

COPY

November 2, 1956

Dr. Douglas D. McElfresh
3950 - 30th Street
San Diego, California

Dear Dr. McElfresh:

The original request made by the Fiesta del Pacifico to the City of San Diego for space in Balboa Park was made on a broad basis. Since that date our plans have attained a more concrete form.

Fiesta dates are tentatively set - opening July 24th through August 17th. The format, although not yet complete, and subject to change, would require the following facilities in Balboa Park:

- A. Balboa Stadium from July 5 through August 17
Purpose: Presentation The California Story.
- B. Organ Amphitheatre July 22 through July 24.
Purpose: Dedication ceremonies.

August 1 through August 18
Purpose: Latin American entertainment spectacle.
- C. Spanish Village January 1 to October 1, 1957
Purpose: To house exhibits and concessions of arts, crafts, and products of South-western United States and Latin America.
- D. Ford Building November 15, 1956 for a three year period, with privilege of renewal.
Purpose: To house international exhibits of arts crafts, industry, commerce and tourism. Building to be designated as either the International Building or "Pan American Building." Conditions to be negotiated.

The long range objective is to occupy much of the unused space in Balboa Park, creating a four to five months' annual Festival of either Latin American or International arts, crafts, industry, commerce and tourism.

The foregoing is in very brief form. It is my thought that detail should be developed through discussion.

Cordially yours,

Wayne Dailard
Executive Director, Fiesta del Pacifico

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