Yellowstone National Park, Wyoming
photo: William Henry Jackson

The national park landscape is the geography of the American spirit; in these American lands dwell the treasures of the nation.
on the cover:
Thomas Moran watercolor
from the 1879 Teton
Expedition,
Jefferson National Expansion
Memorial, Missouri

Thomas Edison at work,
Edison National Historic Site,
New Jersey
CONTENTS

EXECUTIVE SUMMARY 1

THEMATIC STATEMENT 3

IMAX FILM 5

THE EXHIBITION 9

SPECIAL EVENTS AND PUBLICATIONS 25

IMPLEMENTATION 31

ECONOMICS 33
EXECUTIVE SUMMARY

On the occasion of its 75th anniversary, the National Park Service proposes to initiate a landmark traveling exhibition and IMAX film entitled TREA­SURES OF THE NATION—AMERICA’S NATIONAL PARKS.

To share with the public the richness and diversity of America’s heritage, TREASURES will present a broad spec­trum of natural and cultural artifacts, national icons, and magnificent still and moving images drawn from the more than 350 areas within the national park system, and assembled for the first time ever in a single event.

By creating public awareness of the fragility of our heritage, TREASURES will serve to deepen commitment across the nation to protect the public lands where that heritage is preserved.

Commencing in August 1991 with a 2-hour television special, the Exhibition and Film will open in October 1991, and travel to six major American museums and one foreign city, with a 3-month average length of stay at each venue. The Exhibition and IMAX film are coordinated presentations which complement and strengthen each other. Viewed independently, however, they will each convey the essence of the program.

A coordinated series of associated special events and community programs, as well as the release of a major publica­tion will heighten public awareness of the exhibition, further guaranteeing that TREASURES will be an important national celebration.

The Exhibition will occupy between 8,000-10,000 square feet, and will feature over 200 artifacts; conditions involving the handling of those artifacts will meet stringent criteria for security and environmental protection. Together with the approximately 30-minute IMAX film, the event is projected to attract more than 3,800 visitors per day, or a minimum of 2.6 million visitors at U.S. venues alone.

Initial negotiations to host TREASURES have included: The Smithsonian Institution—Washington, D.C.; The Museum of Natural History—Denver, Colorado; The Museum of Science—Boston, Massachusetts; The Museum of Science and Industry—Chicago, Illinois; The California Museum of Science and Industry—Los Angeles, California; and The Pacific Science Center—Seattle, Washington.

The total project cost, not including the television special and major special events, is $7.6 million.
THEMATIC STATEMENT

The overriding theme of this exhibition and film is that ours is a nation shaped in important ways by the land, which is perhaps our most valuable treasure. In the land, continually reshaped to our needs, also lies our future.

From Yellowstone to Independence to the Great Smoky Mountains, the parks stand as earthbound symbols of the nation. The national park landscape forms the geography of the American spirit. In the vast wilderness of North America lie the reservoirs of individual freedom and seemingly unbound potential for discovery and growth. In the land’s abundance and diversity exist the raw materials upon which the creative mind thrives and civilization prospers.

The vastness of the land, its abundance and diversity, are all brilliantly reflected in the character of the nation and in its artifactual record. And as the land helped form our character, so has history reshaped the land.

Establishing national parks is a uniquely American idea embodying the recognition of the land’s effect on our character and national identity. Once formed, the idea immediately posed a challenge for the future.

These pieces of the parks, the material presented in TREASURES, come from the land and the human events that redefined the land and shaped America’s cultural landscape, giving tangible form to our national character, past and future. They exist as touchstones to both past and future, landmarks of ourselves, forever pointing back to the landscape and its promise for the American spirit. In these American lands dwell the treasures of the nation.
30-minute dramatic IMAX film forms an integral part of the exhibition and underscores the beauty and vulnerability of our national treasures and celebrates their preservation. Ten times the scale of 35mm film, the IMAX and Surround Sound format offers clarity and scope that let visitors experience first-hand a sense of the vast American landscape from which the objects in the exhibition are drawn. Projected on the world’s largest movie screen, up to 7-stories high, the huge size and crisp detail almost magically create a sense of heightened dimensionality which has the effect of pulling the audience inside the screen.

TREASURES offers the opportunity to bring to the IMAX screen, as never before, the cinematic beauty and grandeur of the land as well as the courage and pathos of human events that brought us independence and forged the nation.

Initially, distribution of the IMAX film will be limited to promote overall attendance at TREASURES OF THE NATION. Following the life of the exhibition, the film will be released to IMAX and OMNIMAX theaters worldwide, exposing an additional 6 to 12 million people to the TREASURES OF THE NATION.

APPROACH:

The theme of the exhibition, the effect of the land on our national identity, is expanded further in the film: man’s reshaping of the land increasingly threatens our heritage. Parks cannot survive as islands — our commitment to preserving our heritage must extend beyond park boundaries. The dilemma of balancing use and preservation within parks mirrors the larger choices we now face in continuing our existence on the planet earth.

Biologically, culturally, we choose what to save of our heritage and what to let go.

Our past choices reveal who we are — our future choices reveal who we will become. Parks reflect our common destiny.

The images used to tell this story will come from our park lands — flying over a 1,000 foot eruption at Hawaii Volcanoes, breathless aerials of Yosemite and the Grand Canyon, white water rafting through Bryce Canyon, a 24-hour time lapse of the Grand Tetons, a snowshoe trek to the winter-bound geysers of the Yellowstone, underwater discoveries of
wrecked ships off the Cape Hatteras lighthouse, or a quiet moment on the bank of Brooks river in Katmai watching a 900-pound grizzly bear fishing for salmon; looking down the throats of 5,000 civil war re-enactors re-creating Pickett’s charge at Gettysburg; or a child reaching out to the liberty bell — these are the images of America, her preserved treasures, her shared heritage.

Filling a screen 7-stories high, the dynamic natural forces of a forest fire surround viewers with the spectacle of noise and heat. They will explore first-hand critical biological relationships that sustain intricate webs of life found in park ecosystems, from the interdependencies among populations of buffalo, elk and bear at Yellowstone, to the effect of fresh water supplies on the Everglades, where, for many species, life hangs by a thread. Viewers will further witness the drama of the historical landscape and the ebb and flow of human events.

Through the powerful IMAX sound track, audiences will experience the magic of wolves howling on Isle Royale or the remarkable noise of thousands of bats rising from Carlsbad Caverns.

The film will take viewers to numerous park environments, where each can feel a part of his or her heritage and come to understand its richness, diversity and fragility. They will realize that we are all partners in the ongoing protection of this nation’s treasures. In this effort resides the geography of the American spirit.
The EXHIBITION

The collections of America’s national parks display an astonishing diversity. Many, like the Independence National Historical Park collections, have near-iconic value to the nation. Others, like those from Great Smoky Mountains National Park, embody both strong cultural traditions and biological diversities vital to our future. Most importantly, what sets these collections apart from other artifact assemblages is their specific association with the parks. These collections are all firmly tied to the landscape or to human events played out on the landscape.

Accordingly, the design of this exhibition is dedicated to revealing the geographical context for this rich artifact assemblage, to transporting visitors from the artifacts to the national parks themselves.

All visitors enter the exhibition by ramping up and across a video bridge of vivid moving and still imagery of the parks. This "Introduction" is like being suspended above the landscape as the images change and flow; it not only provides a unique perspective on the breadth and scope of the parks,
but also creates a sense of wonder at their innate beauty and amazing diversity. From Denali to the Everglades, Yosemite, Mesa Verde, Acadia and Hawaii Volcanoes, expansive aerial views and close-ups will combine to bring breathtaking views to the visitor.

Drawn now to the archway that leads into the heart of the exhibition, visitors are confronted with a metaphoric journey through America’s national parks, in which they will have their choice of moving continuously along a direct route from entry to exit, or stopping from time to time to explore in-depth one of several interpretive opportunities, or chambers, arranged so as not to constrain the traffic flow.

Along the direct route, juxtapositions between natural and cultural material, urban landscapes and wilderness, all bear witness to the richness and diversity of the park system, while the chambers focus on four fundamental relationships with the land — “Discovery,” “Inspiration,” “Guardianship,” and “Adaptation.”
Within the chambers, visitors will interact physically with the exhibition in ways symbolic of those fundamental relationships, thereby enhancing their appreciation for the dynamic land relationships presented in the exhibition.

In the first chamber, titled "Discovery," visitors might encounter archaeological finds, such as the woven sandals left by prehistoric inhabitants of Mammoth Cave National Park, paired with video animation showing cave formation. A graphic presentation of the paleo environment of Petrified Forest National Park would provide the geographic framework for a 30-million-year-old phytosaur skull. Edison's first phonograph might be set in the context of his working laboratories at Edison National Historic Site, enlivened with sound recordings.

These, and many other exhibits in this chamber, illuminate man's exploration of the land, discoveries of the continent's biological and geological history, and human inventions and discoveries that shaped new relationships.
between man and his environment. Visitors will embark upon their own “discovery” process as they explore and investigate, turn corners and open doors to these discoveries.

The second chamber draws visitors into a completely different environment, where they might contemplate premier examples of Tlingit carvings from Sitka National Historical Park as well as Thomas Moran’s landscape paintings and watercolors of Yellowstone and the Grand Canyon. Recordings of Appalachian Mountain music will transport the visitor to the traditional culture preserved at the Blue Ridge Parkway. Eero Saarinen’s designs for the Arch at Jefferson National Expansion Memorial might also contribute to this eclectic assemblage titled “Inspiration,” which combines diverse expressions of spiritual, artistic, and even patriotic relationships to the land.

Here the exhibit mood is dramatically changed from the
previous chamber as visitors enter a cathedral-like setting where low lighting, music, sound effects, and poetry combine to create a contemplative, even reverential mood.

Leaving this area, visitors continue along the direct route or enter a third chamber where a theatrical environment brings to life the artifactual record of historical events that shaped the nation. Three-dimensional imagery of Ford’s Theater sets the context for the derringer that John Wilkes Booth used to assassinate President Lincoln. The oldest mounted specimen of the American bald eagle, once displayed live in Independence Hall, generates an exploration of this American landmark. A cast of the clasped hands of Susan B. Anthony and Elizabeth Cady Stanton leads the visitor to Women’s Rights National Historical Park where the historic struggle for women’s equality was launched.

These exhibits all form touchstones to our past, each symbolic of man’s “Guardianship” of the land, from setting geographical boundaries and governing, to defining the limits of individual freedom.

With still another change of pace, visitors can next enter a dynamic space enclosing a composite sculptural garden of materials the earth has given man to work with, tools man used to adapt to the land and, in turn, to shape the land to his needs. In “Adaptation,” photo enlargements of the Walker Sisters’ life in the Great Smoky Mountains might establish...
the setting for the baskets and coverlets that helped sustain their mountain existence. Juxtaposed with the monumental carved figurehead from the ship Balclutha is exhibitry on the maritime economy of the San Francisco Bay. Historic photos of the early logging industry in the Pacific Northwest appear with a section of a giant Sequoia tree, which, in turn, leads to diagrammatic explanations of forest fire succession. Archaeological treasures from Chaco Culture National Historical Park reveal daily patterns of prehistoric Anasazi Indian life.

Set into a variety of natural material surfaces, viewing tubes might provide “penetrating” video images helping to demonstrate these artifacts in use. Through raw materials,
animation, objects and video, "Adaptation" presents a broad spectrum of artifacts used to live off the land, to sustain body and spirit, and to build society and endow civilization. Exhibits will focus on leading the visitor from this artifactual record to the abundant natural resources preserved in the national parks.

As visitors entered the national park landscape through a multi-video introduction, in macro-scale, to the beauty, abundance and diversity of park resources, they will all exit through a metaphorical forest titled "Legacy," in which they will find powerful reminders of the fragility of these resources. In "Legacy," visitors are brought into intimate contact with the delicate balance between man and the biosphere.

It is with pride in their heritage, a heightened awareness of its precarious strength, and a deepened commitment to preserving our nation's treasures for future generations, that visitors will end their journey through America's national parks — the Treasures of the Nation.
The exhibition concept presents only a small sample of the artifactual material preserved in our parks. Highlights from National Park collections are extensive and include:

**NORTH ATLANTIC REGION**

- Theodore Roosevelt's service issue Colt .45 and Rough Rider hat from the charge up San Juan Hill
- Sagamore Hill National Historic Site
- Julia Ward Howe's manuscript of the "Battle Hymn of the Republic"
- Minute Man National Historical Park
- Cannon surrendered to General Gates at the Battle of Saratoga
- Saratoga National Historical Park
- Cast of the clasped hands of Susan B. Anthony and Elizabeth Cady Stanton signifying their partnership in the struggle for women's rights
- Women's Rights National Historical Park
- Studies for soldiers' heads for the Shaw Memorial and other pieces from an extensive collection of sculpture by Augustus Saint-Gaudens
- Saint-Gaudens National Historic Site
- Augusta Penniman's pictorial whaling journal
- Cape Cod National Seashore
- Selections from a major collection of scrimshaw including walrus teeth, jagging wheels, and swifts
- Cape Cod National Seashore
- Carved head from the Salem Custom House eagle
- Salem Maritime National Historic Site
- **George Washington's Inaugural sword**
- Morristown National Historical Park
- Portrait of George Washington by Gilbert Stuart
- Morristown National Historical Park

*Clasped hands of Susan B. Anthony and Elizabeth Cady Stanton, Women's Rights National Historical Park, New York*
Painting of the Washington Family by Thomas Sully
Morristown National Historical Park

Society of the Cincinnati Chinese export punch bowl
Morristown National Historical Park

Springfield manufactured M-1 Rifle
Springfield Armory National Historic Site

"American Committee" model of the Statue of Liberty
Statue of Liberty National Monument

Pictorial immigrant graffiti on plaster removed from
Ellis Island
Statue of Liberty National Monument

Painting of the U.S.S. Constitution by Thomas Birch
Home of Franklin D. Roosevelt National Historic Site

Edison's original tin foil phonograph and
working drawings
Edison National Historic Site

**NATIONAL CAPITAL REGION**

Personal memorials left by visitors at the Vietnam
Veterans Memorial
National Capital Parks

Frederick Douglass' plaster death mask and hand casts
Frederick Douglass National Historic Site

John Wilkes Booth's derringer
Ford's Theater National Historic Site

General Robert E. Lee's mess kit and field desk
Arlington House, The Robert E. Lee Memorial

Sharps carbine used in John Brown's raid
Harpers Ferry National Historical Park
Doors from the Engine House where John Brown was captured
Harpers Ferry National Historical Park

Selections of White House furniture and decorative arts
The White House (The National Park Service shares curatorial responsibility for White House collections.)

MID-ATLANTIC REGION

George Washington’s campaign tent and dining marquee
Colonial National Historical Park and Valley Forge National Historical Park

Surrender cannon from the Battle of Yorktown
Colonial National Historical Park

Regimental flags carried by opposing sides into Pickett’s charge at the Battle of Gettysburg
Gettysburg National Military Park

Abraham Lincoln’s Gettysburg Address saddle cover
Gettysburg National Military Park

Portraits of John Paul Jones and of Indian Chief Joseph Brant by Charles Willson Peale
Independence National Historical Park

John Paul Jones by Charles Willson Peale, Independence National Historical Park, Pennsylvania

The oldest mounted American bald eagle, first exhibited live at Independence Hall and used as the model for many versions of the national symbol
Independence National Historical Park

Benjamin Franklin’s Philadelphia kneehole desk
Independence National Historical Park

Philadelphia Armchairs from Congress Hall
Independence National Historical Park
Declaration Broadside, the earliest public edition of
the Declaration of Independence
Independence National Historical Park
Army of the Potomac type case used at Appomattox for
issuing paroles to the Confederate Army.
Appomattox Court House National Historical Park

SOUTHEAST REGION
Prehistoric effigy of kneeling man from
Pittsburgh Landing, Tennessee
Shiloh National Military Park
Sewing machine used in building the Wright Flyer
Wright Brothers National Memorial
Cape Hatteras National Seashore
Appalachian mountain furniture, baskets and coverlets
from the Walker Sisters’ cabin
Great Smoky Mountains National Park
Mounted specimen of the now extinct
Passenger Pigeon
Great Smoky Mountains National Park
U.S. Garrison flag present during the opening shots of
the Civil War
Fort Sumter National Monument

Prehistoric woven sandals and textile fragments
Mammoth Cave National Park
Florida tree snail color forms
Everglades National Park
Civil War prisoners’ albums of marine algae
Fort Jefferson National Monument
Selected specimens from George Washington Carver’s
fruit collection
Tuskegee Institute National Historic Site
Carl Sandburg’s typewriter
Carl Sandburg Home National Historic Site
MIDWEST REGION
Titian Ramsey Peale’s outfit and specimen collecting apparatus from the Stephen Long Expedition
Jefferson National Expansion Memorial
Selections from a major collection of Jefferson Peace Medals
Jefferson National Expansion Memorial
Eero Saarinen’s designs for the Arch
Jefferson National Expansion Memorial
Selections from the James H. Cook Collection of Plains Indian materials
Agate Fossil Beds National Monument
Selections from a major collection of photographs and watercolors by William Henry Jackson
Scotts Bluff National Monument
President Harry S Truman’s wedding suit
Harry S Truman National Historic Site
President Abraham Lincoln’s rocking chair and shaving stand
Lincoln Home National Historic Site
Selections from a major collection of Indian pipes
Pipestone National Monument

ROCKY MOUNTAIN REGION
Colter stone signifying the discovery of the Teton-Yellowstone country
Grand Teton National Park
Selections from the Vernon Collection of Plains Indian artifacts
Grand Teton National Park
Model and tools used by sculptor Gutzon Borglum at Mt. Rushmore
Mount Rushmore National Memorial
Selected fossil mammal specimens from the Badlands
Badlands National Park
Dung bolus from a mammoth incorporating indicators of the paleo environment
Glen Canyon National Recreation Area
Homemade skis used in great snow of 1913
Rocky Mountain National Park
Hopewllian Culture copper falcon and other animal forms
Mound City Group National Monument
Prototype Evinrude outboard motor
Isle Royale National Park
Selections from paintings and photographs by
Thomas Moran, William Henry Jackson,
J. H. Twachtman and others, including Moran's
Grand Canyon of the Yellowstone sketches used
to help establish the park
Yellowstone National Park
Prehistoric “duck” jars and other primary examples of
Pueblo Indian pottery and basketry
Mesa Verde National Park
Historic photographs of the Kohrs Ranch operations
Grant Kohrs Ranch National Historic Site
Guidon carried in the Battle of Little Big Horn
Custer Battlefield National Monument

George Armstrong Custer’s Civil War Journal
Custer Battlefield National Monument
Femur and other selected dinosaur bones
Dinosaur National Monument

SOUTHWEST REGION
Prehistoric Pueblo Indian colored ax heads
Salinas National Monument
Prehistoric Pueblo Indian canteens
Salinas National Monument
Navajo silver harness
Hubbell Trading Post National Historic Site
Navajo silver concho belts
Hubbell Trading Post National Historic Site
LBJ’s western saddle, boots and hat
Lyndon B. Johnson National Historical Park
LBJ’s amphibious car used on his Texas ranch
Lyndon B. Johnson National Historical Park
Willim Henry Jackson’s model of Taos Pueblo
Bandelier National Monument
Printing plates from U.S. boundary surveys
Chamizal National Memorial
WESTERN REGION

Fossil, Phytosaur skull
   Petrified Forest National Park
Prehistoric carved game board on human figure tripod
   Hawaii Volcanoes National Park
Painting, Mauna Loa erupting by D. Howard Hitchcock
   Hawaii Volcanoes National Park
Figurehead from the ship Balclutha
   San Francisco Maritime National Historic Site
Historic photos of Pacific Northwest shipping operations, from the Hester, Proctor and Morrison collections
   San Francisco Maritime National Historic Site
Cross section of a Giant Sequoia
   Sequoia National Park
Historic photos of the logging industry
   Sequoia National Park
Selections from a major collection of paintings and photographs by artists working in Yosemite, from Eadweard Muybridge and Thomas Hill to Ansel Adams
   Yosemite National Park
Mono Lake Paiute and Southern Miwok Field Days baskets
   Yosemite National Park
John Muir's field glasses and herbarium
   John Muir National Historic Site
Death Valley Scotty's western saddle and boots
   Death Valley National Monument
Fossilized camel and mastodon tracks
   Death Valley National Monument
Colorado River boat, Defiance
   Grand Canyon National Park

Swan's head wand,
   Nez Perce National Historical Park, Idaho
Animal shaped twig figures made by prehistoric cave dwellers in the Grand Canyon
Grand Canyon National Park

Art from the American Indian occupation of Alcatraz
Golden Gate National Recreation Area

Historic eruption photos of Lassen Peak from the Loomis Collection
Lassen Volcanic National Park

PACIFIC NORTHWEST REGION
Selected mammal specimens from the John Day Basin
John Day Fossil Beds National Monument

Watercolors of Crater Lake by Chris Jorgensen and Gunnar Widforss
Crater Lake National Park

Marcus Whitman’s Bible
Whitman Mission National Historic Site

Toy cradleboard of young Louise Sager, taken captive at the massacre
Whitman Mission National Historic Site

Swan’s head medicine wand and beaded otter effigy
Nez Perce National Historical Park

Chief Joseph’s tomahawk
Nez Perce National Historical Park

ALASKA REGION
Katlean’s hammer from the 1804 Battle of Sitka
Sitka National Historical Park

Chilkat robes, “Herring Rock” and “Frog Coming out in Season”
Sitka National Historical Park

Tlingit bentwood box, pre-European contact
Sitka National Historical Park

Russian Possession plaque of 1799, the only European marker recovered on American soil
Sitka National Historical Park

Prehistoric armor made of antler
Bering Land Bridge National Preserve

Handmade crampons used on the first ascent of Mt. McKinley
Denali National Park and Preserve

Koyukuk River Eskimo fishing tools
Gates of the Arctic National Park and Preserve

Ice adz used in the first attempt to ascend Mt. St. Elias
Wrangell-St. Elias National Park and Preserve
SPECIAL EVENTS

TREASURES OF THE NATION—AMERICA’S NATIONAL PARKS will provide a catalyst for a unique series of special satellite events that will enhance the public’s awareness and appreciation of our national parks and provide a focus for the 75th anniversary celebration. These events are proposed at the national, regional, and local level to achieve the following objectives:

1. To establish public awareness for TREASURES OF THE NATION.
2. To maximize attendance, thereby insuring the continuous financial success of the Exhibition and IMAX film.
3. To provide sponsors of the Exhibition with maximum opportunities for exposure.

National:

At the national level, a 2-hour television special to be aired in August 1991 on the occasion of the 75th anniversary of the National Park Service would introduce TREASURES OF THE NATION. It would create credibility for the project and act as the major vehicle for advance ticket sales. The special would also afford sponsors the opportunity to publicize their involvement through national exposure. In addition, portions of the program would provide film footage for regional and local promotions.

This special would be filmed in as many national park sites as possible with performances by celebrity talent, such as singers, actors, dancers and musicians. The possibilities are endless — John Denver from the Rocky Mountains, Liza Minnelli from the Statue of Liberty, Ray Charles from the White House, Willie Nelson on the Natchez Trace Trail, Robert Redford at Yellowstone, and Charlton Heston at Yosemite. Their performances would focus on the richness and diversity of the national parks, as well as conservation issues.

As Liberty Weekend brought the country to New York Harbor, this television special would unite America in the celebration of our national treasures and the preservation of our cultural and natural heritage.

Regional:

Regional events, staged in the exhibition cities and national park facilities within a day’s drive of the exhibition,
would provide a focus for the celebration of the 75th anniversary and maximize attendance potential for the exhibition and film. These regional events would call attention to national parks in the area and would result in greater awareness of park resources. Among the events which should be considered for development and funding are:

- **The Anniversary Pageant**
  
  This would be a major event, a spectacular of music, narration, fireworks, sound and lasers, along with live production numbers depicting historical events, that would tour the major cities exhibiting TREASURES OF THE NATION.

  The show could be headlined by a celebrity entertainer or well-known vocal group, but its supporting cast would come from the community — college and university musicians, massed choral or dance groups, and local entertainers. The format of the show would remain consistent, although the performers would change in each new location. Only the nucleus of a small staff and some technical personnel would accompany the touring show.

- **Special Days in the Parks**

  These special days would focus on school groups and service organizations (Boy Scouts, Girl Scouts, Kiwanis, senior citizens, etc.) with activities focused on particular interests of each organization.

  In addition, some special events would build on national holidays such as Independence Day, Dr. Martin Luther King Jr.'s Birthday, and Thanksgiving Day, as well as local dates significant to the location.

  Historical pageants, re-enactments, concerts and theatrical presentations would also be produced in park facilities.

  Special Anniversary Passports would be sold and an expanded program of stamps or stickers available for park visitors.

- **Local:**

  Local events would be structured to complement the public relations and advertising programs, thereby stimulating ticket sales and attendance. The events would insure constant media coverage of the exhibition, guaranteeing the on-going success of the project.

  Examples of local events that should be considered are:

  - **Exhibition Preview/Pre-Opening Gala**
    
    Special opportunities for viewing the exhibition prior to opening would be provided to groups associated with the parks, Associates of the Host Museums, members of the press, official sponsors and special groups. In addition, the exhibi-
tion would be made available to organizations as part of a fundraising program. It must be realized that this concept works best when the exhibit is basically sold out.

- **Opening Ceremonies**
  An opening ceremony format should be developed involving political and community leaders, the Park Service, celebrities and sponsors. These ceremonies would incorporate regional themes and would be designed to generate newspaper and television coverage.

- **VIP Celebrity Visits**
  Whenever possible, visits of celebrities, politicians, community leaders, notables and newsworthy individuals would be highlighted to focus public attention on the attraction.

- **School Programs**
  A very extensive school program should be developed around an educational kit, classroom instruction and field trips. Where field trips are not feasible, students would be encouraged to visit the exhibition with their families.

- **Youth Programs**
  Special events, such as children’s art contests, essay contests, clean-up campaigns and other participatory activities would be developed for young people to focus attention on TREASURES OF THE NATION and local Park Service facilities.

- **Concerts Choreographed to Fireworks**
  A concert combining live music and fireworks, this “pyromedley” would incorporate local or military bands, or orchestras synchronized to lasers. Low and high level pyrotechnics could be developed as a special presentation in park venues.

- **Community Pageantry**
  As part of the exhibition, flags and banners would be displayed throughout the community as well as at National Park facilities. In addition, posters would be placed throughout the community and sponsors and merchants encouraged to develop appropriate displays.

**PUBLICATIONS**

In order to generate greater awareness of the national parks and maximize attendance at TREASURES OF THE NATION, a series of publications and promotional aids will be developed over the entire life of the project. These publications will incorporate the highest quality graphic design and printing along with a standard format and identity. The fol-
lowing outlines specific publications as well as suggested target dates for availability.

- **Graphics Manual — March 1989**
  Upon the development of an exhibition logo and a conceptual plan, a manual will be produced setting forth guidelines for all graphic reproduction of official logos and terminology.

- **Newsletter — Spring 1990 – December 1993**
  Quarterly information to museums, sponsors, Park Service, press, etc.

- **Poster — August 1990**
  Pre-publicity listing of exhibit sites and sponsors.

- **Press Kit — January 1991**
  Including a fact sheet, press releases, photos - black and white and color transparencies, camera-ready art and ads.

- **School Kit; Souvenir Poster; Special Flag / Banner; and Promotional Video — May 1991**

- **Presidential Proclamation — August 1991**
  (75th anniversary)

- **Coffee Table Book — August 1991**
  High-quality, large format illustrated book on the national parks based on TREASURES OF THE NATION. This oversized, elegant, principally photographic book would contain at least 100 pages featuring the parks and the exhibition.

- **Stamp / Medallion — August 1991**
  Both the stamp and medallion would commemorate the 75th anniversary of the National Park Service and would be available at many locations. In order to be available by 1991, discussions should be initiated promptly with both the Postal Service and the United States Mint.

- **Exhibit / Film Flyer — August 1991**
  Free handout listing local and regional special events.

- **Souvenir Program — October 1991**
  20-30 page, four-color, 8-1/2 inch-by-11 inch, soft cover, for sale during exhibition.

- **Souvenir Items — October 1991**
  In addition to a wide variety of items drawn from national park association outlets across the country, a full range of quality museum shop commemoratives will be developed for sale during the exhibition including: clothing, post cards/posters/books, reproductions, pins/patches, stamps/First Day of Issue Covers/medallions, educational items and jewelry.
In order to facilitate touring TREASURES OF THE NATION, an operations manual will be produced approximately 6 months prior to opening in October 1991. This material, which will be periodically updated, will incorporate sections on organization, artifact treatment and security requirements, shipping, receiving, installation, dismantling, insurance, publicity, advertising and special events.
IMPLEMENTATION

The National Park Service, through its Interpretive Design Center at Harpers Ferry Center, West Virginia, will provide direction and oversight for all aspects of the project.

Implementation of the project will be unusually efficient by virtue of the fact that both the contract and complete project team are already in place, obviating the necessity for continuous bidding from phase to phase. As a consequence, it will be possible to implement the project in as brief a performance period as eighteen months.

The vertical structure of the project team provides continuity and tight control over the design and production processes. Led by the museum design firm, BHA Design, Inc. (BHA) under the leadership of President and Creative Director Barry Howard, all aspects of project implementation will occur simultaneously or in sequence as the project dictates, incorporating the talents of each team member as required.

BHA Design, Inc. is an internationally recognized interpretive design firm whose many projects include: the just-opened National Automobile Museum in Reno; The California State Railroad Museum; The American Freedom Train; the Indian Arts Museum; and the Hoover Dam Visitor Center (opening in 1992). They were recently chosen as designers for the 1992 United States Pavilion in Seville.

In addition to BHA, key members of the team include MacGillivray Freeman Films, producers of the IMAX film, whose long list of highly successful IMAX films include: "To Fly"; "Behold Hawaii"; "Flyers"; and "Dance of Life", along with their newest release "To The Limit".

Petru Spurney Associates, responsible for tour management, special events and marketing, has served as either a consultant, General Manager or Chief Executive Officer for a variety of major events over the last 20 years, including the 1984 Louisiana World Exposition; the 1980 Lake Placid Winter Olympic Games; and the 1975-76 Bicentennial American Freedom Train.

Finally, with more than 30 years experience in every type of exhibit fabrication, Universal Exhibits will provide comprehensive exhibit engineering, construction and installation services.
In October 1989, the Harrison Price Company, internationally recognized experts in the field of recreation economics, were retained to generate an economic pro forma on TREASURES OF THE NATION with the following objectives:

- To determine how many people, in what markets, will be exposed to the project;
- To analyze the economic viability of the project, and suggest the basis for its operation throughout its life without further subsidy.

Based on an analysis of the market support at those venues identified as appropriate host museums with IMAX/OMNIMAX theaters, and a review of the success of past comparable traveling exhibitions and other IMAX films, the pro forma projected attendance at both the IMAX film and exhibition at 3800 visitors per day, or 2.67 million over 660 days at six U.S. venues. This figure would, of course, increase with an overseas booking. Post-exhibition distribution of the IMAX film will attract additional attendance estimated at 6 to 12 million.

The study further concluded that the economic prospects for TREASURES are favorable, indicating that the exhibition and film could generate enough income to offset a portion of the development costs.

**BUDGET**

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXHIBITION</td>
<td>$ 3,200,000</td>
</tr>
<tr>
<td>IMAX FILM</td>
<td>$ 2,800,000</td>
</tr>
<tr>
<td>PUBLICATIONS (non sales)</td>
<td>$ 400,000</td>
</tr>
<tr>
<td>TOUR MANAGEMENT AND</td>
<td>$ 300,000</td>
</tr>
<tr>
<td>MARKETING COORDINATION/</td>
<td></td>
</tr>
<tr>
<td>SPECIAL EVENTS COORDINATION*</td>
<td>$ 200,000</td>
</tr>
<tr>
<td>CONTINGENCIES</td>
<td>$ 700,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$ 7,600,000</strong></td>
</tr>
</tbody>
</table>

* Development costs for the television special, or for major special events are not included in this budget.
As the nation's principal conservation agency, the Department of the Interior has responsibility for most of our nationally owned public lands and natural and cultural resources. This includes fostering wise use of our land and water resources, protecting our fish and wildlife, preserving the environmental and cultural values of our national parks and historic places, and providing for the enjoyment of life through outdoor recreation. The department assesses our energy and mineral resources and works to ensure that their development is in the best interests of all our people. The department also has a major responsibility for American Indian reservation communities and for people who live in island territories under U.S. administration. The department promotes the goals of the Take Pride in America campaign by encouraging stewardship and citizen responsibility for the public lands and promoting citizen participation in their care.

Project designers: BHA Design, Inc.