

To: Mr. James Pinion

From: Lisa Ciampi *LC*

Date: January 2, 1997

RE: Jesse Owens Museum

Please find attached the following information: DDI / Needs Assessment, Chronology of Jesse Owens, and additional photography options. The needs assessment includes what Design Display, Inc. "needs" to have prior to design. Once artifacts, photographs, etc. are collected we will begin the design process. A Design Proposal will then be presented to you which will include specifications, pricing and contract agreement.

Please call me with any questions. Thank you.

NEEDS ASSESSMENT

I. ACQUIRE A COPY OF THE ARCHITECTUAL PLANS FOR THE MUSEUM TO BEGIN PRELIMINARY DESIGN PLANS.

- Creative Director, Eric Deason was present at first meeting and has seen museum facility. Realizes the space we have to work with.
- Additional pictures will be taken for design planning purposes.

II. DEVELOP A STORYLINE FOR THE MUSEUM

III. ARTIFACTS & PHOTOGRAPHS AVAILABLE

- Ohio State University artifacts/photos
- Family photographs and memorabilia
- TVA photographs of Oakville in the 1920's
- Video available?
(Birmingham Public Library System has several different videos on Jesse Owens available.)
- Additional photo sources (see attached)

IV. ADDITIONAL ITEMS

A. MUSEUM STORE

There is an existing counter in the store-will all merchandise fit in this counter unit or is additional shelving needed.

B. OWENS' HOUSE

A button w/ storyteller will be located at front door. Will anything other than story need to be considered in this pricing? This will be priced separately per your request.

CHRONOLOGY

1913	Born James Cleveland Owens on Sept. 12 in Oakville, Alabama
ca 1922	Moves to Cleveland, Ohio
1927	Enrolls of Fairmount Jr. High School, meets Coach Charles Riley
1930	Enrolls at East Technical High School
1933	Equals the world record in the 100-yard dash and breaks the world record in the 220-yard dash at the National Interscholastic Meet, enrolls at Ohio State University
1935	Breaks five world records and equals sixth at the Big Ten Championships; marries Minnie Ruth Solomon
1936	Breaks the world record in the 100 yard dash; earns a berth on the Olympic team, wins gold in 100,200, long jump and 400 meter relay. Signs agency contract-loses amateur status
1937	Becomes a bandleader and the owner of a basketball team, softball team and drycleaning company.
1940	Resumes studies at Ohio State University
1941	Placed in charge of the Civilian Defense Office's National Physical Fitness Program; offered personnel job at Ford Motor Company.
1945	Launches public relations company
1950	Named the greatest track and field athlete in history by the Associated Press; appointed head of Illinois's Athletic Commission; begins to travel as goodwill ambassador for the State Department.
1965	Served as running coach for the New York Mets
1970	Published Blackthink: My Life as a Black Man and White Man and The Jesse Owens Story; awarded an honorary doctor of athletic arts degree from Ohio State University
1972	publishes I Have Changed
1980	Dies of lung cancer on March 31 in Tucson, Arizona