

PROJECT FLORIDA
A WHOLE NEW DISNEY WORLD

Disney

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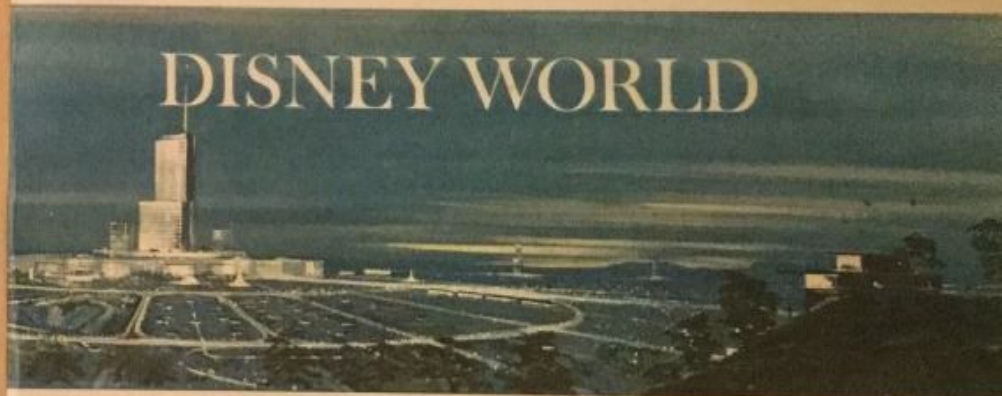
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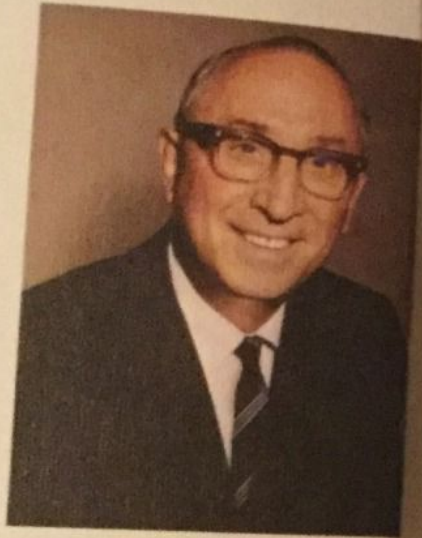
PROJECT FLORIDA / A WHOLE NEW

DISNEY WORLD



*"With the technical know-how of
American industry and the creative
imagination of the Disney organization,
I'm confident we can build a living
showcase that more people will talk about
and come to look at than any other area
in the world."*

WALT DISNEY



Foreword

This presentation is the introduction of an idea, a way of life never before attempted in this nation. It proposes to make a present reality of a community of the future — a community which will be as unique in the year 2,000 as it is today.

“Disney World” will be a rare coupling of Disney creativity and the practical results of industrial and social research. In the heartland of Florida, the nation’s most dynamic vacation market, it will bring to life a long-cherished Walt Disney dream.

The ideas contained in this presentation were developed over many months by Walt and our creative staff of designers, architects and engineers. Walt had instilled in this staff his concepts and philosophy for the entire project.

Now, more than ever, our corporation is dedicated to making his dream a reality. This, perhaps more than any other factor, is the animating spirit of the following proposal.

Roy O. Disney.

President and Chairman of the Board,
Walt Disney Productions

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On July 17, 1955, after more than twenty years of dreaming, planning and construction, Walt Disney opened Disneyland. It was a far-out project to most people in the entertainment business. Critics predicted it would fail within a year.

However, Walt Disney's idea had grown from his own disenchantment with traditional amusement parks. His many weekend visits to amusement parks with his own daughters had convinced Walt that existing areas were out of touch with the times — that they were generally unpleasant places for parents to take their children.

Walt's desire was to create a whole new concept in family recreation, a place where young and old alike could journey into the pages of history, across the seas to foreign lands, or into worlds of future and fantasy. In short, he wanted to create a park where both parents and children could enjoy themselves — together.

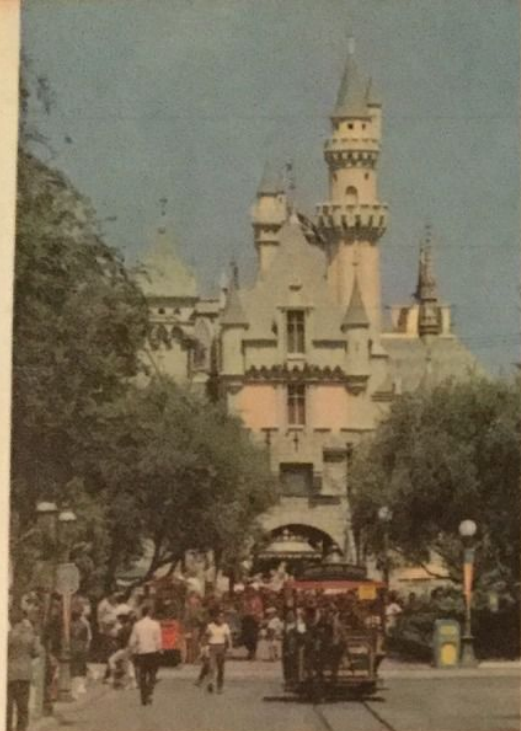
Walt Disney had faith that people would be willing to

travel long distances to enjoy such an attraction. And faith has been justified.

During the past twelve years, Disneyland has become a host to 60 million visitors. People have come from every state in the nation and from every nation in the world. Annual attendance has passed 6.7 million and employment has reached a peak of 5,400 persons during the summer months.

The Magic Kingdom, which opened with 22 major attractions, today offers more than fifty. Initial investment in this 230-acre wonderland was \$17 million. Today, total investment exceeds \$75 million, and it will reach \$100 million by 1970.

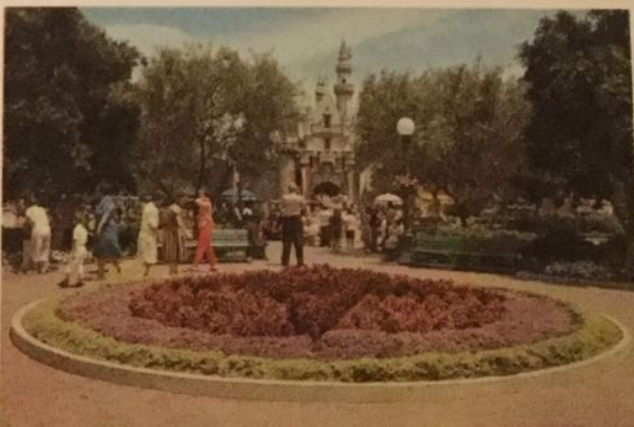
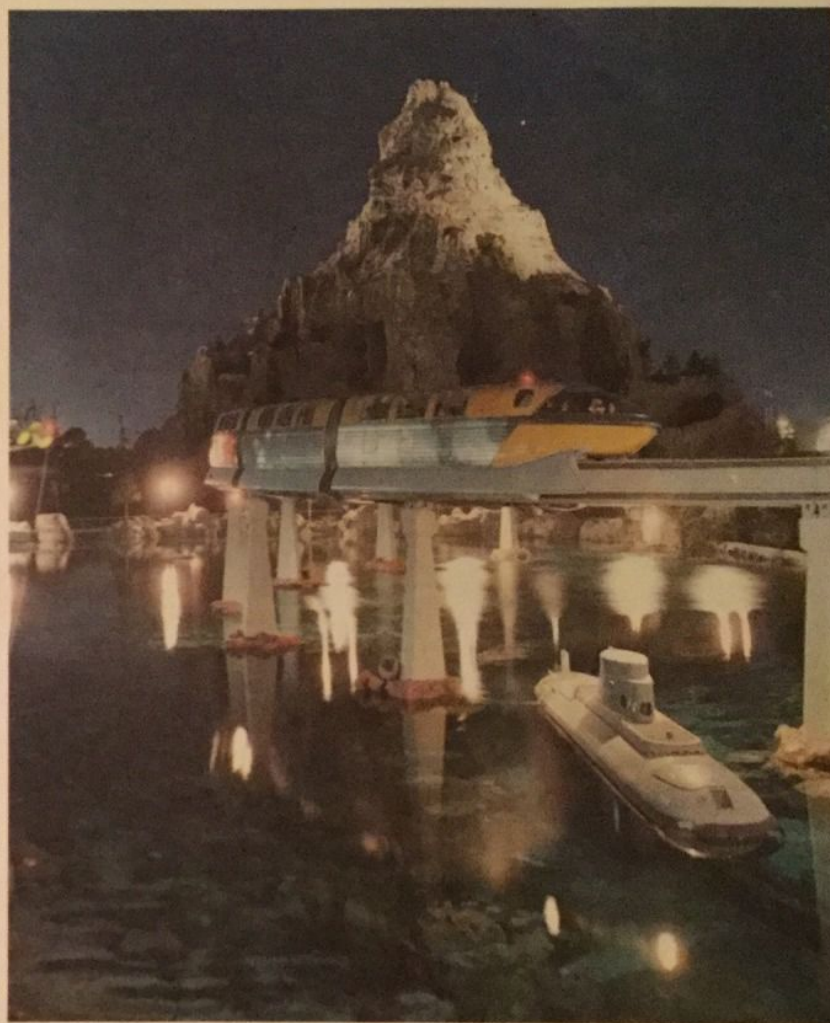
Disneyland and the facilities surrounding it have become the family vacation and recreation center of the West. In 1955, there were only 60 hotel-motel rooms in the Anaheim, California, area. Today, there are more than 6,500 within a five-mile radius of the Magic Kingdom.

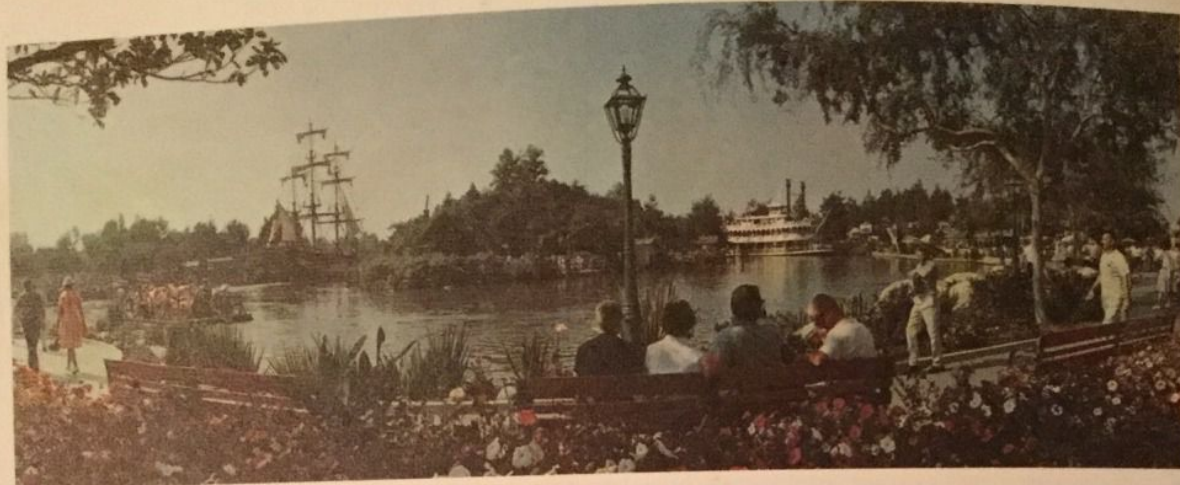


Just across the street from Disneyland, the city of Anaheim has constructed a 9,000-seat convention center. And one mile away, in the 43,000-seat Anaheim Stadium, the California Angels led the American League in home attendance for the 1966 baseball season.

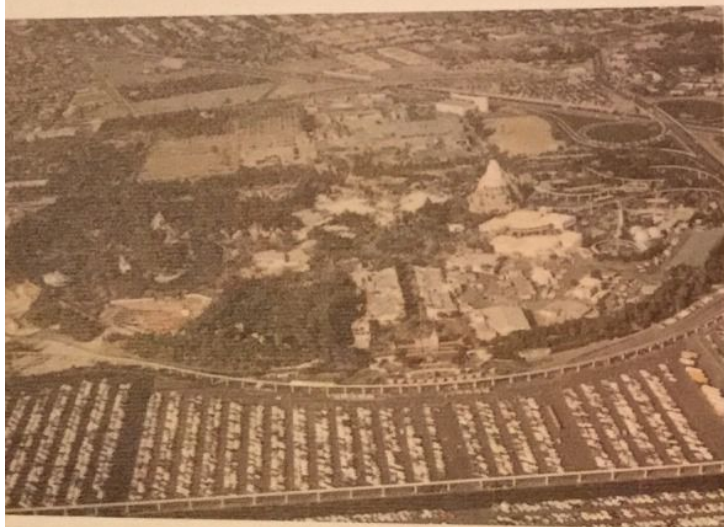
Disneyland has also gone to work as a significant marketing and advertising media for many of America's leading companies. Today, 33 companies are participants in Disneyland, presenting their products and their corporate image to millions of potential customers each year, in a relaxed atmosphere of family fun. Among these companies are the Bell System, Monsanto, General Electric, United Air Lines, Eastman Kodak, Hallmark, Upjohn, Bank of America, Coca-Cola, Pepsi-Cola, Quaker Oats and Insurance Company of North America.

The reason for Disneyland's success? Most people agree that it is because Walt Disney never wavered in his dedication to the happiness of those who visit there.





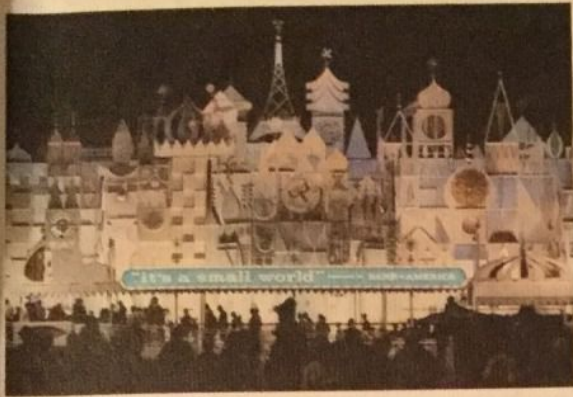
© National Geographic Society



However, the highly respected master planner and city builder, James W. Rouse (developer of the new town of Columbia), has placed Disneyland in another context by comparing it to a city. In his keynote speech before the 1963 Urban Design Conference at Harvard University, Mr. Rouse said in part:

"I hold a view that may be somewhat shocking to an audience as sophisticated as this: — that the greatest piece of urban design in the United States today is Disneyland. If you think about Disneyland and think of its performance in relation to its purpose; its meaning to people — more than that, its meaning to the process of development — you will find it the outstanding piece of urban design in the United States. It took an area of activity — the amusement park — and lifted it to a standard so high in its performance, in its respect for people, in its functions for people, that it really has become a brand new thing. It fulfills all the functions it set out to accomplish unconsciously, usefully and profitably to its owners and developers. I find more to learn in the standards that have been set and in the goals that have been achieved in the development of Disneyland than in any other single piece of physical development in the country."

Truly, Disneyland has established standards of performance unsurpassed in all the world. Yet, in its planning and building there were no standards to follow. Whatever ever worked became the code. Whatever failed to meet



the public need was discarded, replaced by a better idea.

In all its activities, management has had the flexibility to keep pace with technological advancement.

For instance, Disneyland has no public transportation franchise, yet it operates trains, buses, streetcars, ships, boats, and the first monorail system in the western hemisphere. Its vehicles have traveled more than 19 million miles, carrying more than 340 million passengers in unequalled safety and comfort.

Disneyland is no monument to architecture, yet the Yale University Architectural Journal has called it "the most important single piece of construction in the west in the past several decades."

It is the experience provided by a dozen years of meeting people's needs in Disneyland that has led Walt Disney Productions to plan an experimental community of the future. Walt Disney's interest in building a city stemmed from his conviction that existing cities are out of touch with the times — that they are generally unpleasant places for parents to live with their children. Walt Disney wanted this community to stimulate a new era in urban design.

Today, the wide resources and the financial stability of Walt Disney Productions make possible its orderly progression into a project so vast it has been called a whole new Disney World.



DISNEY

*A concept that only **begins** with a new theme park*

WORLD



The family recreation area around Disneyland in California grew by chance in response to public demand. In contrast, Disney World in Florida will begin with a complete master plan that links the tourist and permanent resident . . . yet recognizes and prepares for the needs and interests of both.

The site itself was chosen only after the same exhaustive research that pinpointed Anaheim, California, as the home of Disneyland.

Tourism, transportation and traffic patterns, economic and population trends, and climatic conditions throughout the eastern United States were carefully studied. Florida, more specifically central Florida, emerged as the most favorable location. This detailed research and analysis culminated in the acquisition of 27,400 acres of land sixteen miles southwest of Orlando.

This 43-square mile parcel, more than twice the size of Manhattan Island, is big enough to hold all the dreams Walt Disney and his staff had conceived for this attraction.

Disney World begins with the same economic stimulant that is the foundation of the booming Disneyland-California area: a major, new Disney family entertainment center. With this attraction as the proven, popular tourist magnet, Disney World will include recreational, industrial and transportation complexes to serve both the permanent residents and the 20 million Florida tourists expected annually by the 1970's. Disney World will present:

A **THEME PARK** similar to Disneyland and representing an initial investment equal to the existing California facility. Building upon twelve years' experience in the operation of the Magic Kingdom, the corporation has prepared a master plan to encompass the entire recreational complex.

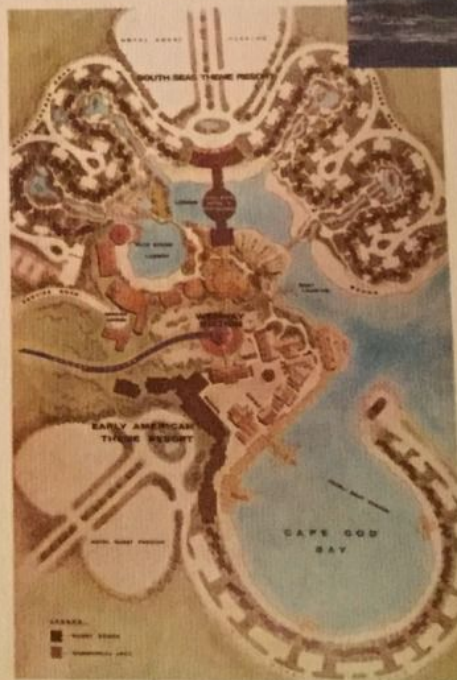
Adjoining the theme park will be championship golf courses, tennis courts, horseback riding, water sports, and a series of hotels and motels for the family vacationer. Guests may choose from a wide range of accommodations in a City of Yesterday, a Frontier Town, and a South Sea Island resort, to name but three vacation centers. This complex alone will be five times the size of Disneyland in California.



Surrounding a Disneyland-style theme park will be extensive hotel and motel facilities . . . an area five times the size of California's Disneyland.



Guests staying in the South Sea Island hotel would enjoy water-play areas like this lagoon idea.



Among the vacation-center themes proposed is a South Seas resort designed for enthusiasts of aquatic sports.

An **INDUSTRIAL PARK** covering about 1,000 acres. Not only will the industrial complex provide employment for many people who live in Disney World, it will be a showcase for industry at work. The Disney staff will work with individual companies to create attractive, park-like settings, where visitors can look behind the scenes at experimental laboratories and computer centers for major corporations.

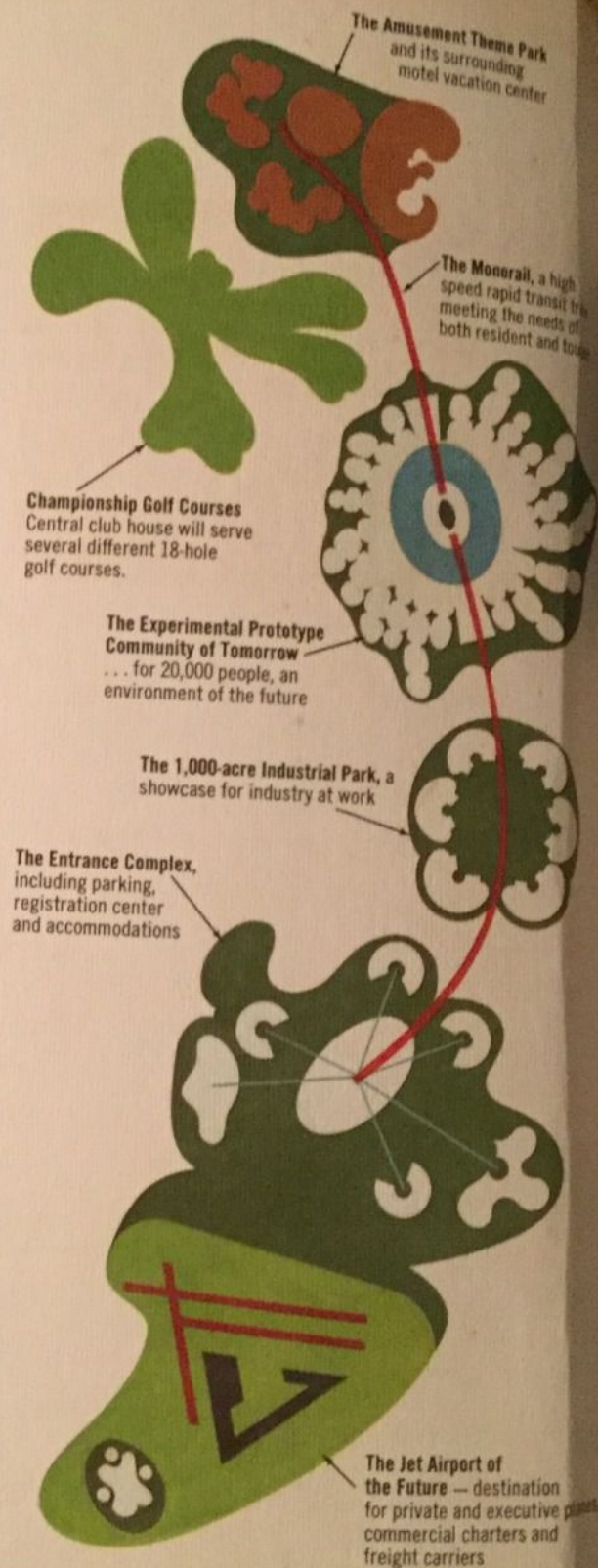
A **JET AIRPORT OF THE FUTURE** offering service to private and executive planes, commercial charters and freight carriers on jet runways up to 7,000 feet in length. New methods of baggage and cargo expediting, passenger loading and transport maintenance will establish this as a prototype for future air terminals. The importance of this facility is indicated by the fact that more than 300,000 people annually arrive in Florida aboard private aircraft.

An **ENTRANCE COMPLEX**, with parking for 11,000 day-visitor automobiles and a computerized registration center. It will utilize the most sophisticated means of processing the millions of guests expected at Disney World. Surrounding this center will be a wide range of accommodations, including motels, trailer parks and camp sites.

Located in the Entrance Complex will be a transportation pavilion, where guests will board a high speed rapid transit system. Traveling almost the entire length of the property, this high speed system will link together all the varied attractions and services spread across miles of Disney World acreage.

These concepts alone would make the Florida Project a most ambitious undertaking. Yet the key concept in Disney World — the touchstone of Walt Disney's long-cherished dream — is far more important to the project, and far more significant for the future.

On the pages that follow are artists' concepts that visualize a community without equal or precedent. These sketches and renderings represent only a starting point. However, the basic philosophy for this project will always remain very much as presented here.





A Total Environment of the Future

"Our Experimental Prototype Community of Tomorrow will always be in a state of becoming. It will never cease to be a blueprint of the future, where people actually live a life they can't find anywhere else today."

WALT DISNEY

The heart of this unique new total environment, and certainly the most exciting and challenging project ever undertaken by Walt Disney Productions, will be EPCOT, the Experimental Prototype Community of Tomorrow.

Designed to serve an initial population of 20,000, EPCOT will be a living showcase for the creativity of American industry. In its endless task of depicting urban life 25 years into the future, EPCOT will never be completed, but will always be introducing, testing and demonstrating new ideas and new technologies.

EPCOT will be an environment without precedent. Its goals are high, for it has been conceived as a model after which other communities one day may be patterned. Its impact upon the quality of urban life will be measured for generations to come.

Yet, while always looking to the future, EPCOT will be dedicated to the present — to the happiness of the people who live and work in Disney World, and to those who travel hundreds, often thousands of miles to visit there.

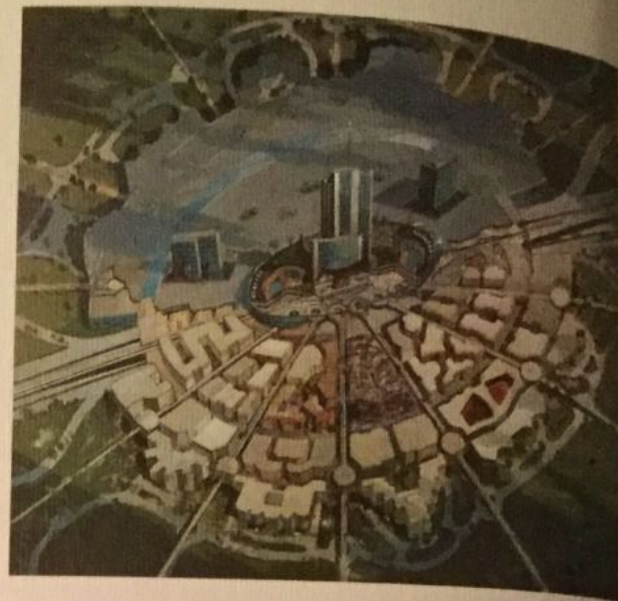
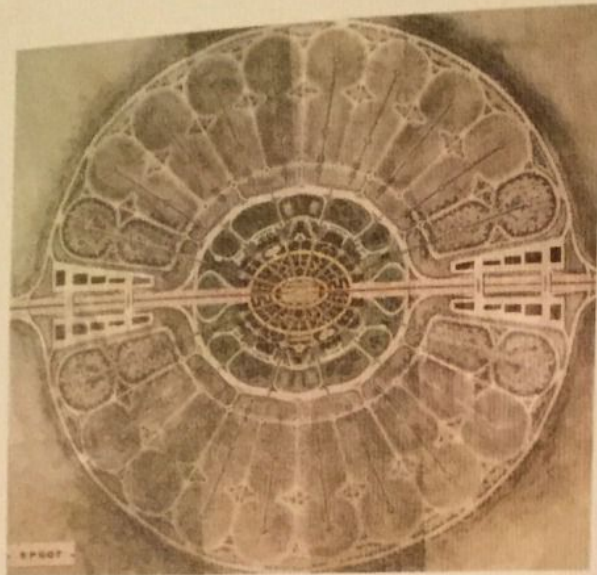
"I don't believe there's a challenge anywhere in the world that's more important to people everywhere than finding solutions to the problems of our cities. But where do we begin? Well, we're convinced we must start with the public need. And the need is not just for curing the old ills of old cities. We think the need is for starting from scratch on virgin land and building a community that will become a prototype for the future."

WALT DISNEY

The design of EPCOT is dedicated to showing how many of the problems of our cities can be solved through proper master planning.

Thus, no community of today will serve as the guide for our Community of Tomorrow. EPCOT will be a dynamic city, offering a complete array of services to satisfy the social, cultural, commercial, recreational and administrative needs of its people.

The goal of this balanced working community will be to establish new standards of design, never borrowing from patented modes of living. EPCOT will be the outgrowth of an idea new among cities built since the birth of the automobile — the Radial Plan.



EPCOT *The Radial Plan*

This key concept is based upon a design which was developed and proven successful at Disneyland. The "hub" or plaza at the center of Disneyland provides a focal point from which each of its various Lands begin, or radiate outward.

At EPCOT, the commercial area and its central hotel will be the "hub" of the community.

Surrounding this downtown center will be the city's four primary spheres of activity — the high density apartments; the wide green belt including schools, churches and recreational areas; the low density residential areas; and in the distance, far away from the residential community, will be the industrial complex.

DYNAMIC URBAN CENTER

The commercial and international shopping area, 50 acres of city streets and buildings, will be completely enclosed for "climate control." Throughout this vast area, residents

and tourists will be able to shop, dine or stroll — completely protected from rain, heat, cold or humidity — day or night.

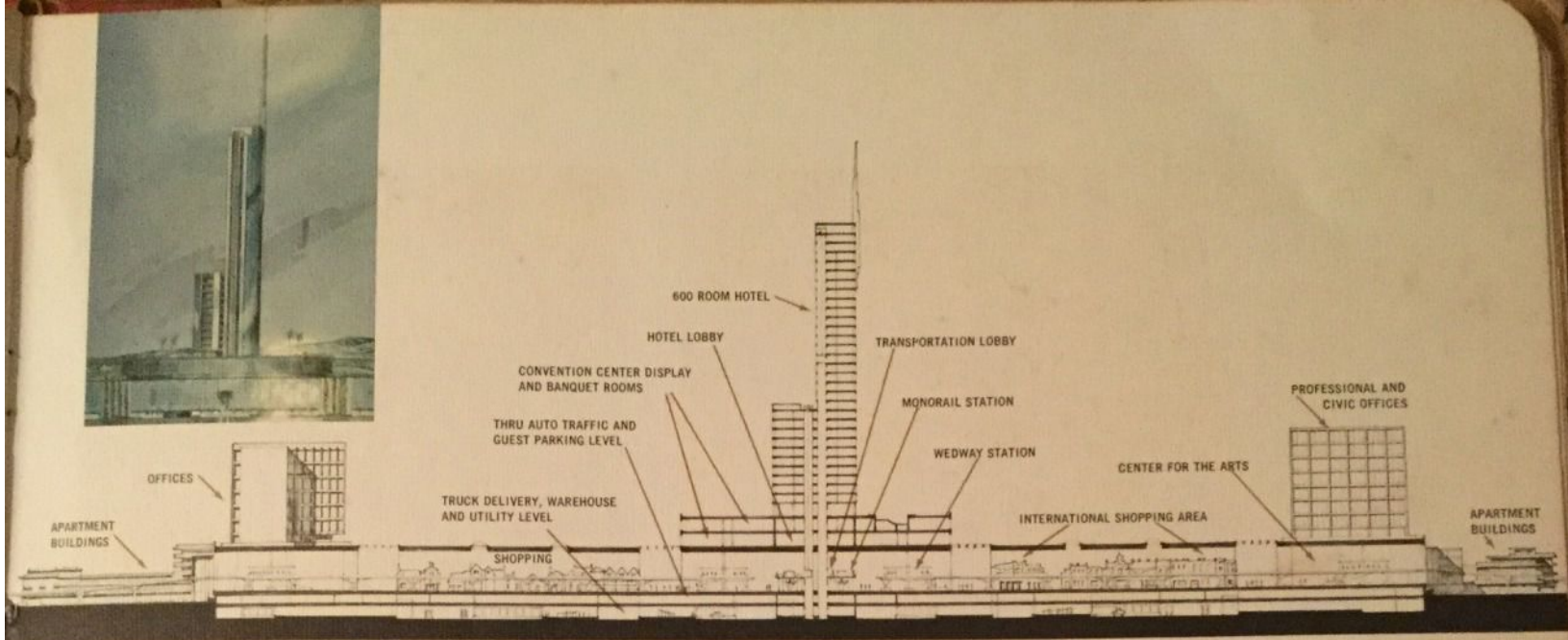
EPCOT'S theme building, located at the very heart of the city, will be a cosmopolitan hotel. Towering 30 or more stories, this downtown center will offer the most modern in guest accommodations, convention facilities, corporate offices and display space.

Hotel guests will have access to a seven-acre outdoor recreation deck, high above the city and complete with planted trees, waterfalls and swimming pools.

Also reaching skyward through EPCOT'S roof will be the multi-storied office buildings and hotels which will serve as world and regional headquarters of participating industries.

Interspersed throughout the commercial center of the city will be the international shopping areas. Here, stores and entire city blocks will recreate the character, flavor and adventure of nations 'round the world.

Depending upon which direction he takes, the inquisitive shopper might find himself in a British square, a



Scandinavian or Asian market place, or a South American plaza.

Imported merchandise, foreign cuisine, dinner shows and roving entertainers native to many lands will make



the international shopping areas a must-see for residents and tourists alike.

In and about the town center will be other shops, theaters for dramatic and musical productions, and a variety of nightlife attractions. In fact, it was Walt Disney's idea that EPCOT would be most exciting at night.

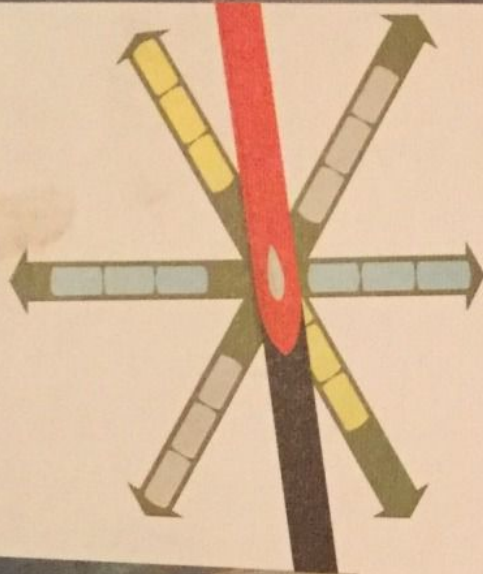
In EPCOT, the pedestrian will be king. This architect's drawing shows that differing modes of transportation will be channeled into non-conflicting traffic flows. *Nowhere in Disney World will a signal light ever slow the constant flow of traffic.*

At the bottom level, trucks responsible for the delivery of commercial goods will find easy access to all storage areas, loading docks and service elevators.

Automobiles passing through the city will travel on the second level. Only hotel guests and apartment residents will stop or park beneath the city.

On the main level, the commercial area, only pedestrians will be allowed, thus achieving a complete separation of vehicular and pedestrian traffic.

It was Walt Disney's hope that EPCOT would be the first accident free, noise free, pollution free city center in America.



Prototype of the WEDway People Mover system, in operation at WED Enterprises in California. These cars are approximately $\frac{1}{4}$ scale.



THE TRANSPORTATION LOBBY

Carrying residents to and from the central city will be two separate but interconnected, high capacity, electric-powered transportation systems — the high-speed rapid transit train (the monorail) and the WEDway People Mover.

The monorail and WEDway systems will converge in a vast "transportation lobby" located at the very heart of the city, directly beneath EPCOT'S theme hotel. Here will be the prime arrival-departure point for all passengers using these modes of transportation.

The monorail system will provide high speed connections over almost a six mile route, carrying passengers between the entrance complex, the industrial complex, the city center, the theme park and its adjoining motels.

The WEDway People Mover, a concept new to the American city, will carry permanent residents to and from the low density residential areas which fan out from the downtown center. It will also be used for shorter runs between other points throughout Disney World.

The WEDway may be described as a never-ending service of cars, moving continuously along an overhead track. Designed expressly for EPCOT and introduced at Disneyland during 1967, the WEDway system is powered by a series of electric motors embedded in the track, completely independent of the cars themselves.

Therefore, no single car can ever break down or cause a rush-hour traffic jam. Because the cars run continuously, there will never be a waiting line in a WEDway station.

RESIDENTIAL AREAS

From the transportation lobby, the WEDway will carry commuters through a peripheral station serving the office buildings and high density apartment dwellings, then across the green belt to each of the low density residential sections.



HIGH DENSITY APARTMENT BUILDINGS

All around the edge of the enclosed city will be the high density apartment buildings, home of the city dwellers.

From their windows, apartment residents will be able to look out over the broad green belt which surrounds the city. More than just a park-like landscape of lawns, walks and trees, this wide expanse will also contain the schools, churches and varied recreational facilities of EPCOT.

LOW DENSITY NEIGHBORHOOD AREAS

EPCOT'S neighborhood dwellings will be arranged around a series of wide, park-like areas of green. These areas will separate each family from its neighbors, also providing space for children's play and light recreational activities for adults.

It is in this center green area that each local WEDway station will be placed. Leading to the WEDway station will be footpaths reserved for pedestrians, electric carts and bicycles. Once again, pedestrian traffic will be separated from motor vehicle traffic. Children will travel to and from schools and playgrounds along paths separated from automobiles.

EPCOT has been planned so that residents will need their automobiles only for long trips away from home, not

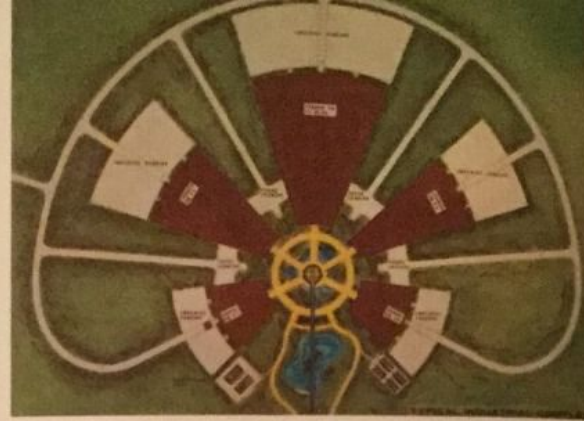
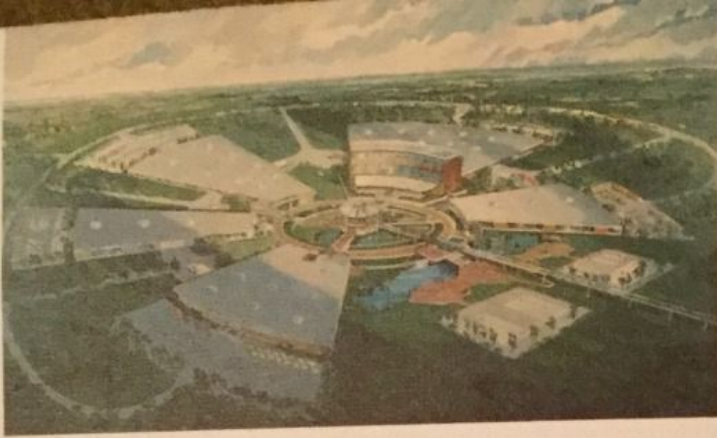
for short rides to the supermarket, not even for daily commuting to work. Employed members of the family will travel to the downtown center by WEDway, then on to the industrial complex via monorail.

The resident leaving home in his automobile will drive down a street reserved for motorists, entering a one-way road which encircles the city center. This, in turn, connects the motorist with the main thruway linking EPCOT and other points in Disney World, and leading to Florida's nearby network of major highways.

Achieving a city where children can walk or play safely, away from the possibility of traffic accidents, had long been a Walt Disney dream.

The homes in these low density areas will serve two major functions at EPCOT. First, they will be exciting places to live for employees of Disney World and the corporations located in the industrial park.

Second, these modules will contribute to the purpose of EPCOT by acting as living laboratories. Each will depict American home life as it may be 25 to 30 years in the future. Here, major American industries will be invited to install and demonstrate new appliances and technologies which will contribute to the comfort and convenience of future domestic life.



Here, industry will be able to test practical approaches to low-cost housing through modular methods of construction. EPCOT could be a laboratory to explore how old and deteriorating household components can be replaced, constantly updated to maintain the unit in its most modern state.

Every element of the home, be it sewage system, kitchen appliances, safety or fire protection, will serve as a practical proving ground for industry.

Walt Disney Productions intends to investigate new sources of energy supply for dwellings and business, such as fuel cells, solar energy, and nuclear power. In fact, the Disney staff is vitally interested in knowing about any prototype products of American Industry, which could possibly improve the quality of urban living.

For in EPCOT products can be tested and adapted for the general market. Here can be created the "demand" which leads from the research phase into mass production. EPCOT will be uniquely qualified to stimulate new "breakthroughs" in urban research.

And American industry will be able to carry out much of this research right in Disney World's own Industrial Complex.

THE DISNEY WORLD INDUSTRIAL COMPLEX

Disney World's 1,000-acre industrial park will provide employment for many residents of Disney World. But it will mean much, much more — not only to the community, but to American industry as well.

Here, the Disney staff will work with individual corporations to create a showcase of industry at work. In attractive park-like settings, the six million people who visit Disney World each year will look behind the scenes

at experimental prototype plants, light manufacture, research and development laboratories, automated warehousing, and computer centers for major industries.

The advertising and public relations value a corporation will inherit through this participation is the distinguishing factor which sets Disney World apart from and above all other potential industrial sites.

Compatible with other attractions in Disney World, the atmosphere and beauty of the industrial park will be unmatched. It will also be arranged on a radial basis. From a central monorail and WEDway transportation pavilion, WEDway tracks will radiate outward to each industrial facility, like the spokes of a wheel. Non-resident employees and truck deliveries will gain access to the industrial park through a special entrance separated from visitor traffic.

In addition to the marketing benefits of participation in this facility, corporations will want to utilize Disney World's personnel central, where applicants will be interviewed before being referred to specific employers. Here, too, will be restaurant and electronic data processing facilities, and an industrial conference center serving all participants.

Between 1959 and 1963, almost half of Florida's new industrial jobs were created in central Florida. A large percentage of this growth can be attributed to electronics and space-oriented industries serving nearby Cape Kennedy.

Orlando's role as a population, trade and transportation center with immediate access to Florida's major highways has made the city a pivotal factor in this growth. The announcement that Florida Technical University will soon be established in Orlando is of substantial importance to research-minded industry.



The Impact of

DISNEY WORLD

The role of Disney World and EPCOT in affecting the future of urban living may be significant. Only time will tell. There is no precedent.

But the impact of Disney World upon the economy of the state of Florida, and particularly central Florida, has a dramatic barometer. That precedent is Anaheim and Orange County, California.

Independent research organizations who have measured this impact report that in its first ten years, from 1955 to 1965, Disneyland generated almost \$1 billion for the Orange County economy through guest sales and expenditures, construction costs, supporting facilities and wholesale trade.

Of this \$944,000,000, tourists and vacationers spent \$273,000,000 inside Disneyland during its first decade, and another \$555,000,000 in the surrounding community for food, lodging, clothing, amusements, souvenirs and a wide array of goods and services. Virtually every type of business received some share of this money.

These figures cover a period in which Disneyland's highest annual attendance was 5,933,847; not included are the years 1965 and 1966, when Disneyland's attendance rose successively to 6,356,238 and 6,704,495.

When Disneyland's payroll (more than \$15 million annually), the taxes it has paid (approaching \$5 million since opening), and the annual volume of construction in Anaheim spawned primarily by the Magic Kingdom (conservatively estimated at \$10 to \$15 million) — when all these figures are totaled, it is obvious that Walt Disney's Magic Kingdom changed the economy of an entire area of Southern California.

It is estimated that Disney World will have an even greater impact upon the economy of central Florida, and will make substantial additions to state revenues during the ten years following its opening.

The location of Disney World plays a significant part in this impact. For it is easily accessible to Florida's ever-growing vacation population.

Almost equally divided between Florida's Orange and Osceola counties, the Disney property is bisected by the state's major east-west thoroughfare (Interstate Highway 4) and is but a few minutes' drive from the intersection of I-4 and the Sunshine State Parkway (Florida's key north-south tollway).

The location takes on added significance when one considers that 82% of all Florida vacationers arrive by automobile. And during 1966, over 17 million tourists entered the state, more than twice the number who traveled to California. 93% of them live east of the Rocky Mountains.

Through sales taxes alone, these tourists provide 17% of all Florida revenues, or approximately \$150 million annually.

In addition, Florida's rapidly growing resident population will reach a total of seven million by 1970, constituting a significant permanent market for the Disney World development.

THE DISNEY

Experienced in Meeting the Public Need

TEAM



When Walt Disney began the planning and design of Disneyland, he brought together an enthusiastic team of men and women whose thinking was not influenced by previous amusement park experience.

Today, Disneyland — in fact the entire corporation — is managed by capable executives — men thoroughly dedicated to the Disney tradition and trained in such areas as public safety, fire prevention, new construction techniques, and the planning, design and operation of transportation systems, recreation facilities and restaurants.

Concepts of crowd handling pioneered at Disneyland have become symbolic of the "Good Host." The Disneyland way of making every guest feel welcome in the midst of masses of people is famous around the world.

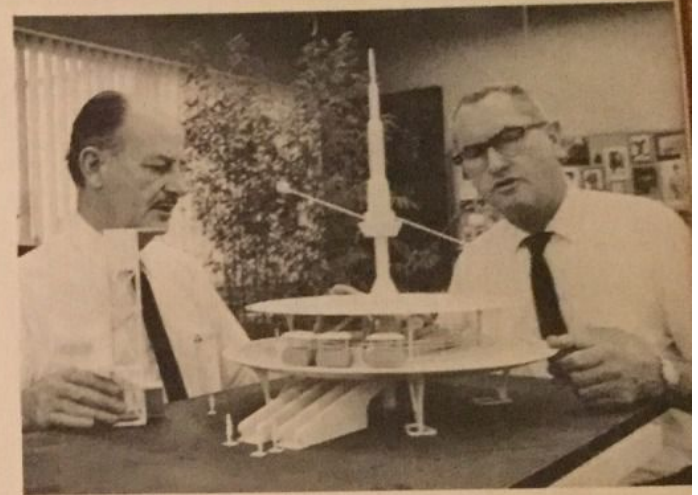
At WED Enterprises, Inc. (a wholly-owned subsidiary of Walt Disney Productions), a highly-trained staff of architects, designers, engineers and technical craftsmen apply space-age techniques to the entertainment and design arts. What WED does is called *Imagineering* — the blending of creative imagination with technical know-how.

Today the creative and technical experience of the WED staff ranges from transportation systems like the monorail and WEDway People Mover to planning and design of entire city-like areas of Disneyland. One, a recreation of the architecture and atmosphere of old New Orleans, opened at Disneyland in 1966. Another, a new Tomorrowland housing major shows and corporate exhibits for General Electric, the Bell System, Monsanto and Douglas, will open during 1967.

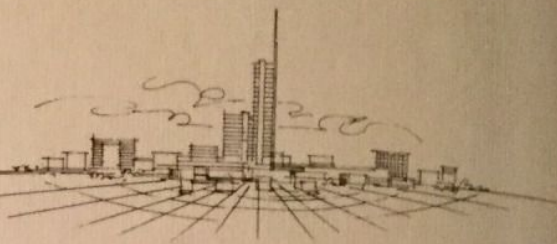
It is at WED where Walt Disney's newest medium of entertainment — "Audio-Animatronics" — was perfected. This captivating system translates imagination into three-dimensional realism through a precise electronic coordination of sound and animation.

The WED team of *imagineers* has been responsible for the design and fabrication of every attraction at Disneyland since its inception. The WED staff also designed and built four popular shows and exhibits at the New York World's Fair, attractions which handled more than 150,000 visitors every day. Ninety-one percent of the Fair's paid attendance — 46,871,236 people — visited the Disney shows for General Electric, Ford, the State of Illinois and Pepsi-Cola.

It is this staff — skilled in the Disney way — that will plan and design the Disney World project.



TOMORROW'S CHALLENGE



Like California's Disneyland, Florida's Disney World will never be finished. For decades to come, it will continue to play an important role in the evolution of urban design.

In our time, a great frustration to city planning has been "urban sprawl," the undesired and usually unsightly growth of a city beyond the optimum size for which it was intended.

By definition, our Experimental Community, when applied to other areas, would be only one self-contained module in a larger city complex containing several such modules.

In theory, when a future city like EPCOT reaches its projected size, it would not be enlarged. Instead, another module would be built a few miles away, and connected to the original via high speed rapid transit systems.

Because the creative and innovative genius expressed by man is never static, it is of utmost importance that EPCOT'S urban laboratory be built now. It is important for American industry to have the freedom to make decisions based on standards of performance. And it is important for Disney World to have the flexibility to keep pace with tomorrow's challenge.

With this kind of freedom, Walt Disney Productions proposes to create a showcase for American free enterprise that will bring new industry and new employment to the State of Florida. Its impact upon Florida's tourism,

economic growth and state revenues will be more than substantial.

The Experimental Prototype Community of Tomorrow will generate unprecedented publicity in newspapers and magazines, and on motion picture and television screens throughout the world.

Add to this the in-person visits of more than six million tourists annually, and we believe Florida will have the most widely known, observed and discussed new attraction in the world.

Perhaps most importantly, this Experimental Community could influence the quality of urban life for generations to come.

However, no project so vast as this can be made a reality by one company alone. It will need both the creative imagination of the Disney organization and the technical know-how of American industry.

It will also need the dedication and support of people — the people of Florida. As Walt Disney himself said in the conclusion of his film about Disney World:

"You people here in Florida have one of the key roles to play in making EPCOT come to life. In fact, it's really up to you whether this project gets off the ground at all."

*"With the technical know-how of
American industry and the creative
imagination of the Disney organization,
I'm confident we can build a living
showcase that more people will talk about
and come to look at than any other
area in the world."*

WALT DISNEY

