

# National Mall Coalition

[www.nationalmallcoalition.org](http://www.nationalmallcoalition.org)



The National Mall Coalition's two public exhibitions in 2017, one in DC and one in Richmond, told the fascinating and inspiring story of the brilliant visions behind the design of Washington, DC, and the American public's role in making the National Mall the stage for American democracy.

## 2017 Annual Report

*"Advancing the legacy of the National Mall  
through public policy and innovative ideas"*

March 2018

## Dear Friends of the National Mall,

The National Mall, the stage for American democracy, belongs to all of us. But too many Americans don't know much about the Mall's historic and ongoing role in our country's history and cultural life, and its needs for the future.

So in 2017 the National Mall Coalition stepped up our efforts to fill that gap with two major public exhibitions, one at Reagan Washington National Airport, shown on the cover, and the other at the Branch Museum of Architecture in Richmond.

In addition, we continued our public outreach and education work through our informative website, with distribution of our very popular free Mall map, *The National Mall: Stage For Our Democracy*, and with free public talks about Mall history and the future.

We also continued to provide thoughtful comments, in the federally mandated public review process, in response to new memorials and other projects proposed for the Mall.

Contributions from you and from donors across the country helped make our work and public outreach possible. We depend on your generosity to plan and implement valuable programs such as these in the future.

Our all-volunteer Board of Directors continually seeks ways to reach out to the local DC as well as the national community to build and fund future programs. We welcome your ideas and your support.

Sincerely,

A handwritten signature in blue ink that reads "Judy Scott Feldman". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

Judy Scott Feldman, Ph.D.  
Founding Member and Chair  
[jfeldman@nationalmallcoalition.org](mailto:jfeldman@nationalmallcoalition.org)

# Public Outreach: Exhibitions

## Reagan Washington National Airport Washington, DC

The exhibit at Washington’s National Airport was located prominently across from baggage claim – a captive audience. It ran from January to June 2017 and was aimed at local DC residents arriving or departing the Washington area, and at the thousands of tourists and other visitors to the Mall. This exhibit was in place in time to welcome thousands of visitors to the Presidential Inauguration on January 20, 2017.

The exhibit focused on three themes: “Our National Heritage” highlighted the visionary 1791 L’Enfant Plan that is the blueprint for the capital and the National Mall; “Your Mall” illustrated the crucial role of the Mall as the Stage for American Democracy; “A Vision for the Future” showed ideas for improving the Mall so it can continue to thrive and welcome all Americans far into the future.



# The Branch Museum of Architecture

## Richmond, Virginia



The exhibit at the Branch Museum filled the entire museum space. It included many of the same themes as the DC exhibit but was also aimed especially at the architectural community. It illustrated Mall history and problems such as flooding and other environmental threats. It included a Call to Action to the American Institute of Architects, urging AIA to take the lead in creating a new McMillan-type commission – the 1902 McMillan Commission created the last visionary plan for the Mall – to plan for the 21<sup>st</sup> century.

Learn more about both exhibitions and download a virtual tour at:  
<https://www.nationalmallcoalition.org/resources/coalition-exhibitions/>

# Educational Partnerships:

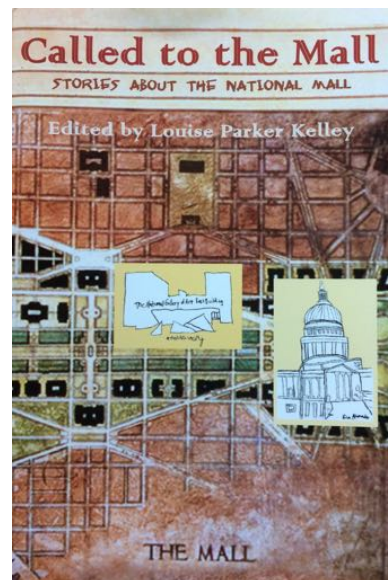
## Called to the Mall

The Coalition partnered with DC's Shining Stars Montessori Public Charter School, and the children's teacher Louise Parker Kelley, to develop and then publish students' essays about what the Mall means to them and colorful drawings of the Capitol, the new Museum of African American History and Culture, civil rights icons including Rosa Parks and Congressman John Lewis, and much more.

On September 22, 2017, the students read their essays during a performance in front of the Lincoln Memorial on the Mall. Learn more at:

<https://www.nationalmallcoalition.org/2017/10/and-i-say-to-myself-its-a-wonderful-world/>

As Ms. Parker said, "As one of the founders of the Called to the Mall project, I am excited to continue to work with the National Mall Coalition, to build on our success so far by involving our students and their families, and students and adults all over the Washington region and beyond, in celebrating our country's history."



# Innovative Projects:

## National Mall Underground

In development since 2013, the Coalition's National Mall Underground flood reservoir project took a major step forward when in May 2017 the Council of the District of Columbia voted unanimously on a Resolution asking the U.S. Army Corps of Engineers to partner with the Council to study the feasibility of the concept.

Ultimately, the Army Corps signed a Letter of Agreement in September 2017 to partner directly with the National Mall Coalition to prepare the technical review. Actual work on the report will begin in January 2018.

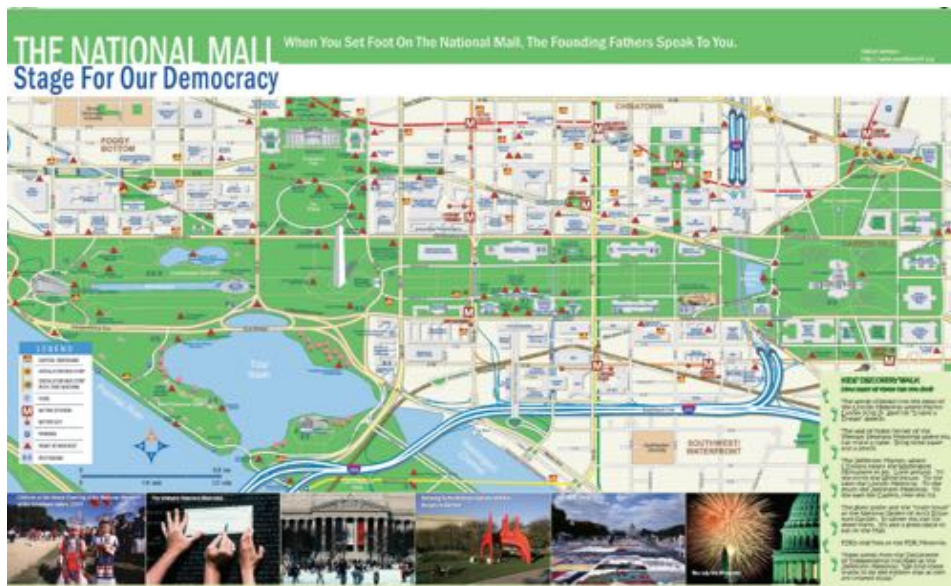


# Public Information:

## National Mall Map

The Mall is managed by 8 different federal and DC entities, and overseen by 14 or more committees in Congress, but the public has almost no say in Mall policies and development. That is why the National Mall Coalition continues to develop ways to inform the American public about Mall matters and encourage citizens to speak up on behalf of the public interest, including with their elected leaders in Congress and the White House.

The Coalition's Mall mini-map and historical guide – The National Mall: Stage For Our Democracy – continues to grow in popularity. We have now printed since 2005 over 250,000 copies and distributed them free of charge at various venues including Reagan Washington National and Dulles airports.



As in previous years, Chair Judy Scott Feldman continues to give her popular talks about National Mall history and opportunities for future planning innovations to school groups and tour groups such as Road Scholar.

# 2017 Contributors

The Coalition is deeply grateful to our grassroots supporters whose financial and pro-bono assistance were crucial to our success in 2017. Individual contributors are the backbone of our all-volunteer organization.

In addition, the Coalition's all-volunteer Board of Directors donated hundreds of hours of effort as well as financial support to forward our work throughout the year.

Anonymous

Anonymous

Anonymous

Anonymous

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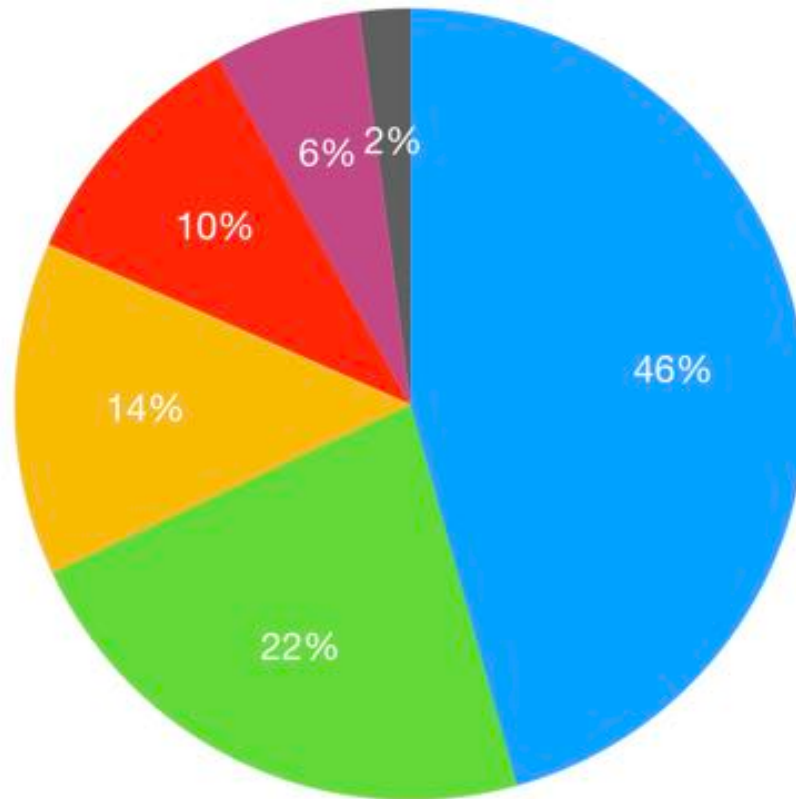
Joseph D. West & Josepha J. West

Lawrence Williams and Patricia A. Pride



# 2018 Expenses

- Digital Outreach
- Public Exhibitions
- Educational Partnerships
- National Mall Map
- Administrative
- Dues and Subscriptions



In 2017, in addition to costs charted above, the National Mall Coalition had one major extraordinary expense, the cost of the partnership with the U.S. Army Corps of Engineers to undertake the technical review of the National Mall Underground project. The necessary funds were donated by two members of the Board of the Coalition and immediately wired to the Corps, so these funds do not appear in our expenses chart above.

# National Mall Coalition

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(established April 2006)

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

William K. Reilly  
Former Administrator, EPA

The National Mall Coalition, an all-volunteer citizens organization, is working to protect the integrity of our nation's premier civic space and stage for democracy and promote comprehensive, visionary planning for the Mall in its 3<sup>rd</sup> century.

The Coalition is a 501(c)(3) non-profit organization. All donations are tax deductible to the full extent of the law.

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