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THE WHITE HOUSE
WASHINGTON
August 10, 1970

J.F.

MEMORANDUM FOR MR. H. R. HALDEMAN

SUBJECT: President's Participation in California
Events

The purpose of this memorandum is to outline recommendations for scheduling President Nixon's participation in major California political and public events this fall. This schedule should be structured to achieve three general objectives:

1. Get maximum political equity for the President in California;
2. Give recognition to California's Bicentennial Celebration;
- ? 3. Lay the foundation for (1) organizing and financing the restoration of President Nixon's birthplace and (2) the financing of the Nixon Foundation.

Additionally, coordination is needed to avoid conflicts with a number of major political events (mostly fund raisers) already scheduled in California. On August 20, the Vice President will speak to a \$500 a plate dinner at the Century Plaza. Reagan and Murphy will be present, but the proceeds will accrue to the Murphy campaign. The Vice President will also speak at California fund raising dinners on September 11 and October 30 (see Tab A for list of California fund raising dinners).

There are three possible vehicles to achieve the above objectives:

1. A "non-partisan" event honoring the President with funds to be used primarily to help California legislative candidates;
2. A California Evening at the White House;

3. Hosting a few groups at the Western White House.

POLITICAL FUND RAISER

The proceeds of the political fund raiser event would be used by the California Republican legislative candidates.

Two basic strategies merit consideration for raising a substantial amount of funds while simultaneously enhancing the posture of the President. These strategies are: (1) a small (i.e., 50 to 100 couples) dinner with a very high contribution expected from each couple; (2) a very large gathering with a rather low contribution rate. Either of these strategies would be clearly differentiated from, and, hence minimize the potential conflict with, the Murphy dinner.

Small Dinner

The dinner would be a low key, but very elegant, affair. The primary attraction would be that the guests would have an opportunity to talk informally with the President, Governor Reagan, Senator Murphy and selected White House staff during the evening.

It would be held in some suitable location in Orange County. (The location should naturally be convenient for those coming from the San Francisco, Los Angeles, and San Diego metropolitan areas, as well as having suitable accommodations close by for those guests who intend to spend the night.) Locating the dinner in Orange County would not only be convenient for the Nixons' return to San Clemente, but also it would pay tribute to Orange County's increasing importance to California and its steadfast loyalty to President Nixon.

Some of the couples attending this function might also attend the California Evening at the White House. However, because of space limitations inviting all of them would be impossible. Consequently, those who do not attend this particular function should be put at the top of the list for other prestigious

White House events. This commitment should be discretely, yet clearly, communicated to all of the guests. (Incidentally, if we select this strategy, we should first probably do some fence mending with some of our major contributors.)

Large Gathering

There are two options to the large gathering strategy: (1) an evening at Disneyland and (2) dinner and entertainment at the Anaheim Convention Center.

An evening at Disneyland would be a relaxed, but very positive, forum for the President. It would not only be great fun for the guests, it could be very lucrative. I understand the park (with all rides operating, concessions open, bands playing, etc.) can be leased for one evening for \$27,000. It holds up to 17,000 people.

There is a problem with this option, however. I understand that currently Disneyland has a policy which prohibits the park from being used for a fund raising event. This point could be explored with Roy Disney.

Turning to the second option, the Anaheim Convention Center rents for \$1,250 and holds approximately 800-1,000 people seated at tables (This estimate is rough and needs to be refined.). The format for this evening would be cocktails, dinner and entertainment, with appropriate remarks by the President to highlight the occasion. "Impromptu" piano playing by the President would fit in well and would delight the audience.

Depending upon which format is selected and the problems which crop up in planning it, the fund raiser could be held during the week just prior to, ~~or just after~~, Labor Day. This would coincide with the President's present plans to be in California over that weekend. Additionally, it would provide a breathing space after the Murphy dinner, but still be early enough so that the funds can be utilized effectively in the campaign.

CALIFORNIA EVENING AT THE WHITE HOUSE

The purpose of this evening would be to give White House recognition to California's Bicentennial Celebration. It would also serve to give prominence to Governor Reagan and Senator Murphy. The evening would be very festive, and would be covered by the press, magazine writers, and TV (hand-held cameras only).

The evening could be held on Monday, September 28, the anniversary of Cabrillo's discovery of California. This date is late enough so that the impact of the coverage should last until the election. On the other hand, it is early enough before the election so that preparations for it and participation in it would not hinder the campaign efforts during the last few critical weeks.

There are two aspects of the evening which need further consideration: What rationale should be used to develop a guest list and how should the evening be financed?

There are two approaches to selecting a guest list. One way would be to invite those Californians who have played a substantive role in the Bicentennial Celebration. This would include the 15 voting members of the California Bicentennial Celebration Commission (list attached at Tab B). Depending on how many honored guests and White House representatives will be present and how much seating space is desired, from 30 to 45 additional couples can be invited. (I understand a seating arrangement with 55 couples is quite gracious and seating 70 couples becomes cramped.)

If this approach to the guest list is used, it may also be appropriate to hold an afternoon reception on the same day for the California State Society. This reception would include the California Congressional delegation, administrative assistants, and medium to high level Federal Government appointees from California.

A second basis for developing a guest list would be to invite those who will finance the Nixon Foundation or the Yorba Linda homesite restoration.

Of these two approaches, I prefer the former--substantive involvement with the Bicentennial Celebration. It reinforces the basic theme--recognition of California's 200th anniversary. Moreover, the second approach may possibly be subject to embarrassing criticism that the White House is being used improperly.

The means of financing the event is closely tied to the approach selected to rationalize the guest list. Consequently, a financing strategy cannot be developed until the guest list question is resolved.

GROUP VISITS TO THE WESTERN WHITE HOUSE

Assuming that involvement in the Bicentennial Celebration is the basis for the California Evening at the White House guest list, entertaining at the Western White House should be utilized for launching the projects to restore the Yorba Linda homesite and to establish the Nixon Foundation. Meeting with the President at his San Clemente home is quite apropos for these functions. The best timing would be sometime in October--after the events previously described, but in time for favorable press coverage to have an impact on the election.

* * *

I will be most interested to discuss these thoughts with you and the President.



ROBERT H. FINCH

Attachments