

National Mall Coalition

www.nationalmallcoalition.org

2024 Annual Report

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



Dear Friends of the National Mall,

January 2025

After 24 years of nonprofit advocacy, we are more certain than ever that the Mall is not a “completed work of civic art” as Congress declared in 2003, that we can give the Mall an optimistic future with a new plan for the 21st century and a commission to make it happen.

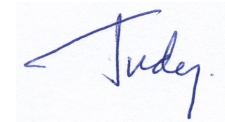
To advance that message in 2024, the Coalition continued our efforts to educate the public about the significance of the National Mall and advocate forward-looking policies to support the role of the Mall as the Stage for American Democracy. Most Americans know little about Mall history and one of our main goals is to awaken them to the inspiring ideals that gave birth to this

great landscape symbol of our history and heritage.

Read below a review of our efforts at outreach and in developing creative programs and ideas to ensure the Mall remains lively and resilient in the 21st century and beyond.

We welcome your ideas and suggestions, and your support.

Sincerely,

A handwritten signature in blue ink that reads "Judy." with a stylized flourish at the end.

Judy Scott Feldman, Ph.D.
Founding Member and Chair
jfeldman@nationalmallcoalition.org

Citizen Advocacy in 2024

Coalition Calls for 3rd Century Mall Plan & Commission

Now's the time – in advance of our quickly approaching 250th birthday in 2026 – for all of us to speak up!

Let's tell our elected leaders we need a new visionary plan for the Mall that, over 120 years after the McMillan Plan, gives us a renewed vision for American Democracy in the 21st century – the 3rd Century Mall.

Please take a moment to view our case for the future in this brief illustrated [Call to Action](#) – the fruits of our over two decades of Mall advocacy.

For over two centuries, this Stage for American Democracy has grown and evolved as an embodiment of the Constitution and founding principles. In public celebrations, protests, and cultural events, the American people have highlighted the Mall's vital role in

sustaining, challenging, and advancing our democratic form of government.

But threats to this beloved but limited landscape have only intensified in recent years. Promoters of new memorials win from Congress sites on the dwindling open space, despite Congress's declaration in 2003 that the Mall is a "substantially completed work of civic art." Two Smithsonian museums are slated for the Mall. Fragmented oversight of the Mall by at least eight entities (including Smithsonian, National Gallery, National Park Service) results in ad hoc development. Recurrent flooding puts at risk our national treasures.

As we approach our 250th birthday in 2026, let us together meet these needs with an optimistic plan for the Mall in our 3rd century.

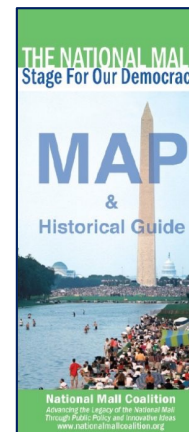
Public Outreach in 2024

We continually update our **National Mall Coalition website and Facebook page** to inform the public about Mall history and current events, including government review of proposed museums and monuments.

Now in its 19th year, our free **National Mall: Stage for Our Democracy mini-map and historical guide (at right and on cover)** continues to be a big hit with visitors from all over the country and the world. Pick up copies at DC area airports or contact us [here](https://www.nationalmallcoalition.org).

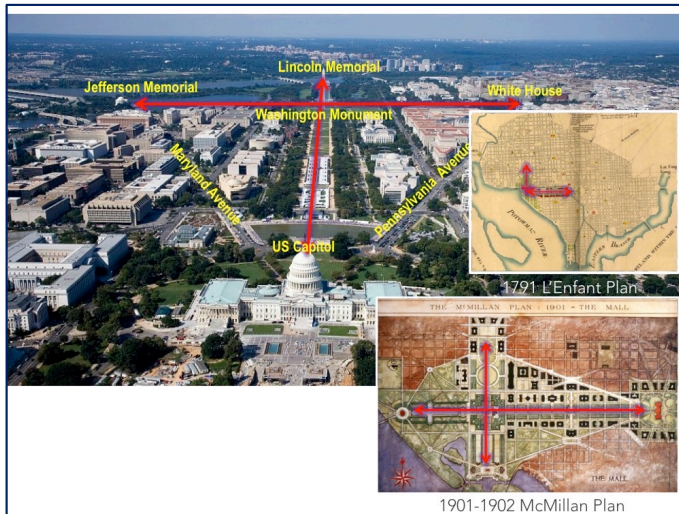
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Public Outreach: Civics Education

Presentations on Mall's History and Role in American Democracy



The National Mall's monuments, open spaces, and majestic vistas embody the US Constitution. They are the legacy of the visionary 1791 L'Enfant Plan and 1902 McMillan Plan. What is our plan for the future, now more than 120 years after the last plan?

Learn more [here](#).

What is the National Mall? Who came up with the idea of creating a majestic public open space in the heart of our capital? How has the Mall evolved since 1791? What's the future of this Stage for American Democracy?

Coalition chair and art historian Judy Scott Feldman continues to present her popular fact-filled and lively talk about Mall history, current topics, and proposals for future improvements to visitors and educational and civic groups. This 45-minute talk explains it all.

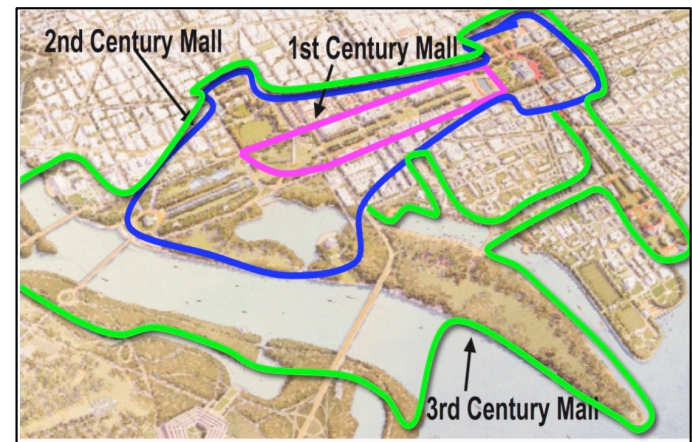
If you'd like to hear the presentation, contact her at jfeldman@nationalmallcoalition.org.

Innovative Proposals

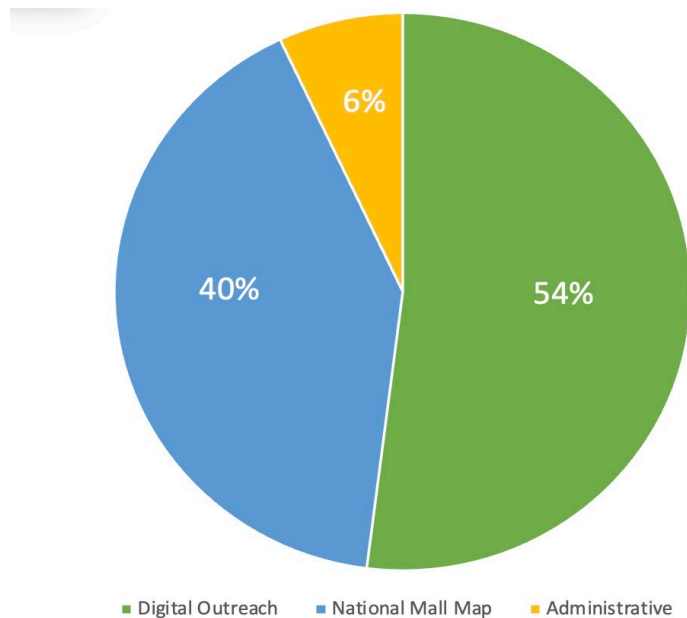
Flood Control, Mall Expansion, Civics Education

Deeply knowledgeable about the Mall's needs for flood control, more public amenities such as a Mall visitors center, and more land to provide space for future museums and memorials, the Coalition continues to put forward our proposed solutions: the **National Mall Underground** multi-purpose flood cistern, visitors center, and bus parking facility; and the possibility to **expand the boundaries of the Mall** onto contiguous underutilized federal land to give the Mall space to grow. While some members of Congress have been supportive, the will is not there – yet – to create a Mall commission able to bring together experts in engineering, architecture, flood control, and visitor services to create a comprehensive plan for the Mall in the 21st century and beyond.

We continue to make our case!



2024 National Mall Coalition Expenses



The National Mall Coalition, an all-volunteer organization including members of the Board of Directors, is sustained financially by tax-deductible donations from individuals who support our goals and advocacy. Major expenses include print and distribution of our free Mall map, part-time administrative help, and management and maintenance of our educational website and Facebook outreach.

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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 3rd century.

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

Contact:

National Mall Coalition
www.nationalmallcoalition.org
P.O. Box 4709
Rockville, MD 20849
301-335-8490
jfeldman@nationalmallcoalition.org