



*Meriwether  
Lewis*

**US ARMY CORPS OF ENGINEERS  
and the  
LEWIS AND CLARK  
BICENTENNIAL COMMEMORATION**



*William Clark*

**“THREE FLAGS FESTIVAL”**  
St. Louis Signature Event  
March 10-14, 2004  
After Action Report

**Background:** In 2000, the National Council for the Lewis and Clark Bicentennial decided to highlight some of the more nationally significant festivals and events and call them “Signature Events”. These events were to be those of nationwide historical significance, have the potential of high visitation, and be multicultural in nature. The Three Flags Festival was designated as the third of these Signature Events and was hosted by Les Amis and the Missouri Historical Society. The weather for the weekend of March 13/14<sup>th</sup> was clear and breezy with temps in the low 50’s.

There was no kickoff for the event. The event was spread over 3 sites - the Holiday Inn Downtown was the host of the Lewis and Clark Symposium (March 10-12), the Missouri Historical Society hosted the National L&C Exhibit (Jan 18-Sept 1) and the Federal agency exhibits (March 10-13), and the Jefferson National Expansion Memorial hosted the actual “Three Flags” event (March 14). Although invited, neither LTG Flowers nor MG Stock was able to attend. Major Joe Tyron, the acting St. Louis District Engineer, attended the closing event although no time was allotted for him to make comments.

Corps representatives working the event included Jeff Lockwood, Brian Westfall, Renea Guin (all MVK); Kevin Ewbank (MVR); Dave Quebedeaux (SAS); Kathleen Bennett (SWA); Jeanne Newton (NWW); Ken Wilk (NWK); and Jean Nauss (NWD). All took turns at manning the various venues during the week.

**Action:** The Corps was involved in 3 separate venues during this commemorative event – COE Exhibit; Corps of Discovery 2; the Tent of Many Voices.

**COE Exhibit:** The Corps exhibit was part of a contingent of agencies, communities, and vendors sponsoring a booth/exhibit in the Southwestern Bell room on the lower level of the Missouri Historical Society. The Corps exhibit had six parts – (1)one backdrop of the modern army connection (done by the Corps national team); (2) a display of the Discovery Box; (3) a display of animal pelts, traps and a live speckled king snake; (4) an information table that contained a variety of COE brochures including the Eastern Legacy, the Lower Missouri River Map, the brochures “The U.S. Army and the Lewis and Clark Expedition” and “Lewis and Clark Expedition – A Portrait of Army Leadership” published by the Center of Military History and the Corps of Engineers,

respectively, and the “Zap the Zebra” brochure assembled by the 100<sup>th</sup> Meridian Group to combat the spread of zebra mussels; (5) the 5 Michael Haynes prints that the Corps had commissioned; and (6) the newest addition to the Corps Exhibit booth - a “trading center”. Rather than just to have little “give-aways” (pins, magnets, pencils, etc) out for visitors to take handfuls, the items were placed into a brass cooking pot suspended from a wooden tripod. On the tripod was a sign made of wood and leather that said, “Trade Goods – Will trade for information”. This was an attempt to engage more people and especially kids in the booth to peak their interest in the expedition. In order to get something from the trading center, visitors first had to answer a question related to the expedition. This was a huge hit!

The unfortunate thing about the exhibits was that they were in the basement of the Missouri Historical Society. During the week school groups were scheduled to come to see the L&C exhibit upstairs but many of the docents and teachers elected not to bring the school kids downstairs to see the exhibits. On Saturday, attendance picked up due, in part, to the Corps having 2 reenactors walking around upstairs in the Historical Society telling people that their were more exhibits downstairs.

Corps of Discovery 2 – 200 Years to the Future (aka: Corps 2) – The Corps 2 exhibit itself consists of approximately 32 panels with an associated audiotape headset that discuss Jefferson’s vision; Lewis, Clark, and the members of the expedition; with the remainder depicting the natural resources and the Native American influences on the expedition. In addition, Raystown Lake Project (NAB) constructed and donated a ½-size land-based replica of a keelboat. Visitors were encouraged to come into the keelboat for interpretive programs about the expedition. During the Signature Event, all COE park rangers attending the event worked in their park ranger uniform to provide interpretive talks and information to dignitaries and members of the public visiting the keelboat exhibit. In addition Dave Quebedeaux (SAS) provided additional interpretation while dressed in a replica of the 1803 Army uniform.

Tent of Many Voices (TOMV) – This is a venue associated with Corps 2 (same portable generator provides electricity for heat and lighting for both) but separate from it. TOMV has a small stage for presentations and seating capacity of 150. Jeanne Newton (NWW) and Dave Quebedeaux (SAS) gave interpretive talks during the Signature Event. Ms. Newton’s talk was on the journaling done by the various expedition members while Mr. Quebedeaux, dressed in a replica of 1803 Army uniform, discussed the Diplomacy of the Lewis and Clark Expedition.

### **Lessons learned**

1. This event, at least the Federal agency exhibit portion was not really advertised as a Signature Event. To make the most of the situation, it would have been best to have all of the exhibitors down along the Arch grounds at the waterfront. However, being tucked away in the basement of the Missouri Historical Society, 10 miles from the waterfront, resulted in not as many visitors taking advantage of the other exhibits.
2. There mix of folks in the exhibit area was much more organized than at other events. Only exhibitors and other Signature Events were in the Exhibit Hall. The only vendor

was directly outside the Hall in a corridor. However, because the Hall was not big enough to hold everyone, there were also 2 Federal exhibitors that were in the outer corridor. That was unfortunate as some would stop to see the BLM or Forest Service exhibits but would not wander into the other exhibit area. Conversely, the Exhibit Hall was directly across from the elevators. So people using the elevators would not necessarily go around the corner to see the BLM and FS exhibits.

3. A Corps “end of day” wrap up meeting was held every day. Those participating really liked this idea. It gave everyone a chance to talk about the day’s events, find out about any schedule changes for the next day, and talk about any problems that arose. This will definitely be continued at all future Signature Events.

4. Another item that was missing at the event site was a very visible “Events Information Booth” where people could pick up a schedule of the days activities including speakers, special activities and other presentations.

5. There was no hospitality area – nowhere except the restaurant where one could get coffee, rolls, etc. A hospitality area is a great idea. It gives exhibitors a place to hold small meetings, get some coffee and grab some water. This needs to be encouraged at other events.

**Future outcome:** The next Signature Event will be May 13-16, 2004 for the Departure from Wood River Event in Alton/Hartford/Wood River, IL. The nature of the Corps and Army presence at this event will be huge. The Corps is continuing to work with event organizers as well as the National L&C Council to ensure the presence of all of the Federal MOU agencies.

**Final thoughts:** The Corps of Engineers contingent was always one of the first to arrive at the event site every morning and one of the last to leave every night. All of the COE participants went out of their way to help out wherever possible. This included assisting other exhibitors getting set up every morning and providing general direction.