

National Coalition to Save Our Mall

www.savethemall.org

2007 Annual Report

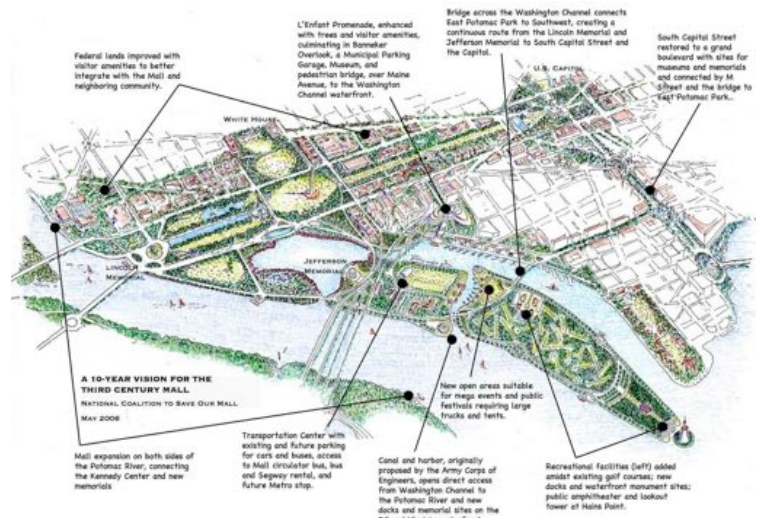


A Message from the Chairman and President

IN 2007, THE NATIONAL COALITION TO SAVE OUR MALL continued building on our past successes educating the public and media about the National Mall and further developing ideas for improving the Mall's value to the American public and the nation. As the only organized voice for the public on Mall matters, the Coalition also devoted many hours to participating in the public consultations for several important local and federal planning efforts with direct impact on the Mall, as well as individual projects including the proposed Vietnam Veterans Memorial visitor center and the future National Museum of African American History and Culture.

One highlight of the year was the Coalition's participation in NCPC's "Framing a Capital City" symposium at the National Building Museum in April. Presenting ideas the Coalition has developed since 2004, I outlined the exciting possibilities for Mall expansion onto contiguous federal land to provide space for future museums, monuments, and public activities. My slide-illustrated presentation included proposals for improving the usefulness of the Mall as place to learn about and experience American history.

Increasingly, our Coalition's ideas for Mall expansion are gaining wide interest and influencing planning initiatives by federal and District agencies. We continue to advocate for a Congressionally-chartered independent Mall Commission to create a visionary plan for the Mall in its third century—what we are calling the 3rd Century Mall. While we have found considerable interest in the commission concept among some members of Congress, this will require leadership at the highest level. A major challenge is overcoming fragmented oversight and management in Congress and among federal and DC agencies—and the lack of any meaningful public role.



ABOVE: This sketch of one concept for Mall expansion by Coalition Vice-Chair W. Kent Cooper, FAIA, shows some of the ideas the National Coalition to Save Our Mall has been proposing for creating new sites for future museums and providing much-needed facilities such as parking and a transportation hub as well as special locations for mega events such as the Smithsonian Folklife Festival. For a higher quality image, go to <http://www.savethemall.org>.

Also in 2007 the Coalition launched a new, independent citizens group, the National Mall Conservancy, to engage the public in developing and implementing educational and cultural programming to improve the visitor's experience of our National Mall. We took this step after identifying gaps in current Mall management—another result of oversight being distributed among at least 14 committees in Congress and 6 government agencies: there is no agency or group dedicated to serving visitors needs for education, orientation, and recreation throughout the entire Mall. The National Mall Conservancy will begin working on educational guided and self-guided tours of the Mall.

We have been successful in getting out our message about protecting and improving the National Mall through interviews with local and national media including CBS Sunday Morning and *The Washington Post*. With new attention focused on the Mall in 2007 by federal and District planners, the media has recognized the Coalition as a voice for the public interest.

Individual donors from across the country continue to provide core support for the National Coalition to Save Our Mall. This year once again, with the generous support of the MARPAT Foundation, the Coalition met the challenge from local philanthropists Roger and Vicki Sant and The Summit Fund of Washington.

With the help of our colleagues and supporters, we look forward to an even more productive 2008.

Judy Scott Feldman, PhD
Chair and President

Public Educational Resources and Programs

- Our primary website—<http://www.savethemall.org>—continues to serve as an important resource for the public and media, providing a variety of historical and educational materials including:
 - History and development of the National Mall
 - A digitized version of the long out-of-print historic 1901-1902 Senate Park Commission report that describes the research, ideas, and designs that gave us the Mall we know today
 - Up-to-date archives of press coverage of current and recent issues and controversies, especially regarding new museums and memorials
 - Exciting concepts for Mall expansion and improvement in the Third Century Mall

- Our website dedicated to the forward-looking National Mall Third Century Initiative—<http://www.nationalmall.net>—focuses on ideas, drawings, plans for the Mall in the 21st century.

- One of the Coalition’s most valuable public outreach programs is a **slide-illustrated presentation, “The Future of the National Mall.”** As in past years, Chairman Judy Scott Feldman has presented her talk to school groups, Elderhostel, Congressional members and staff, and members of the media. During these presentations, she also shows ideas for the future – Mall expansion, rejuvenation, and enhancement as a place to build civic awareness and participation. Presentations were made in 2007 to:
 - Guild of Professional Tour Guides of Washington DC (January)
 - Adams Memorial Foundation (Jan.)
 - Association of the Oldest Inhabitants of Washington DC (Feb.)
 - Overbeck Capitol Hill History Project Lecture (Feb.)
 - National Parks Conservation Association (Mar.)
 - Foggy Bottom Citizens Association (Mar.)
 - Building Museum/Commission of Fine Arts/National Capital Planning Commission Seminar at the National Building Museum “Reconnecting the Mall to the Capital City in the 21st Century” (Apr.)
 - UCLA Washington Semester Program (Apr.)
 - Walking Town DC Mall Tour “From Industrial Wasteland to Civic Stage” (Apr.)
 - National Mall Conservancy Reception (May)
 - Close-up Foundation (May)
 - Senator Robert Byrd’s staff (June)

- American Civics Center, Elderhostel Lecture (Sept.)
 - DC By Foot Mall Tours (Oct.)
 - Congressman Norm Dicks and staff (Oct.)
 - American Civics Center, Elderhostel Lecture (Oct.)
 - Women’s History Museum sponsors (Nov.)
- Now in its second printing of 100,000, our free **National Mall: Stage For Our Democracy map and historical guide** continues to be popular on Capitol Hill (in Congressional offices) and among tourism agencies and guides as well as tourists. The pocket-size guide is the only map of the entire Mall. It tells also the story of the public open space as the People’s Place and civic stage—place for celebrations, recreation, and historic events such as Martin Luther King, Jr.’s, “I Have A Dream” speech.

Participating in Public Consultations for Proposed Projects

In addition to participating in the public meetings required by federal law for all proposed changes to the Mall, including the Vietnam Veterans Memorial visitors center and the National Museum of African American History and Culture, the Coalition has been active in the public consultations for three important federal and local planning initiatives for the National Mall and areas immediately surrounding the Mall:

- National Park Service’s National Mall Plan
- National Capital Planning Commission’s and U.S. Commission of Fine Art’s National Capital Framework Plan (focusing on areas immediately surrounding the Mall)
- DC Government’s Center City Action Agenda (which seeks to expand the “Center City” to the Southwest Waterfront, with the National Mall as its “centerpiece”).

Moving Forward the Public Discussion about the Future of the National Mall—the 3rd Century Mall

- Our Third Century Initiative project—<http://www.nationalmall.net>—continues to engage designers, planners, and local residents in thinking about and developing ideas for a long-term vision for the Mall in its third century. Whereas Congress has declared the Mall “complete”—and that determination is the basis of federal planning for the Mall—, we reject that premise and instead believe the Mall cannot be complete, any more than American history is finished. The

question we ask, then, is, How can the Mall continue to grow to respond to our evolving democracy? Our answers include Mall expansion onto contiguous federal land (East Potomac Park, South Capitol Street, Roosevelt Island, miles of Potomac River waterfront), an idea that is increasingly gaining attention among members of Congress and the public. NCPC's Framework Plan can be seen from this perspective as identifying federal lands that could be incorporated in a Mall expansion plan.

- In 2008, the Coalition will publish our **National Mall report** which summarizes Coalition activities and proposals for improvements to the Mall, including Mall expansion.

Focus on Citizen Participation: National Mall Conservancy

Recognizing the need for a separate citizens nonprofit that could fill gaps in public programming for the Mall—a goal we saw as moving beyond the purpose and resources of the National Coalition to Save Our Mall—the Coalition created a new, independent nonprofit citizens group, the **National Mall Conservancy**. The Conservancy will develop programs and projects to improve the experience of millions of Americans and visitors from abroad who come to the Mall each year.

The Conservancy's priorities include:

1. **Programming.** Host forums to stimulate public dialogue about the future of the National Mall. Develop cultural and educational programs to enhance visitors' experience on the Mall as a place to learn about and participate in American democracy. Act as impresario for other organizations and programs that fit Conservancy goals.
2. **Orientation.** Create and operate a convenient, one-stop orientation, education, resource and visitors center that serves tourists and the local community; a prime location would be the Smithsonian's landmark Arts & Industries Building. Create a complementary web-based Virtual Visitor Center as well as other innovative concepts to meet visitor needs, from near and far.
3. **Sustainability and Innovation.** Study and offer proposals regarding the environment, conservation, sustainability, and design that promote innovation and creative approaches and solutions to memorial, museum, and exhibition design; that showcase new technologies and communications capabilities; that address flooding, soil erosion, global warming and other environmental issues.

4. **Citizen Involvement.** Develop a national constituency, underscoring the principle that the National Mall belongs to all Americans.
5. **Development.** Raise public and private funds to implement these goals and related activities. Create partnerships that broaden and enhance all of the above.

Saving Our Mall in 2008

In 2008, with the continued generous support of our donors and benefactors, the National Coalition to Save Our Mall will redouble our efforts in public education, advocacy, and long-range visionary thinking for the future of our National Mall.

2007 Contributors

The Coalition is deeply grateful to our grassroots supporters whose financial and pro-bono assistance have been crucial to our success in 2007. Individual contributors are the backbone of our all-volunteer organization.

In 2006, the Summit Fund of Washington awarded the Coalition a three-year, 2:1 challenge grant, requiring the Coalition to raise \$70,000 to receive \$35,000. With the support of Coalition donors and a generous \$30,000 grant from the MARPAT Foundation, the Coalition again met the challenge in 2007. With this extraordinary addition to our budget, we look forward to even greater progress in 2008.

Foundations

MARPAT Foundation
National Trust for Historic Preservation/
Dorothea de Schweinitz Grant
Roger & Vicki Sant/The Summit Fund of Washington

Citizens Circle

The National Coalition to Save Our Mall is indebted to these individuals for their valuable in-kind support.
Gordon Binder Lou Kriser
Jay Brodie Marjorie Share
W. Kent Cooper, FAIA Joseph West

Partners

William Ashby
Sanders & Sally Berk
Gordon Binder
Jay M. Caplan
Charles & Linda Cassell
Casey Eckels
Cora Eng
Edwin Fountain
Mark & Sandy Kaman
Katherine Dravetz
J. Kenneth Krivant
Amy Meyer
Dorothy C. Miller
Janet Morris
George Peabody
Roy & Rhoda Phillips
Laura Richards
Roger Rihm & Christina Sprague
Judy Robinson
Thomas & Ilse Rubbio
Sarah Shapley
Robert E. Simon & Cherly Terio-Simon
Nancy Slade
Beth Solomon
Lucy Tittmann
Chris Walsh
Joe West
Robert & Evelyn Wrin
Richard & Muriel Wolf

Friends

Anonymous
Elizabeth Armentrout
William & Marie-France Armstrong
Marvin Baker
Robert W. Breiling
Ellen Burnett
Debra Chamberlain
Billy Pat Clamp
Lucy Clark
Eleanore Crosby
Ruth Darmstadter
ADCS Lloyd R. Dempster, Sr., USN Ret.
Rosalyn Doggett
Frances & Wilmer Dutton
Susan C. Fischer
Ruth Fitzgerald
Nancy Freeman
Daniel Gamber
Jeanne Gart
Greer B. Gilka
Rosalyn Goldman
Norman Gurevich
Peter Jonathan Harnik & Carol A. Parker
Edward W. Hieronymus
James G. Hill
Ellen Johnson
Lo Jordon
Lewis D. Junior

Friends (cont'd)

Joan Pirie LeClerc
Ronald Leve
Sally Liff
Ann Hume Loikow
Donald L. Lombard
Robert Lytch
Anne Moiseev
Anita Morrison
Kay Murphy
Richard & Nancy Nagelhout
Tamra Nelson
Fred Pelzman
S. W. Pratt
Tom Rall
Mickey Miller Regal
Nava Rephun
John & Joyce Richardson
William K. Scheirer
Teresa E. Scott
D. H. Shannon
Beverly & Harlan Sherwat
Evelyn Sokol
Arthur Spitzer & Elisabeth Boas
Betty Stacey
Alice Fales Stewart
Pamela Tomski
Virginia J. Vitucci
Richard Guy Wilson

2007 Income & Expense

Categories as a % of total expenses

Expense Summary
Jan - Dec '07

Mall Conservancy	343.38
Administration	23.25
Save The Mall Website	8.28
Mall Map Brochure	6.99
Fundraising	5.38
Third Century Mall Website	4.88
Bank Service Charges	2.90
Postage and Delivery	1.98
Supplies	1.82
DV Film	1.75
Other	2.27
Total	\$42,756.33

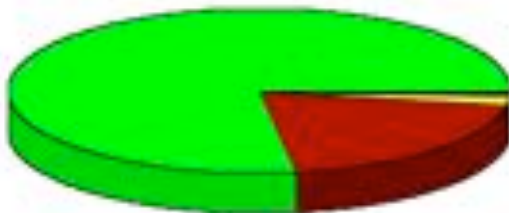


3/4 of the 2007 budget was spent on public educational projects.

Categories as a % of total income

Income Summary
Jan - Dec '07

Grants	377.41
Contributions Income	19.91
Interest Income	1.86
Miscellaneous Income	0.60
PIPA Set-up fee	0.22
Total	\$390,422.24



Foundation support has grown to over 3/4 of 2007 income.

National Coalition to Save Our Mall

Biographies of Board Members can be read at <http://www.savethemall.org/about/boardbios.html>

Board of Directors

Judy Scott Feldman, Ph.D.
Chair and President

W. Kent Cooper, FAIA
Vice Chair
Coordinator, Third Century Initiative

George H.F. Oberlander, AICP
Vice Chair

Lisa Benton-Short, Ph.D.
Secretary

Susan G. Mulhall, CPA
Treasurer

Lisa Benton-Short, Ph.D.
Director

Charles I. Cassell, FAIA
Director

George Idelson
Director

Thomas C. Jensen, Esq.
Director

John R. Graves
Director Emeritus

*The Coalition expresses its gratitude
to former board members Cheryl
Terio-Simon, Esq. and George
Peabody for their years of generous service.*

Third Century Mall Advisors

(established April 2006)

Gordon Binder
Aqua International Partners

M.J. "Jay" Brodie, FAIA, AICP
President, Baltimore Development Corp.

Louis Kriser
Kriser Enterprises, LLP

Judy Lemons
Legislative Consultant

James Walton Magee
Cultural Consultant

Frank Mankiewicz
Vice Chairman, Hill & Knowlton DC

Read Scott Martin
PR Consultant

Amy Meyer
Co-chair, People for A Golden Gate National
Recreation Area

Robert Peck
The Staubach Company

William K. Reilly
Aqua International Partners, former EPA
Administrator

Robert E. Simon, Jr.
Founder, Reston, VA

In Memoriam

Charles Atherton, FAIA
Commission of Fine Arts

*The National Coalition to Save Our Mall is grateful
to all who have contributed their time, talent, resources
and financial support in 2007*

The National Coalition to Save Our Mall, an all-volunteer citizens organization, is working to preserve and protect the integrity of our nation's premier civic space and stage for democracy. The Coalition's Third Century Initiative is developing ideas for creatively planning for the National Mall's long-term future.

The Coalition is a 501(c)(3) non-profit organization. Contributions help us continue to educate Congress and the American public about the need to preserve this national treasure, monitor Mall issues, and move forward with the National Mall Conservancy. All donations are tax deductible to the full extent of the law.

Contact:

The National Coalition to Save Our Mall
P.O. Box 4709
Rockville, MD 20849
www.savethemall.org
www.nationalmall.net
800-618-3166

For more information about the National Mall Conservancy:

www.NationalMallConservancy.org

National Mall Conservancy
1000 Potomac Street, NW
Suite 119
Washington, DC 20007