

A PROPOSAL
for
SURRY COUNTY
BICENTENNIAL



The Rogers Company
Rogers Building, Fostoria, Ohio 44830
Over 70 Years of Successful Service
to American Communities



About The Rogers Company

WHY IN FOSTORIA INSTEAD OF MANHATTAN?

The John B. Rogers Producing Company began in the enterprising Ohio town of Fostoria in 1903. The beginning served as a foundation of an organization respected for its integrity and honesty.

Located in the midwest, it provides easy access to all sections of the United States and Canada. By not being located in a crowded city such as New York, The Rogers Company is able to expedite its equipment with more efficiency, and at less expense, thus passing the savings on to its clients.

Rogers has its offices, workrooms, and warehouse in this community of 20,000. A Fostoria staff of some fifty persons work in administration, wardrobe, scenery and related tasks. On the road are sixty directors and twelve members of the field sales force.

ABOUT OURSELVES

Since your community or area is considering a Historical Anniversary or Observance, we would like to tell you more about our distinguished past. With its inception in 1903, The Rogers Company now looks with great pride at the 5,112 celebrations staged in over seventy years of continuous operation.

Besides the celebration and commemoration aspects of our business, the company also has produced hundreds of annual benefit shows for organizations such as Lions, Kiwanis, Rotary, Elks and other service clubs. No account is too large or too small for the Rogers' concept, since we have plans that work in towns, cities and counties from 500 population up.

Major cities like Buffalo, New Orleans, Montgomery, Mobile, Charleston, El Paso, Harrisburg, and Jacksonville have utilized and recommend our unique and professional service. Yet Rising Sun, Maryland, with a population of less than 1,000 persons, did a celebration and realized a net profit of \$12,113.52.



Rogers is a Company with an organized Plan of Action. Its concept is based on Total Involvement of People! Even the Indians get in the act! When the Crow Reservation in Montana wanted to stage Custer's Last Stand, they contacted The Rogers Company. Now in its eleventh year, the re-enactment is still running! Because of The Rogers Company's vast know-how in the observance and re-enactment field, they have been called on in such distinguished programs as the Battle of Antietam, the Firing on Fort Sumter, the story of the Hunley, and the Day the River Ran Red at Horseshoe Bend, Alabama. Even industries have called on The Rogers Company to dramatize their history on their anniversary dates. Clients have included Chrysler, Ford, Maytag, Polaroid and Bell & Howell.

The Company has gained international recognition, having been written about and profiled in Life, Time, Newsweek, American Magazine, Reader's Digest, Saturday Evening Post, American Cities Magazine, Los Angeles Times, and The National Observer.

WHAT WE CANNOT DO

The Rogers Company is not a miracle worker. It cannot do a celebration without local help. The Company can and does motivate people according to the Plan of Action. 93% of the celebrations reach total success. If one looks at a failure, observation, experience and total objectivity show that the client did not follow the Plan they bought.

RULE: THE PLAN MUST BE FOLLOWED IMPLICITLY.

If a client is not working according to the tried professional approach and procedures, we advise the Executive Committee immediately.

WHAT THE ROGERS COMPANY OFFERS

A Plan of Action which tells how to organize and build a successful Birthday Party.

How to get the job done.

An in-resident staff to supervise and coordinate the total program!

A script for Historical Productions and Re-enactments written through local history provided by local script and research committee.

Target date planning of when things are to happen.

Professional know-how to save TIME AND MONEY!

Special manuals such as Publicity and Events so programming can be tailored to specific requests.



THE ROGERS COMPANY
Rogers Bldg., Fostoria, Ohio 44830
Phone: 419-435-6616

WHY STAGE A HISTORICAL COMMEMORATION?

- (1) By way of a historical commemoration, we provide a means to relate to the great significance of our country's struggle for independence. This story must be told and embellished in the minds of all of us who hold our freedoms sacred.
- (2) A presentation of distinguished quality helps build a more cohesive heritage spirit, thus uniting a total community or area with a common endeavor. A greater civic awareness is created with all segments involved.
- (3) An observance relates to individuals and warrants increased individual interest. A resulting factor can be providing leadership for future civic undertakings.
- (4) Through an observance, an inherent pride is ignited which attracts thousands of visitors. The business and economic community can be a major benefactor as a result.
- (5) Emphasis on an observance will provide publicity impact and focus. It pinpoints the importance of an area through the observance and its participation.
- (6) By emphasizing an observance of the past, the projection of the future can be developed. Solid foundations lend to the building of growth and development of a community or area. An observance can help span the bridge from the past to an even greater future.

SUCCESS IS ASSURED BY CAREFUL ADVANCE PLANNING

PARTICIPATION

Rogers planning is successful because it provides an opportunity for many people to accept relatively mutual agreements - another provides
Participation by people from all walks of life is part of the Rogers technique. For those who may doubt the involvement possibility of your citizens, we will give you our formula:

Particular attention is called to the Youth Activities Coordinator
INFORMATION about commemoration plans and programs is communicated to all citizens using every available means in planned campaigns.
High School Student Council is responding very well to

It will also be noticed that your representatives
INTEREST is thereby aroused to the extent that they will want to become personally involved. This desire is carefully channeled to meet manpower requirements.
with activities that they are projecting for them in

PARTICIPATION is the most vital ingredient of all and is achieved by providing the interested and proud citizens with many and varied opportunities for this involvement.
act autonomously with
without going to the
change policy or plans
must receive the study

Division
ENTHUSIASM for the commemoration - and the community - begins to spread throughout the area as participation develops in both planning and carrying out the program.
Periodic meetings of
General Chairman or
reactive reports from

Chairman
RESULTS of the special remembrance, both long and short term, are realized when this Enthusiasm through Participation is so timed as to reach peak intensity during the concentrated period of the commemoration program.
Since the commemorative
area, it is recommended
appointed and be asked
their participation in the commemoration program of follow-through.

SUCCESS IS ASSURED BY CAREFUL ADVANCE PLANNING

Rogers planning is successful because it provides an opportunity for many people to accept relatively minimal assignments - another vehicle of participation. The following Organization Chart provides an opportunity to adapt any previously formed committee to some established Division in the Chart.

Particular attention is called to the Youth Activities Coordinator who should be a young representative, perhaps the president of the High School Student Council or similar post. Young people are responding very well to participation in commemoration planning. It will also be noticed that youth representation appears at every Division/Committee level. Encourage them to meet and come up with activities that they would like to see take place before and during the commemoration. There are many other activities projected for them in our "Plan of Action".

Delegation of control to the Division is of utmost importance. They act autonomously within their budget and sphere of responsibility, without going to the General Chairman for instructions. Matters that change policy or plans requiring expenditures above budget of course must receive the study and consideration of the Executive Committee, of which each Division Chairman is a member.

Periodic meetings of the Executive Committee are chaired by the General Chairman or the President and specifically these are to receive reports from the various Divisions. The philosophy here at the General Chairman level is: "we want solutions - not problems".

Since the commemoration is designed to involve all citizens of your area, it is recommended that coordinating Chairmen in the area be appointed and be asked to set up a similar Organization Chart for their participation in the commemoration planning and follow-through.

SPECIAL INSTRUCTIONS

Since the chart applies to communities of all sizes, the number of lines on this chart left blank for committee names does not necessarily indicate the number of personnel required. These quantities will be established by the Rogers' Consultant.

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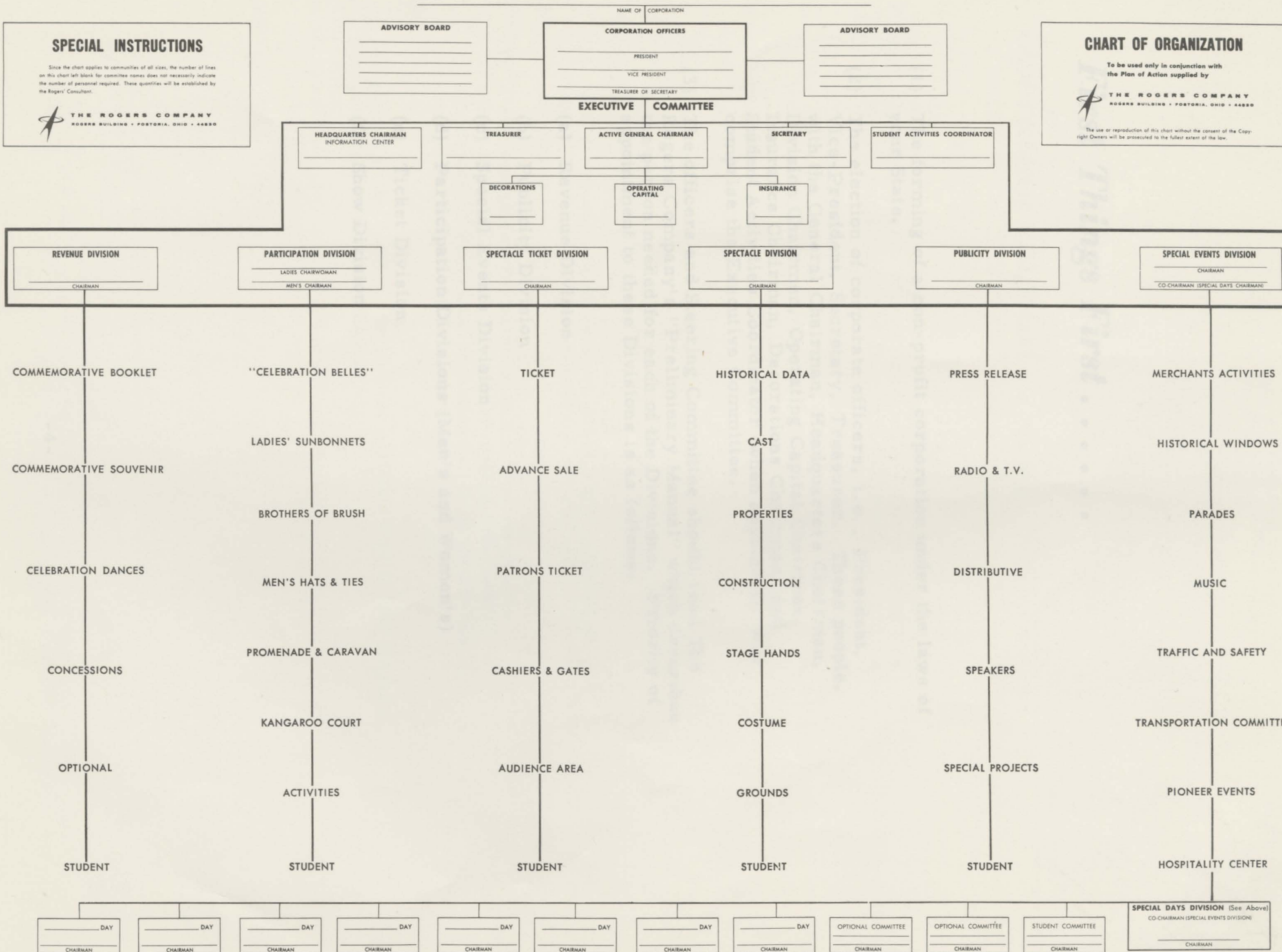
CHART OF ORGANIZATION

To be used only in conjunction with the Plan of Action supplied by



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First Things First

Operating Capital

- (1) The forming of a non-profit corporation under the laws of your State.
- (2) The election of corporate officers, i. e., President, Vice-President, Secretary, Treasurer. These people, with the General Chairman, Headquarters Chairman, Division Chairmen, Operating Capital Chairman, Insurance Chairman, Decorations Chairman, and Student Activities Coordinator (when appointed), will comprise the Executive Committee.
- (3) The officers and Steering Committee should read The Rogers Company's "Preliminary Manual" which describes the person needed for each of the Divisions. Priority of appointment to these Divisions is as follows:
 - (a) Revenue Division
 - (b) Publicity Division
 - (c) Special Events Division
 - (d) Participation Divisions (Men's and Women's)
 - (e) Ticket Division
 - (f) Show Division

Operating Capital

Advance financing is necessary primarily to "buy things to sell". Such operating capital will be indicated in other pages of this Proposal. It can be secured from three sources:

- (1) Sale of individual stock certificates to the public;
- (2) Industry, commerce and organizations; and
- (3) Municipal appropriations.

The stock certificates can take these forms:

- (1) Returnable out of funds at hand ninety days after the celebration;
- (2) Non-returnable donation stock which after celebration expenses are paid, can be used for a worthwhile civic project; or
- (3) A combination of the returnable and non-returnable donation stocks. This is done by stating returnable stocks can be redeemed providing ten or more shares or memberships have been purchased.

Samples of printed stock certificates will be found in The Rogers Company's "Preliminary Manual".

REVENUE DIVISION

Because there is an opportunity for revenue potentials well in advance of the commemoration period, this Division should be set up early. They should be concerned in this early period with the following:

- (1) The Commemorative Coin Committee should set up and project their distribution programs on all types of coins to be used during the next three years.
- (2) The size and scope of the historical commemorative booklet, i. e., the source of sponsors for historical pages, and the securing of historical pictures to be sold to the sponsors.
- (3) Establish a policy concerning the control of all commemoration related souvenirs. It is recommended that all souvenirs be provided to the market through the committee's control. If souvenir shops seek novelties with a commemoration connotation, they should be asked to pay royalty of 10% based on their retail sales tax report.

A Program of Events compacted into a climactic distribution period needs experienced guidance to provide events calling for real public appeal and support. Therefore, it is just good sense to deal with EXPERIENCE and not be swayed by OPINIONS.

THE NEED FOR MASS PARTICIPATION

A heritage commemoration must have the wholehearted and enthusiastic support of its own people even before counting on outside participation or attendance. In many communities where a heritage presentation is being planned, the citizens will seek to identify themselves with the event. The men will sprout hirsute and women will dress in the fashions of that almost long-forgotten period. Participating activities of this kind will take place regardless of a committee's desire. Therefore, The Rogers Company has created plans to organize people into actual booster organizations, allowing them real recognition and having them as an important part of the observance. This helps them become active workers on committees and provides a vast supply of civic workers for future undertakings.

To assure future total involvement, events should be planned in which people may be actual participants rather than mere spectators to paid admissions. It is further suggested that representatives from every civic group in the area be invited to help plan and organize a series of events in which they can participate. This relates the project to our successful philosophy - "a commemoration is something to be - not just something to see".

A Program of Events compacted into a climactic celebration period needs experienced guidance to provide events calling for total public appeal and support. Therefore, it is just good sense to deal with EXPERIENCE and not be swayed by OPINIONS.

COMMEMORATION TICKET DIVISION

The financial success of the largest one source of income falls under this Division and yet it can be done with relative ease when The Rogers Company's step-by-step procedure is followed.

Under our complete supervision after our resident Director arrives, this Division is concerned with the handling of tickets and supervision for all events which will require paid admissions such as:

- (1) Outdoor Production
- (2) Century Vista Experience
- (3) Colonial Style Show
- (4) Any related paid events

The person chairing this Division would be most useful if he had Community Fund Drive leadership experience. In any event, the person should be young and enthusiastic - one who relates well with the community. We also suggest the use of a P. T. A. Council supplying personnel for leadership in this Division. They in turn would reach into the school P. T. A. 's for Nominations, Awards, and Arrangements Committee personnel needed for this Division.

COMMEMORATIVE EVENTS DIVISION

THE HERITAGE PRESENTATION

The Rogers Company recommends the use of a gigantic extravaganza to portray the heritage of your area. This recommendation is based on the premise that only during an observance year can this type of heritage presentation receive its greatest acclaim. Our professional survey will determine whether the production should be presented in an outdoor or indoor facility. Other points of determination will include available seating, location of site, etc.

With a cast of area people, your colorful history will be presented on specially-designed stage settings comprised of multi-level platforms, elevations and ramps. The cast will be professionally directed and costumed in authentically designed apparel.

Rear projection screens will give an added third-dimensional realism, using slides of early historical photographs from your locale.

The Rogers Company has a system of talent recruitment which calls for area organizations to accept the sponsorship of supplying personnel for each scene. Since the commemoration deals with heritage, the stage presentation always becomes a major attraction and contributes greatly by way of admissions to help the financial solvency of the total project.

It also becomes a vehicle for mass participation --- personal emotional involvement.

(4) Be sure area representatives are working with the Division structure. This will be of valuable assistance when the Division is seeking parade and activities participation from other areas.

COMMEMORATIVE EVENTS DIVISION

- PUBLICITY DIVISION
- (1) While it is only natural that most active groups will want "to do something" for the commemoration, it is best that they be encouraged to plan "their own thing" and have it ready for publication in the Program of Commemorative Events. Here again brief talks should be made by capable speakers to all the organizations in the community.
 - (2) This Division will be the recipient of many requests for funds and financial cooperation, all of which must be refused. Activities of individual groups and organizations must be financed and sponsored by their own members to keep such an activity segmented during the time prior to the actual commemoration period. This Division will listen to all ideas offered by individuals and clubs and finally, after weeding out the impractical ideas, come up with the Commemorative Events of a tentative nature that could be submitted to a joint meeting of the Executive Committee, and the corporation Board of Directors. Within this Commemorative Events Division is where the weeding out and sorting should be done - not at the top Executive level.
 - (3) Phone calls and letters will come to the Board of Directors and any such information should be channeled down to the Commemorative Events Division for their investigation. No commitments for events by the Board of Directors or the Executive Committee should be made without first clearing them with the Commemorative Events Division. This is coordination at its highest level and it is vital to the final programming.
 - (4) Be sure area representatives are working within this Division structure. This will be of valuable assistance when the Division is seeking parade and activities participation from other areas.

PUBLICITY DIVISION

The goal of the publicity campaign is to make people TALK ABOUT THE COMMEMORATION. Therefore, the citizens should be saturated with information from all possible sources.

For that reason, the activities of this Division will be to publicize the commemoration by all news media, newspaper, radio, TV, distributive materials, speakers and special projects.

The owners and/or general managers of all newspapers, radio and TV stations must be "sold" on the idea that the commemoration is truly a worthwhile community-wide event, that it is being run without profit to anyone, and will be as financially self-sustaining as possible, and can result in many lasting civic benefits.

The selecting of a seal or insignia is a duty of this Division. This should be done as early as possible and once the seal or insignia has been officially adopted, it should be protected by copyright or registering it with the State as your official "trademark".

Other duties of this Division are entrance signs to the community, the time capsule, and historical markers.

The success of the entire commemoration, regardless of the efforts of every other committee, will hinge largely on how well it is publicized.

SPECIAL RELATED EVENTS

County Heritage Events would include some outstanding and unique programs offering a variety of public interest. Participation is the most important ingredient for a successful program which is now being considered. The involvement of county citizens along with worthwhile activities for the general public is the combination essential for a total success.

Here are some recommendations from the Rogers "Plan of Action" to:

- (1) Instill involvement;
- (2) Create an awareness of the heritage and past;
- (3) Help defray the general costs of the over-all activities.

A STUDENT AND EDUCATIONAL DESIGN PARTICIPATION PROGRAM

The educational system will be invited to participate through a varied program comprised of:

- (1) Special History Programs
- (2) Arts and Crafts Displays

A COMMEMORATIVE HERITAGE PARADE and dramas

Complete in concept to commemorate over two hundred years of American history. The parade would include:

- (1) Marching groups carefully costumed in attire of colonial times.
- (2) Specially-designed floats depicting important history.
- (3) Military units related to the commemoration.
- (4) Rolling stock of all varieties which would have been apparent in the growing years of our country.

The total design would be of the early colonists and pioneers showing how they lived, how they worked, and what made their lives.

- (3) From a woman's viewpoint: Feminine Insights

To keep the program on a local basis, the National representative will join in total research with local groups to formulate the final outline of events as designated.

Research on sports of the time would be helpful in creating a sports program with emphasis on the development of sports from the time of Franklin and Jefferson.

A STUDENT AND EDUCATIONAL DESIGN PARTICIPATION PROGRAM

The educational system will be invited to participate through a varied program comprised of:

- (1) Special History Programs
- (2) Arts and Crafts Displays
- (3) Special School Programs of plays, sketches and dramas of the period

Recommendations are made for special musical programs comparable to those of early America. Suggestions in Rogers special Bicentennial events include:

- (1) Period Dance Programs
- (2) Historical Styles
- (3) Historical Lectures on reading matter

The program would also include:

- (1) Re-enactment of George Washington's Inaugural
- (2) Dramatization of popular political speeches:
A Debate of Revolutionary Times
- (3) From a woman's viewpoint: Feminine Insights

To keep the programming on a local basis, the Rogers advance representative will join in total research with local committees to formulate the final outline of events as designated.

Research on sports of the time would be helpful in creating a sports program with emphasis on the development of sports from the time of Franklin and Jefferson.



CENTURY VISTA EXPERIENCE



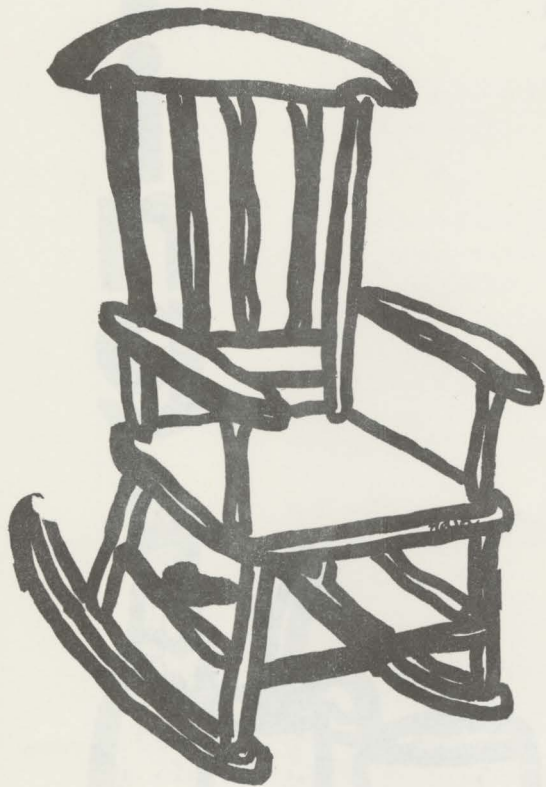
Something to believe and see! A concept in design and presentation. The audience relates to an unforgettable experience and observance of dignity and pride. CENTURY VISTA EXPERIENCE takes a giant stride in people involvement, yet totally entertains as it educates with heritage. Early Americana relating to the present and the future!



THE ROGERS COMPANY
Fostoria, Ohio



ROCKING CHAIR



Fantastic results come with a Rocking Chair Marathon. It challenges the public as participants and spectators alike. As with a good wine, it improves with age. The longer the marathon, the more stimulated the interest. It has all the ingredients that an event of participation needs and publicity commands. It's strictly American in concept and the sensation of challenge enters when the marathon enters its final phase and on to the finish line. A successful venture in Rogers complete plan of how this can be done!

MARATHON



THE ROGERS COMPANY

tasting

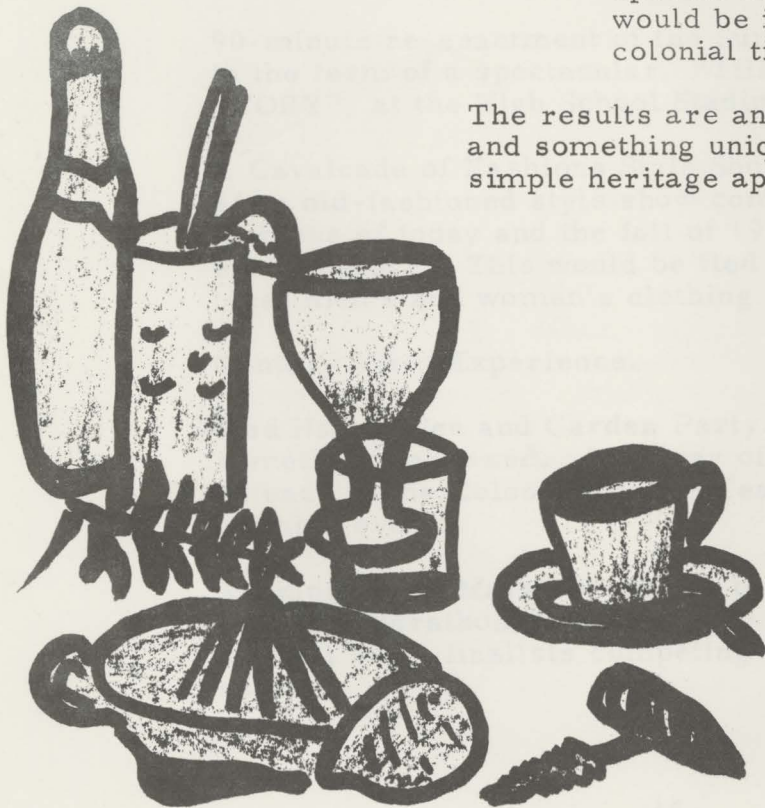


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THE COLONIAL TASTING SPREE

The Tasting Spree is an excellent participation event for the ladies and can be used as a two-fold Heritage Activity:

1. A competition of old-time recipes to be printed in a booklet and available for the tasting event.
2. For guests attending the event, the cost of admission would include a commemorative souvenir plate plus a free recipe book.
3. All committees and chairwomen would be attired in colonial attire and special entertainment at the event would be in keeping with early colonial times.

The results are an event of participation and merit and something unique and in keeping with the simple heritage approach to the total concept.



spree

SUGGESTED PROGRAM OF EVENTS

1976

Keep in mind this is a suggested program - sort of a skeleton to which you add events as you go along. Local conditions and availabilities will in the long run determine the final schedule of daily events. The final schedule of events is the responsibility of the Commemorative Events Division even though many activities and events will come forth from the Participation Divisions. They will complete the Program of Events and submit it to the Executive Committee for approval. It is not advisable for the Executive Committee to attempt to fit events within the organization structure. This is the function of the Commemorative Events Division.

SUSTAINING EVENTS PRIOR TO AND DURING
ACTUAL COMMEMORATION WEEK

Publicizing the Surry County American Revolution 200th Anniversary through the medium of the Mt. Airy News, Mt. Airy Times, Elkin Tribune, and other newspapers serving the area, radio stations WPAQ, WSYD, TV stations WXII-TV, WFMY-TV, WGHP-TV, plus other radio and TV stations serving the area, and state-wide and national newspaper, radio and TV releases.

90-minute re-enactment of the Surry County history in the form of a spectacular, "THE SURRY COUNTY STORY", at the High School Stadium.

A Cavalcade of Fashions Style Show. The presentation of an old-fashioned style show comparing with the latest fashions of today and the fall of 1976 to the day of our early history. This would be tied in with several of the local men's and women's clothing stores.

Century Vista Experience.

Mad Hatter Tea and Garden Party. Something old, something borrowed. An array of hats with styles that go back to the Colonial Days. Tea and hats for a short but nice event.

Rocking Chair Marathon during the commemoration period. Marathon will take place in all major towns with all semi-finalists competing in finals at county seat.

Tasting Spree.

Festival Foto Fun. On dress-up days, your tintype will be taken by our secret photographer. If your photo appears in a window during the commemoration period, then a prize can be yours. The challenge is the time involved.

Interesting merchants window exhibits - historical or industrial or agricultural. All should relate to heritage.

U. S. Armed Forces display of old and modern equipment.

Display of historical floats - old autos, buggies, etc.

Hobby Show and exhibition: coins-stamps-glass-match books-salt and peppers, etc.

Camera exhibits.

Observance Parades before and during Commemoration Week.

April, 1976: Educational and Art Exhibits, plus a full program of Bicentennial activities and open house.

Open Houses - fraternal and patriotic organizations.

Tours to points of interest conducted by the County Historical Society.

Daily Music Festival and Concert by the Senior High School Bands and all other county musical groups.

Folk Music Festival.

Cultural programs and displays such as art and literary.

Sporting events (all week).

Retail Merchants Events - style shows, special promotions based on the Heritage Bargain Days idea with merchants in county participating. Merchandise marked down to the old-fashioned prices of long ago. Sidewalk sales, "past leaders", are combined with adequate publicity and promotional effort.

Time Capsule - construction of a concrete vault within which will be placed mementos of the Observance and "comment cards" sold to area residents.

Canoe races on Fisher or Yadkin River.

Opening of headquarters in all major towns in Surry County.

Preliminary build-up celebrations should start from five to eight weeks prior to the concentrated program of activities to be held in Dobson and in all major populated centers throughout the county, such as Mt. Airy and Elkin.

Other Participating Activities - open house at all fraternal and patriotic organizations, special lectures - theme: "Yesterday, Today and Tomorrow", or, "Past, Present and Future", registration of pioneers, visitors and former residents, radio and TV special historical participation shows, horse and buggy service, promenades and caravans by those in Colonial dress.

NOTE: The preceding pages list sustaining events to be considered. The following are theme days which have been used in other commemorations and historical anniversary celebrations. These are put forth merely to show how total emotional involvement is brought forth under The Rogers Company's guidance. If theme days are to be developed, this would be coordinated between the Commemorative Events Division and our advance Consultants.

SATURDAY - RECOGNITION AND DEDICATION DAY

Morning: Official Opening Program - Mayors, County Commissioners, State and National Officials, Breakfast and Prayer.

Noon and Afternoon: All historical windows in places of all participating merchants. Windows to be judged as to:

1. Adherence to the 200th Anniversary Commemoration.
2. Relationship of display to place of business.
3. Effort extended for display, display effectiveness, arrangement, legend attached to items, etc.

Aerial Bomb Salute - the blowing of all fire and air raid alarms and plane fly-over announcing the official opening of the Observance.

Recognition ceremonies of Observance by city, county, state and national officials, city, county, state and national dignitaries. Salute to Colors by veterans organizations.

Commemoration Parade.

Initial official "ride-around" tour of historical sites.

Begin registration of pioneers and former residents at Hospitality Center.

MONDAY - SENIOR CITIZENS AND HOMECOMING DAY (cont.)

SATURDAY - RECOGNITION AND DEDICATION DAY (cont.)

- Noon and Afternoon: The Mayor's Reception and Luncheon for state, county, national, city and Observance officials as well as visiting dignitaries.
- Early Evening: Folk Music Concert.
- Early Evening: Old-Fashioned Ham 'n Beans Dinner.
- Evening: First performance of Historical Presentation.
- Evening: Presentation of the Commemoration's First Lady and her runners-up.

SUNDAY - FESTIVAL OF FAITH DAY

- Morning: All churches observing the Commemoration in their own church at morning services.
- Afternoon: Open House in all churches - Sunday School Class reunions, ice cream social, etc.
- All Day: Historical Tours.
- All Day: County Picnic with games and exhibits.
- Evening: Combined Religious Heritage Program at Historical Presentation site with all faiths participating. Music by massed choirs of all churches - prominent speaker.
- Morning: Second performance of Historical Presentation.

MONDAY - SENIOR CITIZENS AND HOMECOMING DAY

- All Day: Bargain Days in all retail stores (all week or to be set by the merchants if not held Friday and Saturday of preceding week).
- Evening: Open all displays and exhibits.
- Evening: Start Rocking Chair Marathon in all areas.
- Morning: Senior Citizens and former residents registration at Hospitality Center (all week).
- Noon: Senior Citizens and Homecoming Picnic - Box Lunch at Park.
- Afternoon: Award to oldest senior citizen man and woman with longest continuous residence.

WEDNESDAY - YOUTH DAY

MONDAY - SENIOR CITIZENS AND HOMECOMING DAY (cont.)

- Afternoon: Award to former residents coming from the farthest distant point.
- Award to former residents bringing the largest family.
- Afternoon: Old-time fiddlers contest, horse shoe pitching contest, fly casting competition, reunion and Franklin Ensemble singing.
- Early Evening: Open concessions (all week).
- Evening: Famous Sons and Daughters Reception and Dinner or Barbecue. Address of Welcome by the Governor or Mayor. Introduction of pioneers and presentation of awards.
- Band Concert - Central High School.
- Third performance of Historical Presentation.

THURSDAY - COLONIAL BELLES DAY

TUESDAY - INDUSTRIAL AND AGRICULTURAL DAY

- All Day: Farm Bureau program.
- Open Century Vista Experience.
- Program by N. A. M. (National Association of Manufacturers).
- Afternoon: Agricultural equipment exhibit - 4-H and FFA displays.
- Morning: Businessmen's program - "For a Greater Tomorrow". "Made or Produced in Surry County" exhibits by industries (all day).
- Noon: Combined service club luncheon or picnic.
- Afternoon: Open House in all business and manufacturing establishments.
- Evening: Recognition Dinner - employees with longest service records to be given special recognition awards.
- Industrial-Agricultural Parade of implements, 4-H, Saddle Clubs, County Riding Clubs, etc.
- Band Concert - Elkin-Surry High School.
- Style Show.
- Special Bicentennial Program.

WEDNESDAY - YOUTH DAY

- All Day: Special sporting events throughout area by all schools and parks.
Century Vista Experience (cont.).
Special school and educational programs - all schools.
- Afternoon: Baseball and basketball contests and clinics, baton twirling exhibition, Boy Scouts and Girl Scouts encampments and exhibitions, model airplane contest, bicycle safety contest, etc.
- Evening: Special kids costumes, floats, pets and hobbies parade.
Mass Salute to Colors, combined "Oath of Allegiance" by all young citizens in the area.
Rock 'n Roll Concert or Battle of the Bands.
Huge outdoor square dance - downtown.

THURSDAY - COLONIAL BELLES DAY

- All Day: Opening of Flower Show by garden clubs of the area.
- Morning: Free cooking school sponsored by utilities companies.
Special ladies radio participation show on tape.
- Noon: Colonial Belles Luncheon - literary program, style show and entertainment.
- Afternoon: Special ladies tour and recognition of homes.
Colonial Belles sports contests and exhibitions - basketball, volleyball, golf, etc.
Shooting contest and exhibition.
Mad Hatter Tea and Garden Party.
Special retail store promotion.
- Evening: Colonial Belles Basketball Tournament - outdoor court.
Introduction of famous daughters, active lady civic and club leaders.
Judging of Colonial dress costumes.
Band Concert - Mt. Airy High School.
Fourth performance of Historical Presentation.
Semi-finalists of Rocking Chair Marathon to compete for county championship.

FRIDAY - HISTORICAL HERITAGE DAY

- All Day: Start Boy and Girl Scouts Jamboree - Park.
Flower Show (cont.).
Century Vista Experience (cont.).
- SUNDAY - NEIGHBOR DAY
- All Day: Demonstrations and Home Show conducted by the Homemakers Clubs or Granges.
- Morning: Tours to points of interest and old homes in the area.
- Noon: Flea market and antique show.
- Afternoon: Basket-weaving, sewing, butter-churning, exhibits and contests - Homemakers Clubs.
- Early Evening: Special heritage show or program.
- Evening: Old-Fashioned Balloon Ascension.
Sky-Diving Exhibition.
- NOTE: SUNDAY is held open and adjourned as a special occasion because of weather.
- Evening: Band Concert - North Surry High School.
Fifth performance of Historical Presentation.

SATURDAY - VETERANS AND FRATERNAL DAY

- All Day: Open House - all veterans and fraternal organizations.
Homecoming events and registration.
Century Vista Experience (cont.).
Coin and Stamp Show.
Military displays and exhibits.
Baton-twirling exhibition.
- Noon: Military, veterans and fraternal clubs luncheon.
- Afternoon: Commemoration Feature Parade.
Water ball fight - area fire departments compete.
Band Concert - East Surry High School.
- Early Evening: Open-pit Barbecue.
- Evening: Military or veterans program.
Commemoration Ball or Cotillion.

METHODS OF ADDITIONAL "MASS PARTICIPATION"

SUNDAY - HI NEIGHBOR DAY

- All Day: Coin and Stamp Show (cont.).
- Morning: Special services in all churches.
- Noon: Colonial Picnic - sporting events for all ages.
- Afternoon: Judging of "Brothers of the Brush" Contest,
log-sawing, log-chopping, nail-driving contest, etc.
Muzzle Loader Exhibition.
- Evening: Grand Finale - huge outdoor sing-along.

NOTE: SUNDAY night is held open and publicized as "rain-out" night to play any scheduled performance of the spectacular postponed because of weather conditions.

SPECIAL NOTE: The Rogers Company has prepared a special booklet which contains more than 250 special activities and events which have been used in other communities which we will provide as a guide upon committee's request.

1. The Co
2. Mad
3. Century Vial Experience
4. Auction, Antique Show and Flea Market
5. Rocking Chair Marathon

Attendance will not be left to chance. An intensive advance sale campaign will be conducted to sell at least fifty percent (50%) of the total capacity for all performances. Several inducements will be available for the public to purchase in advance.

Using The Rogers Company's actuarial as they apply to your population potential, the sources of financial recovery, together with a budget of necessary expenses, will be found in the pages that follow.

METHODS OF ADDITIONAL "MASS PARTICIPATION"

As the result of over 71 years of continuous operations, The Rogers Company has accumulated a vast store of practical experience to develop and perfect scientific methods and "know-how" to successfully meet and overcome any contingency tending to prevent a successful commemoration.

Revenue is derived from the sale of hats for the men, bonnets for the ladies, concessions, and commemorative souvenirs. These also allow for further participation. The additional financial support that will be given is by the experienced organization of the "Brothers of the Brush" and "Bicentennial or Colonial Belles" as shown in the Budget of Income.

Admission prices to the Historical Presentation will be \$2.50 for General Admission, \$3.00 for Reserved Seats, and \$5.00 for all Patron Seats.

Attendance will not be left to chance. An intensive sales campaign will be conducted in advance to sell fifty percent (50%) of the total capacity for all performances. And the inducement for the public to buy in advance? - Coupons worth \$2.50 that can be exchanged for General Admission or applied to a Reserved Seat will sell for \$2.00, saving the public one-fifth on advance ticket purchase.

As an inducement to individuals and organizations to assist in conducting the advance sale, eleven (11) such coupons will be bound into books with a value of \$22.00. Sellers will return only \$20.00 - keeping \$2.00 as commission. This nets your Committee \$2.00 on each advance ticket sold. (The \$2.00 return prevails because of "non-use" shrinkage.)

Revenue can be derived from events such as:

1. The Cavalcade of Fashions Style Show
2. Mad Hatter Tea and Garden Party
3. Century Vista Experience
4. Auction, Antique Show and Flea Market
5. Rocking Chair Marathon

Attendance will not be left to chance. An intensive advance sale campaign will be conducted to sell at least fifty percent (50%) of the total capacity for all performances. Several inducements will be available for the public to purchase in advance.

Using The Rogers Company's actuaries as they apply to your population potential, the sources of financial recovery, together with a budget of necessary expenses, will be found in the pages that follow.

BUDGET OF INCOME

A. Admissions to Historical Presentation ----- \$16,250

THE BUDGET

1. 4,000 Tickets can be sold (population potential) by our Advance Ticket Campaign @ \$1.50 each ----- \$ 6,000

COMPUTING POTENTIAL: Because of the large number of Historical Commemorations and Celebrations staged each year by The Rogers Company, we are able to provide actuarial figures based on the actual financial results of celebration income in towns ranging from 500 to 500,000 in population. Taken into this computation is the basic factor - the number of people available, or, in other words, "your market". Your market includes your corporate population, your county population, and your drawing or trading area. We then compute your market revenue from five major sources:

- (1) Admissions to the Historical Presentation, ----- \$ 1,500
- (2) Sponsorships in the Commemorative Booklet, ----- \$ 4,550
- (3) Identification Wearing Apparel, ----- \$ 1,000
- (4) Coin Campaign, and ----- \$ 1,000
- (5) Other souvenirs such as dinner plates. ----- \$ 1,000

Reference to our actuarial figures tells us in the case of Surry County and its drawing area, 6,000 people are potential admissions to a paid attraction in a historically commemorative Observance. Your local High School Stadium can provide 1,200 seats for each performance, or a total of 6,000 in 5 performances.

Budgets of Income and Expense follow.

3. Century Vista Experience (Gymnasium) ----- \$ 1,750

1,500 Adult Admissions @ \$1.00 ----- \$ 1,500

500 Children's Admissions @ 50¢ ----- \$ 250

TOTAL ADMISSIONS ----- \$20,800

BUDGET OF INCOME

A.	Admissions to Historical Presentation -----	\$16,250
1.	3,000 Tickets can be sold (from your population potential) by our Advance Ticket Campaign @\$2.00 each -----	\$ 6,000
2.	3,000 Tickets can be sold after Advance Campaign is ended, during Commemoration Week, and at gate on performance nights @\$2.50 each -----	\$ 7,500
3.	2,500 Tickets can be sold as Center Reserve Seats @50¢ each additional -----	\$ 1,250
4.	500 Patron Tickets can be sold @\$3.00 each additional -----	\$ 1,500
B.	Admissions to Optional Events and Presentations -----	\$ <u>4,550</u>
(These events should be held in Mt. Airy and Elkin.)		
1.	The Cavalcade of Fashions Style Show (Indoors):	
	1,200 Tickets can be sold from your county population potential by our Ticket Campaign @\$1.50 each -----	\$ 1,800
2.	Mad Hatter Tea and Garden Party (Outdoors):	
	500 Ladies - one price @\$2.00 -----	\$ 1,000
3.	Century Vista Experience (Gymnasium): -----	\$ 1,750
	1,500 Adult Admissions @\$1.00 -----	\$ 1,500
	500 Children's Admissions @50¢ -----	\$ 250
	TOTAL ADMISSIONS -----	\$20,800

C.	Possible Net from Commemorative Booklet -----	\$ 6,000
1.	Sale of sponsorships (net after printing) -----	\$ 1,000
2.	Sale of 2,500 Programs @\$2.00 each net -----	\$ 5,000
G.	Other Revenue Sources -----	\$ 3,700
D.	Possible Net from Memberships -----	\$ 2,875
1.	2,000 "Brothers of the Brush" -----	\$ 1,000
	Memberships @80¢ each net -----	\$ 1,600
2.	1,500 "Bicentennial or Colonial Belles" -----	\$ 1,000
	Memberships @75¢ each net -----	\$ 1,125
3.	600 Children's Memberships @25¢ each net ---	\$ 150
	Barbecues, etc. -----	\$ 500
E.	Possible Net from Identification Wearing Apparel -----	\$ 4,725
1.	1,500 Men's headwear @\$2.00 each net -----	\$ 3,000
2.	1,000 Ladies bonnets and mop caps -----	\$ 750
	@75¢ each net -----	
3.	600 Ties @\$1.00 each (\$600 if used)	
4.	Net from Dresses -----	\$ 600
5.	Net from Children's Wearing Apparel -----	\$ 200
6.	Net from Miscellaneous Wearing Apparel -----	\$ 175
	For Budget of Commemoration Use -----	\$31,200
F.	Possible Net from Coin Campaign -----	\$ 4,600
1.	200 Silver and bronze sets @\$8.00 net -----	\$ 1,600
2.	2,000 Bronze @\$1.00 each net -----	\$ 2,000
	(Auction of coin sets 1-2-3-4-5-50-76- 100-125-150-200-1776-1976) This should more than pay for die cost.	
3.	Charms, necklaces, nickel silver coins, bracelets, and lucite embedments, net -----	\$ 1,000

BUDGET OF EXPENSE

A. BY DIVISIONS (based on your population potential):

G. Other Revenue Sources -----	\$ <u>5,700</u>
1. 100 Dozen Plates @\$1.00 each net -----	\$ 1,200
2. Concessions and Rides -----	\$ 1,000
3. Commemoration Dances and Colonial Cotillions -----	\$ 1,000
4. Sale of non-redeemable stock or certificates -----	\$ 2,000
5. Misc. Permits, Royalties, Dinners, Barbecues, etc. -----	\$ 500
 Total Potential from all Additional Revenue Sources -----	\$23,900
 Total Potential from Admissions -----	\$ <u>20,800</u>
 Total Potential from Admissions and Additional Revenue Sources Together can be -----	\$44,700
 Depreciate Total Figure by 30% to -----	\$31,290
 For Budget of Commemoration Use -----	\$31,290
 Recommended Amount of Operating Capital to be Secured -----	\$12,000
 Supplemental living allowance and car expense ---	\$ 1,000
 B. Suggested Unallocated Funds: For contingencies assigned to Divisions when and if needed -----	\$ 500
 TOTAL BUDGETED ALLOCATIONS ABOVE -----	\$17,000

BUDGET OF EXPENSE

A. BY DIVISIONS (based on your population potential):

1. Revenue Division ----- (none)
(Expense of Division not covered by revenue producing events or projects.)
2. Participation Division (anticipated cost) ----- \$ 450
(Expense of caravans and other participative projects.)
3. Commemorative Ticket Division (anticipated cost) \$ 1,700
(Ticket printing, prizes and awards, gate and seating area expense.)
4. Optional Events and Presentations (antic. cost) -- \$ 1,000
(Local expenses for staging the Cavalcade of Fashions Style Show, Mad Hatter Tea and Garden Party, Century Vista Experience, etc., such as auditorium rental, gymnasium rental, rehearsal cost, music, stagehands, sound, props, lights, etc.)
5. Show Division (anticipated cost) ----- \$ 3,500
(Steel or lumber and labor for scenery framework, if needed, electrical current, sound and slides, recordings and/or live music, properties, rehearsal expense, watchmen, etc.)
6. Publicity Division (anticipated allocation) ----- \$ 1,800
(Newspaper, radio, distributive material and special projects.)
7. Commemorative Events Division (antic. alloc.) -- \$ 3,650
(Parade expense, awards for all events, street dances, registration of visitors, Hospitality Center, public address system, etc.)
8. Executive Division (anticipated cost) ----- \$ 3,000
(Headquarters, telephones, postage, clerical help, mimeographing, insurance, decorations and miscellaneous.)
9. Supplemental living allowance and car expense --- \$ 1,000

B. Suggested Unallocated Fund: For contingencies assigned to Divisions when and if needed ----- \$ 900

TOTAL BUDGETED ALLOCATIONS ABOVE ----- \$17,000

DIRECTOR, SERVICES AND EQUIPMENT TO BE FURNISHED
BY THE ROGERS COMPANY FOR THE STIPULATED FEE:

1. Loan a Preliminary Manual and other materials to guide the formation of the Executive Committee.
2. Provide a Chart of Organization outlining committee responsibility and establishing a chain of control.
3. Loan copies of our copyrighted Plan of Action for the General Chairman and duplicate sections for all Division and Committee Chairmen. They tell you WHAT to do and HOW to do it.
4. Provide a Celebration Check-List and Progress Chart. This tells you WHEN to start and complete all projects.
5. Provide a Target Date Schedule that controls the timing of all campaigns.
6. Loan a complete suggested Publicity Campaign Plan.
7. Loan complete Plans for carrying out the Cavalcade of Fashions Style Show, Mad Hatter Tea and Garden Party, Century Vista Experience, Rocking Chair Marathon, plus any other Plans to carry out special activities listed in this Proposal.
8. Furnish a representative to return at mutually agreeable dates for two two-day Consultant Conferences and one (1) week Advance Resident Consultant before the scheduled arrival of the Resident Director to guide and consult for necessary early planning. Complete information on what is to be accomplished and material outlining each Conference will be supplied prior to the date agreed upon for each Conference.
9. Write complete scenario for the historical presentation. This is based on your own historical data.
10. Provide the services of a professional Business Manager - Director for a period of eight (8) weeks. He will supervise all income-producing events. He will rehearse and stage the historical presentation in its entirety.
11. Furnish a total of 250 colorful costumes.
12. Furnish special stage backdrops as needed.
13. Furnish lighting equipment to adequately and professionally illuminate the stage area, including spotlights and projector.
14. Furnish all special hats from "The Eldon Lord Collection" for the Mad Hatter Tea and Garden Party (50 in number).

15. Furnish costumes (40 in number), musical scores and special drops as needed for item 7.
16. Furnish one queen's robe and crown for the First Lady of the Commemoration. The crown remains the property of the person chosen First Lady.
17. Be responsible for the payment of all salaries and transportation expense of employees to assigned production with the exception of the locally supplied car for the headquarters staff and its operating expense, and our staff's weekly expense allowance as stipulated in the Agreement.
18. Pay all transportation, repairs and losses from damage or theft to all our equipment furnished.
19. Guarantee the number of performances listed in the Agreement.
20. Carry Ohio Workmen's Compensation Insurance for the protection of Company employees and Public Liability Insurance with limits of \$100,000/\$300,000, insuring the Company against loss due to the willful or negligent acts of its employees.