THE CUBA FAMILY ARCHIVES FOR SOUTHERN JEWISH HISTORY AT THE BREMAN MUSEUM

MSS 250, CECIL ALEXANDER PAPERS

BOX 1, FILE 8

ATLANTA SESQUICENTENNIAL,
1986 - 1987

THIS PROJECT WAS MADE POSSIBLE BY THE GENEROUS SUPPORT OF THE ALEXANDER FAMILY

ANY REPRODUCTION OF THIS MATERIAL WITHOUT THE EXPRESSED WRITTEN CONSENT OF THE CUBA FAMILY ARCHIVES IS STRICTLY PROHIBITED
CARTER & ASSOCIATES, INC.
1275 Peachtree Street, N. E., Atlanta, Georgia 30367-1801 404/888-3000

September 25, 1986

Ms. Carole Mumford
Office of the Mayor
City of Atlanta
68 Mitchell Street, S.W.
Atlanta, Georgia 30303

Dear Ms. Mumford:

I am happy to respond to your letter asking Dan Sweat for the appointment of two representatives from C.A.P. to serve on The Committee of 150 organized to celebrate the 150th birthday of the City of Atlanta. I have asked Ms. Margaret K. Lupo and Mr. Cecil A. Alexander, both members of our Board of Directors, if they would be willing to serve and both have agreed to do so. These two Board members are long-standing and contributing citizens to the City of Atlanta, and you can be sure that the Board of C.A.P. would be proud to have them represent us in your endeavor to educate Atlantans on the growth and development of their city and to celebrate our city's 150th birthday.

Sincerely,

Frank Carter
Chairman

FC:df:4/A/4

CC: Mr. Cecil A. Alexander
FABRAP Architects, Inc.
100 Peachtree Street
Suite 400
Atlanta, Georgia 30043-2801

Ms. Margaret K. Lupo
Mary Mac's, Ltd.
224 Ponce de Leon Avenue, N.E.
Atlanta, Georgia 30308

BCC: Mr. Dan Sweat

Sesquicentennial - Atlanta, Georgia
(For Discussion Only - Not Prioritized)

PROJECTS

.. Create an Atlanta Hall of Fame
.. Exposition on Transportation (Airlines, Lockheed, General Motors)
.. License Tag
.. Complete Auburn Avenue Project
.. Photography Exhibit (invite photographers amateurs, intermediate and professional levels to photograph the City) -- Create a book of the best work (ask a film company or a camerashop to underwrite this project)
.. Organize an Art Show of Atlanta Artists (National Arts Program Model)
.. Create a project which promotes a spirit of unity and interdependence between Atlanta and the State of Georgia
.. Raise money for historic preservation trust fund
.. Amphitheatre in Great Park Area
.. Eradicate illiteracy
.. Create an exhibit about Atlanta at the airport
.. Launch a special fundraising campaign for the AHS Downtown History Museum
.. Create an exhibition depicting the Civil Rights Movement and the Jewish/Christian cooperation
.. Attack homelessness
.. Develop new park lands, trees, green spaces
.. Ask each corporation to commission a work of art
.. Create a time capsule of Atlanta in it's 150th year
.. Save the house where Margaret Mitchell wrote "Gone with the Wind"
.. Create a Youth Task Force to focus on positive growth of Atlanta into the 21st century

Mr. Cecil A. Alexander
FABRAP
100 Peachtree Street
Suite 400
Atlanta, Georgia 30043

Dear Mr. Alexander:

In 1987 Atlanta will celebrate its Sesquicentennial. These 150 years represent an important milestone in our history which should be commemorated with programs to educate the public about our history, celebrate our achievements, and move us forward into another 150 years. To develop plans for this historic occasion, I am appointing a "Committee of 150".

In recognition of the leadership role that you play in our city, I am inviting you to be a member of this Committee. The first meeting will be at the Atlanta Civic Center, Room 201, at 10:00 a.m. on Wednesday, November 5, 1986. For complimentary parking, please present the enclosed card to the Civic Center parking attendant.

We anticipate that the Committee will only be required to meet three times between now and the end of this year. Please let me know of your willingness to serve by calling Carole Mumford at 658-6691.

I look forward to seeing you on November 5th.

Sincerely,

Andrew Young
SESQUICENTENNIAL
Atlanta, Georgia

*** MEETING NOTICE ***

SPECIAL PROJECTS COMMITTEE
Jay Smith and McKinley Young
Co-Chairs

2:00 pm.
Monday, January 26, 1987
The Atlanta Civic Center
Room 207

If you have questions or need further information, please contact Carole Mumford
at 653-7144 or Marian Jones at 527-7022.
SESQUICENTENNIAL COMMITTEE

This is the committee as a whole which generates ideas and concepts to be refined by the steering committee. Members will be asked to volunteer for service on one or more of the standing committees - finance, education, celebration, special project(s) or publicity.

STEERING COMMITTEE

This committee will provide review and direction for all projects, ensuring that various groups are represented in Sesquicentennial activities; provide an overview of all events and activities and encourage participation where needed; review all proposals for activities events and projects and approve events according to standards determined by the Committee as officially sanctioned projects of the Sesquicentennial. (Sanction by the Committee allows organizations to use the Sesquicentennial logo and be part of the Sesquicentennial Master Calendar.)

FINANCE COMMITTEE

This committee has a three-fold purpose: fundraising for Education; Celebration and Special Project(s); budgeting, establishment, monitoring and updating the Sesquicentennial budget and marketing of Sesquicentennial products.

EDUCATION

Education is a primary focus of the Sesquicentennial celebration. This committee will coordinate with public and private schools, colleges and universities to urge their participation in Sesquicentennial activities and create education related projects. This Committee will also work with various segments of the community to insure their participation, e.g.: business, historical and preservation groups, sports, cultural organizations, religious, civic, international and military organizations. A Speakers Bureau will be coordinated by this committee.

CELEBRATION

This committee will make plans for an appropriate recognition of the 150th Anniversary of Atlanta through creation of Special Events; working with ongoing events to insure that the Sesquicentennial is recognized; and that a "Birthday Recognition" is planned.

PROJECT(S)

This committee is charged with the responsibility for implementing one or more projects which will have lasting value for the City of Atlanta. The project(s) can be bricks and mortar; people-oriented (or both) and should begin in 1987.

PUBLICITY

This Committee will coordinate media coverage and plan and produce publications to increase awareness of the Sesquicentennial.
Mayor Young has proclaimed the period July 4, 1987 - June 30, 1988 as the official period for recognition of Atlanta's Sesquicentennial. For your information, enclosed are copies of the Mayor's Proclamation, a press release and the preliminary calendar of Sesquicentennial events.

Our major focus for the Sesquicentennial period will be education, so it was decided to have the period of the Sesquicentennial encompass the 1987-’88 school year. The city-sponsored celebrations will be primarily centered in the month of October, 1987. Marian Jones and The Mayor’s Task Force on Public Education, will be working with Dr. Mae Kendall to produce a Study Guide To Atlanta History. The Task Force will also assume the leadership of the Sesquicentennial Scholarship Program.

I will be primarily responsible for the various events and the calendar. We are establishing a separate office for the Sesquicentennial at the City Hall Annex, 92 Mitchell Street. We will be calling upon you for assistance with various events and welcome your suggestions and assistance at any time.

The Sesquicentennial Celebrations began with the WSB-TV parade on July 4th. I hope that most of you had an opportunity to see it in person or on television. It was truly a spectacular kick-off for the Sesquicentennial. The Mayor’s Float sponsored by the Coca Cola Bottling Company and honoring all of our living mayors, Mayor Young, Mayor Jackson, Mayor Massell and Mayor Allen signified the official opening of the Sesquicentennial. After a brief ceremony, the Mayors released 10,000 red and white balloons and then rode the parade route. Numerous floats and marching units in the parade saluted Atlanta’s 150th Birthday. We are looking forward to other events in the coming months.

Please communicate with the employees and members of the various organizations you represent to let them know about the activities celebrating Atlanta’s 150 years.
If you have questions, need further information or have one or more events which you feel would be appropriate for inclusion in the Sesquicentennial Calendar, please give me a call at 653-7160 or 527-7027. Many thanks for your assistance up until now and I look forward to working with you throughout the Sesquicentennial period.
For Immediate Release:

Mayor Andrew Young has proclaimed the period July 4, 1987 - June 30, 1988 as Atlanta's Sesquicentennial. The first public event is the Annual Salute to America Parade which is designated as Atlanta's 150th Birthday parade sponsored by WSB-TV. The parade will include numerous floats and marching units saluting Atlanta's 150th Anniversary. Other public celebrations are planned for the fall of 1987, with an emphasis on education throughout the 1987-88 school year.

With the driving of a surveyor's stake forming the southern terminus of the Western and Atlantic Railroad, Atlanta was born in the fall of 1837. The village which grew around the stake, known as the Zero Mile Post, was first called Terminus then Marthasville and later Atlanta. Today, the Georgia World Congress Center sits atop the original site of the Zero Mile Post.

The Mayor appointed a committee of Atlanta citizens to make recommendations on how the City should observe the 150th Anniversary. The Committee met over a number of months and generated many ideas, under the broad headings of celebration, education and special projects. Their recommendations formed the basis for the city's recognition of the Sesquicentennial.
As a result of their efforts, in the fall of 1987, there will be several city sponsored events. These will include Birthday salutes with national and local entertainment.

There will also be a a Sesquicentennial Baby who will be the first child born in an Atlanta hospital after 12:00 midnight on September 27, 1987. This baby will represent Atlanta's future and will be the recipient of various gifts and educational assistance. A new annual sporting event - the Atlanta Cup Bicycle Race and an International Festival will be held on October 25, 1987.

The Mayor will recognize, honor and designate as Phoenix Institutions those schools, churches, businesses and other establishments which are 100 years or older and continue to serve the Atlanta community today.

A Sesquicentennial Scholarship Program will be launched to assist youngsters with the costs of post-secondary education. A Study Guide on the History of Atlanta will be produced and distributed to teachers to guide youngsters in learning more about Atlanta's achievements throughout the years.

There will be a fundraising gala for the Sesquicentennial Scholarship Program. All religious groups will be asked to recognize the Sesquicentennial at regularly scheduled services on the weekend of October 9, 1987.
During the planning period for the Sesquicentennial, the Mayor saw a need for more input from younger Atlantans (age 30 and under). For this purpose, he appointed a special 50 member group, the Mayor's Commission on the Future of Atlanta (MCFOA). This group was charged with exploring Atlanta's direction over the next 50 years leading to our Bicentennial.

MCFOA is working in five task force areas: Education, Politics and Government, Economic Development, Human Relations and Services and Marketing and Public Relations. The MCFOA will issue their final report on July 29th at the Carter Center.

The City is establishing a separate office for the Sesquicentennial at the City Hall Annex, 92 Mitchell Street, SW.
<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>SESQUICENTENNIAL PARADE</td>
<td>July 4, 1987</td>
</tr>
<tr>
<td>Downtown Atlanta</td>
<td></td>
</tr>
<tr>
<td>WSB - TV Salute to America</td>
<td></td>
</tr>
<tr>
<td>653-7160</td>
<td></td>
</tr>
<tr>
<td>MAYOR'S COMMISSION ON THE FUTURE OF ATLANTA (MCFOA)</td>
<td>July 29, 1987</td>
</tr>
<tr>
<td>The Carter Center</td>
<td></td>
</tr>
<tr>
<td>527-7000</td>
<td></td>
</tr>
<tr>
<td>TRAVELLING EXHIBITION ON ATLANTA HISTORY</td>
<td>September - Nov. 1987</td>
</tr>
<tr>
<td>The Atlanta/Fulton County Public Library</td>
<td></td>
</tr>
<tr>
<td>Branches: Adams Park, Central, Dogwood, Dunbar, Georgia-Hill, Hapeville, Hapeville, Hobgood-Palmer, Ida Williams, Peachtree, Stewart-Lakewood, M.L. King, West Hunter</td>
<td></td>
</tr>
<tr>
<td>688-4636 (Special Collections)</td>
<td></td>
</tr>
<tr>
<td>LECTURE SERIES ON ATLANTA HISTORY</td>
<td>September, 1987</td>
</tr>
<tr>
<td>The Atlanta/Fulton County Public Library</td>
<td></td>
</tr>
<tr>
<td>Margaret Mitchell Square</td>
<td></td>
</tr>
<tr>
<td>688-4636 (Special Collections)</td>
<td></td>
</tr>
<tr>
<td>THE ATLANTA SHOW</td>
<td>September 12, 1987</td>
</tr>
<tr>
<td>Nexus Contemporary Art Center</td>
<td></td>
</tr>
<tr>
<td>Sponsored by American Express</td>
<td></td>
</tr>
<tr>
<td>688-1970</td>
<td></td>
</tr>
<tr>
<td>LIVINGSTON LECTURE</td>
<td>September 17, 1987</td>
</tr>
<tr>
<td>Jack Nelson, Pulitzer Prize Winning Chief of the L.A. Times Washington Bureau</td>
<td></td>
</tr>
<tr>
<td>The Atlanta Historical Society</td>
<td></td>
</tr>
<tr>
<td>261-1837</td>
<td></td>
</tr>
<tr>
<td>Georgia Commission on the Bicentennial of the U.S. Constitution</td>
<td></td>
</tr>
<tr>
<td>656-2869</td>
<td></td>
</tr>
<tr>
<td>SESQUICENTENNIAL BABY</td>
<td>September 27, 1987</td>
</tr>
<tr>
<td>City of Atlanta</td>
<td></td>
</tr>
<tr>
<td>653-7160</td>
<td></td>
</tr>
<tr>
<td>GETTING TO KNOW YOU: ATLANTA WELCOMES INTERNATIONAL RESIDENTS</td>
<td>October 1, 1987</td>
</tr>
<tr>
<td>The Atlanta Historical Society</td>
<td></td>
</tr>
<tr>
<td>261-1837</td>
<td></td>
</tr>
</tbody>
</table>
LINDBERGH DAY
Atlanta Hilton and Towers
The Aero Club of Metropolitan Atlanta in cooperation with Hartsfield International Airport and the Atlanta Sesquicentennial Committee
653-7160

THE AT&T CHALLENGE
Tennis Tournament
The Omni Sports Arena
433-1052

50TH ANNIVERSARY - WOMEN'S CHAMBER OF COMMERCE
Woodruff Park
892-0539

SESQUICENTENNIAL WORSHIP SERVICES
All Atlanta Places of Worship
653-7160

FOLKLIFE FESTIVAL
The Atlanta Historical Society
261-1837

INTERNATIONAL GETTING TO KNOW YOU WEEKEND
The Atlanta Historical Society
261-1837

ANTIQUARIAN BOOK FAIR
The Atlanta Historical Society
261-1837

ATLANTA RESURGENS
The Atlanta Historical Society
Opening of New Exhibit (A gift to the City)
261-1837

ENVISIONING THE 21st CENTURY
Elkin and Philip Alston Lectures
Admiral Stansfield Turner
at The Georgia Pacific Center
The Atlanta Historical Society
261-1837

HAPPY BIRTHDAY ATLANTA PARTY
The City of Atlanta
653-7160

ATLANTA CUP BICYCLE RACE AND INTERNATIONAL FESTIVAL
Midtown Atlanta
Velosports and The City of Atlanta
653-7129

October 3, 1987
October 6 - 11, 1987
October 9, 1987
October 9, 10, 11, 1987
October 5 - 11, 1987
October 10, 11, 1987
October 16 - 17, 1987
October 18, 1987
October 19, 1987
October, 1987
October 25, 1987

ATLANTA: TEN ORAL HISTORY VIEWPOINTS
The Atlanta/Fulton County Public Library
1 Margaret Mitchell Square
688-4636
October, 1987

HISTORICAL FILM SERIES
The Atlanta/Fulton County Public Library
1 Margaret Mitchell Square
688-4636
November, 1987

GALA FUNDRAISER FOR SESQUICENTENNIAL SCHOLARSHIPS
The City of Atlanta
653-7160
November, 1987

*This calendar is preliminary and will be updated monthly. If you have questions about any event listed please call the phone number of the sponsor. If you have events which should be added to the calendar, please contact the Sesquicentennial at 653-7160.
The City of Atlanta and the Atlanta-Fulton Public Library are both proud of the strides each is taking to shape the future. At the same time, in 1987, each institution is remembering and celebrating its past. In 1867, thirty years after Atlanta's founding, the Young Men's Library Association was organized. It quickly admitted young women and was a thriving part of Reconstruction. From these roots, the Atlanta-Fulton Public Library has worked hand-in-hand with Atlantans for 120 years. From children's storyhours in branches to providing research assistance to Ms. Margaret Mitchell, the city and the library have helped each other to grow.

Since its establishment, the library has made a diligent effort to collect the works of Georgia authors and to be a source for Atlanta and Georgia history and biography. As Atlanta serves an enlarging international community, the library increasingly interprets the history and culture of our city for visitors.

Atlanta's variegated history and culture will be the focus of a discussion series in September, and her neighborhoods will be examined on videotape in November. These programs signify the speedy and willing cooperation that the library has long enjoyed from business and civic organizations.

In the spirit of the Sesquicentennial, the library looks forward to another 120 years of service to Atlanta, with further improvements to the system, such as the MARTA Book Stops, stemming from continued public support and interaction with our patrons.

The Sesquicentennial Committee

* * * * * * * * * * * * * * * * * * * * * * * * * *

PERTINENT BIBLIOGRAPHIES
From Special Collections:
"ATLANTA HISTORY SOURCES"
"JOEL CHANDLER HARRIS"
"MARGARET MITCHELL"

From Ivan Allen Dept.: "ATLANTA LOCAL HISTORY DOCUMENTS, 1848-1978"
SEPTEMBER 1 - NOVEMBER 6, 1987

EXHIBITS AT BRANCHES AS FOLLOWS:

- **ADAMS PARK** 755-4559
- **DOGWOOD** 794-8261
- **DUNBAR** 523-2873
- **GEORGIA-HILL** 577-1266
- **HAPEVILLE** 761-5217
- **HOBGOOD-PALMER** 964-5525
- **IDA WILLIAMS** 233-2108
- **M.L. KING, JR.** 659-4340
- **PEACHTREE** 872-8630
- **STEWART-LAKEWOOD** 767-8671
- **WEST HUNTER** 758-0811

**CENTRAL** 688-4636
- 2nd Floor ext. 254
- 4th Floor ext. 205
- 5th Floor ext. 212

For exact dates and themes, please call your nearest branch library.

SEPTEMBER 1987

**Discussion Series:**

"PERSONAL VIEWS OF ATLANTA'S HISTORY"

- Tuesdays and Wednesdays 12:15 - 12:45 p.m.
- Popular Library, Central Library, Downtown

- **Tues.** "NEIGHBORHOODS: INMAN PARK AND PONCE DE LEON AVENUE"
  9/15 Eileen Seagrest, Executive Director, Atlanta Preservation Center, Co-Sponsor
  Margaret Lupo, Owner, Mary Mac's Tea Room

- **Wed.** "SWEET AUBURN: JUST HOW SWEET WAS IT?"
  9/16 Herman "Skip" Mason, Jr. Researcher, Special Collections, APPL

- **Tues.** "A COMPARISON OF PEACHTREE THEN AND NOW: A SLIDE PRESENTATION ON PEACHTREE STREET MANSIONS!"
  9/22 Tony Fey, Local Historian

- **Wed.** "SOUTH OF PEACHTREE: HISTORY OF FORT McPHERSON AND THE DEVELOPMENT OF INTERNATIONAL BOULEVARD"
  9/23 Robert Laxson, Atlanta Developer

- **Tues.** "BLACK PROTESTS AND POLITICS IN ATLANTA, 1880 - 1980"
  9/29 Vincent Fort, Morehouse College History Dept. Current Historians - Atlanta Historical Society, Co-Sponsor

- **Wed.** "ATLANTA-FULTON PUBLIC LIBRARY: 120 YEARS OF SERVICE" (Slides and Memories)
  9/30 Ronald A. Dubberly, Director, APPL
  Mary Lu Mitchell, Board Member, APPL
  Charlie Marian Ford, Librarian, 40 years
  Alberta Carruth, Former Librarian, APPL
  Friends of the Library, Co-Sponsor

NOVEMBER 1987

**VIDEOS AT NOON: ATLANTA NEIGHBORHOODS**

- Fridays: 11/6, 11/13, 11/20
  - 12 noon - 12:30 p.m.
  - Popular Library, Central Library, Downtown

A variety of videos will be shown for a half hour, depicting Atlanta's neighborhoods. Each Friday's showing will be different. For exact titles, call 688-4636, ext. 212 in November.

The above programs, while free, will have limited seating. To hold a space, please phone 688-4636, ext. 212 the day before.

CITY OF ATLANTA
Office of the Mayor


FROM ITS HUMBLE BEGINNINGS, ATLANTA HAS GROWN TO BECOME A LEADER IN EDUCATION, HUMAN RELATIONS, BUSINESS, TRANSPORTATION AND THE ARTS. IT IS HOME TO INTERNATIONAL BUSINESSES AND FORTUNE 500 COMPANIES AND PRIDES ITSELF ON A QUALITY LIFE SECOND TO NONE.


ASIDE FROM THE FUN-FILLED ANNIVERSARY CELEBRATIONS, WE WILL HIGHLIGHT EDUCATION THROUGH A SESQUICENTENNIAL SCHOLARSHIP PROGRAM TO ASSIST YOUNGSTERS IN NEED OF FINANCIAL ASSISTANCE FOR POST-SECONDARY EDUCATION. IN ADDITION, THE PHOENIX INSTITUTIONS, THOSE SCHOOLS, CHURCHES AND BUSINESSES WHICH WERE FOUNDED DURING ATLANTA’S FIRST FIFTY YEARS AND STILL SERVE THE CITY TODAY, WILL BE RECOGNIZED AND HONORED FOR THEIR COMMITMENT TO SERVING THE ATLANTA COMMUNITY.

WE ARE PROUD OF THE GROWTH AND PROGRESS EXPERIENCED OVER OUR FIRST 150 YEARS. ON BEHALF OF THE CITY OF ATLANTA, I URGE ALL CITIZENS TO CONTINUE TO BUILD ON THE SUCCESS OF THE PAST. TO THAT END, I PROCLAIM JULY 4, 1987, -- JUNE 30, 1988, AS “ATLANTA’S SESQUICENTENNIAL YEAR”