

Ford Motor Company

Executive Communication

December 19, 1960

TO: Mr. Henry Ford II

SUBJECT: Company participation in the New York World's Fair.

In accordance with the Board of Directors' action on December 14, the proper lease forms have been placed in the hands of the Legal and Tax staffs. Negotiations should proceed rapidly.

The next step is an appropriation for calendar 1961 of \$325,000 to be used approximately as follows:

- | | |
|---|-----------|
| a. Necessary research and development of specific show ideas | \$ 60,000 |
| b. Preliminary architectural studies | 65,000 |
| c. First payments for detailed development and engineering studies of approved exhibit and architectural designs | 150,000 |
| d. Miscellaneous expense including consulting fees, travel, outside artists and designers, presentation expense, etc. | 50,000 |

Second step is approval to negotiate the necessary agreements with architects and designers for preliminary studies which would form the basis of a full presentation, with estimates, of our World's Fair proposal. This would involve, initially at least, the Yamasaki and Disney organizations.

So far as Yamasaki is concerned, there appear to be no problems in arriving at a satisfactory arrangement. Nor is there any problem with Disney so far as an initial research and development agreement is concerned.

It should be emphasized, however, that in the case of Disney, the result of the research phase of the project will be a package proposal involving not only the Company's New York World's Fair exhibit but also a Company-sponsored exhibit in Disneyland. Acceptance of the World's Fair part of the package will require a commitment for some sort of

...resentation by the Company in Disneyland as well.

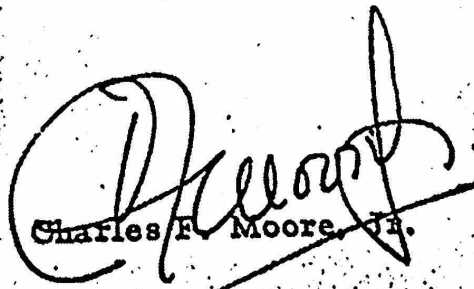
Industries now represented in the park pay anywhere from \$50,000 to \$350,000 per year depending upon the type of exhibit and the consequent impact and exposure. Disneyland contracts are normally for 5 years.

Despite the strings attached, the Disney association seems highly desirable. This organization represents probably the greatest pool of creative talent available and with direct experience in the exhibition medium that can be matched nowhere else. Furthermore, the possibility of utilizing some portions of our World's Fair exhibit at Disneyland, represents an opportunity to get additional value from our investment in its design and construction.

In view of the foregoing and the need to get started as quickly as possible, it is requested:

1. That a budget of \$325,000 be authorized for use as outlined above in calendar 1961.
2. That we be authorized to negotiate the necessary agreements for design and architectural services with the Disney and Yamasaki organizations respectively.

Ch
AM


Charles F. Moore, Jr.

This must come out
of some other place