

California World Progress Exposition/Fiesta del Pacifico Collection

Collection ID: MS.001

Collection Information

Inclusive dates: 1949 -1960

Size: 1 box, 1 linear ft.

Processed: 7/2017 by Denise Rosenblatt

Scope and Content

The Fiesta del Pacifico was a short-lived civic festival presented in Balboa Park and adjacent communities. Seeking to create a nationally significant exposition, it was initiated by the Chamber of Commerce in 1949, after a pitch from veteran festival promoter and publicist Clyde Vandeberg. The organization was renamed and reincorporated as the **California World Progress Exposition (CWPE)** in 1950. Originally planned for 1953, it was derailed by the war in Korea. In 1955 it was again reorganized as the **Fiesta del Pacifico**. The first of the festivals occurred in 1956, and subsequently in 1957 and 1958. By 1959, with lessening interest by the subscribers and dropping numbers of attendees, the organization and the festival folded.

The collection consists mainly of minutes from the General and Executive Board of Directors, documents, contracts, and correspondence amongst supporters. The minutes document the relentless quest for money and by the mid 1950's there was a shift in fund-raising activities, from the early expectation of federal funding and significant donations from large industry and finance, to a massive list of small local subscribers from the business community. It also evolved from an international and community celebration to one focused on entertainment, tourism, and the development of Mission Bay as an aquatic sports resource.

Container List

Box	File	Contents	Dates
1	1	Minutes of Exposition Corporation	Oct. 1949-Jan. 1950
	2	California World Progress Exposition (CWPE) Board of Directors Minutes	Jan. 1950-July 1950
	3	Minutes of the Exposition Corporation, the Exposition Committee, CWPE Board of Directors. Contains bylaws	Oct. 1949 - Aug. 1950
	4	Documents and correspondence related to Federal tax-exempt status	Nov. 1949 - July 1950
	5	Executive committee and sub-committee minutes	Feb. 1950-Feb. 1951
	6	Bound minute book CWPE Executive Committee, correspondence	Feb. 1950-Feb. 1955, 1953
	7	Subscription and pledge forms, drafts	1950
	8	CWPE 'Factsheet', Data book, Financial Statement for early expositions, story treatment for the California Story.	1949, 1953, undated
	9	Membership rosters	1955

Box	File	Contents	Dates
1	10	Misc. documents related to change from California World Progress Exposition to Fiesta del Pacifico	1955
	11	Contest and postal ruling	1955-1956
	12	Misc. documents re: change from the CWPE to the Fiesta del Pacifico, property use, actors' equity, ticket sales, contracts, copyright, leases, tax implications, property security, 1957 and 1958 bylaws.	Oct. 1955 - April 1959
	13	Membership lists, annotated minutes correspondence, financial statements	Dec. 1955 - Oct. 1956
	14	Articles of incorporation for the Fiesta Del Pacifico. Supporting documents for Federal tax exemption on admissions, 1953 Data Book	Oct.1955 - July 1957
	15	Minutes of assorted committees	Oct. 1955-Nov.1956
	16	Board of Directors' minutes	Oct.1955-July 1956
	17	Summer Whitehouse pitch, Pageant Parade divisions Membership list	1956
	18	Licensing, contracts, correspondence	1956
	19	State tax exemption documents, ticket sales	1956 - 1957
	20	Members, Board of Directors, Executive Committee Minutes	1957
	21	Federal tax-exempt status, with supporting documents; program lists, contracts, misc.	1956-1959
	22	Ticket sales, leases, Performer contracts, Security agreements etc.	1956
	23	Bylaws and amendments	1950, 1956, 1958
	24	Misc. correspondence	1958
	25	Board of Directors and Executive Committee minutes	1958
	26	Licensing, contracts, drafts	1958
	27	Board of Directors and Executive Committee minutes	1959
	28	Misc. correspondence, publicity value tables, ticket sales, flyers, news clippings	1959
	29	Board of Directors and Executive Committee minutes, proposed budget publicity values sheet	1959-1960
	30	List of contractors, board members, contract with Clyde Vandenberg for San Diego's 200 th Birthday	1958-1965
	31	Board of Directors Minutes	1958, 1959, 1960
	32	Executive Board minutes	1958, 1959, 1960