



NEW ENGLAND STATES EXHIBITION, NEW YORK WORLD'S FAIR 1964-1965  
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## NEW ENGLAND COUNCIL WORLD'S FAIR CORPORATION

### Interim Report

The New England States Exhibition at the New York 1964-65 World's Fair has been open to the public for more than three months and has passed the half-way point in its first year of operation.

With construction and installation of exhibits completed and with a reasonable period of operating experience behind it, the Trustees of the New England Council World's Fair Corporation are now in a position to report authoritatively on progress, acceptance and financial outlook for the project.

The purpose of the New England States in entering the New York World's Fair is being accomplished effectively and dramatically. The Exhibition is telling the story of New England's contributions to the nation and the world, and doing this within the framework of the financial planning originally adopted by the New England Governors and the Corporation's Trustees.

In spite of having to build the Exhibition in eight months instead of a more normal eighteen, resulting in massive overtime charges, the increase in construction costs amounted to only 7.4% over the bid price, a record that compares very favorably with any exhibit at the Fair. Other pavilions in the Federal-State area are over budget by as much as 25%, due to premium wages and restrictive operating conditions.

As of July 31, the New England Council World's Fair Corporation had received from the states \$2,432,000 of the \$2,700,000 appropriated. It had also received \$443,000 of the \$600,000 presently being contributed by industry sources. Scheduled payments due the Corporation from the states and industry during the balance of 1964 amount to \$281,000, which will be sufficient to keep the operation in the black this fiscal year.

Our building construction cost was \$102, 219 over the bid of \$1,379,000, and on-site exhibit installation exceeded original estimates by approximately \$100,000. The expense of refurbishing for next April's reopening, and demolition after the Fair closes, are not yet known. It is estimated, however, that our total additional requirements will be between \$200,000 and \$250,000.

This needed income is in sight, through the solicitation of additional industry participation for 1965.

Unless some unforeseen situation develops, we do not expect to have to ask the state legislatures for additional funds.

## EVALUATION

The success of the New England States Exhibition is one in which all our citizens can take pride.

It is securely established as one of the major non-commercial attractions at the Fair. The public likes it and responds\* to it. By any measurement it is outstanding among state-sponsored exhibits. It is accomplishing its mission because it is unique, imaginative, hospitable and physically attractive.

The enthusiastic reaction from visitors more than compensates for all the obstacles we have had to overcome. We now know that the concept is sound and that New England is getting an excellent return on its investment.

The Exhibition is currently attracting more than 100,000 visitors a week. We had our one millionth visitor during the week of July 12, and expect that approximately 3,000,000 will attend before the end of the 1964 season.

After a fairly slow start, in common with other World's Fair exhibits, our week-day crowds are now running somewhat over 15,000 daily, our Saturday crowds over 20,000 and Sunday crowds over 12,000.

The New England restaurant, Millstone-at-the-Fair, has turned out to be one of our principal assets. Its regional menu and decor have won applause from food editors and the public. World's Fair officials make it a point to send visiting dignitaries there. Delayed in opening until June, the restaurant has since enjoyed excellent patronage.

The attractive, well-stocked Country Store, is a delight to Fair visitors and it is crowded most of the time. The store is an outstanding exhibit as well as a business venture, and a top attraction for cameramen. Its wooden Indian has been photographed almost as much as the Unisphere.

The New England Fashion Show, given three times a day, seven days a week, is another big hit. The show features the newest creations of 35 New England apparel, shoe, textile and accessory manufacturers. It recently entertained two hundred fashion editors from all parts of the country during their annual meeting in New York.

## EXHIBITS

Two of the major structures at the New England States Exhibition are given over to a series of exhibits revealing the wide historical and cultural background of the region, together with New England's contemporary prominence in education, medicine, research and technology. The so-called "theme building" houses an array of exhibits beginning with the Pilgrims' arrival and ending with President John F. Kennedy's life in New England. The principal chapters of the theme are entitled "Arrival and Discovery", "The New England Heritage", "The Faces of New England", "New England and the World", "Education and Industry", "Culture and Recreation", and "John F. Kennedy, a New England President".

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Among the unique features of the theme building are the liberty tree, a high metal structure with the documents of liberty exhibited symbolically; a complex of many screens, upon which the images of New England people and places are flashed in rapid, impressionistic sequence; and three monumental paintings of President Kennedy by Elaine de Kooning, never before exhibited.

The Court of Industry and Commerce houses exhibits offering a panorama of New England's rich industrial resources. Industries presented, in the order they are seen, are jewelry and silver-smithing, technology, life insurance, metal and metalworking, fire-arms, and food and agriculture.

Perhaps the outstanding attraction in the industry exhibits building is the now famous "Walk on the Moon", which places the visitor on a simulated portion of the moon's surface. This fascinating exhibit, conceived and planned by a group of New England's most eminent scientists, has been given additional prominence during the past few weeks by the successful mission of Ranger VII in photographing the moon's surface for the first time from very close range. The character of the moon's surface, as revealed by Ranger VII, is remarkably similar to that now "stepped upon" by thousands of visitors to New England's "Walk on the Moon" at the World's Fair.

#### PARTICIPATION BY PRIVATE INDUSTRY

Some fifty New England corporations have already contributed approximately \$600,000 to the New England States Exhibition to supplement \$2,700,000 appropriated by the six New England states. It is the intention of the New England Council World's Fair Corporation to solicit an additional \$300,000 from New England industry for the second operating year of the exhibition. As was true in 1964, the formula for industrial participation in 1965 will be two-fold: through contributions, such as those already received by the New England Telephone & Telegraph Company, the Electric Boat Division of General Dynamics, Arthur D. Little, Inc. and others, in support of the general exhibit program; and through collective exhibits on an industry-wide basis.

One major new exhibit is planned for 1965 and is presently in the design stage. This will be called "New England's Diverse Industries" and is being planned to demonstrate the variety of manufacture throughout the region.

Solicitations of New England industries by the Corporation, which ceased with the opening of the Fair on April 22, 1964, is being resumed.

In addition to the further participation of industry in the New England States Exhibition, the cities and towns of the region are being given an opportunity to exhibit their industrial resources in the Court of Commerce and Industry. To date, Northampton and Randolph, Massachusetts, have held two-week exhibits. Other municipal exhibits are planned for the remainder of the 1964 season and for 1965.

## COMMUNITY EVENTS PROGRAM

Commencing on Friday, May 8, and up to Friday, August 14, there have been 49 Community Events Days at the New England States Exhibition, where cities, towns, and colleges have presented special programs. These have ranged from concerts through marching bands, drill teams, gymnasts, craft displays and demonstrations, bagpipe bands, folk dancing, barbershop singing, skiing demonstrations, maple sugar making, and pageants.

During the 14-week period at least 3413 participants have been directly involved in the program. In Massachusetts alone the number of performers representing specific communities has ranged from a minimum of 11 up to a maximum of 288 (for the two-day Massachusetts Square Dance Festival).

Following the formula used for each state's financial participation in the Exhibition, there has been a corresponding apportionment of Community Events Days to the six states. To date, with this scheduling in mind,

Massachusetts has had 21 days with approximately 1516 participants

Maine	"	"	7	"	"	"	251	"
Connecticut	"	"	8	"	"	"	718	"
New Hampshire	"	"	7	"	"	"	548	"
Vermont	"	"	3	"	"	"	215	"
Rhode Island	"	"	2	"	"	"	66	"

and a regional barbershop singing program with 99 participants.

These groups have proved that special events can keep the Exhibition a lively, interesting, ever-changing center of activity. True to predictions, they build crowds, contribute to the over all projection of the flavor of New England, and provide a continuing source of news.

## PUBLICITY AND PROMOTION

The New England States Exhibition gained an enormous competitive advantage by establishing its own press room. Ever since opening day April 22, it has received far more than its share of the publicity emanating from the World's Fair and, during the past 45 days has been given more attention by the New York press than any other single exhibit at the Fair.

Numerous wire photos and wire stories have been transmitted by Associated Press and United Press International. Every state is represented in the returns from our press clipping bureau.

A close working relationship with New York reporters permanently assigned to the Fair has resulted in a large amount of space for the Exhibition and there are few days when some mention does not appear in either the New York Daily News, the New York Times or the New York Herald Tribune. All of the metropolitan papers are also listing us in their daily calendar of events.

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We have had numerous reports from members of the working press on the extremely able assistance and cooperation they have received from our publicity staff both in New York and in Boston.

## MAGAZINES, NEWS SYNDICATES

We have appeared in various national magazines, including Cosmopolitan, Look, Time, Cue, Seventeen, Popular Science, House and Garden, Saturday Review, Ford Times, and Woman's Day, as well as numerous other special interest publications.

One of our stories, the "Walk on the Moon" together with pictures, was requested and printed by over 600 publications nation-wide.

On grass roots level, we have answered several hundred individual requests from business, industry, students and others for stories and pictures of the Exhibition. We have also distributed over 17,000 copies of a four-page folder prepared for those seeking information and background about the exhibits. In addition, we have distributed over 700 press kits to newsmen from all over the world who have visited our Press Room.

In the weekly news round-up sent out by the New York World's Fair Press Headquarters and sent to dailies, weeklies, magazines, and radio and TV stations across the country, the New England States Exhibition has had consistent and prominent coverage with two and three items each week ever since the opening of the Fair.

#### TELEVISION AND RADIO

Practically every TV station in New England has sent camera crews in to obtain film footage at the Exhibition, while some have made several trips to the site. Rome, Italy, has devoted a large portion of a "spectacular" on the Fair to the New England States Exhibition. Additionally, CBS-TV covered Vermont Day and NBC-TV's Bill Wilson regularly mentions our community events on his morning show, from 7-10 a.m.. Community events and the fashion show have also been featured by NBC-TV, CBS-TV and ABC-TV.

A great number of our Special events, and other happenings on the Village Green, have been broadcast live over RCA color television circuit at the Fair. This is a closed circuit day-long broadcast which is shown on hundreds of receivers scattered about the grounds.

On the radio side, many New England radio stations have broadcast live from the Exhibition and daily "beepers" are made by the Press Room staff to several points in New England along with special local reports on community events. We are frequently programmed on networks and Armed Forces Radio. Radio New York Worldwide, which sends to stations throughout the country including Hawaii, and also sends shortwave broadcasts around the world, covers events at the Exhibition on the average of once a week.

#### STATE DAYS

Each of the six New England States has now had a "Day" at the Fair. And on each occasion, it was an overwhelming success, attracting large crowds and favorable publicity throughout New England, New York and across the country. Attendance by the Governors on these occasions did much to enhance the public image of their states. Rhode Island Day was May 4; Maine Day, May 28; New Hampshire Day, June 21; Massachusetts Day, June 27; Connecticut Day, July 11 and Vermont Day, July 31.

Typical of national press reaction to the New England States Exhibition is the editorial comment by CUE Magazine: "This late-starting and quite delightful compound representing six New England States endured thoughtless attack during completion and reaped some discouraging publicity as a result. Happy ending: it's one of the most amiable concepts at the Fair."

## CONTRACTUAL OBLIGATIONS AND ACCOUNTING PROCEDURES

The New England Council World's Fair Corporation was created solely for the purpose of providing a vehicle to carry out the desire of the six New England States for an exhibition at the New York World's Fair. It is a non-profit, non-political corporation and the responsibility for the conduct of its affairs rests with a Board of 28 Trustees. By agreement with the Governors, this Board comprises 20 businessmen from the six states (the 1963 Executive Committee of the New England Council) and eight personal representatives of the Governors, three from Massachusetts and one from each of the other five states.

The Trustees have met monthly and have maintained close contact with all phases of the project through committees which report directly to the parent body. A Construction Advisory Committee, an Official Exhibits Committee and a Requisitions Committee make recommendations in those major areas involving expenditure of state funds. The development and execution of industrial exhibits is under budget approved by the Board.

The Corporation has entered into a contract with each state, through which it is obligated to construct and operate the New England exhibition. The contract was signed by the Governors of five of the states and by the Commissioner of Administration in Massachusetts. Through their representatives they are kept informed as to the activities of the Corporation.

Under the contract, the State Auditor of each state has the right to audit the Corporation books, and Auditor Buckley, of Massachusetts, exercised that right and examined the books at the end of 1963. No recommendations were made for changes in the procedures set up by the Corporation's own auditors.

The Corporation inherited architectural and exhibit design and program plans from an earlier committee of the Governors. Basically, these plans were carried out as originally conceived, such changes as were made being dictated by practical construction and financial factors.

## COST EXPERIENCE OF OTHER STATE EXHIBITS

ALASKA. Cost 10% to 15% over budget to get opened, in spite of the fact that Alaska had an exhibit at the Seattle World's Fair and thus was forewarned. Examples: electrical work cost 2 1/2 times the estimate. Installation work for one exhibit was budgeted for \$9,000 and actually cost \$21,000. Expects \$25,000 in contributions from private industry next year.

ILLINOIS. Will make out all right financially, due to larger contingency fund. Principal squeeze has come from electrical costs. Estimates that total costs are up at least 10% over what they should be.

MINNESOTA. Spent 25% over budget. Found New York City labor costs to be twice what they are at home and estimates World's Fair labor costs to be 80% over New York prices.

MISSOURI. Expects income from restaurant to take care of any money problems. Their restaurant is turning out to be a very profitable operation.

NEW JERSEY. The New Jersey Tercentenary Commission has been forced to ask other state departments for aid (money and manpower). This will tide them over.

NEW MEXICO. This pavilion ran 15% to 20% over budget. Consequently it is now more "commercial" than it started out to be. No state funds involved.

NEW YORK. Has been back to the legislature twice more for money. Would not quote figures, but said any exhibitor with a budget deficit of not more than 10% is performing miracles. Says the crux of the problem is the World's Fair "no strike" agreement, which confined exhibitors to the local labor market.

WEST VIRGINIA. Budget was \$900,000 and cost was \$1,100,000. They already have a deficit of \$200,000 without provision for demolition.

WISCONSIN. This is a private enterprise. Cost was three times the original estimate, which has meant continuous scrounging for money from private industry and trade associations. Thinks they have done well at overcoming handicaps, inasmuch as two other privately financed pavilions, Texas and Louisiana, have folded.

MARYLAND. Profits from a very successful restaurant are expected to offset increased costs of operation.

OKLAHOMA. Believes operating conditions at the Fair could not have been forecast. The requirement that repair work and trucking be done between midnight and 8:00a.m. has doubled wage rates.