

The original documents are located in Box 72, folder “White House Bicentennial Task Force - Meeting, 6/24/76 (2)” of the John Marsh Files at the Gerald R. Ford Presidential Library.

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June 19, 1975

MEMORANDUM FOR: TED MARRS
FROM: JACK MARSH

Reference the attached response from Ron Nessen regarding Roger Stevens' request to secure a White House forum to announce his Bicentennial program.

Since Ron indicates his concurrence, please contact Roger Stevens directly and make the necessary arrangements for the activity suggested in Robin West's memo of June 11.

Many thanks.

cc: Robin West

RAR/dl



JUN 19 1975

THE WHITE HOUSE

WASHINGTON

June 18, 1975

MEMORANDUM FOR: JACK MARSH

FROM: RON NESSEN *RHN*

I have no problem with Roger Stevens and John Warner doing their briefing at the White House. However I suggest that the Family Theatre or the Executive Office Building auditorium (where the President holds his news conferences) would be the proper places.

We have tried to keep the White House briefing room for either Presidential or Press Secretary briefings, and on rare occasions for extremely newsworthy briefings by top officials of the Administration. I'm afraid if we open the door for the Kennedy Center to use the White House briefing room, we will be inundated with similar requests. I'm sure the White House theatre or the EOB auditorium would be more suitable.

THE WHITE HOUSE
WASHINGTON

June 13, 1975

JACK,

I have discussed the attached
with Ted Marrs. He is sending
his written recommendation
on this proposal.

R
RUSS

THE WHITE HOUSE
WASHINGTON

Put on White
next

T/F

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Do

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June 18, 1975

MEMORANDUM TO: RON NESSEN
FROM: JACK MARSH

Ron, I have no problem with the proposal contained in paragraph 3 of the attached.

Since this involves your jurisdiction, I would appreciate your own views on this proposal.

I am advised that there is a time element involved in this. I would, therefore, appreciate a response from you today.

Many thanks.

JOM:RAR:cb




JUN 11 1975

THE WHITE HOUSE

WASHINGTON

June 11, 1975

MEMORANDUM FOR: JOHN O. MARSH, JR.
FROM: J. ROBINSON WEST 
SUBJECT: Bicentennial Program
of the Kennedy Center

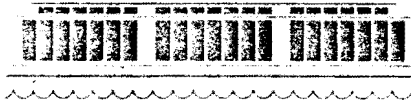
As you will see from the attached memorandum, the Kennedy Center is undertaking a very substantial Bicentennial program. It is the major cultural series related to the Bicentennial.

The program is unique due to its high quality and method of funding. At least \$1,538,000 will be given by private sources to support this Bicentennial program of the Kennedy Center. Currently, the cultural community is looking to the government to bail it out and provide financial support for the future. The Kennedy Center is virtually unique in the enterprise it has shown in obtaining funding from private sources. Bob Goldwin and I both feel that the initiative of the Center should be encouraged.

In the attached memorandum, Roger Stevens requests the opportunity to use the press room or the family theater to announce his Bicentennial program and brief the press on the details with John Warner participating in this briefing. Also, if it would be possible for the President to issue a statement at that time giving his "official blessing" to the program, it would be a big help to the Kennedy Center. Finally, if the President could meet briefly with the patrons of this program or send letter to them expressing appreciation for their willingness to help, I know that the Kennedy Center would be given a boost. I have discussed Mr. Stevens' request with Bob Goldwin who supports his request from a cultural standpoint. However, since this would be seen as principally a Bicentennial function, I am sending along Mr. Stevens' request to you. I am involved only because I have dealt with Mr. Stevens at some length on personnel matters relating to the Kennedy Center.

Please feel free to deal directly with Mr. Stevens since this is not properly my area.

cc: Ted Marrs
Bob Goldwin
Russ Rourke



JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS

June 5, 1975

Board of Trustees
OFFICE OF THE CHAIRMAN

MEMORANDUM FOR: Mr. Robin West
The White House

FROM: Mr. Roger L. Stevens, Chairman

As I mentioned to you before, we have a very important Bicentennial program, which John Warner admits is the only one of substance in the country.

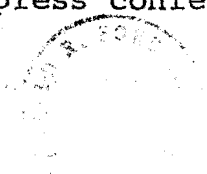
In theatre, Xerox has given us a line of credit up to \$400,000, which will be used to produce ten American plays. The first production, Thornton Wilder's SKIN OF OUR TEETH, will open on July 9th.

Prudential has given us \$163,000 for a production which will feature all types of songs representing different segments of American music.

IBM has given us \$500,000 for an exhibit which will illustrate the history of the performing arts in this country over the past 200 years.

Mobil Oil has pledged sufficient funds to have free concerts during the Christmas season, as we did last year. This grant will be at least \$50,000, if not more. McDonald's is financing a similar series of concerts during the Easter season for approximately \$50,000. Both series will be largely devoted to American music appropriate to the Bicentennial.

Exxon has put up \$200,000 to enable the Center and the National Federation of Music Clubs to present a State Days Program, whereby each of the fifty states will select one of their performing arts groups to come to Washington and perform free concerts at the Kennedy Center. Also, Exxon is giving serious consideration to another large grant to finance other special Bicentennial music events at the Center. I expect to have final word from them on this before such a press conference is arranged.



The Cafritz Foundation has given us a grant of \$175,000 to bring the Bolshoi Opera here in July. In addition, we are bringing the Berlin, Paris and LaScala Operas here during the celebration, which are mostly being financed by their own Governments. As a matter of interest, the Berlin and LaScala Operas will be exclusive to Washington and will not play anywhere else in the United States.

It would be appreciated if you could arrange for the Fish Bowl Room to be used for a press conference in which we could set forth all of these activities in detail. It would be a great credit to the Administration and would show that private enterprise is willing to help a Government Institution in achieving a truly fine Bicentennial celebration. So, if the President could give his official blessing in whatever manner he wishes - whether it be by attending the conference or receiving some press in his office - it would be a great benefit to all concerned.

I know that handling the press announcement in this manner would make the participating companies very happy and might lead to continuing support from them in the future.

June 18, 1975

MEMORANDUM TO: TED MARRS
FROM: JACK MARSH

Ted, I have no problem with the attached. Unless you have any recommendations to the contrary, please prepare a scheduling proposal for this Kennedy Center event.

Thank you.

JOM:RAR:cb



JUN 10 1975



June 13, 1975

MEMORANDUM FOR: JOHN O. MARSH, JR. ←
COUNSELOR TO THE PRESIDENT


DR. THEODORE C. MARRS
SPECIAL ASSISTANT TO THE PRESIDENT

FROM: JOHN W. WARNER

In the event you have not seen the attached, I am attaching a copy of a memorandum from Roger Stevens to Mr. Robin West of the White House staff.

I met with Mr. Stevens Wednesday and expressed my full support on behalf of the request in his memorandum. Mr. Stevens and the staff of the Kennedy Center are deserving of the highest recognition for their efforts on behalf of the Nation's Bicentennial, particularly with respect to assisting foreign governments and gaining the support of domestic and international groups.

Would you include this item on the agenda for our regular bi-weekly meeting.


John W. Warner
Administrator

Attachment



JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS

June 5, 1975

For the Director
Office of the Chairman

MEMORANDUM FOR: Mr. Robin West
The White House

FROM: Mr. Roger L. Stevens, Chairman

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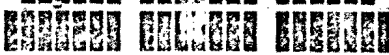
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JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS

June 3, 1975

The President
The White House
Washington, D.C.

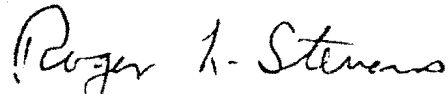
Dear Mr. President:

On Wednesday, July 9, 1975 the Kennedy Center and Xerox Corporation will present the premier production of our American Bicentennial Theatre, the Thornton Wilder comedy "The Skin of Our Teeth" starring Elizabeth Ashley, Alfred Drake and Martha Scott.

This launching of American Bicentennial Theatre is a very significant event in the life of the Center. It marks the first time that the Center itself has undertaken to produce a whole season of plays which has been made possible thanks to a substantial grant from Xerox. As you know it is the policy of the Center to use private funds rather than asking for government support.

C. Peter McColough, Chairman of the Board of Xerox and I will be enormously pleased if you and Mrs. Ford will honor this occasion by being our guests at the premier performance which will take place at 7:00 p.m. in the Eisenhower Theater, followed by a supper on the terrace for the cast and special guests.

Yours sincerely,


Roger L. Stevens
Chairman

RLS/dkw

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2. Set date for #1

3. What is Glomar
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See pg 2 (bottom)



THE WHITE HOUSE SCHEDULE PROPOSAL FOR THE PRESIDENT
WASHINGTON DATE: June 4, 1975
FROM: Ted Marrs *Jem*
THRU: Jack Marsh
VIA: Warren Rustand

ADDRESS: International Oceanographic Foundation
at the new PLANET OCEAN exposition
building, Miami, Florida

DATE: Tuesday, January 20, 1976, Wednesday,
January 21, 1976, or Thursday,
January 22, 1976.
Early evening

PURPOSE: To participate in a forum concerning
the sharing of the oceans' resources
for the benefit of man

FORMAT: PLANET OCEAN exposition building,
Virginia Key, Miami, Florida
Others attending: Honorable William
Middendorf, Secretary of the Navy,
Dr. Melvin Payne, President of the
National Geographic Society, and the
Honorable Al Ullman, U. S. House of
Representatives

CABINET PARTICIPATION: None

SPEECH MATERIAL: Speech to be provided by Editorial
Division

PRESS OPPORTUNITY: Full press coverage

STAFF: Jack Marsh, Ted Marrs

RECOMMEND: Jack Marsh, Ted Marrs, Bill Middendorf

OPPOSED: None

PREVIOUS PARTICIPATION: No previous Presidential participation with
Miami's International Oceanographic
Foundation

BACKGROUND: The reasons given for choosing Miami as
the logical site for the Presidential
address at the PLANET OCEAN exposition
building are as follows:

- The Foundation is an international organization with over 70,000 members in every state of our union and with member representation in over 100 countries.
- 1976 is the year of the United States Bicentenary, and Miami is one of the three cities chosen as a bicentennial city. PLANET OCEAN will be designated a national project by the American Revolution Bicentennial Administration.
- The United States and Great Britain have shown a common-sense approach to the use of ocean resources by all nations.
Note: H.R.H. Prince Philip of Great Britain has been invited to speak at the fifth lecture.
- Miami is the hub of travel between three continents, and the one-half million Cuban population, most of whom have become United States citizens, constitute a considerable economic and political force.
- The PLANET OCEAN science exposition is located in the heart of the largest oceanographic complex in the world. The neighbors include the National Marine Fisheries Service, Atlantic Oceanographic and Meteorological Laboratories, N.O.A.A., University of Miami Rosenstiel School of Marine and Atmospheric Science, and the Seaquarium. (Sample contribution- Deep Sea Drilling project, JOIDES with the GLOMAR CHALLENGER)

- This will be the first of five lectures in the Foundation's new PLANET OCEAN exposition building.
- The Super Bowl will be held in Miami on Sunday, January 18, 1976. Since these two events are within several days of each other, it is a suggestion that the President might attend both functions while in the area.

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AGENDA

D.C. BICENTENNIAL COORDINATION SUBCOMMITTEE MEETING

JUNE 18, 1975, 2:30 p.m

THE WHITE HOUSE, ROOSEVELT ROOM

- I. PRESENTATION OF PRELIMINARY UPDATE ON VISITATIONS DATA
DURING BICENTENNIAL YEAR
- II. VISITOR INFORMATION SYSTEM
- III. KAMPGROUNDS OF AMERICA PROPOSAL
- IV. BUDGETARY REQUIREMENTS AND GENERAL FUNDING PICTURE
- V. SCHEDULE OF EVENTS FOR D.C. AND THE REGIONAL JURISDICTIONS
- VI. STATUS OF DEPARTMENT OF ^{TRANSPORTATION} ~~INTERIOR~~ APPROPRIATIONS BILL
RELATIVE TO LOGISTICS PLAN FUNDING
- VII. DEPARTMENT OF DEFENSE POSITION ON PROVISION OF EMERGENCY
SERVICES

- ① Get copies of
charts item I above.
- ② ARBA - National Calendar 27 June

THE WHITE HOUSE

WASHINGTON

AGENDA

1. SECURITY
2. TRANSPORTATION
3. ESTIMATE OF VISITORS
4. INSURANCE FOR FOREIGN VISITORS
5. NEWSPAPER EDITORIALS

FACT SHEET

ACTIVITIES OF THE INTERAGENCY SUBCOMMITTEE ON THE D.C. BICENTENNIAL

The Subcommittee was constituted by Counsellor to the President, John O. Marsh, May 7, 1975, to assure an optimum degree of coordination between the Federal agencies involved in planning for the D.C. Bicentennial, the District Government and the regional jurisdictions in the Washington, D.C., Metropolitan Area. Since its inception, the Subcommittee has met twice as a group with approximately 30 subgroup meetings covering the following areas of concern:

1. Estimated Visitation for the Bicentennial Year. Estimates on visitors range from 35 million as projected in the study by Wilbur Smith Associates accomplished for the Council of Governments, to an estimate of 10.4 million based on a study done by Gladstone Associates for the D.C. Convention and Visitor Bureau. The Subcommittee has analyzed these data in detail and has reviewed the most current statistics in an effort to establish a firm data base. A meeting is now scheduled for June 24 between representatives of COG, the Convention and Visitor Bureau, the D.C. Government and the Subcommittee Chairman, to see if a consensus can be reached. With or without a consensus, as Chairman of the Subcommittee, I will have a position by Friday, June 27.

2. Visitor Information System. A critical need exists for a central information system in order that the prospective visitor may inquire as to the availability of accommodations. Present planning is directed toward installation of such a facility at the National Visitor Center to be operated by the Convention and Visitor Bureau. This system would be quite simple in character, calling for a bank of telephone lines to be operated by personnel hired by the Visitor and Convention Bureau. All types of information, with respect to D.C. Bicentennial matters, would be dispensed through this facility. More importantly, a prospective visitor seeking a reservation can be channelled into any one of four systems: hotel/motel; campground; university dormitories and private home facilities. The funding for this facility has yet to be resolved. A meeting is scheduled this week (June 23-27) between Mr. Kinney, U.S. Visitor and Convention Bureau, and OMB representatives, together with the Subcommittee Chairman.

3. Security. The safety and security of the visitor is a paramount concern, of course. Milton Mitler of the White House staff will meet with me June 24 for preliminary discussions. After this discussion, Defense and D.C. Government will be incorporated into the discussions.

4. Bicentennial Logistics Plan. The Department of Transportation has developed a comprehensive logistics plan for the Bicentennial year, to include the provision of fringe parking at the RFK Stadium-D.C. Armory complex, the South Post of Ft. Myer, the north parking area of the Pentagon and some related areas, for a total of about 16,000 parking spaces. Shuttle services will be provided by WMATA. A controversy between WMATA and the National Park Service concessionaire, Landmark, with respect to tourmobile service in the heart of the downtown area has been resolved. The plan includes the operation of kiosks at the various parking points and other centrally located points in the downtown area to dispense information. A funding request in the amount of \$10 million is incorporated in the DOT budget for FY 1976. We consider the appropriation of these funds absolutely essential, and have incurred a setback in that the House Appropriation Subcommittee has reported out funding in the amount of only \$5 million, 50 percent of the amount requested. An appeal to the Senate is planned.

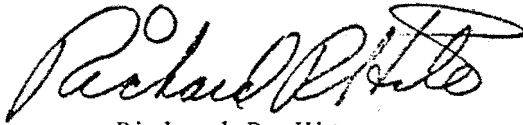
5. Funding Status. A review of the funding requirements for the Bicentennial year of the various elements of the D.C. Government and the National Park Service is underway. It is planned that I brief Dr. Marrs and possibly Mr. Marsh on or about the first of July on the budgetary situation relative to the various D.C. Bicentennial projects. Any position that the Administration takes, of course, would have to take into consideration the prerogatives of the Mayor and the D.C. Council with respect to budget development and execution.

6. Proposal by Campgrounds of America (KOA). COG is in receipt of a proposal by the KOA to conduct a study of the D.C. Metropolitan Area with a view towards setting up a network of campgrounds with a reservation system increasing the capacity in this area from the current 2,000 sites to 10,000. Successful implementation of this plan is contingent upon the availability of land through the auspices of the D.C. Government and the surrounding jurisdictions. Working closely with Herman Neugass of the D.C. Government, several areas have already been identified, most notably, the Beltway tract, (recently made available as a campsite area through Presidential decision), Junior Village and the Glendale Hospital complex. The KOA proposal incorporates a request for \$47,000 in "front money" to conduct the study. I have negotiated an agreement with ARBA for a grant of sufficient funds to COG to accomplish this study. I have proposed to COG that the procurement be a sole source in view of the criticality of time and the status of KOA in the field. Negotiations are underway with ARBA to implement this proposal.

7. Consolidated Calendar. Arrangements have been made with the D.C. Government, the Assistant Administrator of the D.C. Bicentennial Office of ARBA and COG to reach agreement on a consolidated calendar of events for the Bicentennial year by July 15.



In summary, these are the major areas of concern that have been identified by the Coordinating Subcommittee to date.

A handwritten signature in cursive script, appearing to read "Richard R. Hite". The signature is written in dark ink and is positioned above the typed name.

Richard R. Hite
Deputy Assistant Secretary-Management
Department of Interior

D3415-NCP(DBI)

JUN 23 1976

Memorandum

To: Mr. John O. Marsh, Jr.
Counsellor to the President
The White House
Attention: Mr. Milton Mitler

Through: Deputy Assistant Secretary-Management

Through: Director, National Park Service

From: Director, National Capital Parks

Subject: Status Report - National Visitor Center

The following up-to-date information is submitted on the various elements comprising the National Visitor Center complex:

Conversion of Union Station into the National Visitor Center: The renovation and refurbishing of Union Station is on schedule.

New replacement railroad station: Construction has been authorized on the railroad station and the completion date is April 1976, when the current Amtrak facilities can be moved to the new rail station.

Ramp structures and ground level access roadway: Construction of the southwest and northwest ramps has been given to the George Hyman Construction Company. Cost estimates for the southeast ramp and the ground level access roadway will be ready in 2 weeks. The ramp structures and the access roadway will be completed by June 30, 1976.

H Street overpass: The District of Columbia Department of Highways and Traffic reports that the portion needed for National Visitor Center use will be completed by June 30, 1976.



Parking Garage: Construction of the parking garage for 930 cars will be completed by June 30, 1976. The main deck of the parking garage will now be used as a staging area for Metro buses, Tourmobiles, charter and school buses in offpeak traffic hours, thus reducing the original number of car slots from 1,200 to 930. The fourth deck to the garage is not funded at this time. If the parking garage structure is left at the third deck level, the cost of bracing trusses horizontally and other revisions to stair/elevator towers will amount to around \$200,000, as against construction of the fourth deck, which is estimated to cost \$1,900 million. Construction of the fourth deck would also increase the number of cars that could park to 1,200.

Columbus Plaza Rechannelization Plan: The D.C. Department of Highways and Traffic has a request pending before Congress for reprogramming funds to start this construction.

State Flag Program: The erection of 55 State and Territorial flagpoles around the southernmost perimeter of Columbus Plaza has been approved by the Commission of Fine Arts and the National Capital Planning Commission. Legislation will be introduced to permit their erection on land under the jurisdiction of the Architect of the Capitol.

Urban Mass Transportation Administration (UMTA) grant: An \$8.15 million grant for transit related activities at the National Visitor Center is in final review.

Grand Opening: The target date of the grand opening of the National Visitor Center is July 4, 1976. Currently, several trade unions are in negotiation, and there are current strikes underway, whose impact could affect the target dates for completion. Also, any unforeseen events within the next year could affect timely completion of the project.

(Sgd) Monus J. Fish, Jr.

cc:

Dr. Theodore C. Marrs
Special Assistant to the President
The White House

cc:

Mr. Richard R. Hite
Deputy Assistant Secretary-Management
(A-1)

cc:

Mr. Gary E. Everhardt
Director, National Park Service
(ENP)

cc:

NCP-Surname copy, w/orig. NVC let
NCP-File Copy
NCP-D-Director Fish, w/c NVC lett
NCP-DBI-Mr. Rowell, w/c NVC lette
NASO-LS-Mr. Whitlock
NCP-NVC-Mr. Gross

LARowell:sc 6/20/75.



Memorandum • **Government of the District of Columbia**

TO: *Richard Hite* Department,
Agency, Office: *Bicentennial Programs*

FROM: *James Lucore* Date: *June 24, 1975*

SUBJECT: *Metro Projections*

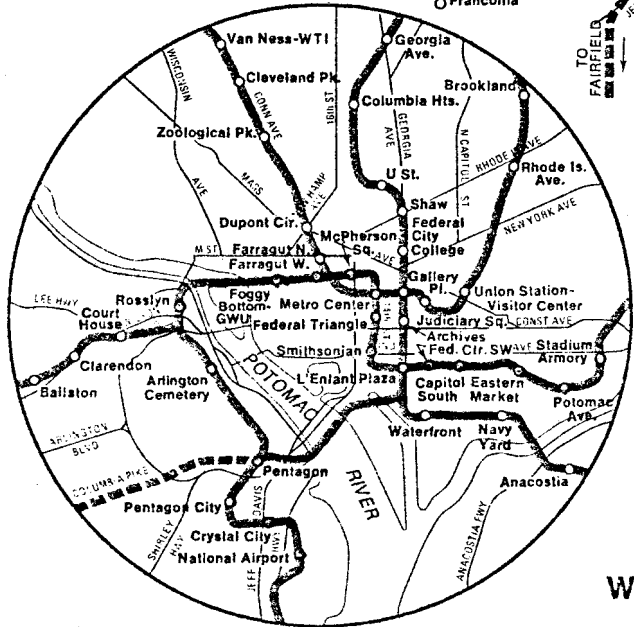
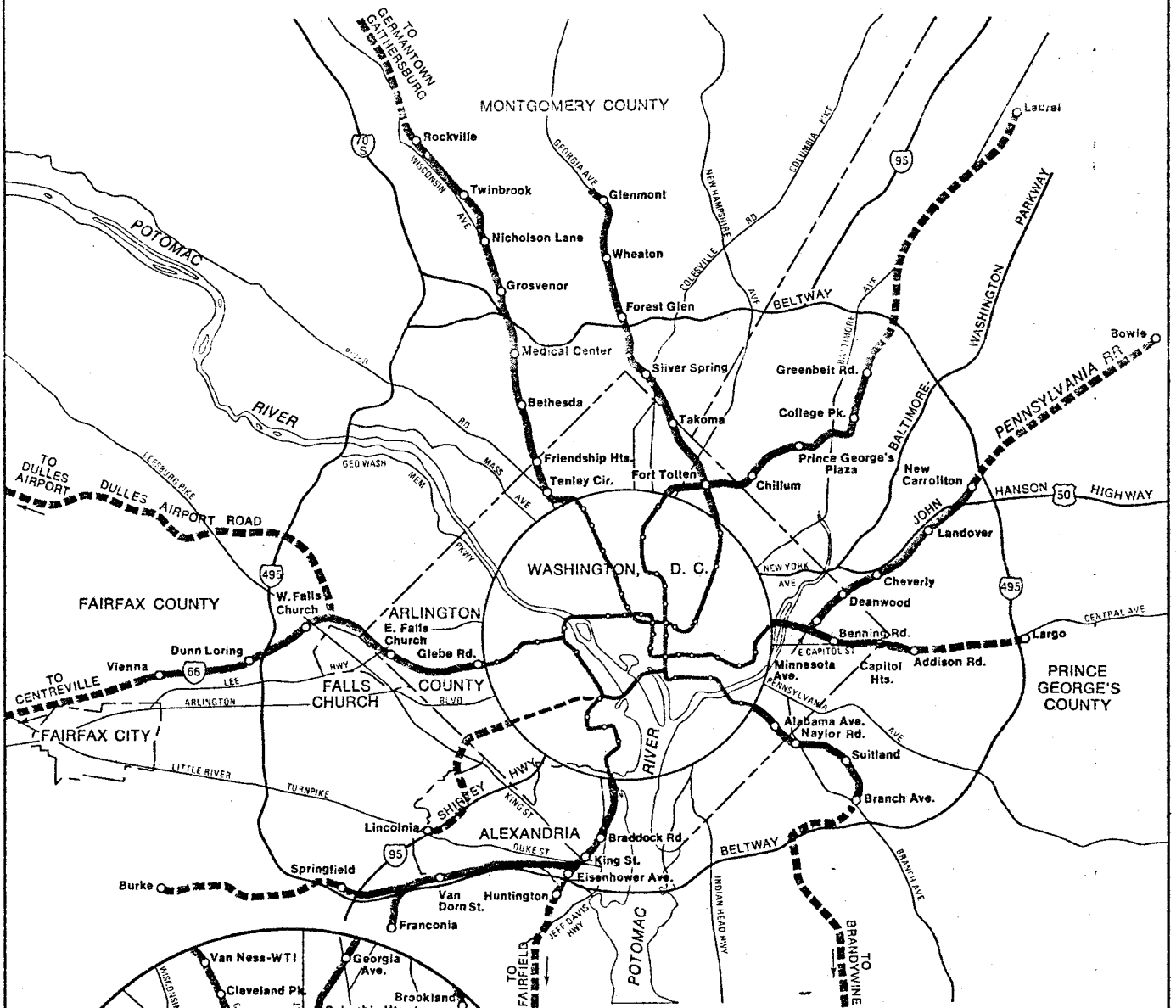
The attached map reflects current WMATA planning for the Regional Rapid Rail Transit System (METRO). At the present time strikes are delaying the completion schedule and it is impossible to forecast when work will be resumed.

The first leg of 4.6 miles is scheduled for completion in the fall of 1975. As shown in the small circle this will run from Rhode Island Avenue to Union Station to Judiciary Square to Gallery Place to Metro Center and terminating at M street and Connecticut Avenue N.W.

The line from the R. F. K. Stadium to Rosslyn and to the National Airport is scheduled to be opened in May 1976.

REGIONAL RAPID RAIL TRANSIT SYSTEM

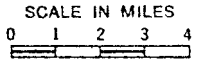
Adopted March 1968. Revised February 1969 • June 1970. Authorized by Congress December 1969.



• scheduled to be opened in fall, 1975
 ● scheduled to be opened in May, 1976*



metro



Note: Dotted lines show preliminary routes of future extensions.

Washington Metropolitan Area Transit Authority

*current Teamsters strikes could delay opening



OFFICE OF THE SECRETARY OF DEFENSE
WASHINGTON, D. C. 20301

JUN 23 1975

10 JUN 1975

Dr. Theodore C. Marrs
Special Assistant to the President
The White House
Washington, D. C. 20500

Dear Ted:

The plan outlined in your letter of June 5, 1975 to Secretary Schlesinger concerning the use of South Post Fort Myer and the Pentagon North Parking Lot for Bicentennial visitors is acceptable to the Department of Defense. The Department of the Army is being instructed to implement the plan and to issue the necessary permits to WMATA.

Sincerely,

Thomas K. Latimer
Thomas K. Latimer
The Special Assistant



THE WHITE HOUSE

WASHINGTON

June 5, 1975

Dear Mr. Secretary:

This is in reply to Mr. Latimer's letter of February 10, 1975 responding to Jack Marsh's request for assistance in the Washington, D.C. Bicentennial Transportation Program. We appreciate your agreement to help us with this important undertaking.

Based upon the arguments set forth in your letter and a careful review of our fringe parking requirements, we agree that we should consolidate parking at the Pentagon area, and therefore will not seek spaces at the Anacostia-Bolling complex.

However, we have investigated the possibility of putting 6,000 spaces at the South Post site and have been advised by the Virginia State Highway Department and the Arlington County Transportation Office that the access roads cannot handle the traffic generated. Consequently, in order to accommodate the expected number of visitors at the Pentagon area, we propose the following: (1) 4,000 spaces at South Post; (2) 1,200 spaces at North Parking for weekday use; and (3) approximately 4,000 spaces at North Parking for weekend and holiday use.

The respective staffs of the Department of Transportation, the Washington Metropolitan Area Transit Authority, the State and county transportation offices, and the Department of Defense have recently met to discuss road access to the South Post site. All parties agreed that the following access points are both necessary and possible: (1) preserving the Jefferson Davis Highway (Virginia Route 110) Main entrance adjacent to the Old Yards and Docks Building, (2) a possible second entrance on Jefferson Davis Highway south of the main entrance, and (3) an entrance at the northern end of the site across National Park Service controlled land to Memorial Drive, east of the ramp to Jefferson Davis Highway on Memorial Drive. This third entrance would function as egress for automobiles from the parking lot and access for Metrobuses only. The existing entrance drive to the front door of the Yards and Docks Building should be preserved as a deceleration lane for visitors using the main gate into the site.

Existing road access would be used for North Parking Lot. In addition, the north parking access road would be used to route northbound visitors to the Jefferson Davis Highway entrance,

utilizing the existing underpass for Washington Boulevard. In all cases, Bicentennial visitor traffic would be separated from Arlington Cemetery funeral and visitor traffic. No conflicts with the present "Tourmobile" service are anticipated. All entrances and road construction, fencing, and buffering for the Bicentennial parking area would be funded from the anticipated Department of Transportation appropriation for this program.

With regard to the removal of buildings at South Post, demolition should be completed and the site should be made available to WMATA by October 1975. These demolition costs cannot be funded from the DOT appropriation. The costs for restoring the site to its original cleared condition will be borne by the Department of Transportation funds. The restored site will be returned to DOD jurisdiction no later than March 31, 1977.

We trust that the items outlined above are acceptable and we can proceed in an expeditious manner. Washington Metropolitan Area Transportation Authority staff will contact your staff for the necessary temporary use permits.

We appreciate your cooperation and assistance on this most important Bicentennial program.

Sincerely,



Theodore C. Marrs
Special Assistant to the President

Honorable James Schlesinger
Secretary of Defense
Washington, D.C. 20301



May 14, 1975

MEMORANDUM FOR: Executive Directors, the Bicentennial Commissions
of the 50 States, the Territories, the
Commonwealth of Puerto Rico, and the District
of Columbia

SUBJECT: ARBA Flag Policy

The issue of who can and who can't fly the Bicentennial Flag has been a bone of contention at the Congressional, State, and local level for the last year. We have discussed the issue at every level, including various regional meetings, executive staff meetings, and discussions were held with representatives of the State Commissions at the National Conference this February in Washington, D. C.

Based upon these meetings and discussions, the ARBA has adopted the attached flag policy. In addition, you will find enclosed a copy of a press release on the subject to be issued Monday, May 19.

If you have any questions, please contact your Regional Director.

A handwritten signature in cursive script that reads 'Hugh A. Hall'.

Hugh A. Hall
Assistant Administrator

7 Attachments

1. Policy for Use of the Official Flag of the ARBA
2. Authorized Users of the Bicentennial Flag
3. Description of the Bicentennial Flag
4. Proper Display of the Bicentennial Flag
5. Authorized ARBA Flag Sizes
6. Authorized Flag Manufacturers
7. Press Release

Policy for Use of the Official Flag
of the American Revolution Bicentennial Administration

The official flag of the American Revolution Bicentennial Administration (ARBA) may be purchased and displayed by any authorized user.

Authorized Users of the Bicentennial Flag

- All programs and events which have earned official recognition
- Overseas Bicentennial projects officially recognized by the ARBA
- All U. S. Embassies and Consulates throughout the world
- Executive, Judicial and Congressional divisions of the U. S. Government
- All Federal Government departments and agencies throughout world
- All State Governments
- State Bicentennial Commissions, including the Commonwealth of Puerto Rico, the Territories, and the District of Columbia
- Members of the National Bicentennial Service Alliance*
 - *Local chapters may use the flag in connection with their support of Bicentennial programs of their national organizations or through participation in the Bicentennial Communities Program
- Members of the National Bicentennial Hospitality Alliance
- Any organization, corporation or individual located in or participating in any of the following Bicentennial activities:
 - Bicentennial Community
 - Bicentennial College or University
 - Bicentennial Armed Forces Installation or Command
- Special events which contribute to Bicentennial, when specifically authorized by Administrator



Description of the Bicentennial Flag

The official American Revolution Bicentennial Administration flag incorporates the ARBA symbol on a white background. The symbol takes the form of an American five-pointed star in white, surrounded by continuous red, white, and blue stripes which form a second star. This double star is symbolic of the two centuries which have passed since the American Revolution. These colorful stripes also evoke a feeling of festivity and suggest the furled bunting traditionally used in times of celebration throughout the nation. The symbol is contemporary in design in keeping with the forward-looking goals of the Bicentennial celebration: "to forge a new national commitment, a new spirit for '76, a spirit which will unite the nation in purpose and dedication to the advancement of human welfare as it moves into its third century."



Proper Display of the Bicentennial Flag

Authorized users may display the official ARBA flag anywhere that the American Flag may be properly displayed pursuant to established flag protocol. When the official ARBA flag is displayed with the American Flag, the Bicentennial flag is immediately subordinate to the American Flag, second in ranking to any flag display.

Authorized ARBA Flag Sizes

Authorized ARBA flag sizes for both indoor and outdoor use are:

2' x 3'
3' x 5'
4' x 6'
5' x 8'

Flags larger than 5' x 8' are also authorized; however, they are available only upon special order from officially licensed flag manufacturers.

The following products usually associated with flags have been licensed by ARBA for use by the general public. No authorization is required for purchase or display:

Pennant

Triangular in shape - approximately 8" x 15"

Desk and Table Mount Flags

The following sizes have been authorized:

4" x 6"
8" x 12"
12" x 18"

Note: No flags have been authorized between the 12" x 18" size and the 2' x 3' size.

May 1, 1975

Authorized Flag Manufacturers

Collegeville Flag and Manufacturing Company
4th Avenue
Collegeville, PA 19426
PH: 215-489-4131
David Cornish

Valley Forge Flag Company
One Rockefeller Plaza
New York, NY 10019
PH: 212-586-1776
Michael Liberman

Dettra Flag Company, Inc.
Oaks, PA 19456
PH: 215-666-5050
William C. Spangler

Annin and Company
163 Bloomfield Avenue
Verona, NJ 07044
PH: 201-239-9000
C. R. Beard, Jr.

Betsy Ross Manufacturing Company
41 Brook Avenue
Passaic, NJ 07055
PH: 201-773-3388
Michael Palughi



Bicentennial News

American Revolution
Bicentennial Administration
2401 E. St., N.W.
Washington, D.C. 20276

John W. Warner, Administrator



FOR IMMEDIATE RELEASE

BICENTENNIAL FLAG POLICY ANNOUNCED

Washington, D.C.--John W. Warner, Administrator of the American Revolution Bicentennial Administration (ARBA) says, "It is my fervent hope that the Bicentennial flag will fly from every building, house, and flagpole in the country to proclaim our Nation's 200th Anniversary." Warner made the remarks in announcing the policy and guidelines for use and display of the official national Bicentennial flag.

The flag is white in background with the national Bicentennial symbol in the center. The symbol takes the form of an American five-pointed star in white, surrounded by continuous red, white, and blue stripes which form a second star. All rights in this symbol are vested in the ARBA pursuant to Public Law 93-179.

Authorized users who may purchase and display the flag under the ARBA policy are:

- °All programs and events which have earned official recognition.
- °Overseas Bicentennial projects officially recognized by the ARBA.
- °All U.S. Embassies and Consulates throughout the world.
- °Executive, Judicial and Congressional divisions of the U.S. Government.

- more -



°All Federal Government departments and agencies throughout the world.

°All State Governments.

°State Bicentennial Commissions, including the Commonwealth of Puerto Rico, the Territories, and the District of Columbia.

°Members of the National Bicentennial Service Alliance. Local chapters may use the flag in connection with their support of Bicentennial programs of their national organizations or through participation in the Bicentennial Communities Program.

°Members of the National Bicentennial Hospitality Alliance.

°Any organization or individual located in or participating in any of the following Bicentennial activities: Bicentennial Community, Bicentennial College or University, or Bicentennial Armed Forces Installation or Command.

°Special events which contribute to Bicentennial, when specifically authorized by ARBA.

The Bicentennial flag may be flown by authorized users anywhere that the American flag is flown under established flag protocol. When the two are flown together, the Bicentennial flag is immediately subordinate to the American flag, second in ranking in any flag display.

Authorized ARBA flag sizes for both indoor and outdoor use are 2' by 3', 3' by 5', 4' by 6', and 5' by 8'.

Flags larger than 5' by 8' are authorized; however, they are available only upon special order from officially licensed flag manufacturers.

The national Bicentennial flags can be purchased from the following manufacturers who have been licensed to make them by the ARBA.

Collegetown Flag and Manufacturing Company
4th Avenue
Collegetown, Pennsylvania 19426
(215) 489-4131

- more -



Valley Forge Flag Company
One Rockefeller Plaza
New York, New York 10019
(212) 586-1776

Dettra Flag Company, Inc.
Oaks, Pennsylvania 19456
(215) 666-5050

Annin and Company
163 Bloomfield Avenue
Verona, New Jersey 07044
(201) 239-9000

Betsy Ross Manufacturing Company
41 Brook Avenue
Passaic, New Jersey 07055
(201) 773-3388

The following products usually associated with flags have also been licensed by ARBA for use by the general public: Triangular pennants, approximately 8" by 15"; desk and table mounted flags in the following sizes, 4" by 6", 8" by 12", and 12" by 18".

No flags have been authorized between the 12" by 18" size and the 2' by 3' size.

- 30 -

Media contact: Office of Communications
(202) 634-1791
John Scholzen



JUN 18 1975

THE WHITE HOUSE
WASHINGTON

June 17, 1975

MEMORANDUM FOR: TED MARRS

FROM: JACK MARSA 

I spoke to the President in reference to the insurance matter involving foreign guests. He was quite interested and strongly encouraged moving to the private sector to see if the insurance companies might come up with a coverage program suitable for this purpose.

I told him you were in the process of doing this and he wanted to be kept advised.



UNITED STATES DEPARTMENT OF COMMERCE
The Assistant Secretary for Tourism
Washington, D.C. 20230

JUN 18 1975

June 16, 1975

MEMORANDUM FOR: Ted Marrs
From: David N. Parker *D. Parker*
Subject: Tourism Insurance Plans for
International Visitors

In response to the request made at the Federal Agency Bicentennial Task Force meeting last Wednesday, I am providing the following information to you.

The only insurance available for international visitors to the United States is sold by the American International Underwriters, both here and abroad. It is called "Holiday Travel Insurance" (an example of their promotional material is enclosed along with a kit which identifies their "Insurance Passport").

The United States Travel Service has been trying for some time to interest Blue Cross/Blue Shield in setting up an international traveler's low-cost insurance program but so far to no avail. We have met with HEW and ARBA in hopes that we could put together a "Bicentennial Insurance Package." However, Blue Cross/Blue Shield has been reluctant to venture into this area citing other problems of larger priority. The basic difficulty in putting together a tourist insurance program is that the U. S. does not yet have a uniform National Health and Accident Insurance Program. As a consequence, we cannot have reciprocal agreements with other nations which would or could protect their citizens when visiting here.

Meanwhile, I will continue to pursue this subject with Dr. Ottina in hopes that something can be developed at least in the long run for international visitors and certainly we will insure that emergency health and health care services for foreign visitors will be addressed in the overall context of visitors to the D. C. area in 1976.



'Standstill'

Bicentennial Group Calls on Ford To Make Good GOP Pledge to D.C.

By Betty James

Washington Star Staff Writer

District's Office of Bicentennial Programs, informed the members that

going to find the funds to surge ahead with the programs we have

D.C. Bicentennial Chairman Resigns

By Margot Hornblower
Washington Post Staff Writer

projects that would benefit the city's neighborhoods socially and econom-

Washington declined to answer questions about what those goals are and

The Washington Star

JOEL L. ALLBRITTON, *Publisher*

JAMES G. BELLOWS, *Editor*

SIDNEY EPSTEIN, *Managing Editor*

EDWIN M. YODER JR., *Associate Editor*

THURSDAY, JUNE 19, 1975

Bicentennial disarray

Over the past few months it has become the Washington area can expect in 1976 — we

The criticism hurts

Philadelphia's ready for '76

The Philadelphia Inquirer

An Independent Newspaper

Published Every Morning by Philadelphia Newspapers, Inc.
400 N. Broad Street, Philadelphia, Pa. 19101

FREDERICK W. T. President
ERIC C. BLACK, Editor

SAM S. McKEEL, General Manager
EUGENE L. ROBERTS JR., Executive Editor

Monday, June 2, 1975

Page 6-A

When they arrive in 1976
will the city be ready?

The Philadelphia Inquirer

An Independent Newspaper

Published Every Morning by Philadelphia Newspapers, Inc.
400 N. Broad Street, Philadelphia, Pa. 19101

FREDERICK CHAIT, President
CREED C. BLACK, Editor

SAM S. McKEEL, General Manager
EUGENE L. ROBERTS JR., Executive Editor

Thursday, June 19, 1975

Page 6-A

Another setback for Bicen,
but we can still do it

Phila. Bicen Fund Cut in Half

We can learn from Boston's plans for '76

U.S. Limits Lihen to \$50 Million

U.S. Seen
Falling Short
Of Pledge

By WALTER F. NADELE
Of The Bulletin Staff.

Executive Bulletin, June 13, 1975

Bulletin News Analysis

U.S., Bicen Aides Differ on Funds

By WALTER F. NAEDELE
Of The Bulletin Staff

House had identified more than \$80 million that had been paid to Bicen-

7-73

Important Talking Points Regarding the
FY 1976 Request for National Capital Area Bicentennial Transportation Program
(DOT, Urban Mass Transportation Administration: Request for \$9.9 million)

Program Elements

- 2 fringe parking lots
 - RFK Stadium - 6,000 spaces (out of existing total of ca. 13,000) by negotiation with Stadium-Armory Board; negotiations underway
 - very few event days will reduce this number
 - South Post, Ft. Meyer - 4,000 spaces to be constructed (additional 1,200 spaces at Pentagon North Parking; entire parking lot on weekends)
 - no interruption of funerals, normal tourist flow at Arlington Cemetery
 - negotiations/planning underway with Virginia Highway Department
- high-frequency bus shuttles service (9 a.m. till 11 p.m.) between fringe lots and downtown
- special express bus service (in morning and evening hours especially) on 17 corridors serving major hotel-motel/lodging concentrations between suburbs and downtown

Program Costs

capital costs	\$4.5 million	(So. Post paving, restoration; fringe lot kiosks, highway and bus signing)
advertising/promotion	1.5	(all media for 18 months)
manpower and management costs	2.2	(new driver recruitment training; street supervision; lot security)
bus operating costs	11.7	
	<hr/>	
	\$19.9 million	
program revenues	-10.0	
	<hr/>	

\$ 9.9 million FY 1976 DOT request

←
*S.D.M. is House limit
to some restrictions
- expected cost June 26th
Senate will take by appeal on July 8th*



Important Program Considerations

- Regardless of the absolute number of visitors projected to visit Washington in 1976 (estimates range from 14 to 35 million), all agree that an increase of at least 20% above present visitation levels is probable for 1976. Therefore, regardless of the base number, this estimate equates the average summer day in 1976 to something worse than the present peak days (85 days out of the visitor season of 230, e.g., including the Folklife Festival, Cherry Blossom Festival, etc.). Traffic during these time is already unacceptably snarled in the downtown-visitor areas, e.g., one hour to circle the Monument grounds, etc.
- It is imperative to keep as many private visitor automobiles outside the city limits as possible in order to enhance the visitor's use of his time, maintain near-normal city services, guarantee adequate commuter parking opportunities, adhere to District Clean Air standards, and to maintain order in the downtown area, including Capitol Hill.
- There are no private transportation services available to move these numbers of visitors in and out of town, to keep them apart from commuter traffic, and to expedite their movement to the Mall/monuments area. The program does not compete with any private operators' services, such as Tourmobile; in fact, it feeds that guaranteed monopoly and other services and offers the visitor greater opportunity to select them.
- The program is a natural extension of the public transportation role provided by the Washington Metropolitan Area Transit Authority (WMATA), but it supports specified operations aimed at visitors for this abnormal one-year period. Visitors will pay the prevailing bus fare on the routes serving hotel/motel-lodging concentrations, and a set fare (allowing four rides) for the fringe lot service. The program is planned to insure that regular WMATA operations are in no way subsidized by this Bicentennial funding. Should the estimated numbers of visitors not materialize, all unexpended funds will remain with UMTA for reprogramming at the direction of the Congress.
- The plan is highly flexible, allowing increases, decreases, and changes in services and advertising modes as necessary. WMATA is prepared to respond to contingencies with its existing fleet, and will need to hire only some new drivers and street supervisors--these details are already being discussed positively with WMATA unions.
- The Federal Government has a responsibility to plan adequate services for this extraordinary period in which the Federal sights and the seat of government itself are the main factors in increasing tourism. This is the only such extraordinary responsibility budgeted by the Federal Government; all other services will continue to be provided by capable and adequate existing authorities, except in cases of emergency.



Very good response to the two-week demonstration of fringe parking acceptability, operated by the National Capital Park Service in early 1975, suggests that the plan can work effectively and that it can benefit the visitor in the use of his time. (A similar program on a smaller scale operated in Colonial Williamsburg has proven successful.)



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* Member of Subcommittee on Transportation.

Other committee memberships of importance to D.C.
Bicentennial planning noted.



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(94th Congress, 1st Session)

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DC Members of D.C. Subcommittee.

Int Members of Interior Subcommittee.

Ch. Chairman

RM Ranking Minority Member



For your use only; not to be reprinted

- Feb. 4, 1972 - Nixon Message on DC Bicentennial
- support local efforts
 - "several million dollars to supplement local funds"
 - originally to ask Congress for direct appropriation in Federal dollars to DC budget
- spring 1972 Mayor, White House, OMB decided against direct request-- Natcher considered very unsympathetic to breakout of programs as "Bicentennial"
- September 72 DC Bic Commission and Assembly recommended \$18 million package of programs to Mayor Washington; transmitted by Mayor to Bicentennial Coordination Center
- fall 1972 discussion of funding centered on local proposals funded through existing Federal programs, with valid applications
- spring 1973 Office of Bicentennial Programs established, office of the Mayor, as DC government conduit for Bicentennial programs and to help process Federal paperwork
- fall 1973 beginning of special Meeker effort, which really was staffed and operating in early spring 1974

