

Disney's America

Governor Visits Manassas to Welcome Disney's America

Community News

There were smiles and handshakes a plenty on April 7 when Governor George Allen traveled to Manassas for a bill-signing ceremony to launch Virginia's partnership with Disney's America. Allen, who made the legislation the top priority of his first year

The Governor said Disney's America would mean \$40 million in new revenues for the state each year...

as governor, thanked hundreds of park supporters for their efforts to welcome The Walt Disney Company to Virginia and help bring thousands of jobs to the Commonwealth. The Governor said Disney's America would mean \$40 million in new revenues for the state each year, adding "That is the way to raise revenues, not by jacking up the sales tax or the income tax."



By providing funding for road construction to smooth the flow of traffic on I-66, the legislation moved Disney's America a step closer to reality, while also giving a dividend to motorists. By approving funds for planned, but

previously unfunded, road improvements critical to help commuters even before Disney's America is built, the General Assembly provided an important direct benefit to the people of Northern Virginia.

GOVERNOR GEORGE ALLEN SIGNED THE \$131 MILLION HIGHWAY LEGISLATIVE PACKAGE AT THE BEN LOMOND COMMUNITY CENTER IN MANASSAS ON APRIL 7TH. FROM LEFT TO RIGHT ARE DELEGATE HARRY J. FARRISH; DISNEY'S AMERICA GENERAL MANAGER, MARK PACALA; COUNTY SUPERVISOR'S CHAIRWOMAN KATHLEEN SEFFELDE; AND STATE SENATOR CHARLES J. COLEMAN.

LETTER TO THE COMMUNITY

Dear Friend:

First and foremost — thank you for your support over the past several months. Since announcing our plans last November, we've spoken with over 10,000 citizens of Northern Virginia. We've had one-on-one conversations over coffee and broader discussions with large groups. We've shared our thinking and listened to your concerns. In almost every instance, we've come away gratified and impressed by your enthusiasm for Disney's America. The fervor and willingness of so many of you to make your views known to the news media and your elected officials have played a major role in winning support from the General Assembly.

Disney's America is committed to working with public officials, citizens, and independent experts to address such issues as traffic and the nature of future development. It is also essential that those of us at Disney's America continue to listen to your views and concerns as we move ahead with this project. It is important for you to know more about Disney's America and The Walt Disney Company. That's why we've created this newsletter.

The partnership we forged with Governor Allen and the General Assembly has brought Disney's America a step closer. The next step is completion of the County zoning process. Over the next several months, the County will hold a series of public hearings about our project. These hearings offer a chance for citizens to participate in the decision-making process. We hope all of you will take part. We would appreciate your help at those forums.

Now that we have our office in Gainesville, we hope you will drop by for a visit. A model of Disney's America and an artist's renderings of the proposed park are on display in our lobby.

Again, thank you for your support. Disney's America is determined to be a good neighbor, and we appreciate the open hands and open hearts that you have extended in welcome.

Sincerely,

Mark Pacala
MARK PACALA
General Manager

Traffic Facts About Disney's America

DID YOU KNOW THAT:



Revenue generated by Disney's America is helping the Commonwealth of Virginia accelerate long-planned, but previously unfunded, improvements to I-66. Without Disney's America, the addition of another lane to I-66 would continue to be delayed because of inadequate funding.

The improvements will immediately provide a net increase in roadway capacity. The expansion in capacity will exceed traffic traveling to and from Disney's America.

Disney's America will generate enough tax revenues to

pay for all infrastructure improvements and also provide Prince William County and the Commonwealth of Virginia with millions of dollars each year for other public needs.

Disney's America will generate 60 percent less rush hour traffic in the year 2000 than a 2,800-home residential project previously approved for the park's site.

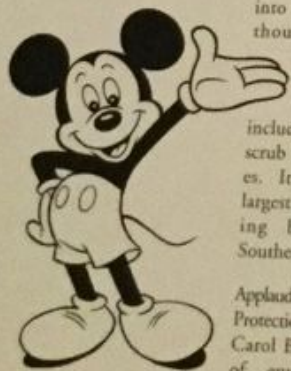
Most guest traffic to Disney's America will occur in the non-rush hour periods and flow in the opposite direction of peak commuter traffic.



SMILES LIT UP THE DAY ON APRIL 23, 1993, WHEN THE WALT DISNEY COMPANY DONATED 8,500 ACRES OF LAND TO THE NATURE CONSERVANCY (TNC). ON HAND FOR THE DEDICATION WERE (LEFT TO RIGHT) FORMER CHAIRMAN OF THE TNC BOARD OF GOVERNORS DIKE WEINSTEIN, FLORIDA GOVERNOR LAWTON CHILES, MICKEY MOUSE, ENVIRONMENTAL PROTECTION AGENCY ADMINISTRATOR CAROL BROWNER, AND WALT DISNEY ATTRACTIONS' PRESIDENT JUDSON GREEN.

The Disney Wilderness Preserve: Innovative Environmental Cooperation

The Preserve is home to as many as two dozen protected species including woodstorks, Florida scrub jays, and gopher tortoises. It also houses one of the largest concentrations of nesting bald eagles in the Southeast.



To most Americans, The Walt Disney Company is synonymous with artistic innovation and quality family entertainment such as movies, animation, and parks. The Disney name conjures up images of Jiminy Cricket, Davy Crockett, and, of course, Mickey Mouse. But that is just part of the Disney story, which also includes a commitment to education, conservation, and environmental stewardship. We believe The Walt Disney Company can demonstrate that good environmental practices and responsible growth go hand in hand.

The Walt Disney Company's leadership in these areas is exemplified by the unique partnership that created the 8,500-acre Disney Wilderness Preserve in central Florida. Working with the Florida Department of Environmental Regulation (DER), The Nature Conservancy, and five other agencies, we purchased the Walker Ranch and converted it into a permanent preserve for thousands of birds and animals. The Preserve is home to as many as two dozen protected species including woodstorks, Florida scrub jays, and gopher tortoises. It also houses one of the largest concentrations of nesting bald eagles in the Southeast.

Appointed by U.S. Environmental Protection Agency Administrator Carol Browner as "the future of... environmental protection



ONE OF THE LARGEST MARSHES ON THE DISNEY WILDERNESS PRESERVE



FLORIDA SANDHILL CRANE



WHITE IBIS



MAP OF WALT DISNEY WORLD & THE DISNEY WILDERNESS PRESERVE



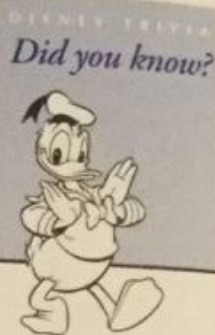
ENVIRONMENTAL PLANNING

in this country," the Preserve protects an entire ecosystem including 2,550 acres of wetlands. In 1993, the Preserve was recognized with major environmental awards from The Nature Conservancy, the Florida Audubon Society, and the Industrial Development Research Council.

Under the agreement worked out with state and federal regulators, The Nature Conservancy will own and manage The Disney Wilderness Preserve. Disney will fund educational programs, restoration activities, and management of the site. Our total financial commitment approaches \$40 million.

In addition to birds and animals, The Disney Wilderness Preserve includes at least seven archaeological and historically significant sites including the unexcavated "Walker Mound" that scientists speculate may be related to the earliest residents. There is evidence of human existence on the Preserve grounds back to the year 500 B.C., and we have already identified remains of an early village settlement of aboriginal Americans.

The Preserve, which will become a living laboratory that enables visitors to learn firsthand about critical natural systems, has a long history of agricultural use. Millions of acres of wetland were drained to facilitate farming, cattle ranching, and logging, and as recently as the 1960s, the area was targeted for real estate development.



Did you know?

1 Donald Duck has three nieces named April, May, and June.

2 Dopey is the only one of the Seven Dwarfs who does not have a beard. Doc is the only one who wears glasses.

3 In order to escape from the inside of the whale, Pinocchio builds a smoky fire to make the whale sneeze.

4 In the movie *Fantasia*, ostriches, elephants, hippos, and alligators are featured as the ballet dancers in the musical segment to Ponchielli's "Dance of the Hours."

5 Dumbo the elephant does not speak in the film *Dumbo*.

6 Cinderella's two ugly stepsisters are named Drizella and Anastasia, and her stepmother's name is Lady Tremaine.

7 The price tag on the hat the Mad Hatter wears in *Alice in Wonderland* reads 10/6 (or ten shillings, sixpence).

8 Captain Hook's hook replaces his left hand.

9 In *101 Dalmatians*, Pongo and Perdita had 15 puppies.

10 In *The Jungle Book*, Baloo teaches Mowgli about life by singing the song "The Bare Necessities."

THE DISNEY CHANNEL: *More Than Mickey Mouse*

For more than ten years, The Disney Channel has provided its viewers an educational and entertaining blend of classic Disney fun fare and innovative, issue-oriented television programming. In addition to Disney films and features, the Channel's programming offers a look at men and women who have made important contributions to American life and examines many of the complex issues confronting young people in the 1990s.

For example, the November 1993 "Children's Day Forum" gave disadvantaged youngsters the chance to participate in a panel discussion with First Lady Hillary Rodham Clinton and Secretary of Health and Human



DON JOHNSON, CATHY BEK, AND MELANIE GRIFFITH

Services Donna Shalala. On the opposite end of the generational spectrum, "Making Their Mark" profiles senior citizens and their achievements. "Making Their Mark" subjects have included Anne Belcher, a physician who has been treating patients for nearly 70 years, and jazz musician Christopher Columbus, who is still jamming with his Atlantic City band at the age of 76.

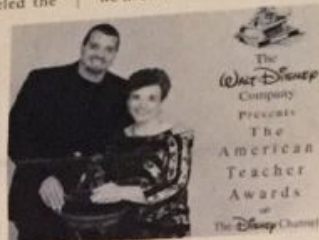
Disney Channel broadcasts have dealt with watershed, often painful, events in American history. "The Ernest Green Story," a Peabody Award winner, recounts the struggle to integrate Little Rock, Arkansas, Central High School despite resistance from a governor who ordered the National Guard to maintain racial segregation.

"The Incredible Voyage of Bill Pinkney," narrated by Bill Cosby, chronicles the journey of the first African-American to make a solo sail around the world. The Peabody Award-winning special follows Captain Pinkney as well as the school children who tracked his journey. Pinkney counseled the children about the value of pursuing personal goals. "It doesn't have to be sailing around the world," he told them. "It could be anything. It's the fact that it's yours."

Environmental and conservation education is also a key component of The Disney Channel lineup. Recent programming has included "This Island Earth," a National Audubon Society presentation about endangered species, and "Spaceship Earth: Our Global Environment," about the delicate relationship between the world's ecology and economic forces.

The Channel also broadcasts The Walt Disney Company's annual American Teacher Awards in honor of top educators across the country and regularly airs profiles of outstanding teachers. Regular programming such as

"Adventures in Wonderland" addresses important social issues including race relations and substance abuse. This Emmy Award-winning series for young children uses the Wonderland characters to teach language skills, vocabulary, and a few lessons about the world we live in.



SINBAD AND MARCIA NEEL

Education doesn't just happen in the classroom. All of us share the responsibility for helping our children understand the world around them.

Through The **The Disney Channel** Disney Channel and other forums, The Walt Disney Company is trying to make learning a life-time experience.



SUSAN DEY AND DR. PATRICIA JORDAN

COMMUNITY SERVICE: *A Disney Tradition*

When The Walt Disney Company moves to a new town, we like to pitch in right away, working with our neighbors to help make our new community a great place to live. One of the ways we help is with Community Service Awards (CSA's) that help



worthwhile programs keep up the good work.

For 37 years, Disneyland has been recognizing the good deeds of Californians. Walt Disney World has brought the CSA tradition to Florida, and Disney's America will introduce it to Virginia as well.

This year alone, Disneyland awarded \$300,000 in CSA grants to 63 California organizations in such fields as cultural arts, education, special health

services, civic service, senior citizen service, and youth service.

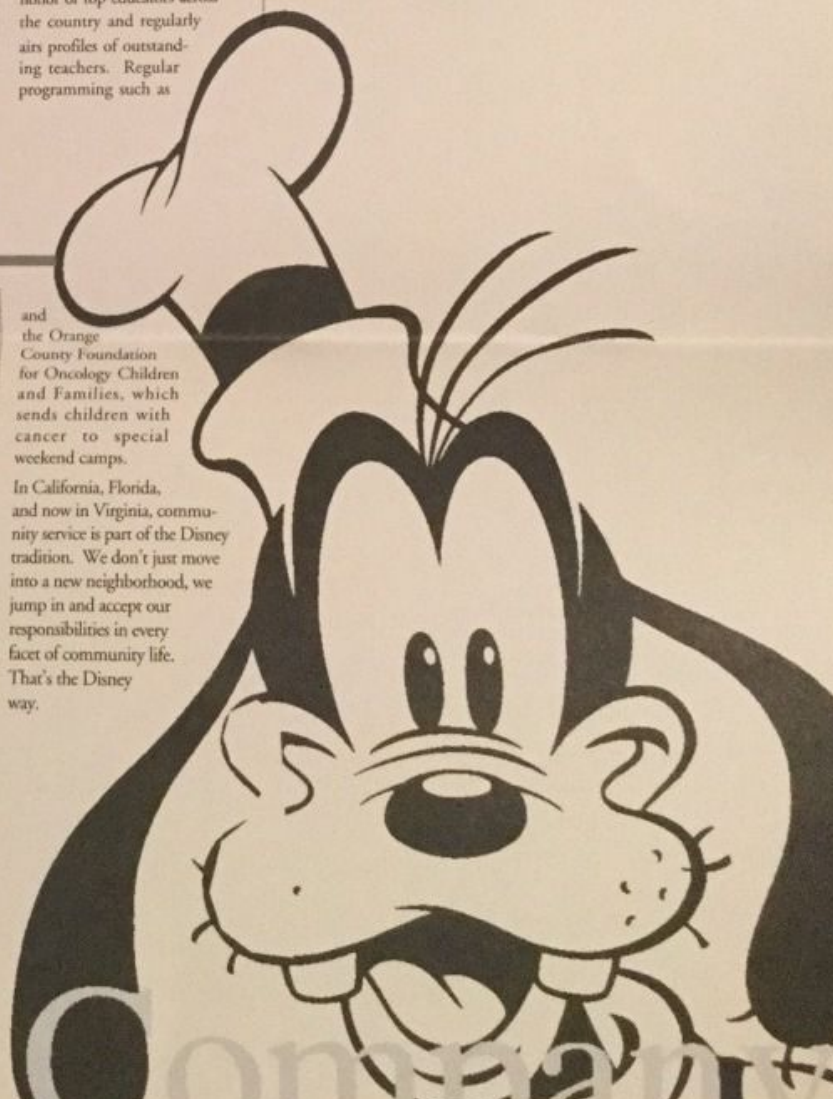
The Orange County Rescue Mission of Santa Ana earned our \$50,000 "Outstanding Award" for its use of innovative computer technology to improve the reading and communication skills of homeless people with learning disabilities. Over a four-month period, program participants recorded an average increase of two-and-a-half grade levels in vocabulary, and reading comprehension scores rose by two grades.

More than 8,600 Rescue Mission volunteers put in 93,000 hours of community service last year, enabling the organization to provide 14,195 shelter nights and distribute nearly 61,000 food boxes containing enough food to give 12 meals to a family of four.

Other major awards of \$15,000 each were given to Stop Gap, a Santa Ana organization that uses theater to help people address challenges ranging from substance abuse to race relations,

and the Orange County Foundation for Oncology Children and Families, which sends children with cancer to special weekend camps.

In California, Florida, and now in Virginia, community service is part of the Disney tradition. We don't just move into a new neighborhood, we jump in and accept our responsibilities in every facet of community life. That's the Disney way.



Q&A AND THE CATEGORY IS... Virginia History

The rich history of Virginia has been a source of great discovery for Disney's America. While we cannot compete with long-time Virginians, we thought a regular Virginia history quiz would be fun. We encourage you to send us questions along with the answers for future quizzes.

1. When was the first European settlement in Virginia?
2. What were the names of the three ships that landed in Virginia on April 26, 1607?
3. What was the colony's first newspaper and when was it founded?
4. Name the eight U.S. Presidents born in Virginia.
5. What Virginia educational institution is the second oldest college in the United States?

Send your quiz questions to:

DISNEY'S QUIZ:

Disney's America
8667 Sudley Road,
#302
Manassas, Virginia
22110

FOR MORE INFORMATION



The Disney's America Community
Line at

703.368.3657

or

Come By and Visit Our

Community Room at

14540 John Marshall Highway

Manassas, VA

Monday - Friday
9 a.m. - 5 p.m.

Virginia History

Answers

1. 1507. The first settlement was a short-lived Spanish mission probably located on the York River.
2. *Susan Constant, Discovery, and Godspeed.* The three ships set sail on December 20, 1606, carrying more than 100 people. The passengers established the settlement of Jamestown on May 14, 1607.
3. *The Virginia Gazette* was founded by William Parks in 1736.
4. George Washington, Thomas Jefferson, James Madison, James Monroe, William Henry Harrison, John Tyler, Zachary Taylor, and Woodrow Wilson.
5. College of William and Mary, chartered in 1693 by King William III and Queen Mary of England.

four

County Should Earn \$11.9 Million in Park's First Year

Prince William County and its citizens can expect significant fiscal dividends from the park when it opens in 1998. Separate studies of cost and revenue impacts project new net revenues to the County of \$11.9 million in 1998 even after allowance for new County costs. The County

Disney's America has pledged to donate land for possible County construction of new schools, a library, and a combined police/fire station.

will receive a cumulative net revenue benefit of \$169 million in the park's first ten years.

The latest economic projections, prepared by Stanley R. Hoffman Associates in response to a request from County staff, were among an array of additional information recently provided to the County by Disney's America as part of the zoning process. As part of this process, Disney's America has pledged to donate land for possible County construction of new schools, a library, and a combined police/fire station. Disney's America has also agreed to build 20 recreational fields, public bike paths, and a public "greenway" trail on the 3,000-acre project site. The company has also said it would reconstruct 28 acres of wetlands that had been plowed under and converted to farmland.

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INFORMED ABOUT DISNEY'S
AMERICA, PLEASE FILL IN AND
RETURN THE ATTACHED CARD.

_____ I support Disney's America. I agree that this project is good for the region.

_____ I would like to attend events supporting Disney's America. Please contact me for further involvement.

_____ I will support Disney's America by writing letters and speaking at public hearings. Send me more information.

NAME

ADDRESS

PHONE (IMPORTANT)

SIGNATURE

I have the following questions/comments about Disney's America: