

FACT SHEET EXPO '74

Current as of 3/15/72

- EVENT:** World Exposition in Spokane, Washington, from May 1 to October 31, 1974, themed to Environment and Outdoor Recreation.
- THEME:** "How Man Can Live, Work and Play in Harmony with His Environment." EXPO '74. . . .to stimulate greater understanding of what our environmental problems are and how we can solve them.
- SYMBOL:** The EXPO '74 symbol is an adaptation to a flat plane of the "Mobius Strip," a three dimensional form which has only one side and therefore has no definable beginning and no end. It is continuous. The symbol expresses the continuity of life—man's inescapable relationship with all things in his immediate environment and in his total universe. The colors are significant with blue representing purity of clean water; green, the unspoiled natural beauty of growing plants and trees; white expresses the cleanliness of fresh air.
- SITE:** More than 50 acres in the heart of Spokane adjacent to the Central Business District and along the rushing Spokane River. The site is composed of historic Havermale and Cannon Islands and the north and south riverbanks, all encompassing the spectacular Spokane River falls.
- ATTENDANCE:** Four-and-a-half to five-million admissions are projected during the six month World Exposition, of which more than half will come from outside the Inland Pacific Northwest.
- EXHIBITS:** More than 75 individual exhibitors will be featured, ranging from major pavilions to small displays in unusual and exciting settings. Prime exhibitors will include the United States and other world governments, Washington State and other state and municipal governments, domestic and international industries, corporations and organizations.
- FEATURES:**
- The Washington State Pavilion will contain a performing arts theater with seating for 2,700 spectators, and a large exhibit area.
 - The USA pavilion, which is now in the planning stage, will be one of the dominant attractions of EXPO '74. It will be a major statement by this nation regarding the environmental theme.
 - A waterfront theater.
 - A theme structure that will uniquely depict the Exposition theme.
 - A quality amusement center.
 - Restaurant and food concessions, many featuring international cuisine.
 - Internationally acclaimed entertainers, educators, and environmentalists.
 - A major Riverfront Park and Recreational area.
 - Aerial Gondola rides across the brink of the falls and up the river.
- MILESTONES:**
- March 19, 1971 — The Washington State Legislature passed a bill for a \$7.5 million State Pavilion.
 - Sept. 20, 1971 — The Spokane City Government provided \$5.7 million for site development through a temporary Business and Occupation tax.
 - Nov. 24, 1971 — The Bureau of International Expositions (36 member nations) unanimously registered EXPO '74.
 - Jan. 31, 1972 — President Richard M. Nixon signed the official proclamation and extended invitations to governments of the world.
- REGIONAL BENEFITS:**
- 4,000 new jobs created directly and indirectly by EXPO '74.
 - \$125 million total economic impact

