



EXPO '74 INFORMATION SHEET

EVENT: World Exposition in Spokane, U.S.A., from May through October, 1974.

STATUS: Approved by the Bureau of International Expositions, Paris, by President Richard M. Nixon on behalf of the U.S. Government.

THEME: Themed to environment and outdoor recreation—"How Man Can Live, Work and Play in Harmony with His Environment." To stimulate greater understanding of the world's environmental problems and how we can solve them.

SITE: More than 100 acres in the heart of Spokane on the cascading Spokane River. The site includes Havermale and Cannon Islands and the north and south riverbanks, all crowned by the spectacular Spokane River Falls, a combination of beauty and rugged features usually found only in remote scenic areas.

LOCATION: Spokane is 290 miles east of Seattle, 15 miles west of the state of Idaho, and 95 miles south of Canada's province of British Columbia.

MILESTONES: **January, 1970**—Planning commences in Spokane with formation of a Centennial Committee.
March, 1971—Washington State Legislature and Governor Daniel J. Evans approve \$7.5 million for State Pavilion and Exhibit.
September, 1971—Spokane’s City Council agrees to fund \$5.7 million for riverfront park development.
November, 1971—The Bureau of International Expositions in Paris (36 member nations) unanimously provides registration of Expo '74 as a Special Category International Exposition.
February, 1972—President Nixon signs proclamation inviting foreign governments to participate in Expo '74.
May, 1972—Canada, U.S.S.R., and Iran announce acceptance of invitation.
June, 1972—Site demolition begins.
August, 1972—Commerce Secretary Peterson is designated acting U.S. Commissioner General by the President. Commerce Department begins preliminary planning for U.S. participation under terms of Public Law 91-269. Japan becomes the fourth nation to announce participation.
August 1, 1972—Commerce Secretary Peterson is designated acting U.S. Commissioner General by the President. Commerce Department begins preliminary planning for U.S. participation under terms of Public Law 91-269.
Sept. 8, 1972—Bids were opened for the first construction on the site.
Sept. 21, 1972—President Nixon approved the recommendation for Legislative appropriation of the \$11.5 million U.S. Pavilion and Exhibit.

**REGIONAL
ECONOMIC
IMPACT:**

- 4,000 new jobs created directly and indirectly by Expo '74 in Spokane and throughout the region’s travel industry, according to Economic Research Associates.
- \$125 million total economic impact in Washington and Idaho according to Economic Research Associates.

ENVIRONMENTAL

BENEFITS:

- Revitalization of the central urban core area.
- Creation of a downtown riverfront park and cultural complex along the banks of the Spokane River.
- Establishment of a permanent environmental study and information center.

**TOTAL
EXPOSITION
COST:**

\$70.6 million including site development, major pavilions, state and federal buildings, international pavilions, features, and exhibits.

HOUSING:

5,000 motel/hotel rooms available daily within the Greater Spokane area by 1974. Seventy-five recreational lakes and 2,500 camping spaces within a 50-mile radius of Spokane with camping and overnight motel facilities. Within a day’s drive are more than a dozen national parks and forests, American and Canadian.

ACCESS:

On U.S. Interstate 90 from Seattle; Interstate 90 from Yellowstone National Park; U.S. 2 from Glacier National Park; U.S. 395 from Banff and Lake Louise, Canada. Spokane International Airport is served by United Airlines, Northwest Orient Airlines, Hughes Air West, and Cascade Airways.

ATTENDANCE: Four and one-half million admissions are projected during the six-month World Exposition, according to studies by Economic Research Associates, world's fair statistical experts. Visitors from all 50 states and the Canadian provinces are expected to make Expo '74 the highlight of a complete Pacific Northwest vacation.

ENTERTAINMENT: The Exposition will be a world center of entertainment. All forms of classical and popular entertainment will be presented by the foremost internationally recognized companies and personalities, including major philharmonic orchestras, circus, legitimate theatre, and leading pop entertainers.

EXHIBITORS: Many individual exhibitors will be featured including major pavilions in unusual and exciting island settings. Prime exhibitors include the United States, Washington State, and domestic and international industries and organizations. Canada was the first international government to announce participation, followed shortly by the U.S.S.R., Iran and Japan.

FEATURES:

- The U.S.A. Pavilion, which is now in the planning stage, will be one of the dominant attractions of the Exposition. It will be a major statement by this nation regarding the environmental theme of Expo '74.
- The Washington State Pavilion will contain a performing arts theatre, with seating for 2,700 people, and a large exhibit covering life in the exciting Evergreen State.
- A 2,000 seat, outdoor, waterfront theatre.
- An island structure that uniquely depicts the environmental theme.
- A new quality amusement center based on the outdoor life of the Inland Pacific Northwest.
- Air gondola rides over the brink of the falls and across the river.
- Restaurant and food facilities, many featuring international cuisine.
- Riverfront park, pathways, quiet pools, and natural rest areas along the water.

FOR FURTHER INFORMATION CONTACT:

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