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FACTS and FIGURES
ARIZONA SEMI-CENTENNIAL 1962

[Arizona. Semicentennial of Statehood]

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FACTS and FIGURES

Prepared by
ARIZONA SEMI-CENTENNIAL COMMISSION

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ARIZONA'S SEMI-CENTENNIAL CELEBRATION 1962

To accomplish the objectives of the Arizona Semi-Centennial Jubilee, it is vitally necessary that the celebration be statewide in its scope. Every county, every municipality and political subdivision of the state must be offered the opportunity to participate in this celebration.

While it is difficult at this point to outline and treat in detail every facet of the statewide participation in this program, later on in this presentation we list a few of the outstanding programs which will serve as a nuclei of this celebration. When it becomes known that this celebration is officially sanctioned and appropriation made therefor, and especially when it is known that efficient management and coordinating personnel are set up and organized at a central point, it is believed that scores of cultural and service organizations, municipalities and individuals will enthusiastically come forward with ideas and proposals which will be ample to make the overall celebration a huge success. It will be the responsibility of the administrative staff to collate and coordinate these proposals so that they will conduce to an orderly and effective statewide activity, carry out the Semi-Centennial theme and accomplish the objectives desired.

WHAT ARE THE OBJECTIVES?

1. The chief objective is to acquaint the permanent citizens of the state with historical facts covering the development and progress of the state over the years; the state as a whole as it exists today and what is possible in the future - all of which will instill in them a deeper pride and satisfaction as citizens.

2. The second objective is to acquaint people who live outside the state with salient facts concerning industrial, economic, cultural and spiritual advantages which the State of Arizona offers - thereby inspiring them to make their home in Arizona and further endow this state with their talents and investments.

3. An overall objective is to establish a cohesive, cooperative neighborly spirit among the communities of the state who by participating in this celebration will acquaint each other with their specific problems and potentials thereby developing a better statewide community relationship. Practically every nook and corner of Arizona has historical significance and can well enter into this year-round celebration. Annual events in each community which are traditional can be built upon and around the Semi-Centennial theme.

In short, this statewide Semi-Centennial celebration should be designed to develop an awareness on the part of its citizens and visitors of the blood, sweat and tears shed by the pioneers of Arizona who labored to develop a great state which we are now inclined to take for granted.

HOW WILL THE SEMI-CENTENNIAL BE HANDLED?

Although the Semi-Centennial year will be a celebration statewide in its scope, it will have to be organized and directed from a central point. It is logical that this point should be within the capital city of Phoenix.

The Semi-Centennial activities will be under the control of the statewide Semi-Centennial Committee established by statute and appointed by the Governor.

It will have an administrative staff consisting of a Director, an Event Coordinator, a Public Relations Director, and two secretaries - one of whom is a bookkeeper.

Office facilities in all probability will be available at the State Fairgrounds, or at some other State-owned building.

DUTIES OF ADMINISTRATIVE STAFF

DIRECTOR: This individual will have the responsibility of planning and coordinating the main events of the year, working closely with the Semi-Centennial Committee in executing the policies established by the Committee and keeping all expenses connected with the celebration in line with the prescribed budget. This individual will be available to all communities and organizations throughout the state to help them in their individual plans for local events. He or she must be equipped with exceptional administrative ability, plus virile imagination.

EVENT COORDINATOR: The individual selected as Event Coordinator will virtually be the Assistant Director. His or her specific duties will be, as far as possible, to keep events in orderly sequence and prevent overlapping of competitive activities, and to assist the Director in his various duties.

PUBLIC RELATIONS DIRECTOR: This individual is to be responsible for securing free publicity from the various press media; state and national newspapers and publications; radio and television stations; outdoor and other national publicity media. In addition, this individual will assist in the placing of necessary paid advertising throughout the state and in national publications. Above all, this individual will be equipped with the ability to arouse and maintain an enthusiastic and cooperative spirit among the various participants in this year-round celebration.

SECRETARIES: One of the secretaries will act as a bookkeeper and will keep detailed accounts of all the expenses, prepare financial reports for the Committee, and perform other secretarial duties.

Another secretary-stenographer will perform regular stenographic and clerical duties.

PROGRAM SCHEDULE OF EVENTS

The Phoenix Arts Council, Chamber of Commerce and JC's, Tucson Sunshine Climate Club, Tucson Chamber of Commerce, similar organizations in Yuma, Flagstaff, Prescott, Nogales and from other parts of the state, as well as The Arizona Indian Association and the Inter-Tribal Council and the fourteen County Fair Commissions have expressed willingness to cooperate with the Semi-Centennial Committee in this statewide celebration. The Phoenix, Tucson and other newspapers, radio and television stations, and outdoor advertising companies also have pledged their support.

The Arizona Story - a magnificent extravaganza depicting the history of Arizona from the days of its discovery to the present day is a three-hour production with a cast of professional actors, dancers and musicians, together with local talent, including Indians from all over the state, comprising a cast of approximately 1500 - will be the outstanding presentation of the year. It is proposed that it be presented at the State Fairgrounds in Phoenix for twelve days: April 4 to 15, and at the Rodeo Grounds in Tucson for six days: April 23 to 29. The estimated cost of this production is \$268,309.00 for Phoenix and \$87,472.28 for Tucson. Estimated income from the Phoenix presentation is \$305,634.30, and from the Tucson presentation is \$75,816.00. (These expenses and income are itemized later in this presentation - pages 5-11).

Other events during the year to be tied in with the Semi-Centennial theme:

FEBRUARY

ADMISSION DAY - February 14 - Statehood Day commemorative celebration in front of State Capitol, with massed bands and outstanding talent, including one name star. Speeches by Governor Fannin, Senators Hayden and Goldwater, Secretary of the Interior Udall, Mayor Mardian. Similar programs to be held in County seats throughout the state, presided over by State Senators and Representatives from each County.

Yuma	Rodeo
Tucson	Rodeo, La Fiesta de los Vaqueros
Wickenburg	Gold Rush Days
Phoenix	Open Golf Tournament, All Arabian Horse Show
Scottsdale	Parada del Sol

MARCH

Phoenix	World Championship Rodeo, State Gem & Mineral Show, Lost Dutchman Gold Mine Trek
Tucson	Pima County Fair
Chandler	Founding Day Celebration

APRIL

THE ARIZONA STORY	Phoenix and Tucson
Phoenix	Festival of the Arts, Shakespeare Festival, Valley of the Sun Square Dance Festival
Yuma	Yuma County Fair

MAY

Nogales	Cinco de Mayo Celebration
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JUNE

Globe	Arizona Junior Rodeo
Payson	Tonto Trail Ride
Prescott	Horse Racing

PROGRAM SCHEDULE OF EVENTS

JULY

Pine	Mormon Pioneer Day Celebration
Prescott	Frontier Days Celebration
Flagstaff	All-Indian Pow Wow

Fourth of July celebrations, rodeos, and other events will be held in many communities throughout the state.

AUGUST

Flagstaff	Northern Arizona Square Dance Festival
Prescott	Smoki Ceremonial
Payson	Payson Rodeo
Last 10 days	At the Hopi Villages: The Hopi Snake Dances

SEPTEMBER

Douglas	Cochise County Fair
Duncan	Greenlee County Fair
Holbrook	Navajo County Fair
St. Johns	Apache County Fair
Window Rock	Navajo Tribal Fair
Young	Gila County Fair

OCTOBER

Buckeye	"Helzapoppin" Celebration
Tombstone	Helldorado Celebration

NOVEMBER

Phoenix	The ARIZONA STATE FAIR
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DECEMBER

Scottsdale	Miracle of the Roses Celebration
Tempe	Copper Bowl Football Game
Tucson	Feast of St. Francis - honoring Father Kino; to be held at San Xavier Mission

All of the above listed events will be tied in to the Semi-Centennial theme with the help of our administrative staff, which will work with organizations in the various communities listed.

Expense Outline for

THE ARIZONA STORY PAGEANT
State Fairgrounds - Phoenix April 4-15, 1962 (12 days)

<u>Script</u>		
Research, writing, structure & Format Printing		\$ 7,000.00
<u>Musical Score</u>		
Including basic Library, Royalties; writing by Meredith Willson and Duecios		10,000.00
<u>Artistic Personnel</u>		
Producer, Secretary, Director, Assistant Director, Sound Cast Director and Orchestra Director		44,300.00
<u>Cast</u>		
Including Professional Talent as follows: 20 Ballet members, lead singers, narrator, 12 reading cast, stage manager, choreographer, choral director, square dance director and cast insurance, including rehearsals		30,130.00
<u>Orchestra</u>		
Including 9 imported and 25 local musicians		14,540.00
<u>Local Talent</u>		
Including principals, walk-ons, Mexican Folk group, extra Military, Indians, chorus, motorcyclists and stage managers		12,740.00
<u>Technical</u>		
Sound - installation, rehearsal, performance and strike (takedown)		1,042.05
<u>Props</u>		
Including pre-production installation, rehearsal, performance and strike		2,592.00
<u>Stages</u>		
Including pre-production installation, performance and strike		5,025.00
<u>Electricians</u>		
Rehearsal, performance & strike		3,437.00
<u>Wardrobe</u>		
Including installation, rehearsal, performance, strike and checkout		2,884.00
<u>Makeup</u>		
1 head, 1 assistant and 2 women		1,350.00
<u>Horsemen (non actors)</u>		
1 Ramrod, 9 men		3,775.00
<u>Scenery & set-ups</u>		
Including building, rental and major props		27,500.00
<u>Stage Equipment Rentals</u>		
Steel, (Wagon Stages)		
Lighting Equipment		
Sound Equipment, (Plywood decking purchase)		21,500.00
<u>Equipment Rental</u>		
Forklift power saws		
Canvas & hanging materials		1,125.00
<u>Costumes - rental</u>		13,925.00
<u>Other Properties & Rentals</u>		
Horses, saddles, burros, trees, old cars, covered wagons, etc.		7,390.00
<u>Miscellaneous Cast</u>		
Catering (food)		1,200.00
<u>Transportation</u>		
62 - cast & company, including trucking		5,275.00
Music Corp. of America Commissions		<u>21,673.04</u>

TOTAL COST OF PRODUCING SHOW

\$238,403.09

Miscellaneous Expenses

Advance Ticket Sales Cost - based on 10% of \$100,000 advance sales	\$10,000.00	
Advertising & Publicity	10,000.00	
Cashiers, ticket takers - 15 people @ \$10 per shift - 12 days	1,800.00	
Cleanup - \$100 per day - 12 days (10 men daily @ \$1 per hr - 10 hrs - 12 days)	1,200.00	
Police Security - 16 men - 8 on ea. shift - 12 hrs (192 man hrs. daily @ \$1.50= \$288 x 12)	3,456.00	
Ushers - 12 @ \$10 daily = \$120 x 12	1,440.00	
Secretary-Cashier - 4 mos. @ \$400	1,600.00	
Utilities (est.): water, electricity, telephone and telegraph	<u>1,000.00</u>	
TOTAL MISCELLANEOUS EXPENSE		<u>\$30,496.00</u>
TOTAL COST OF ARIZONA STORY - Phoenix		\$268,899.09

Expense Outline for
THE ARIZONA STORY PAGEANT

Rodeo Grounds - Tucson April 23-29, 1962 (6 days)

Cast Salaries during Layoff (Equity requires performers be paid during 8-day layoff)	\$9,690.00
Construction of basic scenery & stage struc- tures	4,665.00
Orchestra, including 14 hours rehearsal (Tucson Musicians Union)	2,420.00
Cast transportation - 6 buses, including 2 dead-head trips	1,493.28
Transportation of scenery from Phoenix to Tucson - 6 semi-trailers	1,252.00
Production & cast costs (including cleaners, ushers & ticket takers)	<u>67,952.00</u>
TOTAL COST OF ARIZONA STORY - Tucson	\$87,472.28
Arizona Story cost - Phoenix	\$268,899.09
Tucson	<u>87,472.28</u>
TOTAL ARIZONA STORY COST	\$356,371.37

On the following pages we furnish a breakdown of daily attendance income potential, and potential income for The Arizona Story in Phoenix and Tucson.

Page 8 (cont'd)

THE ARIZONA STORY EXPENSE BREAKDOWN SHOWN HERewith IS FROM WAYNE DAILARD AND ASSOCIATES OF LOS ANGELES, CALIFORNIA.

WE HAVE A PRESENTATION FOR THE SAME PRODUCTION FOR PHOENIX AND TUCSON FROM VAL ROSING, A CITIZEN OF PHOENIX WHO WAS DIRECTOR OF THE CALIFORNIA, OREGON AND KANSAS STORIES ASSOCIATED WITH MR. DAILARD AND WHO HAS A FINE BACKGROUND OF PRODUCTION THROUGHOUT THE YEARS, AMOUNTING TO \$260,868.00. THE BREAKDOWN OF COSTS PRESENTED BY HIM IS ESSENTIALLY THE SAME AS THE DAILARD PRESENTATION - EXCEPT THAT IT DID NOT INCLUDE THE MCA COMMISSION OF APPROXIMATELY \$21,000 AND OTHER PERSONAL SERVICES SET UP IN THE DAILARD PRESENTATION WHICH ACCOUNTS FOR HIS COSTS BEING LOWER.

WE ALSO HAVE A PRESENTATION FROM GEO. B. HUNT AND ASSOCIATES OF LOS ANGELES, CALIFORNIA, WHO GAVE US A FLAT PRICE OF \$197,500.00 FOR THEIR PRODUCTION BUT WE DO NOT HAVE A BREAKDOWN OF THE INDIVIDUAL PRODUCTION COSTS.

THE ARIZONA STORY

Daily Attendance Income Potential

Phoenix Fairgrounds

Grandstand and Extra Seats

Based on \$5.00 & \$4.00 Boxes, \$3.00 Reserved Seats, & \$2.00 General Adm.

General Admission - \$2.00

Bleacher Seats north end of Grandstand	800		
" " south " "	800		
Grandstand, Section A	272		
" B	875		
" H	900		
" I	272		
Bleacher seats in front of Sec. A & B	250		
Chairs or Benches in front of above blchrs	200		
" " " " blchrs Sec C	200		
" " " " " " D	200		
" " " " " " F	200		
" " " " " " G	200		
Bleacher seats in front of Sec H	250		
Chairs or benches " " H	200		
Total	5619	@ \$2.00	\$11,238.00

Reserved Seats - \$3.00

Grandstand, Section C	875		
" D	871		
E	607		
F	875		
G	875		
Bleacher seats in front of Section C	250		
" D	250		
" F	250		
" G	250		
	5103	@ \$3.00	15,309.00

Boxes - \$4.00

161-163	8		
141-159	40		
121-139	40		
122-140	40		
142-160	40		
162-164	8		
59-81	72		
60-82	72		
	320	@ \$4.00	1,280.00

Boxes - \$5.00

101-119	40		
Area B	9		
Area C	9		
102-120	40		
31-57	86		
7-29	72		
8-30	72		
32-58	84		
	412	@ \$5.00	2,060.00

TOTAL DAILY POTENTIAL ATTENDANCE INCOME - Phoenix \$29,887.00

DAILY POTENTIAL ATTENDANCE = 11,454

(continued next page)

Daily Attendance Income Potential
(cont'd)

Tucson Rodeo Grounds

Tucson potential attendance and income figures were furnished by Tucson Chamber of Commerce Rodeo Committee, in round figures.

Daily potential attendance	10,500
Daily potential income	\$14,980.00

PROJECTION OF POTENTIAL ATTENDANCE AND INCOME

Phoenix Fairgrounds Presentation

Daily possible attendance	11,459	
12-day possible attendance	137,508	
Potential daily income		\$29,887.00
Potential income - 12 days		358,644.00

Estimate of Income Based on 70% Capacity Attendance (96,256 admissions)

Gate Receipts - 70% of \$358,644.00	\$251,050.80	
Sales of Programs @ \$1 each (1/3 of aud)	32,085.50	
Concessions - 27½% of \$36,000 gross	8,900.00	
Parking - 42,000 cars @ 50¢ each	<u>21,000.00</u>	
Estimated Income (gross)		313,036.30

Expense

Printing cost - programs	\$ 4,850.00	
12% to parking attendants on parking receipts	<u>2,552.00</u>	
Estimated Expense		<u>7,402.00</u>

ESTIMATED NET INCOME \$305,634.30

Tucson Rodeo Grounds Presentation

Daily possible attendance	10,500
6-day possible attendance	63,000

It is estimated that daily income potential (based on Rodeo receipts) is \$ 14,980.00
 Daily attendance income: 6 x 14,980 = 89,880.00

Estimate of Income Based on 70% Capacity Attendance (44,100 admissions)

Gate Receipts - 70% of \$89,880.00	\$ 62,916.00	
Sales of Programs @ \$1 each (1/3 of audience)	14,700.00	
Parking	- 0 -	
Concession Income (estimate)	<u>4,500.00</u>	
Estimated Income (gross)		\$ 82,116.00

Expense

Printing cost - programs	\$ 4,500.00	
Parking	<u>1,800.00</u>	\$ 6,300.00

ESTIMATED NET INCOME \$ 75,816.00

Net anticipated Income - Phoenix	\$305,634.30
Tucson	<u>75,816.00</u>
TOTAL ANTICIPATED INCOME	\$381,450.30

Tucson income is based upon information and figures furnished by Rodeo Committee of Tucson Chamber of Commerce.

CONCLUSION

THE ARIZONA SEMI-CENTENNIAL COMMISSION, ESTABLISHED BY THE 24TH ARIZONA LEGISLATURE FOR THE PURPOSE OF PLANNING AND PROGRAMMING A YEAR-LONG JUBILEE IN 1962, HAS WORKED DILIGENTLY SINCE ITS INCEPTION PLANNING FOR THIS MOST IMPORTANT EVENT.

IN THE PRECEDING PAGES WE HAVE ATTEMPTED TO GIVE A COMPREHENSIVE OUTLINE OF THE CONTEMPLATED PROGRAM.

AN ADEQUATE APPROPRIATION BY THE 25TH ARIZONA LEGISLATURE IS NOW DESIRED TO BRING THE PROGRAM, AS OUTLINED BEFORE HEREWITH, TO FRUITION.

IT IS, THEREFORE, RESPECTFULLY REQUESTED THAT THE 25TH ARIZONA LEGISLATURE, NOW CONVENED, GRANT THIS COMMISSION AN APPROPRIATION OF \$443,571.37 (WHICH IS OUTLINED IN DETAIL IN THIS PRESENTATION), TAKING INTO CONSIDERATION THE FACT THAT ANTICIPATED REVENUES OF \$381,450.30 (ALSO OUTLINED), WOULD RESULT IN A NET COST TO THE STATE OF \$62,121.07.

Respectfully submitted,
ARIZONA SEMI-CENTENNIAL COMMISSION

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