



EXPO'74

FACT SHEET

EXPO '74 WORLD'S FAIR

- EVENT:** Expo '74 World's Fair in Spokane is the only major international Exposition currently scheduled in the United States during this decade, the celebration period for the nation's 200th birthday.
- TIME:** May 1-October 31, 1974.
- THEME:** "Celebrating Tomorrow's Fresh, New Environment," Expo '74 is the world's first international Exposition to be themed to the environment and outdoor recreation. Expo will highlight and exhibit Man's reawakened concern for his surroundings and what he is doing to improve them.
- SITE:** Located in the Pacific Northwest amid myriad national parks, lakes and geographic wonders, the Spokane World's Fair site will in itself be a major demonstration of man's reclamation of a once-lost area. The fair site includes two islands in the Spokane River, surrounded by the rugged Spokane Falls. The 100-acre, downtown site is now being cleared of railroad tracks, trestles, and other signs of industrialization which have obscured the natural beauty of the river for nearly a century, and is now rapidly being restored and transformed into a dazzling downtown riverfront park.

EXHIBITORS: Every major nation of the world is expected to participate and invitations issued by President Nixon have already been accepted by Canada, Japan, Iran and the Soviet Union. The State of Washington will have a major pavilion and exhibit hall on the south bank of the site, and other states and major powers are negotiating for exhibit space. The United States' exhibit will be in the form of an impressive \$11.5 million multi-theater complex, to be known as the United States Pavilion; one of two permanent buildings to remain at the conclusion of the Fair.

A wide array of individual exhibits will be featured at Expo '74, ranging from domestic and international corporations and industries to leading environmental groups.

LOCATION: Spokane, located 290 miles east of Seattle and the Pacific beaches, and 120 miles south of the Canadian border, is in the center of more state and national parks and other recreation areas than any other urban area of comparable size in the Nation. Spokane is served by a modern, international airport and is on Interstate 90, the major automobile route between Chicago and the Pacific Coast. Airlines serving Spokane are Northwest Orient, United, Hughes Air West, and Cascade Airways.

ATTENDANCE: During the six months of the Fair, May through October, 1974, 4.6 to five million visitors are expected to pass through the gates, according to studies by Economic Research Associates of Los Angeles. Visitors from all 50 states, the Canadian provinces and abroad are expected to make Expo '74 the highlight of a complete Pacific Northwest vacation.

LODGING: Spokane and its surrounding area are served by numerous modern, high quality hotels, motels and outdoor recreation spots. In order to match up visitors with available facilities, Hospitality Services, an independent lodging and information bureau, was formed. Now categorizing and rating all facilities within a 100-mile radius of Spokane, the bureau will make and confirm reservations during the Exposition. Mail address is: P.O. Box 1974, Spokane, Washington, 99210.

ENTERTAINMENT:

Expo '74 is shaping up to be "the entertainment capital of the world" during 1974, according to theatrical and entertainment experts. In addition to some of the top names and performing groups of this country, performances will include the leading artists from participating nations. Offerings will be available to suit every taste, from symphonic orchestra to rock and from ballet performances to jazz.

FEATURES:

--The \$11.5 million U.S. Pavilion will be one of the dominant attractions of the Exposition. A permanent structure, the three-theater complex will depict "Man and Nature, One and Indivisible." The uniquely designed twin-conical structure will incorporate waterfalls, quiet pools and a one-acre garden courtyard overlooking the Spokane River in a multi-faceted display of the unification of man and nature.

--The \$7.5 million Washington State Pavilion, another permanent facility, will serve a two-fold purpose. One end of the structure will contain the exhibit area, which will include a filmed presentation depicting the various stages of man's relationship with the environment. Its message: It's "About Time" man took steps to save, rather than enslave, that environment.

--The State Pavilion will also house a 2,700-seat opera house, for many of the Fair's entertainment and cultural offerings. A permanent structure, the theater will serve the Spokane cultural community long after the Exposition.

--Another facility to remain after Expo '74 is the 1,000-seat outdoor theater, overlooking the still waters of the Spokane River, at the eastern tip of Havermale Island.

--A major exhibit of American art is being organized by noted San Francisco critic Dr. Alfred V. Frankenstein. The exhibit will include original works by America's most prominent artists from pioneer days to present.

--A specially-built amusement area based on early life in the great Inland Pacific Northwest will combine the traditions of "Old Spokane" and turn-of-the-century mining and lumbering camps with their modern descendants. Rides will include a descent into a mining cavern and an exciting log flume ride.

--Two aerial gondola rides will carry visitors above the crowds. One will traverse the site, while the other will descend into the gaping, splashing chasm of the river falls.

REGIONAL IMPACT: --4,000 new jobs created directly and indirectly by Expo '74 during construction, operating and post-Expo periods.
--\$125 million total economic impact in Washington and Idaho areas, according to Economic Research Associates.
--Acceleration of clean-up plans for Spokane River Drainage Basin.

LOCAL BENEFITS: --Revitalization of central urban core area.
--Creation of downtown riverfront park and cultural complex along banks of the Spokane River.

TOTAL COST: More than \$70 million will be invested in Expo '74, including State, Federal and other participant expenditures, site acquisition and development and privately raised operating capital. Other than participant costs to State and Federal governments, and development of a city park by the City of Spokane, no tax dollars are being used to fund the Exposition. Private bonds and pledges from area businesses provide the initial operating money. Bonds will be repaid from gate admissions, and any surplus money at the close of the World's Fair will be turned over to the City of Spokane.

CURRENT EXHIBITOR LIST

Governments

1. U.S.A.
2. Canada
3. Iran
4. Soviet Union
5. Japan

States

1. Washington State

Domestic Industry

1. Ford Motor Co.

Special Groups

1. Church of Jesus Christ of Latter-Day Saints