exhibit Installation	<u>2 months</u>
	23 months

This schedule can be compressed in particular instances where construction is not complicated and where a preliminary concept is already known but in general, planning and development takes nearly two years. The Fair opens its gates to the public on April 22, 1964.

In some states the preliminary planning is being done within the normal budget of the industrial development office. In other states a private group, such as Florida's Council of 100, has been spearheading this phase through funds raised from private sources. In Hawaii \$20,000 was raised from contributions from a small group of industry leaders to pay for a comprehensive report on that state's proposed exhibit. This report included a full development of the theme, concept, methods of financing, and an architect's rendition and layout.

In the case of New Mexico a similar report could be prepared by one of the experienced exhibit designers for under \$10,000. This report would provide the basic material upon which an exhibit could be developed. If done

immediately this preliminary work could save four months in the overall program and provide a document for statewide distribution to generate enthusiasm. The Fair considers this the most important step in initiating public acceptance of participation.

Certainly the State of New Mexico has numerous features which are worthy of exposure to the Fair's 70 million visitors and the rest of the world through the vast coverage of Fair exhibits, through the millions of official World's Fair Guides published by Time, Inc. and through repeated stories and pictures in the press, magazines, radio and new worldwide television. Such features of New Mexico life and culture include:

- Industrial opportunities
- Tourist attractions
- Carlsbad Caverns
- Local entertainment
- Copper Industry
- State History
- Indian Culture
- New Industrial growth
- Ernie Pyle
- Follow up to 50th anniversary.

It is our recommendation that the Governor immediately either appoint a non-partisan advisory committee or designate the industrial development office to plan an exhibit. A report should show concept, proposed budget and methods of financing. These recommendations should be given statewide exposure to develop support for the project. The Fair Corporation is available to provide whatever assistance necessary, either in New York or through visits to New Mexico, to assure participation in the Fair by the State of New Mexico.

We hope you will all COME TO THE FAIR!