

National Coalition to Save Our Mall

www.savethemall.org

2009 Annual Report



Hundreds of thousands gather on the Washington Monument grounds during the Presidential Inauguration, January 20, 2009

Dear Friends of the National Mall:

In 2009, the **National Coalition to Save Our Mall** was extraordinarily active and productive.

We:

- Published a **free, self-guided Mall tour, "America's Struggle For Freedom,"** and distributed copies to thousands of Americans on the National Mall during the Inauguration events on the Mall last January. This is the first of a series of self-guided tours developed by our offshoot National Mall Conservancy
- In dozens of slide-illustrated talks to Rotary Clubs, school groups, Elderhostel, and nonprofits, **we educated the public about the Mall's history, current issues, and exciting possibilities for the future** on the "3rd Century Mall"
- Distributed **35,000 of our free Mall maps, *The National Mall: Stage For Our Democracy,*** to Congressional offices, Washington area airports and visitors centers, local residents and tourists
- Published and distributed our new report, ***Renewing American Democracy on the 3rd Century Mall: A Vision for the National Mall,*** to the President and Congress, the local and national media, and all our supporters and friends. The report can be downloaded from our website home page, <http://www.savethemall.org>

In 2010, we'll be moving forward with the **five new initiatives** outlined in our *Renewing American Democracy* report and summarized in this annual report.

Not least in 2010, we'll be celebrating in September the **10th anniversary of the National Coalition to Save Our Mall.** We began in 2000 as a national group of concerned citizens trying to "save the Mall" from threats from poor maintenance and management, and overbuilding of museums and monuments. Ten years later, we are a recognized voice for the public on Mall matters. Our positive, forward-looking ideas for **Mall expansion** and **an independent Mall Commission to create a visionary long-range plan for the National Mall** in the 21st century have propelled even federal agencies to think in new ways about the future of the Mall.

Sincerely,



Judy Scott Feldman, Ph.D.
Chair

EDUCATIONAL 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.
- Our new self-guided tour of selected Mall monuments, **America's Struggle for Freedom** is available free of charge from our website, www.savethemall.org.

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, our ideas are changing the way people talk about the Mall's future.

RENEWING AMERICAN DEMOCRACY ON THE 3RD CENTURY MALL *A Vision for the National Mall*

In November 2009, the Coalition published our "**Renewing American Democracy on the 3rd Century Mall: A Vision for the National Mall**" report, which outlines a public vision for the 3rd Century Mall – taking into consideration the legacy we have inherited, the needs of today that invite attention, and a new century that awaits a spirited response.

With this report, the National Coalition to Save Our Mall seeks to raise the consciousness of the American people to the exciting possibilities for the 3rd Century Mall. The Coalition has outlined five projects to focus on for the near future:

- 1) **Prepare and conduct a national competition for the Washington Monument grounds** as the central pedestrian feature of the Mall and the capital, in addition to being the urban design and narrative centerpiece it was intended to be. Through the public competition process, we aim to enlist the brightest and most thoughtful individuals in the nation to study the future of the National Mall.
- 2) Work with tree specialists, soil experts, environmental scientists, and landscape designers to **create a Mall-wide landscape restoration plan** that follows the historic plans and precedents as guidelines. And we will explore the possibilities for establishing a continuous network of shaded pedestrian routes and sheltered rest areas throughout the Mall, enlivened with small-scale activities and attractions.
- 3) Consult with civics teachers, tour guides, arts groups, and others to **develop a public use program** that includes cultural and educational aids, and regularly scheduled public events and activities to interpret the nation's rich history on the Mall and engage citizens in the task of nurturing citizenship.
- 4) Continue collaborating with nonprofit groups and historians in developing a **working definition of the National Mall** that recognizes the historic L'Enfant and McMillan legacies as well as the Mall's ever-evolving symbolism and role in American public life.

5) Work with transit experts to develop a ***comprehensive circulation plan*** for the Mall connected to the surrounding city, as well as ***new parking***.

2009 Contributors

The Coalition is deeply grateful to our grassroots supporters whose financial and pro-bono assistance are crucial to our success in 2009. Individual contributors are the backbone of our all-volunteer organization.

Citizens Circle

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

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

Partners

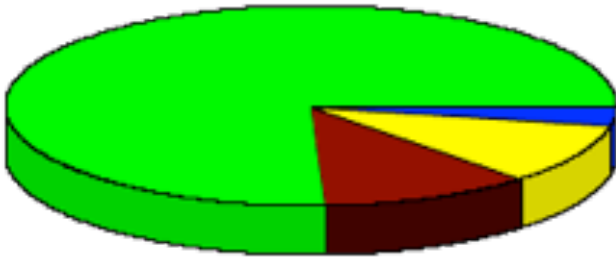
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2009 Income & Expense

Categories as a % of total income



Unrestricted Contributions	80%
Restricted Contributions	8%
Miscellaneous Income	8%
Interest Income	4%

Individual donor and foundation support provided 88% of 2009 income.

Categories as a % of total expenses



Mall Report	48%
Save the Mall Website	18%
Mall Map Project	11%
Mall Conservancy	9%
3 rd Century Mall Website	7%
Overhead	5%
Fundraising	2%

Over 3/4 of the 2009 budget was spent on public educational projects.

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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Judy Scott Feldman, Ph.D.
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Third Century Mall Advisors

(established April 2006)

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Landscape Architecture

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William K. Reilly
Aqua International Partners, former EPA
Administrator

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

The National Coalition to Save Our Mall is grateful to all who have contributed their time, talent, resources, and financial support in 2009

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.

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