

1959

Final Report: 125th Anniversary Steering Committee, City of Bangor

125th Anniversary Steering Committee

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1959

FINAL REPORT
125TH ANNIVERSARY
CITY OF BANGOR

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SUBMITTED BY:
BANGOR'S 125TH ANNIVERSARY
STEERING COMMITTEE



Design for '59

A BIGGER, BETTER, BUSIER BANGOR

One hundred and twenty fifth anniversary

CITY OF BANGOR, MAINE

**STEERING COMMITTEE
125TH ANNIVERSARY
CITY OF BANGOR**

Chairman:
GORDON W. CLAPP
Public Relations Director
Bangor Daily News

RICHARD B. BRONSON
Station Manager
WABI-TV

JOHN E. CONEY
Pres., Bangor Drug Company

HOWARD L. COUSINS, JR.
Assistant to the President
Bangor & Aroostook Railroad

NORBERT X. DOWD
Executive Secretary
Bangor Chamber of Commerce

FRANCIS A. FINNEGAN
Attorney

IRVING S. HUNTER
Coordinator of Sales, Service
and Programs
WLBZ

THOMAS P. KANE
Tom Kane, Advertising

RUDOLPH O. MARCOUX
General Manager
WLBZ Television

ROBERT H. PATTEN
Associate Director
Arthur A. Hauck Fund
University of Maine

L. FELIX RANLETT
Librarian
Bangor Public Library

A. DAVID RAPAPORT
President
New Central Furniture Company

HORACE S. STEWART, JR.
Vice President
Merchants National Bank

COL. BOYD B. WHITE
Base Commander
Dow Air Force Base

PHILIP WOLLEY
Industrial Development Director
of Bangor
City Hall

J. DAN BALDWIN
Executive Director

Bangor City Hall
Bangor, Maine
Telephone 2-6361

Bangor's Quartcentennial... A Full Year of Observance

For two and one-half years a group of Bangor area citizens worked as a cohesive committee planning, organizing and promoting a year-long program in observance of Bangor's 125th Anniversary as an incorporated city. The Anniversary Committee was formed in April 1957 and worked together through the Anniversary Year, 1959. The objectives of the celebration were to focus local, regional and national attention upon Bangor; attract tourists and visitors to our city and instill in our citizens a greater pride in the community. We feel these aims were met through a year's program of events, conventions and daily tourist attractions. However, this would not have been possible without the complete cooperation given the committee by all that were called upon for assistance. These include city and state officials, news media representatives, individuals from every type of business and professional organization, as well as hundreds of civic club members.

Time was not the only contribution of our citizens. Financial support for the program was realized to a degree believed impossible by many. City government allocations and individual and business subscriptions amounted to approximately \$150,000.00 over the three-year period. Never in the history of the State of Maine has ANY city raised this much money to promote itself.

On behalf of the 125th Anniversary Steering Committee, I wish to thank the Bangor City Council and all the individuals and firms in the area who demonstrated their faith in the Committee and the Program by contributing time, funds and talents.

GORDON W. CLAPP, CHAIRMAN

125th ANNIVERSARY STEERING COMMITTEE

CALENDAR OF EVENTS
125th Anniversary Year

2.

Community Carol Singing and Nativity Scene	Dec. 12-24, 1958
Bonfire of 13,000 Christmas Trees and Fireworks	Dec. 31, 1958
Downeast Classic (College Basketball Tournament)	Dec. 31 - Jan. 3
Historical Exhibits Open - Bangor Public Library	All Year
Erection of Street Banners and Decorations	Jan. 2
Bangor Daily News Sports Award Dinner	Jan. 17
Three Outstanding Young Men Award Dinner	Jan. 24
Dedication of World's Largest Paul Bunyan Statue	Jan. 29
Paul Bunyan Days	Jan. 29 - Feb. 1
Anniversary Birthday Cake Baking Contest	Feb. 11
Bangor's Birthday Celebration	Feb. 12
WGUY Homemakers Exposition	Feb. 19 - 21
State High School Basketball Tournament	Feb. 23 - March 7
Sportsman's Show	March 9 - 14
Ice Capades	March 17 - 22
Paint-up, Clean-up, Fix-up Campaign	April, May & June
Easter Sunrise Service	March 29
Notre Dame Glee Club Concert	April 1
All State High School Music Festival	April 1 - 4
Bangor Civic Theatre Presents "Streetcar Named Desire"	April 8, 9, 10
Shrine Circus	April 17, 18
Bangor Savoyards Present "Oklahoma"	April 30 & May 1
Maypole Dance Festival	May 1 & 2
Eastern Maine High School Music Festival	May 9
Cub Scout Show	May 16
Salute to Armed Forces	May 23 & 24
Gene Holter's Wild Animal Show	May 28 - 30
Maine Dairy Princess Contest	May 29
Opening of Anniversary Exhibition Building	June 1 - Sept. 7
Tourist Tours	June 1 - Sept. 7
Soap Box Derby	June 13
Pyrotechnic Extravaganza "Out of the Darkness"	June 27 - July 5
Salute to Atlantic Provinces	June 29, 30 & July 1
Chamber of Commerce Day	July 1
National A.A.U. Jr. Amateur Track and Field Meet	July 3 & 4

Homecoming, Chicken Barbeque, International Outdoor Cooking Contest	July 4
Outboard Marathon	July 11
Outboard Speedboat Racing	July 12
Night Harness Racing	July 27 - Aug. 1
Famous Bangor Fair	Aug. 3-8
Paul Bunyan State Open Golf Tournament (Largest in U.S.)	Aug. 19 - 23
Professional Football Game - Giants and Packers	Sept. 5
State of Maine Softball Playoffs	Sept. 6 - 13
Industrial Recognition Banquet	Oct. 9
Halloween Parade and Celebration (Square Dance Jamboree)	Oct. 31
Santa Claus Parade	Nov. 27
Community Carol Singing and Nativity Scene	Dec. 11 - 23
Christmas Lighting Contest	Christmas Week
Downeast Classic	Dec. 28, 29 & 30
Burying of Time Capsule	Dec. 31

CONVENTIONS HELD DURING ANNIVERSARY YEAR

Maine Federation of Women's Clubs	Jan. 21 - 22
Maine Mission Rally - Maine Baptist Women's Association	Feb. 5 - 6
Maine Pharmaceutical Association	
Disabled American Veterans	May 1 - 2
Congregational Christian Conference	May 5 - 6
Maine Health Council	May 13
Maine Elks and Emblem Clubs	May 22 - 24
Maine VFW	June 5 - 7
American Institute of Electrical Engineers	June 18 - 19
State American Legion Convention	June 26 - 28
Columbian Squires	
Amateur Radio Ham Fest	July 20 - 21
Northeastern Shrine Association	Sept. 11 - 12
Maine Library Association	Sept. 24 - 25
Eastern State Teachers Association	Oct. 1 - 2
Maine Congress of Parents and Teachers	Oct. 22 - 23
New England Jaycees	Oct. 23 - 25
Maine Hotel Association	
State Tuberculosis Association	

PLANNING AND EXECUTION OF BANGOR'S ANNIVERSARY PROGRAM
Richard B. Bronson, Program Chairman

The planning and development of a unified program for Bangor's 125th Anniversary was a three-fold project. Stage one was reserch and solidifying of program ideas into a projected plan of action for the year. Stage two was the "selling" of the program ideas to the community through the use of a specially produced presentation entitled "Design for '59". The third and final stage was the execution of the program during the twelve months of the Anniversary Year.

RESEARCH AND DEVELOPMENT OF PROGRAM

The final program for the celebration adopted by the Anniversary Steering Committee was truly "a labor of love" by members of the program committee. The program was a compilation of ideas suggested by all members of the Steering Committee and by scores of interested organizations and private citizens. Countless meetings were held wherein ideas were discussed, evaluated, accepted and rejected. A master list of Anniversary events was made from the distillation of ideas flowing from the meetings. The program committee questioned people in all walks of life as to what they would like to see included in the overall program. The program committee, in its research project, scoured the country for successful ideas used by other communities. A file of programs and letters from other celebration committees was compiled by the Bangor program committee. The program chairman then took all of this material and formulated a draft-outline of events in chronological order to present to the Steering Committee for adoption. In the following meetings, the draft-outline was revised and re-shaped until finally a unified program was adopted. This final program tried to provide events of interest to all age groups. The program embodied historical and sporting events, religious programs, parades and entertainment attractions of all kinds. The final adoption of the program paved the way for the second phase of the program committee's responsibility.

SELLING THE PROGRAM TO THE COMMUNITY

In order to inform the citizens of the greater Bangor area of the plans, aims and hopes of the Anniversary Steering Committee, it was decided to prepare a visual and audio presentation. The program chairman undertook the assignment and wrote and produced a 45 minute color-slide and sound presentation entitled "DESIGN FOR '59". The presentation which included 84 specially created art-work slides, full-color photographs of city scenes and a high-fidelity sound track with complete music background, took two months to produce. During the two month preparation period, sound and projection equipment was purchased. To enhance the presentation of "DESIGN FOR '59", a completely portable stage proscenium was built to mask the screen and sound equipment. The equipment also included a working trailer-curtain.

"DESIGN FOR '59" was shown continuously throughout 1958 to the city council, civic and fraternal organizations, schools, PTA'S, churches, clubs and veteran's groups. Multi-presentations weekly was the general rule, with two and sometimes three showings scheduled on the same day. A conservative estimate would place the combined viewing audience at 15,000 plus.

Twice during 1958 "DESIGN FOR '59" was up-dated and revised. The program committee believes that "DESIGN FOR '59" aroused interest and active participation by many people in the Anniversary Year Program.

EXECUTION OF THE ANNIVERSARY PROGRAM

The actual execution of the year-long program came into being with the hiring of J. Dan Baldwin as Executive Director. The actual mechanical operations of carrying out the program were left to the Executive Director. Many additional ideas were added to the program by Mr. Baldwin, although in the main part, the program as adopted by the Steering Committee was carried out.

HISTORICAL PROGRAM

L. Felix Ranlett, Historical Committee Chairman

As a group the Historical Committee selected the fifty historical sites to be listed on the historical map. The detail of the map and the copy were prepared by the Bangor Public Library. 11,650 copies of the map were printed, 10,900 for free public distribution and 750 for purchase by the Bangor School Department for instruction purposes. Library staff members also prepared the public library exhibit of photographs of Bangor in other days and helped collect the material for the City of Bangor exhibit at the Exhibition Building.

Various members of the staff of the Bangor Public Library supplied all inquirers with fact and fiction about Paul Bunyan and worked with many clubs, churches and other organizations which, inspired by the anniversary observance, were preparing histories of their own organizations.

Norbert X. Dowd, Convention Chairman

Nineteen conventions were held in Bangor during the 125th Anniversary Year. Fifteen were state conventions, three were New England and one embraced all of New England and parts of New York and Canada.

In number of delegates the attendance ranged from 125 upwards to 3500 with an estimated total of 10,000. Three of the conventions were one-day affairs, thirteen were of two days duration while three ran for three days.

On the very conservative daily expenditure figure of \$18.00 per delegate, on an average of two days duration for the 19 conventions, the amount of new money brought into Bangor and spent by the delegates was approximately \$360,000. The money was poured into the business channels of the city, making a tremendous impact on the general economy.

The 125th Anniversary Committee worked in close harmony and cooperation with the local organizations that sponsored the individual conventions. Floral center pieces, usually in the design of the particular organization's emblem, were provided for the main banquet table, and a key to the City was presented by the Mayor to the State, National or Regional President of each group as a gesture of welcome and good will. In addition colorful window cards, extending a welcome to the City from the 125th Anniversary Committee, were displayed in all downtown stores. At the registration desk for each convention, colored brochures outlining the 125th Anniversary events were given to each delegate and with the cooperation of the Bangor Police Department courtesy parking tickets were made available to all delegates. Finally when delegates from the nineteen conventions arrived in Bangor they were pleased to see the welcome banner stretched across the foot of Main Street.

In conclusion, the 125th Anniversary Committee is proud to point to the fact that in an ordinary year Bangor would have the privilege of welcoming an average of four to six state conventions, this in contrast to the nineteen which convened here this year. We can safely say that eleven of the nineteen conventions this year came specifically to Bangor because 1959 was our 125th Anniversary Year.

ADVERTISING

Thomas P. Kane, Vice- President

Bangor's 125th Anniversary Observance was supported by what is believed to be the most extensive advertising program ever employed by any city comparable in size to the City of Bangor. This program, costing approximately \$40,000.00, was prepared and conducted by the TOM KANE Advertising Agency of Bangor.

While advertising was allocated for each major event of the year, the greater portion of the budget was ear-marked for general advertising designed to attract people New-England wide and from neighboring Canadian Provinces. All Maine daily newspapers carried continuing advertising as well as Bangor's two television channels and three radio stations with their Maine affiliates. Daily and Sunday editions of the Boston Globe and Boston Herald- Traveler carried advertising on major events, and in Canada, the St. John Times Transcript, the Moncton Daily Times and the Frederickton Daily Gleaner spread the word of Bangor's Big Celebration. The principal themes of the general advertising were "Come to Bangor"; "Be Sure to Be Here for Bangor's Big Year"; "Make a Date to Celebrate", etc.

During the height of the tourist season outdoor advertising carried the greater share of advertising on the theory that this medium could best attract the hundreds of thousands of tourists then in the State, diverting them to Bangor. For this purpose, colorful 24 sheet boards were displayed from Kittery to Fort Kent and Eastward to Calais for a four month period from May through August. In addition, outdoor advertising was used with less concentration from September 1958 throughout the major part of the program up to October 1959.

While the actual amount of money appropriated and spent for media advertising for the Anniversary observance was approximately \$40,000.00, all media gave generously of available time and space so that it is conceivable that the dollar value of the amount of media advertising printed, telecast and broadcast during the course of the program amounted to perhaps \$75,000.00.

In addition, some of the local organizations sponsoring anniversary events used their own funds or facilities for media advertising. Supplementing the regular program, supporters of events such as the Pro-Football game between the New York Giants and Green Bay Packers provided extensive additional support through poster, bumper-strip, point-of-sale and media advertising.

Supplementing the media advertising, numerous brochures, programs, posters, banners, broadsides, traveling and fixed displays were employed throughout the year to fill gaps and sustain the excitement and momentum of the program. The cost of these items is estimated to have been \$15,000.00 to \$20,000.00.

Of course the vast intangible value of word-of-mouth advertising derived from this extensive and prolonged program will never be known or counted. All in all, results have proved that the advertising program for Bangor's 125th Anniversary Observance was a profitable investment.

PUBLICITY

Tom Ryan, Anniversary Publicity Director

All those residing in the Bangor area know of the coverage given the 125th Anniversary Program by the Bangor Daily News, WABI-TV, WLBZ-TV, WABI, WLBZ and WGUY.

Certain parts of the year's celebration received national and international attention. The following ten news stories are examples:

1. The first big publicity break was the presentation of a Paul Bunyan model bat to Ted Williams. This picture appeared in newspapers, on TV and in bank windows in over 40 states.
2. The New Year's Eve bonfire of Christmas trees was a lead item in features by the Associated Press and United Press International.
3. The Downeast Classic was covered on sports pages all over the country as one of the seasonal invitational tournaments.
4. The Paul Bunyan Statue became a national news item when NEWS photographer Carroll Hall's photo of two children in Paul's boots hit the front pages. This picture has appeared in 46 states and four foreign countries. It is still being reprinted at the time of this report.
5. Paul Bunyan Days film footage appeared on TV throughout the Northeast United States.
6. An Associated Press feature story on the entire Anniversary Year with emphasis on Bangor's historical importance was used nationwide in the late spring.
7. The National Junior AAU Track and Field Meet held in Bangor July 3rd and 4th was a nationally covered sports event.
8. The International Outdoor Cooking Contest attracted attention in newspapers and national magazines.

9. The Anniversary Committee played host to 20 United Nations Correspondents over the Fourth of July week-end. Most of the writers filed stories to their respective countries' newspapers regarding their trip to Bangor.

10. On September 5th the New York Giants played the Green Bay Packers at the Garland Street Field. Publicity from this professional football game continued throughout the season and has drawn attention to Bangor as a possible training site.

ECONOMIC RESULTS

Reports concerning the prosperity and business activity of the City of Bangor for the year of 1959 have been highly favorable. There are such items as bank clearings which show an increase over the year 1958 from \$168 million to \$206 million in 1959. The sales tax figures for the year 1958 through October show \$1,586,800 and through October 1959, (latest figures available) the totals are \$1,786,400. This is an increase of 12.6%. There have also been various reports from individuals in different types of business organizations within the city. All of these report considerably more activity than in the previous year, particularly in the months of May, June, July and August.

Much stimulation of business during the year is due to construction. However, many business organizations attribute Bangor's 125th Anniversary program with contributing substantially to the total prosperity of the community for 1959. This statement was made by many contributors to the Bangor Daily News' Industrial Edition published in January, 1960.

AUDIT
Jay E. Alley, City Auditor

14.

The financial records of the 125th Anniversary Steering Committee, of the City of Bangor, have been examined in accordance with generally accepted auditing standards and in my opinion have been correctly stated.

Following is a statement of income and expenditures, also cash balance as at February 24th, 1960:

INCOME:

Subscriptions-Private	\$96,685.35	
Subscriptions-City of Bangor	46,740.00	
Exhibition Building	3,438.03	
Contributions to Paul Bunyan Statue	818.00	
Royalties	2,343.02	
Miscellaneous	8,353.18	<u>\$158,377.58</u>

EXPENDITURES:

Administration	\$37,793.91	
Campaign	14,103.92	
Exhibition Building	3,666.63	
Convention Committee	5,103.20	
Christmas Carol Committee	596.52	
Capital Expense	1,859.33	
Civic Beauty Committee	3,882.48	
Lincoln Day Program	1,246.17	
Industrial Committee	759.79	
Historical Committee	1,606.44	
Paul Bunyan Open	6,352.32	
Water Marathon	2,286.41	
Armed Forces Day	495.57	
Dancing Waters	7,000.00	
Outdoor Cooking Contest	3,150.00	
Historical Pageant	305.88	
Promotion	37,703.01	
Advertising	30,364.84	<u>\$158,276.42</u>

Cash Balance (Feb. 24, 1960)

101.16

RECOMMENDATIONS

The Anniversary Committee would like to make the following recommendations based on its experience:

- (1) Since the statue of our native son, Paul Bunyan, was and will continue to be a top tourist attraction for the City of Bangor, it is urged that the City maintain the statue and check it each year before the start of the tourist season for possible repair. This should entail only painting periodically. This is most important for thousands of pictures are taken by visitors, distributed and shown throughout the world.
- (2) Many favorable comments were made concerning the floral decorations on the city's lampposts. It is hoped that the municipal government will continue to maintain them, especially for display during the summer months.
- (3) Since it has been proven that a substantial advertising budget for the City can increase the tourist trade and bring added recognition to the Queen City, it is recommended that the City Council add several thousand dollars to the industrial development budget each year for advertising the city.
- (4) An attractive billboard and other smaller signs should be erected in the area of the bulge and at principal intersections, pointing the way to the "World's Largest Statue of Paul Bunyan".
- (5) It is recommended also that if the "Old Auditorium" is to remain, it be maintained with the idea of using it throughout the summer season as an exhibition building. Cultural and industrial exhibits of this

area could be arranged, giving additional promotion to this region as well as serving as an additional tourist attraction. It is possible, as was found in 1959, to run such a building on a self-sustaining basis.