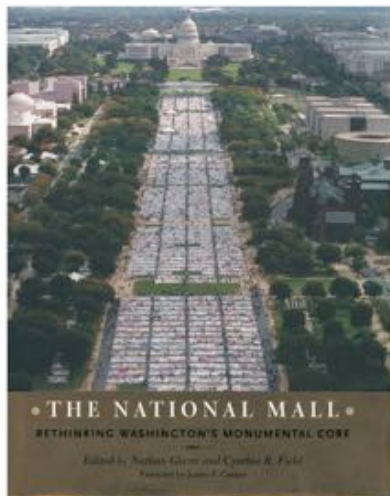


The National Coalition to Save Our Mall

www.savethemall.org

2008 Annual Report

RETHINKING THE NATIONAL MALL! (THAT'S WASHINGTON'S MONUMENTAL CORE)



This essay is adapted from a talk by Judy Scott-Fidelson at the National Building Museum in Washington, D.C., December 1, 2008, based on her essay in the new book, *The National Mall: Rethinking Washington's Monumental Core*, Johns Hopkins University Press, 2008.

The ideas contained herein include recent proposals by the National Coalition to Save Our Mall for solving the Mall's ongoing problems.

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A MESSAGE FROM THE CHAIRMAN

October 15, 2008

Dear Coalition Friends:

Our National Coalition to Save Our Mall has had a busy and productive year. If you receive our email UPDATES, you're aware of some of our activities and successes so far in 2008. Here are highlights:

- Our Coalition has grown to include citizens in 45 states and the District of Columbia
- Our efforts to raise national consciousness of the Mall's shabby condition, poor management and inadequate Congressional oversight are bearing fruit. Congress held a Mall oversight hearing in May 2008 (our Coalition was invited to testify). The National Park Service and the National Capital Planning Commission are now working on management and memorial plans.
- National and local media are covering the Mall's problems and our Coalition's call for a Congressionally-chartered independent Mall Commission to plan for the long-term future: we've been interviewed by CBS Sunday Morning, *The Washington Post*, Public Radio's Kojo Nnamdi Show, commentator Marc Fisher's radio show, and in numerous other outlets.
- *The Washington Post* for the 3rd time has editorialized in support of our call for an independent Mall Commission to create a long-term Mall vision and implement that vision.

But we are not waiting for government to act. As in the past, the National Coalition to Save Our Mall is moving forward with our own exciting ideas and programs for safeguarding the Mall and making it a better experience for all visitors. Although Congress declared a moratorium, that policy is not working, so we continue to monitor new projects and provide email UPDATES and alerts to our readers. We continue to educate the public about the Mall's history and needs through free slide-illustrated presentations.

Soon we'll be completing a "Call to Action" report making the case—to a new Administration and Congress—that it's time to create an independent Mall Commission to shape a long-range vision for the Mall and implement it. Mark the box on the donation envelope if you'd like a free copy.

We're busy developing new programs for the new nonprofit National Mall Conservancy, an offshoot of the National Coalition to Save Our Mall that is working to improve the visitor experience of the Mall. We are testing with a variety of groups—from schoolchildren to adults—a new tour that teaches American history and civics using the Mall's monuments in new ways. This is the first of a proposed series of educational guided and self-guided tours to make the Mall more useful to visitors and teachers.

Soon, the National Mall Conservancy will put online a new website that will function as a "Virtual Mall Visitor Center"—the first-ever one-stop place to learn about what's happening on the Mall, from cultural events to tours and recreation. Our National Mall map and historical guide, now in its third edition, continues to be a favorite in Congressional offices and tourist bureaus.

Your financial support has helped us get to this point. We ask your continued support to keep the momentum going. Once again this year Roger and Vicki Sant and The Summit Fund of Washington have offered us a challenge grant that will double the value of your contribution.

Sincerely,



EDUCATION ACTIVITIES AND INITIATIVES

Public Educational Resources

- Our primary website—<http://www.savethemall.org>—provides a variety of historical and educational materials including:
 - History 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
 - History and 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 Third Century Initiative—<http://www.nationalmall.net>—focuses on ideas, drawings, plans and proposed improvements for the National Mall in the 21st century, including Mall expansion. The print and electronic media and citizens organizations rely on this resource to bone up on history and current issues.
- One of the major activities of the Coalition is **educating the public** about the Mall’s history, evolution, and ongoing value to the nation through public lectures, presentations, and forums. Keeping up this activity, Chairman Feldman has presented her **Future of the Mall** presentation to school groups, Elderhostel, Congressional members and staff, and members of the media. During these presentations, we also show ideas for the future – Mall expansion, rejuvenation, and enhancement as place to build civic awareness and participation—ideas developed as part of our 3rd Century initiative.

Filling a Need for Mall Information and Orientation

- Now, moving into its third edition (having distributed over 100,000 of the 1st and 2nd edition since 2005) our compact, free **National Mall: Stage For Our Democracy** map and historical guide is winning plaudits from Capitol Hill, government agencies, tourism groups and citizens.
- Chair Judy Scott Feldman continues to provide free walking history tours on the National Mall through Cultural Tourism and the WalkingTown DC program.

Moving Forward the Public Discussion about the Mall’s Continuing Value to the Nation in the Future

- Our 3rd Century Initiative project continued to develop and gather public input for our ideas about the **Mall’s long-term future**. Whereas Congress has declared the Mall “complete,” we believe the Mall cannot be complete, any more than our history is finished. We have promoted in discussions, with media, with Congress the ideas for Mall expansion. Increasingly, we are succeeding.

GETTING THE MESSAGE OUT TO A NATIONAL AUDIENCE

- We continue to inform Congress, the media, and the public by showing and discussing our “**Future of the National Mall**” and “**Designing for Democracy**” slide presentation and video
- Print and electronic media continue to seek the expertise of the Coalition for National Mall for reporting on National Mall issues

In 2008, the Coalition’s message resounded in the media, among Mall stakeholders and in Congressional hearings, and supported our call for a National Mall Commission:



“The last comprehensive look at the Mall was in 1902 by the McMillan Commission. So there is much merit to the National Coalition to Save Our Mall’s proposal that Congress charter a commission to devise – and then implement – a vision for the coming decades.”

-- Washington Post editorial, May 25, 2008

“RETHINKING THE NATIONAL MALL” REPORT

In December 2008, the Coalition published our “**Rethinking The National Mall**” report, a call to action – to the new Administration, Congress, DC government, and the public – to create a long-range vision and plan for the National Mall in its third century, what we call the 3rd Century Mall. Only a commission can rise above fragmented management to create a vision to serve all Americans. Current Mall planning by the National Park Service is limited to Park Service jurisdiction and management issues. What is needed is a **bigger vision** that acknowledges the Mall’s symbolic value, its narrative of American history, and its preeminent role as America’s civic stage.

The ideas contained in “**Rethinking The National Mall**” include: expanding the Mall onto contiguous federal land to accommodate public events and new museums and memorials; creating a National Mall Visitors Center serving visitors to all parts of the Mall and city; and connecting the Mall to the city and waterfront.

“**Rethinking the National Mall**” – shown on the cover of this report -- may be downloaded at: <http://www.savethemall.org>.

THE NATIONAL MALL CONSERVANCY

Focus on Citizen Participation

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.

In 2008, the National Mall Conservancy created and distributed its first in a series of free self-guided walking tours of the National Mall. "America's Struggle for Freedom" has been distributed to hundreds of visitors and is free to download at www.savethemall.org.

Additionally, the Conservancy continues to distribute the first ever guide to recreational activity on the National Mall. "A Citizens Guide to Recreation & Sports on the National Mall" has been distributed to sports clubs, associations and individual athletes.

Goals and Priorities

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.



2008 Contributors

The Coalition is deeply grateful to our grassroots supporters whose financial and pro-bono assistance are crucial to our success in 2008. Individual contributors are the backbone of our all-volunteer organization.

Foundations

National Trust for Historic Preservation/
Dorothea de Schweinitz Grant

Citizens Circle

The National Coalition to Save Our Mall is indebted to these individuals for their valuable in-kind support.

Gordon Binder
George H.F. Oberlander, AICP
W. Kent Cooper, FAIA
Joseph West, Esq.
Tony Frye

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Evelyn Wrin

2008 Income & Expense

Categories as a % of total expenses

Expense Summary
Jan - Dec '08

Mall Conservancy	349.55
Administration	18.84
Other Expenses	9.70
Miscellaneous	8.51
Mall Report	6.79
Save The Mall Website	4.21
Third Century Mall Website	1.05
Fundraising	0.48
Business Meals	0.31
Telephone	0.30
Other	0.36
Total	520,124.58



3/4 of the 2008 budget was spent on public educational projects.

Categories as a % of total income

Income Summary
Jan - Dec '08

Contributions Income	375.81
Other Income	11.40
Miscellaneous Income	9.87
Interest Income	2.92
Total	487,722.51



Individual donor and foundation support provided 3/4 of 2008 income.

National Coalition to Save Our Mall

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

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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 2008*

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 Coalition's educational offshoot, 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

-or-

1000 Potomac Street, NW
Suite #119
Washington, DC 20007

www.savethemall.org
www.nationalmall.net

800-618-3166 toll-free