

Label: "LandMark Music Festival FOIA"

Created by: bob_vogel@nps.gov

Total Messages in label: 14 (9 conversations)

Created: 05-18-2015 at 07:36 AM

Conversation Contents

FW: TNM UPDATE

Attachments:

/3. FW: TNM UPDATE/1.1 Trust for the National Mall - Landmark Clips 4 29 15.docx

Caroline Cunningham <ccunningham@nationalmall.org>

From: Caroline Cunningham <ccunningham@nationalmall.org>
Sent: Wed Apr 29 2015 11:25:44 GMT-0600 (MDT)
To: Karen Cucurullo <karen_cucurullo@nps.gov>, "Bob Vogel (bob_vogel@nps.gov)" <bob_vogel@nps.gov>
Subject: FW: TNM UPDATE
Attachments: Trust for the National Mall - Landmark Clips 4 29 15.docx

FYI

Caroline Cunningham

p: (202) 407-9408

From: Caroline Cunningham
Sent: Wednesday, April 29, 2015 1:05 PM
To: Barbaralee Diamonstein-Spielvogel; Brian Besanceney (brian.besanceney@disney.com); C. Boyden Gray; David M. Velazquez - Pepco Holdings, Inc. (david.velazquez@pepcoholdings.com); Francis Rooney; Joe E. Brown; John P. Drew; John Akridge; John J. Hamre; Joseph G. Fogg III ; Lanny Griffith; Norm Dicks; Pamela Scholl ; Phebe Novakovic; Robert C. Kettler; Tim Wirth (twirth@unfoundation.org); Todd A. Walker
Cc: Alicia Alexion (aalexion@nationalmall.org); Finch, Annette L.; Elisa Trivisono Lynch (elynych@unfoundation.org); Jane Sharpe (jsharpe@boydengrayassociates.com); Janice Sobelman; Jeannie Amendola; Jet Revelo (jet.revelo@aecom.com); Kathy McDaniel; McHenry, Katie; Katie O'Neill; Kristine Fitton (KFitton@nationalmall.org); Kristine Templin (KTemplin@nationalmall.org); Marianne M. Helms; Marisa Saturni (msaturni@kettler.com); Martha Coleman; Mary Beth Jordan; Patrice Lewis ; Robert Balthaser (rbalthaser@nationalmall.org); Sharon Cherry-Davis; Teresa Durkin (tdurkin@nationalmall.org); Wanda Hepler; Whitney Curry; Caroline Cunningham

Subject: TNM UPDATE

Board members – It was a BIG night for the Trust for the National Mall. Last evening we announced the Landmark Music Festival at the fall kick-off of our grassroots campaign at the W Hotel. We were supported by the Deputy Mayor for Planning and Economic Development, Congresswoman Eleanor Holmes Norton, the Acting Superintendent of the National Mall, the President of the DC Convention and Sports Authority, our promoter C3 Presents, and 200 guests.

The press we received was amazing (see attached) and as a result more than 5,000 tickets were sold before 10AM this morning. This is more than our partner C3 Presents ever imagined or experienced for other events they have done. We could not be happier about the public support for the concert and the restoration needs of the Park which was front and center from our messaging.

AND – If the kick-off event was not enough, we were informed that the World War II App we created has been named a winner of a Gold Communicator Award in the mobile apps: education category by *Communicator* an international awards program that recognizes big ideas in marketing and communications. This year more than 6,000 entries were submitted and we won GOLD!!!! More information about the awards here: <http://www.communicatorawards.com/home/>

We are grateful to all of our supporters who helped fund this incredible and educational app including Altria and the Dr. Scholl Foundation!!

We definitely have been on a high since the tremendous success of the Benefit Luncheon and now still delighted by yesterday's big news on both fronts.

Caroline

Caroline Cunningham

President

Trust for the National Mall

p: (202) 407-9410 | c: (202) 330-6052 | nationalmall.org

Making the National Mall the best park in the world.



cid:image002.jpg@01D062FE.F6564AD0

Conversation Contents

Fwd: ROS for tomorrow

Attachments:

/4. Fwd: ROS for tomorrow/1.1 landmark-launch-event-ros.docx

/4. Fwd: ROS for tomorrow/1.2 W event speaking program. april22.docx

"Cucurullo, Karen" <karen_cucurullo@nps.gov>

From: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Sent: Tue Apr 28 2015 14:16:57 GMT-0600 (MDT)
To: Bob Vogel <bob_vogel@nps.gov>, Jennifer Mummart <jennifer_mummart@nps.gov>
Subject: Fwd: ROS for tomorrow
Attachments: landmark-launch-event-ros.docx W event speaking program. april22.docx

----- Forwarded message -----

From: Nixon, Robin <robin_nixon@nps.gov>
Date: Tue, Apr 28, 2015 at 7:50 AM
Subject: Fwd: ROS for tomorrow
To: Karen Cucurullo <karen_cucurullo@nps.gov>, Michael Litterst <mike_litterst@nps.gov>

Sorry, I asked for them to include you on this email, but they didn't.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

□

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>

Date: Mon, Apr 27, 2015 at 4:14 PM

Subject: ROS for tomorrow

To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>

Cc: Tiffany Rose <TRose@nationalmall.org>

Robin:

We have a few last-minute details to work out, so this is subject to change (and I'll obviously let you know if it does).

And, of course, we don't want to put words in Karen's mouth so just take the talking points as suggestions.

Thanks --Kristine

--

Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670

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Conversation Contents

new Trust festival launch announcement dates

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Fri Feb 27 2015 07:16:06 GMT-0700 (MST)
To: "Bob Vogel (Bob_Vogel@nps.gov)"
<Bob_Vogel@nps.gov>, "Watts, Christopher"
<christopher_watts@nps.gov>
Subject: new Trust festival launch announcement dates

Bob:

I hope all is well.

I'm writing because we're postponing the launch announcement for the Trust's music festival in order to have more time to fine-tune the branding elements. C3 will be ready by early April to announce the line up of bands so we're looking to make the event announcement and line-up announcement at the same time, with tickets going on sale a few days later.

Right now, we're looking still at an early evening event (around 5:30pm-7:30pm) on either March 31st, April 7th or April 8th.

I've reached out to Karen, too, to check her calendar.

It is critical to us to have park service representative there so we will gladly work around your schedules.

Thanks –Kristine

Conversation Contents

update on Trust music festival -- date availability?

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Wed Jan 21 2015 07:04:13 GMT-0700 (MST)
To: "Karen Cucurullo (karen_cucurullo@nps.gov)" <karen_cucurullo@nps.gov>, "Bob Vogel (Bob_Vogel@nps.gov)" <Bob_Vogel@nps.gov>
Subject: update on Trust music festival -- date availability?

I wanted to send a quick note to keep you posted on the status of the festival planning process:

§ The Trust briefed the NAMA team in the quarterly chiefs meeting earlier this month. Thank you for your feedback. I apologize but I mistakenly had the wrong requested dates in the material I shared. Our planned dates, which are covered in the permit we submitted, are Sept 26 and Sept 27th, 2015 (the last weekend of September).

§ Per that discussion, we're honing in on a date to publicly announce the festival at a cocktail reception with local, national and music industry media present. Ideally, we'd like the featured guests to include NPS and Trust representatives, our production partner C3 Presents, DC Mayor Muriel Bowser, and the head of Destination DC, representing the travel and tourism industry.

- We're tentatively looking at Wednesday, March 4th. Can you please let me know if you'd be available to attend a reception, likely at the W Hotel overlooking the Mall, at 6pm on March 4th?

§ Additionally, Robin and I have spoken about getting a meeting on the books with NAMA's permitting department to discuss the evolving plans – including a draft site plan – asap. That's in the works.

Thank you all for your ongoing support for this project. I will continue to keep you all posted. –Kristine

Ph: 202-407-9412

Conversation Contents

Fwd: draft agenda for C3 meeting Friday

/7. Fwd: draft agenda for C3 meeting Friday/1.1 meeting agenda.nov7draft.docx

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Nov 04 2014 06:48:53 GMT-0700 (MST)
To: "Vogel, Bob A." <Bob_Vogel@nps.gov>
Subject: Fwd: draft agenda for C3 meeting Friday
Attachments: meeting agenda.nov7draft.docx

Bob, here is the draft agenda for Friday for the meeting with the Trust and C3 about the music festival. They did not include Permits in the original invitation, but only permits can answer some of the questions on the agenda. Robbin says they are not available because they will be onsite for set up of the HBO concert, so I wanted to see what you want to do--I would tell them to reschedule, but the C3 people are travelling from Texas.

When Kristine talked to me about the agenda, I did remind her that the Trust has said they would speak directly with GSI regarding concessions; this discussion is still on the agenda, but I don't think we'll have anything else to say about it.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Mon, Nov 3, 2014 at 5:04 PM
Subject: draft agenda for C3 meeting Friday
To: Kristine Templin <KTemplin@nationalmall.org>, "Nixon, Robin" <robin_nixon@nps.gov>, Alicia Alexion <aalexion@nationalmall.org>

Please take a look. I'm happy to add/adjust as needed.

--Kristine

Bob Vogel <bob_vogel@nps.gov>

From: Bob Vogel <bob_vogel@nps.gov>
Sent: Tue Nov 04 2014 06:57:12 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: draft agenda for C3 meeting Friday

We can do the meeting without permits. However I would want to have a pre-meet with Michael Stach about turf.

On Nov 4, 2014, at 6:49 AM, "Nixon, Robin" <robin_nixon@nps.gov> wrote:

Bob, here is the draft agenda for Friday for the meeting with the Trust and C3 about the music festival. They did not include Permits in the original invitation, but only permits can answer some of the questions on the agenda. Robbin says they are not available because they will be onsite for set up of the HBO concert, so I wanted to see what you want to do--I would tell them to reschedule, but the C3 people are travelling from Texas.

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From: **Kristine Fitton** <KFitton@nationalmall.org>

Date: Mon, Nov 3, 2014 at 5:04 PM
Subject: draft agenda for C3 meeting Friday
To: Kristine Templin <KTemplin@nationalmall.org>, "Nixon, Robin" <robin_nixon@nps.gov>, Alicia Alexion <aalexion@nationalmall.org>

Please take a look. I'm happy to add/adjust as needed.

--Kristine

<meeting_agenda.nov7draft.docx>

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Nov 04 2014 07:01:03 GMT-0700 (MST)
To: Bob Vogel <bob_vogel@nps.gov>
Subject: Re: draft agenda for C3 meeting Friday

ok. Should I also ask him to attend the meeting, or just set up time with him ahead of the meeting?

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

On Tue, Nov 4, 2014 at 8:57 AM, Bob Vogel <bob_vogel@nps.gov> wrote:

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National Park Service
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Washington, DC 20024
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robin_nixon@nps.gov

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From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Mon, Nov 3, 2014 at 5:04 PM
Subject: draft agenda for C3 meeting Friday
To: Kristine Templin <KTemplin@nationalmall.org>, "Nixon, Robin" <robin_nixon@nps.gov>, Alicia Alexion <aalexion@nationalmall.org>

Please take a look. I'm happy to add/adjust as needed.

--Kristine

<meeting_agenda.nov7draft.docx>

"Swihart, Sharon" <sharon_swihart@nps.gov>

From: "Swihart, Sharon" <sharon_swihart@nps.gov>
Sent: Tue Nov 04 2014 07:17:36 GMT-0700 (MST)
To: Bob Vogel <bob_vogel@nps.gov>
Subject: Re: draft agenda for C3 meeting Friday

Pre brief on Friday morning

On Tue, Nov 4, 2014 at 8:57 AM, Bob Vogel <bob_vogel@nps.gov> wrote:

We can do the meeting without permits. However I would want to have a pre-meet with Michael Stach about turf.

On Nov 4, 2014, at 6:49 AM, "Nixon, Robin" <robin_nixon@nps.gov> wrote:

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Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

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From: **Kristine Fitton** <KFitton@nationalmall.org>

Date: Mon, Nov 3, 2014 at 5:04 PM

Subject: draft agenda for C3 meeting Friday

To: Kristine Templin <KTemplin@nationalmall.org>, "Nixon, Robin" <robin_nixon@nps.gov>, Alicia Alexion <aalexion@nationalmall.org>

Please take a look. I'm happy to add/adjust as needed.

--Kristine

<meeting_agenda.nov7draft.docx>

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Sharon Swihart
Special Assistant to the Superintendent
National Mall & Memorial Parks
900 Ohio Street SW
Washington, DC 20024-2000
202-245-4686 (Office)
202-426-9309 (Fax)

Conversation Contents

further information on value of Come Together concert

Attachments:

/8. further information on value of Come Together concert/1.1
ConcertBenefitsSept15.docx

/8. further information on value of Come Together concert/2.1
ConcertBenefitsSept15.docx

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Mon Sep 15 2014 10:06:08 GMT-0600 (MDT)
"Bob Vogel (Bob_Vogel@nps.gov)"
<Bob_Vogel@nps.gov>, "Nixon, Robin
(robin_nixon@nps.gov)" <robin_nixon@nps.gov>, "Wendy
O'Sullivan (wendy_o'sullivan@nps.gov)"
<wendy_o'sullivan@nps.gov>
Subject: further information on value of Come Together concert
Attachments: ConcertBenefitsSept15.docx

Per a recent conversation with Wendy, I've been going back and forth with concert partner C3 to find a way to ensure that the proposal to hold a benefit concert in West Potomac Park next year will provide clear and measureable value to our collective cause of restoring and improving the National Mall.

The attached memo outlines the value we expect from the event, from list building to a guaranteed percentage of revenue.

We look forward to ongoing discussions to help drive this process forward.

Thanks --Kristine

Kristine Fitton

Vice President of Marketing & Communications

Trust for the National Mall

p: (202) 407-9412 | nationalmall.org

Making the National Mall the best park in the world.

"O'Sullivan, Wendy" <wendy_o'sullivan@nps.gov>

From: "O'Sullivan, Wendy" <wendy_o'sullivan@nps.gov>
Sent: Tue Sep 30 2014 10:12:05 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>, Bob Vogel <Bob_Vogel@nps.gov>
Subject: Fwd: further information on value of Come Together concert
Attachments: ConcertBenefitsSept15.docx

Bob and Robin - do you want to set up a time to meet to discuss the additional information provided by the Trust on the Festival proposal?

Thanks, Wendy

WENDY L. O'SULLIVAN
Associate Regional Director
Partnerships, Youth & Community Engagement
National Park Service - National Capital Region
1100 Ohio Drive, SW
Washington, DC 20242
Phone: 202-619-7492
wendy_o'sullivan@nps.gov

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----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Mon, Sep 15, 2014 at 12:06 PM
Subject: further information on value of Come Together concert
To: "Bob Vogel (Bob_Vogel@nps.gov)" <Bob_Vogel@nps.gov>, "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>, "Wendy O'Sullivan (wendy_o'sullivan@nps.gov)" <wendy_o'sullivan@nps.gov>
Cc: Caroline Cunningham <ccunningham@nationalmall.org>, Katie O'Neill <koneill@nationalmall.org>

Per a recent conversation with Wendy, I've been going back and forth with concert partner C3 to find a way to ensure that the proposal to hold a benefit concert in West Potomac Park next year will provide clear and measureable value to our collective cause of restoring and improving the National Mall.

The attached memo outlines the value we expect from the event, from list building to a guaranteed percentage of revenue.

We look forward to ongoing discussions to help drive this process forward.

Thanks --Kristine

Kristine Fitton

Vice President of Marketing & Communications

Trust for the National Mall

p: (202) 407-9412 | nationalmall.org

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Conversation Contents

requested info for Trust/C3 concert event

Attachments:

/9. requested info for Trust/C3 concert event/1.1 ComeTogetherConcert Proposal.Aug20[2].docx

/9. requested info for Trust/C3 concert event/1.2 addendum 1 Come Together draft build schedule.pdf

/9. requested info for Trust/C3 concert event/1.3 addendum 2 Come Together NPS Event References.pdf

/9. requested info for Trust/C3 concert event/2.1 ComeTogetherConcert Proposal.Aug20[2].docx

/9. requested info for Trust/C3 concert event/2.2 addendum 1 Come Together draft build schedule.pdf

/9. requested info for Trust/C3 concert event/2.3 addendum 2 Come Together NPS Event References.pdf

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Aug 21 2014 08:31:52 GMT-0600 (MDT)
To: Bob Vogel <Bob_Vogel@nps.gov>, Robin Nixon <robin_nixon@nps.gov>, Wendy O'Sullivan <wendy_o'sullivan@nps.gov>
Subject: requested info for Trust/C3 concert event
Attachments: ComeTogetherConcert Proposal.Aug20[2].docx addendum 1 Come Together draft build schedule.pdf addendum 2 Come Together NPS Event References.pdf

Bob and team:

Per our call with Trust partners C3 Presents and GSD&M, we've pulled together material to answer the questions raised in our initial group discussion about a multi-day Trust for the National Mall benefit concert event. Per our conversation, we've addressed questions about event scope, logistics and visitor impact.

The first attachment is an overview of the proposed event. I've also attached two relevant addendums: the first addendum outlines a draft 9-day build schedule for the event and the second addendum highlights other events approved by NPS that required similar exemptions.

We will move ahead with submitting a permit to hold space in West Potomac Park for September 2015. To sufficiently plan for that event timeframe, we'd very much like to get a decision from NPS that will allow us to move forward with the event by October 1, 2014.

We are very committed to working together with all parties to address any questions or concerns, so please don't hesitate to contact me, Caroline or Tiffany.

Thank you --Kristine

"O'Sullivan, Wendy" <wendy_o'sullivan@nps.gov>

From: "O'Sullivan, Wendy" <wendy_o'sullivan@nps.gov>
Sent: Wed Sep 03 2014 13:29:53 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>
Subject: Fwd: requested info for Trust/C3 concert event
ComeTogetherConcert Proposal.Aug20[2].docx addendum
Attachments: 1 Come Together draft build schedule.pdf addendum 2
Come Together NPS Event References.pdf

Hi Robin - Welcome back! I know you're probably swamped and dread hearing from today, but just FYI... I got a call from Kristine Fitton of the Trust for the National Mall asking about the status of the NPS/SOL approval of the concept for the Mall Concert Festival. She is anxious to hear back from the park on the proposal.

I gave her some of my outstanding questions about the attached proposal - mainly focused on cost/benefits. I asked what was the expected range of overall \$\$ cost to run the event and the expected range of cash return from the event. I also suggested that they should push C3 to identify at least a range of the percentage of gross revenue that would go to the Trust.

Kristine said she understood why I was asking about the numbers because of the Pennington experience where the Trust/NAMA was only going to be getting \$40K in donations from the cause-marketing proposal.

Based on the last call with the park, Trust and C3, it seems there were two big issues that may need national review and approval: 1) charging for ticketed access and 2) use of outside concessions. What are the next steps for the park to review and consider the proposal?

Thanks, Wendy

WENDY L. O'SULLIVAN
Associate Regional Director
Partnerships, Youth & Community Engagement
National Park Service - National Capital Region
1100 Ohio Drive, SW
Washington, DC 20242
Phone: 202-619-7492
wendy_o'sullivan@nps.gov

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----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Thu, Aug 21, 2014 at 10:31 AM
Subject: requested info for Trust/C3 concert event
To: Bob Vogel <Bob_Vogel@nps.gov>, Robin Nixon <robin_nixon@nps.gov>, Wendy O'Sullivan <wendy_o'sullivan@nps.gov>
Cc: Caroline Cunningham <ccunningham@nationalmall.org>, Tiffany Rose <TRose@nationalmall.org>

Bob and team:

Per our call with Trust partners C3 Presents and GSD&M, we've pulled together material to answer the questions raised in our initial group discussion about a multi-day Trust for the National Mall benefit concert event. Per our conversation, we've addressed questions about event scope, logistics and visitor impact.

The first attachment is an overview of the proposed event. I've also attached two relevant addendums: the first addendum outlines a draft 9-day build schedule for the event and the second addendum highlights other events approved by NPS that required similar exemptions.

We will move ahead with submitting a permit to hold space in West Potomac Park for September 2015. To sufficiently plan for that event timeframe, we'd very much like to get a decision from NPS that will allow us to move forward with the event by October 1, 2014.

We are very committed to working together with all parties to address any questions or concerns, so please don't hesitate to contact me, Caroline or Tiffany.

Thank you --Kristine

**Label: "2015-0057 Higham NAMA Concert-
Seank"**

Created by:sean_kennealy@nps.gov

Total Messages in label:51 (18 conversations)

Created: 05-13-2015 at 08:36 AM

Conversation Contents

Re: Invitation: Meeting re: Trust and music festival @ Thu Apr 30, 2015 8am - 9am (robbin_owen@nps.gov)

"Owen, Robbin" <robbin_owen@nps.gov>

From: "Owen, Robbin" <robbin_owen@nps.gov>
Sent: Thu Apr 30 2015 04:59:48 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>, Sean Kennealy <sean_kennealy@nps.gov>
Subject: Re: Invitation: Meeting re: Trust and music festival @ Thu Apr 30, 2015 8am - 9am (robbin_owen@nps.gov)

Leonard is the Permit Specialist on this event, shouldn't he be included in the meeting?

On Wed, Apr 29, 2015 at 4:28 PM, Robin Nixon <robin_nixon@nps.gov> wrote:

Meeting re: Trust and music festival

[more details »](#)

When Thu Apr 30, 2015 8am – 9am Eastern Time

Where Sean's office ([map](#))

Video call https://plus.google.com/hangouts/_/doi.gov/robin

Calendar robbin_owen@nps.gov

Who

- Robin Nixon - organizer
- Robbin Owen
- Sean Kennealy

Going? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this email at the account robbin_owen@nps.gov because you are subscribed for invitations on calendar robbin_owen@nps.gov.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Thu Apr 30 2015 05:28:41 GMT-0600 (MDT)
To: "Owen, Robbin" <robbin_owen@nps.gov>
Subject: Re: Invitation: Meeting re: Trust and music festival @ Thu Apr 30, 2015 8am - 9am (robbin_owen@nps.gov)

I think we need to have some discussions with all division Chiefs first, then we will certainly bring in those directly working in this. Certainly, Leonard will be an integral part in this permit and activity, but Robin and I wanted to talk about the overall picture and not get into specific permit requirements at this time.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

On Apr 30, 2015, at 6:59 AM, Owen, Robbin <robbin_owen@nps.gov> wrote:

Leonard is the Permit Specialist on this event, shouldn't he be included in the meeting?

On Wed, Apr 29, 2015 at 4:28 PM, Robin Nixon <robbin_nixon@nps.gov> wrote:

Meeting re: Trust and music festival

[more details »](#)

When Thu Apr 30, 2015 8am – 9am Eastern Time

Where Sean's office ([map](#))

Video call https://plus.google.com/hangouts/_/doi.gov/robbin

Calendar robbin_owen@nps.gov

Who

- Robin Nixon - organizer
- Robbin Owen
- Sean Kennealy

Going? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this email at the account robbin_owen@nps.gov because you are subscribed for invitations on calendar robbin_owen@nps.gov.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Conversation Contents

Re: Music Festival

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Wed Apr 29 2015 09:27:54 GMT-0600 (MDT)
To: "Owen, Robbin" <robbin_owen@nps.gov>, Michael Litterst <mike_litterst@nps.gov>
Subject: Re: Music Festival

I asked Mike to get the brief from the TNM so we can share that with everyone to get them up to speed.

Mike - Can that happen today?

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Wed, Apr 29, 2015 at 11:02 AM, Owen, Robbin <robbin_owen@nps.gov> wrote:

Good Morning All: Now the event has been announced we would like to be briefed on what has been agreed to. We viewed the ticket sales site and are very concerned about some of the things they are seeking to do. When are you all available?

Thanks, Robbin

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Wed Apr 29 2015 12:15:34 GMT-0600 (MDT)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>
Subject: Re: Music Festival

Sean, I think it would make more sense to have a quick sit-down with Robbin and Leonard so that we have some idea about what it is about the website that concerns them. We can go from there as far as what kind of written information we need to provide to permits that the permittee (TNM) isn't already providing--let's try to avoid creating additional/duplicative work.

Robin Nixon

Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

□

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sean_kennealy@nps.gov

From: sean_kennealy@nps.gov
Sent: Wed Apr 29 2015 13:10:54 GMT-0600 (MDT)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: Music Festival

I agree. Can you set something up?

Thanks, Sean

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On Apr 29, 2015, at 2:15 PM, "Nixon, Robin" <robin_nixon@nps.gov> wrote:

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From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Wed Apr 29 2015 14:07:27 GMT-0600 (MDT)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: Music Festival

I tried to call you. Your cell phone mailbox is full. You are not in office. I can't reach you!!!

How about Thursday at 8 AM? I have a 8:30 - 5 pm on Thursday.

Thanks, Sean

Sean Kennealy
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On Wed, Apr 29, 2015 at 3:32 PM, Nixon, Robin <robin_nixon@nps.gov> wrote:

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Thanks, Robbin

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From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Wed Apr 29 2015 14:25:57 GMT-0600 (MDT)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>

Subject: Re: Music Festival

lol...was just across the parking lot...and the damn phone did not ring!! I emptied my voice mail, so you can at least leave a message now :)

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Conversation Contents

Announcing the Landmark Music Festival for the National Mall

Jeremy Granoff <information@nationalmall.org>

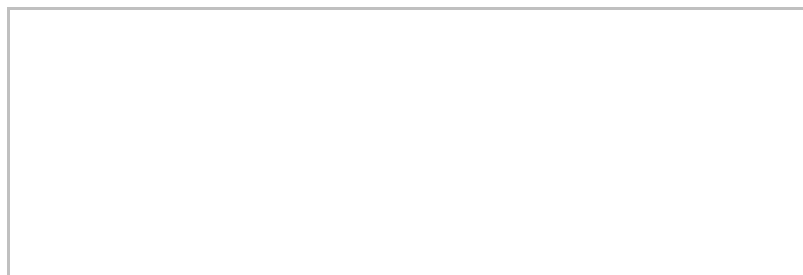
From: Jeremy Granoff <information@nationalmall.org>
Sent: Tue Apr 28 2015 18:01:42 GMT-0600 (MDT)
To: sean_kennealy@nps.gov
Subject: Announcing the Landmark Music Festival for the National Mall

[Join us this September! View this online.](#)

Sean,

I am so excited to finally get to tell you about this...

We just announced something big happening September 26 and 27:



In addition to some killer performers -- including **Drake**, **The Strokes**, **alt-J**, and **Wale** (!!!) -- and a fantastic location, the best part is that this world-class music festival will teach a new generation of folks about the National Mall's history, ideals, and pressing restoration needs.

As one of our best supporters, I want to make sure you're the first to know all the updates

-- including that tickets are on sale right now!

[Add your name here if you're interested in hearing more about the Landmark Music Festival for the National Mall.](#)

When you do, we'll let you know about ticket giveaways and how you can help spread the word.

In the meantime, mark your calendar for September 26 and 27. Forty-plus artists, five stages, two days, all for one cause. It's going to be a lot of fun.

Thanks -- I hope you're as pumped as I am!

Jeremy

Jeremy Granoff
Marketing Associate
Campaign for the National Mall

P.S. **[Check out the Landmark Music Festival's website](#)** -- and forward this to any of your friends who love good music for a good cause.

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Trust for the National Mall
1300 Pennsylvania Ave, NW Suite 370 Washington, DC 20004

Phone: (202) 407-9408 Email: Information@nationalmall.org

[unsubscribe](#) [update email preferences](#)

Conversation Contents

Fwd: Join Us & C3 Presents For Something Big

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Tue Apr 14 2015 05:47:22 GMT-0600 (MDT)
To: Cucurullo Karen <Karen_Cucurullo@nps.gov>, Robin Nixon <Robin_Nixon@nps.gov>
Subject: Fwd: Join Us & C3 Presents For Something Big

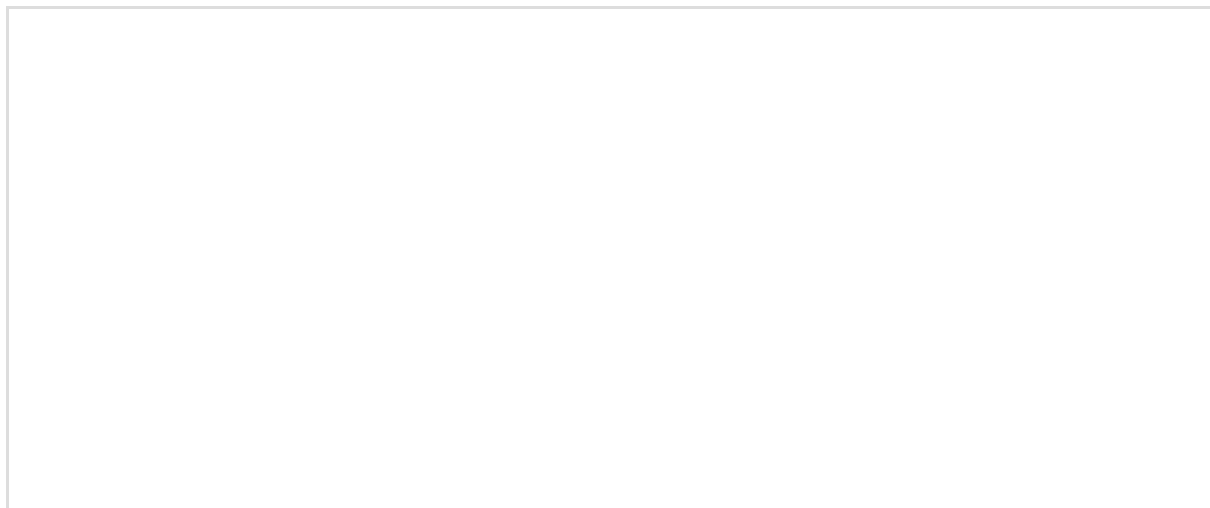
Just received this.....!

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

Begin forwarded message:

From: Campaign for the National Mall <events@nationalmall.org>
Date: April 14, 2015 at 7:32:44 AM EDT
To: <sean_kennealy@nps.gov>
Subject: Join Us & C3 Presents For Something Big
Reply-To: <events@nationalmall.org>



Campaign for the National Mall
events@nationalmall.org

[unsubscribe](#) [update email preferences](#)

Conversation Contents

/5. /1.1 CFR-Sales Regs..pdf

/5. /2.1 CFR-Sales Regs..pdf

"Lee, Leonard" <leonard_lee@nps.gov>

From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Wed Apr 08 2015 07:16:26 GMT-0600 (MDT)
To: Sean Kennealy <sean_kennealy@nps.gov>, Robin Nixon <robin_nixon@nps.gov>
Subject:
Attachments: CFR-Sales Regs..pdf

Good morning.

I understand that conversations are being conducted regarding the sale of T-shirts at the upcoming DC Music Festival, scheduled for September 2015.

I have attached a copy of the CFR Regulation governing sales on NPS property for your review. Perhaps this will help to clarify any confusion that may exist.

You will notice that some of the text is darkened. This is because my original has been highlighted. Please let me know if you have difficulty reading the text.

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Thu Apr 09 2015 09:54:44 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Fwd:
Attachments: CFR-Sales Regs..pdf

Not sure if you were copied on this.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

Begin forwarded message:

From: "Lee, Leonard" <leonard_lee@nps.gov>
Date: April 8, 2015 at 9:16:26 AM EDT
To: Sean Kennealy <sean_kennealy@nps.gov>, Robin Nixon <robin_nixon@nps.gov>
Cc: Robbin Owen <robbin_owen@nps.gov>, Tiffany Rose <trose@nationalmall.org>

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Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Apr 09 2015 11:04:30 GMT-0600 (MDT)
To: Sean Kennealy <sean_kennealy@nps.gov>
Subject: RE: Fwd:

Thanks for sharing this, Sean. --Kristine

From: Sean Kennealy [mailto:sean_kennealy@nps.gov]
Sent: Thursday, April 9, 2015 11:55 AM
To: Kristine Fitton
Subject: Fwd:

Not sure if you were copied on this.

Thanks, Sean

Sean Kennealy

Acting Deputy Superintendent

National Mall & Memorial Parks

National Park Service

202-245-4685 (o)

202-359-1551 (c)

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Date: April 8, 2015 at 9:16:26 AM EDT
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Fwd: Souvenir Sales at Trust for National Mall Concert

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Apr 07 2015 14:31:07 GMT-0600 (MDT)
To: Sean Kennealy <sean_kennealy@nps.gov>, "Vogel, Bob A." <Bob_Vogel@nps.gov>
Subject: Fwd: Souvenir Sales at Trust for National Mall Concert

fyi while Karen is gone

Robin Nixon
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National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▫

----- Forwarded message -----

From: **Swihart, John** <dick_swihart@nps.gov>
Date: Tue, Apr 7, 2015 at 2:27 PM
Subject: Souvenir Sales at Trust for National Mall Concert
To: Robin Nixon <robin_nixon@nps.gov>, Teri Austin <teresa_austin@nps.gov>
Cc: Karen Cucurullo <karen_cucurullo@nps.gov>

Robin-

Expect a phone call from Charlie at C3 and Kristine at TNM. C3 is expecting to sell Rock Band branded T-shirts and other concert memorabilia themselves. Not sure that sort of merchandise is allowed to be sold in this park. Furthermore Kristine wants to sell a TNM benefit souvenir T-Shirt. Neither of them expect to sell this stuff through GSI. I have advised they need park permission to sell this type of specific concert souvenirs and memorabilia and I don't think they can sell that themselves. Kristine said she'd be contacting you.

I think we have to consider that GSI / EN are the only partner & concessioner authorized to sell souvenirs & interpretive retail merchandise on the Mall. GSI has never been allowed to sell

specific event related merchandise, other than Cherry Blossom stuff.
Dick

Dick Swihart
Concessions Chief
National Mall and Memorial Parks
900 Ohio Dr SW
Washington, DC 20024
Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov
□

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Tue Apr 07 2015 19:40:08 GMT-0600 (MDT)
To: Robbin Owen <robbin_owen@nps.gov>
Subject: Fwd: Souvenir Sales at Trust for National MAll Concert

Are there regulations for, or against, this?

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office - direct)
202-359-1551 (cell)

Begin forwarded message:

From: "Nixon, Robin" <robin_nixon@nps.gov>
Date: April 7, 2015 at 4:31:07 PM EDT
To: Sean Kennealy <sean_kennealy@nps.gov>, "Vogel, Bob A." <Bob_Vogel@nps.gov>
Subject: **Fwd: Souvenir Sales at Trust for National MAll Concert**

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"Owen, Robbin" <robbin_owen@nps.gov>

From: "Owen, Robbin" <robbin_owen@nps.gov>
Sent: Wed Apr 08 2015 04:41:27 GMT-0600 (MDT)
To: Sean Kennealy <sean_kennealy@nps.gov>, John Swihart <dick_swihart@nps.gov>, Robin Nixon <Robin_Nixon@nps.gov>
Subject: Re: Souvenir Sales at Trust for National Mall Concert

No T-shirt sales. regulation upheld in Supreme Court. The only items that are allowed to be sold are books, pamphlets, newspapers, buttons and bumper stickers per regulations.

Robbin

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Sent: Wed Apr 08 2015 05:08:27 GMT-0600 (MDT)
To: "Owen, Robbin" <robbin_owen@nps.gov>
Subject: Re: Souvenir Sales at Trust for National Mall Concert

How do Eastern National and GSI sell t-shirts and souvenirs within that regulation?

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202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

□

----- Forwarded message -----

From: Swihart, John <dick_swihart@nps.gov>
Date: Tue, Apr 7, 2015 at 2:27 PM
Subject: Souvenir Sales at Trust for National MAll Concert
To: Robin Nixon <robin_nixon@nps.gov>, Teri Austin <teresa_austin@nps.gov>
Cc: Karen Cucurullo <karen_cucurullo@nps.gov>

Robin-

Expect a phone call from Charlie at C3 and Kristine at TNM. C3 is expecting to sell Rock Band branded T-shirts and other concert memorabilia themselves. Not sure that sort of merchandise is allowed to be sold in this park.

Furthermore Kristine wants to sell a TNM benefit souvenir T-Shirt.

Neither of them expect to sell this stuff through GSI.

I have advised they need park permission to sell this type of specific concert souvenirs and memorabilia and I don't think they can sell that themselves.

Kristine said she'd be contacting you.

I think we have to consider that GSI / EN are the only partner & concessioner authorized to sell souvenirs & interpretive retail merchandise on the Mall. GSI has never been allowed to sell specific event related merchandise, other than Cherry Blossom stuff.

Dick

Dick Swihart
Concessions Chief
National Mall and Memorial Parks
900 Ohio Dr SW
Washington, DC 20024
Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov

Conversation Contents

talk with C3 about name & branding

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Mar 19 2015 07:45:44 GMT-0600 (MDT)
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>, "Sean Kennealy (sean_kennealy@nps.gov)" <sean_kennealy@nps.gov>
Subject: talk with C3 about name & branding

Sorry for the delay. Charlie Jones is eager to talk with us all about the festival name.

He can chat any time tomorrow morning if that works for you all, or I can give him windows times Monday or Tuesday that work for you and then lock something in for early next week.

I don't think we need more than 30 minutes.

Thanks --Kristine

Robin Nixon <robin_nixon@nps.gov>

From: Robin Nixon <robin_nixon@nps.gov>
Sent: Thu Mar 19 2015 14:34:49 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: talk with C3 about name & branding

Tomorrow morning any time for me

Sent from my iPhone

On Mar 19, 2015, at 9:46 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Sorry for the delay. Charlie Jones is eager to talk with us all about the festival name.

He can chat any time tomorrow morning if that works for you all, or I can give him windows times Monday or Tuesday that work for you and then lock something in for early next week.

I don't think we need more than 30 minutes.

Thanks --Kristine

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Mar 19 2015 14:45:02 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>
Subject: RE: talk with C3 about name & branding

Thanks, Robin.

I was starting to look to early next week since it was getting late in the day and hadn't nailed anything down for tomorrow morning.

Do you have availability Monday or Tuesday? Should I coordinate with Karen separately?

Thanks, again --Kristine

From: Robin Nixon [mailto:robin_nixon@nps.gov]
Sent: Thursday, March 19, 2015 4:35 PM
To: Kristine Fitton
Cc: Sean Kennealy (sean_kennealy@nps.gov)

Subject: Re: talk with C3 about name & branding

Tomorrow morning any time for me

Sent from my iPhone

On Mar 19, 2015, at 9:46 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:

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I don't think we need more than 30 minutes.

Thanks --Kristine

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Thu Mar 19 2015 18:12:33 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>
Subject: Re: talk with C3 about name & branding

I'm thinking that if Robin and Kristine can make a call to Charlie - got for it as Karen and my schedules are tight on Friday.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

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Sent from my iPhone

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I don't think we need more than 30 minutes.

Thanks --Kristine

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Fri Mar 20 2015 06:05:20 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>, Sharon Swihart <sharon_swihart@nps.gov>
Subject: Re: talk with C3 about name & branding

Sharon,

Can you schedule this? (See below from Kristine.)

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Thu, Mar 19, 2015 at 9:23 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Thanks Sean.

I appreciate how busy you all are. Seeing photos of Karen with the royal family this week is the proof I need!

Charlie has offered to come to DC next week and I'm thinking a short in person meeting may be helpful.

If you all can give me a few windows that work early next week I'm happy to set up a brief in person meeting at your offices.

Thanks -- Kristine

Sent from my iPhone

On Mar 19, 2015, at 8:16 PM, "Sean Kennealy" <sean_kennealy@nps.gov> wrote:

I'm thinking that if Robin and Kristine can make a call to Charlie - got for it as Karen and my schedules are tight on Friday.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

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Tomorrow morning any time for me

Sent from my iPhone

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I don't think we need more than 30 minutes.

Thanks --Kristine

Conversation Contents

Call with C3

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Mon Mar 16 2015 14:42:46 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Call with C3

Hi Kristine,

Please also include Robin in your call to Charlie on the concert name this week.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Mon Mar 16 2015 16:10:05 GMT-0600 (MDT)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>
Subject: RE: Call with C3

Thanks, Sean. I will.

I'm going to try my best to set up a call but I know Charlie is in South America for the Lollapalooza festivals in Chile, Argentina and Brazil. I'm shooting for something early morning later this week. I've reached out to his assistant and will keep you both posted.

--Kristine

From: Kennealy, Sean [mailto:sean_kennealy@nps.gov]
Sent: Monday, March 16, 2015 4:43 PM
To: Kristine Fitton
Cc: Robin Nixon
Subject: Call with C3

Hi Kristine,

Please also include Robin in your call to Charlie on the concert name this week.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Mon Mar 16 2015 16:16:53 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: Call with C3

I want his job or at least carry his suitcase.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

On Mar 16, 2015, at 6:10 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Thanks, Sean. I will.

I'm going to try my best to set up a call but I know Charlie is in South America for the Lollapalooza festivals in Chile, Argentina and Brazil. I'm shooting for something early morning later this week. I've reached out to his assistant and will keep you both posted.

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From: Kennealy, Sean [mailto:sean_kennealy@nps.gov]
Sent: Monday, March 16, 2015 4:43 PM
To: Kristine Fitton
Cc: Robin Nixon
Subject: Call with C3

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Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>

Sent: Mon Mar 16 2015 16:27:55 GMT-0600 (MDT)
To: Sean Kennealy <sean_kennealy@nps.gov>
Subject: Re: Call with C3

The travel locales are impressive but I was more impressed by the fact that you've memorized pi to the tenth decimal point!

Sent from my iPhone

On Mar 16, 2015, at 6:17 PM, "Sean Kennealy" <sean_kennealy@nps.gov> wrote:

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Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
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From: Kennealy, Sean [mailto:sean_kennealy@nps.gov]
Sent: Monday, March 16, 2015 4:43 PM
To: Kristine Fitton
Cc: Robin Nixon
Subject: Call with C3

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Please also include Robin in your call to Charlie on the concert name this week.

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Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Mon Mar 16 2015 18:07:38 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: Call with C3

Funny!

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

On Mar 16, 2015, at 6:28 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

The travel locales are impressive but I was more impressed by the fact that you've memorized pi to the tenth decimal point!

Sent from my iPhone

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202-245-4685 (o)
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Sent: Monday, March 16, 2015 4:43 PM
To: Kristine Fitton
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Subject: Call with C3

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Sean Kennealy

Acting Deputy Superintendent

National Mall and Memorial Parks

202-245-4685 (office)

202-359-1551 (cell)

Conversation Contents

Re: alternative festival name

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Tue Mar 03 2015 13:56:55 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: alternative festival name

Robin,

We should gather some folks here at the park and brainstorm the festival name.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Tue, Mar 3, 2015 at 1:59 PM, Nixon, Robin <robin_nixon@nps.gov> wrote:

Please look at this today--I told the Trust that they have to have our approval (meaning an email from Supt to Caroline) on the name/theme. Pluribus is not working for C3 as a name, so they came back with Monument. The main question is how they tie that to a theme of this park--pluribus was much easier in that sense, with the whole diversity tie-in.

I recommend that we get on a conf call with TNM, and then possibly with them and C3. You know, in our free time in the next couple of days :)

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

□

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>

Date: Fri, Feb 27, 2015 at 4:11 PM

Subject: alternative festival name

To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>

File under "nothing is ever that easy" ...

C3 has cold feet about the festival name, Pluribus, and has been exploring other options. This is their top recommendation. The logo/art work is just preliminary. I'd love your thoughts.

They know it needs our collective approval, but also need to move quickly on a change to get artwork created for the ticket site and initial marketing.

Curious to hear what you think.

Thanks, Robin –Kristine

From: Charlie Jones [<mailto:cjones@c3presents.com>]

Sent: Friday, February 27, 2015 12:36 PM

To: Kristine Fitton

Subject: FW: Monument Logo Directions - Initial Exploration

Confidential until all parties have signed off. Have a great weekend.

CHARLIE JONES

Partner

C 3 P R E S E N T S

300 W. 6th Street, Suite 2100 | Austin, Texas 78701

512 478 7211 | 512 476 0611 fax

Cjones@c3presents.com

www.c3presents.com

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Tue Mar 03 2015 14:02:08 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: alternative festival name

I know - right!

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Tue, Mar 3, 2015 at 4:00 PM, Nixon, Robin <robin_nixon@nps.gov> wrote:
Damn...should have done it when we had them all in the kitchen!!

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

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Cjones@c3presents.com

www.c3presents.com

"Cucurullo, Karen" <karen_cucurullo@nps.gov>

From: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Sent: Wed Mar 04 2015 05:54:12 GMT-0700 (MST)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>
Subject: Re: alternative festival name

Sean,

I kinda like it, it definitely give a sense of where it is, so I like that. It may seem that they are fundraising for WAMO, so maybe we can come up with an alternative name.

Karen

On Tue, Mar 3, 2015 at 3:56 PM, Kennealy, Sean <sean_kennealy@nps.gov> wrote:

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Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

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Cjones@c3presents.com

www.c3presents.com

--

Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Wed Mar 04 2015 05:58:17 GMT-0700 (MST)
To: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Subject: Re: alternative festival name

Yes. I spoke with Robin about it some more and suggested maybe they come up with several options to discuss. Options should include preservation, protection , memorials, etc.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

On Mar 4, 2015, at 7:54 AM, Cucurullo, Karen <karen_cucurullo@nps.gov> wrote:

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Karen

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--
Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670

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Sent: Wed Mar 04 2015 06:10:04 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>

Subject: Re: alternative festival name

Here are some ideas, I am sure you have your thoughts.

Monument

Mall

Democracy

Freedom

Honor

Reflect

Rendezvous

Destiny

Pledge

Nation

Victory

Ceremonial

Emergence

Justice

Procession

On Tue, Mar 3, 2015 at 1:59 PM, Nixon, Robin <robin_nixon@nps.gov> wrote:

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----- Forwarded message -----

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Date: Fri, Feb 27, 2015 at 4:11 PM

Subject: alternative festival name

To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>

File under “nothing is ever that easy”...

C3 has cold feet about the festival name, Pluribus, and has been exploring other options. This is their top recommendation. The logo/art work is just preliminary. I'd love your thoughts.

They know it needs our collective approval, but also need to move quickly on a change to get artwork created for the ticket site and initial marketing.

Curious to hear what you think.

Thanks, Robin –Kristine

From: Charlie Jones [<mailto:cjones@c3presents.com>]

Sent: Friday, February 27, 2015 12:36 PM

To: Kristine Fitton

Subject: FW: Monument Logo Directions - Initial Exploration

Confidential until all parties have signed off. Have a great weekend.

CHARLIE JONES

Partner

C 3 P R E S E N T S

300 W. 6th Street, Suite 2100 | Austin, Texas 78701

512 478 7211 | 512 476 0611 fax

Cjones@c3presents.com

www.c3presents.com

--

Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670

Conversation Contents

Fwd: new festival launch announcement dates

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Mon Mar 02 2015 10:31:25 GMT-0700 (MST)
To: Sean Kennealy <sean_kennealy@nps.gov>
Subject: Fwd: new festival launch announcement dates

you should probably be in the loop on this too :)

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▣

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Fri, Feb 27, 2015 at 8:57 AM
Subject: new festival launch announcement dates
To: "Karen Cucurullo (karen_cucurullo@nps.gov)" <karen_cucurullo@nps.gov>, "sharon_swihart@nps.gov" <sharon_swihart@nps.gov>
Cc: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>

Karen:

Thank you, again, for helping to facilitate productive meetings yesterday about the Trust's music festival logistics.

As we discussed yesterday, we're postponing the launch announcement in order to have more time to fine-tune the branding elements. C3 will be ready by early April to announce the line

up of bands so we're looking to make the event announcement and line-up announcement at the same time, with tickets going on sale a few days later.

Right now, we're looking still at an early evening event (around 5:30pm-7:30pm) on either **March 31st, April 7th or April 8th.**

It is critical to us to have park service representative there so will gladly work around your schedule.

Thanks –Kristine

Conversation Contents

Last Thursday

Attachments:

/11. Last Thursday/1.1 DC 2015 Event Safety Plan v2.pdf

/11. Last Thursday/1.2 DC Festival deliverables #15-0174 2~26.pdf

Dirk Stalnecker <dstalnecker@c3presents.com>

From: Dirk Stalnecker <dstalnecker@c3presents.com>
Sent: Mon Mar 02 2015 10:01:05 GMT-0700 (MST)
To: "eddie_burnett@nps.gov" <eddie_burnett@nps.gov>, "leonard_lee@nps.gov" <leonard_lee@nps.gov>, "steve_booker@nps.gov" <steve_booker@nps.gov>, "karen_cucurello@nps.gov" <karen_cucurello@nps.gov>, "robin_nixon@nps.gov" <robin_nixon@nps.gov>, "sean_kennealy@nps.gov" <sean_kennealy@nps.gov>
Subject: Last Thursday
Attachments: DC 2015 Event Safety Plan v2.pdf DC Festival deliverables #15-0174 2~26.pdf

Hello

A quick note to thank all of you for a good meeting and a solid exchange of ideas. I've attached a revised draft our the Event Safety plan, along with an electronic copy of the deliverables notes we prepared for your files. We look forward to continuing the dialogue as we edge closer to the permit.

Thanks again.

DIRK STALNECKER

Production Director

C 3 P R E S E N T S

300 W. 6th Street Suite 2100 | Austin, Texas 78701

512 478 7211 | www.c3presents.com

Conversation Contents

Invitation: Pre-meeting for 2pm TNM C3 concert with Karen, Sean & Ro... @ Thu Feb 26, 2015 10:30am - 11am (Sean Kennealy)

Attachments:

/12. Invitation: Pre-meeting for 2pm TNM C3 concert with Karen, Sean & Ro... @ Thu Feb 26, 2015 10:30am - 11am (Sean Kennealy)/1.1 invite.ics

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Mon Feb 23 2015 08:38:15 GMT-0700 (MST)
To: "sean_kennealy@nps.gov" <sean_kennealy@nps.gov>, Karen Cucurullo <karen_cucurullo@nps.gov>, Robbin Owen <robbin_owen@nps.gov>
Subject: Invitation: Pre-meeting for 2pm TNM C3 concert with Karen, Sean & Ro... @ Thu Feb 26, 2015 10:30am - 11am (Sean Kennealy)
Attachments: invite.ics

Pre-meeting for 2pm TNM C3 concert with Karen, Sean & Robbin

[more details »](#)

When Thu Feb 26, 2015 10:30am – 11am Eastern Time

Where Sean's Office ([map](#))

Video call https://plus.google.com/hangouts/_/doi.gov/sean

Calendar Sean Kennealy

Who

- Sean Kennealy - organizer
- Tonya Thomas - creator
- Karen Cucurullo
- Robbin Owen

Going? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this email at the account sean_kennealy@nps.gov because you are subscribed for invitations on calendar Sean Kennealy.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Conversation Contents

Re: We are set for the 11:30 meeting

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Wed Feb 18 2015 07:39:44 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: We are set for the 11:30 meeting

OK - See you at 11:30.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Wed, Feb 18, 2015 at 9:37 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:
Flights were on time. Charlie Jones, partner at C3 will attend along with me and John Liipfert of C3's DC office.

Thanks, again, Sean.

Sent from my iPhone

Conversation Contents

RE: checking in re the Trust's music festival -- CONFIRMING DATE?

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Fri Feb 13 2015 15:20:16 GMT-0700 (MST)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>
Subject: RE: checking in re the Trust's music festival -- CONFIRMING DATE?

Sean and Sharon: Did you mean that you have availability Tuesday 2/17 or Wednesday 2/18? I just want to confirm before I check with C3. Thanks --Kristine

From: Kristine Fitton
Sent: Friday, February 13, 2015 5:09 PM
To: 'Kennealy, Sean'
Cc: Sharon Swihart
Subject: RE: checking in re the Trust's music festival

Thank you, Sean. Let me check with C3 right now to see if I can make it work. --Kristine

From: Kennealy, Sean [mailto:sean_kennealy@nps.gov]
Sent: Friday, February 13, 2015 3:00 PM
To: Kristine Fitton
Cc: Sharon Swihart
Subject: Re: checking in re the Trust's music festival

Hi Kristine,

Next week is very full for me and Karen, but we would like to meet with you. We have a slot (Tuesday, 2/18 from 11:30 AM to 12:00 Noon). If that works, Sharon can help lock in the time and meeting space here at Park HQ.

Have a nice weekend.

Thanks, Sean

Sean Kennealy

Acting Deputy Superintendent

National Mall and Memorial Parks

202-245-4685 (office)

202-359-1551 (cell)

On Thu, Feb 12, 2015 at 4:53 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Sean:

Teresa mentioned you stopped by yesterday. I'm sorry I missed you. I was playing nurse to my daughter who just got her tonsils out.

I mentioned this to Robin Nixon as well, but the head of our production company, C3 Presents, is nervous about the viability of the concert since he has big financial contracts in front of lots of bands but the material we're getting from the permitting department reads as though a gated and ticketed event isn't allowed.

Before C3 signs these contracts, they'd like to talk to you and Karen about the bigger-picture issues (knowing they routinely put together things like evacuation and transportation plans for all events) before having an event about the details with permitting.

Charlie Jones at C3 is willing to come up to DC from Austin any time that works for you because he wants to get some kind of certainty from the Park Service (and my "trust me" isn't cutting it!)

Do you and Karen have an hour of time in the next week or so for a higher-level meeting?
I'm still working to get a meeting with your leadership team and permitting on the books but that may not happen until March given our scheduling challenges with such a large group.

Thank you, Sean. --Kristine

T: 202-407-9412

M: 202-641-4969

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Fri Feb 13 2015 15:32:54 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: checking in re the Trust's music festival -- CONFIRMING DATE?

Wednesday. Sorry.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

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M: 202-641-4969

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Fri Feb 13 2015 15:33:06 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: checking in re the Trust's music festival -- CONFIRMING DATE?

Wednesday.

Thanks, Sean

Sean Kennealy
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National Mall & Memorial Parks
National Park Service
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From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Fri Feb 13 2015 15:34:08 GMT-0700 (MST)
To: Sean Kennealy <sean_kennealy@nps.gov>
Subject: RE: checking in re the Trust's music festival -- CONFIRMING DATE?

No worries. Thanks for clarifying.

Have a great weekend --Kristine

From: Sean Kennealy [mailto:sean_kennealy@nps.gov]
Sent: Friday, February 13, 2015 5:33 PM
To: Kristine Fitton
Cc: Sharon Swihart
Subject: Re: checking in re the Trust's music festival -- CONFIRMING DATE?

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Acting Deputy Superintendent

National Mall & Memorial Parks

National Park Service

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M: 202-641-4969

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Mon Feb 16 2015 07:51:52 GMT-0700 (MST)
To: Sean Kennealy <sean_kennealy@nps.gov>
Subject: RE: checking in re the Trust's music festival -- CONFIRMING DATE?

I confirmed with C3 that they can make Wednesday from 11:30am- noon. Can we please hold that?

I'll write back shortly with the names of the attendees from the Trust and C3.

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National Mall & Memorial Parks

National Park Service

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| M: 202-641-4969

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Mon Feb 16 2015 07:57:41 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: checking in re the Trust's music festival -- CONFIRMING DATE?

Ok. Sharon will hold that time.

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Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
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M: 202-641-4969

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Mon Feb 16 2015 10:19:35 GMT-0700 (MST)
To: Sean Kennealy <sean_kennealy@nps.gov>
Subject: RE: checking in re the Trust's music festival -- CONFIRMING DATE?

Thanks, Sean.

The C3 team is travelling here from Austin tomorrow afternoon. If they can't get through because of weather, I'll let you know right away.

Thanks, again. –Kristine

From: Sean Kennealy [mailto:sean_kennealy@nps.gov]
Sent: Monday, February 16, 2015 9:58 AM
To: Kristine Fitton
Subject: Re: checking in re the Trust's music festival -- CONFIRMING DATE?

Ok. Sharon will hold that time.

Thanks, Sean

Sean Kennealy

Acting Deputy Superintendent

National Mall & Memorial Parks

National Park Service

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Sent: Friday, February 13, 2015 5:09 PM
To: 'Kennealy, Sean'
Cc: Sharon Swihart
Subject: RE: checking in re the Trust's music festival

Thank you, Sean. Let me check with C3 right now to see if I can make it work. –Kristine

From: Kennealy, Sean [mailto:sean_kennealy@nps.gov]
Sent: Friday, February 13, 2015 3:00 PM
To: Kristine Fitton
Cc: Sharon Swihart
Subject: Re: checking in re the Trust's music festival

Hi Kristine,

Next week is very full for me and Karen, but we would like to meet with you. We have a slot (Tuesday, 2/18 from 11:30 AM to 12:00 Noon). If that works, Sharon can help lock in the time and meeting space here at Park HQ.

Have a nice weekend.

Thanks, Sean

Sean Kennealy

Acting Deputy Superintendent

National Mall and Memorial Parks

202-245-4685 (office)

202-359-1551 (cell)

On Thu, Feb 12, 2015 at 4:53 PM, Kristine Fitton
<KFitton@nationalmall.org> wrote:

Sean:

Teresa mentioned you stopped by yesterday. I'm sorry I missed you. I was playing nurse to my daughter who just got her tonsils out.

I mentioned this to Robin Nixon as well, but the head of our production company, C3 Presents, is nervous about the viability of the concert since he has big financial contracts in front of lots of bands but the material we're getting from the permitting department reads as though a gated and ticketed event isn't allowed.

Before C3 signs these contracts, they'd like to talk to you and Karen about the bigger-picture issues (knowing they routinely put together things like evacuation and transportation plans for all events) before having an event about the details with permitting.

Charlie Jones at C3 is willing to come up to DC from Austin any time that works for you because he wants to get some kind of certainty from the Park Service (and my "trust me" isn't cutting it!)

Do you and Karen have an hour of time in the next week or so for a higher-level meeting? I'm still working to get a meeting with your leadership team and permitting on the books but that may not happen until March given our scheduling challenges with such a large group.

Thank you, Sean. –Kristine

T: 202-407-9412
M: 202-641-4969

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Mon Feb 16 2015 11:30:53 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: checking in re the Trust's music festival -- CONFIRMING DATE?

Ok. Sounds good.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

On Feb 16, 2015, at 12:19 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Thanks, Sean.

The C3 team is travelling here from Austin tomorrow afternoon. If they can't get through because of weather, I'll let you know right away.

Thanks, again. –Kristine

From: Sean Kennealy [mailto:sean_kennealy@nps.gov]
Sent: Monday, February 16, 2015 9:58 AM
To: Kristine Fitton
Subject: Re: checking in re the Trust's music festival -- CONFIRMING DATE?

Ok. Sharon will hold that time.

Thanks, Sean

Sean Kennealy

Acting Deputy Superintendent

National Mall & Memorial Parks

National Park Service

202-245-4685 (o)

202-359-1551 (c)

On Feb 16, 2015, at 9:52 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:

I confirmed with C3 that they can make Wednesday from 11:30am- noon.
Can we please hold that?

I'll write back shortly with the names of the attendees from the Trust and C3.

Thank you, again, for being so accommodating. --Kristine

From: Sean Kennealy [mailto:sean_kennealy@nps.gov]
Sent: Friday, February 13, 2015 5:33 PM
To: Kristine Fitton
Cc: Sharon Swihart
Subject: Re: checking in re the Trust's music festival -- CONFIRMING DATE?

Wednesday. Sorry.

Thanks, Sean

Sean Kennealy

Acting Deputy Superintendent

National Mall & Memorial Parks

National Park Service

202-245-4685 (o)

202-359-1551 (c)

On Feb 13, 2015, at 5:20 PM, Kristine Fitton
<KFitton@nationalmall.org> wrote:

Sean and Sharon: Did you mean that you have availability Tuesday 2/17 or Wednesday 2/18? I just want to confirm before I check with C3. Thanks --Kristine

From: Kristine Fitton
Sent: Friday, February 13, 2015 5:09 PM
To: 'Kennealy, Sean'
Cc: Sharon Swihart
Subject: RE: checking in re the Trust's music festival

Thank you, Sean. Let me check with C3 right now to see if I can make it work. --Kristine

From: Kennealy, Sean [mailto:sean_kennealy@nps.gov]
Sent: Friday, February 13, 2015 3:00 PM
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Next week is very full for me and Karen, but we would like to meet with you. We have a slot (Tuesday, 2/18 from 11:30 AM to 12:00 Noon). If that works, Sharon can help lock in the time and meeting space here at Park HQ.

Have a nice weekend.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

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Sean:

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I mentioned this to Robin Nixon as well, but the head of our production company, C3 Presents, is nervous about the viability of the concert since he has big financial contracts in front of lots of bands but the material we're getting from the permitting department reads as though a gated and ticketed event isn't allowed.

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Charlie Jones at C3 is willing to come up to DC from Austin any time that works for you because he wants to get some kind of certainty from the Park Service (and my "trust me" isn't cutting it!)

Do you and Karen have an hour of time in the next week or so for a higher-level meeting? I'm still working to get a meeting with your leadership team and permitting on the books but that may not happen until March given our

scheduling challenges with such a large group.

Thank you, Sean. –Kristine

T: 202-407-9412

M: 202-641-4969

Conversation Contents

Re: checking in re the Trust's music festival

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Fri Feb 13 2015 12:59:32 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: checking in re the Trust's music festival

Hi Kristine,

Next week is very full for me and Karen, but we would like to meet with you. We have a slot (Tuesday, 2/18 from 11:30 AM to 12:00 Noon). If that works, Sharon can help lock in the time and meeting space here at Park HQ.

Have a nice weekend.

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Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

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Thank you, Sean. –Kristine

T: 202-407-9412

M: 202-641-4969

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Fri Feb 13 2015 15:09:17 GMT-0700 (MST)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>
Subject: RE: checking in re the Trust's music festival

Thank you, Sean. Let me check with C3 right now to see if I can make it work. –Kristine

From: Kennealy, Sean [mailto:sean_kennealy@nps.gov]
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Sean Kennealy

Acting Deputy Superintendent

National Mall and Memorial Parks

202-245-4685 (office)

202-359-1551 (cell)

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Thank you, Sean. –Kristine

T: 202-407-9412

M: 202-641-4969

Conversation Contents

Re: C3 Benefit Concert

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Thu Feb 05 2015 14:31:12 GMT-0700 (MST)
To: "Lee, Leonard" <leonard_lee@nps.gov>
Subject: Re: C3 Benefit Concert

Hi Leonard,

Thank you for assembling this so quickly. Karen and I have reviewed the document and have some edits/comments for you. I have them as a hard copy and will place them on your desk.

The next step would be to finalize and send to the TNM. Please set up a meeting for you and Robbin, plus whoever you need from the USPP, Karen, Sean, Robin N. and Kristine Fitton from the Trust (Kristine will be the POC for communicating with the C3 folks). Sharon can assist with scheduling, if necessary.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Thu, Feb 5, 2015 at 11:32 AM, Lee, Leonard <leonard_lee@nps.gov> wrote:

Good morning Karen & Sean.

I have attached a copy of the deliverables memo to go to the Trust for the National Mall, regarding the benefit concert.

Please review and respond with your comments. After receipt, I will finalize and send to Tiffany Rose.

Standing by.

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Thu Feb 12 2015 07:57:02 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: C3 Benefit Concert

Robbin and Robin,

Please coordinate a meeting with the TNM and us to find out how the TNM is doing with the deliverables Leonard sent them last week.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Thu, Feb 12, 2015 at 9:46 AM, Nixon, Robin <robin_nixon@nps.gov> wrote:
Just want to make sure we're on track with scheduling another meeting. The Trust says that the week of 2/23-2/27 works well for them and for C3. Can we schedule something that week?

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

On Thu, Feb 5, 2015 at 4:31 PM, Kennealy, Sean <sean_kennealy@nps.gov> wrote:
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Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

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Conversation Contents

#15-0174-Trust for the National Mall Concert Deliverables Memo

Attachments:

/17. #15-0174-Trust for the National Mall Concert Deliverables Memo/1.1 15-0174-Trust for the National Mall - Deliverables-2-6-15.doc

/17. #15-0174-Trust for the National Mall Concert Deliverables Memo/2.1 15-0174-Trust for the National Mall - Deliverables-2-6-15.doc

"Lee, Leonard" <leonard_lee@nps.gov>

From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Mon Feb 09 2015 06:01:51 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>, Tiffany Rose <trose@nationalmall.org>
Subject: #15-0174-Trust for the National Mall Concert Deliverables Memo
Attachments: 15-0174-Trust for the National Mall - Deliverables-2-6-15.doc

Good morning Kristine and Tiffany.

As a follow up to our meeting two weeks ago, I am attaching a memorandum, outlining information needed to finalize a permit for the benefit concert scheduled for next Fall.

Please contact me if I can answer any questions and/or provide any additional information.

Be well.

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Mon Feb 09 2015 06:12:52 GMT-0700 (MST)
To: Karen Cucurullo <Karen_Cucurullo@nps.gov>, Robin Nixon <robin_nixon@nps.gov>
Subject: Fwd: #15-0174-Trust for the National Mall Concert Deliverables Memo
Attachments: 15-0174-Trust for the National Mall - Deliverables-2-6-15.doc

Please see note from Leonard below.....I don't think you were copied on his email to the TNM about the Concert Deliverables....

Thanks, Sean

Sean Kennealy

Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

----- Forwarded message -----

From: **Lee, Leonard** <leonard_lee@nps.gov>

Date: Mon, Feb 9, 2015 at 8:01 AM

Subject: #15-0174-Trust for the National Mall Concert Deliverables Memo

To: Kristine Fitton <KFitton@nationalmall.org>, Tiffany Rose <trose@nationalmall.org>

Cc: Sean Kennealy <sean_kennealy@nps.gov>, Robbin Owen <robbin_owen@nps.gov>, James Murphy <james_murphy@nps.gov>

Good morning Kristine and Tiffany.

As a follow up to our meeting two weeks ago, I am attaching a memorandum, outlining information needed to finalize a permit for the benefit concert scheduled for next Fall.

Please contact me if I can answer any questions and/or provide any additional information.

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Conversation Contents

Fwd: FW: C3 concert follow up -- letter please

Attachments:

/18. Fwd: FW: C3 concert follow up -- letter please/1.1 C3 Concert.pdf

/18. Fwd: FW: C3 concert follow up -- letter please/2.1 C3 Concert.pdf

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Feb 03 2015 15:03:50 GMT-0700 (MST)
To: Sean Kennealy <sean_kennealy@nps.gov>, Karen Cucurullo <karen_cucurullo@nps.gov>
Subject: Fwd: FW: C3 concert follow up -- letter please
Attachments: C3 Concert.pdf

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Tue, Feb 3, 2015 at 4:58 PM
Subject: FW: C3 concert follow up -- letter please
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>

Here you go...

From: Swihart, Sharon [mailto:sharon_swihart@nps.gov]
Sent: Friday, October 10, 2014 11:57 AM
To: Kristine Fitton
Subject: Re: C3 concert follow up -- letter please

Here is Bob's signed copy.

--

Sharon Swihart
Special Assistant to the Superintendent
National Mall & Memorial Parks
900 Ohio Street SW
Washington, DC 20024-2000
202-245-4686 (Office)
202-426-9309 (Fax)

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Tue Feb 03 2015 15:06:23 GMT-0700 (MST)
To: Robbin Owen <Robbin_Owen@nps.gov>, Leonard Lee <leonard_lee@nps.gov>
Subject: Fwd: FW: C3 concert follow up -- letter please
Attachments: C3 Concert.pdf

Robbin and Leonard,

Here is the letter Bob sent to the TNM for the conceptual approval of the concert event.

This is the first I've seen this too.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)

202-359-1551 (cell)

----- Forwarded message -----

From: **Nixon, Robin** <robin_nixon@nps.gov>

Date: Tue, Feb 3, 2015 at 5:03 PM

Subject: Fwd: FW: C3 concert follow up -- letter please

To: Sean Kennealy <sean_kennealy@nps.gov>, Karen Cucurullo <karen_cucurullo@nps.gov>

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▣

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>

Date: Tue, Feb 3, 2015 at 4:58 PM

Subject: FW: C3 concert follow up -- letter please

To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>

Here you go...

From: Swihart, Sharon [mailto:sharon_swihart@nps.gov]

Sent: Friday, October 10, 2014 11:57 AM

To: Kristine Fitton

Subject: Re: C3 concert follow up -- letter please

Here is Bob's signed copy.

--

Sharon Swihart

Special Assistant to the Superintendent

National Mall & Memorial Parks

900 Ohio Street SW

Washington, DC 20024-2000

202-245-4686 (Office)

202-426-9309 (Fax)

**Label: "2015-00571 Highman NAMA
Concert-Nixon"**

Created by:robin_nixon@nps.gov

Total Messages in label:213 (76 conversations)

Created: 05-18-2015 at 06:28 AM

Conversation Contents

Getting together to discuss donor recognition / activation around festival

Alicia Alexion <aalexion@nationalmall.org>

From: Alicia Alexion <aalexion@nationalmall.org>
Sent: Tue Apr 28 2015 09:23:17 GMT-0600 (MDT)
To: "Wendy O'Sullivan (Wendy_O'Sullivan@nps.gov)" <Wendy_O'Sullivan@nps.gov>, "Robin Nixon (Robin_Nixon@nps.gov)" <Robin_Nixon@nps.gov>
Subject: Getting together to discuss donor recognition / activation around festival

Dear Wendy and Robin,

Hope you both enjoyed yourselves at the Luncheon last week. We were very pleased with it and are looking forward to finishing up our last event tonight at the launch of the Landmark Music Festival. Now that we're just about finished with events, we'd like to find time to get together with both of you and Karen to discuss donor recognition and activation around the Landmark Festival. Can you give us some times you might be available next week? We'll need an hour at least.

Many thanks.

Alicia Alexion

Executive Vice President
Trust for the National Mall

p: (202) 407-9416 | c: (202) 905-5429 | nationalmall.org

Making the National Mall the best park in the world.



cid:image002.jpg@01D062FE.F6564AD0

Alicia Alexion <aalexion@nationalmall.org>

From: Alicia Alexion <aalexion@nationalmall.org>
Sent: Fri May 01 2015 07:33:55 GMT-0600 (MDT)
To: "Wendy O'Sullivan (Wendy_O'Sullivan@nps.gov)" <Wendy_O'Sullivan@nps.gov>, "Robin Nixon (Robin_Nixon@nps.gov)" <Robin_Nixon@nps.gov>
Subject: RE: Getting together to discuss donor recognition / activation around festival

Just checking to see if we can find some dates on the calendar? Happy Weekend!

Alicia Alexion

Executive Vice President
Trust for the National Mall

p: (202) 407-9416 | c: (202) 905-5429 | nationalmall.org

Making the National Mall the best park in the world.



LMF Email Sig Lincoln at Night



From: Alicia Alexion

Sent: Tuesday, April 28, 2015 11:23 AM

To: Wendy O'Sullivan (Wendy_O'Sullivan@nps.gov); Robin Nixon (Robin_Nixon@nps.gov)

Subject: Getting together to discuss donor recognition / activation around festival

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p: (202) 407-9416 | c: (202) 905-5429 | nationalmall.org

Making the National Mall the best park in the world.



cid:image002.jpg@01D062FE.F6564AD0

"O'Sullivan, Wendy" <wendy_o'sullivan@nps.gov>

From: "O'Sullivan, Wendy" <wendy_o'sullivan@nps.gov>

Sent: Fri May 01 2015 07:36:38 GMT-0600 (MDT)

To: Alicia Alexion <aalexion@nationalmall.org>

Subject: Re: Getting together to discuss donor recognition / activation around festival

Hi Alicia - Yes lets find some dates that work. I am copying my staff assistant to help with my schedule.

Congrats on a super Luncheon and look forward to the discussion about the Festival donor recognition and activation.

Happy Friday, Wendy

WENDY L. O'SULLIVAN
Associate Regional Director
Partnerships, Youth & Community Engagement
National Park Service - National Capital Region
1100 Ohio Drive, SW
Washington, DC 20242
Phone: 202-619-7492
wendy_o'sullivan@nps.gov

□
On Fri, May 1, 2015 at 9:33 AM, Alicia Alexion <aalexion@nationalmall.org> wrote:

Just checking to see if we can find some dates on the calendar? Happy Weekend!

Alicia Alexion

Executive Vice President
Trust for the National Mall

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Making the National Mall the best park in the world.



LMF Email Sig Lincoln at Night



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Making the National Mall the best park in the world.



cid:image002.jpg@01D062FE.F6564AD0

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Fri May 01 2015 07:56:00 GMT-0600 (MDT)

To: Alicia Alexion <aalexion@nationalmall.org>
Subject: Re: Getting together to discuss donor recognition / activation around festival

I am available:

Monday 5/4: Any time after 1:30pm

Tuesday 5/ 5: Any time between 8am and 4pm

Thursday 5/7: Any time after 1:00pm

If you would like to include Karen, please connect with Tonya in the Supt's office. If karen is not available, I would go forward with meeting (her schedule can be crazy full) and then do a follow up with Karen.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▣

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Alicia Alexion

Executive Vice President
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From: Alicia Alexion

Sent: Tuesday, April 28, 2015 11:23 AM

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Subject: Getting together to discuss donor recognition / activation around festival

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Many thanks.

Alicia Alexion

Executive Vice President

Trust for the National Mall

p: (202) 407-9416 | c: (202) 905-5429 | nationalmall.org

Making the National Mall the best park in the world.



cid:image002.jpg@01D062FE.F6564AD0

"O'Sullivan, Wendy" <wendy_o'sullivan@nps.gov>

From: "O'Sullivan, Wendy" <wendy_o'sullivan@nps.gov>
Sent: Fri May 01 2015 08:01:57 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>
Subject: Fwd: Getting together to discuss donor recognition / activation around festival

We definitely need this meeting....

Check this out: <http://www.landmarkfestival.org/sponsors/>

Uncertain about an alcohol sponsor for public Trust/NPS event... Would have been easier if it was Budweiser.

- W

WENDY L. O'SULLIVAN
Associate Regional Director
Partnerships, Youth & Community Engagement
National Park Service - National Capital Region
1100 Ohio Drive, SW
Washington, DC 20242
Phone: 202-619-7492
wendy_o'sullivan@nps.gov

▣

----- Forwarded message -----

From: Nixon, Robin <robin_nixon@nps.gov>
Date: Fri, May 1, 2015 at 9:56 AM
Subject: Re: Getting together to discuss donor recognition / activation around festival
To: Alicia Alexion <aalexion@nationalmall.org>
Cc: "Wendy O'Sullivan (Wendy_O'Sullivan@nps.gov)" <Wendy_O'Sullivan@nps.gov>

I am available:

Monday 5/4: Any time after 1:30pm
Tuesday 5/ 5: Any time between 8am and 4pm
Thursday 5/7: Any time after 1:00pm

If you would like to include Karen, please connect with Tonya in the Supt's office. If karen is not available, I would go forward with meeting (her schedule can be crazy full) and then do a follow up with Karen.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024

202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▣

On Fri, May 1, 2015 at 9:33 AM, Alicia Alexion <aalexion@nationalmall.org> wrote:

Just checking to see if we can find some dates on the calendar? Happy Weekend!

Alicia Alexion

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LMF Email Sig Lincoln at Night

From: Alicia Alexion
Sent: Tuesday, April 28, 2015 11:23 AM
To: Wendy O'Sullivan (Wendy_O'Sullivan@nps.gov); Robin Nixon (Robin_Nixon@nps.gov)
Subject: Getting together to discuss donor recognition / activation around festival

Dear Wendy and Robin,

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Alicia Alexion <aalexion@nationalmall.org>

From: Alicia Alexion <aalexion@nationalmall.org>
Sent: Fri May 01 2015 09:43:28 GMT-0600 (MDT)
To: Sarneshea Evans <sarneshea_evans@nps.gov>
Subject: RE: Getting together to discuss donor recognition / activation around festival

Thanks. Sounds like Robin and our team can do something between 10:00 and 12:30 on Tuesday the 5th. Could that work for Wendy?

Alicia Alexion

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LMF Email Sig Lincoln at Night

From: O'Sullivan, Wendy [mailto:wendy_o'sullivan@nps.gov]
Sent: Friday, May 01, 2015 9:37 AM
To: Alicia Alexion
Cc: Robin Nixon (Robin_Nixon@nps.gov); Sarneshea Evans
Subject: Re: Getting together to discuss donor recognition / activation around festival

Hi Alicia - Yes lets find some dates that work. I am copying my staff assistant to help with my schedule.

Congrats on a super Luncheon and look forward to the discussion about the Festival donor recognition and activation.

Happy Friday, Wendy

WENDY L. O'SULLIVAN

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cid:image002.jpg@01D062FE.F6564AD0

Alicia Alexion <aalexion@nationalmall.org>

From: Alicia Alexion <aalexion@nationalmall.org>
Sent: Fri May 01 2015 09:44:20 GMT-0600 (MDT)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: RE: Getting together to discuss donor recognition / activation around festival

Thanks Robin. I'll try to schedule it with just Wendy and you, and then we can circle back with Karen as you suggest.

Alicia Alexion

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Subject: Re: Getting together to discuss donor recognition / activation around festival

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cid:image002.jpg@01D062FE.F6564AD0

"Evans, Sarneshea" <sarneshea_evans@nps.gov>

From: "Evans, Sarneshea" <sarneshea_evans@nps.gov>
Sent: Fri May 01 2015 09:50:37 GMT-0600 (MDT)
To: Alicia Alexion <aalexion@nationalmall.org>
Subject: Re: Getting together to discuss donor recognition / activation around festival

Alicia,

Unfortunately, Wendy is in an all day meeting on Tuesday, May 5th. Is there another day next week that would work best everyone?

Sarneshea

On Fri, May 1, 2015 at 11:43 AM, Alicia Alexion <aalexion@nationalmall.org> wrote:

Thanks. Sounds like Robin and our team can do something between 10:00 and 12:30 on Tuesday the 5th. Could that work for Wendy?

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Happy Friday, Wendy

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Alicia Alexion

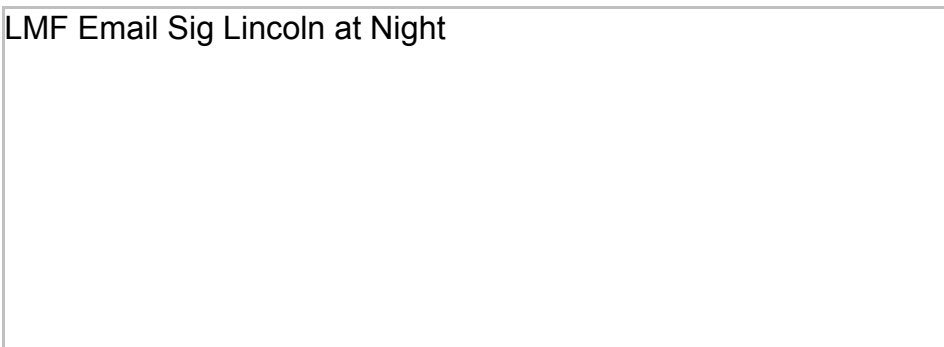
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Sarneshea Evans | National Park Service
Staff Assistant

National Capital Region
Office of Communications/Office of Partnerships
1100 Ohio Drive, SW; Washington, D.C. 20242
202-619-7187 office

Alicia Alexion <aalexion@nationalmall.org>

From: Alicia Alexion <aalexion@nationalmall.org>
Sent: Mon May 04 2015 07:10:39 GMT-0600 (MDT)
To: "Evans, Sarneshea" <sarneshea_evans@nps.gov>, "Robin Nixon (Robin_Nixon@nps.gov)" <Robin_Nixon@nps.gov>
Subject: RE: Getting together to discuss donor recognition / activation around festival

Can you both give me times / days for next week? Seems nothing lined up correctly this week.

Thanks.

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LMF Email Sig Lincoln at Night

From: Evans, Sarneshea [mailto:sarneshea_evans@nps.gov]
Sent: Friday, May 01, 2015 11:26 AM
To: Alicia Alexion
Subject: Re: Getting together to discuss donor recognition / activation around festival

Hi Alicia,

Wendy is available on the following days next week:

Monday, May 4th 10:30 am-1:25 pm

Wednesday, May 6th 11:00-4:00 pm

Thursday, May 7th 3:00 pm-4:00 pm

Once you hear back from Robin, please let me know if one of the days/times work well for a meeting. If not, we can work together to find another sets of dates and times.

Thank you,

Sarneshea

On Fri, May 1, 2015 at 9:36 AM, O'Sullivan, Wendy <wendy_o'sullivan@nps.gov> wrote:

Hi Alicia - Yes lets find some dates that work. I am copying my staff assistant to help with my schedule.

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cid:image002.jpg@01D062FE.F6564AD0

--

Sarneshea Evans | National Park Service

Staff Assistant

National Capital Region

Office of Communications/Office of Partnerships

1100 Ohio Drive, SW; Washington, D.C. 20242

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Mon May 04 2015 07:20:01 GMT-0600 (MDT)
To: Alicia Alexion <aalexion@nationalmall.org>
Subject: Re: Getting together to discuss donor recognition / activation around festival

Monday 5/11 - 9-11am, 1-2pm
tuesday 5/12 - 2-4pm
Weds 5/13 - 9-11am
Thurs 5/14 - 1-4pm
Fri 5/15 - 1-3pm

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

□

On Mon, May 4, 2015 at 9:10 AM, Alicia Alexion <aalexion@nationalmall.org> wrote:

Can you both give me times / days for next week? Seems nothing lined up correctly this week.

Thanks.

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Sarneshea Evans | National Park Service

Staff Assistant

National Capital Region

Office of Communications/Office of Partnerships

1100 Ohio Drive, SW; Washington, D.C. 20242

202-619-7187 office

Conversation Contents

Re: Invitation: Meeting re: Trust and music festival @ Thu Apr 30, 2015 8am - 9am (robbin_owen@nps.gov)

"Owen, Robbin" <robbin_owen@nps.gov>

From: "Owen, Robbin" <robbin_owen@nps.gov>
Sent: Thu Apr 30 2015 04:59:48 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>, Sean Kennealy <sean_kennealy@nps.gov>
Subject: Re: Invitation: Meeting re: Trust and music festival @ Thu Apr 30, 2015 8am - 9am (robbin_owen@nps.gov)

Leonard is the Permit Specialist on this event, shouldn't he be included in the meeting?

On Wed, Apr 29, 2015 at 4:28 PM, Robin Nixon <robin_nixon@nps.gov> wrote:

Meeting re: Trust and music festival

[more details »](#)

When Thu Apr 30, 2015 8am – 9am Eastern Time

Where Sean's office ([map](#))

Video call https://plus.google.com/hangouts/_/doi.gov/robin

Calendar robbin_owen@nps.gov

Who

- Robin Nixon - organizer
- Robbin Owen
- Sean Kennealy

Going? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this email at the account robbin_owen@nps.gov because you are subscribed for invitations on calendar robbin_owen@nps.gov.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Thu Apr 30 2015 05:28:41 GMT-0600 (MDT)
To: "Owen, Robbin" <robbin_owen@nps.gov>
Subject: Re: Invitation: Meeting re: Trust and music festival @ Thu Apr 30, 2015 8am - 9am (robbin_owen@nps.gov)

I think we need to have some discussions with all division Chiefs first, then we will certainly bring in those directly working in this. Certainly, Leonard will be an integral part in this permit and activity, but Robin and I wanted to talk about the overall picture and not get into specific permit requirements at this time.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

On Apr 30, 2015, at 6:59 AM, Owen, Robbin <robbin_owen@nps.gov> wrote:

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- Robin Nixon - organizer
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"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Thu Apr 30 2015 05:37:37 GMT-0600 (MDT)
To: Sean Kennealy <sean_kennealy@nps.gov>
Subject: Re: Invitation: Meeting re: Trust and music festival @ Thu Apr 30, 2015 8am - 9am (robbin_owen@nps.gov)

Sean, I wouldn't have a problem including Leonard---especially since he's the one managing the event; I just didn't think of it when I sent the invite. It would probably save some communication time for he and Robbin.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▣

On Thu, Apr 30, 2015 at 7:28 AM, Sean Kennealy <sean_kennealy@nps.gov> wrote:

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Video call https://plus.google.com/hangouts/_/doi.gov/robin

Calendar robbin_owen@nps.gov

Who

- Robin Nixon - organizer
- Robbin Owen
- Sean Kennealy

Going? **Yes** - **Maybe** - **No** [more options »](#)

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Conversation Contents

Music Festival

"Owen, Robbin" <robbin_owen@nps.gov>

From: "Owen, Robbin" <robbin_owen@nps.gov>
Sent: Wed Apr 29 2015 09:02:20 GMT-0600 (MDT)
To: Karen Cucurullo <Karen_Cucurullo@nps.gov>, Sean Kennealy <sean_kennealy@nps.gov>, John Swihart <dick_swihart@nps.gov>, Robin Nixon <Robin_Nixon@nps.gov>
Subject: Music Festival

Good Morning All: Now the event has been announced we would like to be briefed on what has been agreed to. We viewed the ticket sales site and are very concerned about some of the things they are seeking to do. When are you all available?

Thanks, Robbin

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Wed Apr 29 2015 09:24:45 GMT-0600 (MDT)
To: "Owen, Robbin" <robbin_owen@nps.gov>
Subject: Re: Music Festival

I am available all afternoon today. I am available tomorrow after 2pm.

Robin Nixon
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the things they are seeking to do. When are you all available?

Thanks, Robbin

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Wed Apr 29 2015 09:27:54 GMT-0600 (MDT)
To: "Owen, Robbin" <robbin_owen@nps.gov>, Michael Litterst <mike_litterst@nps.gov>
Subject: Re: Music Festival

I asked Mike to get the brief from the TNM so we can share that with everyone to get them up to speed.

Mike - Can that happen today?

Thanks, Sean

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Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

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From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Wed Apr 29 2015 12:15:34 GMT-0600 (MDT)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>
Subject: Re: Music Festival

Sean, I think it would make more sense to have a quick sit-down with Robbin and Leonard so that we have some idea about what it is about the website that concerns them. We can go from there as far as what kind of written information we need to provide to permits that the permittee (TNM) isn't already providing--let's try to avoid creating additional/duplicative work.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks

National Park Service
900 Ohio Drive, SW
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202-738-7956 (cell)
robin_nixon@nps.gov

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sean_kennealy@nps.gov

From: sean_kennealy@nps.gov
Sent: Wed Apr 29 2015 13:10:54 GMT-0600 (MDT)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: Music Festival

I agree. Can you set something up?

Thanks, Sean

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Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office - direct)
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Thanks, Robbin

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>

Sent: Wed Apr 29 2015 13:32:50 GMT-0600 (MDT)
To: Sean Kennealy <sean_kennealy@nps.gov>
Subject: Re: Music Festival

Sean, your schedule looks horrible for both tomorrow and Friday--do you have any gaps in there? I don't think Robbin wants to wait until next week, but I guess she will if she has to. I can go over and chat with her tomorrow about what her specific concerns are, and then develop an agenda for a meeting early next week. How does that sound?

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"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Wed Apr 29 2015 14:07:27 GMT-0600 (MDT)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: Music Festival

I tried to call you. Your cell phone mailbox is full. You are not in office. I can't reach you!!!

How about Thursday at 8 AM? I have a 8:30 - 5 pm on Thursday.

Thanks, Sean

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"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Wed Apr 29 2015 14:25:57 GMT-0600 (MDT)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>
Subject: Re: Music Festival

lol...was just across the parking lot...and the damn phone did not ring!! I emptied my voice mail, so you can at least leave a message now :)

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Conversation Contents

Talking points for Landmark announcement

/4. Talking points for Landmark announcement/1.1 Landmark Music Festival announcement talking points.docx

"Litterst, Michael" <mike_litterst@nps.gov>

From: "Litterst, Michael" <mike_litterst@nps.gov>
Sent: Tue Apr 28 2015 13:09:34 GMT-0600 (MDT)
To: Karen Cucurullo <karen_cucurullo@nps.gov>
Subject: Talking points for Landmark announcement
Attachments: Landmark Music Festival announcement talking points.docx

~~~~~  
Mike Litterst  
Public Affairs Officer

National Park Service  
National Mall & Memorial Parks  
900 Ohio Drive, SW  
Washington, DC 20240  
Phone: (202) 245-4676  
Cell: (202) 306-4166

The National Park Service cares for special places saved by the American people so that all may experience our heritage.

EXPERIENCE YOUR AMERICA

▣

**"Nixon, Robin" <robin\_nixon@nps.gov>**

---

**From:** "Nixon, Robin" <robin\_nixon@nps.gov>  
**Sent:** Wed Apr 29 2015 13:27:13 GMT-0600 (MDT)  
**To:** "Litterst, Michael" <mike\_litterst@nps.gov>  
**Subject:** Re: Talking points for Landmark announcement

Robin Nixon  
Chief of Partnerships



National Mall and Memorial Parks  
National Park Service  
900 Ohio Drive, SW  
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202-245-4710 (ofc)  
202-738-7956 (cell)  
[robin\\_nixon@nps.gov](mailto:robin_nixon@nps.gov)

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Conversation Contents

Re: Ticketed concert on the mall??

mike feldstein <mikeme123@aol.com>

From: mike feldstein <mikeme123@aol.com>
Sent: Wed Apr 29 2015 09:08:32 GMT-0600 (MDT)
To: robin_nixon@nps.gov
Subject: Re: Ticketed concert on the mall??

There must be a typo. I don't see your name listed as one of the feature singers.

Can we get any of the performers to Dupont Circle?

-----Original Message-----

From: Aaron DeNu <aaron.denu@gmail.com>
To: Mike Feldstein <mikeme123@aol.com>
Sent: Wed, Apr 29, 2015 10:36 am
Subject: Ticketed concert on the mall??

http://www.bizjournals.com/washington/morning_call/2015/04/major-music-festival-coming-to-the-national-mall.html

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Wed Apr 29 2015 09:26:34 GMT-0600 (MDT)
To: mike feldstein <mikeme123@aol.com>
Subject: Re: Ticketed concert on the mall??

lolol--- I will be a rock star in my next life!! Yes, there is a chance, I have already asked the event company about it. I'll keep you posted.

Robin Nixon
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National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
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202-738-7956 (cell)
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On Wed, Apr 29, 2015 at 11:08 AM, mike feldstein <mikeme123@aol.com> wrote:
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Subject: Ticketed concert on the mall??

http://www.bizjournals.com/washington/morning_call/2015/04/major-music-festival-coming-to-the-national-mall.html

mike feldstein <mikeme123@aol.com>

From: mike feldstein <mikeme123@aol.com>
Sent: Wed Apr 29 2015 09:57:04 GMT-0600 (MDT)
To: robin_nixon@nps.gov
Subject: Re: Ticketed concert on the mall??

Dang. And if you get a performer to Dupont Circle you will be a big big star in this life.

Hugs

-----Original Message-----

From: Nixon, Robin <robin_nixon@nps.gov>

To: mike feldstein <mikeme123@aol.com>

Sent: Wed, Apr 29, 2015 11:27 am

Subject: Re: Ticketed concert on the mall??

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Conversation Contents

Announcing the Landmark Music Festival for the National Mall

Jeremy Granoff <information@nationalmall.org>

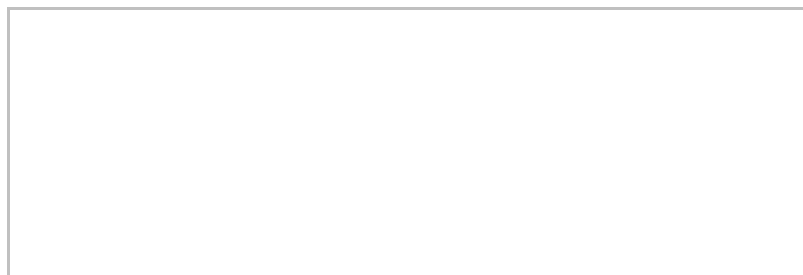
From: Jeremy Granoff <information@nationalmall.org>
Sent: Tue Apr 28 2015 18:02:15 GMT-0600 (MDT)
To: robin_nixon@nps.gov
Subject: Announcing the Landmark Music Festival for the National Mall

[Join us this September! View this online.](#)

Robin,

I am so excited to finally get to tell you about this...

We just announced something big happening September 26 and 27:



In addition to some killer performers -- including **Drake**, **The Strokes**, **alt-J**, and **Wale** (!!!) -- and a fantastic location, the best part is that this world-class music festival will teach a new generation of folks about the National Mall's history, ideals, and pressing restoration needs.

As one of our best supporters, I want to make sure you're the first to know all the updates

-- including that tickets are on sale right now!

[Add your name here if you're interested in hearing more about the Landmark Music Festival for the National Mall.](#)

When you do, we'll let you know about ticket giveaways and how you can help spread the word.

In the meantime, mark your calendar for September 26 and 27. Forty-plus artists, five stages, two days, all for one cause. It's going to be a lot of fun.

Thanks -- I hope you're as pumped as I am!

Jeremy

Jeremy Granoff
Marketing Associate
Campaign for the National Mall

P.S. **[Check out the Landmark Music Festival's website](#)** -- and forward this to any of your friends who love good music for a good cause.

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Trust for the National Mall
1300 Pennsylvania Ave, NW Suite 370 Washington, DC 20004

Phone: (202) 407-9408 Email: Information@nationalmall.org

[unsubscribe](#) [update email preferences](#)

Conversation Contents

ROS for tomorrow

- /7. ROS for tomorrow/1.1 landmark-launch-event-ros.docx
- /7. ROS for tomorrow/1.2 W event speaking program. april22.docx
- /7. ROS for tomorrow/2.1 landmark-launch-event-ros.docx
- /7. ROS for tomorrow/2.2 W event speaking program. april22.docx

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Mon Apr 27 2015 14:14:31 GMT-0600 (MDT)
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>
Subject: ROS for tomorrow
Attachments: landmark-launch-event-ros.docx W event speaking program. april22.docx

Robin:

We have a few last-minute details to work out, so this is subject to change (and I'll obviously let you know if it does).

And, of course, we don't want to put words in Karen's mouth so just take the talking points as suggestions.

Thanks --Kristine

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Apr 28 2015 05:50:25 GMT-0600 (MDT)
To: Karen Cucurullo <karen_cucurullo@nps.gov>, Michael Litterst <mike_litterst@nps.gov>
Subject: Fwd: ROS for tomorrow
Attachments: landmark-launch-event-ros.docx W event speaking program. april22.docx

Sorry, I asked for them to include you on this email, but they didn't.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
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202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▣

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Mon, Apr 27, 2015 at 4:14 PM
Subject: ROS for tomorrow
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>
Cc: Tiffany Rose <TRose@nationalmall.org>

Robin:

We have a few last-minute details to work out, so this is subject to change (and I'll obviously let you know if it does).

And, of course, we don't want to put words in Karen's mouth so just take the talking points as suggestions.

Thanks --Kristine

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Apr 28 2015 05:53:18 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: ROS for tomorrow

Thanks, Kristine!!

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
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On Mon, Apr 27, 2015 at 4:14 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

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Conversation Contents

Fwd: approval of Karen quote for press release -- time sensitive

Attachments:

/8. Fwd: approval of Karen quote for press release -- time sensitive/1.1 Landmark Music Festival - Press Release 4.27.2015.docx

"Litterst, Michael" <mike_litterst@nps.gov>

From: "Litterst, Michael" <mike_litterst@nps.gov>
Sent: Tue Apr 28 2015 05:52:50 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>
Subject: Fwd: approval of Karen quote for press release -- time sensitive
Attachments: Landmark Music Festival - Press Release 4.27.2015.docx

Mike Litterst
Public Affairs Officer
National Mall and Memorial Parks

ph: 202-245-4676
cell: 202-306-4166

----- Forwarded message -----

From: "Kristine Fitton" <KFitton@nationalmall.org>
Date: Apr 27, 2015 7:11 PM
Subject: approval of Karen quote for press release -- time sensitive
To: "Litterst, Michael (mike_litterst@nps.gov)" <mike_litterst@nps.gov>
Cc:

Mike: I've attached our festival announcement press release and would love to get either approval on Karen's quote or a replacement quote asap.

The release is attached, and I've highlighted the quote below. Thanks! --Kristine

"As the National Park Service approaches its 100th anniversary next year, all of our national parks, including the National Mall, are looking for relevant ways to engage the next generation of national park supporters," added Karen Cucurullo, acting superintendent of the National Mall and Memorial Parks. "Our non-profit partners at the Trust are uniquely qualified to bring the value and values of the park to life and we are glad

that the Landmark Festival will help launch a new collective effort among millennials to appreciate the National Mall and protect it for generations to come.”

Kristine Fitton

Vice President, Marketing & Communications

Trust for the National Mall

T: 202 407-9412

M: 202-641-4969

Conversation Contents

Fwd: Landmark Festival - Cause Related Copy

Attachments:

/9. Fwd: Landmark Festival - Cause Related Copy/1.1 HomePage1.png

/9. Fwd: Landmark Festival - Cause Related Copy/1.2 LMF - THE CAUSE PAGE.docx

Robin Nixon <robin_nixon@nps.gov>

From: Robin Nixon <robin_nixon@nps.gov>
Sent: Tue Apr 21 2015 15:16:47 GMT-0600 (MDT)
To: Wendy O'Sullivan <wendy_o'sullivan@nps.gov>
Subject: Fwd: Landmark Festival - Cause Related Copy
Attachments: HomePage1.png LMF - THE CAUSE PAGE.docx

It looks pretty good, but we need consensus about whether a "celebration" of the mall and an increased understanding of what's needed to sustain it meets the bar for legally allowing the activity, i.e., increases visitor understanding of the site's purpose and significance.

Sent from my iPad

Begin forwarded message:

From: Kristine Fitton <KFitton@nationalmall.org>
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>, "Litterst, Michael (mike_litterst@nps.gov)" <mike_litterst@nps.gov>
Subject: **FW: Landmark Festival - Cause Related Copy**

Robin and Mike:

There are a bunch of copy edits we're going to make here, but in the spirit of sharing I wanted to show you the first draft of the Landmark Festival homepage and cause copy the I got from C3 Presents this afternoon.

MacKenzie and I are editing now, but please let me know – by tomorrow if possible – if you see any red flags.

Thank you! --Kristine

Conversation Contents

FW: Landmark Festival - Cause Related Copy

/10. FW: Landmark Festival - Cause Related Copy/1.1 HomePage1.png

/10. FW: Landmark Festival - Cause Related Copy/1.2 LMF - THE CAUSE PAGE.docx

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Tue Apr 21 2015 13:51:37 GMT-0600 (MDT)
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>, "Litterst, Michael (mike_litterst@nps.gov)" <mike_litterst@nps.gov>
Subject: FW: Landmark Festival - Cause Related Copy
Attachments: HomePage1.png LMF - THE CAUSE PAGE.docx

Robin and Mike:

There are a bunch of copy edits we're going to make here, but in the spirit of sharing I wanted to show you the first draft of the Landmark Festival homepage and cause copy the I got from C3 Presents this afternoon.

MacKenzie and I are editing now, but please let me know – by tomorrow if possible – if you see any red flags.

Thank you! --Kristine

Robin Nixon <robin_nixon@nps.gov>

From: Robin Nixon <robin_nixon@nps.gov>
Sent: Tue Apr 21 2015 15:12:39 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: Landmark Festival - Cause Related Copy

Thanks, Kristine-- we will put our heads together first thing tomorrow and get back to you .

Sent from my iPad

On Apr 21, 2015, at 3:52 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Robin and Mike:

There are a bunch of copy edits we're going to make here, but in the spirit of sharing I wanted to show you the first draft of the Landmark Festival homepage and cause copy the I got from C3 Presents this afternoon.

MacKenzie and I are editing now, but please let me know – by tomorrow if possible – if you see any red flags.

Thank you! --Kristine

<HomePage1.png>

<LMF - THE CAUSE PAGE.docx>

Conversation Contents

festival activation ideas

Attachments:

/11. festival activation ideas/1.1 AGBGEN15001_Landmark_presentation.pdf

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Mon Apr 20 2015 21:49:54 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>
Subject: festival activation ideas
Attachments: AGBGEN15001_Landmark_presentation.pdf

Robin: I hope you're well and are recovering from the Earth Day event and the Cherry Blossom Festival.

We're gearing up for our Luncheon, but I also wanted to make sure I shared initial festival activation ideas with you. See attached. (Note: I realize we can't put a band under the Lincoln! That's a poor visual.)

We've started to expand on the cause tent experience -- potentially working with National Geographic -- and am happy to talk through some preliminary thoughts.

Thanks --Kristine

Conversation Contents

Fwd: Join Us & C3 Presents For Something Big

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Tue Apr 14 2015 05:47:22 GMT-0600 (MDT)
To: Cucurullo Karen <Karen_Cucurullo@nps.gov>, Robin Nixon <Robin_Nixon@nps.gov>
Subject: Fwd: Join Us & C3 Presents For Something Big

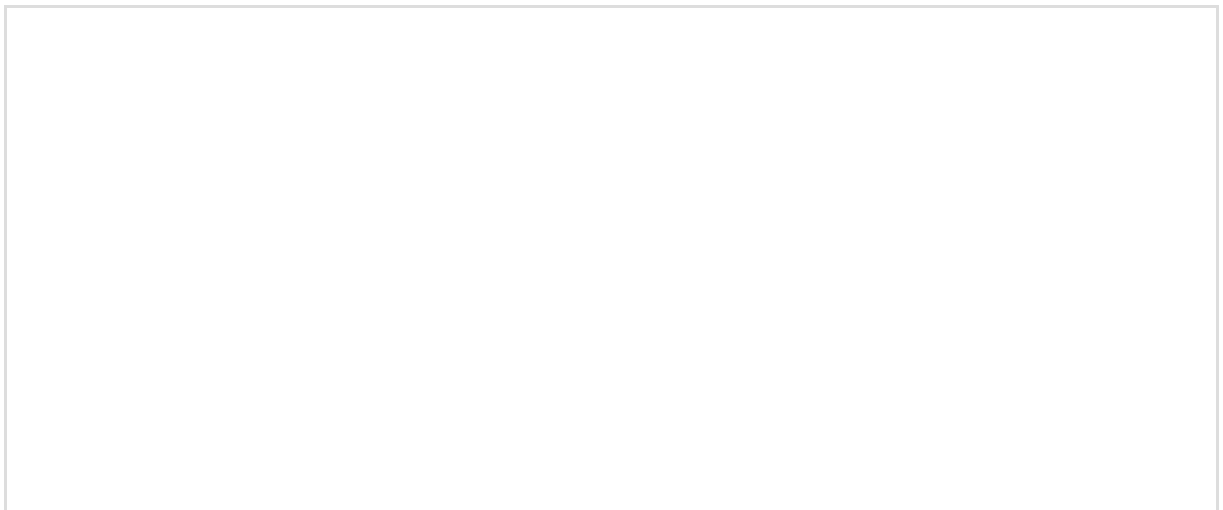
Just received this.....!

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

Begin forwarded message:

From: Campaign for the National Mall <events@nationalmall.org>
Date: April 14, 2015 at 7:32:44 AM EDT
To: <sean_kennealy@nps.gov>
Subject: Join Us & C3 Presents For Something Big
Reply-To: <events@nationalmall.org>



Campaign for the National Mall
events@nationalmall.org

[unsubscribe](#) [update email preferences](#)

Conversation Contents

Out of Office Re: Join Us & C3 Presents For Something Big

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Apr 14 2015 05:33:20 GMT-0600 (MDT)
To: bounces+1582130-ca69-robin_nixon=nps.gov@email.pd25.com
Subject: Out of Office Re: Join Us & C3 Presents For Something Big

I will be out of the office on business travel from 4/13-4/16. I will respond to emails and phone messages during this time. I will return to the office on Friday, 4/17. Thanks!!

--

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

□

Conversation Contents

Join Us & C3 Presents For Something Big

Campaign for the National Mall <events@nationalmall.org>

From: Campaign for the National Mall <events@nationalmall.org>
Sent: Tue Apr 14 2015 05:32:47 GMT-0600 (MDT)
To: robin_nixon@nps.gov
Subject: Join Us & C3 Presents For Something Big

Campaign for the National Mall
events@nationalmall.org

[unsubscribe](#) [update email preferences](#)

Conversation Contents

Briefing paper - Trust concert

/15. Briefing paper - Trust concert/1.1 Briefing paper - Trust for the National Mall concert.docx

"Litterst, Michael" <mike_litterst@nps.gov>

From: "Litterst, Michael" <mike_litterst@nps.gov>
Sent: Thu Apr 09 2015 20:20:55 GMT-0600 (MDT)
To: Karen Cucurullo <karen_cucurullo@nps.gov>, Robin Nixon <robin_nixon@nps.gov>
Subject: Briefing paper - Trust concert
Attachments: Briefing paper - Trust for the National Mall concert.docx

Feel free to edit as needed, or let me know if there's additional information that you feel needs to be included.

Mike

~~~~~  
Mike Litterst  
Public Affairs Officer

National Park Service  
National Mall & Memorial Parks  
900 Ohio Drive, SW  
Washington, DC 20240  
Phone: (202) 245-4676  
Cell: (202) 306-4166

The National Park Service cares for special places saved by the American people so that all may experience our heritage.

EXPERIENCE YOUR AMERICA

▣

### "Cucurullo, Karen" <karen\_cucurullo@nps.gov>

---

**From:** "Cucurullo, Karen" <karen\_cucurullo@nps.gov>  
**Sent:** Fri Apr 10 2015 14:21:51 GMT-0600 (MDT)  
**To:** "Litterst, Michael" <mike\_litterst@nps.gov>

**Subject:** Re: Briefing paper - Trust concert

Robin,

Anything to add to what Mike wrote?

Karen

On Thu, Apr 9, 2015 at 10:20 PM, Litterst, Michael <[mike\\_litterst@nps.gov](mailto:mike_litterst@nps.gov)> wrote:

Feel free to edit as needed, or let me know if there's additional information that you feel needs to be included.

Mike

~~~~~

Mike Litterst
Public Affairs Officer

National Park Service
National Mall & Memorial Parks
900 Ohio Drive, SW
Washington, DC 20240
Phone: (202) 245-4676
Cell: (202) 306-4166

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EXPERIENCE YOUR AMERICA

--

Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670

Robin Nixon <robin_nixon@nps.gov>

From: Robin Nixon <robin_nixon@nps.gov>
Sent: Fri Apr 10 2015 14:48:53 GMT-0600 (MDT)
To: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Subject: Re: Briefing paper - Trust concert

No, I gave my feedback yesterday but will look at final

Sent from my iPhone

On Apr 10, 2015, at 4:21 PM, Cucurullo, Karen <karen_cucurullo@nps.gov> wrote:

Robin,

Anything to add to what Mike wrote?

Karen

On Thu, Apr 9, 2015 at 10:20 PM, Litterst, Michael <mike_litterst@nps.gov> wrote:

Feel free to edit as needed, or let me know if there's additional information that you feel needs to be included.

Mike

~~~~~

Mike Litterst  
Public Affairs Officer

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--

Karen Cucurullo  
Acting Superintendent  
National Mall and Memorial Parks  
w:202-245-4670

---

**Robin Nixon** <[robin\\_nixon@nps.gov](mailto:robin_nixon@nps.gov)>

**From:** Robin Nixon <[robin\\_nixon@nps.gov](mailto:robin_nixon@nps.gov)>  
**Sent:** Fri Apr 10 2015 14:51:30 GMT-0600 (MDT)  
**To:** "Cucurullo, Karen" <[karen\\_cucurullo@nps.gov](mailto:karen_cucurullo@nps.gov)>  
**Subject:** Re: Briefing paper - Trust concert

I think it looks great and covers everything we discussed

Sent from my iPad

On Apr 10, 2015, at 4:21 PM, Cucurullo, Karen <[karen\\_cucurullo@nps.gov](mailto:karen_cucurullo@nps.gov)> wrote:

Robin,

Anything to add to what Mike wrote?

Karen

On Thu, Apr 9, 2015 at 10:20 PM, Litterst, Michael <[mike\\_litterst@nps.gov](mailto:mike_litterst@nps.gov)> wrote:

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--

Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670

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Conversation Contents

Souvenir Sales at Trust for National Mall Concert

"Swihart, John" <dick_swihart@nps.gov>

From: "Swihart, John" <dick_swihart@nps.gov>
Sent: Tue Apr 07 2015 12:27:05 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>, Teri Austin <teresa_austin@nps.gov>
Subject: Souvenir Sales at Trust for National Mall Concert

Robin-

Expect a phone call from Charlie at C3 and Kristine at TNM.

C3 is expecting to sell Rock Band branded T-shirts and other concert memorabilia themselves. Not sure that sort of merchandise is allowed to be sold in this park.

Furthermore Kristine wants to sell a TNM benefit souvenir T-Shirt.

Neither of them expect to sell this stuff through GSI.

I have advised they need park permission to sell this type of specific concert souvenirs and memorabilia and I don't think they can sell that themselves. Kristine said she'd be contacting you.

I think we have to consider that GSI / EN are the only partner & concessioner authorized to sell souvenirs & interpretive retail merchandise on the Mall. GSI has never been allowed to sell specific event related merchandise, other than Cherry Blossom stuff.

Dick

Dick Swihart
Concessions Chief
National Mall and Memorial Parks
900 Ohio Dr SW
Washington, DC 20024
Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Apr 07 2015 14:31:07 GMT-0600 (MDT)
To: Sean Kennealy <sean_kennealy@nps.gov>, "Vogel, Bob A." <Bob_Vogel@nps.gov>
Subject: Fwd: Souvenir Sales at Trust for National Mall Concert

fyi while Karen is gone

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▫

----- Forwarded message -----

From: **Swihart, John** <dick_swihart@nps.gov>
Date: Tue, Apr 7, 2015 at 2:27 PM
Subject: Souvenir Sales at Trust for National Mall Concert
To: Robin Nixon <robin_nixon@nps.gov>, Teri Austin <teresa_austin@nps.gov>
Cc: Karen Cucurullo <karen_cucurullo@nps.gov>

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Dick_Swihart@NPS.gov

▫

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Apr 07 2015 14:32:04 GMT-0600 (MDT)

To: "Swihart, John" <dick_swihart@nps.gov>
Subject: Re: Souvenir Sales at Trust for National Mall Concert

Dick, did GSI or EN sell Inauguration t-shirts or memorabilia?

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
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900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▫

On Tue, Apr 7, 2015 at 2:27 PM, Swihart, John <dick_swihart@nps.gov> wrote:

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900 Ohio Dr SW
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Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov

▫

John Swihart <dick_swihart@nps.gov>

From: John Swihart <dick_swihart@nps.gov>
Sent: Tue Apr 07 2015 16:14:50 GMT-0600 (MDT)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: Souvenir Sales at Trust for National Mall Concert

Wasn't here.

Sent from my iPhone

On Apr 7, 2015, at 4:32 PM, Nixon, Robin <robin_nixon@nps.gov> wrote:

Dick, did GSI or EN sell Inauguration t-shirts or memorabilia?

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

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Cell: (202) 748-2470
Dick_Swihart@NPS.gov

▫

John Swihart <dick_swihart@nps.gov>

From:

John Swihart <dick_swihart@nps.gov>

Sent: Tue Apr 07 2015 16:17:50 GMT-0600 (MDT)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: Souvenir Sales at Trust for National Mall Concert

Will ask GSI, but based on the conversation today, they were shocked that C3 & TNM were planning on this. Dick

Sent from my iPhone

On Apr 7, 2015, at 4:32 PM, Nixon, Robin <robin_nixon@nps.gov> wrote:

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Robin Nixon
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National Mall and Memorial Parks
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Washington, DC 20024
Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov

▫

"Owen, Robbin" <robbin_owen@nps.gov>

From: "Owen, Robbin" <robbin_owen@nps.gov>
Sent: Wed Apr 08 2015 04:41:27 GMT-0600 (MDT)
To: Sean Kennealy <sean_kennealy@nps.gov>, John Swihart <dick_swihart@nps.gov>, Robin Nixon <Robin_Nixon@nps.gov>
Subject: Re: Souvenir Sales at Trust for National Mall Concert

No T-shirt sales. regulation upheld in Supreme Court. The only items that are allowed to be sold are books, pamphlets, newspapers, buttons and bumper stickers per regulations.

Robbin

On Tue, Apr 7, 2015 at 9:40 PM, Sean Kennealy <sean_kennealy@nps.gov> wrote:
Are there regulations for, or against, this?

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office - direct)
202-359-1551 (cell)

Begin forwarded message:

From: "Nixon, Robin" <robin_nixon@nps.gov>
Date: April 7, 2015 at 4:31:07 PM EDT
To: Sean Kennealy <sean_kennealy@nps.gov>, "Vogel, Bob A." <Bob_Vogel@nps.gov>
Subject: **Fwd: Souvenir Sales at Trust for National Mall Concert**

fyi while Karen is gone

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

□

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From: **Swihart, John** <dick_swihart@nps.gov>

Date: Tue, Apr 7, 2015 at 2:27 PM
Subject: Souvenir Sales at Trust for National Mall Concert
To: Robin Nixon <robin_nixon@nps.gov>, Teri Austin <teresa_austin@nps.gov>
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Washington, DC 20024
Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Wed Apr 08 2015 05:08:27 GMT-0600 (MDT)
To: "Owen, Robbin" <robbin_owen@nps.gov>
Subject: Re: Souvenir Sales at Trust for National Mall Concert

How do Eastern National and GSI sell t-shirts and souvenirs within that regulation?

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)

robin_nixon@nps.gov

On Wed, Apr 8, 2015 at 6:41 AM, Owen, Robbin <robbin_owen@nps.gov> wrote:

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Robbin

On Tue, Apr 7, 2015 at 9:40 PM, Sean Kennealy <sean_kennealy@nps.gov> wrote:

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Thanks, Sean

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Acting Deputy Superintendent
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Subject: Fwd: Souvenir Sales at Trust for National MAll Concert

fyi while Karen is gone

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From: **Swihart, John** <dick_swihart@nps.gov>
Date: Tue, Apr 7, 2015 at 2:27 PM
Subject: Souvenir Sales at Trust for National MAll Concert
To: Robin Nixon <robin_nixon@nps.gov>, Teri Austin

<teresa_austin@nps.gov>

Cc: Karen Cucurullo <karen_cucurullo@nps.gov>

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Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov

"Owen, Robbin" <robbin_owen@nps.gov>

From: "Owen, Robbin" <robbin_owen@nps.gov>
Sent: Wed Apr 08 2015 05:57:18 GMT-0600 (MDT)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: Souvenir Sales at Trust for National Mall Concert

Cherry Blossom stuff because of the interpretive theme through Eastern National. As to GSI they are our concessioner for the park who has to provide service to our visitors.

Robbin

On Wed, Apr 8, 2015 at 7:08 AM, Nixon, Robin <robin_nixon@nps.gov> wrote:
How do Eastern National and GSI sell t-shirts and souvenirs within that regulation?

Robin Nixon
Chief of Partnerships

National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
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Sean Kennealy
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202-245-4685 (office - direct)
202-359-1551 (cell)

Begin forwarded message:

From: "Nixon, Robbin" <robin_nixon@nps.gov>
Date: April 7, 2015 at 4:31:07 PM EDT
To: Sean Kennealy <sean_kennealy@nps.gov>, "Vogel, Bob A." <Bob_Vogel@nps.gov>
Subject: Fwd: Souvenir Sales at Trust for National MALL Concert

fyi while Karen is gone

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

----- Forwarded message -----

From: **Swihart, John** <dick_swihart@nps.gov>

Date: Tue, Apr 7, 2015 at 2:27 PM

Subject: Souvenir Sales at Trust for National Mall Concert

To: Robin Nixon <robin_nixon@nps.gov>, Teri Austin
<teresa_austin@nps.gov>

Cc: Karen Cucurullo <karen_cucurullo@nps.gov>

Robin-

Expect a phone call from Charlie at C3 and Kristine at TNM.

C3 is expecting to sell Rock Band branded T-shirts and other concert memorabilia themselves. Not sure that sort of merchandise is allowed to be sold in this park.

Furthermore Kristine wants to sell a TNM benefit souvenir T-Shirt.

Neither of them expect to sell this stuff through GSI.

I have advised they need park permission to sell this type of specific concert souvenirs and memorabilia and I don't think they can sell that themselves.

Kristine said she'd be contacting you.

I think we have to consider that GSI / EN are the only partner & concessioner authorized to sell souvenirs & interpretive retail merchandise on the Mall. GSI has never been allowed to sell specific event related merchandise, other than Cherry Blossom stuff.

Dick

Dick Swihart
Concessions Chief
National Mall and Memorial Parks
900 Ohio Dr SW
Washington, DC 20024
Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Wed Apr 08 2015 06:41:57 GMT-0600 (MDT)
To: "Owen, Robbin" <robbin_owen@nps.gov>
Subject: Re: Souvenir Sales at Trust for National Mall Concert

So GSI, as the concessioner, can sell t-shirts and souvenirs? Can they do so for events? For example, was GSI able to sell Inauguration-related t-shirts and souvenirs? Maybe we can get the concert folks to work through GSI and save ourselves a lot of headache.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▫

On Wed, Apr 8, 2015 at 7:57 AM, Owen, Robbin <robbin_owen@nps.gov> wrote:
Cherry Blossom stuff because of the interpretive theme through Eastern National. As to GSI they are our concessioner for the park who has to provide service to our visitors.

Robbin

On Wed, Apr 8, 2015 at 7:08 AM, Nixon, Robin <robin_nixon@nps.gov> wrote:
How do Eastern National and GSI sell t-shirts and souvenirs within that regulation?

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▫

On Wed, Apr 8, 2015 at 6:41 AM, Owen, Robbin <robbin_owen@nps.gov> wrote:
No T-shirt sales. regulation upheld in Supreme Court. The only items that are allowed to be sold are books, pamphlets, newspapers, buttons and bumper stickers per regulations.

Robbin

On Tue, Apr 7, 2015 at 9:40 PM, Sean Kennealy <sean_kennealy@nps.gov> wrote:
Are there regulations for, or against, this?

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office - direct)

202-359-1551 (cell)

Begin forwarded message:

From: "Nixon, Robin" <robin_nixon@nps.gov>
Date: April 7, 2015 at 4:31:07 PM EDT
To: Sean Kennealy <sean_kennealy@nps.gov>, "Vogel, Bob A." <Bob_Vogel@nps.gov>
Subject: Fwd: Souvenir Sales at Trust for National Mall Concert

fyi while Karen is gone

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▣

----- Forwarded message -----

From: Swihart, John <dick_swihart@nps.gov>
Date: Tue, Apr 7, 2015 at 2:27 PM
Subject: Souvenir Sales at Trust for National Mall Concert
To: Robin Nixon <robin_nixon@nps.gov>, Teri Austin <teresa_austin@nps.gov>
Cc: Karen Cucurullo <karen_cucurullo@nps.gov>

Robin-

Expect a phone call from Charlie at C3 and Kristine at TNM. C3 is expecting to sell Rock Band branded T-shirts and other concert memorabilia themselves. Not sure that sort of merchandise is allowed to be sold in this park.

Furthermore Kristine wants to sell a TNM benefit souvenir T-Shirt. Neither of them expect to sell this stuff through GSI.

I have advised they need park permission to sell this type of specific concert souvenirs and memorabilia and I don't think they can sell that themselves. Kristine said she'd be contacting you.

I think we have to consider that GSI / EN are the only partner & concessioner authorized to sell souvenirs & interpretive retail merchandise on the Mall. GSI has never been allowed to sell specific event related merchandise, other than Cherry Blossom stuff.

Dick

Dick Swihart
Concessions Chief
National Mall and Memorial Parks
900 Ohio Dr SW
Washington, DC 20024
Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov

Conversation Contents

trust ad

/17. trust ad/1.1 FYPTrust.pdf

/17. trust ad/2.1 FYPTrust.pdf

"Cohen, Laura" <laura_cohen@nps.gov>

From: "Cohen, Laura" <laura_cohen@nps.gov>
Sent: Tue Apr 07 2015 06:07:57 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>
Subject: trust ad
Attachments: FYPTrust.pdf

see if this works.

[Laura Cohen](#)

Interpretive Media Specialist
National Mall and Memorial Parks
202-740-8273

[Twitter](#) | [Facebook](#) | [YouTube](#) | [Web](#)

▣

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Apr 07 2015 06:49:17 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Fwd: trust ad
Attachments: FYPTrust.pdf

This has been resized and hopefully will work--thanks!

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service

900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▣

----- Forwarded message -----

From: **Cohen, Laura** <laura_cohen@nps.gov>
Date: Tue, Apr 7, 2015 at 8:07 AM
Subject: trust ad
To: Robin Nixon <robin_nixon@nps.gov>

see if this works.

[Laura Cohen](#)
Interpretive Media Specialist
National Mall and Memorial Parks
202-740-8273

[Twitter](#) | [Facebook](#) | [YouTube](#) | [Web](#)

▣

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Tue Apr 07 2015 06:57:14 GMT-0600 (MDT)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: trust ad

Thank you so much, Robin!
On Apr 7, 2015, at 8:49 AM, "Nixon, Robin" <robin_nixon@nps.gov> wrote:

This has been resized and hopefully will work--thanks!

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW

Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▫

----- Forwarded message -----

From: **Cohen, Laura** <laura_cohen@nps.gov>
Date: Tue, Apr 7, 2015 at 8:07 AM
Subject: trust ad
To: Robin Nixon <robin_nixon@nps.gov>

see if this works.

[Laura Cohen](#)
Interpretive Media Specialist
National Mall and Memorial Parks
202-740-8273

[Twitter](#) | [Facebook](#) | [YouTube](#) | [Web](#)

▫

<FYPTrust.pdf>

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Apr 07 2015 07:03:58 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: trust ad

Hey, Kristine, I meant to tell you that I think the Landmark creative is great--really nice.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)

robin_nixon@nps.gov

▣

On Tue, Apr 7, 2015 at 8:57 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Thank you so much, Robin!

On Apr 7, 2015, at 8:49 AM, "Nixon, Robin" <robin_nixon@nps.gov> wrote:

This has been resized and hopefully will work--thanks!

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

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----- Forwarded message -----

From: **Cohen, Laura** <laura_cohen@nps.gov>

Date: Tue, Apr 7, 2015 at 8:07 AM

Subject: trust ad

To: Robin Nixon <robin_nixon@nps.gov>

see if this works.

[Laura Cohen](#)

Interpretive Media Specialist
National Mall and Memorial Parks
202-740-8273

[Twitter](#) | [Facebook](#) | [YouTube](#) | [Web](#)

▣

<FYPTTrust.pdf>

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Tue Apr 07 2015 07:31:21 GMT-0600 (MDT)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: trust ad

Thanks, Robin. I'll keep you posted as we get more creative work from C3.

By the way, I didn't want to forget about the National Geographic screening with DOI/NPS.

The air date hasn't changed. If there are a few date options that work for the key people who need to see the film before it airs, I'm happy to share them with Nat Geo and set something up.

On Apr 7, 2015, at 9:03 AM, "Nixon, Robin" <robin_nixon@nps.gov> wrote:

Hey, Kristine, I meant to tell you that I think the Landmark creative is great--really nice.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▫

On Tue, Apr 7, 2015 at 8:57 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Thank you so much, Robin!

On Apr 7, 2015, at 8:49 AM, "Nixon, Robin" <robin_nixon@nps.gov> wrote:

This has been resized and hopefully will work--thanks!

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
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202-738-7956 (cell)

robin_nixon@nps.gov

▣

----- Forwarded message -----

From: **Cohen, Laura** <laura_cohen@nps.gov>

Date: Tue, Apr 7, 2015 at 8:07 AM

Subject: trust ad

To: Robin Nixon <robin_nixon@nps.gov>

see if this works.

[Laura Cohen](#)

Interpretive Media Specialist

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▣

<FYPTrust.pdf>

Conversation Contents

Landmark Festival - Style Guide Draft

Attachments:

/18. Landmark Festival - Style Guide Draft/1.1 LMF-BrandDeck_3.31.15.pdf

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Apr 02 2015 14:27:04 GMT-0600 (MDT)
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>
Subject: Landmark Festival - Style Guide Draft
Attachments: LMF-BrandDeck_3.31.15.pdf

Robin:

I just got off the phone with C3.

I told them we'd want to edit the introductory copy (which is really just internally facing, but I want to make sure we're all on the same page)

And we'd like to make the copy under the logo more universal so it reads: LANDMARK MUSIC FESTIVAL FOR THE NATIONAL MALL (as opposed to TO RESTORE THE NATIONAL MALL) This way it can include awareness building and education as well as the effort to restore the park.

Please let me know what you think. More to come....

--Kristine

Conversation Contents

creative

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Thu Apr 02 2015 08:01:07 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: creative

Kristine, weren't you going to send me new creative from C3?

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

□

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Apr 02 2015 09:01:09 GMT-0600 (MDT)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: RE: creative

Thanks for checking in Robin. They weren't quite ready, so pushed the material until COB today. I will send it along as soon as I get it.

On another note, we discussed putting a Find Your Park ad in the benefit luncheon program. Do you have a recommended ad, or is there an official process for doing this?

From: Nixon, Robin [mailto:robin_nixon@nps.gov]
Sent: Thursday, April 2, 2015 10:01 AM
To: Kristine Fitton
Subject: creative

Kristine, weren't you going to send me new creative from C3?

Robin Nixon

Chief of Partnerships

National Mall and Memorial Parks

National Park Service

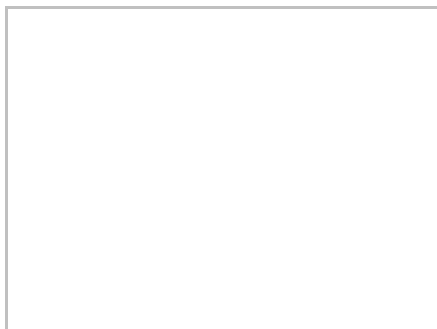
900 Ohio Drive, SW

Washington, DC 20024

202-245-4710 (ofc)

202-738-7956 (cell)

robin_nixon@nps.gov



"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Thu Apr 02 2015 09:42:00 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: creative

thanks, Kristine!! Yes, we would love to get the new ad on there--i will forward the electronic file as soon as I can hunt it down. Thanks

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▣

On Thu, Apr 2, 2015 at 11:01 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Thanks for checking in Robin. They weren't quite ready, so pushed the material until COB today. I will send it along as soon as I get it.

On another note, we discussed putting a Find Your Park ad in the benefit luncheon program. Do you have a recommended ad, or is there an official process for doing this?

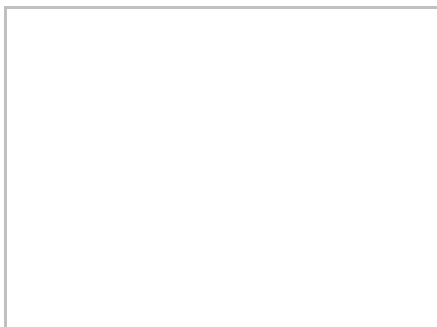
From: Nixon, Robin [mailto:robin_nixon@nps.gov]
Sent: Thursday, April 2, 2015 10:01 AM
To: Kristine Fitton
Subject: creative

Kristine, weren't you going to send me new creative from C3?

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)

202-738-7956 (cell)

robin_nixon@nps.gov



"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Thu Apr 02 2015 09:48:11 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: creative

Do you have the centennial/find your park toolkits? I know NPF has been pushing them out, but don't know where you guys are with the materials. If you sign on to the NextCenturyforParks.org website, there is an Identity Guidelines toolkit in the Tools section. I am also going to forward the ad we are using for Destination DC--that might be a really nice one to put in there.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

□

On Thu, Apr 2, 2015 at 11:01 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Thanks for checking in Robin. They weren't quite ready, so pushed the material until COB today. I will send it along as soon as I get it.

On another note, we discussed putting a Find Your Park ad in the benefit luncheon program. Do you have a recommended ad, or is there an official process for doing this?

From: Nixon, Robin [mailto:robin_nixon@nps.gov]
Sent: Thursday, April 2, 2015 10:01 AM
To: Kristine Fitton
Subject: creative

Kristine, weren't you going to send me new creative from C3?

Robin Nixon

Chief of Partnerships

National Mall and Memorial Parks

National Park Service

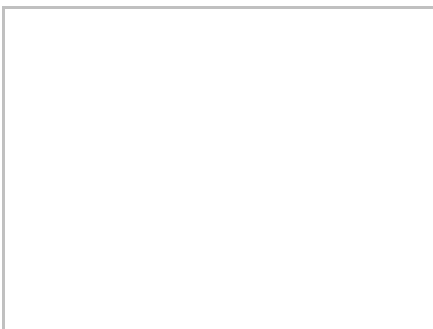
900 Ohio Drive, SW

Washington, DC 20024

202-245-4710 (ofc)

202-738-7956 (cell)

robin_nixon@nps.gov



Conversation Contents

Invitation: TNM talk with C3 about name & branding @ Mon Mar 23, 2015 2pm - 3pm (robin_nixon@nps.gov)

Attachments:

/20. Invitation: TNM talk with C3 about name & branding @ Mon Mar 23, 2015 2pm - 3pm (robin_nixon@nps.gov)/1.1 invite.ics

Karen Cucurullo <karen_cucurullo@nps.gov>

From: Karen Cucurullo <karen_cucurullo@nps.gov>
Sent: Fri Mar 20 2015 14:03:39 GMT-0600 (MDT)
To: "robin_nixon@nps.gov" <robin_nixon@nps.gov>, Kristine Fitton <kfitton@nationalmall.org>, Sean Kennealy <sean_kennealy@nps.gov>
Subject: Invitation: TNM talk with C3 about name & branding @ Mon Mar 23, 2015 2pm - 3pm (robin_nixon@nps.gov)
Attachments: invite.ics

TNM talk with C3 about name & branding

[more details »](#)

When Mon Mar 23, 2015 2pm – 3pm Eastern Time
Where NPS-NAMA HQ Large Conference Room 900 Ohio Drive ([map](#))
Video call https://plus.google.com/hangouts/_/doi.gov/karen
Calendar robin_nixon@nps.gov
Who

- Karen Cucurullo - organizer
- Sharon Swihart - creator
- Robin Nixon
- Kristine Fitton
- Sean Kennealy

Going? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this email at the account robin_nixon@nps.gov because you are subscribed for invitations on calendar robin_nixon@nps.gov.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Conversation Contents

talk with C3 about name & branding

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Mar 19 2015 07:45:44 GMT-0600 (MDT)
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>, "Sean Kennealy (sean_kennealy@nps.gov)" <sean_kennealy@nps.gov>
Subject: talk with C3 about name & branding

Sorry for the delay. Charlie Jones is eager to talk with us all about the festival name.

He can chat any time tomorrow morning if that works for you all, or I can give him windows times Monday or Tuesday that work for you and then lock something in for early next week.

I don't think we need more than 30 minutes.

Thanks --Kristine

Robin Nixon <robin_nixon@nps.gov>

From: Robin Nixon <robin_nixon@nps.gov>
Sent: Thu Mar 19 2015 14:34:49 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: talk with C3 about name & branding

Tomorrow morning any time for me

Sent from my iPhone

On Mar 19, 2015, at 9:46 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Sorry for the delay. Charlie Jones is eager to talk with us all about the festival name.

He can chat any time tomorrow morning if that works for you all, or I can give him windows times Monday or Tuesday that work for you and then lock something in for early next week.

I don't think we need more than 30 minutes.

Thanks --Kristine

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Mar 19 2015 14:45:02 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>
Subject: RE: talk with C3 about name & branding

Thanks, Robin.

I was starting to look to early next week since it was getting late in the day and hadn't nailed anything down for tomorrow morning.

Do you have availability Monday or Tuesday? Should I coordinate with Karen separately?

Thanks, again --Kristine

From: Robin Nixon [mailto:robin_nixon@nps.gov]
Sent: Thursday, March 19, 2015 4:35 PM
To: Kristine Fitton
Cc: Sean Kennealy (sean_kennealy@nps.gov)

Subject: Re: talk with C3 about name & branding

Tomorrow morning any time for me

Sent from my iPhone

On Mar 19, 2015, at 9:46 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Sorry for the delay. Charlie Jones is eager to talk with us all about the festival name.

He can chat any time tomorrow morning if that works for you all, or I can give him windows times Monday or Tuesday that work for you and then lock something in for early next week.

I don't think we need more than 30 minutes.

Thanks --Kristine

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Thu Mar 19 2015 18:12:33 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>
Subject: Re: talk with C3 about name & branding

I'm thinking that if Robin and Kristine can make a call to Charlie - got for it as Karen and my schedules are tight on Friday.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

On Mar 19, 2015, at 4:34 PM, Robin Nixon <robin_nixon@nps.gov> wrote:

Tomorrow morning any time for me

Sent from my iPhone

On Mar 19, 2015, at 9:46 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Sorry for the delay. Charlie Jones is eager to talk with us all about the festival name.

He can chat any time tomorrow morning if that works for you all, or I can give him windows times Monday or Tuesday that work for you and then lock something in for early next week.

I don't think we need more than 30 minutes.

Thanks --Kristine

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Mar 19 2015 19:23:47 GMT-0600 (MDT)
To: Sean Kennealy <sean_kennealy@nps.gov>
Subject: Re: talk with C3 about name & branding

Thanks Sean.

I appreciate how busy you all are. Seeing photos of Karen with the royal family this week is the proof I need!

Charlie has offered to come to DC next week and I'm thinking a short in person meeting may be helpful.

If you all can give me a few windows that work early next week I'm happy to set up a brief in person meeting at your offices.

Thanks -- Kristine

Sent from my iPhone

On Mar 19, 2015, at 8:16 PM, "Sean Kennealy" <sean_kennealy@nps.gov> wrote:

I'm thinking that if Robin and Kristine can make a call to Charlie - got for it as Karen and my schedules are tight on Friday.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

On Mar 19, 2015, at 4:34 PM, Robin Nixon <robin_nixon@nps.gov> wrote:

Tomorrow morning any time for me

Sent from my iPhone

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He can chat any time tomorrow morning if that works for you all, or I can give him windows times Monday or Tuesday that work for you and then lock something in for early next week.

I don't think we need more than 30 minutes.

Thanks --Kristine

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Fri Mar 20 2015 06:05:20 GMT-0600 (MDT)
Kristine Fitton <KFitton@nationalmall.org>, Sharon Swihart

To: <sharon_swihart@nps.gov>

Subject: Re: talk with C3 about name & branding

Sharon,

Can you schedule this? (See below from Kristine.)

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Thu, Mar 19, 2015 at 9:23 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Thanks Sean.

I appreciate how busy you all are. Seeing photos of Karen with the royal family this week is the proof I need!

Charlie has offered to come to DC next week and I'm thinking a short in person meeting may be helpful.

If you all can give me a few windows that work early next week I'm happy to set up a brief in person meeting at your offices.

Thanks -- Kristine

Sent from my iPhone

On Mar 19, 2015, at 8:16 PM, "Sean Kennealy" <sean_kennealy@nps.gov> wrote:

I'm thinking that if Robin and Kristine can make a call to Charlie - got for it as Karen and my schedules are tight on Friday.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

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Tomorrow morning any time for me

Sent from my iPhone

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I don't think we need more than 30 minutes.

Thanks --Kristine

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Fri Mar 20 2015 06:38:41 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: talk with C3 about name & branding

Let's talk when you get in today--i am at my desk.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

□

On Thu, Mar 19, 2015 at 4:45 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Thanks, Robin.

I was starting to look to early next week since it was getting late in the day and hadn't nailed anything down for tomorrow morning.

Do you have availability Monday or Tuesday? Should I coordinate with Karen separately?

Thanks, again --Kristine

From: Robin Nixon [mailto:robin_nixon@nps.gov]
Sent: Thursday, March 19, 2015 4:35 PM
To: Kristine Fitton
Cc: Sean Kennealy (sean_kennealy@nps.gov)
Subject: Re: talk with C3 about name & branding

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Thanks --Kristine

"Swihart, Sharon" <sharon_swihart@nps.gov>

From: "Swihart, Sharon" <sharon_swihart@nps.gov>
Sent: Fri Mar 20 2015 07:51:14 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: talk with C3 about name & branding

Kristine,

Monday, March 23rd from 200-300 is the only available time next week and then Sean is on leave.

On Fri, Mar 20, 2015 at 8:05 AM, Kennealy, Sean <sean_kennealy@nps.gov> wrote:
Sharon,

Can you schedule this? (See below from Kristine.)

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Sean Kennealy
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Thanks --Kristine

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Sharon Swihart
Special Assistant to the Superintendent
National Mall & Memorial Parks
900 Ohio Street SW
Washington, DC 20024-2000
202-245-4686 (Office)
202-426-9309 (Fax)

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Fri Mar 20 2015 09:33:10 GMT-0600 (MDT)
To: "Swihart, Sharon" <sharon_swihart@nps.gov>
Subject: RE: talk with C3 about name & branding

Thanks, Sharon.

I'm checking on Monday.

Robin also gave me times that work for Karen on Tuesday and Wednesday. Although not ideal to move forward without Sean, I wanted to have a few other options to explore and I think we can handle the meeting with just Karen and Robin.

I should have word in the next two hours, and will get back to you asap.

From: Swihart, Sharon [mailto:sharon_swihart@nps.gov]
Sent: Friday, March 20, 2015 9:51 AM
To: Kristine Fitton
Cc: Robin Nixon
Subject: Re: talk with C3 about name & branding

Kristine,

Monday, March 23rd from 200-300 is the only available time next week and then Sean is on leave.

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Special Assistant to the Superintendent

National Mall & Memorial Parks

900 Ohio Street SW

Washington, DC 20024-2000

202-245-4686 (Office)

202-426-9309 (Fax)

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Fri Mar 20 2015 12:48:11 GMT-0600 (MDT)
To: "Swihart, Sharon" <sharon_swihart@nps.gov>
Subject: RE: talk with C3 about name & branding

We're in luck. I confirmed Charlie from 2:00pm – 3:00pm this Monday.

Can you reply to confirm that this is on your calendars? And please let me know where we should meet at your offices.

Thanks --Kristine

From: Swihart, Sharon [mailto:sharon_swihart@nps.gov]
Sent: Friday, March 20, 2015 9:51 AM
To: Kristine Fitton
Cc: Robin Nixon
Subject: Re: talk with C3 about name & branding

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Special Assistant to the Superintendent

National Mall & Memorial Parks

900 Ohio Street SW

Washington, DC 20024-2000

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Conversation Contents

Call with C3

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Mon Mar 16 2015 14:42:46 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Call with C3

Hi Kristine,

Please also include Robin in your call to Charlie on the concert name this week.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Mon Mar 16 2015 16:10:05 GMT-0600 (MDT)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>
Subject: RE: Call with C3

Thanks, Sean. I will.

I'm going to try my best to set up a call but I know Charlie is in South America for the Lollapalooza festivals in Chile, Argentina and Brazil. I'm shooting for something early morning later this week. I've reached out to his assistant and will keep you both posted.

--Kristine

From: Kennealy, Sean [mailto:sean_kennealy@nps.gov]
Sent: Monday, March 16, 2015 4:43 PM
To: Kristine Fitton
Cc: Robin Nixon
Subject: Call with C3

Hi Kristine,

Please also include Robin in your call to Charlie on the concert name this week.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Mon Mar 16 2015 16:16:53 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: Call with C3

I want his job or at least carry his suitcase.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

On Mar 16, 2015, at 6:10 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

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202-245-4685 (office)
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Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>

Sent: Mon Mar 16 2015 16:27:55 GMT-0600 (MDT)
To: Sean Kennealy <sean_kennealy@nps.gov>
Subject: Re: Call with C3

The travel locales are impressive but I was more impressed by the fact that you've memorized pi to the tenth decimal point!

Sent from my iPhone

On Mar 16, 2015, at 6:17 PM, "Sean Kennealy" <sean_kennealy@nps.gov> wrote:

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Conversation Contents

another festival name option

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Mon Mar 09 2015 13:36:24 GMT-0600 (MDT)
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>
Subject: another festival name option

C3 is still working on alternative festival names(nobody loved Monument and Monumental isn't ownable thanks to Monumental Sports). They wanted to float the following with the Trust and NPS:

Landmark Music Festival

The rationale is that it easy to say and understand, and it references the icons on the National Mall but in a way that is more expansive than Monument. And it has some of the "bigness" of Monumental but is a less ubiquitous word. It can also allude to the start of our grassroots engagement campaign, given the definition #2 below.

As with Monument the message of creating a celebration of the National Mall as our common ground and shared responsibility isn't clear from the name (as it was with Pluribus for us). But I think we can talk about this as a landmark event for building stewardship of the Mall.

I promised Charlie I'd circulate for thoughts and feedback this afternoon. Please let me know what you think. Thanks --Kristine

^llan(d) | märk/

noun

1. 1.

an object or feature of a landscape or town that is easily seen and recognized from a distance, especially one that enables someone to establish their location.

"the spire was once a landmark for ships sailing up the river"

synonyms: [marker](#), [mark](#), [indicator](#), [beacon](#), [cairn](#) [More](#)

2. 2.

an event, discovery, or change marking an important stage or turning point in something.

"the birth of a child is an important landmark in the lives of all concerned"

synonyms: [turning point](#), [milestone](#), [watershed](#), [critical point](#), [benchmark](#)

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Mar 10 2015 15:12:05 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: another festival name option

It would be a great name if it didn't already have such strong local name recognition as a geographic area and a shopping mall--thus making it probably not so great for a concert. Landmark is the area of Alexandria just south of Arlington up 395. It's also the ratty old mall up thataway.

No traction for Monumental?

I'm starting to think Pluribus was the best choice!!

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
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▫

On Mon, Mar 9, 2015 at 3:36 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

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Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Tue Mar 10 2015 15:26:56 GMT-0600 (MDT)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: RE: another festival name option

Monumental got nixed by lawyers because Monumental Sports and Entertainment own the Verizon and Patriot Centers, which put on lots of concerts. We can't get the rights to the name.

I'll send additional ideas tonight, but the pickings are slim!

Thanks, Robin.

From: Nixon, Robin [mailto:robin_nixon@nps.gov]
Sent: Tuesday, March 10, 2015 5:12 PM
To: Kristine Fitton
Subject: Re: another festival name option

It would be a great name if it didn't already have such strong local name recognition as a geographic area and a shopping mall--thus making it probably not so great for a concert. Landmark is the area of Alexandria just south of Arlington up 395. It's also the ratty old mall up thataway.

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Conversation Contents

your message

Attachments:

/24. your message/2.1 monuments creative concept2.pptx

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Wed Mar 04 2015 05:54:34 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: your message

Good Morning, Kristine-- I got your message, but did not receive an email from you. I am at my desk until 10 today, then in meetings most of the rest of the day.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▣

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Wed Mar 04 2015 07:38:07 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: RE: your message
Attachments: monuments creative concept2.pptx

Sorry, Robin. I meant to email you when I was home last night and was having internet issues.

Regarding the festival name:

As you know, our working name was **Pluribus**, which we at the Trust still like because of its focus on diversity and the gravitas of the “e pluribus unum” link. C3 originally liked it but as they have gotten cold feet as they’ve tested in in the music industry and among sponsors.

The other alternatives are:

§ **FOTUS (or Festival of the United States)**. This is a play on acronyms like POTUS and SCOTUS, so it feels appropriately “DC” but obviously very national in scope. I think this could also focus on diversity since it is very expansive in representing the whole country. We at the Trust think this is pretty cute, but C3 has some concerns that it is too “inside DC” or wonky, which is one of the reasons they’ve moved away from Pluribus.

§ **Monument** is a safer and more obvious name for a festival connected to the National Mall. We are a bit concerned that it sounds too generic and less “ownable” than the other two options, but C3 likes that it is simple and easy to understand. Thematically, we would likely tie the ideals engraved into the monuments and memorials that are worthy of protecting. I’ve attached a very rough way to bring this to life, using civics-class style yellow highlighting. By the way, I realize these memorials are rights-managed so this is just for demonstration purposes.

§ I do think **Monumental** is a good alternative to Monument.

I’m happy to chat when you’re free. And thank you for the quick response on the raffle question too!

--Kristine

From: Nixon, Robin [mailto:robin_nixon@nps.gov]
Sent: Wednesday, March 4, 2015 7:55 AM
To: Kristine Fitton
Subject: your message

Good Morning, Kristine-- I got your message, but did not receive an email from you. I am at my desk until 10 today, then in meetings most of the rest of the day.

Robin Nixon

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▣

Conversation Contents

alternative festival name

/25. alternative festival name/1.1 Monument3-Feb26.pdf

/25. alternative festival name/3.1 Monument3-Feb26.pdf

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Fri Feb 27 2015 14:11:29 GMT-0700 (MST)
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>
Subject: alternative festival name
Attachments: Monument3-Feb26.pdf

File under "nothing is ever that easy"...

C3 has cold feet about the festival name, Pluribus, and has been exploring other options. This is their top recommendation. The logo/art work is just preliminary. I'd love your thoughts.

They know it needs our collective approval, but also need to move quickly on a change to get artwork created for the ticket site and initial marketing.

Curious to hear what you think.

Thanks, Robin –Kristine

From: Charlie Jones [<mailto:cjones@c3presents.com>]
Sent: Friday, February 27, 2015 12:36 PM
To: Kristine Fitton
Subject: FW: Monument Logo Directions - Initial Exploration

Confidential until all parties have signed off. Have a great weekend.

CHARLIE JONES

Partner

C 3 P R E S E N T S

300 W. 6th Street, Suite 2100 | Austin, Texas 78701

512 478 7211 | 512 476 0611 fax

Cjones@c3presents.com

www.c3presents.com

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Mon Mar 02 2015 10:33:34 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: alternative festival name

Thanks for sending this! I won't bring it forward to the Sup'ts' office yet, unless you think that's a good idea? I don't love the new name. I liked Pluribus, but I can see how that might cause some cold feet given the likelihood of how many people won't connect (or even understand!) it.

Did they not have any other options? I know it's an even bigger word, but for some reason "Monumental" sounds much more festival-like to me.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▫

On Fri, Feb 27, 2015 at 4:11 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

File under “nothing is ever that easy” ...

C3 has cold feet about the festival name, Pluribus, and has been exploring other options. This is their top recommendation. The logo/art work is just preliminary. I'd love your thoughts.

They know it needs our collective approval, but also need to move quickly on a change to get artwork created for the ticket site and initial marketing.

Curious to hear what you think.

Thanks, Robin –Kristine

From: Charlie Jones [<mailto:cjones@c3presents.com>]
Sent: Friday, February 27, 2015 12:36 PM
To: Kristine Fitton
Subject: FW: Monument Logo Directions - Initial Exploration

Confidential until all parties have signed off. Have a great weekend.

CHARLIE JONES

Partner

C 3 P R E S E N T S

300 W. 6th Street, Suite 2100 | Austin, Texas 78701

512 478 7211 | 512 476 0611 fax

Cjones@c3presents.com

www.c3presents.com

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Mar 03 2015 11:59:01 GMT-0700 (MST)
To: Karen Cucurullo <karen_cucurullo@nps.gov>, Sean Kennealy <sean_kennealy@nps.gov>
Subject: Fwd: alternative festival name
Attachments: Monument3-Feb26.pdf

Please look at this today--I told the Trust that they have to have our approval (meaning an email from Supt to Caroline) on the name/theme. Pluribus is not working for C3 as a name, so they came back with Monument. The main question is how they tie that to a theme of this park--pluribus was much easier in that sense, with the whole diversity tie-in.

I recommend that we get on a conf call with TNM, and then possibly with them and C3. You know, in our free time in the next couple of days :)

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From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Fri, Feb 27, 2015 at 4:11 PM
Subject: alternative festival name
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>

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"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Mar 03 2015 12:00:40 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: alternative festival name

Kristine, I got your voice mail--I have forwarded the info to Sean and Karen, and have asked

that they look at it today. Something to think about, as far as any discussion of the name, is, how do we tie that name to a park theme? Pluribus was easy, with the whole diversity tie-in...but Monument is trickier, I think. Your thoughts?

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"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Tue Mar 03 2015 13:56:55 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: alternative festival name

Robin,

We should gather some folks here at the park and brainstorm the festival name.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Tue, Mar 3, 2015 at 1:59 PM, Nixon, Robin <robin_nixon@nps.gov> wrote:

Please look at this today--I told the Trust that they have to have our approval (meaning an email from Supt to Caroline) on the name/theme. Pluribus is not working for C3 as a name, so they came back with Monument. The main question is how they tie that to a theme of this park--pluribus was much easier in that sense, with the whole diversity tie-in.

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"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Mar 03 2015 14:00:59 GMT-0700 (MST)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>
Subject: Re: alternative festival name

Damn...should have done it when we had them all in the kitchen!!

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"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Tue Mar 03 2015 14:02:08 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: alternative festival name

I know - right!

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
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www.c3presents.com

"Cucurullo, Karen" <karen_cucurullo@nps.gov>

From: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Sent: Wed Mar 04 2015 06:10:04 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: alternative festival name

Here are some ideas, I am sure you have your thoughts.

Monument

Mall

Democracy

Freedom

Honor

Reflect

Rendezvous

Destiny

Pledge

Nation

Victory

Ceremonial

Emergence

Justice

Procession

On Tue, Mar 3, 2015 at 1:59 PM, Nixon, Robin <robin_nixon@nps.gov> wrote:

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Date: Fri, Feb 27, 2015 at 4:11 PM

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--
Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670
.

Conversation Contents

new festival launch announcement dates

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Fri Feb 27 2015 06:57:55 GMT-0700 (MST)
To: "Karen Cucurullo (karen_cucurullo@nps.gov)" <karen_cucurullo@nps.gov>, "sharon_swihart@nps.gov" <sharon_swihart@nps.gov>
Subject: new festival launch announcement dates

Karen:

Thank you, again, for helping to facilitate productive meetings yesterday about the Trust's music festival logistics.

As we discussed yesterday, we're postponing the launch announcement in order to have more time to fine-tune the branding elements. C3 will be ready by early April to announce the line up of bands so we're looking to make the event announcement and line-up announcement at the same time, with tickets going on sale a few days later.

Right now, we're looking still at an early evening event (around 5:30pm-7:30pm) on either **March 31st, April 7th or April 8th.**

It is critical to us to have park service representative there so will gladly work around your schedule.

Thanks –Kristine

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Mon Mar 02 2015 10:31:25 GMT-0700 (MST)
To: Sean Kennealy <sean_kennealy@nps.gov>
Subject: Fwd: new festival launch announcement dates

you should probably be in the loop on this too :)

Robin Nixon
Chief of Partnerships
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robin_nixon@nps.gov

▫

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From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Fri, Feb 27, 2015 at 8:57 AM
Subject: new festival launch announcement dates
To: "Karen Cucurullo (karen_cucurullo@nps.gov)" <karen_cucurullo@nps.gov>, "sharon_swihart@nps.gov" <sharon_swihart@nps.gov>
Cc: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>

Karen:

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Thanks –Kristine

Conversation Contents

Last Thursday

Attachments:

/27. Last Thursday/1.1 DC 2015 Event Safety Plan v2.pdf

/27. Last Thursday/1.2 DC Festival deliverables #15-0174 2~26.pdf

Dirk Stalnecker <dstalnecker@c3presents.com>

From: Dirk Stalnecker <dstalnecker@c3presents.com>
Sent: Mon Mar 02 2015 10:01:05 GMT-0700 (MST)
To: "eddie_burnett@nps.gov" <eddie_burnett@nps.gov>, "leonard_lee@nps.gov" <leonard_lee@nps.gov>, "steve_booker@nps.gov" <steve_booker@nps.gov>, "karen_cucurello@nps.gov" <karen_cucurello@nps.gov>, "robin_nixon@nps.gov" <robin_nixon@nps.gov>, "sean_kennealy@nps.gov" <sean_kennealy@nps.gov>
Subject: Last Thursday
Attachments: DC 2015 Event Safety Plan v2.pdf DC Festival deliverables #15-0174 2~26.pdf

Hello

A quick note to thank all of you for a good meeting and a solid exchange of ideas. I've attached a revised draft our the Event Safety plan, along with an electronic copy of the deliverables notes we prepared for your files. We look forward to continuing the dialogue as we edge closer to the permit.

Thanks again.

DIRK STALNECKER

Production Director

C 3 P R E S E N T S

300 W. 6th Street Suite 2100 | Austin, Texas 78701

512 478 7211 | www.c3presents.com



Conversation Contents

Accepted: Updated Invitation: NPS/TNM/C3 Meeting @ Thu Feb 26, 2015 2pm - 4pm (Robin Nixon)

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Feb 26 2015 10:39:57 GMT-0700 (MST)
To: Robin Nixon <robin_nixon@nps.gov>
Subject: Accepted: Updated Invitation: NPS/TNM/C3 Meeting @ Thu Feb 26, 2015 2pm - 4pm (Robin Nixon)

Conversation Contents

still on for this afternoon?

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Feb 26 2015 06:01:40 GMT-0700 (MST)
To: John Swihart <dick_swihart@nps.gov>, Robin Nixon <robin_nixon@nps.gov>
Subject: still on for this afternoon?

Good morning:

I just want to confirm that our meetings at NPS this afternoon are on as planned. (1:00pm with the concessions team and 2:00pm with the permits team).

We can make it on our end but I wanted to check in since I'm not aware of the travel issues everyone is facing.

Thank you! --Kristine

"Swihart, John" <dick_swihart@nps.gov>

From: "Swihart, John" <dick_swihart@nps.gov>
Sent: Thu Feb 26 2015 06:19:23 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: still on for this afternoon?

Hello Kristine -

Officially the federal government is on a two hour delay. I'm in and as long as the snow doesn't get worse and the offices actually close, I'll be here. Let's wait and see if Robin comes in and she can advise us her status.

Once we hear from Robin, I'll reach out and contact GSI.

good snowy morning,

Dick

Dick Swihart
Concessions Chief
National Mall and Memorial Parks
900 Ohio Dr SW

Washington, DC 20024
Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov
□

On Thu, Feb 26, 2015 at 8:01 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:

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Thank you! --Kristine

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Thu Feb 26 2015 08:01:13 GMT-0700 (MST)
To: "Swihart, John" <dick_swihart@nps.gov>
Subject: Re: still on for this afternoon?

I'm here!! We can go forward as scheduled, though I will need to check with Permits on their status for the 2pm meeting.

Robin Nixon
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Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Feb 26 2015 09:26:20 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>, "Swihart, John" <dick_swihart@nps.gov>
Subject: RE: still on for this afternoon?

Great. Thank you both! The C3 team is here as well.

From: Nixon, Robin [mailto:robin_nixon@nps.gov]
Sent: Thursday, February 26, 2015 10:01 AM
To: Swihart, John
Cc: Kristine Fitton
Subject: Re: still on for this afternoon?

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I just want to confirm that our meetings at NPS this afternoon are on as planned. (1:00pm with the concessions team and 2:00pm with the permits team).

We can make it on our end but I wanted to check in since I'm not aware of the travel issues everyone is facing.

Thank you! --Kristine

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Thu Feb 26 2015 09:36:30 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: still on for this afternoon?

I can confirm that we are moving forward as scheduled for 1 and 2pm

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

On Thu, Feb 26, 2015 at 11:26 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Great. Thank you both! The C3 team is here as well.

From: Nixon, Robin [mailto:robin_nixon@nps.gov]

Sent: Thursday, February 26, 2015 10:01 AM

To: Swihart, John

Cc: Kristine Fitton

Subject: Re: still on for this afternoon?

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Once we hear from Robin, I'll reach out and contact GSI.

good snowy morning,

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From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Thu Feb 26 2015 09:45:59 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: still on for this afternoon?

Kristine & Dick-- let's hold the 1pm meeting in the HQ large conference room. It will be easiest for the size of the group, and then we can go over to Permits conference room at 2.

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"Swihart, John" <dick_swihart@nps.gov>

From: "Swihart, John" <dick_swihart@nps.gov>
Sent: Thu Feb 26 2015 09:57:16 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: still on for this afternoon?

Robin -
It wasn't open when I made the meeting invite.
Does someone else have it?

Dick Swihart
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Kristine Fitton <KFitton@nationalmall.org>

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Sent: Thu Feb 26 2015 10:09:34 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: RE: still on for this afternoon?

Is that the one near Mike Litterst's office? Thanks, Robin.

From: Nixon, Robin [mailto:robin_nixon@nps.gov]
Sent: Thursday, February 26, 2015 11:46 AM
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Cc: Swihart, John
Subject: Re: still on for this afternoon?

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Conversation Contents

Invitation: Pre-meeting for 2pm TNM C3 concert with Karen, Sean & Ro... @ Thu Feb 26, 2015 10:30am - 11am (Robin Nixon)

Attachments:

/30. Invitation: Pre-meeting for 2pm TNM C3 concert with Karen, Sean & Ro... @ Thu Feb 26, 2015 10:30am - 11am (Robin Nixon)/1.1 invite.ics

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Wed Feb 25 2015 14:03:07 GMT-0700 (MST)
To: "robin_nixon@nps.gov" <robin_nixon@nps.gov>, Karen Cucurullo <karen_cucurullo@nps.gov>, Robbin Owen <robbin_owen@nps.gov>, Leonard Lee <leonard_lee@nps.gov>
Subject: Invitation: Pre-meeting for 2pm TNM C3 concert with Karen, Sean & Ro... @ Thu Feb 26, 2015 10:30am - 11am (Robin Nixon)
Attachments: invite.ics

Pre-meeting for 2pm TNM C3 concert with Karen, Sean & Robbin

[more details »](#)

When Thu Feb 26, 2015 10:30am – 11am Eastern Time

Where Sean's Office ([map](#))

Video call https://plus.google.com/hangouts/_/doi.gov/sean

Calendar Robin Nixon

Who

- Sean Kennealy - organizer
- Tonya Thomas - creator
- Robin Nixon
- Karen Cucurullo
- Robbin Owen
- Leonard Lee

Going? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this email at the account robin_nixon@nps.gov because you are subscribed for invitations on calendar Robin Nixon.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.



Conversation Contents

Accepted: Invitation: NPS/TNM/C3 Meeting @ Thu Feb 26, 2015 2pm - 4pm (Robin Nixon)

John Liipfert <jliipfert@c3presents.com>

From: John Liipfert <jliipfert@c3presents.com>
Sent: Wed Feb 25 2015 12:12:54 GMT-0700 (MST)
To: Robin Nixon <robin_nixon@nps.gov>
Subject: Accepted: Invitation: NPS/TNM/C3 Meeting @ Thu Feb 26, 2015 2pm - 4pm (Robin Nixon)

Conversation Contents

FW: NPS/GSI/TNM/C3 meeting -- attendees

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Tue Feb 24 2015 10:48:43 GMT-0700 (MST)
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>
Subject: FW: NPS/GSI/TNM/C3 meeting -- attendees

Thank you, again, for your help in setting up Thursday's meeting with permits.

Can you share who will be attending? I want to make sure C3 knows.

From our end, it will be the folks I've highlighted below.

C3 will have written answers the questions permits sent. Please let me know if there's anything else we should do, like create an agenda.

Thanks

--Kristine

From: Kristine Fitton
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To: 'Swihart, John'
Cc: Robin Nixon
Subject: RE: NPS/GSI/TNM/C3 meeting

Thank you very much, Dick. We're looking forward to the meeting.

From: Swihart, John [mailto:dick_swihart@nps.gov]
Sent: Monday, February 23, 2015 10:56 AM
To: Kristine Fitton
Cc: Robin Nixon
Subject: Re: NPS/GSI/TNM/C3 meeting

Kristine -

Robin Nixon and myself will be attending from the park.

Mr. Bruce Ward, Special Events manager will represent GSI.

He may bring along their Special Events Executive chef.

Dick

Dick Swihart

Concessions Chief

National Mall and Memorial Parks

900 Ohio Dr SW

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Office: (202) 619-6392

Cell: (202) 748-2470

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□

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Dick:

I confirmed that 1:00pm on Thursday works for our whole team.

When you have a chance, can you please send the names of attendees from the park and GSI?

We will be including:

Charlie Jones, Partner, C3 Presents

Dirk Stalnecker, Production Director, C3 Presents

John Liipfert, Producer, C3 Presents

Kristine Fitton, VP Marketing & Communications, Trust for the National Mall

Tiffany Rose, Director of Special Events, Trust for the National Mall

From: Swihart, John [mailto:dick_swihart@nps.gov]
Sent: Monday, February 23, 2015 9:05 AM
To: Kristine Fitton
Cc: Nixon, Robin; John Liipfert (jliipfert@c3presents.com)
Subject: Re: NPS/GSI/TNM/C3 meeting

Good morning, Kristine -

I spoke with GSI on Friday and they are willing to come in from Fairfax for a meeting on Thursday to hear about your event. As such, let's meet on Thursday at NAMA HDQ to get the talks started and for all of us to learn about this event.

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We realize this is a complex ask, so we'd love to at least get the talks started on Thursday if possible.

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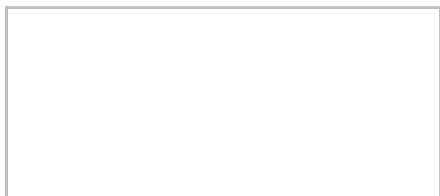
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To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: FW: NPS/GSI/TNM/C3 meeting -- attendees

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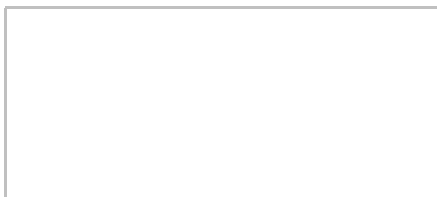
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Sent: Tue Feb 24 2015 11:09:59 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: RE: FW: NPS/GSI/TNM/C3 meeting -- attendees

I thank you, Robin.

From: Nixon, Robin [mailto:robin_nixon@nps.gov]
Sent: Tuesday, February 24, 2015 12:57 PM
To: Kristine Fitton
Subject: Re: FW: NPS/GSI/TNM/C3 meeting -- attendees

On our side, it's Karen, Sean, myself, Robbin and Leonard, as well as James Murphy (USPP).

Robin Nixon

Chief of Partnerships

National Mall and Memorial Parks

National Park Service

900 Ohio Drive, SW

Washington, DC 20024

202-245-4710 (ofc)

202-738-7956 (cell)

robin_nixon@nps.gov

□

On Tue, Feb 24, 2015 at 12:48 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Thank you, again, for your help in setting up Thursday's meeting with permits.

Can you share who will be attending? I want to make sure C3 knows.

From our end, it will be the folks I've highlighted below.

C3 will have written answers the questions permits sent. Please let me know if there's anything else we should do, like create an agenda.

Thanks

--Kristine

From: Kristine Fitton
Sent: Monday, February 23, 2015 11:01 AM
To: 'Swihart, John'
Cc: Robin Nixon
Subject: RE: NPS/GSI/TNM/C3 meeting

Thank you very much, Dick. We're looking forward to the meeting.

From: Swihart, John [mailto:dick_swihart@nps.gov]
Sent: Monday, February 23, 2015 10:56 AM
To: Kristine Fitton
Cc: Robin Nixon
Subject: Re: NPS/GSI/TNM/C3 meeting

Kristine -

Robin Nixon and myself will be attending from the park.

Mr. Bruce Ward, Special Events manager will represent GSI.

He may bring along their Special Events Executive chef.

Dick

Dick Swihart

Concessions Chief

National Mall and Memorial Parks

900 Ohio Dr SW

Washington, DC 20024

Office: (202) 619-6392

Cell: (202) 748-2470

Dick_Swihart@NPS.gov

□

On Mon, Feb 23, 2015 at 10:44 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Dick:

I confirmed that 1:00pm on Thursday works for our whole team.

When you have a chance, can you please send the names of attendees from the park and GSI?

We will be including:

Charlie Jones, Partner, C3 Presents

Dirk Stalnecker, Production Director, C3 Presents

John Liipfert, Producer, C3 Presents

Kristine Fitton, VP Marketing & Communications, Trust for the National Mall

Tiffany Rose, Director of Special Events, Trust for the National Mall

From: Swihart, John [mailto:dick_swihart@nps.gov]

Sent: Monday, February 23, 2015 9:05 AM

To: Kristine Fitton

Cc: Nixon, Robin; John Liipfert (jliipfert@c3presents.com)

Subject: Re: NPS/GSI/TNM/C3 meeting

Good morning, Kristine -

I spoke with GSI on Friday and they are willing to come in from Fairfax for a meeting on Thursday to hear about your event. As such, let's meet on Thursday at NAMA HDQ to get

the talks started and for all of us to learn about this event.

Robin Nixon advises you already have a meeting at 2PM with the Permits group. How about if we meet at 1PM in the NAMA Permits office large conference? Please let me know if that will work for you all and I'll send an invite.

thanks,

Dick

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National Mall and Memorial Parks

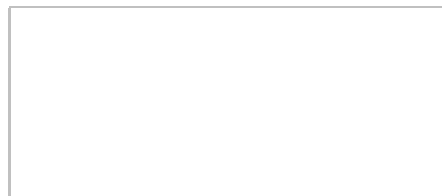
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Dick_Swihart@NPS.gov



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Dick:

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music and ideally through a wide range of food from DC's top chefs.

In my preliminary conversations with Bob Vogel last fall, we discussed potential subcontracting relationships through GSI to get the diversity of we're seeking.

We welcome your advice, though, since this is obviously your area of expertise, Dick.

We realize this is a complex ask, so we'd love to at least get the talks started on Thursday if possible.

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On Feb 19, 2015, at 4:34 PM, "Swihart, John" <dick_swihart@nps.gov>

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Let me know so I can get a hold of GSI and check on their availability next Thursday.

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On my end, I've copied John Liipfert of C3 Presents, who is our production partner for the fundraising concert.

Ideally, we'd love to have a quick meeting next Thursday, if possible, since the C3 team will be in town for a broader meeting that you helped set up, Robin.

If that's possible, I can coordinate that with you both and the team you recommend at GSI. Alternatively, we can look at other dates if Thursday doesn't work.

Thanks --Kristine

From: Nixon, Robin [mailto:robin_nixon@nps.gov]

Sent: Thursday, February 19, 2015 1:53 PM

To: Kristine Fitton

Cc: John Swihart

Subject: Re: best contacts for GSI meeting?

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Just let me know and I will get something on the books.

Thanks --Kristine



Conversation Contents

Tentative:Invitation: NPS/TNM/C3 Meeting @ Thu Feb 26, 2015 2pm - 4pm (Robin Nixon)

John Liipfert <jliipfert@c3presents.com>

From: John Liipfert <jliipfert@c3presents.com>
Sent: Mon Feb 23 2015 15:11:07 GMT-0700 (MST)
To: Robin Nixon <robin_nixon@nps.gov>
Subject: Tentative:Invitation: NPS/TNM/C3 Meeting @ Thu Feb 26, 2015 2pm - 4pm (Robin Nixon)

Conversation Contents

NPS/GSI/TNM/C3 meeting

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Feb 19 2015 14:09:36 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: NPS/GSI/TNM/C3 meeting

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Subject: Re: NPS/GSI/TNM/C3 meeting

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From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Feb 19 2015 19:52:10 GMT-0700 (MST)
To: "Swihart, John" <dick_swihart@nps.gov>
Subject: Re: NPS/GSI/TNM/C3 meeting

Dick:

Thanks for your quick response.

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From: "Swihart, John" <dick_swihart@nps.gov>
Sent: Mon Feb 23 2015 07:04:55 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: NPS/GSI/TNM/C3 meeting

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Dick and Robin:

I'm so grateful to you – and to GSI – for accommodating this meeting request on short notice.

The 1:00pm timing seems ideal. Please let John and I confirm with the other participants this morning and we'll get right back to you.

Thanks, again. --Kristine

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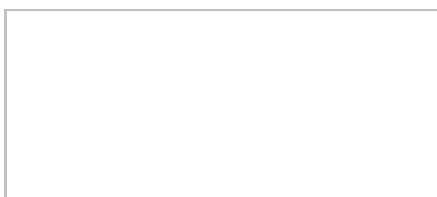
900 Ohio Dr SW

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Office: (202) 619-6392

Cell: (202) 748-2470

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From: "Swihart, John" <dick_swihart@nps.gov>
Sent: Mon Feb 23 2015 08:55:48 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: NPS/GSI/TNM/C3 meeting

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Tiffany Rose, Director of Special Events, Trust for the National Mall

From: Swihart, John [mailto:dick_swihart@nps.gov]

Sent: Monday, February 23, 2015 9:05 AM

To: Kristine Fitton

Cc: Nixon, Robin; John Liipfert (jliipfert@c3presents.com)

Subject: Re: NPS/GSI/TNM/C3 meeting

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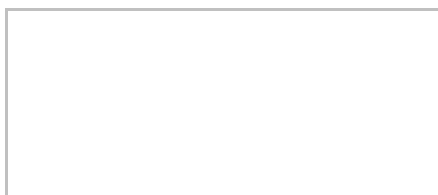
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Sent: Mon Feb 23 2015 09:00:33 GMT-0700 (MST)
To: "Swihart, John" <dick_swihart@nps.gov>
Subject: RE: NPS/GSI/TNM/C3 meeting

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From: Swihart, John [mailto:dick_swihart@nps.gov]
Sent: Monday, February 23, 2015 10:56 AM
To: Kristine Fitton
Cc: Robin Nixon
Subject: Re: NPS/GSI/TNM/C3 meeting

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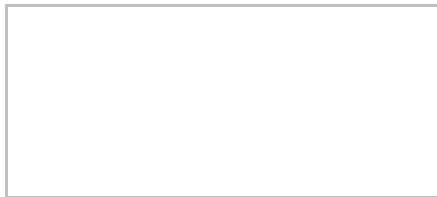
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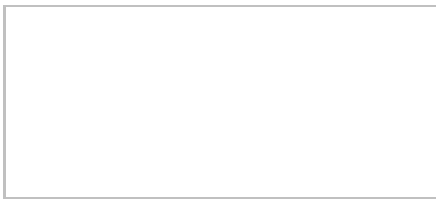
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To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: best contacts for GSI meeting?

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Sent: Thu Feb 19 2015 12:20:09 GMT-0700 (MST)
To: "Swihart, John" <dick_swihart@nps.gov>
Subject: Re: best contacts for GSI meeting?

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To: "Swihart, John" <dick_swihart@nps.gov>
Subject: Re: best contacts for GSI meeting?

No worries. We have made it clear from the beginning that GSI has exclusive rights to concessions. They want to try and cut a deal with them.

Sent from my iPhone

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a heads up on festival meetings

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Tue Feb 17 2015 14:33:38 GMT-0700 (MST)
To: Robin Nixon <robin_nixon@nps.gov>
Subject: a heads up on festival meetings

Robin:

I spoke with Sean last week about C3's nervousness about signing bands for the festival until they have more assurance the event can definitely happen.

We have the 2/26 meeting on the books to meet with the leadership and permitting teams at NPS, but since C3 is going to be in town this week for other meetings, I set up a brief meeting for them with Sean and Karen.

Assuming their flights gets in tonight (!) they are going to meet with Sean and Karen from **11:30am to noon tomorrow**. This is just a check in to make sure everyone is on the same page.

C3 got the list of requirements from permitting and is working on them now.

Thanks. Hope you're staying warm and dry today. --Kristine

Conversation Contents

Accepted: NPS/TNM/C3 Meeting @ Thu Feb 26, 2015 2pm - 4pm (Robin Nixon)

Attachments:

/37. Accepted: NPS/TNM/C3 Meeting @ Thu Feb 26, 2015 2pm - 4pm (Robin Nixon)/1.1 invite.ics

Leonard Lee <leonard_lee@nps.gov>

From: Leonard Lee <leonard_lee@nps.gov>
Sent: Fri Feb 13 2015 10:21:23 GMT-0700 (MST)
To: "robin_nixon@nps.gov" <robin_nixon@nps.gov>
Subject: Accepted: NPS/TNM/C3 Meeting @ Thu Feb 26, 2015 2pm - 4pm (Robin Nixon)
Attachments: invite.ics

Leonard Lee has accepted this invitation.

NPS/TNM/C3 Meeting

When Thu Feb 26, 2015 2pm – 4pm Eastern Time
Video call https://plus.google.com/hangouts/_/doi.gov/robin
Calendar Robin Nixon
Who

- Robin Nixon - organizer
- Karen Cucurullo
- Kristine Templin
- Kristine Fitton
- Leonard Lee
- Sean Kennealy
- Tiffany Rose
- Robbin Owen
- James Murphy

Invitation from [Google Calendar](#)

You are receiving this email at the account robin_nixon@nps.gov because you are subscribed for invitation replies on calendar Robin Nixon.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Conversation Contents

Accepted: Invitation: NPS/TNM/C3 Meeting @ Thu Feb 26, 2015 2pm - 4pm (Robin Nixon)

Tiffany Rose <TRose@nationalmall.org>

From: Tiffany Rose <TRose@nationalmall.org>
Sent: Thu Feb 12 2015 22:37:15 GMT-0700 (MST)
To: Robin Nixon <robin_nixon@nps.gov>
Subject: Accepted: Invitation: NPS/TNM/C3 Meeting @ Thu Feb 26, 2015 2pm - 4pm (Robin Nixon)

Conversation Contents

Re: C3 Benefit Concert

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Thu Feb 05 2015 14:31:12 GMT-0700 (MST)
To: "Lee, Leonard" <leonard_lee@nps.gov>
Subject: Re: C3 Benefit Concert

Hi Leonard,

Thank you for assembling this so quickly. Karen and I have reviewed the document and have some edits/comments for you. I have them as a hard copy and will place them on your desk.

The next step would be to finalize and send to the TNM. Please set up a set up a meeting for you and Robbin, plus whoever you need from the USPP, Karen, Sean, Robin N. and Kristine Fitton from the Trust (Kristine will be the POC for communicating with the C3 folks). Sharon can assist with scheduling, if necessary.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Thu, Feb 5, 2015 at 11:32 AM, Lee, Leonard <leonard_lee@nps.gov> wrote:

Good morning Karen & Sean.

I have attached a copy of the deliverables memo to go to the Trust for the National Mall, regarding the benefit concert.

Please review and respond with your comments. After receipt, I will finalize and send to Tiffany Rose.

Standing by.

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Feb 10 2015 09:30:01 GMT-0700 (MST)
To: Sharon Swihart <sharon_swihart@nps.gov>
Subject: Fwd: C3 Benefit Concert

Here are the dates that the Trust and C3 have available for another meeting. They may want to push it back depending on how much time it takes them to prepare responses to the list of requirements.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

□

----- Forwarded message -----

From: **Kennealy, Sean** <sean_kennealy@nps.gov>
Date: Thu, Feb 5, 2015 at 4:31 PM
Subject: Re: C3 Benefit Concert
To: "Lee, Leonard" <leonard_lee@nps.gov>
Cc: Karen Cucurullo <karen_cucurullo@nps.gov>, Robbin Owen <robbin_owen@nps.gov>, James Murphy <james_murphy@nps.gov>, Sharon Swihart <sharon_swihart@nps.gov>, Robin Nixon <robin_nixon@nps.gov>

Hi Leonard,

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Standing by.

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Thu Feb 12 2015 07:46:39 GMT-0700 (MST)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>
Subject: Re: C3 Benefit Concert

Just want to make sure we're on track with scheduling another meeting. The Trust says that the week of 2/23-2/27 works well for them and for C3. Can we schedule something that week?

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Standing by.

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Thu Feb 12 2015 07:57:02 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: C3 Benefit Concert

Robbin and Robin,

Please coordinate a meeting with the TNM and us to find out how the TNM is doing with the deliverables Leonard sent them last week.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
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"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Thu Feb 12 2015 08:08:07 GMT-0700 (MST)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>
Subject: Re: C3 Benefit Concert

I know Robbin is out of the office at training; Leonard/Sheila, can you all let me know your availability the week of 2/23, and I will take it from there for scheduling? Thanks

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"Lee, Leonard" <leonard_lee@nps.gov>

From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Thu Feb 12 2015 08:19:05 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: C3 Benefit Concert

Robbin,

Be advised that I currently have the following commitments for meetings:

Feb. 24...9:00 a.m.-11:00 a.m.
Feb. 25...11:00 a.m.-12:00 p.m.
Feb. 26...11:00-12:00 p.m. & 12:30 p.m.-01:30 p.m.

Standing by.

On Thu, Feb 12, 2015 at 10:08 AM, Nixon, Robin <robin_nixon@nps.gov> wrote:
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From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Thu Feb 12 2015 11:56:32 GMT-0700 (MST)
To: "Lee, Leonard" <leonard_lee@nps.gov>
Subject: Re: C3 Benefit Concert

Leonard-- I am going to Brentwood now, but will finalize meeting when we get back.

On another topic: Please go ahead and issue permits for Golden Triangle BID activities through October 2015-- we want to support them as much as possible. We have also agreed to waive permit fees for their activities for anything we have not already issued permits for. Thanks, Leonard, and let me know if you have any questions. Robin

Robin Nixon
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Washington, DC 20024

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Good morning Karen & Sean.

I have attached a copy of the deliverables memo to go to the Trust for the National Mall, regarding the benefit concert.

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Standing by.

Conversation Contents

Music Festival Meeting Request

Tiffany Rose <TRose@nationalmall.org>

From: Tiffany Rose <TRose@nationalmall.org>
Sent: Thu Feb 12 2015 05:00:45 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Music Festival Meeting Request

Dear Robin,

Good morning! I hope you received my message regarding Google yesterday. We are thrilled that they want to partner with the Trust on their Annual White House Correspondents' event, as it will build national awareness for the Trust and cut some of the Benefit Luncheon expenses. Kristine and I will continue to keep you apprised of further developments.

Regarding the Music Festival, I thought I inquire about securing a date for our second logistics meeting, to include C3 leadership, NPS leadership/permits team, TNM leadership and Park Police. Any day February 23rd-27th works well for us and C3, as we cannot move forward with securing talent until this meeting happens. Your assistance will be greatly appreciated. Should you have any questions or concerns, please contact Kristine Fitton or me.

Thank you for your continued support. Have a great day!

Sincerely,

Tiffany T. Rose

Director of Special Events
Trust for the National Mall

1300 Pennsylvania Avenue, NW, Suite 370

Washington, DC 20007

p: (202) 688-3763 | c: (202) 557-9938 | nationalmall.org

Making the National Mall the best park in the world.



"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Thu Feb 12 2015 05:42:55 GMT-0700 (MST)
To: Tiffany Rose <TRose@nationalmall.org>
Subject: Re: Music Festival Meeting Request

Still waiting to hear back from Permits, but will check in with them this morning. Great news about Google! Let me know when you have updated permits & keep me in the loop :) Robin

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
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On Thu, Feb 12, 2015 at 7:00 AM, Tiffany Rose <TRose@nationalmall.org> wrote:

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Tiffany Rose <TRose@nationalmall.org>

From: Tiffany Rose <TRose@nationalmall.org>
Sent: Thu Feb 12 2015 06:42:58 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: RE: Music Festival Meeting Request

Robin,

Thank you for all of your assistance. Kristine and I will definitely make sure you are kept in the loop as it pertains to further developments regarding the Music Festival and the Google/Trust event. We look forward to receiving potential Music Festival meeting dates from you today.

Have a great day and thanks again!

Sincerely,

Tiffany T. Rose

Director of Special Events
Trust for the National Mall

1300 Pennsylvania Avenue, NW, Suite 370

Washington, DC 20007

p: (202) 688-3763 | c: (202) 557-9938 | nationalmall.org

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From: Nixon, Robin [mailto:robin_nixon@nps.gov]
Sent: Thursday, February 12, 2015 7:43 AM
To: Tiffany Rose
Subject: Re: Music Festival Meeting Request

Still waiting to hear back from Permits, but will check in with them this morning. Great news about Google! Let me know when you have updated permits & keep me in the loop :) Robin

Robin Nixon

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National Mall and Memorial Parks

National Park Service

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Conversation Contents

dates for in-person meeting with NPS, TNM and C3

Attachments:

/41. dates for in-person meeting with NPS, TNM and C3/4.1 image001.gif

/41. dates for in-person meeting with NPS, TNM and C3/4.2 image002.gif

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Tue Feb 03 2015 15:53:23 GMT-0700 (MST)
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>
Subject: dates for in-person meeting with NPS, TNM and C3

Robin: Thanks for the quick update this afternoon. I have some dates below that work for both C3 and the Trust. Time of day is flexible. This assumes we can get C3 the list of what they need to prepare for the meeting by Friday. Thanks --Kristine

FRI 2/13

TUES 2/17

WED 2/18

THURS 2/19

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Feb 10 2015 09:40:01 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>

Subject:

Re: dates for in-person meeting with NPS, INM and C3

I'm afraid none of the dates you provided are going to work on this end: Can we look a couple more weeks out? If you can get me C3 availability, I'll go check with our staff right away and try to get something on the books.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
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Washington, DC 20024
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202-738-7956 (cell)
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▣

On Tue, Feb 3, 2015 at 5:53 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

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TUES 2/17

WED 2/18

THURS 2/19

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From: Tiffany Rose <TRose@nationalmall.org>

Sent: Tue Feb 10 2015 10:13:22 GMT-0700 (MST)

To: NIXON, ROBIN <robin_nixon@nps.gov>, KRISTINE FITTON
<KFitton@nationalmall.org>
Subject: RE: dates for in-person meeting with NPS, TNM and C3

Dear Robin,

Thank you for your assistance! Please ask Karen and the Permits team for the first two open dates they have on their books. C3 and the Trust will absolutely make one of those dates work. Just so you know, C3 only needs three days advance notice to attend a meeting in DC.

I look forward to hearing back from you soon.

Sincerely,

Tiffany T. Rose

Director of Special Events
Trust for the National Mall

1300 Pennsylvania Avenue, NW, Suite 370

Washington, DC 20007

p: (202) 688-3763 | c: (202) 557-9938 | nationalmall.org

Making the National Mall the best park in the world.



From: Nixon, Robin [mailto:robin_nixon@nps.gov]
Sent: Tuesday, February 10, 2015 11:40 AM
To: Kristine Fitton
Cc: Tiffany Rose
Subject: Re: dates for in-person meeting with NPS, TNM and C3

I'm afraid none of the dates you provided are going to work on this end: Can we look a couple more weeks out? If you can get me C3 availability, I'll go check with our staff right away and try to get something on the books.

Robin Nixon

Chief of Partnerships

National Mall and Memorial Parks

National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▫

On Tue, Feb 3, 2015 at 5:53 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Robin: Thanks for the quick update this afternoon. I have some dates below that work for both C3 and the Trust. Time of day is flexible. This assumes we can get C3 the list of what they need to prepare for the meeting by Friday. Thanks --Kristine

FRI 2/13

TUES 2/17

WED 2/18

THURS 2/19

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Tue Feb 10 2015 10:40:42 GMT-0700 (MST)

To: Tiffany Rose <TRose@nationalmall.org>
Subject: Re: dates for in-person meeting with NPS, TNM and C3
Attachments: image001.gif image002.gif

Thank you both!

Sent from my iPhone

On Feb 10, 2015, at 12:13 PM, "Tiffany Rose" <TRose@nationalmall.org> wrote:

Dear Robin,

Thank you for your assistance! Please ask Karen and the Permits team for the first two open dates they have on their books. C3 and the Trust will absolutely make one of those dates work. Just so you know, C3 only needs three days advance notice to attend a meeting in DC.

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[<image001.gif><image002.gif>](#)

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Sent: Tuesday, February 10, 2015 11:40 AM
To: Kristine Fitton
Cc: Tiffany Rose
Subject: Re: dates for in-person meeting with NPS, TNM and C3

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Robin Nixon

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robin_nixon@nps.gov

▣

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Thanks --Kristine

FRI 2/13

TUES 2/17

WED 2/18

THURS 2/19

Conversation Contents

permit/logistics meeting?

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Tue Feb 10 2015 09:53:10 GMT-0700 (MST)
To: Robin Nixon <robin_nixon@nps.gov>
Subject: permit/logistics meeting?

Hey there: sorry to bother you but C3 is getting antsy about getting the list of requirements from permits and getting a date for a meeting in the books.

I'm out today because my daughter is getting her tonsils out, but I'm on email.

Thanks Robin

Sent from my iPhone

Begin forwarded message:

From: Courtney Murphy <cmurphy@c3presents.com>
Date: February 10, 2015 at 11:11:49 AM EST
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: **Re: haven't forgotten about the permit/logistics meeting**

Hi Kristine,

I know you will send over the NPS list as soon as you receive it, but I just wanted to check in and see if they have provided any additional information as to when they will have the requested requirements to us.

I also wanted to check in and if they have indicated which date might work for a meeting with the Superintendent and the new Lieutenant. The 17th-19th, and if need be, 20th still work for Charlie.

Thanks so much for facilitating.

Best,

Courtney

Executive Assistant to Charlie Jones

C 3 P R E S E N T S

300 W 6th Street Suite 2100 | Austin, Texas 78701

512 478 7211 | 512 628 3059 fax

cmurphy@c3presents.com

www.c3presents.com

From: Kristine Fitton <KFitton@nationalmall.org>

Date: Friday, February 6, 2015 at 4:25 PM

To: Courtney Murphy <cmurphy@c3presents.com>

Cc: Charlie Jones <cjones@c3presents.com>

Subject: haven't forgotten about the permit/logistics meeting

.. but think I've lost NPS for the day. I'll send meeting times and their list of requirements as soon as I have them. Sorry for the delay --Kristine

Conversation Contents

Fwd: #15-0174-Trust for the National Mall Concert Deliverables Memo

Attachments:

/43. Fwd: #15-0174-Trust for the National Mall Concert Deliverables Memo/1.1 15-0174-Trust for the National Mall - Deliverables-2-6-15.doc

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Mon Feb 09 2015 06:12:52 GMT-0700 (MST)
To: Karen Cucurullo <Karen_Cucurullo@nps.gov>, Robin Nixon <robin_nixon@nps.gov>
Subject: Fwd: #15-0174-Trust for the National Mall Concert Deliverables Memo
Attachments: 15-0174-Trust for the National Mall - Deliverables-2-6-15.doc

Please see note from Leonard below.....I don't think you were copied on his email to the TNM about the Concert Deliverables....

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

----- Forwarded message -----

From: Lee, Leonard <leonard_lee@nps.gov>
Date: Mon, Feb 9, 2015 at 8:01 AM
Subject: #15-0174-Trust for the National Mall Concert Deliverables Memo
To: Kristine Fitton <KFitton@nationalmall.org>, Tiffany Rose <trose@nationalmall.org>
Cc: Sean Kennealy <sean_kennealy@nps.gov>, Robbin Owen <robbin_owen@nps.gov>, James Murphy <james_murphy@nps.gov>

Good morning Kristine and Tiffany.

As a follow up to our meeting two weeks ago, I am attaching a memorandum, outlining information needed to finalize a permit for the benefit concert scheduled for next Fall.

Please contact me if I can answer any questions and/or provide any additional information.

Be well.

Conversation Contents

Centennial grants

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Wed Feb 04 2015 12:21:22 GMT-0700 (MST)
To: Sean Kennealy <sean_kennealy@nps.gov>
Subject: Centennial grants

Sean, those two projects (CyArk and Mason) are not the only projects moving forward to WASO for consideration; they are the ones that need corrections/additions. (I have no info on how many of the 5 are moving forward, but I think it must be more than these two.)

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

□

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Wed Feb 04 2015 13:16:56 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: Centennial grants

Ok. keep me posted on what you hear.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)

202-359-1551 (cell)

On Wed, Feb 4, 2015 at 2:21 PM, Nixon, Robin <robin_nixon@nps.gov> wrote:

Sean, those two projects (CyArk and Mason) are not the only projects moving forward to WASO for consideration; they are the ones that need corrections/additions. (I have no info on how many of the 5 are moving forward, but I think it must be more than these two.)

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robin_nixon@nps.gov

□

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Wed Feb 04 2015 13:56:14 GMT-0700 (MST)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>
Subject: Re: Centennial grants

Update-- they are sending all five projects up to WASO, but I don't know the ranking.....

Robin Nixon
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robin_nixon@nps.gov

□

On Wed, Feb 4, 2015 at 3:16 PM, Kennealy, Sean <sean_kennealy@nps.gov> wrote:

Ok. keep me posted on what you hear.

Thanks, Sean

Sean Kennealy

Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

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202-738-7956 (cell)
robin_nixon@nps.gov

□

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Wed Feb 04 2015 13:57:07 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: Centennial grants

cool.

NAMA = NPS Mothership

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Wed, Feb 4, 2015 at 3:56 PM, Nixon, Robin <robin_nixon@nps.gov> wrote:

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Robin Nixon
Chief of Partnerships

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900 Ohio Drive, SW
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robin_nixon@nps.gov

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robin_nixon@nps.gov

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Wed Feb 04 2015 14:02:20 GMT-0700 (MST)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>

Subject:

Re: Centennial grants

Hey, Kristine Fitton sent some dates that C3 and TNM staff can do another meeting with Permits. How do you want to move forward with this? It depends some on if Robbin gets info to them by this Friday, so that they have time to prepare for a meeting. In any case, I think the direction for scheduling the meeting should come from you--a little sensitive because we're not following the usual permit meeting scheduling process. Here's a cut and paste for you :)

Sharon, could you set up a meeting for Permits (Leonard and Robbin), whoever Permits needs from USPP, Karen, Sean, Robin N. and Kristine Fitton from the Trust? Kristine will be the POC for communicating with the C3 folks. The Trust and C3 have the following dates available:

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Acting Deputy Superintendent
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202-245-4685 (office)
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Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Wed Feb 04 2015 14:30:27 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: Centennial grants

Leonard told me he will have the set of deliverables to us by Friday.

Lets get that and then work with Sharon to set up the next meeting.

Remind me to send this out Friday after I get the list from Permits....

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Wed, Feb 4, 2015 at 4:02 PM, Nixon, Robin <robin_nixon@nps.gov> wrote:

Hey, Kristine Fitton sent some dates that C3 and TNM staff can do another meeting with Permits. How do you want to move forward with this? It depends some on if Robbin gets info to them by this Friday, so that they have time to prepare for a meeting. In any case, I think the direction for scheduling the meeting should come from you--a little sensitive because we're not following the usual permit meeting scheduling process. Here's a cut and paste for you :)

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Sean Kennealy
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□

Conversation Contents

Conceptional C3 letter to TNM

"Cucurullo, Karen" <karen_cucurullo@nps.gov>

From: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Sent: Tue Feb 03 2015 15:20:21 GMT-0700 (MST)
To: Robbin Owen <robbin_owen@nps.gov>
Subject: Conceptional C3 letter to TNM

Robbin and Leonard,

I understand Sean has forwarded the letter to you. We have been looking for this letter and we just found a copy. Please forward this to USPP contacts so that we are on the same page and we are sharing. Yes, I know it would have been helpful before, but now you have what was signed by Bob.

Thank you for the meeting today, lots of logistical issues, but at this point we have a path forward.

Karen

--

Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670
.

Conversation Contents

C3 concert follow up -- letter please

Attachments:

/46. C3 concert follow up -- letter please/2.1 C3 Concert.pdf

/46. C3 concert follow up -- letter please/3.1 C3 Concert.pdf

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Fri Oct 10 2014 06:32:32 GMT-0600 (MDT)
To: "sharon_swihart@nps.gov" <sharon_swihart@nps.gov>, Robin Nixon <robin_nixon@nps.gov>
Subject: C3 concert follow up -- letter please

Good morning.

I hate to bug you but am writing to follow up on the letter we discussed last Monday granting conceptual approval for the Trust to move forward with the planning of a benefit concert on the Mall for next fall.

I'm getting on a plane later this morning to go to Austin to meet with C3 and really need to have a written letter for them to start to spend time and money towards this. They are hosting Austin City Limits now and will work to introduce me to their sponsors -- who may in turn be interested in sponsoring our concert -- but only if I can provide some good faith letter saying the event can happen.

Thanks in advance. I wouldn't push if it wasn't very important.

--Kristine

On Oct 9, 2014, at 4:06 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

>> Sharon: Robin mentioned she forwarded a letter to Bob for his signature. We'd really love to have it today, so I wanted to check on the status . Thanks in advance for your help.

>

> Kristine

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Tue Feb 03 2015 14:58:05 GMT-0700 (MST)
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>
Subject: FW: C3 concert follow up -- letter please
Attachments: C3 Concert.pdf

[Here you go...](#)

From: Swihart, Sharon [mailto:sharon_swihart@nps.gov]
Sent: Friday, October 10, 2014 11:57 AM
To: Kristine Fitton
Subject: Re: C3 concert follow up -- letter please

Here is Bob's signed copy.

--

Sharon Swihart

Special Assistant to the Superintendent

National Mall & Memorial Parks

900 Ohio Street SW

Washington, DC 20024-2000

202-245-4686 (Office)

202-426-9309 (Fax)

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Feb 03 2015 15:03:50 GMT-0700 (MST)
To: Sean Kennealy <sean_kennealy@nps.gov>, Karen Cucurullo <karen_cucurullo@nps.gov>
Subject: Fwd: FW: C3 concert follow up -- letter please

Attachments:

C3 Concert.pat

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▫

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Tue, Feb 3, 2015 at 4:58 PM
Subject: FW: C3 concert follow up -- letter please
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>

[Here you go...](#)

From: Swihart, Sharon [mailto:sharon_swihart@nps.gov]
Sent: Friday, October 10, 2014 11:57 AM
To: Kristine Fitton
Subject: Re: C3 concert follow up -- letter please

Here is Bob's signed copy.

--

Sharon Swihart
Special Assistant to the Superintendent
National Mall & Memorial Parks
900 Ohio Street SW
Washington, DC 20024-2000

202-426-4080 (Office)

202-426-9309 (Fax)

Conversation Contents

Pluribus Festival info

/47. Pluribus Festival info/1.1 DC15 12-10[4].pdf

/47. Pluribus Festival info/1.2 pluribus Feb2.pdf

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Mon Feb 02 2015 16:05:39 GMT-0700 (MST)
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>
Subject: Pluribus Festival info
Attachments: DC15 12-10[4].pdf pluribus Feb2.pdf

Robin: Per our discussion this afternoon, please find the following documents to assist with your meeting tomorrow:

DRAFT site plan for discussion purpose: This is conceptual, but highlights the general requested site plan layout.

Concept deck: overview of the event as its evolving, with context.

Please let me know how things go tomorrow. I'm happy to work on getting the larger meeting with NPS, park police and C3 set up.

Thanks in advance for your help --Kristine

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Feb 03 2015 12:42:03 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: Pluribus Festival info

Thanks, Kristine. I will let you know how the meeting goes. Can you confirm for me the basics of your agreement with C3 (i.e., how the percentages are divided, what they expect from the first year of the festival, etc)? I'm trying to get a sense (so that I can communicate it to permits) of how substantial a benefit will accrue to the national mall. Thanks, Robin

Robin Nixon
Chief of Partnerships
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900 Ohio Drive, SW
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202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▫

On Mon, Feb 2, 2015 at 6:05 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Robin: Per our discussion this afternoon, please find the following documents to assist with your meeting tomorrow:

DRAFT site plan for discussion purpose: This is conceptual, but highlights the general requested site plan layout.

Concept deck: overview of the event as its evolving, with context.

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Thanks in advance for your help --Kristine



Conversation Contents

music festival branding

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Wed Jan 28 2015 06:42:11 GMT-0700 (MST)
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>
Subject: music festival branding

Robin:

After our chiefs meeting when we discussed the Trust's evolving music festival plans, you mentioned wanting to meet about the branding aspects of the event.

We're talking to our creative partners tomorrow and hope to have a logo recommendation and some other branding elements in draft form by Friday.

I'm happy to share these at our planned Monday meeting but if you want to have a separate meeting and/or invite others to review please let me know and I can get something else on the books.

Thanks –Kristine

Conversation Contents

update on Trust music festival -- date availability?

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Wed Jan 21 2015 07:04:13 GMT-0700 (MST)
To: "Karen Cucurullo (karen_cucurullo@nps.gov)" <karen_cucurullo@nps.gov>, "Bob Vogel (Bob_Vogel@nps.gov)" <Bob_Vogel@nps.gov>
Subject: update on Trust music festival -- date availability?

I wanted to send a quick note to keep you posted on the status of the festival planning process:

§ The Trust briefed the NAMA team in the quarterly chiefs meeting earlier this month. Thank you for your feedback. I apologize but I mistakenly had the wrong requested dates in the material I shared. Our planned dates, which are covered in the permit we submitted, are Sept 26 and Sept 27th, 2015 (the last weekend of September).

§ Per that discussion, we're honing in on a date to publicly announce the festival at a cocktail reception with local, national and music industry media present. Ideally, we'd like the featured guests to include NPS and Trust representatives, our production partner C3 Presents, DC Mayor Muriel Bowser, and the head of Destination DC, representing the travel and tourism industry.

- We're tentatively looking at Wednesday, March 4th. Can you please let me know if you'd be available to attend a reception, likely at the W Hotel overlooking the Mall, at 6pm on March 4th?

§ Additionally, Robin and I have spoken about getting a meeting on the books with NAMA's permitting department to discuss the evolving plans – including a draft site plan – asap. That's in the works.

Thank you all for your ongoing support for this project. I will continue to keep you all posted.
–Kristine

Ph: 202-407-9412

Robin Nixon <robin_nixon@nps.gov>

From: Robin Nixon <robin_nixon@nps.gov>
Sent: Wed Jan 21 2015 15:30:22 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: update on Trust music festival -- date availability?

Thanks!

Sent from my iPad

On Jan 21, 2015, at 9:04 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:

I wanted to send a quick note to keep you posted on the status of the festival planning process:

§ The Trust briefed the NAMA team in the quarterly chiefs meeting earlier this month. Thank you for your feedback. I apologize but I mistakenly had the wrong requested dates in the material I shared. Our planned dates, which are covered in the permit we submitted, are Sept 26 and Sept 27th, 2015 (the last weekend of September).

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§ Additionally, Robin and I have spoken about getting a meeting on the books with NAMA's permitting department to discuss the evolving plans – including a draft site

plan – asap. That's in the works.

Thank you all for your ongoing support for this project. I will continue to keep you all posted. –Kristine

Ph: 202-407-9412

Robin Nixon <robin_nixon@nps.gov>

From: Robin Nixon <robin_nixon@nps.gov>
Sent: Wed Jan 21 2015 15:31:45 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: update on Trust music festival -- date availability?

And I will check w Karen re: March 4

Sent from my iPad

On Jan 21, 2015, at 9:04 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:

I wanted to send a quick note to keep you posted on the status of the festival planning process:

§ The Trust briefed the NAMA team in the quarterly chiefs meeting earlier this month. Thank you for your feedback. I apologize but I mistakenly had the wrong requested dates in the material I shared. Our planned dates, which are covered in the permit we submitted, are Sept 26 and Sept 27th, 2015 (the last weekend of September).

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Ph: 202-407-9412

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Wed Jan 21 2015 15:35:19 GMT-0700 (MST)
To: Robin Nixon <robin_nixon@nps.gov>
Subject: RE: update on Trust music festival -- date availability?

Thanks, Robin.

Sharon beat you to it. She said Karen was free then.

Thank you both!

From: Robin Nixon [mailto:robin_nixon@nps.gov]
Sent: Wednesday, January 21, 2015 5:32 PM
To: Kristine Fitton
Cc: Sharon Swihart
Subject: Re: update on Trust music festival -- date availability?

AND I WILL CHECK W KAREN RE. MARCH 4

Sent from my iPad

On Jan 21, 2015, at 9:04 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:

I wanted to send a quick note to keep you posted on the status of the festival planning process:

§ The Trust briefed the NAMA team in the quarterly chiefs meeting earlier this month. Thank you for your feedback. I apologize but I mistakenly had the wrong requested dates in the material I shared. Our planned dates, which are covered in the permit we submitted, are Sept 26 and Sept 27th, 2015 (the last weekend of September).

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Ph: 202-407-9412

Conversation Contents

Pluribus festival -- updated dates and permitting/site plan question

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Jan 15 2015 08:55:49 GMT-0700 (MST)
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>
Subject: Pluribus festival -- updated dates and permitting/site plan question

Robin:

I hope all is well.

I realized after I shared the update at the Chiefs Meeting Friday that I had the wrong dates in the presentation for the concert.

It is being planned for the last weekend of September: **Sept 26th and Sept 27th**. (The deck incorrectly stated the previous weekend) My apologies. Just so you know, our permit request included both weekends since we weren't sure of the best dates when we filed the permit.

In terms of the permitting, I'm a little concerned that we've talked about the festival many times with the park but haven't yet had anyone from the permitting department directly involved. We thought Robbin Owen was going to be at the Chiefs' Meeting, which is a main reason why we shared so much about the event then.

Do you recommend we set up a separate meeting with Robbin (and you, and whomever else is most appropriate)?

I just got a first draft of a site plan from C3 and want to share it with you all before they go much further.

On a related note, I will have updated logo options and related branding elements to share by February 2nd. I'll keep you posted.

Thanks –Kristine

Ph: 202-407-9412

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Thu Jan 15 2015 09:27:40 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: Pluribus festival -- updated dates and permitting/site plan question

Kristine, I went and talked to Leonard Lee. I gave them the correct dates (they still had a long span). Sheila will be in contact to set up your first meeting with permits for this event--it's in the queue. Robin

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

□

On Thu, Jan 15, 2015 at 10:55 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Robin:

I hope all is well.

I realized after I shared the update at the Chiefs Meeting Friday that I had the wrong dates in the presentation for the concert.

It is being planned for the last weekend of September: **Sept 26th and Sept 27th**. (The deck incorrectly stated the previous weekend) My apologies. Just so you know, our permit request included both weekends since we weren't sure of the best dates when we filed the permit.

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Thanks –Kristine

Ph: 202-407-9412

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Jan 15 2015 10:11:35 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: RE: Pluribus festival -- updated dates and permitting/site plan question

Thanks so much, Robin.

From: Nixon, Robin [mailto:robin_nixon@nps.gov]
Sent: Thursday, January 15, 2015 11:28 AM
To: Kristine Fitton
Subject: Re: Pluribus festival -- updated dates and permitting/site plan question

Kristine, I went and talked to Leonard Lee. I gave them the correct dates (they still had a long span). Sheila will be in contact to set up your first meeting with permits for this event--it's in the queue. Robin

Robin Nixon

Chief of Partnerships

National Mall and Memorial Parks

National Park Service

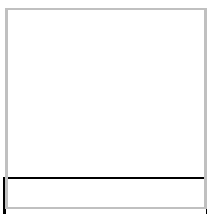
900 Ohio Drive, SW

Washington, DC 20024

202-245-4710 (ofc)

202-738-7956 (cell)

robin_nixon@nps.gov



On Thu, Jan 15, 2015 at 10:55 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Robin:

I hope all is well.

I realized after I shared the update at the Chiefs Meeting Friday that I had the wrong dates in the presentation for the concert.

It is being planned for the last weekend of September: **Sept 26th and Sept 27th**. (The deck incorrectly stated the previous weekend) My apologies. Just so you know, our permit request included both weekends since we weren't sure of the best dates when we filed the permit.

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Thanks –Kristine

Conversation Contents

FW: Executed Document

Attachments:

/52. FW: Executed Document/1.1 Scanned from a Xerox Multifunction Device.pdf

Alicia Alexion <aalexion@nationalmall.org>

From: Alicia Alexion <aalexion@nationalmall.org>
Sent: Mon Dec 01 2014 15:40:33 GMT-0700 (MST)
To: Robin Nixon <Robin_Nixon@nps.gov>
Subject: FW: Executed Document
Attachments: Scanned from a Xerox Multifunction Device.pdf

Robin,

Attached is the agreement we signed with C3. We settled for a lower percentage on the gross revenue in exchange for not letting C3 leverage our non-profit status. This is an issue we will likely renegotiate, but we needed more time to discuss with our legal team.

Best,

Alicia

Conversation Contents

agenda for tomorrow afternoon's meeting NPS/C3/TNM

Attachments:

/53. agenda for tomorrow afternoon's meeting NPS/C3/TNM/1.1 Partnership Meeting for 2015 National Mall Benefit Concert.docx
/53. agenda for tomorrow afternoon's meeting NPS/C3/TNM/2.1 DC Proposal 2015 - Presenting Stage[1].docx
/53. agenda for tomorrow afternoon's meeting NPS/C3/TNM/2.2 DC Proposal 2015 - Kids[1].docx
/53. agenda for tomorrow afternoon's meeting NPS/C3/TNM/2.3 DC Proposal 2015 - Main Stage[1].docx
/53. agenda for tomorrow afternoon's meeting NPS/C3/TNM/2.4 DC Proposal 2015 - Site[1].docx
/53. agenda for tomorrow afternoon's meeting NPS/C3/TNM/2.5 DC Proposal 2015 - Tented Stage[1].docx
/53. agenda for tomorrow afternoon's meeting NPS/C3/TNM/2.6 DC Proposal 2015 - Webcast[1].docx
/53. agenda for tomorrow afternoon's meeting NPS/C3/TNM/2.7 DC Proposal 2015 - Wine[1].docx

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Nov 06 2014 21:32:51 GMT-0700 (MST)
"cjones@c3presents.com" <cjones@c3presents.com>, "dstalnecker@c3presents.com" <dstalnecker@c3presents.com>, "John Liipfert (jliipfert@c3presents.com)" <jliipfert@c3presents.com>, "Bob Vogel (Bob_Vogel@nps.gov)" <Bob_Vogel@nps.gov>, "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>, Kristine Templin <KTemplin@nationalmall.org>, Tiffany Rose <TRose@nationalmall.org>, Jeremy Granoff <jgranoff@nationalmall.org>
To:
Subject: agenda for tomorrow afternoon's meeting NPS/C3/TNM
Attachments: Partnership Meeting for 2015 National Mall Benefit Concert.docx

Good evening:

Please find attached the agenda for our meeting from 1:00pm -3:00pm tomorrow at the National Mall and Memorial Parks headquarters (900 Ohio Drive, SW).

we at the Trust are very excited to bring everyone together to better understand the collective vision for the event and to begin to hammer out the details that will allow us all to realize it!

--Kristine

Kristine Fitton

Vice President of Marketing & Communications

Trust for the National Mall

p: (202) 407-9412 | nationalmall.org

Making the National Mall the best park in the world.

Courtney Murphy <cmurphy@c3presents.com>

From: Courtney Murphy <cmurphy@c3presents.com>
Sent: Fri Nov 07 2014 09:56:07 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>, Charlie Jones <cjones@c3presents.com>, Dirk Stalnecker <dstalnecker@c3presents.com>, John Liipfert <jliipfert@c3presents.com>, "Bob Vogel (Bob_Vogel@nps.gov)" <Bob_Vogel@nps.gov>, "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>, Kristine Templin <KTemplin@nationalmall.org>, Tiffany Rose <TRose@nationalmall.org>, Jeremy Granoff <jgranoff@nationalmall.org>
Subject: Re: agenda for tomorrow afternoon's meeting NPS/C3/TNM
Attachments: DC Proposal 2015 - Presenting Stage[1].docx DC Proposal 2015 - Kids[1].docx DC Proposal 2015 - Main Stage[1].docx DC Proposal 2015 - Site[1].docx DC Proposal 2015 - Tented Stage[1].docx DC Proposal 2015 - Webcast[1].docx DC Proposal 2015 - Wine[1].docx

Please find first draft sponsor decks enclosed.

COURTNEY MURPHY

Executive Assistant to Charlie Jones

C 3 P R E S E N T S

300 W 6th Street Suite 2100 | Austin, Texas 78701
512 478 7211 | 512 628 3059 fax
cmurphy@c3presents.com
www.c3presents.com

From: Kristine Fitton <KFitton@nationalmall.org>
Date: Thursday, November 6, 2014 at 10:32 PM
To: Charlie Jones <cjones@c3presents.com>, Dirk Stalnecker <dstalnecker@c3presents.com>, John Liipfert <jliipfert@c3presents.com>, "Bob Vogel (Bob_Vogel@nps.gov)" <Bob_Vogel@nps.gov>, "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>, Kristine Templin <KTemplin@nationalmall.org>, Tiffany Rose <TRose@nationalmall.org>, Jeremy Granoff <jgranoff@nationalmall.org>
Cc: Courtney Murphy <cmurphy@c3presents.com>, "sharon_swihart@nps.gov" <sharon_swihart@nps.gov>, Alicia Alexion <aalexion@nationalmall.org>
Subject: agenda for tomorrow afternoon's meeting NPS/C3/TNM

Good evening:

Please find attached the agenda for our meeting from 1:00pm -3:00pm tomorrow at the National Mall and Memorial Parks headquarters (900 Ohio Drive, SW).

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Vice President of Marketing & Communications

Trust for the National Mall

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Making the National Mall the best park in the world.

Conversation Contents

meeting discussing 2015 Trust for the National Mall benefit concert -- agenda & attendees

/54. meeting discussing 2015 Trust for the National Mall benefit concert -- agenda & attendees/1.1 meeting agenda.nov7draft_C3.docx

/54. meeting discussing 2015 Trust for the National Mall benefit concert -- agenda & attendees/2.1 meeting agenda.nov7draft_C3.docx

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Wed Nov 05 2014 07:14:43 GMT-0700 (MST)
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>
Subject: meeting discussing 2015 Trust for the National Mall benefit concert -- agenda & attendees
Attachments: meeting agenda.nov7draft_C3.docx

-
Robin: I've attached the agenda for the Friday afternoon meeting with C3. If you have additions, please let me know and I will add and recirculate with a list of attendees. Please confirm who will be attending from the park.

Just so you know, Kristine Templin, Tiffany, Jeremy and me are attending from the Trust and we are going to dial in Maureen Barry, our pro-bono advertising account manager at agency GSD&M. The C2 participants are below.

-
-
-
C3 Attendees

Charlie Jones, Partner (cjones@c3presents.com)

Dirk Stalnecker, Production Director (dstalnecker@c3presents.com)

John Liipfert, Producer (jliipfert@c3presents.com)

Thanks --Kristine

ROBIN NIXON <robin_nixon@nps.gov>

From: Robin Nixon <robin_nixon@nps.gov>
Sent: Thu Nov 06 2014 06:04:10 GMT-0700 (MST)
To: Bob Vogel <bob_vogel@nps.gov>, Sharon Swihart <sharon_swihart@nps.gov>
Subject: Fwd: meeting discussing 2015 Trust for the National Mall benefit concert -- agenda & attendees
Attachments: meeting agenda.nov7draft_C3.docx

FYI -- who else do you want to be there? No one from permits is available. I'm thinking Jaime & mike. Sharon, can you send any feedback on agenda from Bob and list of NAMA attendees?

Sent from my iPhone

Begin forwarded message:

From: Kristine Fitton <KFitton@nationalmall.org>
Date: November 5, 2014 at 9:14:43 AM EST
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>
Cc: Alicia Alexion <aalexion@nationalmall.org>, Kristine Templin <KTemplin@nationalmall.org>, Jeremy Granoff <jgranoff@nationalmall.org>, Tiffany Rose <TRose@nationalmall.org>
Subject: meeting discussing 2015 Trust for the National Mall benefit concert -- agenda & attendees

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John Lipfert, Producer (jlipfert@c3presents.com)

Robin Nixon <robin_nixon@nps.gov>

From: Robin Nixon <robin_nixon@nps.gov>
Sent: Thu Nov 06 2014 06:09:05 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: meeting discussing 2015 Trust for the National Mall benefit concert -- agenda & attendees

Kristine, the agenda looks fine; Bob will send feedback separately. I am afraid that no one from permits will be able to join us due to set up for veteran's day concert, so we will not yet be able to provide some guidelines about set up/breakdown schedule . Robin

Sent from my iPhone

On Nov 5, 2014, at 9:15 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:

-

Robin: I've attached the agenda for the Friday afternoon meeting with C3. If you have additions, please let me know and I will add and recirculate with a list of attendees. Please confirm who will be attending from the park.

Just so you know, Kristine Templin, Tiffany, Jeremy and me are attending from the Trust and we are going to dial in Maureen Barry, our pro-bono advertising account manager at agency GSD&M. The C2 participants are below.

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C3 Attendees

Charlie Jones, Partner (cjones@c3presents.com)

Dirk Stalnecker, Production Director (dstalnecker@c3presents.com)

John Liipfert, Producer (jliipfert@c3presents.com)

Thanks --Kristine

<meeting agenda.nov7draft_C3.docx>

Swihart, Snaron <snaron_swihart@nps.gov>

From: "Swihart, Sharon" <sharon_swihart@nps.gov>
Sent: Thu Nov 06 2014 08:08:20 GMT-0700 (MST)
To: Robin Nixon <robin_nixon@nps.gov>, Kristine Fitton <kfitton@nationalmall.org>
Subject: Re: meeting discussing 2015 Trust for the National Mall benefit concert -- agenda & attendees

Kristine,

Bob and Robin will attend this meeting.

Sharon

On Thu, Nov 6, 2014 at 8:04 AM, Robin Nixon <robin_nixon@nps.gov> wrote:

FYI -- who else do you want to be there? No one from permits is available. I'm thinking Jaime & mike. Sharon, can you send any feedback on agenda from Bob and list of NAMA attendees?

Sent from my iPhone

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Charlie Jones, Partner (cjones@c3presents.com)

Dirk Stalnecker, Production Director (dstalnecker@c3presents.com)

John Liipfert, Producer (jliipfert@c3presents.com)

Thanks --Kristine

--

Sharon Swihart
Special Assistant to the Superintendent
National Mall & Memorial Parks
900 Ohio Street SW
Washington, DC 20024-2000
202-245-4686 (Office)
202-426-9309 (Fax)

Conversation Contents

C3 draft

/55. C3 draft/1.1 C3 concert Agmt 2014-11-4.pdf

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Nov 04 2014 13:20:34 GMT-0700 (MST)
To: Alicia Alexion <aalexion@nationalmall.org>, Kristine Fitton <KFitton@nationalmall.org>
Subject: C3 draft
Attachments: C3 concert Agmt 2014-11-4.pdf

Attached with comments

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

Alicia Alexion <aalexion@nationalmall.org>

From: Alicia Alexion <aalexion@nationalmall.org>
Sent: Tue Nov 04 2014 13:25:09 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>, Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: C3 draft

Thank you Robin. Very helpful!!

From: <Nixon>, Robin Nixon <Robin_Nixon@nps.gov>
Date: Tuesday, November 4, 2014 3:20 PM
To: Alicia Alexion <aalexion@nationalmall.org>, Kristine Fitton <KFitton@nationalmall.org>
Subject: C3 draft

Attached with comments

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

Conversation Contents

Invitation: C3 & TNM concert turf pre-brief @ Fri Nov 7, 2014 9am - 10am (Robin Nixon)

Attachments:

/56. Invitation: C3 & TNM concert turf pre-brief @ Fri Nov 7, 2014 9am - 10am (Robin Nixon)/1.1 invite.ics

Bob Vogel <bob_vogel@nps.gov>

From: Bob Vogel <bob_vogel@nps.gov>
Sent: Tue Nov 04 2014 07:17:12 GMT-0700 (MST)
To: "robin_nixon@nps.gov" <robin_nixon@nps.gov>, Michael Stachowicz <michael_stachowicz@nps.gov>
Subject: Invitation: C3 & TNM concert turf pre-brief @ Fri Nov 7, 2014 9am - 10am (Robin Nixon)
Attachments: invite.ics

C3 & TNM concert turf pre-brief

[more details »](#)

When Fri Nov 7, 2014 9am – 10am Eastern Time

Video call https://plus.google.com/hangouts/_/doi.gov/bob

Calendar Robin Nixon

Who

- Bob Vogel - organizer
- Sharon Swihart - creator
- Michael Stachowicz
- Robin Nixon

Going? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this email at the account robin_nixon@nps.gov because you are subscribed for invitations on calendar Robin Nixon.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Conversation Contents

draft agenda for C3 meeting Friday

/57. draft agenda for C3 meeting Friday/1.1 meeting agenda.nov7draft.docx

/57. draft agenda for C3 meeting Friday/2.1 meeting agenda.nov7draft.docx

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Mon Nov 03 2014 15:04:14 GMT-0700 (MST)
To: Kristine Templin <KTemplin@nationalmall.org>, "Nixon, Robin" <robin_nixon@nps.gov>, Alicia Alexion <aalexion@nationalmall.org>
Subject: draft agenda for C3 meeting Friday
Attachments: meeting agenda.nov7draft.docx

Please take a look. I'm happy to add/adjust as needed.

--Kristine

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Nov 04 2014 06:48:53 GMT-0700 (MST)
To: "Vogel, Bob A." <Bob_Vogel@nps.gov>
Subject: Fwd: draft agenda for C3 meeting Friday
Attachments: meeting agenda.nov7draft.docx

Bob, here is the draft agenda for Friday for the meeting with the Trust and C3 about the music festival. They did not include Permits in the original invitation, but only permits can answer some of the questions on the agenda. Robbin says they are not available because they will be onsite for set up of the HBO concert, so I wanted to see what you want to do--I would tell them to reschedule, but the C3 people are travelling from Texas.

When Kristine talked to me about the agenda, I did remind her that the Trust has said they would speak directly with GSI regarding concessions; this discussion is still on the agenda, but I don't think we'll have anything else to say about it.

Robin Nixon
Chief of Partnerships

NATIONAL MALL AND MEMORIAL PARKS
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Mon, Nov 3, 2014 at 5:04 PM
Subject: draft agenda for C3 meeting Friday
To: Kristine Templin <KTemplin@nationalmall.org>, "Nixon, Robin" <robin_nixon@nps.gov>, Alicia Alexion <aalexion@nationalmall.org>

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Bob Vogel <bob_vogel@nps.gov>

From: Bob Vogel <bob_vogel@nps.gov>
Sent: Tue Nov 04 2014 06:57:12 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: draft agenda for C3 meeting Friday

We can do the meeting without permits. However I would want to have a pre-meet with Michael Stach about turf.

On Nov 4, 2014, at 6:49 AM, "Nixon, Robin" <robin_nixon@nps.gov> wrote:

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<meeting_agenda.nov7draft.docx>

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Nov 04 2014 07:01:03 GMT-0700 (MST)
To: Bob Vogel <bob_vogel@nps.gov>
Subject: Re: draft agenda for C3 meeting Friday

ok. Should I also ask him to attend the meeting, or just set up time with him ahead of the meeting?

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<meeting agenda.nov7draft.docx>

Conversation Contents

PDF of C3 agreement with comments

Attachments:

/58. PDF of C3 agreement with comments/1.1 Trust for the Mall - Service Agreement redline 11.3.14.pdf

Alicia Alexion <aalexion@nationalmall.org>

From: Alicia Alexion <aalexion@nationalmall.org>
Sent: Tue Nov 04 2014 06:17:14 GMT-0700 (MST)
To: Robin Nixon <Robin_Nixon@nps.gov>
Subject: PDF of C3 agreement with comments
Attachments: Trust for the Mall - Service Agreement redline 11.3.14.pdf

Robin,

Attached is a DRAFT of the contract we're discussing with C3 for the concert. There is still much that needs to be worked out, but I wanted to share with you now so we could get your input as soon as possible. If there are points you feel we need to make, please let me know right away. We would like to send them our edited version by COB tomorrow, so they have time to digest before our meeting with them on Friday.

Many thanks. Call me if you have questions or we can discuss when we chat later today about John Deere.

Alicia

Alicia Alexion

**Executive Vice President
Trust for the National Mall**

p: (202) 407-9416 | c: (202) 905-5429 | nationalmall.org

Making the National Mall the best park in the world.

Conversation Contents

meeting with the Trust on Friday

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Mon Nov 03 2014 14:12:09 GMT-0700 (MST)
To: Robbin Owen <robbin_owen@nps.gov>
Subject: meeting with the Trust on Friday

Would one of your folks be available to meet from 1-3 on Friday to answer some general questions for the Trust about their plans for a concert next year? They have submitted a permit request, and will go through the regular process when they have a site plan, but Bob has agreed to a sit-down with their contractor (C3) to answer some initial questions & get some information. Let me know, thanks!!

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202-738-7956 (cell)
robin_nixon@nps.gov

"Owen, Robbin" <robbin_owen@nps.gov>

From: "Owen, Robbin" <robbin_owen@nps.gov>
Sent: Tue Nov 04 2014 04:53:45 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: meeting with the Trust on Friday

Good Morning Robin, We we all be on site for sit up. I recommend that you schedule this meeting after 11/16.

Robbin

On Mon, Nov 3, 2014 at 4:12 PM, Nixon, Robin <robin_nixon@nps.gov> wrote:
| Would one of your folks be available to meet from 1-3 on Friday to answer some general

questions for the Trust about their plans for a concert next year? They have submitted a permit request, and will go through the regular process when they have a site plan, but Bob has agreed to a sit-down with their contractor (C3) to answer some initial questions & get some information. Let me know, thanks!!

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Conversation Contents

PDF of draft C3 agreement with comments

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Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Mon Nov 03 2014 16:12:46 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: PDF of draft C3 agreement with comments
Attachments: Trust for the Mall - Service Agreement redline 11.3.14.pdf

Robin:

It was good to touch base this afternoon. Per that call, I've attached our working draft of an agreement with C3. We have a ways to go, but I wanted you to see this before we meet later this week.

By the way, Alicia and I were like ships in the night this afternoon so if she sent this to you, please know that it is the same version.

Thanks --Kristine

Conversation Contents

discussing 2015 Trust for the National Mall benefit concert

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Fri Oct 31 2014 10:12:23 GMT-0600 (MDT)
"Courtney Murphy (cmurphy@c3presents.com)" <cmurphy@c3presents.com>, "Karen Greer Bearden (Karen.GreerBearden@gsdm.com)" <Karen.GreerBearden@gsdm.com>, "Roy Spence (Roy.Spence@gsdm.com)" <Roy.Spence@gsdm.com>, "Maureen.Barry@gsdm.com" <Maureen.Barry@gsdm.com>, "Bob Vogel (Bob_Vogel@nps.gov)" <Bob_Vogel@nps.gov>, "sharon_swihart@nps.gov" <sharon_swihart@nps.gov>, "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>, Kristine Templin <KTemplin@nationalmall.org>, Tiffany Rose <TRose@nationalmall.org>, Jeremy Granoff <jgranoff@nationalmall.org>
To:
Subject: discussing 2015 Trust for the National Mall benefit concert

Meeting between C3, agency GSD&M, the Trust for the National Mall and the National Mall & Memorial Parks

Call in info for those joining remotely:

DIAL IN: 1 800 882 3610

PASSWORD: 9722944

Trust for the National Mall host password: 2379297

Conversation Contents

Re: date for C3 in person meeting -- confirm Nov 7th

"Swihart, Sharon" <sharon_swihart@nps.gov>

From: "Swihart, Sharon" <sharon_swihart@nps.gov>
Sent: Fri Oct 31 2014 06:10:35 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>, Robin Nixon <robin_nixon@nps.gov>
Subject: Re: date for C3 in person meeting -- confirm Nov 7th

Yes that will work for Bob and our conference room will work nicely for the meeting.

Sharon

On Thu, Oct 30, 2014 at 9:13 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:
Sharon and Robin:

After what has been a painful process, I finally heard back from C3 tonight that they can be in DC for the afternoon of **Friday Nov 7th** to meet with Bob and team.

Since we've been back and forth so many times, can we lock that in?

They suggested **1pm to 3pm**. They can meet you at your offices. Please let me know if that works for your team.

Thanks for your patience with this! --Kristine

On Oct 27, 2014, at 5:40 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Thank you, Sharon.

From: Swihart, Sharon [mailto:sharon_swihart@nps.gov]
Sent: Monday, October 27, 2014 1:38 PM
To: Kristine Fitton
Subject: Re: date for C3 in person meeting

Bob is available the afternoon of the 7th, the afternoon of the 19th and the morning of the 21st.

Sharon

On Mon, Oct 27, 2014 at 11:34 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Hi Sharon and Robin.

We are checking on the 7th now, but it involves C3 rescheduling some planned travel. In case it doesn't work, do you have other dates that work on your end. (The 14th doesn't work for the Trust)

Sorry this is so difficult!

Thanks --Kristine

From: Swihart, Sharon [mailto:sharon_swihart@nps.gov]
Sent: Friday, October 24, 2014 9:28 AM
To: Kristine Fitton; Robin Nixon

Subject: Re: date for C3 in person meeting

Kristine,

Bob is on travel both the 5th and 18th. At this time he is available on the 7th and the afternoon of the 14th.

Sharon

On Fri, Oct 24, 2014 at 9:07 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:
Sharon:

Does 11/5 or 11/18 work instead? We can probably make any time work, morning or afternoon.

If not, can you please offer up days that work for Bob? I floated the 17th because I thought it worked on your end.

Thanks, Sharon. --Kristine

From: Swihart, Sharon [mailto:sharon_swihart@nps.gov]
Sent: Friday, October 24, 2014 8:44 AM
To: Kristine Fitton
Cc: Robin Nixon
Subject: Re: date for C3 in person meeting -- Nov 17th

Ladies,

Bob is on travel the 17th.

On Thu, Oct 23, 2014 at 10:41 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Robin:

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Does Monday, November 17th still work?

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So you're aware, we'd include me, Kristine Templin, Jeremy and Tiffany from the Trust. I can get names from C3 (likely Charlie Jones) and GSD&M, our pro-bono ad agency.

Thanks --Kristine

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From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Fri Oct 31 2014 06:28:33 GMT-0600 (MDT)
To: "Swihart, Sharon" <sharon_swihart@nps.gov>, Robin Nixon <robin_nixon@nps.gov>
Subject: RE: date for C3 in person meeting -- confirm Nov 7th

Wonderful. Thank you both.

I will follow up on Monday with a draft agenda so everyone is on the same page regarding issues/concerns to cover.

Have a happy Halloween! --Kristine

From: Swihart, Sharon [mailto:sharon_swihart@nps.gov]
Sent: Friday, October 31, 2014 8:11 AM
To: Kristine Fitton; Robin Nixon
Subject: Re: date for C3 in person meeting -- confirm Nov 7th

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From: Swihart, Sharon [mailto:sharon_swihart@nps.gov]
Sent: Friday, October 24, 2014 8:44 AM
To: Kristine Fitton

CC: ROBBIN NIXON

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To: "Swihart, Sharon" <sharon_swihart@nps.gov>
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Just let me know and I'll confirm with C3. I'm assuming we'd have you and Bob there. Let me know whomever else you plan to invite from your end (Wendy? Robbin?)

So you're aware, we'd include me, Kristine Templin, Jeremy and Tiffany from the Trust. I can get names from C3 (likely Charlie Jones) and GSD&M, our pro-bono ad agency.

Thanks --Kristine

--

Sharon Swihart

Special Assistant to the Superintendent

National Mall & Memorial Parks

900 Ohio Street SW

Washington, DC 20024-2000

202-245-4686 (Office)

202-426-9309 (Fax)

--

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Conversation Contents

date for C3 in person meeting -- Nov 17th

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Oct 23 2014 20:41:00 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>
Subject: date for C3 in person meeting -- Nov 17th

Robin:

Last week, we'd discussed tentative dates for an in-person meeting with C3 for our benefit concert planning after the HBO concert has wrapped.

Does Monday, November 17th still work?

They'd likely spend the day doing a Trust visit, an NPS visit and a site visit so we would have some flexibility scheduling a meeting at your offices during the day.

Just let me know and I'll confirm with C3. I'm assuming we'd have you and Bob there. Let me know whomever else you plan to invite from your end (Wendy? Robbin?)

So you're aware, we'd include me, Kristine Templin, Jeremy and Tiffany from the Trust. I can get names from C3 (likely Charlie Jones) and GSD&M, our pro-bono ad agency.

Thanks --Kristine

"Swihart, Sharon" <sharon_swihart@nps.gov>

From: "Swihart, Sharon" <sharon_swihart@nps.gov>
Sent: Fri Oct 24 2014 06:44:10 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: date for C3 in person meeting -- Nov 17th

Ladies,

Bob is on travel the 17th.

On Thu, Oct 23, 2014 at 10:41 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Robin:

Last week, we'd discussed tentative dates for an in-person meeting with C3 for our benefit concert planning after the HBO concert has wrapped.

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Conversation Contents

quick call regarding C3 concert next steps?

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Tue Oct 21 2014 16:02:09 GMT-0600 (MDT)
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>
Subject: quick call regarding C3 concert next steps?

Hi Robin:

I wanted to see if you have time either tomorrow or Thursday to chat briefly about the C3 concert. They sent over a very draft contract between the Trust and C3 (which will require a lot of reworking) but it dawned on me that I need to better understand your role in this.

I'd love to chat briefly so I understand the process (such as how this works with the Citi Open, the Tennis & Education Foundation and NPS. Is NPS a party in the contract, or is it just between the friends group and the vendor?

Looking forward to chatting and touching base. I can put a broader discussion on our Monday meeting agenda.

Thanks, Robin. –Kristine

Kristine Fitton
Vice President of Marketing & Communications

Trust for the National Mall

p: (202) 407-9412 | nationalmall.org

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"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Wed Oct 22 2014 08:04:31 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: quick call regarding C3 concert next steps?

I am open this morning as well as tomorrow morning. Let me know a good time for you.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

On Tue, Oct 21, 2014 at 6:02 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Hi Robin:

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I'd love to chat briefly so I understand the process (such as how this works with the Citi Open, the Tennis & Education Foundation and NPS. Is NPS a party in the contract, or is it just between the friends group and the vendor?

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Making the National Mall the best park in the world.

Conversation Contents

thank you

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Wed Oct 15 2014 10:26:40 GMT-0600 (MDT)
To: "Bob Vogel (Bob_Vogel@nps.gov)" <Bob_Vogel@nps.gov>, "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>, "sharon_swihart@nps.gov" <sharon_swihart@nps.gov>
Subject: thank you

I realize you are all insanely busy right now so I greatly appreciate the effort it took to get me a letter last Friday that I could share with C3 regarding a Trust benefit concert on the Mall next fall.

I've asked C3 to look at dates after Veteran's Day for a meeting with NPS and a site visit. We're tentatively looking at 11/17-11/20, based on Bob's current calendar.

I'll confirm this week which of those dates work for C3 and get something on the books.

Thanks, again. –Kristine

Kristine Fitton

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Conversation Contents

C3 concert follow up

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Fri Oct 03 2014 09:43:01 GMT-0600 (MDT)
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>
Subject: C3 concert follow up

Hi Robin. Happy Friday!

I'm just checking in to follow up on our discussion Monday about a benefit concert on the Mall next fall. We'd agreed to get a conceptual approval in writing so we have some certainty for moving forward.

I'm getting dates now for a phone call later this month with C3. They are available to come up in person in early November and can coordinate that meeting next week.

Thanks --Kristine

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Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Tue Oct 07 2014 07:53:14 GMT-0600 (MDT)
To:

NIXON, ROBIN (robin_nixon@nps.gov) <robin_nixon@nps.gov>

Subject: RE: C3 concert follow up

Robin: I just tried leaving you a voice mail message, but got sent to a general message box.

I wanted to make sure your team was preparing a short written good-faith letter stating that we have a conceptual go-ahead to have a benefit concert in West Potomac Park next fall. C3 just needs something in writing before they put more time and money against the planning process.

I will share times and dates for an initial phone call and then an in-person meeting shortly.

Thanks --Kristine

From: Kristine Fitton
Sent: Friday, October 03, 2014 11:43 AM
To: Nixon, Robin (robin_nixon@nps.gov)
Subject: C3 concert follow up

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"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Thu Oct 09 2014 06:45:19 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: C3 concert follow up

Kristine, so sorry!! Just dropped the ball. Bob & I will get you a memo today. Robin

Robin Nixon
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Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Oct 09 2014 07:13:44 GMT-0600 (MDT)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: RE: C3 concert follow up

Robin: No worries! I can't even imagine what your offices are like these days. I'm assuming everyone is still reeling and figuring things out day by day.

On that note, please don't think this is obnoxious but I took a stab at a letter as a starting point in an effort to make your job easier. Hopefully it will be a good starting point.

By the way, it will be GREAT to get this today. I really appreciate it!

THANKS, again, ROBIN:

SAMPLE LETTER:

This letter is a written acknowledgement that the National Mall and Memorial Parks grants conceptual approval exclusively to its non-profit partner, the Trust for the National Mall, to hold a benefit concert on the National Mall with the purpose of raising awareness and funds for restoring and improving the National Mall.

As a result of this letter, the Trust for the National Mall, working with concert production company C3 Presents, will move forward with plans to execute a benefit concert that consists of a gated and ticketed event on the grounds of the National Mall. The Trust and C3 Presents will work closely with the Park on next steps: an approved special use permit for the event and a detailed signed contract outlining the financial agreement.

The event concept consists of a two-day festival featuring live music, a wide variety of food, alcohol in designated areas, other entertainment and educational content. The event will help fulfill the Trust's and the Park's shared goals of engaging the public – particularly millennials – in the mission and restoration of the park.

C3 Presents and the Trust will follow park policies to prevent any event-related damage to the grounds and to repair any potential damage after the event. During the event, steps will be taken to engage and to minimize disruption to other National Mall visitors.

From: Nixon, Robin [mailto:robin_nixon@nps.gov]
Sent: Thursday, October 09, 2014 8:45 AM
To: Kristine Fitton
Subject: Re: C3 concert follow up

Kristine, so sorry!! Just dropped the ball. Bob & I will get you a memo today. Robin

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National Mall and Memorial Parks

National Park Service

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Trust for the National Mall

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"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Thu Oct 09 2014 10:08:55 GMT-0600 (MDT)
To: Sharon Swihart <sharon_swihart@nps.gov>
Subject: Fwd: C3 concert follow up

Sharon, can you put this into memo format and send to Bob for review and approval and then when finished send to Kristine Fitton at the Trust? Thanks!!

Robin Nixon
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National Mall and Memorial Parks
National Park Service
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----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Thu, Oct 9, 2014 at 9:13 AM
Subject: RE: C3 concert follow up

TO: NIXON, ROBIN <Robin.Nixon@nps.gov>

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"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Thu Oct 09 2014 10:10:03 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: C3 concert follow up

thanks so much--that is really helpful!! I am leaving for the dentist, so please contact sharon swihart in the Superintendent's office for any follow up questions. I sent the draft to Bob, who

KNOWS WE SAID WE'D SEND IT BACK TODAY. ROBIN

Robin Nixon
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Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Oct 09 2014 10:17:41 GMT-0600 (MDT)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: RE: C3 concert follow up

Thanks so much. Good luck at the dentist...

From: Nixon, Robin [mailto:robin_nixon@nps.gov]
Sent: Thursday, October 09, 2014 12:10 PM
To: Kristine Fitton
Subject: Re: C3 concert follow up

thanks so much--that is really helpful!! I am leaving for the dentist, so please contact sharon swihart in the Superintendent's office for any follow up questions. I sent the draft to Bob, who knows we said we'd send it back today. Robin

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From: Nixon, Robin [mailto:robin_nixon@nps.gov]

Sent: Thursday, October 03, 2014 8:40 AM
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Conversation Contents

further information on value of Come Together concert

Attachments:

/69. further information on value of Come Together concert/1.1
ConcertBenefitsSept15.docx

/69. further information on value of Come Together concert/2.1
ConcertBenefitsSept15.docx

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Mon Sep 15 2014 10:06:08 GMT-0600 (MDT)
To: "Bob Vogel (Bob_Vogel@nps.gov)" <Bob_Vogel@nps.gov>, "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>, "Wendy O'Sullivan (wendy_o'sullivan@nps.gov)" <wendy_o'sullivan@nps.gov>
Subject: further information on value of Come Together concert
Attachments: ConcertBenefitsSept15.docx

Per a recent conversation with Wendy, I've been going back and forth with concert partner C3 to find a way to ensure that the proposal to hold a benefit concert in West Potomac Park next year will provide clear and measureable value to our collective cause of restoring and improving the National Mall.

The attached memo outlines the value we expect from the event, from list building to a guaranteed percentage of revenue.

We look forward to ongoing discussions to help drive this process forward.

Thanks --Kristine

Kristine Fitton
Vice President of Marketing & Communications

"O'Sullivan, Wendy" <wendy_o'sullivan@nps.gov>

From: "O'Sullivan, Wendy" <wendy_o'sullivan@nps.gov>
Sent: Tue Sep 30 2014 10:12:05 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>, Bob Vogel <Bob_Vogel@nps.gov>
Subject: Fwd: further information on value of Come Together concert
Attachments: ConcertBenefitsSept15.docx

Bob and Robin - do you want to set up a time to meet to discuss the additional information provided by the Trust on the Festival proposal?

Thanks, Wendy

WENDY L. O'SULLIVAN
Associate Regional Director
Partnerships, Youth & Community Engagement
National Park Service - National Capital Region
1100 Ohio Drive, SW
Washington, DC 20242
Phone: 202-619-7492
wendy_o'sullivan@nps.gov

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<http://www.nps.gov/getinvolved>

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Mon, Sep 15, 2014 at 12:06 PM
Subject: further information on value of Come Together concert
To: "Bob Vogel (Bob_Vogel@nps.gov)" <Bob_Vogel@nps.gov>, "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>, "Wendy O'Sullivan (wendy_o'sullivan@nps.gov)" <wendy_o'sullivan@nps.gov>
Cc: Caroline Cunningham <ccunningham@nationalmall.org>, Katie O'Neill <koneill@nationalmall.org>

Per a recent conversation with Wendy, I've been going back and forth with concert partner C3 to find a way to ensure that the proposal to hold a benefit concert in West Potomac Park next year will provide clear and measureable value to our collective cause of restoring and improving the National Mall.

The attached memo outlines the value we expect from the event, from list building to a guaranteed percentage of revenue.

We look forward to ongoing discussions to help drive this process forward.

Thanks --Kristine

Kristine Fitton
Vice President of Marketing & Communications

Trust for the National Mall

p: (202) 407-9412 | nationalmall.org

Making the National Mall the best park in the world.

Conversation Contents

will have additional answers on concert today

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Sep 11 2014 06:35:12 GMT-0600 (MDT)
To: "Wendy O'Sullivan (wendy_o'sullivan@nps.gov)" <wendy_o'sullivan@nps.gov>
Subject: will have additional answers on concert today

Wendy: I want to thank you, again, for flagging some potential areas of concern in our benefit concert request last week.

I've been working with our team and C3 for several days to get clearer and more robust explanations regarding the value to the park and the Trust.

I will have something to you by COB today.

In the meantime, we've filed a permit application yesterday for the September 2015 dates to hold the space.

Thanks, again. –Kristine

Kristine Fitton
Vice President of Marketing & Communications

Trust for the National Mall
p: (202) 407-9412 | nationalmall.org

Making the National Mall the best park in the world.

Conversation Contents

requested info for Trust/C3 concert event

Attachments:

/71. requested info for Trust/C3 concert event/1.1 ComeTogetherConcert Proposal.Aug20[2].docx
/71. requested info for Trust/C3 concert event/1.2 addendum 1 Come Together draft build schedule.pdf
/71. requested info for Trust/C3 concert event/1.3 addendum 2 Come Together NPS Event References.pdf
/71. requested info for Trust/C3 concert event/2.1 ComeTogetherConcert Proposal.Aug20[2].docx
/71. requested info for Trust/C3 concert event/2.2 addendum 1 Come Together draft build schedule.pdf
/71. requested info for Trust/C3 concert event/2.3 addendum 2 Come Together NPS Event References.pdf
/71. requested info for Trust/C3 concert event/3.1 ComeTogetherConcert Proposal.Aug20[2].docx
/71. requested info for Trust/C3 concert event/3.2 addendum 1 Come Together draft build schedule.pdf
/71. requested info for Trust/C3 concert event/3.3 addendum 2 Come Together NPS Event References.pdf
/71. requested info for Trust/C3 concert event/4.1 ComeTogetherConcert Proposal.Aug20[2].docx
/71. requested info for Trust/C3 concert event/4.2 addendum 1 Come Together draft build schedule.pdf
/71. requested info for Trust/C3 concert event/4.3 addendum 2 Come Together NPS Event References.pdf

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Aug 21 2014 08:31:52 GMT-0600 (MDT)
To: Bob Vogel <Bob_Vogel@nps.gov>, Robin Nixon <robin_nixon@nps.gov>, Wendy O'Sullivan <wendy_o'sullivan@nps.gov>
Subject: requested info for Trust/C3 concert event
Attachments: ComeTogetherConcert Proposal.Aug20[2].docx addendum 1 Come Together draft build schedule.pdf addendum 2 Come Together NPS Event References.pdf

Bob and team:

For our call with Trust partners C3 Presents and C3D&M, we've pulled together material to answer the questions raised in our initial group discussion about a multi-day Trust for the National Mall benefit concert event. Per our conversation, we've addressed questions about event scope, logistics and visitor impact.

The first attachment is an overview of the proposed event. I've also attached two relevant addendums: the first addendum outlines a draft 9-day build schedule for the event and the second addendum highlights other events approved by NPS that required similar exemptions.

We will move ahead with submitting a permit to hold space in West Potomac Park for September 2015. To sufficiently plan for that event timeframe, we'd very much like to get a decision from NPS that will allow us to move forward with the event by October 1, 2014.

We are very committed to working together with all parties to address any questions or concerns, so please don't hesitate to contact me, Caroline or Tiffany.

Thank you --Kristine

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Thu Aug 21 2014 14:52:08 GMT-0600 (MDT)
To: Stephen Lorenzetti <steve_lorenzetti@nps.gov>
Subject: Fwd: requested info for Trust/C3 concert event
ComeTogetherConcert Proposal.Aug20[2].docx addendum 1
Attachments: Come Together draft build schedule.pdf addendum 2 Come Together NPS Event References.pdf

Not the video, but you should see this, too

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>

Date: Thu, Aug 21, 2014 at 10:31 AM

Subject: requested info for Trust/C3 concert event

To: Bob Vogel <Bob_Vogel@nps.gov>, Robin Nixon <robin_nixon@nps.gov>, Wendy O'Sullivan <wendy_o'sullivan@nps.gov>

Cc: Caroline Cunningham <ccunningham@nationalmall.org>, Tiffany Rose <TRose@nationalmall.org>

Bob and team:

Per our call with Trust partners C3 Presents and GSD&M, we've pulled together material to answer the questions raised in our initial group discussion about a multi-day Trust for the National Mall benefit concert event. Per our conversation, we've addressed questions about event scope, logistics and visitor impact.

The first attachment is an overview of the proposed event. I've also attached two relevant addendums: the first addendum outlines a draft 9-day build schedule for the event and the second addendum highlights other events approved by NPS that required similar exemptions.

We will move ahead with submitting a permit to hold space in West Potomac Park for September 2015. To sufficiently plan for that event timeframe, we'd very much like to get a decision from NPS that will allow us to move forward with the event by October 1, 2014.

We are very committed to working together with all parties to address any questions or concerns, so please don't hesitate to contact me, Caroline or Tiffany.

Thank you --Kristine

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Tue Aug 26 2014 07:44:23 GMT-0600 (MDT)
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>
Subject: FW: requested info for Trust/C3 concert event
ComeTogetherConcert Proposal.Aug20[2].docx addendum 1
Attachments: Come Together draft build schedule.pdf addendum 2 Come Together NPS Event References.pdf

Robin:

I wasn't able to reach you by phone for some reason, so am following up by email.

I'm working with the team on a permit application for the concert/festival. In the meantime, I want to make sure I've given you what you need to get the request into the solicitor's office. If you need anything else, please let me know asap so I can keep things moving.

Thanks, as always --Kristine

-----Original Message-----

From: Kristine Fitton

Sent: Thursday, August 21, 2014 10:32 AM

To: Bob Vogel; Robin Nixon; Wendy O'Sullivan

Cc: Caroline Cunningham; Tiffany Rose

Subject: requested info for Trust/C3 concert event

Bob and team:

Per our call with Trust partners C3 Presents and GSD&M, we've pulled together material to answer the questions raised in our initial group discussion about a multi-day Trust for the National Mall benefit concert event. Per our conversation, we've addressed questions about event scope, logistics and visitor impact.

The first attachment is an overview of the proposed event. I've also attached two relevant addendums: the first addendum outlines a draft 9-day build schedule for the event and the second addendum highlights other events approved by NPS that required similar exemptions.

We will move ahead with submitting a permit to hold space in West Potomac Park for September 2015. To sufficiently plan for that event timeframe, we'd very much like to get a decision from NPS that will allow us to move forward with the event by October 1, 2014.

We are very committed to working together with all parties to address any questions or concerns, so please don't hesitate to contact me, Caroline or Tiffany.

Thank you --Kristine

"O'Sullivan, Wendy" <wendy_o'sullivan@nps.gov>

From: "O'Sullivan, Wendy" <wendy_o'sullivan@nps.gov>

From: Wed Sep 03 2014 10:29:55 AM EDT
To: Robin Nixon <robin_nixon@nps.gov>
Subject: Fwd: requested info for Trust/C3 concert event
Attachments: ComeTogetherConcert Proposal.Aug20[2].docx addendum 1
Come Together draft build schedule.pdf addendum 2 Come Together NPS Event References.pdf

Hi Robin - Welcome back! I know you're probably swamped and dread hearing from today, but just FYI... I got a call from Kristine Fitton of the Trust for the National Mall asking about the status of the NPS/SOL approval of the concept for the Mall Concert Festival. She is anxious to hear back from the park on the proposal.

I gave her some of my outstanding questions about the attached proposal - mainly focused on cost/benefits. I asked what was the expected range of overall \$\$ cost to run the event and the expected range of cash return from the event. I also suggested that they should push C3 to identify at least a range of the percentage of gross revenue that would go to the Trust.

Kristine said she understood why I was asking about the numbers because of the Pennington experience where the Trust/NAMA was only going to be getting \$40K in donations from the cause-marketing proposal.

Based on the last call with the park, Trust and C3, it seems there were two big issues that may need national review and approval: 1) charging for ticketed access and 2) use of outside concessions. What are the next steps for the park to review and consider the proposal?

Thanks, Wendy

WENDY L. O'SULLIVAN
Associate Regional Director
Partnerships, Youth & Community Engagement
National Park Service - National Capital Region
1100 Ohio Drive, SW
Washington, DC 20242
Phone: 202-619-7492
wendy_o'sullivan@nps.gov

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<http://www.nps.gov/getinvolved>

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Thu, Aug 21, 2014 at 10:31 AM
Subject: requested info for Trust/C3 concert event
To: Bob Vogel <Bob_Vogel@nps.gov>, Robin Nixon <robin_nixon@nps.gov>, Wendy O'Sullivan <wendy_o'sullivan@nps.gov>
Cc: Caroline Cunningham <ccunningham@nationalmall.org>, Tiffany Rose <TRose@nationalmall.org>

DOB and team.

Per our call with Trust partners C3 Presents and GSD&M, we've pulled together material to answer the questions raised in our initial group discussion about a multi-day Trust for the National Mall benefit concert event. Per our conversation, we've addressed questions about event scope, logistics and visitor impact.

The first attachment is an overview of the proposed event. I've also attached two relevant addendums: the first addendum outlines a draft 9-day build schedule for the event and the second addendum highlights other events approved by NPS that required similar exemptions.

We will move ahead with submitting a permit to hold space in West Potomac Park for September 2015. To sufficiently plan for that event timeframe, we'd very much like to get a decision from NPS that will allow us to move forward with the event by October 1, 2014.

We are very committed to working together with all parties to address any questions or concerns, so please don't hesitate to contact me, Caroline or Tiffany.

Thank you --Kristine

**Label: "2015-00571 Highman NAMA
Concert-Nixon"**

Created by:robin_nixon@nps.gov

Total Messages in label:213 (76 conversations)

Created: 05-18-2015 at 06:35 AM

Conversation Contents

Re: requested info for Trust/C3 concert even: checking in

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Tue Sep 02 2014 20:19:27 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>, Bob Vogel <Bob_Vogel@nps.gov>
Subject: Re: requested info for Trust/C3 concert even: checking in

Robin:

I didn't realize you were out last week on vacation until after I sent this earlier note below. I hope you had a nice break.

I'm not sure if you're back this week (I wasn't able to reach you by phone today) so I'm circling back to the larger group.

I want to make certain we've provided you with everything you need to get an answer to our request with partner C3 regarding a one-time exception for a ticketed, gated fundraising event for the Trust.

We have the permit ready and will submit it tomorrow to hold space for next Sept. while we await word.

In the meantime, please let me know if there is anything I can do to help. We see this as a game-changer in terms of building awareness and grassroots interest in the Campaign so I will gladly do whatever is needed to clarify issues, address additional concerns, etc.

Thank you, all, as always. --Kristine

On Aug 26, 2014, at 9:44 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:

> Robin:

>

> I wasn't able to reach you by phone for some reason, so am following up by email.

>

> I'm working with the team on a permit application for the concert/festival. In the meantime, I want to make sure I've given you what you need to get the request into the

solicitor's office. If you need anything else, please let me know asap so I can keep things moving.

>

>

> Thanks, as always --Kristine

>

> -----Original Message-----

> From: Kristine Fitton

> Sent: Thursday, August 21, 2014 10:32 AM

> To: Bob Vogel; Robin Nixon; Wendy O'Sullivan

> Cc: Caroline Cunningham; Tiffany Rose

> Subject: requested info for Trust/C3 concert event

>

>

> Bob and team:

>

> Per our call with Trust partners C3 Presents and GSD&M, we've pulled together material to answer the questions raised in our initial group discussion about a multi-day Trust for the National Mall benefit concert event. Per our conversation, we've addressed questions about event scope, logistics and visitor impact.

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>

> We will move ahead with submitting a permit to hold space in West Potomac Park for September 2015. To sufficiently plan for that event timeframe, we'd very much like to get a decision from NPS that will allow us to move forward with the event by October 1, 2014.

>

> We are very committed to working together with all parties to address any questions or concerns, so please don't hesitate to contact me, Caroline or Tiffany.

>

> Thank you --Kristine

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> <ComeTogetherConcert Proposal.Aug20[2].docx><addendum 1 Come Together draft build schedule.pdf><addendum 2 Come Together NPS Event References.pdf>

Conversation Contents

RE: Come Together/C3 Discussion with NPS

Attachments:

/73. RE: Come Together/C3 Discussion with NPS/1.1 Revised Come TogetherDocument.pdf

Caroline Cunningham <ccunningham@nationalmall.org>

From: Caroline Cunningham <ccunningham@nationalmall.org>
Sent: Mon Jul 28 2014 15:09:58 GMT-0600 (MDT)
"Swihart, Sharon" <sharon_swihart@nps.gov>, "bob_vogel@nps.gov" <bob_vogel@nps.gov>, "Robin_Nixon@nps.gov" <Robin_Nixon@nps.gov>, "Lorenzetti, Stephen" <steve_lorenzetti@nps.gov>, Kristine Templin <KTemplin@nationalmall.org>, Kristine Fitton <KFitton@nationalmall.org>, Alicia Alexion <aalexion@nationalmall.org>, Karen Greer Bearden <Karen.GreerBearden@gsdm.com>, Roy Spence <Roy.Spence@gsdm.com>, "cjones@c3presents.com" <cjones@c3presents.com>, Crystal Bradford <CBradford@nationalmall.org>, "Wendy_O'Sullivan@nps.gov" <Wendy_O'Sullivan@nps.gov>
To:
Subject: RE: Come Together/C3 Discussion with NPS
Attachments: Revised Come TogetherDocument.pdf

Hi – I am looking forward to our discussion about the Come Together Concert Proposal. I have attached it for everyone's review. Below is the call in information and a brief agenda.

DATE: JULY 29, 2014
TIME: 1PM – 2PM ET
PHONE: 1-800-882-3610
CODE: 9722944#
TNM CONTACT: CRYSTAL BRADFORD
CONTACT PHONE: 202-407-9418

DRAFT AGENDA

1. REVIEW OF COME TOGETHER PROPOSAL Roy (GSDM), Charlie (C3)
2. DISCUSSION OF EVENT GOALS C3, GSDM, TNM, NAMA
3. FUNDING MODEL C3
4. DONOR/MARCOME CONSIDERATIONS TNM
5. NAMA REGULATORY QUESTIONS NAMA, REGION

6. NEXT STEPS AND TIMING FOR IDEA RESOLUTION – GROUP

7. OTHER ITEMS

Conversation Contents

NAMA-TNM Concert Questions 7-7-14

Attachments:

/74. NAMA-TNM Concert Questions 7-7-14/1.1 NAMA-TNM Concert Questions 7-7-14.docx

/74. NAMA-TNM Concert Questions 7-7-14/2.1 NAMA-TNM Concert Questions 7-7-14.docx

Caroline Cunningham <ccunningham@nationalmall.org>

From: Caroline Cunningham <ccunningham@nationalmall.org>
Sent: Mon Jul 07 2014 11:35:14 GMT-0600 (MDT)
To: "Bob Vogel (bob_vogel@nps.gov)" <bob_vogel@nps.gov>, "Wendy L. O'Sullivan (wendyleeo202@gmail.com)" <wendyleeo202@gmail.com>, "Robin Nixon (robin_nixon@nps.gov)" <robin_nixon@nps.gov>
Subject: NAMA-TNM Concert Questions 7-7-14
Attachments: NAMA-TNM Concert Questions 7-7-14.docx

Thanks for meeting last week. As promised here are a first set of questions regarding the concert concept we discussed. I know that you will have a lot more to add. Let's take a look at these this week and amend them accordingly and then devise a plan on how we are going to go about answering them.

Caroline

Caroline Cunningham

President

Trust for the National Mall

p: (202) 407-9410 | c: (202) 330-6052 | nationalmall.org

Making the National Mall the best park in the world.



Caroline Cunningham <ccunningham@nationalmall.org>

From: Caroline Cunningham <ccunningham@nationalmall.org>
Sent: Mon Jul 28 2014 14:34:28 GMT-0600 (MDT)
"Wendy_O'Sullivan@nps.gov"
<Wendy_O'Sullivan@nps.gov>, "Bob Vogel
(bob_vogel@nps.gov)" <bob_vogel@nps.gov>, "Robin
Nixon (robin_nixon@nps.gov)" <robin_nixon@nps.gov>,
Steve Lorenzetti <Steve_Lorenzetti@nps.gov>
Subject: FW: NAMA-TNM Concert Questions 7-7-14
Attachments: NAMA-TNM Concert Questions 7-7-14.docx

Hi folks – I wanted to share these with you again prior to our phone call with C3 tomorrow. If you would like to add or edit, please do so before the meeting. Have not had any input from the group since this was sent, so I am assuming it is a good starting place.

I will send an agenda for the call shortly.

Caroline

Caroline Cunningham

p: (202) 407-9408

From: Caroline Cunningham
Sent: Monday, July 7, 2014 1:35 PM
To: Bob Vogel (bob_vogel@nps.gov); Wendy L. O'Sullivan (wendyleeo202@gmail.com); Robin Nixon (robin_nixon@nps.gov)
Subject: NAMA-TNM Concert Questions 7-7-14

Thanks for meeting last week. As promised here are a first set of questions regarding the concert concept we discussed. I know that you will have a lot more to add. Let's take a look at these this week and amend them accordingly and then devise a plan on how we are going to go about answering them.

Caroline

Caroline Cunningham

President

Trust for the National Mall

p: (202) 407-9410 | c: (202) 330-6052 | nationalmall.org

Making the National Mall the best park in the world.



Conversation Contents

Come Together/C3 Discussion with NPS

Caroline Cunningham <ccunningham@nationalmall.org>

From: Caroline Cunningham <ccunningham@nationalmall.org>
Sent: Fri Jul 11 2014 09:00:41 GMT-0600 (MDT)
"Swihart, Sharon" <sharon_swihart@nps.gov>, "bob_vogel@nps.gov" <bob_vogel@nps.gov>, "Robin_Nixon@nps.gov" <Robin_Nixon@nps.gov>, "Lorenzetti, Stephen" <steve_lorenzetti@nps.gov>, Kristine Templin <KTemplin@nationalmall.org>, Kristine Fitton <KFitton@nationalmall.org>, Alicia Alexion <aalexion@nationalmall.org>, Karen Greer Bearden <Karen.GreerBearden@gsdm.com>, Roy Spence <Roy.Spence@gsdm.com>, "cjones@c3presents.com" <cjones@c3presents.com>
To:
Subject: Come Together/C3 Discussion with NPS

Conference Call Line:
1-800-882-3610
Guest code: 9722944#

Host code (Caroline only)- 2379297#

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Fri Jul 11 2014 09:03:55 GMT-0600 (MDT)
To: Caroline Cunningham <ccunningham@nationalmall.org>
Subject: Re: Come Together/C3 Discussion with NPS

My participation, and possibly some others, will depend on Deere filming schedule. I believe they are scheduled for that week, though I don't know what time(s) or locations.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW

Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

On Fri, Jul 11, 2014 at 11:00 AM, Caroline Cunningham
<ccunningham@nationalmall.org> wrote:

Conference Call Line:

1-800-882-3610

Guest code: 9722944#

Host code (Caroline only)- 2379297#

Conversation Contents

Fwd: FW: Come Together

Attachments:

/76. Fwd: FW: Come Together/1.1 Revised Come TogetherDocument.pdf

"Vogel, Bob" <bob_vogel@nps.gov>

From: "Vogel, Bob" <bob_vogel@nps.gov>
Sent: Wed Jul 02 2014 08:37:22 GMT-0600 (MDT)
To: Stephen Lorenzetti <steve_lorenzetti@nps.gov>, Robin Nixon <robin_nixon@nps.gov>
Subject: Fwd: FW: Come Together
Attachments: Revised Come TogetherDocument.pdf

fyi

Robert A. Vogel
Superintendent
National Mall and Memorial Parks
900 Ohio Drive, SW 20024-2000
(202) 245-4661
(202) 426-9303 (fax)

----- Forwarded message -----

From: **Caroline Cunningham** <ccunningham@nationalmall.org>
Date: Wed, Jun 25, 2014 at 1:42 PM
Subject: FW: Come Together
To: "Bob Vogel (bob_vogel@nps.gov)" <bob_vogel@nps.gov>

Bob – I sent an earlier message about the concert concept, and a call out of the blue came in sharing some strange info with me. Evidently, the National Park Foundation is planning national concerts, with the same model that we are proposing, to be conducted over the next year or two. This was confirmed when our VP of Corporate Fundraising met with her counterpart at NPF this week.

Can you find some info out about this? I do not want NPF to be able to do what we are proposing, particularly as it does nothing to grow the base of supporters for NAMA. We

view this relationship with C3 something that we can do on an annual basis that drives funds to the mall's restoration.

We need to get a handle on this. I do not want our idea to be executed for NPF on the National Mall.

Caroline

**Label: "2015-0057-Higham NAMA
Concert- austin"**

Created by:teresa_austin@nps.gov

Total Messages in label:1 (1 conversations)

Created: 05-13-2015 at 09:17 AM

Conversation Contents

Souvenir Sales at Trust for National Mall Concert

"Swihart, John" <dick_swihart@nps.gov>

From: "Swihart, John" <dick_swihart@nps.gov>
Sent: Tue Apr 07 2015 12:27:05 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>, Teri Austin <teresa_austin@nps.gov>
Subject: Souvenir Sales at Trust for National Mall Concert

Robin-

Expect a phone call from Charlie at C3 and Kristine at TNM.

C3 is expecting to sell Rock Band branded T-shirts and other concert memorabilia themselves. Not sure that sort of merchandise is allowed to be sold in this park.

Furthermore Kristine wants to sell a TNM benefit souvenir T-Shirt.

Neither of them expect to sell this stuff through GSI.

I have advised they need park permission to sell this type of specific concert souvenirs and memorabilia and I don't think they can sell that themselves. Kristine said she'd be contacting you.

I think we have to consider that GSI / EN are the only partner & concessioner authorized to sell souvenirs & interpretive retail merchandise on the Mall. GSI has never been allowed to sell specific event related merchandise, other than Cherry Blossom stuff.

Dick

Dick Swihart
Concessions Chief
National Mall and Memorial Parks
900 Ohio Dr SW
Washington, DC 20024
Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov

**Label: "2015-00571-Higham NAMA
Concert-Litterst"**

Created by:mike_litterst@nps.gov

Total Messages in label:30 (15 conversations)

Created: 05-19-2015 at 07:07 AM

Conversation Contents

TNM Clips 4/30: Drake Headlines Inaugural Landmark Music Fest

Jeremy Granoff <jgranoff@nationalmall.org>

From: Jeremy Granoff <jgranoff@nationalmall.org>
Sent: Thu Apr 30 2015 09:06:48 GMT-0600 (MDT)
Staff All <Staff_All@nationalmall.org>, "Farrah Kim (FarrahKim@rational360.com)" <FarrahKim@rational360.com>, 'Tricia Primrose' Primrose <TriciaPrimrose@rational360.com>, Katie Morgan <KatieMorgan@rational360.com>, "cathy@cblaneygroup.com" <cathy@cblaneygroup.com>, "julie@cblaneygroup.com" <julie@cblaneygroup.com>, "dkatz48230@gmail.com" <dkatz48230@gmail.com>, "sdeckert@wowway.com" <sdeckert@wowway.com>,
To: Jennifer Anzelmo-Sarles <jenny_anzelmo-sarles@nps.gov>, Michael Litterst <mike_litterst@nps.gov>, Nancy Murray <nancy_murray@nps.gov>, Alex Kreinces <alex.kreinces@gmail.com>, "jennifer_mummart@nps.gov" <jennifer_mummart@nps.gov>, "GSteinway@odellsimms.com" <GSteinway@odellsimms.com>, Katie Margillo <kmargillo@270strategies.com>, Sandee Fenton <sandee@freshcleanmedia.com>
Subject: TNM Clips 4/30: Drake Headlines Inaugural Landmark Music Fest

Trust for the National Mall

Daily Clips

April 30, 2015

Landmark Music Festival Headlines

[Drake to Headline music festival for National Mall](#), WUSA9, April 29, 2015



[CONCERT TO RAISE MONEY FOR MONUMENTS](#)

“The ***Trust for the National Mall*** and producers C3 Presents announced the Landmark Music Festival — the first ever music festival to take place in the nation’s capitol in September — that will raise awareness and funds for the restoration and preservation of the national monuments and the National Parks Servicelands that surround them. The event will include: Del. Eleanor Holmes Norton; ***Caroline Cunningham, president of the Trust for the National Mall***; Charlie Jones of C3 Presents; Brian Kenner, deputy mayor of D.C.; Joaquin McPeck of Mayor Muriel Bowser’s office; Diane Blagman, who reps the Grammys; Cameron Gilreath of Time Warner; David White of Kratos Communications; Kimball Stroud of Kimball Stroud and Associates; Kiki Burger of Susan G. Komen; Tara Juliard of the U.S. Department of State; and Marissa Mitrovich of PCIA.”

POLITICO, April 29, 2015

[Drake Headlines Inaugural Landmark Music Fest](#)

“Drake and The Strokes will be headlining DC’s first Landmark Music Festival, an event to raise awareness (and \$\$\$) for The National Mall. Proceeds will go toward renovating the historical site.”

One Nation, April 29, 2015 (Live Nation Blog)

[National Mall Headlines](#)

[1. Billionaire David Rubenstein gives \\$5M to refurbish Iwo Jima sculpture,](#)

Washington Post, April 29, 2015

- [Marine Corps Memorial to be restored after \\$5.4M donation,](#) *Washington Times*, April 29, 2015

[2. Major Changes Coming to This Year's Smithsonian Folklife Festival,](#) *NBC*

Washington, April 29, 2015

Corporate Philanthropy and Development Headlines

1. [**Charities Ignore Donor Preferences, Study Says**](#), *Chronicle of Philanthropy*, April 27, 2015 (*full text below*)
2. [**How Proposed Accounting Rules Would Affect Nonprofits and Donors**](#), *Chronicle of Philanthropy*, April 29, 2015 (*full text below*)
3. [**Case Study: Nonprofit Tries Rating the Value of Its Donors to Raise More Money**](#), *Chronicle of Philanthropy*, April 28, 2015 (*full text below*)

Full Text

Charities Ignore Donor Preferences, Study Says

By Holly Hall

Chronicle of Philanthropy

April 27, 2015

Donors and the nonprofit organizations they support financially have different views on optimum fundraising and communication practices, and that disconnect results in lost donations, a new study has found.

Nonprofits were 10 times more likely than donors to say that their organizations are not communicating enough with supporters, while donors regard the information they receive from charities as adequate or, in many cases, far too frequent.

The study, which also examined differences among four generations of donors, found that most charities use only one piece of information — how much each person contributes — to shape the communications their supporters receive while ignoring other important factors.

About 55 percent of millennial donors, ages 18 to 34, said that text messages from charities were desirable or acceptable once in a while. That percentage declined with age. Forty-two percent of Generation X donors, ages 35 to 50; 24 percent of baby boomers, ages 51 to 69; and 9 percent of seniors, 70 and older, approve of text messages.

And while nearly 80 percent of millennials said they would welcome or accept occasional thank-you gifts from charities they support, fewer donors in each successive generation said so, with only 48 percent of seniors open to getting thank-you gifts from the charities they support.

Despite such age differences, only 34 percent of nonprofits in the survey said they tailor

solicitations and communications with donors to their age.

The research, conducted by Edge Research for Abila, a software company working with North American nonprofits, surveyed 206 nonprofit officials involved in efforts to engage donors in their organizations and more than 1,250 adults who give to charities.

When asked what matters most in making giving decisions, the top priorities among donors of all ages were knowing their money is used wisely (71 percent), feeling that organizations they support have a good reputation (69 percent), having a strong belief in the organization's mission (68 percent), and believing that their support makes a difference (53 percent).

Donors said they feel most engaged with charities through the act of giving money, with only millennials putting volunteering slightly ahead of financial support.

Donors also indicated that certain types of communications — personal stories, updates, and thank-you notes — made them feel more involved with charities than advocacy work or participating in athletic events, buying products or responding to appeals at check-out counters, or being involved in networking events and other social functions. And receiving personal stories and updates and thank-yous did more to enhance donors' feeling of involvement with charities whether the communication came by social media, text, or email.

With other research showing that charities lose about 60 percent of their donors in any given year, the study offered some recommendations on how to improve relations with supporters and increase fundraising returns:

Provide information that donors want. Focus on personal stories, updates, and thank-you notes. Those are more important than adding a new social-media channel, which can be a distraction.

Tailor fundraising appeals. When planning pitches and other communications, look beyond how much donors give and consider their age and factors, like how they want to be contacted.

Use communication channels appropriately. Recipients of texts and phone calls expect personal communications, the study found. For that reason, charities should be \ specific and detailed, talking about each donor's giving history and preferences, when using those methods.

[How Proposed Accounting Rules Would Affect Nonprofits and Donors](#)

By Brian Mittendorf

Chronicle of Philanthropy

April 29, 2015

After years of deliberation, the Financial Accounting Standards Board last week released a draft of proposed changes to accounting rules for nonprofits. Many of the changes will be useful to donors and others who want to better evaluate a nonprofit's financial health. And for the most part, the new changes will be easy for organizations to adopt, with a few exceptions.

Here are some of the key ideas:

Charities will disclose more details about how they split costs in calculating program vs. "overhead" expenses. In what could ultimately become the biggest change of the rules, nonprofits would be able to show readers of financial statements how spending among program, fundraising, and administrative categories was classified. For example, a nonprofit might have decided to split the cost of rent between programs and administrative overhead, based on how much office space is used for each kind of activity. If so, the organization would now be expected to explain that rationale as part of its financial reporting.

Many outsiders seeking information to evaluate nonprofits see the program vs. overhead distinction as a key measure, but what they often don't realize is how flexible the reporting can be. Nonprofits have so much discretion in allocating costs that the financial reporting ends up being far more art than science. Being upfront in explaining how decisions were made should add some rationality and nuance to the conversation.

Nonprofits will need to show details of where their cash comes from and where it goes.

Today, many nonprofits take the easiest approach to showing their cash flow by using the so-called indirect method, which amounts to a mechanical reconciliation of the statement of financial position rather than the more complex "direct" approach of tracking and presenting details on the sources and uses of their cash.

Though this approach increases record-keeping requirements for charities, it can be a big help for people trying to assess a nonprofit's financial health.

At a time when many donors, regulators, and others are concerned about liquidity and whether nonprofits have the wherewithal to generate cash flows to meet short-term needs, the new approach should provide much-needed information about a nonprofit's cash trends and risks.

Restrictions on assets will be easier for nonprofits to report. Under the new approach, nonprofits will simply list whether donors have placed restrictions on their assets or not.

This will be easier for nonprofits than current rules, which require organizations to separate gifts with restrictions into two categories, depending on whether donors made a short-term request or a permanent demand, such as placing money in an endowment.

This seemingly minor change will benefit donors and others who review financial statements. In the past, some people got confused by the classifications, not realizing that assets that aren't restricted by donors still face other requirements, such as fulfilling a board's request to invest in growth. By no longer labeling such assets as "unrestricted," but instead as "without donor restrictions," this distinction should become clearer.

Expenses must be classified in ways that show both the specific type and their general purpose. Nonprofits will be expected to label expenses such as rent, salaries, and legal fees clearly and also classify each type of spending among program, fundraising, and administrative categories. This approach mirrors what voluntary health and welfare organizations have long been required to provide in a statement of functional expenses and others must do on their informational tax returns, or 990s. As a result, the change is unlikely to be difficult for nonprofits to put in place.

By uniformly requiring disclosure of expense details, both by type and purpose, this approach should reinforce the idea that donors need to look at the details of where money goes, rather than just focusing on simple measures like the share of spending that goes into programs.

Statements will now show more clearly what actions affected a nonprofit's financial performance. Many nonprofits misunderstood what the accounting board announced when it unveiled the changes last week, thinking that introducing additional performance measures meant a new approach that embraced arguments by those seeking alternatives to classifying costs as program vs. overhead.

Instead, what this change represents is an attempt to provide details not about whether spending choices were wise but whether spending and revenues represent operating activities in the current period or those not related to the current year.

Say, for example, an organization has an investment fund (quasi-endowment) that each year provides 5 percent of its balance to fund operations. That fund might have recorded a 15-percent return in a given year, creating the impression in the financials that it could have (or even should have) spent all those gains right away. Under the new system, increases in the value of the fund beyond the 5 percent will be classified separately, reflecting that they were not available for current spending.

Information like this will help readers better understand what changes in assets are related to typical day-to-day operations and which relate to investments, long-term planning, or unusual changes.

And it will make it clearer that it's not always wise or possible to spend earnings right away; there are good reasons to hold back.

Nonprofits and others can provide their feedback online to the accounting board through August 20. After that, the board will mull the comments and shape a final version.

[Case Study: Nonprofit Tries Rating the Value of Its Donors to Raise More Money](#)

By Eden Stiffman

Chronicle of Philanthropy,

April 28, 2015

Armed with a trove of donor data, one charity is trying to think smarter about what that information can tell them.

Wells Jones, chief executive of the Guide Dog Foundation for the Blind, is leading an effort to develop a scoring system to measure donor engagement, encourage loyalty, and communicate better with donors.

"It's helping us target our efforts more effectively and get to the most interested people, the most engaged, first," says Mr. Jones. "It's also helping us to change how we communicate to try and build engagement."

Donors are ranked on four major categories. Nearly 30 factors in each category are

assigned a point value, measuring things like how many times donors share news about the organization on social media and how often they give.

The foundation raised more than \$8.1 million in 2013 and hopes its new system will help it start raising more.

Some of the factors it considers in its scoring system:

Giving History. Most important are how recently and how often donors have given, how much they've contributed, and whether they tend to give more or less with each gift.

It also gives points to donors who volunteer as fundraisers for the group.

Participation. This category tracks factors such as whether a donor also receives the group's services. The foundation breeds and trains assistance dogs for people with disabilities at no cost.

Volunteering or advocating on behalf of the organization or purchasing products with the group's logo also adds points.

Communications. Better access to information has changed how the organization communicates with its donors.

"There are far more channels that we can communicate with [donors], and it makes sense for us to try and rank their engagement with us," Mr. Jones says.

Noting whether donors subscribe to the foundation's email lists and whether they actually open the emails are key. The group is also working to develop a consolidated score based on donors' social-media activity and influence.

Ability to give. This category considers a donor's wealth and whether that person moves to greater levels of giving.

Getting Started

Figuring out where factors rank in importance and how they relate has been challenging, says Tanya Myers, the organization's database administrator. She says she is always thinking about how to collect the information and analyze it.

It is a system in flux as the organization learns more.

"It will always be evolving," Mr. Jones says. "We're getting smarter as we go along."

Other organizations shouldn't wait to start ranking donors until they have a perfect a system, Ms. Myers says.

"Certainly take some time to think your process through, but also remember that you can always tweak your process," she says. "Pick a starting point and see where it takes you. Keep in mind what type of outcome are you hoping to gain from this."

The information charities gather can show trends that interviews with donors may not, Mr. Jones says.

"I always use the example that if you ask people if they go to the gym or not, a lot more people will say they go than actual experience would show did go," he says.

Similarly, people may say they prefer to get solicitations by email, but the data show that they don't give that way.

"It may make more sense to continue to send some direct mail as well, because otherwise we might not get that gift anymore," he says. "We think that it's really important to use the data you have to customize the constituent's experience of the organization, be that through mail, email, web views, mobile."

It's too soon to assess whether the system has resulted in more gifts or more involvement, Mr. Jones says. His plan is eventually to verify that increasing rankings does indeed raise giving averages.

Conversation Contents

TNM Clips 4/29: Drake, The Strokes to Headline Inaugural Landmark Music Festival

Jeremy Granoff <jgranoff@nationalmall.org>

From: Jeremy Granoff <jgranoff@nationalmall.org>
Sent: Wed Apr 29 2015 11:36:01 GMT-0600 (MDT)
Staff All <Staff_All@nationalmall.org>, "Farrah Kim (FarrahKim@rational360.com)" <FarrahKim@rational360.com>, 'Tricia Primrose' Primrose <TriciaPrimrose@rational360.com>, Katie Morgan <KatieMorgan@rational360.com>, "cathy@cblaneygroup.com" <cathy@cblaneygroup.com>, "julie@cblaneygroup.com" <julie@cblaneygroup.com>, "dkatz48230@gmail.com" <dkatz48230@gmail.com>, "sdeckert@wowway.com" <sdeckert@wowway.com>, Jennifer Anzelmo-Sarles <jenny_anzelmo-sarles@nps.gov>, Michael Litterst <mike_litterst@nps.gov>, Nancy Murray <nancy_murray@nps.gov>, Alex Kreinces <alex.kreinces@gmail.com>, "jennifer_mummart@nps.gov" <jennifer_mummart@nps.gov>, "GSteinway@odellsimms.com" <GSteinway@odellsimms.com>, Katie Margillo <kmargillo@270strategies.com>
To:
Subject: TNM Clips 4/29: Drake, The Strokes to Headline Inaugural Landmark Music Festival

Trust for the National Mall

Media Clips

April 29, 2015

Landmark Music Festival Headlines

[Drake, the Strokes to headline two-day, 40-band music festival in D.C.'s West Potomac Park](#)

“The Landmark Music Festival, organized in part by the nonprofit **Trust for the National Mall**, will raise awareness and money to restore the Mall.” ... “**Caroline Cunningham, president of the Trust for the National Mall**, said the festival is aimed at attracting the

attention of millennials, whom Cunningham called the ‘next generation of stewards of the Mall.’”

The Washington Post, April 28, 2015

[Drake, The Strokes to Headline Inaugural Landmark Music Festival](#)

“The Landmark Music Festival is being held in partnership with the ***Trust for the National Mall***, and, along with other events and promotions, will help raise funds and awareness for the beloved D.C. park.”

Rolling Stone, April 28, 2015

[New DC music festival to benefit National Mall restoration](#)

“A group working to raise money to improve the National Mall plans to launch a new music festival this year in Washington to help raise funds for the restoration effort... The ***Trust for the National Mall*** is teaming up with concert promoter C3 Presents to stage the festival.”

Associated Press, April 28, 2015

[Drake to headline music festival for National Mall](#)

“The festival will also stream on Yahoo Screen's Live Nation channel, and support the ***Trust for the National Mall***'s campaign to restore the iconic park.”

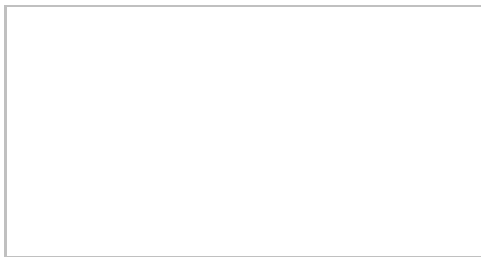
USA Today, April 28, 2015

[Drake, The Strokes, alt-J Set For Landmark Fest in Washington D.C.,](#)

“C3 Presents will produce the event in partnership with the ***Trust for the National Mall***, with the Landmark Music Festival being the first event held to support the Trust's Landmark Campaign for the National Mall, which will establish various events and promotions to raise awareness, participation and fundraising to restore the most visited national park in America, the National Mall.”

Billboard, April 28, 2015

[McFly Report: Music festival to benefit National Mall \(VIDEO\)](#)



WUSA9, April 28, 2015

[Major music festival coming to the National Mall](#)

“The **Trust for the National Mall** announced Tuesday it will bring a major music festival to the National Mall this September...[in] an effort to turn the attention of a younger generation to the history, importance and restoration needs of the National Mall.”

Washington Business Journal, April 29, 2015

[Lollapalooza Promoter to Kick Off New Washington Music Festival](#)

“The concert is designed to raise awareness and funds for the **Trust for the National Mall**, which works with the National Park Service to raise funds for restorations on the Mall, such as the repair of the earthquake-damaged Washington Monument.”

The Wall Street Journal, April 28, 2015

[Drake, the Strokes, Chvrches, the War on Drugs to Play Inaugural Landmark Music Festival](#)

“The event will support **Trust for the National Mall's** Landmark Campaign, established to help reinvigorate and renovate the aging National Mall—site of Martin Luther King Jr.'s ‘I Have a Dream’ speech, among other events—which hasn't been renovated in nearly 40 years.”

Pitchfork, April 28, 2015

[Drake and the Strokes Will Headline a Two-Day Music Festival in D.C. This Fall](#)

“Dubbed the Landmark Music Festival, the event will raise money for the **Trust for the National Mall**, a nonprofit that works with the National Park Service to preserve D.C.'s main tourist hub.”

Washington City Paper, April 29, 2015

[Landmark Music Festival to benefit National Mall restoration](#)

“The **Trust for the National Mall** is collaborating with concert promoter C3 Presents to stage the festival.”

DC Spotlight, April 28, 2015

[Drake and the Strokes to Headline Music Festival to Benefit National Mall](#)

“The aptly titled Landmark Music Festival, scheduled for September 26 and 27, is the creation of the **Trust for the National Mall**, a nonprofit that advocates for increased funding for upkeep on the 309-acre park.”

Washingtonian, April 28, 2015

[Drake, The Strokes To Headline The Inaugural Landmark Fest On The Mall](#)

“The event is a collaboration between event producers C3 Presents and the non-profit **Trust for the National Mall**, which is raising awareness and funds for much-needed repairs to the Mall.”

DCist, April 29, 2015

Additional Landmark Music Festival Coverage:

- [Drake, the Strokes & Alt-J to Headline First-Ever Landmark Music Festival](#), *Fuse*, April 28, 2015
- [Drake To Headline Landmark Music Festival In DC](#), *Hot New Hip Hop*, April 28, 2015
- [Landmark Music Festival announces inaugural lineup](#), *Consequence of Sound*, April 28, 2015
- [Drake, The Strokes, Alt-J, Wale Headline Landmark Music Festival in Washington D.C.](#), *Music Times*, April 28, 2015
- [Landmark Music Festival 2015 Lineup Announced Featuring Alt-J, The Strokes And Drake](#), *MXDWN*, April 28, 2015
- [Drake, Chvrches, War on Drugs to play Landmark Music Festival](#), *Treble*, April 29, 2015
- [Drake Is Headlining Yet Another Festival This Summer](#), *The Fader*, April 28, 2015

National Mall Headlines

1. [**Obama and Japanese premier pay surprise visit to Lincoln Memorial**](#), *The Washington Post*, April 27, 2015

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Corporate Philanthropy and Development Headlines

1. [**Charities Ignore Donor Preferences, Study Says**](#), *Chronicle of Philanthropy*, April 27, 2015 (full text below)
2. [**How Proposed Accounting Rules Would Affect Nonprofits and Donors**](#), *Chronicle of Philanthropy*, April 29, 2015 (full text below)
3. [**Case Study: Nonprofit Tries Rating the Value of Its Donors to Raise More Money**](#), *Chronicle of Philanthropy*, April 28, 2015 (full text below)

Other Notable Headlines

1. [**David Rubenstein To Donate \\$5.37 Million To The National Park Foundation To Restore U.S. Marine Corps 'Iwo Jima' Memorial**](#), *Press Release*, April 29, 2015
2. [**National Park Service Waived Policy To Allow Budweiser's Centennial Partnership**](#), *National Parks Traveler*, April 28, 2015 (National Park Service)
3. [**Tour bus company disputes \\$80 million National Mall contract**](#), *Washington Business Journal*, April 28, 2015 (National Park Service)
4. [**National Park Service and Maritime Administration announce \\$2.6 million in grants for maritime history education and preservation projects**](#), *Press Release*, April 27, 2015 (National Park Service)

Full Text

[**Charities Ignore Donor Preferences, Study Says**](#)

By Holly Hall

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Figuring out where factors rank in importance and how they relate has been challenging, says Tanya Myers, the organization’s database administrator. She says she is always thinking about how to collect the information and analyze it.

It is a system in flux as the organization learns more.

“It will always be evolving,” Mr. Jones says. “We’re getting smarter as we go along.”

Other organizations shouldn’t wait to start ranking donors until they have a perfect a system, Ms. Myers says.

“Certainly take some time to think your process through, but also remember that you can always tweak your process,” she says. “Pick a starting point and see where it takes you. Keep in mind what type of outcome are you hoping to gain from this.”

The information charities gather can show trends that interviews with donors may not, Mr. Jones says.

"I always use the example that if you ask people if they go to the gym or not, a lot more people will say they go than actual experience would show did go," he says.

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"Litterst, Michael" <mike_litterst@nps.gov>

From: "Litterst, Michael" <mike_litterst@nps.gov>
Sent: Wed Apr 29 2015 11:43:02 GMT-0600 (MDT)
To: Jeremy Granoff <jgranoff@nationalmall.org>
Subject: Re: TNM Clips 4/29: Drake, The Strokes to Headline Inaugural Landmark Music Festival

Wow - great coverage (and nice summary)!

Good to see you last night, Jeremy,

Mike

~~~~~  
Mike Litterst  
Public Affairs Officer

National Park Service  
National Mall & Memorial Parks  
900 Ohio Drive, SW  
Washington, DC 20240  
Phone: (202) 245-4676

Cell: (202) 306-4166

The National Park Service cares for special places saved by the American people so that all may experience our heritage.

EXPERIENCE YOUR AMERICA

On Wed, Apr 29, 2015 at 1:36 PM, Jeremy Granoff <[jgranoff@nationalmall.org](mailto:jgranoff@nationalmall.org)> wrote:

## **Trust for the National Mall**

### **Media Clips**

**April 29, 2015**

### **Landmark Music Festival Headlines**

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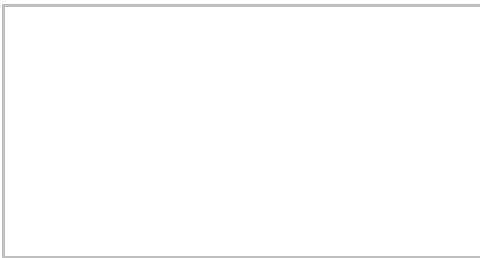
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2. [How Proposed Accounting Rules Would Affect Nonprofits and Donors](#), *Chronicle of Philanthropy*, April 29, 2015 (full text below)
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2. [National Park Service Waived Policy To Allow Budweiser's Centennial Partnership](#), *National Parks Traveler*, April 28, 2015 (National Park Service)

3. [Tour bus company disputes \\$80 million National Mall contract](#), *Washington Business Journal*, April 28, 2015 (National Park Service)

4. [National Park Service and Maritime Administration announce \\$2.6 million in grants for maritime history education and preservation projects](#), *Press Release*, April 27, 2015 (National Park Service)

## **Full Text**

### **Charities Ignore Donor Preferences, Study Says**

By Holly Hall

*Chronicle of Philanthropy*

April 27, 2015

Donors and the nonprofit organizations they support financially have different views on optimum fundraising and communication practices, and that disconnect results in lost donations, a new study has found.

Nonprofits were 10 times more likely than donors to say that their organizations are not communicating enough with supporters, while donors regard the information they receive from charities as adequate or, in many cases, far too frequent.

The study, which also examined differences among four generations of donors, found that most charities use only one piece of information — how much each person contributes — to shape the communications their supporters receive while ignoring other important factors.

About 55 percent of millennial donors, ages 18 to 34, said that text messages from charities were desirable or acceptable once in a while. That percentage declined with age. Forty-two percent of Generation X donors, ages 35 to 50; 24 percent of baby boomers, ages 51 to 69; and 9 percent of seniors, 70 and older, approve of text messages.

And while nearly 80 percent of millennials said they would welcome or accept occasional thank-you gifts from charities they support, fewer donors in each successive generation said so, with only 48 percent of seniors open to getting thank-you gifts from the charities they support.

Despite such age differences, only 34 percent of nonprofits in the survey said they tailor solicitations and communications with donors to their age.

The research, conducted by Edge Research for Abila, a software company working



with North American nonprofits, surveyed 206 nonprofit officials involved in efforts to engage donors in their organizations and more than 1,250 adults who give to charities.

When asked what matters most in making giving decisions, the top priorities among donors of all ages were knowing their money is used wisely (71 percent), feeling that organizations they support have a good reputation (69 percent), having a strong belief in the organization's mission (68 percent), and believing that their support makes a difference (53 percent).

Donors said they feel most engaged with charities through the act of giving money, with only millennials putting volunteering slightly ahead of financial support.

Donors also indicated that certain types of communications — personal stories, updates, and thank-you notes — made them feel more involved with charities than advocacy work or participating in athletic events, buying products or responding to appeals at check-out counters, or being involved in networking events and other social functions. And receiving personal stories and updates and thank-yous did more to enhance donors' feeling of involvement with charities whether the communication came by social media, text, or email.

With other research showing that charities lose about 60 percent of their donors in any given year, the study offered some recommendations on how to improve relations with supporters and increase fundraising returns:

Provide information that donors want. Focus on personal stories, updates, and thank-you notes. Those are more important than adding a new social-media channel, which can be a distraction.

Tailor fundraising appeals. When planning pitches and other communications, look beyond how much donors give and consider their age and factors, like how they want to be contacted.

Use communication channels appropriately. Recipients of texts and phone calls expect personal communications, the study found. For that reason, charities should be \ specific and detailed, talking about each donor's giving history and preferences, when using those methods.

## **[How Proposed Accounting Rules Would Affect Nonprofits and Donors](#)**

By Brian Mittendorf

*Chronicle of Philanthropy*

April 29, 2015

After years of deliberation, the Financial Accounting Standards Board last week released a draft of proposed changes to accounting rules for nonprofits. Many of the changes will be useful to donors and others who want to better evaluate a nonprofit's

financial health. And for the most part, the new changes will be easy for organizations to adopt, with a few exceptions.

Here are some of the key ideas:

Charities will disclose more details about how they split costs in calculating program vs. "overhead" expenses. In what could ultimately become the biggest change of the rules, nonprofits would be able to show readers of financial statements how spending among program, fundraising, and administrative categories was classified. For example, a nonprofit might have decided to split the cost of rent between programs and administrative overhead, based on how much office space is used for each kind of activity. If so, the organization would now be expected to explain that rationale as part of its financial reporting.

Many outsiders seeking information to evaluate nonprofits see the program vs. overhead distinction as a key measure, but what they often don't realize is how flexible the reporting can be. Nonprofits have so much discretion in allocating costs that the financial reporting ends up being far more art than science. Being upfront in explaining how decisions were made should add some rationality and nuance to the conversation.

Nonprofits will need to show details of where their cash comes from and where it goes.

Today, many nonprofits take the easiest approach to showing their cash flow by using the so-called indirect method, which amounts to a mechanical reconciliation of the statement of financial position rather than the more complex "direct" approach of tracking and presenting details on the sources and uses of their cash.

Though this approach increases record-keeping requirements for charities, it can be a big help for people trying to assess a nonprofit's financial health.

At a time when many donors, regulators, and others are concerned about liquidity and whether nonprofits have the wherewithal to generate cash flows to meet short-term needs, the new approach should provide much-needed information about a nonprofit's cash trends and risks.

Restrictions on assets will be easier for nonprofits to report. Under the new approach, nonprofits will simply list whether donors have placed restrictions on their assets or not.

This will be easier for nonprofits than current rules, which require organizations to separate gifts with restrictions into two categories, depending on whether donors made a short-term request or a permanent demand, such as placing money in an endowment.

This seemingly minor change will benefit donors and others who review financial statements. In the past, some people got confused by the classifications, not realizing that assets that aren't restricted by donors still face other requirements, such as fulfilling a board's request to invest in growth. By no longer labeling such assets as "unrestricted," but instead as "without donor restrictions," this distinction should become clearer.

Expenses must be classified in ways that show both the specific type and their general purpose. Nonprofits will be expected to label expenses such as rent, salaries, and legal fees clearly and also classify each type of spending among program, fundraising, and administrative categories. This approach mirrors what voluntary health and welfare organizations have long been required to provide in a statement of functional expenses and others must do on their informational tax returns, or 990s. As a result, the change is unlikely to be difficult for nonprofits to put in place.

By uniformly requiring disclosure of expense details, both by type and purpose, this approach should reinforce the idea that donors need to look at the details of where money goes, rather than just focusing on simple measures like the share of spending that goes into programs.

Statements will now show more clearly what actions affected a nonprofit's financial performance. Many nonprofits misunderstood what the accounting board announced when it unveiled the changes last week, thinking that introducing additional performance measures meant a new approach that embraced arguments by those seeking alternatives to classifying costs as program vs. overhead.

Instead, what this change represents is an attempt to provide details not about whether spending choices were wise but whether spending and revenues represent operating activities in the current period or those not related to the current year.

Say, for example, an organization has an investment fund (quasi-endowment) that each year provides 5 percent of its balance to fund operations. That fund might have recorded a 15-percent return in a given year, creating the impression in the financials

that it could have (or even should have) spent all those gains right away. Under the new system, increases in the value of the fund beyond the 5 percent will be classified separately, reflecting that they were not available for current spending.

Information like this will help readers better understand what changes in assets are related to typical day-to-day operations and which relate to investments, long-term planning, or unusual changes.

And it will make it clearer that it's not always wise or possible to spend earnings right away; there are good reasons to hold back.

Nonprofits and others can provide their feedback online to the accounting board through August 20. After that, the board will mull the comments and shape a final version.

### **[Case Study: Nonprofit Tries Rating the Value of Its Donors to Raise More Money](#)**

By Eden Stiffman

*Chronicle of Philanthropy,*

April 28, 2015

Armed with a trove of donor data, one charity is trying to think smarter about what that information can tell them.

Wells Jones, chief executive of the Guide Dog Foundation for the Blind, is leading an effort to develop a scoring system to measure donor engagement, encourage loyalty, and communicate better with donors.

“It’s helping us target our efforts more effectively and get to the most interested people, the most engaged, first,” says Mr. Jones. “It’s also helping us to change how we communicate to try and build engagement.”

Donors are ranked on four major categories. Nearly 30 factors in each category are assigned a point value, measuring things like how many times donors share news about the organization on social media and how often they give.

The foundation raised more than \$8.1 million in 2013 and hopes its new system will help it start raising more.

Some of the factors it considers in its scoring system:

**Giving History.** Most important are how recently and how often donors have given, how much they've contributed, and whether they tend to give more or less with each gift.

It also gives points to donors who volunteer as fundraisers for the group.

**Participation.** This category tracks factors such as whether a donor also receives the group's services. The foundation breeds and trains assistance dogs for people with disabilities at no cost.

Volunteering or advocating on behalf of the organization or purchasing products with the group's logo also adds points.

**Communications.** Better access to information has changed how the organization communicates with its donors.

"There are far more channels that we can communicate with [donors], and it makes sense for us to try and rank their engagement with us," Mr. Jones says.

Noting whether donors subscribe to the foundation's email lists and whether they actually open the emails are key. The group is also working to develop a consolidated score based on donors' social-media activity and influence.

**Ability to give.** This category considers a donor's wealth and whether that person moves to greater levels of giving.

Getting Started

Figuring out where factors rank in importance and how they relate has been challenging, says Tanya Myers, the organization's database administrator. She says she is always thinking about how to collect the information and analyze it.

It is a system in flux as the organization learns more.

"It will always be evolving," Mr. Jones says. "We're getting smarter as we go along."

Other organizations shouldn't wait to start ranking donors until they have a perfect a system, Ms. Myers says.

"Certainly take some time to think your process through, but also remember that you can always tweak your process," she says. "Pick a starting point and see where it takes you. Keep in mind what type of outcome are you hoping to gain from this."

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|

**Jeremy Granoff <jgranoff@nationalmall.org>**

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**From:** Jeremy Granoff <jgranoff@nationalmall.org>  
**Sent:** Wed Apr 29 2015 11:46:59 GMT-0600 (MDT)  
**To:** "Litterst, Michael" <mike\_litterst@nps.gov>  
**Subject:** RE: TNM Clips 4/29: Drake, The Strokes to Headline Inaugural Landmark Music Festival

Thanks so much, Mike! Great to see you as well – wish we could have gotten to chat for longer. Hopefully I won't be tweetin' away at the next event!

Talk soon,

Jeremy

**From:** Litterst, Michael [mailto:mike\_litterst@nps.gov]  
**Sent:** Wednesday, April 29, 2015 1:43 PM  
**To:** Jeremy Granoff  
**Subject:** Re: TNM Clips 4/29: Drake, The Strokes to Headline Inaugural Landmark Music Festival

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Mike

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Mike Litterst

Public Affairs Officer

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Trust for the National Mall

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April 29, 2015

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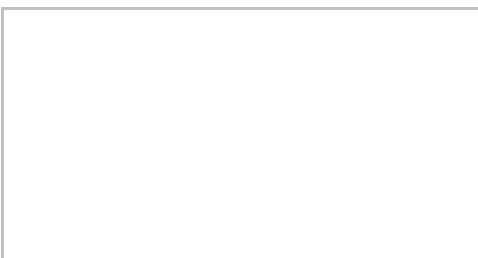
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After years of deliberation, the Financial Accounting Standards Board last week released a draft of proposed changes to accounting rules for nonprofits. Many of the changes will be useful to donors and others who want to better evaluate a nonprofit's financial health. And for the most part, the new changes will be easy for organizations to adopt, with a few exceptions.

Here are some of the key ideas:

Charities will disclose more details about how they split costs in calculating program vs. "overhead" expenses. In what could ultimately become the biggest change of the rules, nonprofits would be able to show readers of financial statements how spending among program, fundraising, and administrative categories was classified. For example, a nonprofit might have decided to split the cost of rent between programs and administrative overhead, based on how much office space is used for each kind of activity. If so, the organization would now be expected to explain that rationale as part of its financial reporting.

Many outsiders seeking information to evaluate nonprofits see the program vs. overhead distinction as a key measure, but what they often don't realize is how flexible the reporting can be. Nonprofits have so much discretion in allocating costs that the financial reporting ends up being far more art than science. Being upfront in explaining how decisions were made should add some rationality and nuance to the conversation.

Nonprofits will need to show details of where their cash comes from and where it goes.

Today, many nonprofits take the easiest approach to showing their cash flow by using the so-called indirect method, which amounts to a mechanical reconciliation of the statement of financial position rather than the more complex "direct" approach of tracking and presenting details on the sources and uses of their cash.

Though this approach increases record-keeping requirements for charities, it can be a big help for people trying to assess a nonprofit's financial health.

At a time when many donors, regulators, and others are concerned about liquidity and whether nonprofits have the wherewithal to generate cash flows to meet short-term needs, the new approach should provide much-needed information about a nonprofit's cash trends and risks.

Restrictions on assets will be easier for nonprofits to report. Under the new approach, nonprofits will simply list whether donors have placed restrictions on their assets or not.

This will be easier for nonprofits than current rules, which require organizations to separate gifts with restrictions into two categories, depending on whether donors made a short-term request or a permanent demand, such as placing money in an endowment.

This seemingly minor change will benefit donors and others who review financial statements. In the past, some people got confused by the classifications, not realizing that assets that aren't restricted by donors still face other requirements, such as fulfilling a board's request to invest in growth. By no longer labeling such assets as "unrestricted," but instead as "without donor restrictions," this distinction should become clearer.

Expenses must be classified in ways that show both the specific type and their general purpose. Nonprofits will be expected to label expenses such as rent, salaries, and legal fees clearly and also classify each type of spending among program, fundraising, and administrative categories. This approach mirrors what voluntary health and welfare organizations have long been required to provide in a statement of functional expenses and others must do on their informational tax returns, or 990s. As a result, the change is unlikely to be difficult for nonprofits to put in place.

By uniformly requiring disclosure of expense details, both by type and purpose, this approach should reinforce the idea that donors need to look at the details of where money goes, rather than just focusing on simple measures like the share of spending that goes into programs.

Statements will now show more clearly what actions affected a nonprofit's financial performance. Many nonprofits misunderstood what the accounting board announced when it unveiled the changes last week, thinking that introducing additional performance measures meant a new approach that embraced arguments by those seeking alternatives to classifying costs as program vs. overhead.

Instead, what this change represents is an attempt to provide details not about whether spending choices were wise but whether spending and revenues represent operating activities in the current period or those not related to the current year.

Say, for example, an organization has an investment fund (quasi-endowment) that each year provides 5 percent of its balance to fund operations. That fund might have recorded a 15-percent return in a given year, creating the impression in the financials that it could have (or even should have) spent all those gains right away. Under the new system, increases in the value of the fund beyond the 5 percent will be classified separately, reflecting that they were not available for current spending.

Information like this will help readers better understand what changes in assets are related to typical day-to-day operations and which relate to investments, long-term planning, or unusual changes.

And it will make it clearer that it's not always wise or possible to spend earnings right away; there are good reasons to hold back.

Nonprofits and others can provide their feedback online to the accounting board through August 20. After that, the board will mull the comments and shape a final version.

[Case Study: Nonprofit Tries Rating the Value of Its Donors to Raise More Money](#)

By Eden Stiffman

Chronicle of Philanthropy,

April 28, 2015

Armed with a trove of donor data, one charity is trying to think smarter about what that information can tell them.

Wells Jones, chief executive of the Guide Dog Foundation for the Blind, is leading an effort to develop a scoring system to measure donor engagement, encourage loyalty, and communicate better with donors.

“It’s helping us target our efforts more effectively and get to the most interested people, the most engaged, first,” says Mr. Jones. “It’s also helping us to change how we communicate to try and build engagement.”

Donors are ranked on four major categories. Nearly 30 factors in each category are assigned a point value, measuring things like how many times donors share news about the organization on social media and how often they give.

The foundation raised more than \$8.1 million in 2013 and hopes its new system will help it start raising more.

Some of the factors it considers in its scoring system:

Giving History. Most important are how recently and how often donors have given, how much they’ve contributed, and whether they tend to give more or less with each gift.

It also gives points to donors who volunteer as fundraisers for the group.

Participation. This category tracks factors such as whether a donor also receives the group’s services. The foundation breeds and trains assistance dogs for people with disabilities at no cost.

Volunteering or advocating on behalf of the organization or purchasing products with the group’s logo also adds points.

Communications. Better access to information has changed how the organization communicates with its donors.

“There are far more channels that we can communicate with [donors], and it makes sense for us to try and rank their engagement with us,” Mr. Jones says.

Noting whether donors subscribe to the foundation’s email lists and whether they actually open the emails are key. The group is also working to develop a consolidated score based on donors’ social-media activity and influence.

Ability to give. This category considers a donor’s wealth and whether that person moves to greater levels of giving.

Getting Started

Figuring out where factors rank in importance and how they relate has been challenging, says Tanya Myers, the organization’s database administrator. She says she is always thinking about how to collect the information and analyze it.

It is a system in flux as the organization learns more.

“It will always be evolving,” Mr. Jones says. “We’re getting smarter as we go along.”

Other organizations shouldn’t wait to start ranking donors until they have a perfect a system, Ms. Myers says.

“Certainly take some time to think your process through, but also remember that you can always tweak your process,” she says. “Pick a starting point and see where it takes you. Keep in mind what type of outcome are you hoping to gain from this.”

The information charities gather can show trends that interviews with donors may not, Mr. Jones says.

“I always use the example that if you ask people if they go to the gym or not, a lot more people will say they go than actual experience would show did go,” he says.

Similarly, people may say they prefer to get solicitations by email, but the data show that they don't give that way.

"It may make more sense to continue to send some direct mail as well, because otherwise we might not get that gift anymore," he says. "We think that it's really important to use the data you have to customize the constituent's experience of the organization, be that through mail, email, web views, mobile."

It's too soon to assess whether the system has resulted in more gifts or more involvement, Mr. Jones says. His plan is eventually to verify that increasing rankings does indeed raise giving averages.

Conversation Contents

Talking points for Landmark announcement

Attachments:

/3. Talking points for Landmark announcement/1.1 Landmark Music Festival announcement talking points.docx

"Litterst, Michael" <mike_litterst@nps.gov>

From: "Litterst, Michael" <mike_litterst@nps.gov>
Sent: Tue Apr 28 2015 13:09:34 GMT-0600 (MDT)
To: Karen Cucurullo <karen_cucurullo@nps.gov>
Subject: Talking points for Landmark announcement
Attachments: Landmark Music Festival announcement talking points.docx

~~~~~  
Mike Litterst  
Public Affairs Officer

National Park Service  
National Mall & Memorial Parks  
900 Ohio Drive, SW  
Washington, DC 20240  
Phone: (202) 245-4676  
Cell: (202) 306-4166

The National Park Service cares for special places saved by the American people so that all may experience our heritage.

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# Conversation Contents

**approval of Karen quote for press release -- time sensitive**

/4. approval of Karen quote for press release -- time sensitive/1.1 Landmark Music Festival - Press Release 4.27.2015.docx

/4. approval of Karen quote for press release -- time sensitive/2.1 Landmark Music Festival - Press Release 4.27.2015.docx

**Kristine Fitton <KFitton@nationalmall.org>**

---

**From:** Kristine Fitton <KFitton@nationalmall.org>  
**Sent:** Mon Apr 27 2015 17:11:01 GMT-0600 (MDT)  
**To:** "Litterst, Michael (mike\_litterst@nps.gov)" <mike\_litterst@nps.gov>  
**Subject:** approval of Karen quote for press release -- time sensitive  
**Attachments:** Landmark Music Festival - Press Release 4.27.2015.docx

Mike: I've attached our festival announcement press release and would love to get either approval on Karen's quote or a replacement quote asap.

The release is attached, and I've highlighted the quote below. Thanks! --Kristine

"As the National Park Service approaches its 100<sup>th</sup> anniversary next year, all of our national parks, including the National Mall, are looking for relevant ways to engage the next generation of national park supporters," added Karen Cucurullo, acting superintendent of the National Mall and Memorial Parks. "Our non-profit partners at the Trust are uniquely qualified to bring the value and values of the park to life and we are glad that the Landmark Festival will help launch a new collective effort among millennials to appreciate the National Mall and protect it for generations to come."

Kristine Fitton

Vice President, Marketing & Communications

Trust for the National Mall

T: 202 407-9412

M: 202-641-4969

**"Litterst, Michael" <mike\_litterst@nps.gov>**

---

**From:** "Litterst, Michael" <mike\_litterst@nps.gov>  
**Sent:** Tue Apr 28 2015 05:52:50 GMT-0600 (MDT)  
**To:** Robin Nixon <robin\_nixon@nps.gov>  
**Subject:** Fwd: approval of Karen quote for press release -- time sensitive  
**Attachments:** Landmark Music Festival - Press Release 4.27.2015.docx

Mike Litterst  
Public Affairs Officer  
National Mall and Memorial Parks

ph: 202-245-4676  
cell: 202-306-4166

----- Forwarded message -----

From: "Kristine Fitton" <[KFitton@nationalmall.org](mailto:KFitton@nationalmall.org)>  
Date: Apr 27, 2015 7:11 PM  
Subject: approval of Karen quote for press release -- time sensitive  
To: "Litterst, Michael ([mike\\_litterst@nps.gov](mailto:mike_litterst@nps.gov))" <[mike\\_litterst@nps.gov](mailto:mike_litterst@nps.gov)>  
Cc:

Mike: I've attached our festival announcement press release and would love to get either approval on Karen's quote or a replacement quote asap.

The release is attached, and I've highlighted the quote below. Thanks! --Kristine

“As the National Park Service approaches its 100<sup>th</sup> anniversary next year, all of our national parks, including the National Mall, are looking for relevant ways to engage the next generation of national park supporters,” added Karen Cucurullo, acting superintendent of the National Mall and Memorial Parks. “Our non-profit partners at the Trust are uniquely qualified to bring the value and values of the park to life and we are glad that the Landmark Festival will help launch a new collective effort among millennials to appreciate the National Mall and protect it for generations to come.”

Kristine Fitton

Vice President, Marketing & Communications

Trust for the National Mall

T: 202 407-9412

M: 202-641-4969

**"Litterst, Michael" <mike\_litterst@nps.gov>**

---

**From:** "Litterst, Michael" <mike\_litterst@nps.gov>  
**Sent:** Tue Apr 28 2015 06:34:26 GMT-0600 (MDT)  
**To:** Kristine Fitton <KFitton@nationalmall.org>  
**Subject:** Re: approval of Karen quote for press release -- time sensitive

Kristine:

Here's a slightly revised quote. I think it says the same thing, just tightened up a bit.

**“As the National Park Service approaches its Centennial in 2016, we are seeking relevant ways to engage the next generation of national park supporters,” added Karen Cucurullo, acting superintendent of the National Mall and Memorial Parks. “With the Landmark Festival, our partners at the Trust are reaching millennials to create awareness of the values of the National Mall and the need to protect it for generations to come.”**

Mike

~~~~~  
Mike Litterst
Public Affairs Officer

National Park Service
National Mall & Memorial Parks
900 Ohio Drive, SW
Washington, DC 20240
Phone: (202) 245-4676
Cell: (202) 306-4166

The National Park Service cares for special places saved by the American people so that all may experience our heritage.

EXPERIENCE YOUR AMERICA

On Mon, Apr 27, 2015 at 7:11 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Mike: I've attached our festival announcement press release and would love to get either approval on Karen's quote or a replacement quote asap.

The release is attached, and I've highlighted the quote below. Thanks! --Kristine

“As the National Park Service approaches its 100th anniversary next year, all of our national parks, including the National Mall, are looking for relevant ways to engage the next generation of national park supporters,” added Karen Cucurullo, acting superintendent of the National Mall and Memorial Parks. “Our non-profit partners at the Trust are uniquely qualified to bring the value and values of the park to life and we are glad that the Landmark Festival will help launch a new collective effort among millennials to appreciate the National Mall and protect it for generations to come.”

Kristine Fitton

Vice President, Marketing & Communications

Trust for the National Mall

T: 202 407-9412

M: 202-641-4969

Conversation Contents

Fwd: ROS for tomorrow

Attachments:

/5. Fwd: ROS for tomorrow/1.1 landmark-launch-event-ros.docx

/5. Fwd: ROS for tomorrow/1.2 W event speaking program. april22.docx

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Apr 28 2015 05:50:25 GMT-0600 (MDT)
To: Karen Cucurullo <karen_cucurullo@nps.gov>, Michael Litterst <mike_litterst@nps.gov>
Subject: Fwd: ROS for tomorrow
Attachments: landmark-launch-event-ros.docx W event speaking program. april22.docx

Sorry, I asked for them to include you on this email, but they didn't.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▫

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Mon, Apr 27, 2015 at 4:14 PM
Subject: ROS for tomorrow
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>
Cc: Tiffany Rose <TRose@nationalmall.org>

Robin:

We have a few last-minute details to work out, so this is subject to change (and I'll obviously let you know if it does).

And, of course, we don't want to put words in Karen's mouth so just take the talking points as suggestions.

Thanks --Kristine

Conversation Contents

Hard-hitting Q&A

/6. Hard-hitting Q&A/1.1 Landmark launch Q&A kf + mb.docx

MacKenzie Babb <mbabb@nationalmall.org>

From: MacKenzie Babb <mbabb@nationalmall.org>
Sent: Fri Apr 24 2015 10:49:04 GMT-0600 (MDT)
To: "Litterst, Michael" <mike_litterst@nps.gov>, Sandee Fenton <sandee@freshcleanmedia.com>
Subject: Hard-hitting Q&A
Attachments: Landmark launch Q&A kf + mb.docx

Hi there, all,

Just writing to follow up with you all—Kristine did a fabulous job melding the questions and answers you all sent our way and adding our own. Per our chat earlier this week, attached is the compiled doc.

Please take a look and let's circle back up to see whether there are any holes. Definitely want everyone to feel well-prepared for Tuesday's event!

Thanks so much,

MacKenzie

MacKenzie Babb
Communications Manager

Trust for the National Mall

p: 202.688.3765 | nationalmall.org

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cid:image002.jpg@01D062FE.F6564AD0

Sandee Fenton <sandee@freshcleanmedia.com>

From: Sandee Fenton <sandee@freshcleanmedia.com>
Sent: Fri Apr 24 2015 16:05:36 GMT-0600 (MDT)
To: MacKenzie Babb <mbabb@nationalmall.org>
Subject: Re: Hard-hitting Q&A

This looks good to me. I've just shared it with Charlie and will let you know if there are any concerns/edits.

On Apr 24, 2015, at 9:49 AM, MacKenzie Babb <mbabb@nationalmall.org> wrote:

Hi there, all,

Just writing to follow up with you all—Kristine did a fabulous job melding the questions and answers you all sent our way and adding our own. Per our chat earlier this week, attached is the compiled doc.

Please take a look and let's circle back up to see whether there are any holes. Definitely want everyone to feel well-prepared for Tuesday's event!

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MacKenzie

MacKenzie Babb
Communications Manager
Trust for the National Mall

p: 202.688.3765 | nationalmall.org

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[<image001.gif>](#)[<image002.gif>](#)[<image003.jpg>](#)

[<image004.jpg>](#)

<Landmark launch Q&A kf + mb.docx>

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Fri Apr 24 2015 16:43:35 GMT-0600 (MDT)
To: Sandee Fenton <sandee@freshcleanmedia.com>
Subject: Re: Hard-hitting Q&A

Thank you Sandee. Have a good weekend. I'm around this weekend if you need anything.

202 641 4969

Sent from my iPhone

On Apr 24, 2015, at 6:05 PM, "Sandee Fenton" <sandee@freshcleanmedia.com> wrote:

This looks good to me. I've just shared it with Charlie and will let you know if there are any concerns/edits.

On Apr 24, 2015, at 9:49 AM, MacKenzie Babb <mbabb@nationalmall.org> wrote:

Hi there, all,

Just writing to follow up with you all—Kristine did a fabulous job melding the questions and answers you all sent our way and adding our own. Per our chat earlier this week, attached is the compiled doc.

Please take a look and let's circle back up to see whether there are any holes. Definitely want everyone to feel well-prepared for Tuesday's event!

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[<image001.gif><image002.gif><image003.jpg>](#)

[<image004.jpg>](#)

<Landmark launch Q&A kf + mb.docx>

Conversation Contents

FW: Landmark Festival - Cause Related Copy

Attachments:

/7. FW: Landmark Festival - Cause Related Copy/1.1 HomePage1.png
/7. FW: Landmark Festival - Cause Related Copy/1.2 LMF - THE CAUSE
PAGE.docx

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Tue Apr 21 2015 13:51:37 GMT-0600 (MDT)
To: "Nixon, Robin (robin_nixon@nps.gov)"
<robin_nixon@nps.gov>, "Litterst, Michael
(mike_litterst@nps.gov)" <mike_litterst@nps.gov>
Subject: FW: Landmark Festival - Cause Related Copy
Attachments: HomePage1.png LMF - THE CAUSE PAGE.docx

Robin and Mike:

There are a bunch of copy edits we're going to make here, but in the spirit of sharing I wanted to show you the first draft of the Landmark Festival homepage and cause copy the I got from C3 Presents this afternoon.

MacKenzie and I are editing now, but please let me know – by tomorrow if possible – if you see any red flags.

Thank you! --Kristine

Conversation Contents

Follow up from our chat

Attachments:

/8. Follow up from our chat/1.1 W event speaking program april13 mb.docx

Mackenzie Babb <mbabb@nationalmall.org>

From: Mackenzie Babb <mbabb@nationalmall.org>
Sent: Tue Apr 21 2015 10:40:20 GMT-0600 (MDT)
To: "Litterst, Michael" <mike_litterst@nps.gov>, Sandee Fenton <sandee@freshcleanmedia.com>, Kristine Fitton <KFitton@nationalmall.org>
Subject: Follow up from our chat
Attachments: W event speaking program april13 mb.docx

Hi all,

Thanks so much for taking the time to hop on the phone today. Per our chat, I'm attaching the working run of show/high-level messaging points for the principals. Please feel free to have a look and provide feedback.

Additionally, I'll be looking for a final call between Karen and Bob for who'll be speaking from NPS, as well as the hard-hitting Q&A from you both by COB tomorrow. I'll also be on the lookout for the two to three quotes we discussed for your principals, which I'm hoping the attached can help to inform in terms of content to cover.

We'll compile your Q&A with ours and send it out along with a finalized run of show by Friday at noon.

If anything else pops up, don't hesitate to let me know.

Thanks, all!

Mackenzie

Mackenzie Babb

Communications Manager

Trust for the National Mall

p: 202.688.3765 | nationalmall.org

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cid:image002.jpg@01D062FE.F6564AD0

Conversation Contents

Call tomorrow?

Mackenzie Babb <mbabb@nationalmall.org>

From: Mackenzie Babb <mbabb@nationalmall.org>
Sent: Mon Apr 20 2015 14:43:33 GMT-0600 (MDT)
To: FC - Sandee Fenton <sandee@freshcleanmedia.com>, "Litterst, Michael" <mike_litterst@nps.gov>
Subject: Call tomorrow?

Hi there, Sandee and Mike,

I hope this note finds you both well! I'm writing in the hopes we may be able to set up a brief chat tomorrow to discuss the Landmark launch event next week.

Are you free around noon EST? If not, Kristine and I could do 3 pm EST. Just let me know, and I'll set it up!

Thanks so much,

Mackenzie

Mackenzie Babb
Communications Manager

Trust for the National Mall

p: 202.688.3765 | nationalmall.org

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cid:image002.jpg@01D062FE.F6564AD0

Sandee Fenton <sandee@freshcleanmedia.com>

From: Sandee Fenton <sandee@freshcleanmedia.com>
Sent: Mon Apr 20 2015 14:44:51 GMT-0600 (MDT)
To: MacKenzie Babb <mbabb@nationalmall.org>
Subject: Re: Call tomorrow?

Hi all -

I can be flexible tomorrow, so whichever time works best for Michael is fine with me.

Thank you!
Sandee

Sandee Fenton
Fresh and Clean Media / C3 Presents
12701 Venice Blvd. / LA, CA 90066
310.313.7200

www.freshcleanmedia.com

On Apr 20, 2015, at 1:43 PM, MacKenzie Babb <mbabb@nationalmall.org> wrote:

Hi there, Sandee and Mike,

I hope this note finds you both well! I'm writing in the hopes we may be able to set up a brief chat tomorrow to discuss the Landmark launch event next week.

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MacKenzie

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Communications Manager
Trust for the National Mall

p: 202.688.3765 | nationalmall.org

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[<image001.gif><image002.gif><image003.jpg>](#)

[<image004.jpg>](#)

MacKenzie Babb <mbabb@nationalmall.org>

From: MacKenzie Babb <mbabb@nationalmall.org>
Sent: Mon Apr 20 2015 15:06:49 GMT-0600 (MDT)
To: Sandee Fenton <sandee@freshcleanmedia.com>
Subject: RE: Call tomorrow?

Great, thanks so much for your flexibility, Sandee! I just got an out-of-office message from Mike, who looks set to return tomorrow.

Mike—sorry to pounce on you your first day back, but if you're free at either noon or 3 we would love to circle up!

Thanks so much,

MacKenzie

From: Sandee Fenton [mailto:sandee@freshcleanmedia.com]
Sent: Monday, April 20, 2015 4:45 PM
To: MacKenzie Babb
Cc: Litterst, Michael; Kristine Fitton
Subject: Re: Call tomorrow?

Hi all -

I can be flexible tomorrow, so whichever time works best for Michael is fine with me.

Thank you!

Sandee

Sandee Fenton
Fresh and Clean Media / C3 Presents
12701 Venice Blvd. / LA, CA 90066
310.313.7200

www.freshcleanmedia.com

On Apr 20, 2015, at 1:43 PM, MacKenzie Babb <mbabb@nationalmall.org> wrote:

Hi there, Sandee and Mike,

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[<image001.gif><image002.gif><image003.jpg>](#)

[<image004.jpg>](#)

"Litterst, Michael" <mike_litterst@nps.gov>

From: "Litterst, Michael" <mike_litterst@nps.gov>
Sent: Mon Apr 20 2015 19:29:04 GMT-0600 (MDT)
To: MacKenzie Babb <mbabb@nationalmall.org>
Subject: Re: Call tomorrow?

Noon works for me; 3:00 will be tough.

Mike

~~~~~

Mike Litterst  
Public Affairs Officer

National Park Service  
National Mall & Memorial Parks  
900 Ohio Drive, SW  
Washington, DC 20240  
Phone: (202) 245-4676  
Cell: (202) 306-4166

The National Park Service cares for special places saved by the American people so that all may experience our heritage.

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On Mon, Apr 20, 2015 at 5:06 PM, MacKenzie Babb <[mbabb@nationalmall.org](mailto:mbabb@nationalmall.org)> wrote:

Great, thanks so much for your flexibility, Sandee! I just got an out-of-office message from Mike, who looks set to return tomorrow.

Mike—sorry to pounce on you your first day back, but if you're free at either noon or 3 we would love to circle up!

Thanks so much,

MacKenzie

---

**From:** Sandee Fenton [mailto:[sandee@freshcleanmedia.com](mailto:sandee@freshcleanmedia.com)]  
**Sent:** Monday, April 20, 2015 4:45 PM  
**To:** MacKenzie Babb

**Cc:** Litterst, Michael; Kristine Fitton  
**Subject:** Re: Call tomorrow?

Hi all -

I can be flexible tomorrow, so whichever time works best for Michael is fine with me.

Thank you!

Sandee

\*\*\*\*\*

Sandee Fenton  
Fresh and Clean Media / C3 Presents  
12701 Venice Blvd. / LA, CA 90066  
310.313.7200

[www.freshcleanmedia.com](http://www.freshcleanmedia.com)

On Apr 20, 2015, at 1:43 PM, MacKenzie Babb <[mbabb@nationalmall.org](mailto:mbabb@nationalmall.org)> wrote:

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MacKenzie

MacKenzie Babb



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[<image001.gif><image002.gif><image003.jpg>](#)

[<image004.jpg>](#)

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**Mackenzie Babb <[mbabb@nationalmall.org](mailto:mbabb@nationalmall.org)>**

**From:** Mackenzie Babb <[mbabb@nationalmall.org](mailto:mbabb@nationalmall.org)>  
**Sent:** Mon Apr 20 2015 21:11:29 GMT-0600 (MDT)  
**To:** "Litterst, Michael" <[mike\\_litterst@nps.gov](mailto:mike_litterst@nps.gov)>  
**Subject:** Re: Call tomorrow?

Hi Mike,

Noon EST will be perfect. I'll send out a calendar invite first thing.

Talk soon, all!  
Mackenzie

Sent from my iPhone

On Apr 20, 2015, at 9:29 PM, Litterst, Michael <[mike\\_litterst@nps.gov](mailto:mike_litterst@nps.gov)> wrote:

Noon works for me; 3:00 will be tough.

Mike

~~~~~  
Mike Litterst
Public Affairs Officer

National Park Service
National Mall & Memorial Parks
900 Ohio Drive, SW
Washington, DC 20240

Phone: (202) 245-4676
Cell: (202) 306-4166

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On Mon, Apr 20, 2015 at 5:06 PM, MacKenzie Babb
<mbabb@nationalmall.org> wrote:

Great, thanks so much for your flexibility, Sandee! I just got an out-of-office message from Mike, who looks set to return tomorrow.

Mike—sorry to pounce on you your first day back, but if you're free at either noon or 3 we would love to circle up!

Thanks so much,

MacKenzie

From: Sandee Fenton [mailto:sandee@freshcleanmedia.com]
Sent: Monday, April 20, 2015 4:45 PM
To: MacKenzie Babb
Cc: Litterst, Michael; Kristine Fitton
Subject: Re: Call tomorrow?

Hi all -

I can be flexible tomorrow, so whichever time works best for Michael is fine with me.

Thank you!

Sandee

Sandee Fenton

Fresh and Clean Media / C3 Presents
12701 Venice Blvd. / LA, CA 90066
310.313.7200

www.freshcleanmedia.com

On Apr 20, 2015, at 1:43 PM, MacKenzie Babb <mbabb@nationalmall.org> wrote:

Hi there, Sandee and Mike,

I hope this note finds you both well! I'm writing in the hopes we may be able to set up a brief chat tomorrow to discuss the Landmark launch event next week.

Are you free around noon EST? If not, Kristine and I could do 3 pm EST. Just let me know, and I'll set it up!

Thanks so much,

MacKenzie

MacKenzie Babb
Communications Manager

Trust for the National Mall

p: 202.688.3765 | nationalmall.org

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[<image001.gif><image002.gif><image003.jpg>](#)

[<image004.jpg>](#)

"Litterst, Michael" <mike_litterst@nps.gov>

From: "Litterst, Michael" <mike_litterst@nps.gov>
Sent: Tue Apr 21 2015 10:02:43 GMT-0600 (MDT)
To: MacKenzie Babb <mbabb@nationalmall.org>
Subject: Re: Call tomorrow?

Did you send out a calendar invite? What number should I be calling?

~~~~~

Mike Litterst  
Public Affairs Officer

National Park Service  
National Mall & Memorial Parks  
900 Ohio Drive, SW  
Washington, DC 20240  
Phone: (202) 245-4676  
Cell: (202) 306-4166

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On Mon, Apr 20, 2015 at 11:11 PM, MacKenzie Babb <[mbabb@nationalmall.org](mailto:mbabb@nationalmall.org)> wrote:

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MacKenzie

Sent from my iPhone

On Apr 20, 2015, at 9:29 PM, Litterst, Michael <[mike\\_litterst@nps.gov](mailto:mike_litterst@nps.gov)> wrote:

Noon works for me; 3:00 will be tough.

Mike

~~~~~

Mike Litterst
Public Affairs Officer

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Mike—sorry to pounce on you your first day back, but if you're free at either noon or 3 we would love to circle up!

Thanks so much,

MacKenzie

From: Sandee Fenton [mailto:sandee@freshcleanmedia.com]
Sent: Monday, April 20, 2015 4:45 PM
To: MacKenzie Babb
Cc: Litterst, Michael; Kristine Fitton
Subject: Re: Call tomorrow?

Hi all -

I can be flexible tomorrow, so whichever time works best for Michael is fine with me.

Thank you!

Sandee

Sandee Fenton
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12701 Venice Blvd. / LA, CA 90066
310.313.7200

www.freshcleanmedia.com

On Apr 20, 2015, at 1:43 PM, MacKenzie Babb
<mbabb@nationalmall.org> wrote:

Hi there, Sandee and Mike,

I hope this note finds you both well! I'm writing in the hopes we may be able to set up a brief chat tomorrow to discuss the Landmark launch event next week.

Are you free around noon EST? If not, Kristine and I could do 3 pm EST. Just let me know, and I'll set it up!

Thanks so much,

Mackenzie

Mackenzie Babb
Communications Manager

Trust for the National Mall

p: 202.688.3765 | nationalmall.org

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[<image001.gif><image002.gif><image003.jpg>](#)

[<image004.jpg>](#)

Conversation Contents

TNM release for next week's announcement

Attachments:

/10. TNM release for next week's announcement/1.1 announcementrelease Apr20.docx

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Mon Apr 20 2015 13:23:00 GMT-0600 (MDT)
To: "Litterst, Michael (mike_litterst@nps.gov)" <mike_litterst@nps.gov>
Subject: TNM release for next week's announcement
Attachments: announcementrelease Apr20.docx

Mike:

I hope you have a little breathing room post-Earth Day rally and Cherry Blossom Festival!

As promised, I've attached an updated working press release, which quotes Karen.

Can you please provide feedback on the quote and anything else in the general release that may raise flags?

Also...

I've held our announcement event next Tuesday 4/28 on both Bob and Karen's calendar. I have a slight preference for Bob speaking since he helped us get the plans off the ground but please advise on who makes the most sense to speak from NPS's standpoint.

Thanks --Kristine

Kristine Fitton

Vice President, Marketing & Communications

Trust for the National Mall

T: 202 407-9412

M: 202-641-4969

cid:image002.jpg@01D062FE.F6564AD0



Conversation Contents

Briefing paper - Trust concert

Attachments:

/11. Briefing paper - Trust concert/1.1 Briefing paper - Trust for the National Mall concert.docx

/11. Briefing paper - Trust concert/4.1 Briefing paper - Trust for the National Mall concert 04.13.15.docx

"Litterst, Michael" <mike_litterst@nps.gov>

From: "Litterst, Michael" <mike_litterst@nps.gov>
Sent: Thu Apr 09 2015 20:20:55 GMT-0600 (MDT)
To: Karen Cucurullo <karen_cucurullo@nps.gov>, Robin Nixon <robin_nixon@nps.gov>
Subject: Briefing paper - Trust concert
Attachments: Briefing paper - Trust for the National Mall concert.docx

Feel free to edit as needed, or let me know if there's additional information that you feel needs to be included.

Mike

~~~~~

Mike Litterst  
Public Affairs Officer

National Park Service  
National Mall & Memorial Parks  
900 Ohio Drive, SW  
Washington, DC 20240  
Phone: (202) 245-4676  
Cell: (202) 306-4166

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**"Cucurullo, Karen" <karen\_cucurullo@nps.gov>**

---

**From:** "Cucurullo, Karen" <karen\_cucurullo@nps.gov>  
**Sent:** Fri Apr 10 2015 14:21:51 GMT-0600 (MDT)  
**To:** "Litterst, Michael" <mike\_litterst@nps.gov>  
**Subject:** Re: Briefing paper - Trust concert

Robin,

Anything to add to what Mike wrote?

Karen

On Thu, Apr 9, 2015 at 10:20 PM, Litterst, Michael <[mike\\_litterst@nps.gov](mailto:mike_litterst@nps.gov)> wrote:

Feel free to edit as needed, or let me know if there's additional information that you feel needs to be included.

Mike

~~~~~

Mike Litterst
Public Affairs Officer

National Park Service
National Mall & Memorial Parks
900 Ohio Drive, SW
Washington, DC 20240
Phone: (202) 245-4676
Cell: (202) 306-4166

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▣

--
Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670
.

"Cucurullo, Karen" <karen_cucurullo@nps.gov>

From: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Sent: Fri Apr 17 2015 10:13:38 GMT-0600 (MDT)
To: "Litterst, Michael" <mike_litterst@nps.gov>
Subject: Re: Briefing paper - Trust concert

Mike,

I thought you said that you revised this brief...looks like the same one...sorry in advance if I missed it...did a search and could not find it. See me, had a few more things to discuss before Mondays meeting.

On Thu, Apr 9, 2015 at 10:20 PM, Litterst, Michael <mike_litterst@nps.gov> wrote:

Feel free to edit as needed, or let me know if there's additional information that you feel needs to be included.

Mike

~~~~~

Mike Litterst  
Public Affairs Officer

National Park Service  
National Mall & Memorial Parks  
900 Ohio Drive, SW  
Washington, DC 20240  
Phone: (202) 245-4676  
Cell: (202) 306-4166

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--  
Karen Cucurullo  
Acting Superintendent  
National Mall and Memorial Parks  
w:202-245-4670

---

**"Litterst, Michael" <[mike\\_litterst@nps.gov](mailto:mike_litterst@nps.gov)>**

**From:** "Litterst, Michael" <mike\_litterst@nps.gov>  
**Sent:** Fri Apr 17 2015 11:41:49 GMT-0600 (MDT)

**To:** "Cucurullo, Karen" <karen\_cucurullo@nps.gov>  
**Subject:** Re: Briefing paper - Trust concert  
**Attachments:** Briefing paper - Trust for the National Mall concert  
04.13.15.docx

Huh. I updated it and thought I sent it, but don't see it in a search, either. Here it is, (b) (5)

Mike

~~~~~  
Mike Litterst
Public Affairs Officer

National Park Service
National Mall & Memorial Parks
900 Ohio Drive, SW
Washington, DC 20240
Phone: (202) 245-4676
Cell: (202) 306-4166

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On Fri, Apr 17, 2015 at 12:13 PM, Cucurullo, Karen <karen_cucurullo@nps.gov> wrote:
Mike,

I thought you said that you revised this brief...looks like the same one...sorry in advance if I missed it....did a search and could not find it. See me, had a few more things to discuss before Mondays meeting.

On Thu, Apr 9, 2015 at 10:20 PM, Litterst, Michael <mike_litterst@nps.gov> wrote:
Feel free to edit as needed, or let me know if there's additional information that you feel needs to be included.

Mike

~~~~~  
Mike Litterst  
Public Affairs Officer

National Park Service  
National Mall & Memorial Parks  
900 Ohio Drive, SW  
Washington, DC 20240

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--

Karen Cucurullo

Acting Superintendent

National Mall and Memorial Parks

w:202-245-4670

.

# Conversation Contents

closer-to-final festival announcement press release

**Attachments:**

/12. closer-to-final festival announcement press release/1.1  
announcementrelease Apr12.docx

**Kristine Fitton <KFitton@nationalmall.org>**

---

**From:** Kristine Fitton <KFitton@nationalmall.org>  
**Sent:** Mon Apr 13 2015 11:30:33 GMT-0600 (MDT)  
**To:** "Litterst, Michael (mike\_litterst@nps.gov)"  
<mike\_litterst@nps.gov>  
**Subject:** closer-to-final festival announcement press release  
**Attachments:** announcementrelease Apr12.docx

Hi Mike: I hope all is well and that your office is recovering from the cherry blossom events.

I've attached a closer-to-final press release announcing the music festival. It obviously still needs your input and C3's.

A few questions:

Do you want Bob or Karen to speak at the 4/28 evening event? (It's at the W Hotel from 6pm -8pm and should be on both of their calendars).

Do you want Bob or Karen quoted in the press release? (I've included Karen, but will defer to you)

Do you have any new intel on the possible investigative story about the event? I'd love to touch base this week about that and general announcement talking points.


Thanks in advance, Mike. --Kristine

# Conversation Contents

draft PR launch docs

## Attachments:

/13. draft PR launch docs/1.1 announcementrelease Mar27draft.docx

/13. draft PR launch docs/1.2 landmarkoped mar31.docx 

**Kristine Fitton <KFitton@nationalmall.org>**

---

**From:** Kristine Fitton <KFitton@nationalmall.org>  
**Sent:** Tue Mar 31 2015 15:03:04 GMT-0600 (MDT)  
**To:** "Litterst, Michael (mike\_litterst@nps.gov)" <mike\_litterst@nps.gov>  
**Subject:** draft PR launch docs  
**Attachments:** announcementrelease Mar27draft.docx landmarkoped mar31.docx

Mike:

Per our call yesterday, I've attached a first draft of our press release.

I was going to pull together talking points for the 4/28 event that can address the public tickets and public event area head on.

Right now it looks like we'll have 1,000 tickets to give away via a public lottery.

I've also attached a draft op-ed that I'm hoping (fingers crossed) Chelsea Clinton will sign.

Please let me know your thoughts and importantly, if you see any red flags.

Thanks --Kristine

Kristine Fitton

Vice President, Marketing & Communications

Trust for the National Mall

T: 202 407-9412

M: 202-641-4969

cid:image002.jpg@01D062FE.F6564AD0





# Conversation Contents

**Memo for your input**

**Attachments:**

/14. Memo for your input/1.1 Draft - Washington Post editorial board memo 3.2.2015 v5 ml mb.docx

/14. Memo for your input/2.1 Draft - Washington Post editorial board memo 3.2.2015 v5 mdl.docx

**MacKenzie Babb <mbabb@nationalmall.org>**

---

**From:** MacKenzie Babb <mbabb@nationalmall.org>  
**Sent:** Mon Mar 02 2015 13:33:58 GMT-0700 (MST)  
**To:** "Litterst, Michael" <mike\_litterst@nps.gov>  
**Subject:** Memo for your input  
**Attachments:** Draft - Washington Post editorial board memo 3.2.2015 v5 ml mb.docx

Hey Mike!

Great seeing you this morning. I wanted to go ahead and share the latest version of the memo—I've made in track changes the edits we discussed from our end (deleting the sustainability extra language, etc) and wanted to share with you so you could add any additional talking points for Karen and Bob. A couple of the topics I know we mentioned were adding suggested answers from them on the new superintendent search and on whether the Concert for Valor will happen again; I know we also discussed Karen having some language prepared about the Jefferson Memorial and the Cherry Blossom Festival.

When you get a moment, just send your additions my way and I'll do a final touch-up and get the memo out to the full group.

Looking forward to tomorrow!

MacKenzie

**MacKenzie Babb**  
Communications Manager

Trust for the National Mall

p: 202.688.3765 | nationalmall.org

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**"Litterst, Michael" <mike\_litterst@nps.gov>**

---

**From:** "Litterst, Michael" <mike\_litterst@nps.gov>  
**Sent:** Mon Mar 02 2015 16:27:52 GMT-0700 (MST)  
**To:** MacKenzie Babb <mbabb@nationalmall.org>  
**Subject:** Re: Memo for your input  
**Attachments:** Draft - Washington Post editorial board memo 3.2.2015 v5  
mdl.docx

MacKenzie:

Just a couple of additions from me, and not much detail. All of my edits are under Bob and/or Karen's areas.

Thanks for all your hard work on this; everyone is well-prepared as a result.

Mike

~~~~~  
Mike Litterst
Public Affairs Officer

National Park Service
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900 Ohio Drive, SW
Washington, DC 20240
Phone: (202) 245-4676
Cell: (202) 306-4166

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On Mon, Mar 2, 2015 at 3:33 PM, MacKenzie Babb <mbabb@nationalmall.org> wrote:

Hey Mike!

Great seeing you this morning. I wanted to go ahead and share the latest version of the memo—I've made in track changes the edits we discussed from our end (deleting the sustainability extra language, etc) and wanted to share with you so you could add any additional talking points for Karen and Bob. A couple of the topics I know we mentioned were adding suggested answers from them on the new superintendent search and on whether the Concert for Valor will happen again; I know we also discussed Karen having some language prepared about the Jefferson Memorial and the Cherry Blossom Festival.

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MacKenzie

MacKenzie Babb
Communications Manager

Trust for the National Mall

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Conversation Contents

update on Trust music festival -- date availability?

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Wed Jan 21 2015 07:04:13 GMT-0700 (MST)
To: "Karen Cucurullo (karen_cucurullo@nps.gov)" <karen_cucurullo@nps.gov>, "Bob Vogel (Bob_Vogel@nps.gov)" <Bob_Vogel@nps.gov>
Subject: update on Trust music festival -- date availability?

I wanted to send a quick note to keep you posted on the status of the festival planning process:

§ The Trust briefed the NAMA team in the quarterly chiefs meeting earlier this month. Thank you for your feedback. I apologize but I mistakenly had the wrong requested dates in the material I shared. Our planned dates, which are covered in the permit we submitted, are Sept 26 and Sept 27th, 2015 (the last weekend of September).

§ Per that discussion, we're honing in on a date to publicly announce the festival at a cocktail reception with local, national and music industry media present. Ideally, we'd like the featured guests to include NPS and Trust representatives, our production partner C3 Presents, DC Mayor Muriel Bowser, and the head of Destination DC, representing the travel and tourism industry.

- We're tentatively looking at Wednesday, March 4th. Can you please let me know if you'd be available to attend a reception, likely at the W Hotel overlooking the Mall, at 6pm on March 4th?

§ Additionally, Robin and I have spoken about getting a meeting on the books with NAMA's permitting department to discuss the evolving plans – including a draft site plan – asap. That's in the works.

Thank you all for your ongoing support for this project. I will continue to keep you all posted. –Kristine

Ph: 202-407-9412

**Label: "2015-00571-Higham-NAMA
Concert - Cucurullo"**

Created by:karen_cucurullo@nps.gov

Total Messages in label:56 (31 conversations)

Created: 05-21-2015 at 07:04 AM

Conversation Contents

Fwd: Alcohol.

lisa_mendelson-ielmini@nps.gov

From: lisa_mendelson-ielmini@nps.gov
Sent: Wed Apr 29 2015 17:39:04 GMT-0600 (MDT)
To: Bob Vogel <bob_vogel@nps.gov>, Karen Cucurullo <Karen_Cucurullo@nps.gov>
Subject: Fwd: Alcohol.

Sent from my iPhone
202-297-1338

Begin forwarded message:

From: (b) (6) @gmail.com>
Date: April 29, 2015 at 6:39:03 PM EDT
To: "Mendelson, Lisa" <Lisa_Mendelson-Ielmini@nps.gov>
Subject: Alcohol.

Lisa,

How can you allow an event on the National Mall that will serve alcohol?
And then call it a family event? Even allow children inside for free?

Bars Located Throughout the Park (ATMs also available)

More than a music festival, Landmark is a monumental celebration of the National Mall. Join us for this electrifying weekend to celebrate our diverse musical heritage and energize the movement to restore our nation's common ground..

You and Jon really underestimated the American people. Shame Shame Shame on you.

(b) (6)

Conversation Contents

FW: TNM UPDATE

Attachments:

/2. FW: TNM UPDATE/1.1 Trust for the National Mall - Landmark Clips 4 29 15.docx

Caroline Cunningham <ccunningham@nationalmall.org>

From: Caroline Cunningham <ccunningham@nationalmall.org>
Sent: Wed Apr 29 2015 11:25:44 GMT-0600 (MDT)
To: Karen Cucurullo <karen_cucurullo@nps.gov>, "Bob Vogel (bob_vogel@nps.gov)" <bob_vogel@nps.gov>
Subject: FW: TNM UPDATE
Attachments: Trust for the National Mall - Landmark Clips 4 29 15.docx

FYI

Caroline Cunningham

p: (202) 407-9408

From: Caroline Cunningham
Sent: Wednesday, April 29, 2015 1:05 PM
To: Barbaralee Diamonstein-Spielvogel; Brian Besanceney (brian.besanceney@disney.com); C. Boyden Gray; David M. Velazquez - Pepco Holdings, Inc. (david.velazquez@pepcoholdings.com); Francis Rooney; Joe E. Brown; John P. Drew; John Akridge; John J. Hamre; Joseph G. Fogg III ; Lanny Griffith; Norm Dicks; Pamela Scholl ; Phebe Novakovic; Robert C. Kettler; Tim Wirth (twirth@unfoundation.org); Todd A. Walker
Cc: Alicia Alexion (aalexion@nationalmall.org); Finch, Annette L.; Elisa Trivisono Lynch (elynych@unfoundation.org); Jane Sharpe (jsharpe@boydengrayassociates.com); Janice Sobelman; Jeannie Amendola; Jet Revelo (jet.revelo@aecom.com); Kathy McDaniel; McHenry, Katie; Katie O'Neill; Kristine Fitton (KFitton@nationalmall.org); Kristine Templin (KTemplin@nationalmall.org); Marianne M. Helms; Marisa Saturni (msaturni@kettler.com); Martha Coleman; Mary Beth Jordan; Patrice Lewis ; Robert Balthaser (rbalthaser@nationalmall.org); Sharon Cherry-Davis; Teresa Durkin (tdurkin@nationalmall.org); Wanda Hepler; Whitney Curry; Caroline Cunningham
Subject: TNM UPDATE

Board members – It was a BIG night for the Trust for the National Mall. Last evening we

announced the Landmark Music Festival at the fall kick-off of our grassroots campaign at the W Hotel. We were supported by the Deputy Mayor for Planning and Economic Development, Congresswoman Eleanor Holmes Norton, the Acting Superintendent of the National Mall, the President of the DC Convention and Sports Authority, our promoter C3 Presents, and 200 guests.

The press we received was amazing (see attached) and as a result more than 5,000 tickets were sold before 10AM this morning. This is more than our partner C3 Presents ever imagined or experienced for other events they have done. We could not be happier about the public support for the concert and the restoration needs of the Park which was front and center from our messaging.

AND – If the kick-off event was not enough, we were informed that the World War II App we created has been named a winner of a Gold Communicator Award in the mobile apps: education category by *Communicator* an international awards program that recognizes big ideas in marketing and communications. This year more than 6,000 entries were submitted and we won GOLD!!!! More information about the awards here: <http://www.communicatorawards.com/home/>

We are grateful to all of our supporters who helped fund this incredible and educational app including Altria and the Dr. Scholl Foundation!!

We definitely have been on a high since the tremendous success of the Benefit Luncheon and now still delighted by yesterday's big news on both fronts.

Caroline

Caroline Cunningham

President

Trust for the National Mall

p: (202) 407-9410 | c: (202) 330-6052 | nationalmall.org

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cid:image002.jpg@01D062FE.F6564AD0

Conversation Contents

Music Festival

"Owen, Robbin" <robbin_owen@nps.gov>

From: "Owen, Robbin" <robbin_owen@nps.gov>
Sent: Wed Apr 29 2015 09:02:20 GMT-0600 (MDT)
To: Karen Cucurullo <Karen_Cucurullo@nps.gov>, Sean Kennealy <sean_kennealy@nps.gov>, John Swihart <dick_swihart@nps.gov>, Robin Nixon <Robin_Nixon@nps.gov>
Subject: Music Festival

Good Morning All: Now the event has been announced we would like to be briefed on what has been agreed to. We viewed the ticket sales site and are very concerned about some of the things they are seeking to do. When are you all available?

Thanks, Robbin

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Wed Apr 29 2015 09:24:45 GMT-0600 (MDT)
To: "Owen, Robbin" <robbin_owen@nps.gov>
Subject: Re: Music Festival

I am available all afternoon today. I am available tomorrow after 2pm.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▫

On Wed, Apr 29, 2015 at 11:02 AM, Owen, Robbin <robbin_owen@nps.gov> wrote:

Good Morning All: Now the event has been announced we would like to be briefed on what has been agreed to. We viewed the ticket sales site and are very concerned about some of

the things they are seeking to do. When are you all available?

Thanks, Robbin

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Wed Apr 29 2015 09:27:54 GMT-0600 (MDT)
To: "Owen, Robbin" <robbin_owen@nps.gov>, Michael Litterst <mike_litterst@nps.gov>
Subject: Re: Music Festival

I asked Mike to get the brief from the TNM so we can share that with everyone to get them up to speed.

Mike - Can that happen today?

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Wed, Apr 29, 2015 at 11:02 AM, Owen, Robbin <robbin_owen@nps.gov> wrote:

Good Morning All: Now the event has been announced we would like to be briefed on what has been agreed to. We viewed the ticket sales site and are very concerned about some of the things they are seeking to do. When are you all available?

Thanks, Robbin

Conversation Contents

Announcing the Landmark Music Festival for the National Mall

Jeremy Granoff <information@nationalmall.org>

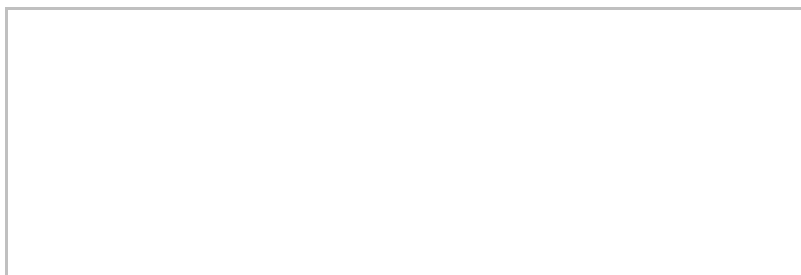
From: Jeremy Granoff <information@nationalmall.org>
Sent: Tue Apr 28 2015 18:02:02 GMT-0600 (MDT)
To: karen_cucurullo@nps.gov
Subject: Announcing the Landmark Music Festival for the National Mall

[Join us this September! View this online.](#)

Karen,

I am so excited to finally get to tell you about this...

We just announced something big happening September 26 and 27:



In addition to some killer performers -- including **Drake**, **The Strokes**, **alt-J**, and **Wale** (!!!) -- and a fantastic location, the best part is that this world-class music festival will teach a new generation of folks about the National Mall's history, ideals, and pressing restoration needs.

As one of our best supporters, I want to make sure you're the first to know all the updates

-- including that tickets are on sale right now!

[Add your name here if you're interested in hearing more about the Landmark Music Festival for the National Mall.](#)

When you do, we'll let you know about ticket giveaways and how you can help spread the word.

In the meantime, mark your calendar for September 26 and 27. Forty-plus artists, five stages, two days, all for one cause. It's going to be a lot of fun.

Thanks -- I hope you're as pumped as I am!

Jeremy

Jeremy Granoff
Marketing Associate
Campaign for the National Mall

P.S. **[Check out the Landmark Music Festival's website](#)** -- and forward this to any of your friends who love good music for a good cause.

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Trust for the National Mall
1300 Pennsylvania Ave, NW Suite 370 Washington, DC 20004

Phone: (202) 407-9408 Email: Information@nationalmall.org

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Conversation Contents

Fwd: ROS for tomorrow

Attachments:

/5. Fwd: ROS for tomorrow/1.1 landmark-launch-event-ros.docx

/5. Fwd: ROS for tomorrow/1.2 W event speaking program. april22.docx

/5. Fwd: ROS for tomorrow/2.1 landmark-launch-event-ros.docx

/5. Fwd: ROS for tomorrow/2.2 W event speaking program. april22.docx

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Apr 28 2015 05:50:25 GMT-0600 (MDT)
To: Karen Cucurullo <karen_cucurullo@nps.gov>, Michael Litterst <mike_litterst@nps.gov>
Subject: Fwd: ROS for tomorrow
Attachments: landmark-launch-event-ros.docx W event speaking program. april22.docx

Sorry, I asked for them to include you on this email, but they didn't.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▫

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Mon, Apr 27, 2015 at 4:14 PM
Subject: ROS for tomorrow
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>
Cc: Tiffany Rose <TRose@nationalmall.org>

Robin:

We have a few last-minute details to work out, so this is subject to change (and I'll obviously let you know if it does).

And, of course, we don't want to put words in Karen's mouth so just take the talking points as suggestions.

Thanks --Kristine

"Cucurullo, Karen" <karen_cucurullo@nps.gov>

From: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Sent: Tue Apr 28 2015 14:16:57 GMT-0600 (MDT)
To: Bob Vogel <bob_vogel@nps.gov>, Jennifer Mummart <jennifer_mummart@nps.gov>
Subject: Fwd: ROS for tomorrow
Attachments: landmark-launch-event-ros.docx W event speaking program. april22.docx

----- Forwarded message -----

From: **Nixon, Robin** <robin_nixon@nps.gov>
Date: Tue, Apr 28, 2015 at 7:50 AM
Subject: Fwd: ROS for tomorrow
To: Karen Cucurullo <karen_cucurullo@nps.gov>, Michael Litterst <mike_litterst@nps.gov>

Sorry, I asked for them to include you on this email, but they didn't.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
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robin_nixon@nps.gov

□

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Mon, Apr 27, 2015 at 4:14 PM
Subject: ROS for tomorrow
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>
Cc: Tiffany Rose <TRose@nationalmall.org>

Robin:

We have a few last-minute details to work out, so this is subject to change (and I'll obviously let you know if it does).

And, of course, we don't want to put words in Karen's mouth so just take the talking points as suggestions.

Thanks --Kristine

--
Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670
.

Conversation Contents

Talking points for Landmark announcement

Attachments:

/6. Talking points for Landmark announcement/1.1 Landmark Music Festival announcement talking points.docx

"Litterst, Michael" <mike_litterst@nps.gov>

From: "Litterst, Michael" <mike_litterst@nps.gov>
Sent: Tue Apr 28 2015 13:09:34 GMT-0600 (MDT)
To: Karen Cucurullo <karen_cucurullo@nps.gov>
Subject: Talking points for Landmark announcement
Attachments: Landmark Music Festival announcement talking points.docx

~~~~~

Mike Litterst  
Public Affairs Officer

National Park Service  
National Mall & Memorial Parks  
900 Ohio Drive, SW  
Washington, DC 20240  
Phone: (202) 245-4676  
Cell: (202) 306-4166

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## Conversation Contents

C3 Concert

Attachments:

17. C3 Concert/3.1 C3 Concert agt.doc

**Douglas Verner <VernerD@guestservices.com>**

---

**From:** Douglas Verner <VernerD@guestservices.com>  
**Sent:** Mon Apr 27 2015 12:10:42 GMT-0600 (MDT)  
**To:** "Bob\_Vogel@nps.gov" <Bob\_Vogel@nps.gov>, "Steve\_LeBel@nps.gov" <Steve\_LeBel@nps.gov>, "Karen Cucurullo (karen\_cucurullo@nps.gov)" <karen\_cucurullo@nps.gov>, "Dick\_Swihart@nps.gov" <Dick\_Swihart@nps.gov>  
**Subject:** C3 Concert

Attached is a draft agreement for the concert to be held September 26-27, 2015.

Please let us know whether the National Park Service approves of these terms proposed by C3 Presents.

Thank you.

Douglas Verner  
General Counsel  
Guest Services, Inc.  
(703) 849-9363

Please help reduce paper usage - do not print this email unless necessary.

**"LeBel, Steve" <steve\_lebel@nps.gov>**

---

**From:** "LeBel, Steve" <steve\_lebel@nps.gov>  
**Sent:** Mon Apr 27 2015 12:12:55 GMT-0600 (MDT)  
**To:** Douglas Verner <VernerD@guestservices.com>  
**Subject:** Re: C3 Concert

Doug, the proposal was not attached.....

On Mon, Apr 27, 2015 at 2:10 PM, Douglas Verner <[VernerD@guestservices.com](mailto:VernerD@guestservices.com)> wrote:

Attached is a draft agreement for the concert to be held September 26-27, 2015.

Please let us know whether the National Park Service approves of these terms proposed by C3 Presents.

Thank you.

Douglas Verner  
General Counsel  
Guest Services, Inc.  
(703) 849-9363

Please help reduce paper usage - do not print this email unless necessary.

--  
Steve LeBel  
Deputy Associate Regional Director, Operations and Education  
Program Manager, Office of Business Services  
National Capital Region, National Park Service  
Phone: (202) 619-7072  
Fax: (202) 619-7157

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**Douglas Verner <VernerD@guestservices.com>**

---

**From:** Douglas Verner <VernerD@guestservices.com>  
**Sent:** Mon Apr 27 2015 12:21:25 GMT-0600 (MDT)  
**To:** "Bob\_Vogel@nps.gov" <Bob\_Vogel@nps.gov>, "Karen Cucurullo (karen\_cucurullo@nps.gov)" <karen\_cucurullo@nps.gov>, "LeBel, Steve" <steve\_lebel@nps.gov>, "Dick\_Swihart@nps.gov" <Dick\_Swihart@nps.gov>  
**Subject:** FW: C3 Concert  
**Attachments:** C3 Concert agt.doc

[With attachment this time.](#)

---

**From:** Douglas Verner  
**Sent:** Monday, April 27, 2015 2:11 PM  
**To:** 'Bob\_Vogel@nps.gov'; 'Steve\_LeBel@nps.gov'; Karen Cucurullo (karen\_cucurullo@nps.gov); 'Dick\_Swihart@nps.gov'  
**Cc:** Gerry Gabrys; Jeff Marquis; Rick Wayland - Vice President, Operations  
**Subject:** C3 Concert

[Attached is a draft agreement for the concert to be held September 26-27, 2015.](#)

[Please let us know whether the National Park Service approves of these terms proposed by C3 Presents.](#)

[Thank you.](#)

[Douglas Verner](#)  
[General Counsel](#)

Guest Services, Inc.

(703) 849-9363

# Conversation Contents

## Landmark information

### Attachments:

- /8. Landmark information/1.1 festivallaunchupdate2.docx
- /8. Landmark information/1.2 ATT00001.htm

**Caroline Cunningham <ccunningham@nationalmall.org>**

---

**From:** Caroline Cunningham <ccunningham@nationalmall.org>  
**Sent:** Tue Apr 21 2015 06:19:38 GMT-0600 (MDT)  
**To:** "Robert A. Vogel" <bob\_vogel@nps.gov>  
**Subject:** Landmark information  
**Attachments:** festivallaunchupdate2.docx ATT00001.htm

Bob - This is the information that you requested for your meeting with Peggy. I am certain that you will resolve this in a favorable manner. We are just too far down the path in contracts and funds expended to arbitrarily stop this from moving forward.

Caroline.

Caroline Cunningham



## Conversation Contents

### Briefs two versions

/9. Briefs two versions/1.1 Briefing paper - Trust for the National Mall concert 04.13.15 (1) cost.docx  
/9. Briefs two versions/1.2 Briefing Paper for the Superintendent- OIG Response-2014-11-03.docx

### **"Cucurullo, Karen" <karen\_cucurullo@nps.gov>**

---

**From:** "Cucurullo, Karen" <karen\_cucurullo@nps.gov>  
**Sent:** Fri Apr 17 2015 11:53:26 GMT-0600 (MDT)  
**To:** Bob Vogel <bob\_vogel@nps.gov>  
**Subject:** Briefs two versions  
Briefing paper - Trust for the National Mall concert 04.13.15 (1)  
**Attachments:** cost.docx Briefing Paper for the Superintendent- OIG Response-2014-11-03.docx

Here you go!

Only difference is the comment on cost.

--  
Karen Cucurullo  
Acting Superintendent  
National Mall and Memorial Parks  
w:202-245-4670  
.

### **Bob Vogel <bob\_vogel@nps.gov>**

---

**From:** Bob Vogel <bob\_vogel@nps.gov>  
**Sent:** Fri Apr 17 2015 15:00:10 GMT-0600 (MDT)  
**To:** "Cucurullo, Karen" <karen\_cucurullo@nps.gov>  
**Subject:** Re: Briefs two versions

I have issues. Can you call to discuss.

Sent from my iPhone

> On Apr 17, 2015, at 1:53 PM, Cucurullo, Karen <karen\_cucurullo@nps.gov> wrote:

>  
> Here you go!  
>  
> Only difference is the comment on cost.  
>  
>  
>  
> --  
> Karen Cucurullo  
> Acting Superintendent  
> National Mall and Memorial Parks  
> w:202-245-4670  
> .  
> <Briefing paper - Trust for the National Mall concert 04.13.15 (1) cost.docx>  
> <Briefing Paper for the Superintendent- OIG Response-2014-11-03.docx>

# Conversation Contents

**Briefing paper - Trust concert**

**Attachments:**

/10. Briefing paper - Trust concert/1.1 Briefing paper - Trust for the National Mall concert.docx

/10. Briefing paper - Trust concert/6.1 Briefing paper - Trust for the National Mall concert 04.13.15.docx

**"Litterst, Michael" <mike\_litterst@nps.gov>**

---

**From:** "Litterst, Michael" <mike\_litterst@nps.gov>  
**Sent:** Thu Apr 09 2015 20:20:55 GMT-0600 (MDT)  
**To:** Karen Cucurullo <karen\_cucurullo@nps.gov>, Robin Nixon <robin\_nixon@nps.gov>  
**Subject:** Briefing paper - Trust concert  
**Attachments:** Briefing paper - Trust for the National Mall concert.docx

Feel free to edit as needed, or let me know if there's additional information that you feel needs to be included.

Mike

~~~~~

Mike Litterst
Public Affairs Officer

National Park Service
National Mall & Memorial Parks
900 Ohio Drive, SW
Washington, DC 20240
Phone: (202) 245-4676
Cell: (202) 306-4166

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"Cucurullo, Karen" <karen_cucurullo@nps.gov>

From: "Cucurullo, Karen" <karen_cucurullo@nps.gov>

Sent: Fri Apr 10 2015 14:21:51 GMT-0600 (MDT)
To: "Litterst, Michael" <mike_litterst@nps.gov>
Subject: Re: Briefing paper - Trust concert

Robin,

Anything to add to what Mike wrote?

Karen

On Thu, Apr 9, 2015 at 10:20 PM, Litterst, Michael <mike_litterst@nps.gov> wrote:

Feel free to edit as needed, or let me know if there's additional information that you feel needs to be included.

Mike

~~~~~  
Mike Litterst  
Public Affairs Officer

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Karen Cucurullo  
Acting Superintendent  
National Mall and Memorial Parks  
w:202-245-4670  
.

---

**Robin Nixon <[robin\\_nixon@nps.gov](mailto:robin_nixon@nps.gov)>**

**From:** Robin Nixon <[robin\\_nixon@nps.gov](mailto:robin_nixon@nps.gov)>  
**Sent:** Fri Apr 10 2015 14:48:53 GMT-0600 (MDT)  
**To:** "Cucurullo, Karen" <[karen\\_cucurullo@nps.gov](mailto:karen_cucurullo@nps.gov)>  
**Subject:** Re: Briefing paper - Trust concert

No, I gave my feedback yesterday but will look at final

Sent from my iPhone

On Apr 10, 2015, at 4:21 PM, Cucurullo, Karen <[karen\\_cucurullo@nps.gov](mailto:karen_cucurullo@nps.gov)> wrote:

Robin,

Anything to add to what Mike wrote?

Karen

On Thu, Apr 9, 2015 at 10:20 PM, Litterst, Michael <[mike\\_litterst@nps.gov](mailto:mike_litterst@nps.gov)> wrote:

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--

Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670

Robin Nixon <robin_nixon@nps.gov>

From: Robin Nixon <robin_nixon@nps.gov>
Sent: Fri Apr 10 2015 14:51:30 GMT-0600 (MDT)
To: "Cucurullo, Karen" <karen_cucurullo@nps.gov>

Subject: Re: Briefing paper - Trust concert

I think it looks great and covers everything we discussed

Sent from my iPad

On Apr 10, 2015, at 4:21 PM, Cucurullo, Karen <karen_cucurullo@nps.gov> wrote:

Robin,

Anything to add to what Mike wrote?

Karen

On Thu, Apr 9, 2015 at 10:20 PM, Litterst, Michael <mike_litterst@nps.gov> wrote:

Feel free to edit as needed, or let me know if there's additional information that you feel needs to be included.

Mike

~~~~~

Mike Litterst  
Public Affairs Officer

National Park Service  
National Mall & Memorial Parks  
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Karen Cucurullo  
Acting Superintendent  
National Mall and Memorial Parks  
w:202-245-4670

---

**"Cucurullo, Karen" <[karen\\_cucurullo@nps.gov](mailto:karen_cucurullo@nps.gov)>**

**From:** "Cucurullo, Karen" <[karen\\_cucurullo@nps.gov](mailto:karen_cucurullo@nps.gov)>  
**Sent:** Fri Apr 17 2015 10:13:38 GMT-0600 (MDT)

**To:** "Litterst, Michael" <mike\_litterst@nps.gov>  
**Subject:** Re: Briefing paper - Trust concert

Mike,

I thought you said that you revised this brief...looks like the same one...sorry in advance if I missed it....did a search and could not find it. See me, had a few more things to discuss before Mondays meeting.

On Thu, Apr 9, 2015 at 10:20 PM, Litterst, Michael <[mike\\_litterst@nps.gov](mailto:mike_litterst@nps.gov)> wrote:

Feel free to edit as needed, or let me know if there's additional information that you feel needs to be included.

Mike

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Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670
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"Litterst, Michael" <mike_litterst@nps.gov>

From: "Litterst, Michael" <mike_litterst@nps.gov>
Sent: Fri Apr 17 2015 11:41:49 GMT-0600 (MDT)
To: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Subject: Re: Briefing paper - Trust concert
Attachments: Briefing paper - Trust for the National Mall concert 04.13.15.docx

Huh. I updated it and thought I sent it, but don't see it in a search, either. Here it is, (b) (5)

Mike

~~~~~  
Mike Litterst  
Public Affairs Officer

National Park Service  
National Mall & Memorial Parks  
900 Ohio Drive, SW  
Washington, DC 20240  
Phone: (202) 245-4676  
Cell: (202) 306-4166

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On Fri, Apr 17, 2015 at 12:13 PM, Cucurullo, Karen <[karen\\_cucurullo@nps.gov](mailto:karen_cucurullo@nps.gov)> wrote:

Mike,

I thought you said that you revised this brief...looks like the same one...sorry in advance if I missed it...did a search and could not find it. See me, had a few more things to discuss before Mondays meeting.

On Thu, Apr 9, 2015 at 10:20 PM, Litterst, Michael <[mike\\_litterst@nps.gov](mailto:mike_litterst@nps.gov)> wrote:

Feel free to edit as needed, or let me know if there's additional information that you feel needs to be included.

Mike

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Mike Litterst
Public Affairs Officer

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Phone: (202) 245-4676
Cell: (202) 306-4166

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Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670

Conversation Contents

Fwd: Join Us & C3 Presents For Something Big

Bob Vogel <bob_vogel@nps.gov>

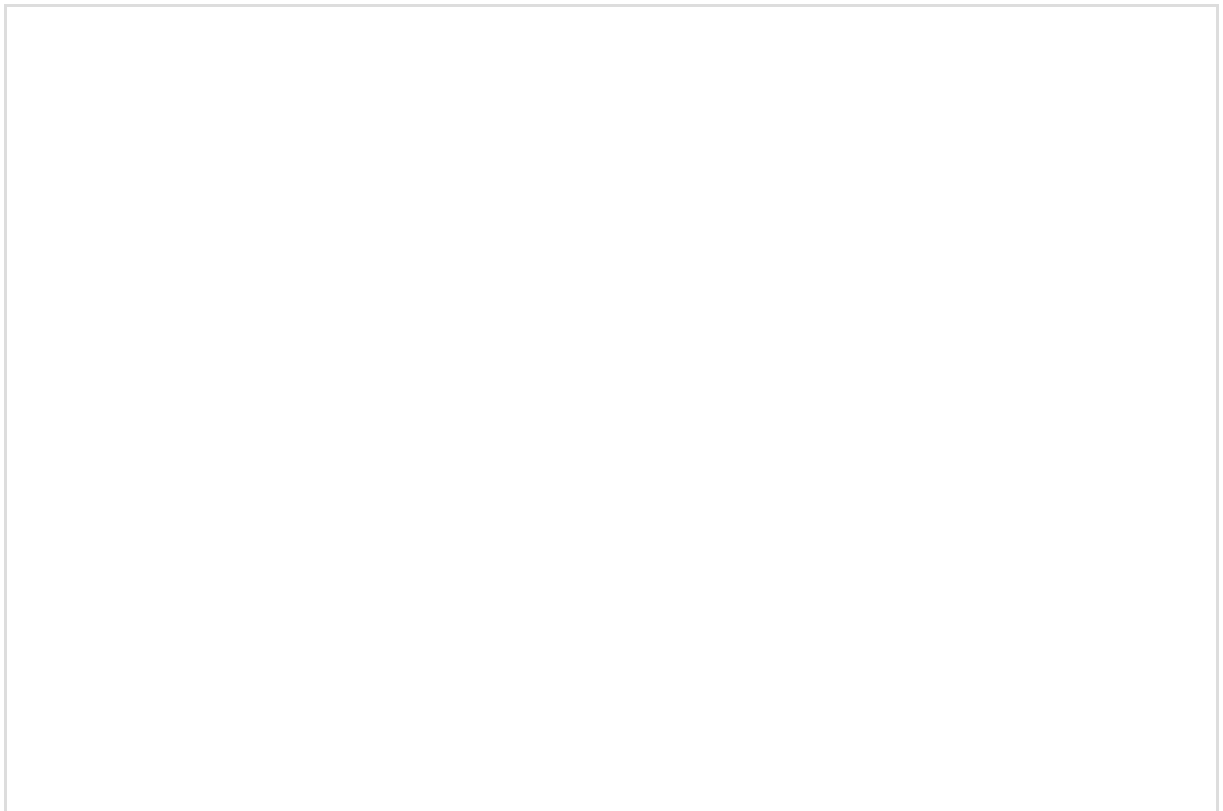
From: Bob Vogel <bob_vogel@nps.gov>
Sent: Tue Apr 14 2015 07:14:05 GMT-0600 (MDT)
To: Karen Cucurullo <Karen_Cucurullo@nps.gov>
Subject: Fwd: Join Us & C3 Presents For Something Big

So do we have our briefing in place for WASO?

Sent from my iPhone

Begin forwarded message:

From: Campaign for the National Mall <events@nationalmall.org>
Date: April 14, 2015 at 4:32:45 AM PDT
To: <bob_vogel@nps.gov>
Subject: Join Us & C3 Presents For Something Big
Reply-To: <events@nationalmall.org>



Campaign for the National Mall
events@nationalmall.org

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Conversation Contents

Fwd: Join Us & C3 Presents For Something Big

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Tue Apr 14 2015 05:47:22 GMT-0600 (MDT)
To: Cucurullo Karen <Karen_Cucurullo@nps.gov>, Robin Nixon <Robin_Nixon@nps.gov>
Subject: Fwd: Join Us & C3 Presents For Something Big

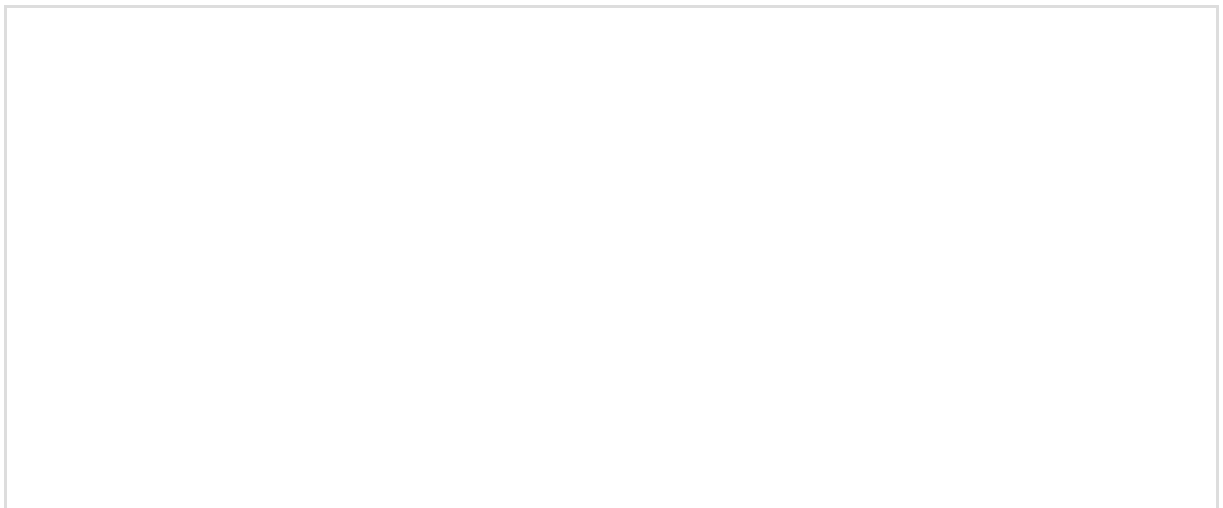
Just received this.....!

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

Begin forwarded message:

From: Campaign for the National Mall <events@nationalmall.org>
Date: April 14, 2015 at 7:32:44 AM EDT
To: <sean_kennealy@nps.gov>
Subject: Join Us & C3 Presents For Something Big
Reply-To: <events@nationalmall.org>



Campaign for the National Mall
events@nationalmall.org

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Conversation Contents

Souvenir Sales at Trust for National Mall Concert

"Swihart, John" <dick_swihart@nps.gov>

From: "Swihart, John" <dick_swihart@nps.gov>
Sent: Tue Apr 07 2015 12:27:05 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>, Teri Austin <teresa_austin@nps.gov>
Subject: Souvenir Sales at Trust for National Mall Concert

Robin-

Expect a phone call from Charlie at C3 and Kristine at TNM.

C3 is expecting to sell Rock Band branded T-shirts and other concert memorabilia themselves. Not sure that sort of merchandise is allowed to be sold in this park.

Furthermore Kristine wants to sell a TNM benefit souvenir T-Shirt.

Neither of them expect to sell this stuff through GSI.

I have advised they need park permission to sell this type of specific concert souvenirs and memorabilia and I don't think they can sell that themselves. Kristine said she'd be contacting you.

I think we have to consider that GSI / EN are the only partner & concessioner authorized to sell souvenirs & interpretive retail merchandise on the Mall. GSI has never been allowed to sell specific event related merchandise, other than Cherry Blossom stuff.

Dick

Dick Swihart
Concessions Chief
National Mall and Memorial Parks
900 Ohio Dr SW
Washington, DC 20024
Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov

Conversation Contents

Music festivals on the Mall

"May, Peter" <pmay@nps.gov>

From: "May, Peter" <pmay@nps.gov>
Sent: Tue Mar 24 2015 15:08:40 GMT-0600 (MDT)
To: Karen Cucurullo <Karen_Cucurullo@nps.gov>
Subject: Music festivals on the Mall

I forget what further steps were supposed to happen but can I go ahead and give your contact information to Seth Hurwitz of It's My Party, Inc., who is the music promoter who is also interested in promoting a music festival on the Mall (West Potomac)? I have been putting him of for several weeks now.

Peter

Peter May
Associate Regional Director - Lands, Planning, and Design
National Park Service - National Capital Region
1100 Ohio Drive SW, Washington, DC 20242
(202) 619 7025
pmay@nps.gov

"Cucurullo, Karen" <karen_cucurullo@nps.gov>

From: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Sent: Fri Apr 03 2015 07:27:08 GMT-0600 (MDT)
To: "May, Peter" <pmay@nps.gov>, Robbin Owen <robbin_owen@nps.gov>
Subject: Re: Music festivals on the Mall

Peter,

Robbin will be contacting you about this. She will need their contact information.

Karen

On Tue, Mar 24, 2015 at 5:08 PM, May, Peter <pmay@nps.gov> wrote:

I forget what further steps were supposed to happen but can I go ahead and give your contact information to Seth Hurwitz of It's My Party, Inc., who is the music promoter who is also interested in promoting a music festival on the Mall (West Potomac)? I have been putting him of for several weeks now.

Peter

Peter May
Associate Regional Director - Lands, Planning, and Design
National Park Service - National Capital Region
1100 Ohio Drive SW, Washington, DC 20242
(202) 619 7025
pmay@nps.gov

--
Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670
.

"May, Peter" <pmay@nps.gov>

From: "May, Peter" <pmay@nps.gov>
Sent: Fri Apr 03 2015 07:32:05 GMT-0600 (MDT)
To: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Subject: Re: Music festivals on the Mall

OK, thanks.

Peter May
Associate Regional Director - Lands, Planning, and Design
National Park Service - National Capital Region
1100 Ohio Drive SW, Washington, DC 20242
(202) 619 7025
pmay@nps.gov

On Fri, Apr 3, 2015 at 9:27 AM, Cucurullo, Karen <karen_cucurullo@nps.gov> wrote:
Peter,

Robbin will be contacting you about this. She will need their contact information.

Karen

On Tue, Mar 24, 2015 at 5:08 PM, May, Peter <pmay@nps.gov> wrote:

I forget what further steps were supposed to happen but can I go ahead and give your contact information to Seth Hurwitz of It's My Party, Inc., who is the music promoter who is also interested in promoting a music festival on the Mall (West Potomac)? I have been putting him off for several weeks now.

Peter

Peter May

Associate Regional Director - Lands, Planning, and Design

National Park Service - National Capital Region

1100 Ohio Drive SW, Washington, DC 20242

(202) 619 7025

pmay@nps.gov

--

Karen Cucurullo

Acting Superintendent

National Mall and Memorial Parks

w:202-245-4670

Conversation Contents

Invitation: C3/TNM @ Mon Mar 23, 2015 2pm - 3pm (karen_cucurullo@nps.gov)

Attachments:

/15. Invitation: C3/TNM @ Mon Mar 23, 2015 2pm - 3pm (karen_cucurullo@nps.gov)/1.1 invite.ics

Robin Nixon <robin_nixon@nps.gov>

From: Robin Nixon <robin_nixon@nps.gov>
Sent: Mon Mar 23 2015 08:59:48 GMT-0600 (MDT)
To: "karen_cucurullo@nps.gov" <karen_cucurullo@nps.gov>, Kristine Fitton <kfitton@nationalmall.org>, Sharon Swihart <sharon_swihart@nps.gov>
Subject: Invitation: C3/TNM @ Mon Mar 23, 2015 2pm - 3pm (karen_cucurullo@nps.gov)
Attachments: invite.ics

C3/TNM

[more details »](#)

When Mon Mar 23, 2015 2pm – 3pm Eastern Time
Where NPS-NAMA Conference Call in Line 1-877-992-0316 code 6407128 ([map](#))
Video call https://plus.google.com/hangouts/_/doi.gov/robin
Calendar karen_cucurullo@nps.gov
Who

- Robin Nixon - organizer
- Karen Cucurullo
- Kristine Fitton
- Sharon Swihart

Going? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this email at the account karen_cucurullo@nps.gov because you are subscribed for invitations on calendar karen_cucurullo@nps.gov.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.



Conversation Contents

Accepted: Invitation: TNM talk with C3 about name & branding @ Mon Mar 23, 2015 2pm - 3pm (karen_cucurullo@nps.gov)

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Sun Mar 22 2015 22:01:20 GMT-0600 (MDT)
To: Karen Cucurullo <karen_cucurullo@nps.gov>
Subject: Accepted: Invitation: TNM talk with C3 about name & branding @ Mon Mar 23, 2015 2pm - 3pm (karen_cucurullo@nps.gov)

Conversation Contents

Accepted: TNM talk with C3 about name & branding @ Mon Mar 23, 2015 2pm - 3pm (karen_cucurullo@nps.gov)

Attachments:

/17. Accepted: TNM talk with C3 about name & branding @ Mon Mar 23, 2015 2pm - 3pm (karen_cucurullo@nps.gov)/1.1 invite.ics

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Fri Mar 20 2015 14:15:31 GMT-0600 (MDT)
To: "karen_cucurullo@nps.gov" <karen_cucurullo@nps.gov>
Subject: Accepted: TNM talk with C3 about name & branding @ Mon Mar 23, 2015 2pm - 3pm (karen_cucurullo@nps.gov)
Attachments: invite.ics

Sean Kennealy has accepted this invitation.

TNM talk with C3 about name & branding

When Mon Mar 23, 2015 2pm – 3pm Eastern Time
Where NPS-NAMA HQ Large Conference Room 900 Ohio Drive ([map](#))
Video call https://plus.google.com/hangouts/_/doi.gov/karen
Calendar karen_cucurullo@nps.gov
Who

- Karen Cucurullo - organizer
- Sharon Swihart - creator
- Kristine Fitton
- Robin Nixon
- Sean Kennealy

Invitation from [Google Calendar](#)

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Attachments:

/18. Accepted: TNM talk with C3 about name & branding @ Mon Mar 23, 2015 2pm - 3pm (karen_cucurullo@nps.gov)/1.1 invite.ics

Robin Nixon <robin_nixon@nps.gov>

From: Robin Nixon <robin_nixon@nps.gov>
Sent: Fri Mar 20 2015 14:13:13 GMT-0600 (MDT)
To: "karen_cucurullo@nps.gov" <karen_cucurullo@nps.gov>
Subject: Accepted: TNM talk with C3 about name & branding @ Mon Mar 23, 2015 2pm - 3pm (karen_cucurullo@nps.gov)
Attachments: invite.ics

Robin Nixon has accepted this invitation.

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Video call https://plus.google.com/hangouts/_/doi.gov/karen
Calendar karen_cucurullo@nps.gov
Who

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- Sharon Swihart - creator
- Kristine Fitton
- Robin Nixon
- Sean Kennealy

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Attachments:

/19. Accepted: TNM talk with C3 about name & branding @ Mon Mar 23, 2015 2pm - 3pm (karen_cucurullo@nps.gov)/1.1 invite.ics

NPS-NAMA HQ Large Conference Room

<doi.gov_3534343436343636393036@resource.calendar.google.com>

From: NPS-NAMA HQ Large Conference Room
<doi.gov_3534343436343636393036@resource.calendar.google.com>
Sent: Fri Mar 20 2015 14:03:39 GMT-0600 (MDT)
To: "karen_cucurullo@nps.gov" <karen_cucurullo@nps.gov>
Subject: Accepted: TNM talk with C3 about name & branding @ Mon Mar 23, 2015 2pm - 3pm (karen_cucurullo@nps.gov)
Attachments: invite.ics

NPS-NAMA HQ Large Conference Room has accepted this invitation.

TNM talk with C3 about name & branding

When Mon Mar 23, 2015 2pm – 3pm Eastern Time
Where NPS-NAMA HQ Large Conference Room 900 Ohio Drive ([map](#))
Video call https://plus.google.com/hangouts/_/doi.gov/karen
Calendar karen_cucurullo@nps.gov
Who

- Karen Cucurullo - organizer
- Sharon Swihart - creator
- Kristine Fitton
- Robin Nixon
- Sean Kennealy

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Conversation Contents

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Attachments:

/20. Invitation: TNM talk with C3 about name & branding @ Mon Mar 23, 2015 2pm - 3pm (karen_cucurullo@nps.gov)/1.1 invite.ics

Karen Cucurullo <karen_cucurullo@nps.gov>

From: Karen Cucurullo <karen_cucurullo@nps.gov>
Sent: Fri Mar 20 2015 14:03:39 GMT-0600 (MDT)
To: "karen_cucurullo@nps.gov" <karen_cucurullo@nps.gov>, Kristine Fitton <kfitton@nationalmall.org>, Robin Nixon <robin_nixon@nps.gov>, Sean Kennealy <sean_kennealy@nps.gov>
Subject: Invitation: TNM talk with C3 about name & branding @ Mon Mar 23, 2015 2pm - 3pm (karen_cucurullo@nps.gov)
Attachments: invite.ics

TNM talk with C3 about name & branding

[more details »](#)

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- Robin Nixon
- Sean Kennealy

Going? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

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Conversation Contents

Re: talk with C3 about name & branding

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Thu Mar 19 2015 18:12:33 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>
Subject: Re: talk with C3 about name & branding

I'm thinking that if Robin and Kristine can make a call to Charlie - got for it as Karen and my schedules are tight on Friday.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

On Mar 19, 2015, at 4:34 PM, Robin Nixon <robin_nixon@nps.gov> wrote:

Tomorrow morning any time for me

Sent from my iPhone

On Mar 19, 2015, at 9:46 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Sorry for the delay. Charlie Jones is eager to talk with us all about the festival name.

He can chat any time tomorrow morning if that works for you all, or I can give him windows times Monday or Tuesday that work for you and then lock something in for early next week.

I don't think we need more than 30 minutes.

Thanks --Kristine

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Mar 19 2015 19:23:47 GMT-0600 (MDT)
To: Sean Kennealy <sean_kennealy@nps.gov>
Subject: Re: talk with C3 about name & branding

Thanks Sean.

I appreciate how busy you all are. Seeing photos of Karen with the royal family this week is the proof I need!

Charlie has offered to come to DC next week and I'm thinking a short in person meeting may be helpful.

If you all can give me a few windows that work early next week I'm happy to set up a brief in person meeting at your offices.

Thanks -- Kristine

Sent from my iPhone

On Mar 19, 2015, at 8:16 PM, "Sean Kennealy" <sean_kennealy@nps.gov> wrote:

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Thanks --Kristine

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Fri Mar 20 2015 06:05:20 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>, Sharon Swihart <sharon_swihart@nps.gov>
Subject: Re: talk with C3 about name & branding

Sharon,

Can you schedule this? (See below from Kristine.)

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Thu, Mar 19, 2015 at 9:23 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

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Conversation Contents

Fwd: alternative festival name

/22. Fwd: alternative festival name/1.1 Monument3-Feb26.pdf

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Mar 03 2015 11:59:01 GMT-0700 (MST)
To: Karen Cucurullo <karen_cucurullo@nps.gov>, Sean Kennealy <sean_kennealy@nps.gov>
Subject: Fwd: alternative festival name
Attachments: Monument3-Feb26.pdf

Please look at this today--I told the Trust that they have to have our approval (meaning an email from Supt to Caroline) on the name/theme. Pluribus is not working for C3 as a name, so they came back with Monument. The main question is how they tie that to a theme of this park--pluribus was much easier in that sense, with the whole diversity tie-in.

I recommend that we get on a conf call with TNM, and then possibly with them and C3. You know, in our free time in the next couple of days :)

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▣

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Fri, Feb 27, 2015 at 4:11 PM
Subject: alternative festival name
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>

File under “nothing is ever that easy” ...

C3 has cold feet about the festival name, Pluribus, and has been exploring other options. This is their top recommendation. The logo/art work is just preliminary. I'd love your thoughts.

They know it needs our collective approval, but also need to move quickly on a change to get artwork created for the ticket site and initial marketing.

Curious to hear what you think.

Thanks, Robin –Kristine

From: Charlie Jones [<mailto:cjones@c3presents.com>]
Sent: Friday, February 27, 2015 12:36 PM
To: Kristine Fitton
Subject: FW: Monument Logo Directions - Initial Exploration

Confidential until all parties have signed off. Have a great weekend.

CHARLIE JONES

Partner

C 3 P R E S E N T S

300 W. 6th Street, Suite 2100 | Austin, Texas 78701

512 478 7211 | 512 476 0611 fax

Cjones@c3presents.com

www.c3presents.com

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Tue Mar 03 2015 13:56:55 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: alternative festival name

Robin,

We should gather some folks here at the park and brainstorm the festival name.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Tue, Mar 3, 2015 at 1:59 PM, Nixon, Robin <robin_nixon@nps.gov> wrote:

Please look at this today--I told the Trust that they have to have our approval (meaning an email from Supt to Caroline) on the name/theme. Pluribus is not working for C3 as a name, so they came back with Monument. The main question is how they tie that to a theme of this park--pluribus was much easier in that sense, with the whole diversity tie-in.

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Cjones@c3presents.com

www.c3presents.com

"Cucurullo, Karen" <karen_cucurullo@nps.gov>

From: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Sent: Wed Mar 04 2015 05:54:12 GMT-0700 (MST)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>
Subject: Re: alternative festival name

Sean,

I kinda like it, it definitely give a sense of where it is, so I like that. It may seem that they are fundraising for WAMO, so maybe we can come up with an alternative name.

Karen

On Tue, Mar 3, 2015 at 3:56 PM, Kennealy, Sean <sean_kennealy@nps.gov> wrote:
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Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
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--
Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Wed Mar 04 2015 05:58:17 GMT-0700 (MST)
To: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Subject: Re: alternative festival name

Yes. I spoke with Robin about it some more and suggested maybe they come up with several options to discuss. Options should include preservation, protection , memorials, etc.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

On Mar 4, 2015, at 7:54 AM, Cucurullo, Karen <karen_cucurullo@nps.gov> wrote:

Sean,

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--

Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks

"Cucurullo, Karen" <karen_cucurullo@nps.gov>

From: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Sent: Wed Mar 04 2015 06:10:04 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: alternative festival name

Here are some ideas, I am sure you have your thoughts.

Monument

Mall

Democracy

Freedom

Honor

Reflect

Rendezvous

Destiny

Pledge

Nation

Victory

Ceremonial

Emergence

Justice

Procession

On Tue, Mar 3, 2015 at 1:59 PM, Nixon, Robin <robin_nixon@nps.gov> wrote:

Please look at this today--I told the Trust that they have to have our approval (meaning an email from Supt to Caroline) on the name/theme. Pluribus is not working for C3 as a name, so they came back with Monument. The main question is how they tie that to a theme of this park--pluribus was much easier in that sense, with the whole diversity tie-in.

I recommend that we get on a conf call with TNM, and then possibly with them and C3. You

know, in our free time in the next couple of days :)

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▪

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Fri, Feb 27, 2015 at 4:11 PM
Subject: alternative festival name
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>

File under "nothing is ever that easy"...

C3 has cold feet about the festival name, Pluribus, and has been exploring other options. This is their top recommendation. The logo/art work is just preliminary. I'd love your thoughts.

They know it needs our collective approval, but also need to move quickly on a change to get artwork created for the ticket site and initial marketing.

Curious to hear what you think.

Thanks, Robin –Kristine

From: Charlie Jones [<mailto:ciones@c3presents.com>]
Sent: Friday, February 27, 2015 12:36 PM
To: Kristine Fitton
Subject: FW: Monument Logo Directions - Initial Exploration

Confidential until all parties have signed off. Have a great weekend.

CHARLIE JONES

Partner

C 3 P R E S E N T S

300 W. 6th Street, Suite 2100 | Austin, Texas 78701

512 478 7211 | 512 476 0611 fax

Cjones@c3presents.com

www.c3presents.com

--

Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670

Conversation Contents

FW: Last Thursday

/23. FW: Last Thursday/1.1 DC 2015 Event Safety Plan v2.pdf

/23. FW: Last Thursday/1.2 DC Festival deliverables #15-0174 2~26.pdf

Dirk Stalnecker <dstalnecker@c3presents.com>

From: Dirk Stalnecker <dstalnecker@c3presents.com>
Sent: Mon Mar 02 2015 10:09:38 GMT-0700 (MST)
To: "karen_cucurullo@nps.gov" <karen_cucurullo@nps.gov>
Subject: FW: Last Thursday
Attachments: DC 2015 Event Safety Plan v2.pdf DC Festival deliverables #15-0174 2~26.pdf

Hi Karen

I spelled your last name incorrectly. Sorry and nice meeting you on Thursday!

DIRK STALNECKER

Production Director

C 3 P R E S E N T S

From: Dirk Stalnecker
Sent: Monday, March 02, 2015 11:01 AM
To: 'eddie_burnett@nps.gov'; 'leonard_lee@nps.gov'; 'steve_booker@nps.gov'; 'karen_cucurello@nps.gov'; 'robin_nixon@nps.gov'; 'sean_kennealy@nps.gov'
Cc: Charlie Jones; John Liipfert; 'kfitton@nationalmall.org'
Subject: Last Thursday

Hello

A quick note to thank all of you for a good meeting and a solid exchange of ideas. I've attached a revised draft of the Event Safety plan, along with an electronic copy of the deliverables notes we prepared for your files. We look forward to continuing the dialogue as we edge closer to the permit.

Thanks again.

DIRK STALNECKER

Production Director

C 3 P R E S E N T S

300 W. 6th Street Suite 2100 | Austin, Texas 78701

512 478 7211 | www.c3presents.com

"Cucurullo, Karen" <karen_cucurullo@nps.gov>

From: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Sent: Mon Mar 02 2015 14:22:45 GMT-0700 (MST)
To: Dirk Stalnecker <dstalnecker@c3presents.com>
Subject: Re: FW: Last Thursday

Dirk,

No problem, understandable mistake.

Karen

On Mon, Mar 2, 2015 at 12:09 PM, Dirk Stalnecker <dstalnecker@c3presents.com> wrote:

Hi Karen

I spelled your last name incorrectly. Sorry and nice meeting you on Thursday!

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512 478 7211 | www.c3presents.com

--
Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670
.



Conversation Contents

Licences needed

"Cucurullo, Karen" <karen_cucurullo@nps.gov>

From: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Sent: Fri Feb 27 2015 08:43:47 GMT-0700 (MST)
To: Caroline Cunningham <ccunningham@nationalmall.org>
Subject: Licences needed

Caroline,

Now that I have a better idea as to the need for these licenses, and I have been made aware of your support in the 2014 letter, I am looking forward to your positive response.

We have two employees that need access to the system and having access is critical to their job.

I am sure you have heard that yesterdays meeting went well for the TNM and C3. Although I will not be attending every meeting, I have asked Robin and/or Sean to try to attend these meetings.

Karen

--

Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670

Conversation Contents

new festival launch announcement dates

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Fri Feb 27 2015 06:57:55 GMT-0700 (MST)
To: "Karen Cucurullo (karen_cucurullo@nps.gov)" <karen_cucurullo@nps.gov>, "sharon_swihart@nps.gov" <sharon_swihart@nps.gov>
Subject: new festival launch announcement dates

Karen:

Thank you, again, for helping to facilitate productive meetings yesterday about the Trust's music festival logistics.

As we discussed yesterday, we're postponing the launch announcement in order to have more time to fine-tune the branding elements. C3 will be ready by early April to announce the line up of bands so we're looking to make the event announcement and line-up announcement at the same time, with tickets going on sale a few days later.

Right now, we're looking still at an early evening event (around 5:30pm-7:30pm) on either **March 31st, April 7th or April 8th.**

It is critical to us to have park service representative there so will gladly work around your schedule.

Thanks –Kristine

"Cucurullo, Karen" <karen_cucurullo@nps.gov>

From: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Sent: Fri Feb 27 2015 08:08:45 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: new festival launch announcement dates

Kristine,

All dates work for me, (b) (6)
If that is the only day, then I will come back in to attend.

Karen

On Fri, Feb 27, 2015 at 8:57 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Karen:

Thank you, again, for helping to facilitate productive meetings yesterday about the Trust's music festival logistics.

As we discussed yesterday, we're postponing the launch announcement in order to have more time to fine-tune the branding elements. C3 will be ready by early April to announce the line up of bands so we're looking to make the event announcement and line-up announcement at the same time, with tickets going on sale a few days later.

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It is critical to us to have park service representative there so will gladly work around your schedule.

Thanks –Kristine

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Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670

.

Conversation Contents

Updated Invitation: NPS/TNM/C3 Meeting @ Thu Feb 26, 2015 2pm - 4pm (Karen Cucurullo)

Attachments:

/26. Updated Invitation: NPS/TNM/C3 Meeting @ Thu Feb 26, 2015 2pm - 4pm (Karen Cucurullo)/1.1 invite.ics

Robin Nixon <robin_nixon@nps.gov>

From: Robin Nixon <robin_nixon@nps.gov>
Sent: Thu Feb 26 2015 09:37:45 GMT-0700 (MST)
To: "karen_cucurullo@nps.gov" <karen_cucurullo@nps.gov>, James Murphy <james_murphy@nps.gov>, Robbin Owen <robbin_owen@nps.gov>, Leonard Lee <leonard_lee@nps.gov>, Sean Kennealy <sean_kennealy@nps.gov>, Kristine Fitton <kfitton@nationalmall.org>, Tiffany Rose <trose@nationalmall.org>, Kristine Templin <ktemplin@nationalmall.org>
Subject: Updated Invitation: NPS/TNM/C3 Meeting @ Thu Feb 26, 2015 2pm - 4pm (Karen Cucurullo)
Attachments: invite.ics

This event has been changed.

NPS/TNM/C3 Meeting

[more details »](#)

When Thu Feb 26, 2015 2pm – 4pm Eastern Time
Where **Changed:** NPS-NAMA Annex 2 Large Conference Room ([map](#))
Video call https://plus.google.com/hangouts/_/doi.gov/robin
Calendar Karen Cucurullo
Who

- Robin Nixon - organizer
- James Murphy
- Robbin Owen
- Leonard Lee
- Sean Kennealy
- Karen Cucurullo
- Kristine Fitton
- Tiffany Rose
- Kristine Templin

Going? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this email at the account karen_cucurullo@nps.gov because you are subscribed for updated invitations on calendar Karen Cucurullo.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Conversation Contents

C3 Benefit Concert

/27. C3 Benefit Concert/1.1 15-0174-Trust for the National Mall - Deliverables.doc

"Lee, Leonard" <leonard_lee@nps.gov>

From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Thu Feb 05 2015 09:32:54 GMT-0700 (MST)
To: Karen Cucurullo <karen_cucurullo@nps.gov>, Sean Kennealy <sean_kennealy@nps.gov>
Subject: C3 Benefit Concert
Attachments: 15-0174-Trust for the National Mall - Deliverables.doc

Good morning Karen & Sean.

I have attached a copy of the deliverables memo to go to the Trust for the National Mall, regarding the benefit concert.

Please review and respond with your comments. After receipt, I will finalize and send to Tiffany Rose.

Standing by.

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Thu Feb 05 2015 14:31:12 GMT-0700 (MST)
To: "Lee, Leonard" <leonard_lee@nps.gov>
Subject: Re: C3 Benefit Concert

Hi Leonard,

Thank you for assembling this so quickly. Karen and I have reviewed the document and have some edits/comments for you. I have them as a hard copy and will place them on your desk.

The next step would be to finalize and send to the TNM. Please set up a set up a meeting for you and Robbin, plus whoever you need from the USPP, Karen, Sean, Robin N. and Kristine Fitton from the Trust (Kristine will be the POC for communicating with the C3 folks). Sharon can assist with scheduling, if necessary.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)

202-359-1551 (cell)

On Thu, Feb 5, 2015 at 11:32 AM, Lee, Leonard <leonard_lee@nps.gov> wrote:

Good morning Karen & Sean.

I have attached a copy of the deliverables memo to go to the Trust for the National Mall, regarding the benefit concert.

Please review and respond with your comments. After receipt, I will finalize and send to Tiffany Rose.

Standing by.

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Thu Feb 12 2015 07:46:39 GMT-0700 (MST)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>
Subject: Re: C3 Benefit Concert

Just want to make sure we're on track with scheduling another meeting. The Trust says that the week of 2/23-2/27 works well for them and for C3. Can we schedule something that week?

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

□

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Standing by.

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Thu Feb 12 2015 07:57:02 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: C3 Benefit Concert

Robbin and Robin,

Please coordinate a meeting with the TNM and us to find out how the TNM is doing with the deliverables Leonard sent them last week.

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Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
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From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Thu Feb 12 2015 08:08:07 GMT-0700 (MST)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>
Subject: Re: C3 Benefit Concert

I know Robbin is out of the office at training; Leonard/Sheila, can you all let me know your availability the week of 2/23, and I will take it from there for scheduling? Thanks

Robin Nixon
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"Lee, Leonard" <leonard_lee@nps.gov>

From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Thu Feb 12 2015 08:19:05 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: C3 Benefit Concert

Robbin,

Be advised that I currently have the following commitments for meetings:

Feb. 24...9:00 a.m.-11:00 a.m.
Feb. 25...11:00 a.m.-12:00 p.m.
Feb. 26...11:00-12:00 p.m. & 12:30 p.m.-01:30 p.m.

Standing by.

On Thu, Feb 12, 2015 at 10:08 AM, Nixon, Robin <robin_nixon@nps.gov> wrote:

I know Robbin is out of the office at training; Leonard/Sheila, can you all let me know your availability the week of 2/23, and I will take it from there for scheduling? Thanks

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Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

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Standing by.

Conversation Contents

Fwd: #15-0174-Trust for the National Mall Concert Deliverables Memo

Attachments:

/28. Fwd: #15-0174-Trust for the National Mall Concert Deliverables Memo/1.1 15-0174-Trust for the National Mall - Deliverables-2-6-15.doc

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Mon Feb 09 2015 06:12:52 GMT-0700 (MST)
To: Karen Cucurullo <Karen_Cucurullo@nps.gov>, Robin Nixon <robin_nixon@nps.gov>
Subject: Fwd: #15-0174-Trust for the National Mall Concert Deliverables Memo
Attachments: 15-0174-Trust for the National Mall - Deliverables-2-6-15.doc

Please see note from Leonard below.....I don't think you were copied on his email to the TNM about the Concert Deliverables....

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

----- Forwarded message -----

From: Lee, Leonard <leonard_lee@nps.gov>
Date: Mon, Feb 9, 2015 at 8:01 AM
Subject: #15-0174-Trust for the National Mall Concert Deliverables Memo
To: Kristine Fitton <KFitton@nationalmall.org>, Tiffany Rose <trose@nationalmall.org>
Cc: Sean Kennealy <sean_kennealy@nps.gov>, Robbin Owen <robbin_owen@nps.gov>, James Murphy <james_murphy@nps.gov>

Good morning Kristine and Tiffany.

As a follow up to our meeting two weeks ago, I am attaching a memorandum, outlining information needed to finalize a permit for the benefit concert scheduled for next Fall.

Please contact me if I can answer any questions and/or provide any additional information.

Be well.

Conversation Contents

Conceptional C3 letter to TNM

"Cucurullo, Karen" <karen_cucurullo@nps.gov>

From: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Sent: Tue Feb 03 2015 15:20:21 GMT-0700 (MST)
To: Robbin Owen <robbin_owen@nps.gov>
Subject: Conceptional C3 letter to TNM

Robbin and Leonard,

I understand Sean has forwarded the letter to you. We have been looking for this letter and we just found a copy. Please forward this to USPP contacts so that we are on the same page and we are sharing. Yes, I know it would have been helpful before, but now you have what was signed by Bob.

Thank you for the meeting today, lots of logistical issues, but at this point we have a path forward.

Karen

--

Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670
.

"Lee, Leonard" <leonard_lee@nps.gov>

From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Wed Feb 04 2015 08:26:10 GMT-0700 (MST)
To: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Subject: Re: Conceptional C3 letter to TNM

Karen.

Thank you. I am working with Lt. Murphy to put together the list of deliverables.

Please stand by.

On Tue, Feb 3, 2015 at 5:20 PM, Cucurullo, Karen <karen_cucurullo@nps.gov> wrote:
| Robbin and Leonard,

I understand Sean has forwarded the letter to you. We have been looking for this letter and we just found a copy. Please forward this to USPP contacts so that we are on the same page and we are sharing. Yes, I know it would have been helpful before, but now you have what was signed by Bob.

Thank you for the meeting today, lots of logistical issues, but at this point we have a path forward.

Karen

--

Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670

Conversation Contents

Fwd: FW: C3 concert follow up -- letter please

Attachments:

/30. Fwd: FW: C3 concert follow up -- letter please/1.1 C3 Concert.pdf

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Feb 03 2015 15:03:50 GMT-0700 (MST)
To: Sean Kennealy <sean_kennealy@nps.gov>, Karen Cucurullo <karen_cucurullo@nps.gov>
Subject: Fwd: FW: C3 concert follow up -- letter please
Attachments: C3 Concert.pdf

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
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900 Ohio Drive, SW
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▣

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Tue, Feb 3, 2015 at 4:58 PM
Subject: FW: C3 concert follow up -- letter please
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>

Here you go...

From: Swihart, Sharon [mailto:sharon_swihart@nps.gov]

Sent: Friday, October 10, 2014 11:57 AM
To: Kristine Fitton
Subject: Re: C3 concert follow up -- letter please

Here is Bob's signed copy.

--

Sharon Swihart

Special Assistant to the Superintendent

National Mall & Memorial Parks

900 Ohio Street SW

Washington, DC 20024-2000

202-245-4686 (Office)

202-426-9309 (Fax)

Conversation Contents

update on Trust music festival -- date availability?

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Wed Jan 21 2015 07:04:13 GMT-0700 (MST)
To: "Karen Cucurullo (karen_cucurullo@nps.gov)" <karen_cucurullo@nps.gov>, "Bob Vogel (Bob_Vogel@nps.gov)" <Bob_Vogel@nps.gov>
Subject: update on Trust music festival -- date availability?

I wanted to send a quick note to keep you posted on the status of the festival planning process:

§ The Trust briefed the NAMA team in the quarterly chiefs meeting earlier this month. Thank you for your feedback. I apologize but I mistakenly had the wrong requested dates in the material I shared. Our planned dates, which are covered in the permit we submitted, are Sept 26 and Sept 27th, 2015 (the last weekend of September).

§ Per that discussion, we're honing in on a date to publicly announce the festival at a cocktail reception with local, national and music industry media present. Ideally, we'd like the featured guests to include NPS and Trust representatives, our production partner C3 Presents, DC Mayor Muriel Bowser, and the head of Destination DC, representing the travel and tourism industry.

- We're tentatively looking at Wednesday, March 4th. Can you please let me know if you'd be available to attend a reception, likely at the W Hotel overlooking the Mall, at 6pm on March 4th?

§ Additionally, Robin and I have spoken about getting a meeting on the books with NAMA's permitting department to discuss the evolving plans – including a draft site plan – asap. That's in the works.

Thank you all for your ongoing support for this project. I will continue to keep you all posted.
–Kristine

Ph: 202-407-9412



United States Department of the Interior

NATIONAL PARK SERVICE
National Capital Region
1100 Ohio Drive, S.W.
Washington, D.C. 20242

IN REPLY REFER TO:

PERMIT #15-0174 Trust for the National Mall

Purpose: C3 Presents and the Trust for the National Mall will produce a benefit concert to raise national awareness and funds for the campaign for the National Mall

Location: West Potomac Park – Inlet Bridge to Ericsson Stature

Activity Date(s) September 26 & 27, 2015 (10:00 a.m.-10:00 p.m.)

Background:

On Friday, January 23, 2015, C3 Presents and Trust for the National Mall representatives, met with the Division of Permits Management and United States Park Police (USPP) representatives, to discuss concert execution, appropriate event site, food, and beverage and souvenir options. As a result, the following “deliverables” have been identified as prerequisites/next steps to complete the permit process.

Deliverables:

C3 Presents and Trust for the National Mall benefit concert as presented, is being executed as a ticketed event on National Mall & Memorial Parks (NAMA) parkland, typically open to the public. The concert venue site plan, as presented, does not designate non-ticketed public viewing area(s). Requests by applicants to close a park area to the general public should be considered very carefully. In general, park areas typically open to the public should not be closed to facilitate a non-public event. Additionally, National Park Service (NPS) Management Policies and Regulations prohibit the NPS from permitting the staging of an event in an area that is open to the public, or close an area that is open to the public, when the event is conducted primarily for the material or financial benefit of a for-profit entity. *Applicant must provide a revised concert venue plan that establishes non-ticketed public viewing area(s). For example, West Potomac Park, north of West Basin Drive might be designated as the ticketed area and West Potomac Park, south of West Basin Drive, might be designated as a non-ticketed public viewing area.

Access to the Memorials in and around the concert venue will be adversely impacted.

*Applicant must provide plan(s) that outline how access will be maintained to the Franklin D. Roosevelt Memorial, Martin Luther King Jr. Memorial, Lincoln Memorial, DC World War I Memorial, World War II Memorial, Korean War Veterans and the Thomas Jefferson Memorial.

Regular traffic flow along Independence Avenue, Ohio Drive, East Basin Drive and West Basin Drive will be adversely impacted. *Applicant must provide traffic plan(s) that outline needed road closures and traffic mitigation efforts to maintain regular traffic flow on these roadways.

Safe Haven locations in and around the concert venue are severely limited. *Applicant must provide a safe haven plan(s) that lists secure facilities that will be available in the event of inclement weather.

The concert venue, as presented, is encircled by fencing/barricade and bordered by the Potomac River and the Tidal Basin. Such a configuration, limits the ability of the USPP, to evacuate the site in the event of an emergency. *Applicant must provide an evacuation plan that outlines methods and routes necessary for vacating the site in the event of an emergency.

The concert venue, as presented, erects barricade/fencing and structures in Ohio Drive, between Inlet Bridge and Ericsson Statue, restricting emergency response along Ohio Drive, by USPP and other city emergency response assets. *Applicant must revise site plan to remove barricade/fencing and structures from the roadway.

The concert venue site plan, as presented, did not present a fence/barricade/chute plan(s) that mitigate the impact of large crowds assembled in a confined space. *Applicant must provide a crowd control plan(s) that outlines how ticket holders will be screened, the stages protected from crowd surges and participants protected from stampedes and crushing.

As presented, the beverage (both alcoholic and non-alcoholic), food and souvenir operations do not comply with existing NPS sales and concessions regulations and policies. *Applicant must provide a plan that outlines the involvement of NAMA Concession Specialist and concession vendors that adhere to all policies and regulations, within the framework of the Concessions Policy Act (Public Law 105-391) and any Concession Contracts issued under this act.

We are available for additional consultation and coordination surrounding the above listed deliverables and all additional planning necessary to finalize a permit for the benefit concert. Please contact our office to schedule another meeting at your convenience.



United States Department of the Interior

NATIONAL PARK SERVICE
National Mall & Memorial Parks
900 Ohio Drive, S.W.
Washington, D.C. 20024

IN REPLY REFER TO:

PERMIT #15-0174 Trust for the National Mall

Purpose: C3 Presents and the Trust for the National Mall will produce a benefit concert to raise national awareness and funds for the campaign for the National Mall

Location: West Potomac Park – Inlet Bridge to Ericsson Stature

Activity Date(s) September 26 & 27, 2015 (10:00 a.m.-10:00 p.m.)

Background:

On Friday, January 23, 2015, C3 Presents and Trust for the National Mall representatives, met with the Division of Permits Management and United States Park Police (USPP) representatives, to discuss concert execution, appropriate event site, food, and beverage and souvenir options. As a result, the following “deliverables” have been identified as prerequisites/next steps to complete the permit process.

List of Deliverables:

1. Site Plan/Diagram of Ticketed and Non-Ticketed Areas:

C3 Presents and Trust for the National Mall benefit concert as presented, is being executed as a ticketed event on National Mall & Memorial Parks (NAMA) parkland, typically open to the public. The concert venue site plan, as presented, does not designate non-ticketed public viewing area(s). Requests by applicants to close a park area to the general public should be considered very carefully. In general, park areas typically open to the public should not be closed to facilitate a non-public event. Additionally, National Park Service (NPS) Management Policies and Regulations prohibit the NPS from permitting the staging of an event in an area that is open to the public, or close an area that is open to the public, when the event is conducted primarily for the material or financial benefit of a for-profit entity. *Applicant must provide a revised concert venue plan that establishes non-ticketed public viewing area(s). For example, West Potomac Park, north of West Basin Drive might be designated as the ticketed area and West Potomac Park, south of West Basin Drive, might be designated as a non-ticketed public viewing area.

2. Memorial Access and Sound:

Access to the Memorials in and around the concert venue may be adversely impacted by both access and by excessive sound levels. *Applicant must provide plan(s) that outline how access will be maintained to the Franklin D. Roosevelt Memorial, Martin Luther King Jr. Memorial, Lincoln Memorial, DC World War I Memorial, World War II Memorial, Korean War Veterans and the Thomas Jefferson Memorial. The plan should also outline how amplified sound will be controlled so as not to interfere with normal operations at these Memorials.

3. Traffic Plan:

Regular traffic flow along Independence Avenue, Ohio Drive, East Basin Drive and West Basin Drive will be adversely impacted. *Applicant must provide traffic plan(s) to include signage that outline needed road closures and traffic mitigation efforts to maintain regular traffic flow on these roadways.

4. Safe Haven Plan:

Safe Haven locations in and around the concert venue are severely limited. *Applicant must provide a safe haven plan(s) that lists secure facilities that will be available in the event of inclement weather.

5. Evacuation Plan:

The concert venue, as presented, is encircled by fencing/barricade and bordered by the Potomac River and the Tidal Basin. Such a configuration, limits the ability of the USPP, to evacuate the site in the event of an emergency. *Applicant must provide an evacuation plan that outlines methods and routes necessary for vacating the site in the event of an emergency.

6. Site Plan Revision:

The concert venue, as presented, erects barricade/fencing and structures in Ohio Drive, between Inlet Bridge and Ericsson Statue, restricting emergency response along Ohio Drive, by USPP and other city emergency response assets. *Applicant must revise site plan to remove barricade/fencing and structures from the roadway.

7. Crowd Control Plan:

The concert venue site plan, as presented, did not present a fence/barricade/chute plan(s) that mitigate the impact of large crowds assembled in a confined space. *Applicant must provide a crowd control plan(s) that outlines how ticket holders will be screened, the stages protected from crowd surges and participants protected from stampedes and crushing.

8. Food/Beverage Souvenir Operations Plan:

As presented, the beverage (both alcoholic and non-alcoholic), food and souvenir operations do not comply with existing NPS sales and concessions regulations and policies. *Applicant must provide a plan that outlines the involvement of NAMA Concession Specialist and concession vendors that adhere to all policies and regulations, within the framework of the Concessions Policy Act (Public Law 105-391) and any Concession Contracts issued under this act. The plan must include a list of alcoholic beverages that will be sold and/or given away, the times that they would be sold and/or given away and the locations that they would be sold and/or given away.

Please be mindful that we will also need to review your plans for risk management, resource protection, health, medial and safety, the use of comfort facilities and generators, the use of signs and advertising to recognize commercial sponsors, media, site security, the delivery of materials and parking, and cost recovery.

We are available for additional consultation and coordination surrounding the above listed deliverables and all additional planning necessary to finalize a permit for the benefit concert. Please contact our office to schedule another meeting at your convenience.



United States Department of the Interior



NATIONAL PARK SERVICE
National Mall and Memorial Parks
900 Ohio Drive, S.W.
Washington, D.C. 20024-2000

IN REPLY REFER TO:

October 10, 2014

Memorandum

To: Trust for the National Mall

From: Robert A. Vogel, Superintendent, National Mall and Memorial Parks

Subject: C3 Concert

This letter is a written acknowledgement that the National Mall and Memorial Parks grants conceptual approval to its non-profit partner, the Trust for the National Mall, to hold a benefit concert on the National Mall with the purpose of raising awareness and funds for restoring and improving the National Mall.

As a result of this letter, the Trust for the National Mall, will move forward with plans to execute a benefit concert that consists of a ticketed event on the grounds of the National Mall. The Trust will work closely with the Park on next steps: an approved special use permit for the event.

The event concept consists of a two-day festival featuring live music in designated areas with other entertainment and educational content. The park agrees to work with the Trust for the National Mall to pursue appropriate food, beverage and souvenir options. The event will help fulfill the Trust's and the Park's shared goals of engaging the public – particularly millennials – in the mission and restoration of the park.

As required by park policy and law, the Trust will prevent any event-related damage to the grounds and to repair any potential damage after the event. During the event, steps will be taken to engage and to minimize disruption to other National Mall visitors.

DC Festival

September 26 & 27, 2015

EVENT SAFETY PLAN

Draft

2/28/2015

Table of Contents

I. Introduction.....	3
II. Security Plan	3
Entry/Exits	3
Perimeter Fencing	3
Stage Areas and Back of House	3
Security Response Team.....	3
Alcohol Services.....	4
III. Weather Plan	4
Overview.....	4
Emergency Team	4
Team Responsibilities	5
Levels of Emergency Situations	6
Announcements	7
General Instructions	8
Shelter Sites.....	8
Monitoring.....	8
High Wind Action Plan	8
IV. Medical Plan	8
Medical Emergencies.....	8
Heat Readiness Plan	8-9

INTRODUCTION

The goal of the event safety plan is to consolidate all information to ensure proper planning and coordination between the festival organizer, select staffing providers, National Park Service, US Park Police and the District of Columbia. Three specific plans are included below to summarize each area.

SECURITY PLAN

Festival security staff will consist of private non-commissioned security guards who are licensed and certified in the District of Columbia. C3 Presents will hire NPB to provide festival security management services to oversee and implement the security plan.

The festival will utilize a Central Command approach when planning for and responding to emergency situations. The festival Command trailer will include a CCTV monitoring station with dedicated operator and a central dispatch center for security, medical, fire and weather monitoring staff. This approach better ensures a singular, organized approach to emergency response and communication.

ENTRY / EXITS

Upon entry into the venue, each patron is subject to a pat down search of their person and search of their personal effects for prohibited items. A list of prohibited items is posted on the website and at each gate. No weapons or alcoholic beverages are permitted. The contracted private security company will do all patron searches. Patrons may bring up to two (2) factory sealed one (1) liter bottles of water into the venue. To minimize the mass entry and exit of patrons throughout the day, show times are staggered. Blowout gates will be opened to increase the number of exit points at the conclusion of each night or when deemed necessary.

SECURITY RESPONSE TEAMS

Teams are comprised of mobile security guards that maintain radio communication with the festival command trailer and other essential departments. They are tasked with responding to any situation requiring their attention throughout the festival grounds. The security response teams will monitor suspicious activities, check fence lines and other tasks as designated. Response teams will be equipped to dispatch immediate medical or law enforcement assistance at all times.

PERIMETER FENCING

The venue perimeter will be established and secured by 6' and 8' chain-link fencing. Within the venue itself, both 6' panel and chain-link fencing will be utilized; fence panel segments are 6' high x 12' wide. The fencing has the ability to be opened at each connecting point to allow for additional emergency exiting. The fence line is patrolled by event security staff. Portions of the fence line will act as working gates and all the working gates will be manned during all festival hours and some on a twenty-four (24) hour basis.

STAGE AREAS AND BACK OF HOUSE

The festival grounds are general admission for all patrons. A pressure withstanding barricade will be installed to account for the amount of force put forth towards the general admission area of each stage. The barricade minimizes the likelihood of a barrier collapse and provides a working area for security staff and safety personnel immediately in front of the stages. Security staff is also utilized at various checkpoint gates, where back of house workers enter and exit the venue, to control and monitor access. Authorized staff members are instructed to display appropriate badges and/or wristbands to security for their inspection to gain access.

ALCOHOL SERVICES

In compliance with the District of Columbia and National Park Service guidelines, the following measures will be implemented for the alcoholic beverage operations.

Hours of service: 11:00am – 8:00pm

Identification: Certified servers will be hired to sell, serve and verify each purchaser and consumer of alcoholic beverages. Once proper ID has been verified, a Tyvek tamper-proof wristband

will be attached to the person. Each time a person attempts to purchase alcohol while on festival grounds, they must present the wristband. The wristband will be inspected to ensure it is attached properly to the individual and must not be disturbed in any manner. If a server deems the wristband has been tampered with, service will be denied and they will instruct the patron to return to the nearest ID station.

Purchase Limit: A two (2) beverage maximum purchase limit will be in place for each time patrons attempt to purchase alcohol. Signage will be posted at each bar outlining the alcoholic beverage policy.

Security response teams will be responsible for surveying the grounds to identify possible underage drinkers during their routine patrol. No alcoholic beverages will be allowed to be taken outside the fenced area of the festival.

WEATHER PLAN

OVERVIEW

The Festival Weather plan describes the responsibilities of key event staff and city officials in the event of an emergency. The event is subject to all types of emergency situations including, but not limited to, weather, fire and civil disturbance. National and City officials are in overall command of any emergency. In the event of an emergency, a Command Post will be established at the Command trailer on site. A secondary post, if the primary Command Post becomes inoperable or must be evacuated, will be located TBD. All public information will be released by the Event Spokesperson at an appropriate location.

EMERGENCY TEAM

The event Emergency Team will be made up of the following persons, who will report to the Command Post in the event of an emergency:

- **Charlie Jones** **Producer**
- **Dirk Stalneck** **Festival Director**
- **Troy Officer** **Emergency Services Manager**
- **Darin Williams** **Security Director, NPB**
- **TBD** **Production Manager**
- **Deidra Sibila** **Ticketing Manager**
- **Sandee Fenton** **Event Spokesperson**
- **Captain Steve Booker** **US Park Police**
- **Fire Marshal on Site** **DC Fire Department**
- **On Site Representative** **DC EMS**
- **TBD** **Private Medical provider**
- **Leonard D. Lee** **National Park Service**
- **Kristine Fitton** **Trust for the National Mall**

The Emergency Team will take the necessary steps, as detailed within this plan, to ensure the safety of all persons in the event of an emergency. The Team will also determine what steps are needed to make the event ready for operation following the emergency.

TEAM RESPONSIBILITIES DURING EMERGENCY

1. **Emergency Services Manager**
 - A. Staff Command Post
 - B. Liaise with Producers and Festival Director to determine existing threat level and necessary actions required
 - C. Inform all city services of situation and determine next steps

2. **Police Department Personnel**

- A. Staff Command Post
 - B. Direct vehicular and pedestrian traffic to facilitate evacuation to determined location(s)
 - C. Shift/remove barricades as instructed
 - D. Set up advance teams and communications at evacuation sites, if needed
 - E. Provide support with evacuation procedures and maintain order
 - F. Direct bomb threat operations
3. **Fire Department Personnel**
- A. Staff Command Post
 - B. Provide support with evacuation procedures
 - C. Maintain fire control
 - D. Direct hazardous materials operations
4. **EMS and Medical Personnel**
- A. Establish requirements for triage
 - B. Patient treatment
 - C. Transport injured persons as needed
5. **Production Team**
- A. Manage stage operations and vendors
 - B. Inform stage managers and artist relations staff of situation and discuss next steps
 - C. Secure production equipment
 - D. Shut down electricity as required, ensuring all announcements have been made prior to disconnect
6. **Operations Team**
- A. Manage site operations and vendors
 - B. Inform site crew and Food/ Art/ Bar management of situation and discuss next steps
 - C. Secure site equipment
 - D. Prepare and facilitate fence openings at Emergency Exit points as needed
7. **Ticketing Manager**
- A. Manage Entry/ Exit gates / Box office staff and equipment
 - B. Inform gate staff and Box office staff of situation and discuss next steps
 - C. Secure Box Office area and scanning equipment at gates
 - D. Clear all infrastructure from exits as if end of show and assist with exiting
 - E. Reset and prep for re-entry (if possible)
8. **Security Manager**
- A. Manage security operations and vendors
 - B. Inform Security agents, guards and gate staff of situation and discuss next steps
 - C. Maintain contact with volunteers and event staff during evacuation to:
 - i. Assist and direct patrons to nearest exit
 - ii. Report any injuries of staff or patrons to supervisor

LEVELS OF EMERGENCY SITUATIONS AND ACTIONS

Producer of the event will have the authority to authorize an information alert and/or an emergency alert. The Emergency Services Manager, along with the producer, may receive direction from the police, fire department or public safety officials regarding the suspension of event operations, an evacuation and/or resumption of event activities.

Two levels of emergency situations will be utilized.

Information Alert requires information distribution and serves as an advanced warning towards approaching inclement weather. The information alert doesn't typically require any action by event staff, vendors or the public. **Emergency Alert** requires action by most, if not all, people at the event.

INFORMATION ALERT – APPROACHING WEATHER

- **Situation:** If rain or other weather is moving toward the area, which may or may not impact the event, an information alert is issued by the Command Post.
- **Action:** If this situation occurs, the following will take place.
 - Command Post will notify Emergency Team members of the specific situation and message an information notice only. Typically no action is required.
 - An ALL CALL transmission will go out to all radio users informing them of the alert in a clear and succinct manner. Updates will be messaged out every 30 minutes until the alert is waived off.

INFORMATION ALERT – WEATHER DELAY (CODE GREEN)

- **Situation:** If moderate rain will likely occur at event site and causes a delay in performance, an Information Alert will be issued by the Command Post.
- **Action:** If this situation occurs, the following will take place:
 - Command Post will be established.
 - Emergency Team will determine the course of action and craft an Information notice.
 - Command Post will notify Production Manager to have stage manager(s) make a weather delay announcement on affected stages.
 - Jumbotron messaging will be shown at affected stages to inform patrons of the rain delay. Message reads **“Weather delay. Please hang tight.”**
 - Production and Site Managers will secure electrical equipment as required.
 - If required, an ALL CALL transmission will go out to all radio users informing them of the alert in a clear and succinct manner. Updates will be messaged out every 30 minutes until the alert is cancelled.

EMERGENCY ALERT – WEATHER DANGER (CODE YELLOW)

- **Situation:** If sustained winds in excess of 30 mph exist 30 minutes away from the event site and a localized evacuation is imminent, an Emergency Alert will be issued by the Command Post. Localized evacuation requires patrons AND event staff to be a minimum of 150 feet from all free standing structures (stages, scaffold towers, large tents, and trees).
- **Action:** If this situation occurs the following will take place:
 - Command Post will be established.
 - Emergency Team will determine the course of action and craft an Emergency notice.
 - Course of action must provide location of safe gathering areas
 - Proper communication to event staff for an organized evacuation
 - Clear guidelines on process and execution of evacuation
 - An ALL CALL transmission will go out to all radio users informing them of the alert in a clear and succinct manner. Updates will be messaged out every 15 minutes until the alert is cancelled.
 - Production Manager will direct staging vendors to implement high wind action plans at each stage and have stage managers make Weather Alert announcements on all stages.
 - Jumbotron messaging will be shown at all stages to inform patrons of the weather alert. Message reads **“Weather alert. Please stay 150 feet from stages.”**
 - Food/ Art/ Bar vendors should secure equipment, merchandise and displays immediately after receiving the Emergency Alert. Specific attention should be paid to signs and other items which can blow loose and become a dangerous projectile... Patrons should NOT be permitted to seek shelter in Vendor tents.
 - Patrons AND event staff will be escorted, at a minimum of 150 feet, from any stages, scaffold towers and large tents and will be directed to safe areas by event staff. Specifically, the Trust tent and other, smaller sponsor tents must be cleared of all persons and are NOT to be utilized as shelter.
 - All Event Staff and Emergency Team must report to Command Post (by radio or cell phone) that all areas have been secured and await further instruction.

EMERGENCY ALERT - WEATHER EVACUATION (CODE RED)

- **Situation:** If a potentially severe storm (to include high winds, lightning and/or hail) or another potentially dangerous situation is predicted to affect event site, an Emergency Alert will be issued by the

Command Post.

- **Action:** If this situation occurs the following will take place.
 - Command Post will be established.
 - Emergency Team will determine need for site evacuation and craft an Emergency Alert.
 - Course of action must provide designated evacuation corridors and destinations.
 - Proper communication to event staff for an organized evacuation.
 - Clear guidelines on process and execution of evacuation.
 - An ALL CALL transmission will go out to all radio users informing them of the alert in a clear and succinct manner. Updates will be messaged out every 15 minutes until the alert is waived off.
 - Production Manager will direct staging vendors to implement wind action plans at each stage and have stage managers make Weather Evacuation announcements on all stages.
 - Jumbotron messaging will be shown at all stages to inform patrons of the weather evacuation. Message reads **“Weather evacuation. Please calmly head to either exit.”**
 - Food/ Art/ Bar vendors should secure equipment, merchandise and cash immediately after receiving the Emergency Alert. ALL Front of House staff will be required to leave the site and assist by encouraging others to do so.
 - Patrons will be directed to the nearest exit by event staff.
 - Police will direct vehicular and pedestrian traffic according to their assigned stations.
 - Event staff with radios will report to Command Post (by radio or cell phone) when evacuation is complete.

SAMPLE ANNOUNCEMENTS TO PATRONS

1. **Weather Delay** - “We have been informed that light to moderate rain is on its way to this area. We are not expecting a severe storm, but we may delay the event temporarily due to rain. Please hang tight.”
2. **Weather Danger** - “We have received warning from the National Weather Service (agency reporting) that a potentially dangerous storm is possibly on its way to this area within the next ___ hour (correct timeline). Tonight’s activities have been postponed. Please clear away from the stage and follow direction from event staff. Thank you for your patience and cooperation. Once again, please step away from the stage.”
3. **Weather Evacuation** - “We have received warning from the National Weather Service (agency reporting) that a potentially dangerous storm is possibly on its way to this area. We have been asked by the police/fire department to evacuate the event site. Please clear away from trees and any structure and calmly head to the nearest exit and follow direction from event staff and police. The event will reopen as soon as the storm has passed and conditions are safe. Once again, calmly head to the nearest exit. Thank you for your cooperation”

The Command Post will make staff announcements on all event radio channels at the direction of the Emergency Team to declare an Information Alert or Emergency Alert. Because the general public may hear these announcements, care should be taken to communicate only the required information in a calm manner.

ALL CALL Radio Transmission should be as follows:

“Command Post to all units, stand by for an announcement...”

“Command Post to all units, stand by for an announcement...”

“Command Post to all units, we are currently under an Information Alert / Emergency Alert...”

“Please report to your area of responsibility and provide the following information to vendors, entertainment, etc. in your assigned areas...”

GENERAL INSTRUCTIONS

- A. All personnel must remain on their assigned radio channel unless directed by command post.
- B. Command Post is to make status announcements on all radio channels in use as needed at least every 30 minutes during an Information Alert and every 15 minutes during Emergency Alert.
- C. Do not talk on the radio unless you have something to report or ask relating to the emergency. Do not ask for weather reports. The Command Post will keep you informed as information becomes available. Do not report

weather conditions you can't personally see. Do not report information from outside sources.

- D. Report to your assigned area (assigned by your supervisor).
- E. Report to Command Post (by radio) or your supervisor once your assignment has been carried out.
- F. Report to Command Post (by radio) when your area has been evacuated and secured for weather. This can be completed as you are going to a shelter.
- G. Do not go to Command Post unless instructed.
- H. Report any damage to equipment, injuries or dangerous situations you encounter after the emergency is over.

WEATHER MONITORING

The emergency services manager is responsible for maintaining contact with the National Weather Service to receive weather updates on any potential severe weather threats. This includes forecasts as well as hourly updates in the event severe weather is expected to move into the area during the festival. C3 Presents maintains a weather monitoring post in the production trailer. Six personal weather stations will be set up around the site to provide real time localized weather information. The festival also utilizes an online weather monitoring subscription and will have a local meteorologist on call as necessary. The online subscription service provides the ability to automatically text selected recipients with predicted weather conditions, local and National Weather Service alerts, watches and warnings. Texts are sent for information purposes only.

HIGH WIND ACTION PLAN

Each stage maintains a high wind action plan tailored to its structure. Certain actions will be triggered by observed (or predicted) wind speeds, which include, but are not limited to, removal of soft goods and scrim, lowering of video and audio, raising or lowering lighting trusses and evacuation process. A spreadsheet will be built indicating the required actions at each stage. The necessary labor will be on hand as well to carry out the plan. Meeting with each stage manager, stage-specific vendors and local stage labor will ensure that all necessary actions are understood at every stage prior to doors opening.

MEDICAL PLAN

The goal of festival medical staff is to provide quality and safe medical care to the patrons, staff, volunteers, and entertainers and to reduce the potential for serious/life threatening injuries. Direct coordination is imperative with all city services organizations, local hospitals, event organizer and the provider to ensure the goal is achieved.

MEDICAL EMERGENCIES

All requests for medical assistance must be communicated to dispatch via staff radio on the "MEDICS" channel. Medical response will be determined by dispatching the closest available medical team to the location of person needing attention. All EMS resources will be using grid maps to assist dispatch determine their location in relation to the request for assistance.

Medical Incident Reporting Procedure

- A staff member or security shall stay with the patient at all times until care is transferred to medical personnel.
- Contact medical dispatch and relay the nature of the injury and location of the injured person. When possible try to provide the closest pole marker, grid location or landmark.
- Communicate patient information only to medical personnel. Do not violate HIPAA laws by relaying information to anyone outside of the above personnel.

HEAT READINESS PLAN

When weather forecasts predicting daytime temperatures in excess of 90°, heat related medical occurrences are safety concern for attendees.

MISTING STATIONS

Cool misting stations will be set up by the free water stations about the park.

FREE WATER STATIONS

C3 Presents will hire Event Water Solutions to install temporary water serving units at three locations throughout the event area. Each unit has multiple water service points and they are staffed by volunteers.

STAGE WATER PROVISIONS

From a designated area inside each of the stage barricades, water will be distributed to the audience on an as needed basis. Water sources will be provided by C3 Presents and security staff assigned to the area will distribute.

SHADED AREAS

Event staff will be provided with instructions to direct guests to shaded areas within the park for heat relief.

COORDINATED SUPPORT

If required, DC Fire Department and/or DC EMS will respond to the event. Paramedic units will be directed to arrive at the vehicle entrance TBD. For event days a landline phone into the Command trailer has been dedicated to communicate with NPS, US Park Police, DC EMS and DC Fire Department support.

Dedicated On-site Command trailer Dispatch Phone Number TBD

Issues needing follow up with National Mall
Trust Concert in West Potomac Park USPP:

1. Access to all Memorials
2. Independence Avenue Closed From
East / West turnaround to French Drive
3. No Safe Haven Locations
4. Evacuation Plan
5. Public Viewing Area
6. Fence Plan and Chutes

Meeting Sign In Sheet

Name	Affiliation	Telephone Number	Email Address
Tiffany Rose	TNM	202-688-3763	trose@nationalmall.org
Bruce Ward	GSI	703-965-8459	specialevents@guestservices.com
Dick Swihart	NAMA	202-619-6392	dick_swihart@nps.gov
Charlie Jones	C3	512-505-4400	cjones@c3presents.com
Dirk Stalnecker	C3	512-505-4406	dstalnecker@c3presents.com
John Liipfert	C3	512-912-6438	jliipfert@c3presents.com
Kristine Fitton	TNM	202-641-4964	kfitton@nationalmall.org
Robin Nixon	NAMA/NPS	202-245-4710	robin_nixon@nps.gov



United States Department of the Interior



NATIONAL PARK SERVICE
National Mall and Memorial Parks
900 Ohio Drive, S.W.
Washington, D.C. 20024-2000

IN REPLY REFER TO:

October 10, 2014

Memorandum

To: Trust for the National Mall

From: Robert A. Vogel, Superintendent, National Mall and Memorial Parks

Subject: C3 Concert

This letter is a written acknowledgement that the National Mall and Memorial Parks grants conceptual approval to its non-profit partner, the Trust for the National Mall, to hold a benefit concert on the National Mall with the purpose of raising awareness and funds for restoring and improving the National Mall.

As a result of this letter, the Trust for the National Mall, will move forward with plans to execute a benefit concert that consists of a ticketed event on the grounds of the National Mall. The Trust will work closely with the Park on next steps: an approved special use permit for the event.

The event concept consists of a two-day festival featuring live music in designated areas with other entertainment and educational content. The park agrees to work with the Trust for the National Mall to pursue appropriate food, beverage and souvenir options. The event will help fulfill the Trust's and the Park's shared goals of engaging the public – particularly millennials – in the mission and restoration of the park.

As required by park policy and law, the Trust will prevent any event-related damage to the grounds and to repair any potential damage after the event. During the event, steps will be taken to engage and to minimize disruption to other National Mall visitors.



LANDMARK MUSIC FESTIVAL

For The National Mall

SEPTEMBER 27-28, 2008 • WASHINGTON, DC

INVESTMENTS TO DATE

A public announcement for media, Trust supporters, event sponsors and dignitaries is booked for next Tuesday April 28th. This event marks the culmination of 6 months of planning and investment including:

- **Written conceptual approval from NPS for a gated and ticketed event in the park, followed by a permit application and contract negotiations with the Trust for the National Mall and C3 Presents. The contract was put together with NPS input and approval.**
- **Securing –and signing contracts – with approximately 40 musical acts for a two-day festival on multiple stages, totaling several millions of dollars.**
- **Securing several major event sponsors, including key “stage sponsors,” with contracts totaling several hundreds of thousands of dollars.**
- **Naming, branding and marketing planning, including media purchasing to promote event. Media buy value is approximately \$500,000.**
- **Website development for an educational and ticket-buying site, scheduled to go live the evening of April 28th.**

FESTIVAL'S BUSINESS MODEL BENEFITS

The music festival is designed to kick-off a national grassroots campaign to build a sense of stewardship of the National Mall nationwide, and particularly among millenials. The funding model – relying on ticket sales as well as corporate sponsorship – provides additional campaign benefits. Specifically the event will:

Support the broader Park Service centennial goal of engaging millennials

- The festival will attract young adults to the park and the cause via a musical line-up and onsite activities targeted to this demographic. Without the ticketed model, the Trust couldn't afford the entertainment and educational content needed to engage a sophisticated and savvy millennial audience.

Provide a stage for hands-on education

- The "captive" festival format and event flow provides ideal opportunities for awareness building and education through user-driven activities including exploring a specialty cause tent, and interacting with social media and video content. By guaranteeing audience size at the festival to prospective sponsors, the content funding is more easily fundable.

Jumpstart list-building for ongoing relationships with supporters

- All ticket buyers and ticket lottery entrants must submit email addresses electronically and this data is owned by the Trust. We anticipate in a single year growing our grassroots email list from 5x to 10x its current size – giving us a strong foundation for building National Mall stewards and an ongoing grassroots fundraising program.

Set up a long-term, low-risk funding mechanism for park

- Our partner C3 Presents has a track record of producing festivals in urban parks that year after year return more money to the parks in which they are held. The first year Lollapalooza was held in Chicago's Grant Park, the park system received about \$400,000 and bore none of the events financial risk. After 8 years, the park system's earnings grew to \$2.7 million.
- This ticketed model works for the Trust and its goals, but a non-ticketed event similar in scale to the *Concert for Valor* is cost-prohibitive.

ENSURING EVENT IS CONSISTENT WITH VALUES OF THE PARK

Given our own sensitivities and those of the Park Service, we've worked to create an event that is suitable for the location in which it will be held – West Potomac Park – that maximizes accessibility, and doesn't negatively affect the broader visitor experience. Specifically we've worked with the Park Service and C3 Presents to plan:

A festival that minimizes impact on non-attendees

- We chose West Potomac Park as the festival location since it **its intended uses include often pay-to-participate recreational events**, like sports leagues, numerous foot races that are also charitable fundraisers, and large-scale events like the Nation's Triathlon. Unlike the Mall proper, this area is not traditionally understood to be part of the park's open First Amendment space.
- Our event plans keeps **all monuments and memorials open to the public**.

A non-ticketed public event space

- To experience aspects of the festival outside the festival gates, we're making a **public-facing event space available adjacent to the gated festival area**. This area will include a jumbo-tron for live viewing of the most popular musical performers, open space for picnicking, and food service from the park's concessions. We're also negotiating special appearances by festival artists in the public-facing event space.
- We are also seeking a media partner to live stream the event to a wide online audience.

A public ticket lottery

- We're making **up to 1,000 tickets available via a public lottery** to give any interested festival goers who can't afford to purchase a ticket a fair chance at attending the ticketed portion of the event.

Educational content consistent with park mission

- Through onsite activations, the Trust is ensuring that the festival will serve as an awareness building event, educating a critical population of the significance of the National Mall, its history and its restoration needs. **In keeping with NPS special event regulations, the event's purpose aligns clearly with the mission of the National Mall**, and as its non-profit partner, the Trust is uniquely qualified to deliver this education and build stewardship among a mass audience.

**SERVICE AGREEMENT
BY AND BETWEEN
TRUST FOR THE NATIONAL MALL
AND
C3 PRESENTS, LLC**

This Service Agreement (the "Agreement") is executed the 20th day of November, 2014, to be effective January 1, 2015 (the "Effective Date") by and between Trust for the National Mall (the "Trust") and C3 Presents LLC ("C3"). In this Agreement, the Trust and C3 are collectively referred to as the "Parties" and each, individually, as a "Party."

RECITALS

A. The Trust is the official non-profit partner of the National Park Service dedicated to raising the necessary funds to restore, improve and preserve the National Mall (the "National Mall") for today's visitors and generations to come.

B. The Trust for the National Mall is currently managing a comprehensive campaign to fund the National Mall Plan. The campaign's goal is to raise \$350 million in private funds to design and build high impact projects on key sites on the National Mall to meet the growing needs of the 29 million visitors who come to the park each year ("Campaign").

C. C3 provides management, event promotion, and production of large events. C3 annually produces Lollapalooza Music Festival, Austin City Limits Music Festival, White House Easter Egg Roll, and Loufest Music Festival. C3 also produces events such as sporting competitions, civic celebrations, awards ceremonies, VIP hospitality parties, political conventions and rallies, conferences and meetings, and consumer brand experiences on behalf of a variety of clients

D.. The Trust wishes to retain C3's service to produce a multi-day, multi-stage music festival (the "Festival"), similar in concept to Lollapalooza Music Festival and Austin City Limits Music Festival, on the National Mall, and, in return for no risk of loss and a guaranteed payment, the Trust is willing for C3 to retain a portion of the profits, if any, from the Festival as C3's production fee.

For and in consideration of the mutual covenants, rights, and obligations set forth in this Agreement, the Parties agree as follows:

1. **The Festival.**

(a) In this Agreement, "Festival" means a multi-day music festival to be held in 2015 anticipated to be in September on the National Mall in West Potomac Park ("Festival Location") at the location identified on Exhibit A. The Parties will mutually agree upon the Festival's name, and subject to National Park Service's approval of the

Festival name, C3 will own the Festival's name and grants to the Trust an irrevocable, perpetual license to use the name for the Trust's promotional purposes. The Festival may be held on non-consecutive days.

(b) The parties agree that the goal of the Festival is to create an enjoyable recreational activity on the National Mall that will also build awareness, National Mall stewards and support the fundraising activities of the Campaign. In addition, the Festival will be used to help build the supporter list of the Trust including event ticket buyers (except to the extent such buyers opt out from their information being shared), sponsors, and VIP attendees. Neither the Trust nor C3 will take any actions that it knows or reasonably believes are contrary to this goal.

(c) The Trust will be the owner and presenter of the Festival, and C3 will produce the Festival for the Trust. The Trust and C3 will each own all content from the Festival, including all audio, video, and digital rights related to the Festival, such as the recordings of artists from the Festival. Each Party acknowledges that its use of such content is subject to obtaining all necessary third party clearances, and C3 will, during the Term, assist the Trust in obtaining such clearances.

2. Services.

(a) C3 will perform the services related to production of the Festival (the "Services") including: (i) Booking and coordination of all artists; (ii) Promotion, including radio, print, interviews, internet, social media and street teams, subject to the Trust's prior written approval; (iii) Managing the box office and ticket sales; (iv) Production of the Festival including coordination of the stage, sound, lights, volunteers, and stagehands; (v) Supervision and coordination of the vendor sales through the NPS concessionaire(s) including food, bar, art, and t-shirts (unless the Parties mutually agree and receive the necessary consent to use other concessionaire(s)); (vi) Contracting with all vendors and suppliers, including tents, fence, port-a-cans, clean-up, electrical supplies, catering, etc.; (vii) Providing private security in coordination with existing District of Columbia and U.S. Park Police; (viii) Development, design, and production of all creative work, including I.D. development, posters and flyers, sponsorship package, and other creative work, subject to Director's Order 21 (attached as Exhibit B) and the Trust's prior written approval; (ix) Conducting all preventative and restorative efforts of the Festival Location to the extent caused by the Festival and required by the National Park Service and (x) Subject to obtaining the Trust's consent with respect to sponsors, obtaining all sponsors for the Festival. C3 will manage and control all funds related to the Festival, and will be responsible for collecting and paying (and will collect and pay) all amounts required by law or contract in connection with the Festival, including any taxes and fees owed in connection therewith, except for taxes based upon the Trust's income. C3 will take all reasonable steps to engage and to minimize disruption to other National Mall visitors. C3 will perform the Services in accordance with the highest industry standards and in accordance with the applicable rules and regulations of the National Park Service. C3 will hire all labor and purchase all materials necessary to handle its Services. In addition, C3 will purchase liability insurance relating to the

activities and operations of the Festival, with policy limits of no less than \$10,000,000.00, which insurance will name the Trust and the National Park Service as additional insured. C3 will provide the Trust with a copy of the certificate of insurance two (2) weeks before the Festival.

(b) With respect to the Festival, the Trust will perform the following services: (i) negotiate with the National Park Service and/or the Department of the Interior in an effort to provide access to the National Mall for the Festival; and (ii) with C3's assistance, use commercially reasonable efforts to obtain a waiver from the National Park Service in order to receive a liquor waiver for the Festival from the applicable governmental authority. C3 acknowledges that the National Park Service is a separate legal entity and the Trust cannot guarantee approval by the National Park Service.

(c) C3 will work with the NPS, U.S. Park Police and the District of Columbia (the "City") in planning and organizing the Festival. The Festival budget will include allocations to pay the expenses for City and Park services directly related to the Festival, and C3 will utilize City services as much as appropriate. C3 will, to the extent reasonably practical, coordinate Festival activities with the City to minimize the impact on City services and to maximize the benefits for the City.

3. Authorization.

(a) The Trust grants C3 the non-transferable, exclusive right during the Term (as defined in Section 4) of this Agreement to produce the Festival on the National Mall and to use the Trust's name, logo and other brand identifiers for the Term for production of the Festival, subject to the prior written approval of the Trust. The Trust will not enter into an agreement with any person or entity other than C3 to produce during the Term a multi-day music festival on the National Mall, and the Trust will not directly benefit financially from a multi-day music festival (other than the Festival) held on the National Mall during the Term.

(b) Subject to the Trust's prior written approval, the Trust grants C3 a license to use the Trust's name and logo: (i) in promoting the Festival during the Term of this Agreement and (ii) on merchandise related to any Festival held during the Term of this Agreement. The right to use the Trust's name, logo, and other identifying characteristics in connection with merchandise for the Festival held during the Term survives termination of this Agreement. After termination of this Agreement, C3 may not design new merchandise using the Trust's name or logo for any Festival held during the Term of this Agreement, but may produce additional previously-designed merchandise subject to the Trust's prior written approval and existing fee structure set forth in Section 5(a)(iv).

(c) Nothing in this Agreement precludes C3 from providing similar services to other entities, so long as providing those services does not interfere with C3's timely fulfillment of its obligations under this Agreement. Notwithstanding the foregoing, C3 shall not use the name of the Festival in connection with any concert or similar event that does not benefit the Trust.

4. Term and Termination

(a) Term. The term of this Agreement (the "Term") commences on the Effective Date and continues until December 31, 2015 unless sooner terminated or extended in accordance with the terms of this Agreement.

(b) Termination. This Agreement may be terminated by any Party: (i) upon 30 days written notice to the other Party in the event of a material breach of this Agreement by the other Party that remains uncured during the 30-day notice period; (ii) if a Party makes a general assignment for the benefit of creditors, files a voluntary petition in bankruptcy or for reorganization or arrangement under the bankruptcy laws, if a petition in bankruptcy is filed against such Party, or if a receiver or trustee is appointed for all or any part of the property or assets of such Party; (iii) by a written agreement executed by all Parties. If a Party gives another Party written notice of a material breach, the notice must specify the breach and, to the extent reasonably knowable, the action necessary to cure the breach.

(c) C3 may terminate this Agreement with thirty (30) days prior written notice if the Trust is unable to obtain access to the National Mall for the Festival in a manner consistent with C3's concept for the Festival – including multiple stages and with the right to sell alcoholic beverages.

(d) The Trust may terminate this Agreement with thirty (30) days prior notice if C3 assigns its rights under this Agreement in accordance with Section 10.

5. Compensation.

(a) As owner and presenter of the Festival, the Trust will receive 5% of the following (collectively referred to as the "Trust Proceeds"):

(i) the gross revenue from all ticket sales for the Festival. Gross revenue from ticket sales means all revenue actually received by C3 from the ticket price less the following: (a) actual third party service fees on the tickets; (b) any actual third party transaction fees on credit card charges on ticket sales; and (c) refunds on tickets that C3 may give to ticket buyers. Tickets provided to Festival sponsors as part of the sponsorship agreement will not be included in the calculation of ticket revenues.

(ii) all gross liquor sales for the Festival. Liquor provided as part of sponsorship agreements or as part of premium tickets (e.g. VIP tickets) will not be included in the calculation of liquor revenues.

(iii) all sponsorship revenues (but not in-kind contributions) from Festival sponsorship agreements; and

(iv) gross revenue received by C3 for the sale of Festival merchandise. Gross revenue from Festival merchandise means all revenue actually received by C3 from the sale of Festival merchandise less the following: (a) actual service fees paid to third party vendors; (b) any actual third party transaction fees on credit card charges on merchandise sales; and (c) taxes paid for sale of Festival merchandise; and

(v) gross revenue from all other commercial activities related to the Festival, including broadcasting of the Festival and still and video images from the Festival.

Notwithstanding the foregoing, the Trust shall be entitled to 100% of all charitable donations intended to be made to the Trust and Campaign, whether derived from the Festival website or otherwise.

(b) Notwithstanding anything to the contrary in this Agreement, and regardless of the sponsorship consideration, merchandise sales, and number of tickets or amount of liquor sold, the Trust Proceeds for the Festival will be a minimum of \$100,000.00.

(c) Except as otherwise provided in this Agreement, C3 will be entitled to a permit credit against the Trust Proceeds (the "Trust Credit") for any fees paid by C3 for the use of the Festival Location to the National Park Service or any other entity.

(d) Within 90 days from the end of the Festival, C3 will close the books on the Festival and determine the Festival's gross revenues for that Festival based upon industry standards and generally accepted accounting principles. C3 will pay the Trust the amount to which the Trust is entitled under Section 5(a) on or before the 90th day after the Festival is held. If subsequent to payment of the amounts paid under this Agreement, it is determined that an adjustment needs to be made – for example, due to refunding of ticket prices to Festival patrons – then the Party that owes any money due to the adjustment will pay such amount within 30 days of its receipt of notice of the amount due; provided that such refund obligation will terminate and the payments will be final for each Festival one (1) year after the end of that Festival. C3 will pay the Trust for any activities set forth in Section 5(a)(v) conducted after the books have closed within 30 days of receipt of such revenue.

(e) Other than the fees in this Section 5, C3 owes the Trust no additional fees or compensation for the use of the Festival Location for any Festival,

(f) Except as otherwise expressly provided in this Agreement (including the Trust's indemnification obligations in Section 9(a)), the risk of loss with respect to the Festival lies entirely with C3, and C3 will be responsible to pay for all financial obligations related to the Festival, and subject to agreements with third parties, C3 will be entitled to all profits, if any, from the Festival after paying the agreed upon consideration to the Trust under this Section 5 and all other obligations related to the Festival.

(g) If C3 is more than 30 days late with any payment and receives written notice of late payment, then beginning 10 business days after C3's receipt of written notice of non-payment, the unpaid fees will accrue interest at 0.5% per month and C3 will thereafter pay all such interest in addition to any fees due.

(h) The Trust will receive other benefits, including publicity and recognition in connection with the Festival, free tickets to the Festival, access to artists, and other appropriate benefits related to the Festival, as mutually agreed. In addition, the Trust shall have the right to organize and conduct additional activities and events during or in connection with the Festival in order to promote the mission or the Campaign of the Trust; provided, however, that such additional activities or events do not unreasonably interfere with the Festival.

6. Tracking and Auditing. C3 will maintain business and financial records that contain information sufficient to verify the net revenues from ticket sales and gross revenues from food, merchandise and liquor sales, and the completeness and accuracy of all payments under this Agreement for a period of at least three calendar years after the Festival. Throughout the term of this Agreement and for up to one year after termination, the Trust may, at its own expense and on 30 days advance written notice to C3, have its auditors examine C3's records for the sole purpose of certifying the accuracy of reports, the reasonableness of all fees and expenses and determining the amount of fees due, if any, to the Trust. To the extent any audit reveals an underpayment of the amounts owed to the Trust, C3 shall pay all such amounts, and if the audit reveals that C3 has underpaid the Trust by 5% or more, C3 will reimburse the Trust for the Trust's costs of conducting such audit, to the Trust within 15 days. One year after the end of the Festival, the right to audit that year's Festival terminates and the payment for that year's Festival becomes final. To the maximum extent permitted by law, the Trust will maintain all information, including the business and financial records, provided by C3 in strict confidence, and the Trust will not use, copy, or divulge the information, or cause or permit the information to be used copied, or divulged except as this Agreement permits. Notwithstanding the foregoing, the Trust may disclose such information to (i) its board members, staff, accountants, attorneys, NPS and other persons as is appropriate for the operation of its business, and (ii) where required by law or court order. If the Trust is required by law or court order to disclose any information covered by this Section 6, the Trust will notify C3 before any disclosure is made and will cooperate with C3 to prevent or limit disclosure. Notwithstanding anything to the contrary in this Section 6, to the extent merchandise is sold or revenue is received after the Term but with respect to the Festival, the Trust's right to audit C3's books with respect to that revenue lasts for one year after the receipt of such revenue.

7. Force Majeure. Any delay or failure of either Party to perform its obligations under this Agreement is excused to the extent that it is caused by an event or occurrence beyond its reasonable control, including acts of God, actions by governmental authority (whether valid or invalid), fires, floods, windstorms, explosions, riots, natural disasters, wars, sabotage or labor problems, provided the Party claiming force majeure promptly notifies the other Party of the event of force majeure, the anticipated duration of

the event of force majeure, and the steps being taken to remedy the failure, and uses reasonable diligence to remedy such failure.

8. Representations and Warranties and Disclaimers.

(a) The Trust's Representations and Warranties. The Trust represents and warrants the following to C3:

(i) The Trust is a non-profit entity that is exempt from taxation under Section 501(c)(3) of the Internal Revenue Code and as such, the Trust is exempt from paying state, City, or district sales taxes in the District of Columbia. During the Term, the Trust will use all commercially reasonable efforts to remain a non-profit that is exempt from taxation under Section 501(c)(3) of the Internal Revenue Code.

(ii) The Trust acknowledges C3's exclusive ownership in its trademarks and further acknowledges that the trademarks are unique and original to C3 and that C3 is the owner of its trademarks. The Trust will not, at any time after the Effective Date, dispute or contest, directly or indirectly, C3's exclusive ownership in its trademarks. The Trust acknowledges that its use of C3's trademarks inures to C3's benefit, and that the Trust will not acquire any ownership in C3's trademarks as a result of the license or other rights granted by this Agreement. The Trust acknowledges that it has no claims or rights in the "C3" trademark or name and, during or after the Term of this Agreement, will not assert any claim in the "C3" trademark or name.

(iii) The Trust has the right and authority to enter into and perform its obligations under this Agreement;

(iv) The Trust will perform its obligations under this Agreement in a commercially reasonable manner;

(v) The Trust's trademarks and intellectual property provided under this Agreement do not and will not violate any applicable law or regulation or infringe any proprietary, intellectual property, contract or tort right of any person

(b) C3's Representations and Warranties. C3 represents and warrants the following to the Trust:

(i) C3 has the power and authority to enter into and perform its obligations under this Agreement;

(ii) assuming the Trust's representations and warranties regarding its trademarks and intellectual property are accurate, C3's performance of its obligations in connection with the Festival, including the provision of the Services, the marketing, distribution and/or sale of recordings and other merchandise, and all other activities related to the Festival, will not contain any content, materials or advertising that violates

any applicable law or regulation or infringes any proprietary, intellectual property, contract or tort right of any person;

(iii) C3 will perform its obligations under this Agreement in a commercially reasonable manner and in accordance with the highest industry standards; and

(iv) C3 acknowledges the Trust's exclusive ownership in its trademarks and further acknowledges that the trademarks are unique and original to the Trust and that the Trust is the owner of its trademarks. C3 will not, at any time after the Effective Date, dispute or contest, directly or indirectly, the Trust's exclusive ownership in its respective trademarks. C3 acknowledges that its use of the Trust's trademarks inures to the Trust's benefit, and that C3 will not acquire any ownership in the Trust's trademarks as a result of the license granted by this Agreement; and

(v) C3's trademarks and intellectual property provided under this Agreement do not and will not violate any applicable law or regulation or infringe any proprietary, intellectual property, contract or tort right of any person.

9. Indemnification.

(a) By the Trust. The Trust will indemnify, hold harmless and defend C3 and its directors, officers, employees and agents from and against any third party action, claim, demand or liability, including reasonable attorneys' fees, if such action is based upon: (i) any allegation that the Trust's name, trademark, or intellectual property infringe a third person's copyright or trademark right, or misappropriate a third person's trade secret; (ii) any breach of this Agreement by the Trust; or (iii) any active negligence or willful misconduct of the Trust. C3, at its expense, will have the right to participate in the defense of any such claim through counsel of its own choosing.

(b) By C3. C3 will indemnify, hold harmless and defend the Trust and its directors, board members, officers, employees and agents from and against any action, claim, demand or liability, including reasonable attorneys' fees, to the extent such claim arises out of: (i) any acts or negligent or willful omissions of C3 related to the Festival; (ii) any breach of this Agreement by C3; (iii) any breach of any representations or warranties made in this Agreement by C3; or (iv) any claim that a name, trademark or other intellectual property claim (other than for material provided by the Trust), released or used by C3 infringes a third party's rights (c.g. copyright or trademark), misappropriates a third party's trade secret, or violates a third party's right of publicity; or (vii) any active negligence or willful misconduct of C3. The Trust, at its expense, will have the right to participate in the defense of any such claim through counsel of its own choosing.

10. Assignment. No Party may assign its rights or powers under this Agreement without the express written consent of the other Party. Any attempt to assign without the other Party's consent will be null and void and will give the non-assigning

Party the right to cancel and terminate this Agreement. Notwithstanding the preceding, no consent from the Trust is required in connection with an assignment of this Agreement by C3 in connection with the sale of all or substantially all of C3's assets or in connection with a sale of all or substantially all of the equity in C3.

11. Injunctive Relief. In addition to any other relief that may be available to it upon violation of this Agreement, each Party is entitled to an injunction by any competent court enjoining and restraining any other Party and each and every other person concerned from violating this Agreement.

12. Waiver. No waiver of any provision of this Agreement or of any right or remedy under this Agreement will be effective unless in writing and signed by the Party against whom such waiver is sought to be enforced. No delay in exercising, no course of dealing with respect to, or no partial exercise of any right or remedy under this Agreement will constitute a waiver of any other right or remedy, or future exercise thereof.

13. Severability. If any provision of this Agreement is determined to be invalid under any applicable statute or rule of law, it is to that extent to be deemed omitted, and the balance of the Agreement will remain enforceable.

14. Notice. All notices will be in writing and will be deemed to be delivered upon actual receipt (or refusal of delivery) when mailed by certified mail, postage prepaid, return receipt requested, when sent by facsimile or electronic mail with confirmed receipt or when sent by recognized overnight or same-day commercial courier. All notices will be directed to the Parties at the respective addresses given below the signature line of this Agreement or to such other address as either Party may, from time to time, designate by notice to the other Party.

15. Relationship of Parties. The Trust is the owner and presenter of the Festival and C3 is retained by the Trust as the producer for the Festival. The parties are independent contractors and are not agents of the other. In no event is either party authorized to act on behalf of or bind the other party. On a regular basis and upon request by the Trust, C3 will inform the Trust of the progress producing the Festival and the Trust may reasonably direct C3 to make changes to the Festival. The parties will mutually agree on the timeline and any benchmarks or other metrics to be met in connection with the Festival.

16. LIMITATION OF DAMAGES. EXCEPT FOR INDEMNIFICATION OBLIGATIONS DUE TO LIABILITIES TO THIRD PARTIES, NOTWITHSTANDING ANY PROVISION CONTAINED IN THIS AGREEMENT TO THE CONTRARY, NO PARTY TO THIS AGREEMENT WILL BE LIABLE TO ANY OTHER PARTY TO THIS AGREEMENT FOR ANY INCIDENTAL, INDIRECT, SPECIAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES (INCLUDING DAMAGES FOR LOSS OF USE, BUSINESS GOODWILL, REVENUE OR PROFIT, NOR FOR INCREASED EXPENSES, OR BUSINESS INTERRUPTION) ARISING

OUT OF OR RELATED TO THE PERFORMANCE OR NONPERFORMANCE OF THIS AGREEMENT UNLESS THE DAMAGES AROSE DUE TO A PARTY'S GROSS NEGLIGENCE OR WILLFUL BREACH OF THIS AGREEMENT.

17. Survival. Those provisions of this Agreement that by their nature extend beyond termination or expiration of this Agreement will survive such termination or expiration.

18. Entire Agreement. This Agreement contains the entire agreement between the Parties relative to the subject matter and supersedes any other prior understandings, written or oral, between the Parties with respect to this subject matter. THE PARTIES ACKNOWLEDGE AND AGREE THAT, IN ENTERING IN TO THIS AGREEMENT, THEY HAVE NOT IN ANY WAY RELIED UPON ANY ORAL OR WRITTEN AGREEMENTS, UNDERSTANDINGS, REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, NOT SPECIFICALLY SET FORTH IN THIS AGREEMENT. No variations, modifications, or changes in the Agreement are binding on any Party to the Agreement unless set forth in a document duly executed by or on behalf of such Party.

19. Section References. When this Agreement makes reference to an article, section, paragraph, clause, schedule or exhibit, that reference is to an article, section, paragraph, clause, schedule or exhibit of this Agreement unless the context clearly indicates otherwise. Whenever the words "include," "includes," or "including" are used in this Agreement, they are deemed to be followed by the words "without limitation."

20. Severability. If a mediator, arbitrator, or court holds, for any reason, that one or more provisions of this Agreement is invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability will not affect any other provision of this Agreement, but such provision will be deemed deleted, and the deletion will not affect the validity of other provisions of this Agreement.

21. Counterparts. The Parties may execute this Agreement in any number of counterparts, each of which is deemed an original, but all of which together constitute one and the same instrument. This Agreement may be executed by facsimile, PDF or other electronic signature.

22. Construction. All Parties have been advised to seek their own independent counsel concerning the interpretation and legal effect of this Agreement and have either obtained such counsel or have intentionally refrained from doing so and have knowingly and voluntarily waived such right. Consequently, the normal rule of construction to the effect that any drafting ambiguities are to be resolved against the drafting Party will not be employed in the interpretation of this Agreement or any amendment or exhibits.

23. Disputes, venue, choice of law. The Parties agree that in the event of a dispute between them they will promptly use their best efforts to resolve the dispute in an informal fashion through communication and consultation, or other forms of non-binding

alternative dispute resolution that are mutually acceptable to the Parties. The Parties agree that that this agreement will be governed by and subject to the laws of the District of Columbia. The Parties agree to bring any claims to the courts of the District of Columbia for resolution of any disputes arising from this agreement.

By their representative's signature, the Parties agree to and accept this Agreement.

TRUST FOR THE NATIONAL MALL

By: 

Date: 11-20-2014

~~TRUST FOR THE NATIONAL MALL
1300 PENN AVE NW ST 370
Washington, DC 20004~~

Attn: CHAROLINE CUNNINGHAM

C3 PRESENTS, LLC

By: 

Date: 12/1/14

300 West 6th Street
Suite 2100
Austin, Texas 78701
Attn: Charlie Jones

District of Columbia Events

Day/Date	Time	Event
Wednesday, August 10, 2011	10:00a - 11:30a	Mayor's Press Briefing D.C. MLK Memorial Events Location: Near MLK Memorial
Tuesday, August 16, 2011	10:00a-11:00a	Mayor's Press Briefing <i>(D.C. MLK Memorial Dedication Preparedness with WMATA, MPD, and other District agencies.)</i> Location: Near MLK , Jr. Memorial
Monday, August 22 – Sunday, September 4, 2011	Library Hours	King in Magazines Exhibit (1957-1968) View the emergence of Dr. King's charismatic leadership and tragic assassination in actual issues of "Life," "Time," "Ebony," and "Jet" magazines. Location: Martin Luther King, Jr. Memorial Library
Monday, August 22 – Thursday, September 15, 2011	Library Hours	Remembering King: Images from the Washingtoniana Collection Exhibit Martin Luther King, Jr. Library will exhibit images of King in D.C. including the March on Washington. Location: Martin Luther King, Jr. Memorial Library
Tuesday, August 23, 2011	8:00a-8:00p	D.C. Residents Day at the Martin Luther King, Jr. National Memorial (Preview) <i>(Mr. Harry E. Johnson, Sr., Mayor Vincent C. Gray and D.C. City Leaders will welcome residents to the MLK National Memorial. Timed tickets will be distributed to residents)</i> Location: MLK, Jr., Memorial
Wednesday, August 24, 2011	11:00a	"I Have A Dream, Too" DVD Debut Native Washingtonian Steven Silver, an accomplished actor, poet and activist debuts his latest DVD featuring the King-inspired, "I Have A Dream, Too" Location: Martin Luther King, Jr. Memorial Library
Thursday, August 25, 2011	10:45a – 12:00p	MLK Street Dedication (Press Event) *Corner of Martin Luther King, Jr. Ave. SE and Good Hope Road, SE, moving across the 11 th Street bridge, across the SE freeway, across the SW freeway, onto Maine Avenue, SW and ending on the corner of 23 rd Street, SW and Independence Avenue, SW

<p>Thursday, August 25 – Monday, August 28, 2011</p>	<p>Library Hours</p>	<p>“The King Mural” Self-Guided Tour Don Miller’s “The King Mural” is the nation's definitive visual documentation of Dr. King's great influence on modern American society. By researching Dr. King and interviewing those who worked closely with him, Miller chronicled Dr. King's work from 1955 to 1968. Self-guided tour information will be available at the information desk.</p> <p>Location: Martin Luther King, Jr. Memorial Library</p>
<p>Thursday, August 25, 2011</p>	<p>12:00p</p>	<p>God’s Miracles Gospel Quintet God’s Miracles Quintet will perform gospel and traditional songs loved by Dr. King. The five-member group started out as a 70’s doo-wop group and has shared the stage with groups like the Delfonics.</p> <p>Location: Martin Luther King, Jr. Memorial Library</p>
<p>Thursday, August 25, 2011</p>	<p>1:30p</p>	<p>“A.D. King: Brother To The Dreamer: Behold The Dream” Film Screening and Discussion with A.D. King's widow, Naomi King Rev. Dr. Alfred Daniel Williams King, brother to Rev. Martin Luther King Jr., was one of the main strategists behind several Civil Rights campaigns including the Poor People’s Campaign. This documentary chronicles King’s contributions and includes interviews with John Lewis and Andrew Young. Following the screening, the film will be discussed with A.D. King's widow, Naomi King and Dr. Babs Onabanjo, the film’s executive producer.</p> <p>Location: Martin Luther King, Jr. Memorial Library</p>
<p>Thursday, August 25, 2011</p>	<p>3:30p</p>	<p>Kingmaker Foundation Reception – Keynote Speaker, Rev. C. T. Vivian The Kingmaker Foundation provides funding and scholarships to youth educational programs, youth leadership development, global leaders, and community service projects. Rev. C. T. Vivian, minister, author, and ally of Reverend Martin Luther King Jr. during the Civil Rights Movement, will be the keynote speaker.</p> <p>Location: Martin Luther King, Jr. Memorial Library</p>

C3 Presents Music Festival Overview

Our Approach

Delivering a weekend of incredible music is one of many elements that make every C3 produced music festival as memorable as it is successful. We create destination experiences for our fans and the host city — making its treasured green spaces, local vendors, and culture part of the story. Over the past 14 years, C3 has refined its festival model to deliver an unmatched experience for our fans and stakeholders. Here's how:

Multiple Stages + Multiple Days

C3 music festivals feature music on multiple stages over the course of a two or three-day weekend.

- Programming is designed to draw people for the entire weekend
- All-day format leads to staggered entry into the festival, creating a better ingress and egress
- Promotes movement between stages and throughout the festival grounds, which makes crowd flow more efficient and creates a more physically and mentally relaxing fan experience
- More content to choose from means more satisfied fans
- Empowers attendees to plan their day and essentially “create their own experience”

More Than Just The Music

C3 extends the festival experience beyond the music with areas and activities that make the weekend even more comfortable and enjoyable.

- A **food court curated by a local celebrity chef** that showcases the best restaurants and signature foods of the host city
- A designated **family area** with its own stage, activities and programming that appeal to kids of all ages.

Data-Driven Ticketing

With a smart, trackable ticketing system, C3 can analyze, predict, and optimize the festivalgoer experience from purchase through day-of-show. RFID wristband technology also provides real-time insight into crowd flow and overall behavior. This insight leads to a more enjoyable and safer event.

Green Efforts & Recycling

C3 believes that the beloved green spaces that play host to our festivals should be left in even better condition after our events than how we found them. Greening efforts are fully integrated into our festivals footprint, both fan facing within the festival grounds and behind the scenes operations. Free-water stations are a staple of our events, and recycling is highly encouraged through our signature Rock & Recycle program. We are also fully committed to post-event park refurbishment and improvements.

Below are itemized responses to the deliverables request sent to C3 from NPS on February 6, 2015 regarding Permit #15-0174.

#2) Memorial Access and Sound

Please note shaded areas on CAD designate National memorial sites adjacent to West Potomac Park. Increased security and/or USPP presence will be requested to maintain a safe environment. Stages and PA systems will be directed and tuned away from any/all potentially affected locations.

#3) Traffic Plan

A detailed traffic plan will be created by a licensed traffic engineer and submitted for approval. Traffic control equipment will be rented from an approved provider to accommodate all signage needs. Traffic mitigation efforts will also be a focus during our planning. Staff, vendors and attendees will be encouraged to use alternative forms of transportation such as the public transit system, bicycles or walking. All plans involving METRO will be addressed and coordinated with the Washington Metropolitan Area Transit Authority.

#4) Safe Haven Plan

We will create our evacuation plan with sufficient notification lead time to allow attendees adequate time to reach safe haven.

Primary Location

The Kennedy Center

2700 F Street, NW Washington, DC 20566 – Approx. 1 mile

Secondary locations

Mandarin Oriental – 1.3 miles East

Courtyard Washington DC/Foggy Bottom – 1 mile North)

JW Marriott – 1.4 miles NE

Intercontinental – 1.4 miles NE

W Hotel – 1.5 miles NE

Natural History

Smithsonian Castle

Hirshhorn Museum & Sculpture Garden

Freer Gallery of Art

Museum of African Art

Smithsonian METRO

Federal Triangle Metro

L'Enfant Plaza METRO

#5) Evacuation Plan

See attached safety plan with an overview of evacuation protocols and process.

If severe weather is anticipated, C3 will coordinate with designed park representatives to determine the impact on the event site and appropriate messaging to attendees and the proper media distribution channels.

#6) Site Plan Revisions

As it relates to adjusting the CAD for emergency vehicle access, the directive below was pulled from the Washington DC Mayors Special Event Task Group's Planning Guide.

- Ensure that all streets are accessible to emergency vehicles and equipment at all times *via a minimum 20 foot dedicated and unobstructed emergency lane*, and as may be further determined by the Department of Fire and Emergency Medical Services.

#7) Crowd Control Plan

See attached safety plan with an overview of entry process and stage barricades.

#8) Concessions Regulations & Policies

We can provide a comprehensive list of alcoholic beverage to be sold and/or given away and a list of locations. See attached safety plan with an overview of Alcohol service operations.



SEP 10 P 3:51

NATIONAL PARK SERVICE, NATIONAL CAPITAL REGION

Application for a Permit to Conduct a Demonstration or Special Event in Park Areas and a Waiver of Numerical Limitations on Demonstrations for White House Sidewalk and/or Lafayette Park

15-0174 Date of Application 9/10/2014

SECTION I: Contact Information

This is an application for a: Demonstration Special event *Definitions on Instruction Page*

Individual/Organization Trust for the National Mall

Address 1300 Pennsylvania Avenue, NW, Ste. 370, Wash, DC 20004

Phone/Mobile 202/688-3763 Fax _____ Website/Email trrose@nationalmall.org

Person in charge of activity Kristine Filton and Tiffany Rose Fax _____

Address Same as above

Day Phone 202/688-3763 Mobile 202/557-9938 Email trrose@nationalmall.org

One person must be listed as in charge of the activity. If different individuals are to be in charge of various activities at different locations, please list their names and contact information:

SECTION II: Lafayette Park and White House Sidewalk

Is this an application for the use of the White House Sidewalk³ or Lafayette Park? Yes No

Please be aware that a waiver of the numerical limitations is required if an expected demonstration on the White House Sidewalk will include more than 750 participants or that a demonstration in Lafayette Park will include more than 3,000 participants.

Is this an application for a waiver of the numerical limitations? Yes No

SECTION III: Logistics

Set-up dates	AM/PM
Starting <u>9/10/2015</u> Ending _____	From _____ To _____
Activity dates	AM/PM
Starting _____ Ending _____	From _____ To _____
Break-down dates	AM/PM
Starting _____ Ending <u>10/08/2015</u>	From _____ To _____
Please list ALL proposed locations (include assembly and dispersal areas):	
<u>West Potomac Park, Wampanoag, Con Gardens</u>	
Estimated maximum number of participants for EACH PARK AREA TO BE USED (Including organizers, volunteers, participants and spectators):	
50,000 <u>50,000</u>	
Purpose of activity:	
<u>Raise national awareness and funds for the Campaign for the National Mall.</u>	

³ The White House Sidewalk is the sidewalk between East and West Executive Avenues, on the south side Pennsylvania Avenue, N.W.

Plan for proposed activity (include all speakers, a complete time schedule of the activity, proposed routes for any marches or parades, plans for the orderly termination and dispersal of activity that might affect regular flow of city traffic, etc.):

Please indicate any of these items that will be used during the proposed activity:	<input type="checkbox"/> Handheld Signs/Placards Quantity:	<input checked="" type="checkbox"/> Banner/Sign(s) Size: <u>0</u> W H	<input checked="" type="checkbox"/> Podium <input type="checkbox"/> Distribution of Literature	<input checked="" type="checkbox"/> Tent(s) Size(s): <u>TBD</u> Quantity:
	<input checked="" type="checkbox"/> Chairs Quantity:	<input checked="" type="checkbox"/> Press Riser Size: L W H	<input checked="" type="checkbox"/> Lighting Equipment	<input checked="" type="checkbox"/> Portable Sound System
	<input checked="" type="checkbox"/> Tables Quantity:	<input checked="" type="checkbox"/> Stage(s) Size: L W H	<input checked="" type="checkbox"/> Camera Tripod Quantity:	<input checked="" type="checkbox"/> Generator(s) Quantity/Type:
<input checked="" type="checkbox"/> Jumbotrons Quantity/Size:	Estimated # of Buses: <u>TBD</u>	<input checked="" type="checkbox"/> Portable Restrooms Quantity: <u>TBD</u>	Turf Protective Cover(s) Type: Duration: Quantity:	
Please list all other equipment (include any necessary medical/trailers.): <u>TBD</u>				
Are you proposing to solicit donations: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> <u>Maybe</u> <input type="checkbox"/> No	Are you proposing food or beverages service: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Are you proposing road closures or traffic management? If so list the roads and/or trails affected? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
How will the activity be advertised or publicized: <input checked="" type="checkbox"/> TV <input checked="" type="checkbox"/> Radio <input checked="" type="checkbox"/> Print <input checked="" type="checkbox"/> Flyers <input checked="" type="checkbox"/> Social media (twitter, Facebook, Tumbler etc.)		Do you propose to have commercial sponsors? If yes, how are sponsors recognized. <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
If boxes, crates, coffins, or similar items will be used, state whether they are to be carried opened or closed, their proposed size, the materials constructed from, and their proposed contents and use: <u>TBD</u>				
What are your cleanup and/or recycling plans? <u>TBD</u>				
How will cleanup members be identified? <u>TBD</u>				

⁴Please note there is an additional Temporary Food Establishment Permit Application that must be received by NPS at least 70 days prior to proposed activity. Food service is subject to more stringent standards including being preapproved by the National Park Service and meeting Public Health standards. Only ethnic foods that are determined to be integral to the theme of the proposed event are permitted.

SECTION IV: Activity Disruption

Do you have any reason to believe or any information indicating that any individual, group or organization might seek to disrupt the activity for which this application is submitted? Yes No

If "yes," list each such individual, group or organization and contact information for each:

SECTION V: Marshals⁵ and or Volunteers

Will applicant furnish marshals and/or volunteers? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <i>Note: Marshals are required for all <u>waivers of numerical limitations</u> and for demonstration activities held simultaneously on White House Sidewalk and Lafayette Park.</i>	How many? TBD
List the functions the marshals and/or volunteers are expected to perform:	
How will the marshals and/or volunteers be identified? TBD	
Person(s) responsible for supervision of marshals and/or volunteers (for each location): Name(s) Locations(s) Contact information during activity (address, phone)	
What communications equipment will be provided to the marshals and/or volunteers? (Include the number of walkie-talkies, mobile phone tree, bullhorns, public address systems, flashlights, etc.) Yes - TBD	
State specifically the plans for ingress and egress of the participants to and from all park areas including Lafayette Park. Please include proposed sites for loading and unloading of buses, automobiles or other forms of transportation that the participants are expected to use (supply chart or map if necessary)	

Typed/Printed name of person filing application Tiffany Rose

Position of person filing application Director of Special Events Email Trose@nationalmall.org

Address of person filing application 1300 Pennsylvania Ave NW, Wash., DC

Fax _____ Day phone (202) 688-3763 Mobile (202) 557-9938

Signature of person filing application Tiffany Rose

**APPLICATION IS NOT VALID UNLESS SIGNED.
ORIGINAL SIGNATURE REQUIRED**

Hand deliver or mail to: National Park Service, National Capital Region
Permits Management, 900 Ohio Drive, S.W. Washington, DC 20024
Open 8:00 am to 4:00 pm, Monday - Friday, Office 202-245-4715

FAXED, EMAILED, AND XEROXED APPLICATIONS ARE NOT ACCEPTED

⁵ Marshals do not act as police. They help maintain order among participants and provide information to participants and non-participants. Marshals should have knowledge of the overall activity organization.

Label: "2015-00571 Higham NAMA Concert"

Created by:robbin_owen@nps.gov

Total Messages in label:2 (2 conversations)

Created: 05-13-2015 at 07:25 AM

Conversation Contents

Invitation: NPS/TNM/C3 Meeting @ Thu Feb 26, 2015 2pm - 4pm (Robbin Owen)

Attachments:

/1. Invitation: NPS/TNM/C3 Meeting @ Thu Feb 26, 2015 2pm - 4pm (Robbin Owen)/1.1 invite.ics

Robin Nixon <robin_nixon@nps.gov>

From: Robin Nixon <robin_nixon@nps.gov>
Sent: Thu Feb 12 2015 14:49:36 GMT-0700 (MST)
To: "robbin_owen@nps.gov" <robbin_owen@nps.gov>, Karen Cucurullo <karen_cucurullo@nps.gov>, Kristine Fitton <kfitton@nationalmall.org>, Leonard Lee <leonard_lee@nps.gov>, Kristine Templin <ktemplin@nationalmall.org>, Sean Kennealy <sean_kennealy@nps.gov>, Tiffany Rose <trose@nationalmall.org>
Subject: Invitation: NPS/TNM/C3 Meeting @ Thu Feb 26, 2015 2pm - 4pm (Robbin Owen)
Attachments: invite.ics

NPS/TNM/C3 Meeting

[more details »](#)

When Thu Feb 26, 2015 2pm – 4pm Eastern Time

Video call https://plus.google.com/hangouts/_/doi.gov/robin

Calendar Robbin Owen

Who

- Robin Nixon - organizer
- Karen Cucurullo
- Kristine Fitton
- Robbin Owen
- Leonard Lee
- Kristine Templin
- Sean Kennealy
- Tiffany Rose

Going? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this email at the account robbin_owen@nps.gov because you are subscribed for invitations on calendar Robbin Owen.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Conversation Contents

Fwd: FW: C3 concert follow up -- letter please

Attachments:

/2. Fwd: FW: C3 concert follow up -- letter please/1.1 C3 Concert.pdf

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Tue Feb 03 2015 15:06:23 GMT-0700 (MST)
To: Robbin Owen <Robbin_Owen@nps.gov>, Leonard Lee <leonard_lee@nps.gov>
Subject: Fwd: FW: C3 concert follow up -- letter please
Attachments: C3 Concert.pdf

Robbin and Leonard,

Here is the letter Bob sent to the TNM for the conceptual approval of the concert event.

This is the first I've seen this too.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

----- Forwarded message -----

From: Nixon, Robin <robin_nixon@nps.gov>
Date: Tue, Feb 3, 2015 at 5:03 PM
Subject: Fwd: FW: C3 concert follow up -- letter please
To: Sean Kennealy <sean_kennealy@nps.gov>, Karen Cucurullo <karen_cucurullo@nps.gov>

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service

900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▫

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Tue, Feb 3, 2015 at 4:58 PM
Subject: FW: C3 concert follow up -- letter please
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>

Here you go...

From: Swihart, Sharon [mailto:sharon_swihart@nps.gov]
Sent: Friday, October 10, 2014 11:57 AM
To: Kristine Fitton
Subject: Re: C3 concert follow up -- letter please

Here is Bob's signed copy.

--

Sharon Swihart
Special Assistant to the Superintendent
National Mall & Memorial Parks
900 Ohio Street SW
Washington, DC 20024-2000
202-245-4686 (Office)
202-426-9309 (Fax)

**Label: "2015-00571 Higham NAMA
Concert-Lee"**

Created by:leonard_lee@nps.gov

Total Messages in label:27 (11 conversations)

Created: 05-19-2015 at 07:15 AM

Conversation Contents

Fwd: fyi: Trust concert proposal

Attachments:

/1. Fwd: fyi: Trust concert proposal/1.1 Trust Concert Documents.pdf

"Owen, Robbin" <robbin_owen@nps.gov>

From: "Owen, Robbin" <robbin_owen@nps.gov>
Sent: Wed Apr 29 2015 10:32:48 GMT-0600 (MDT)
To: Leonard Lee <leonard_lee@nps.gov>
Subject: Fwd: fyi: Trust concert proposal
Attachments: Trust Concert Documents.pdf

FYI

----- Forwarded message -----

From: Myers, Randolph <randolph.myers@sol.doi.gov>
Date: Wed, Apr 29, 2015 at 9:46 AM
Subject: fyi: Trust concert proposal
To: Robbin Owen <robbin_owen@nps.gov>

Attached, fyi, are the three documents regarding the Trust concert proposal...
Randy

Randolph J. Myers
U.S. Department of the Interior, Office of the Solicitor
DPW Branch of National Parks
1849 C Street, NW, Room 5320
Washington, D.C. 20240
w (202) 208-4338 fax (202) 208-3877
Randolph.Myers@sol.doi.gov

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Conversation Contents

Music Festival

"Owen, Robbin" <robbin_owen@nps.gov>

From: "Owen, Robbin" <robbin_owen@nps.gov>
Sent: Wed Apr 29 2015 09:02:20 GMT-0600 (MDT)
To: Karen Cucurullo <Karen_Cucurullo@nps.gov>, Sean Kennealy <sean_kennealy@nps.gov>, John Swihart <dick_swihart@nps.gov>, Robin Nixon <Robin_Nixon@nps.gov>
Subject: Music Festival

Good Morning All: Now the event has been announced we would like to be briefed on what has been agreed to. We viewed the ticket sales site and are very concerned about some of the things they are seeking to do. When are you all available?

Thanks, Robbin

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Wed Apr 29 2015 09:24:45 GMT-0600 (MDT)
To: "Owen, Robbin" <robbin_owen@nps.gov>
Subject: Re: Music Festival

I am available all afternoon today. I am available tomorrow after 2pm.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

On Wed, Apr 29, 2015 at 11:02 AM, Owen, Robbin <robbin_owen@nps.gov> wrote:
Good Morning All: Now the event has been announced we would like to be briefed on what has been agreed to. We viewed the ticket sales site and are very concerned about some of the things they are seeking to do. When are you all available?

Thanks, Robbin

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Wed Apr 29 2015 09:27:54 GMT-0600 (MDT)
To: "Owen, Robbin" <robbin_owen@nps.gov>, Michael Litterst <mike_litterst@nps.gov>
Subject: Re: Music Festival

I asked Mike to get the brief from the TNM so we can share that with everyone to get them up to speed.

Mike - Can that happen today?

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Wed, Apr 29, 2015 at 11:02 AM, Owen, Robbin <robbin_owen@nps.gov> wrote:
Good Morning All: Now the event has been announced we would like to be briefed on what has been agreed to. We viewed the ticket sales site and are very concerned about some of the things they are seeking to do. When are you all available?

Thanks, Robbin

Conversation Contents

Last Thursday

Attachments:

/3. Last Thursday/1.1 DC 2015 Event Safety Plan v2.pdf

/3. Last Thursday/1.2 DC Festival deliverables #15-0174 2~26.pdf

Dirk Stalnecker <dstalnecker@c3presents.com>

From: Dirk Stalnecker <dstalnecker@c3presents.com>
Sent: Mon Mar 02 2015 10:01:05 GMT-0700 (MST)
To: "eddie_burnett@nps.gov" <eddie_burnett@nps.gov>, "leonard_lee@nps.gov" <leonard_lee@nps.gov>, "steve_booker@nps.gov" <steve_booker@nps.gov>, "karen_cucurello@nps.gov" <karen_cucurello@nps.gov>, "robin_nixon@nps.gov" <robin_nixon@nps.gov>, "sean_kennealy@nps.gov" <sean_kennealy@nps.gov>
Subject: Last Thursday
Attachments: DC 2015 Event Safety Plan v2.pdf DC Festival deliverables #15-0174 2~26.pdf

Hello

A quick note to thank all of you for a good meeting and a solid exchange of ideas. I've attached a revised draft our the Event Safety plan, along with an electronic copy of the deliverables notes we prepared for your files. We look forward to continuing the dialogue as we edge closer to the permit.

Thanks again.

DIRK STALNECKER

Production Director

C 3 P R E S E N T S

300 W. 6th Street Suite 2100 | Austin, Texas 78701

512 478 7211 | www.c3presents.com



Conversation Contents

West Potomac Park Capacity

Michael Stachowicz < michael_stachowicz@nps.gov >

From: Michael Stachowicz < michael_stachowicz@nps.gov >
Sent: Thu Feb 26 2015 06:52:56 GMT-0700 (MST)
To: Robbin Owen < robbin_owen@nps.gov >, Leonard Lee < leonard_lee@nps.gov >
Subject: West Potomac Park Capacity

Polo Fields - 20.6 acres - 175,000 people
FDR Ballfields - 17 acres - 148,000 people

This is does not take into account trees and other obstructions.

I won't be at the meeting mostly because of jury duty today, but I also didn't know about it if you did want me there.

Let me know if you need anything else.

Michael

Sent from my iPhone

Conversation Contents

Invitation: Pre-meeting for 2pm TNM C3 concert with Karen, Sean & Ro... @ Thu Feb 26, 2015 10:30am - 11am (Leonard Lee)

Attachments:

/5. Invitation: Pre-meeting for 2pm TNM C3 concert with Karen, Sean & Ro... @ Thu Feb 26, 2015 10:30am - 11am (Leonard Lee)/1.1 invite.ics

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Wed Feb 25 2015 14:03:07 GMT-0700 (MST)
To: "leonard_lee@nps.gov" <leonard_lee@nps.gov>, Karen Cucurullo <karen_cucurullo@nps.gov>, Robin Nixon <robin_nixon@nps.gov>, Robbin Owen <robbin_owen@nps.gov>
Subject: Invitation: Pre-meeting for 2pm TNM C3 concert with Karen, Sean & Ro... @ Thu Feb 26, 2015 10:30am - 11am (Leonard Lee)
Attachments: invite.ics

Pre-meeting for 2pm TNM C3 concert with Karen, Sean & Robbin

[more details »](#)

When Thu Feb 26, 2015 10:30am – 11am Eastern Time

Where Sean's Office ([map](#))

Video call https://plus.google.com/hangouts/_/doi.gov/sean

Calendar Leonard Lee

Who

- Sean Kennealy - organizer
- Tonya Thomas - creator
- Leonard Lee
- Karen Cucurullo
- Robin Nixon
- Robbin Owen

Going? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this email at the account leonard_lee@nps.gov because you are subscribed for invitations on calendar Leonard Lee.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Conversation Contents

C3 Benefit Concert

/6. C3 Benefit Concert/1.1 15-0174-Trust for the National Mall - Deliverables.doc

"Lee, Leonard" <leonard_lee@nps.gov>

From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Thu Feb 05 2015 09:32:54 GMT-0700 (MST)
To: Karen Cucurullo <karen_cucurullo@nps.gov>, Sean Kennealy <sean_kennealy@nps.gov>
Subject: C3 Benefit Concert
Attachments: 15-0174-Trust for the National Mall - Deliverables.doc

Good morning Karen & Sean.

I have attached a copy of the deliverables memo to go to the Trust for the National Mall, regarding the benefit concert.

Please review and respond with your comments. After receipt, I will finalize and send to Tiffany Rose.

Standing by.

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Thu Feb 05 2015 14:31:12 GMT-0700 (MST)
To: "Lee, Leonard" <leonard_lee@nps.gov>
Subject: Re: C3 Benefit Concert

Hi Leonard,

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Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

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Good morning Karen & Sean.

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"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Thu Feb 12 2015 07:46:39 GMT-0700 (MST)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>
Subject: Re: C3 Benefit Concert

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Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
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202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

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Sent: Thu Feb 12 2015 07:57:02 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: C3 Benefit Concert

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From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Thu Feb 12 2015 08:19:05 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: C3 Benefit Concert

Robbin,

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From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Thu Feb 12 2015 11:56:32 GMT-0700 (MST)
To: "Lee, Leonard" <leonard_lee@nps.gov>
Subject: Re: C3 Benefit Concert

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On another topic: Please go ahead and issue permits for Golden Triangle BID activities through October 2015-- we want to support them as much as possible. We have also agreed to waive permit fees for their activities for anything we have not already issued permits for. Thanks, Leonard, and let me know if you have any questions. Robin

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From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Fri Feb 13 2015 10:14:36 GMT-0700 (MST)
To: Robbin Owen <robbin_owen@nps.gov>, Marisa Richardson <marisa_richardson@nps.gov>, Deborah Deas <deborah_deas@nps.gov>
Subject: Fwd: C3 Benefit Concert

fyi

----- Forwarded message -----

From: **Nixon, Robin** <robin_nixon@nps.gov>
Date: Thu, Feb 12, 2015 at 1:56 PM
Subject: Re: C3 Benefit Concert
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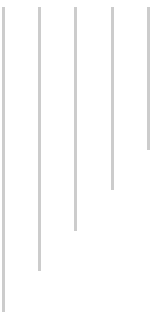
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Conversation Contents

#15-0174-Trust for the National Mall Concert Deliverables Memo

/7. #15-0174-Trust for the National Mall Concert Deliverables Memo/1.1 15-0174-Trust for the National Mall - Deliverables-2-6-15.doc

"Lee, Leonard" <leonard_lee@nps.gov>

From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Mon Feb 09 2015 06:01:51 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>, Tiffany Rose <trose@nationalmall.org>
Subject: #15-0174-Trust for the National Mall Concert Deliverables Memo
Attachments: 15-0174-Trust for the National Mall - Deliverables-2-6-15.doc

Good morning Kristine and Tiffany.

As a follow up to our meeting two weeks ago, I am attaching a memorandum, outlining information needed to finalize a permit for the benefit concert scheduled for next Fall.

Please contact me if I can answer any questions and/or provide any additional information.

Be well.

Tiffany Rose <TRose@nationalmall.org>

From: Tiffany Rose <TRose@nationalmall.org>
Sent: Mon Feb 09 2015 06:19:06 GMT-0700 (MST)
To: "Lee, Leonard" <leonard_lee@nps.gov>, Kristine Fitton <KFitton@nationalmall.org>
Subject: RE: #15-0174-Trust for the National Mall Concert Deliverables Memo

Dear Leonard,

Good morning! Thank you for your comprehensive list of deliverables required for our Pluribus Music Festival permit. Kristine and I will move forward with sharing your detailed email with the executive team at C3. As mentioned, I will be reaching out to Robin Nixon today in an effort to get

a follow-up logistics meeting scheduled between NPS leadership, NPS permits, Park Police, Trust Senior Staff, Charlie Jones, C3 partner and anyone else NPS thinks should be in attendance.

Have a nice day and thanks again.

Sincerely,

Tiffany T. Rose

Director of Special Events
Trust for the National Mall

1300 Pennsylvania Avenue, NW, Suite 370

Washington, DC 20007

p: (202) 688-3763 | c: (202) 557-9938 | nationalmall.org

Making the National Mall the best park in the world.



From: Lee, Leonard [mailto:leonard_lee@nps.gov]
Sent: Monday, February 9, 2015 8:02 AM
To: Kristine Fitton; Tiffany Rose
Cc: Sean Kennealy; Robbin Owen; James Murphy
Subject: #15-0174-Trust for the National Mall Concert Deliverables Memo

Good morning Kristine and Tiffany.

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USPP issues with Concert for NTM

/8. USPP issues with Concert for NTM/1.1 Issues needing follow up with National Mall Trust Concert in West Potomac Park USPP.docx

"Murphy, James" <james_murphy@nps.gov>

From: "Murphy, James" <james_murphy@nps.gov>
Sent: Wed Feb 04 2015 08:38:05 GMT-0700 (MST)
To: Leonard Lee <Leonard_Lee@nps.gov>, Robbin Owen <Robbin_Owen@nps.gov>
Subject: USPP issues with Concert for NTM
Attachments: Issues needing follow up with National Mall Trust Concert in West Potomac Park USPP.docx

Leonard,

Here are the issues we have from the meeting for further follow up with the trust.

Jim

All e-mail to/from this account is subject to official review and is for official use only. Action may be taken in response to any inappropriate use of the United States Park Police e-mail system. This e-mail may contain information that is privileged, law enforcement sensitive, or subject to other disclosure limitations. Such information is loaned to you and should not be further disseminated without the permission of the United States Park Police. If you have received this e-mail in error, do not keep, use, disclose, or copy it; notify the sender immediately and delete it.

Lieutenant James Murphy
United States Park Police
Special Events Commander
Office:202-610-8771
Mobile:202-200-9222
james_murphy@nps.gov

"Lee, Leonard" <leonard_lee@nps.gov>

From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Wed Feb 04 2015 08:53:44 GMT-0700 (MST)
To: "Murphy, James" <james_murphy@nps.gov>
Subject: Re: USPP issues with Concert for NTM

Good morning Jim.

Thanks for the list.

I have a meeting at 1100. After I finish, I will add to the list and copy you when I send email to Sean and Karen for their review.

On Wed, Feb 4, 2015 at 10:38 AM, Murphy, James <james_murphy@nps.gov> wrote:
Leonard,

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Jim

All e-mail to/from this account is subject to official review and is for official use only. Action may be taken in response to any inappropriate use of the United States Park Police e-mail system. This e-mail may contain information that is privileged, law enforcement sensitive, or subject to other disclosure limitations. Such information is loaned to you and should not be further disseminated without the permission of the United States Park Police. If you have received this e-mail in error, do not keep, use, disclose, or copy it; notify the sender immediately and delete it.

Lieutenant James Murphy
United States Park Police
Special Events Commander
Office:202-610-8771
Mobile:202-200-9222
james_murphy@nps.gov

Conversation Contents

Conceptual C3 letter to TNM

"Cucurullo, Karen" <karen_cucurullo@nps.gov>

From: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Sent: Tue Feb 03 2015 15:20:21 GMT-0700 (MST)
To: Robbin Owen <robbin_owen@nps.gov>
Subject: Conceptual C3 letter to TNM

Robbin and Leonard,

I understand Sean has forwarded the letter to you. We have been looking for this letter and we just found a copy. Please forward this to USPP contacts so that we are on the same page and we are sharing. Yes, I know it would have been helpful before, but now you have what was signed by Bob.

Thank you for the meeting today, lots of logistical issues, but at this point we have a path forward.

Karen

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Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670
.

"Lee, Leonard" <leonard_lee@nps.gov>

From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Wed Feb 04 2015 08:26:10 GMT-0700 (MST)
To: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Subject: Re: Conceptual C3 letter to TNM

Karen.

Thank you. I am working with Lt. Murphy to put together the list of deliverables.

Please stand by.

On Tue, Feb 3, 2015 at 5:20 PM, Cucurullo, Karen <karen_cucurullo@nps.gov> wrote:
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Acting Superintendent
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w:202-245-4670

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Fwd: FW: C3 concert follow up -- letter please

Attachments:

/10. Fwd: FW: C3 concert follow up -- letter please/1.1 C3 Concert.pdf
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"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Tue Feb 03 2015 15:06:23 GMT-0700 (MST)
To: Robbin Owen <Robbin_Owen@nps.gov>, Leonard Lee <leonard_lee@nps.gov>
Subject: Fwd: FW: C3 concert follow up -- letter please
Attachments: C3 Concert.pdf

Robbin and Leonard,

Here is the letter Bob sent to the TNM for the conceptual approval of the concert event.

This is the first I've seen this too.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

----- Forwarded message -----

From: Nixon, Robin <robin_nixon@nps.gov>
Date: Tue, Feb 3, 2015 at 5:03 PM
Subject: Fwd: FW: C3 concert follow up -- letter please
To: Sean Kennealy <sean_kennealy@nps.gov>, Karen Cucurullo <karen_cucurullo@nps.gov>

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202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▫

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Tue, Feb 3, 2015 at 4:58 PM
Subject: FW: C3 concert follow up -- letter please
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>

Here you go...

From: Swihart, Sharon [mailto:sharon_swihart@nps.gov]
Sent: Friday, October 10, 2014 11:57 AM
To: Kristine Fitton
Subject: Re: C3 concert follow up -- letter please

Here is Bob's signed copy.

--

Sharon Swihart
Special Assistant to the Superintendent
National Mall & Memorial Parks
900 Ohio Street SW
Washington, DC 20024-2000
202-245-4686 (Office)

202-426-9309 (Fax)

"Lee, Leonard" <leonard_lee@nps.gov>

From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Wed Feb 04 2015 08:22:55 GMT-0700 (MST)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>
Subject: Re: FW: C3 concert follow up -- letter please

Thanks Sean.

I am working with Lt. Murphy to put together that list of deliverables.

Please stand by.

On Tue, Feb 3, 2015 at 5:06 PM, Kennealy, Sean <sean_kennealy@nps.gov> wrote:

Robbin and Leonard,

Here is the letter Bob sent to the TNM for the conceptual approval of the concert event.

This is the first I've seen this too.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

----- Forwarded message -----

From: Nixon, Robin <robin_nixon@nps.gov>
Date: Tue, Feb 3, 2015 at 5:03 PM
Subject: Fwd: FW: C3 concert follow up -- letter please
To: Sean Kennealy <sean_kennealy@nps.gov>, Karen Cucurullo <karen_cucurullo@nps.gov>

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW

Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▣

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From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Tue, Feb 3, 2015 at 4:58 PM
Subject: FW: C3 concert follow up -- letter please
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>

Here you go...

From: Swihart, Sharon [mailto:sharon_swihart@nps.gov]
Sent: Friday, October 10, 2014 11:57 AM
To: Kristine Fitton
Subject: Re: C3 concert follow up -- letter please

Here is Bob's signed copy.

--

Sharon Swihart

Special Assistant to the Superintendent

National Mall & Memorial Parks

900 Ohio Street SW

Washington, DC 20024-2000

202-245-4686 (Office)

202-426-9309 (Fax)

"Lee, Leonard" <leonard_lee@nps.gov>

From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Wed Feb 04 2015 08:24:56 GMT-0700 (MST)
To: Charles Guddemi <charles_guddemi@nps.gov>, Steven Booker <steve_booker@nps.gov>, James Murphy <james_murphy@nps.gov>
Subject: Fwd: FW: C3 concert follow up -- letter please
Attachments: C3 Concert.pdf

fyi

----- Forwarded message -----

From: **Kennealy, Sean** <sean_kennealy@nps.gov>
Date: Tue, Feb 3, 2015 at 5:06 PM
Subject: Fwd: FW: C3 concert follow up -- letter please
To: Robbin Owen <Robbin_Owen@nps.gov>, Leonard Lee <leonard_lee@nps.gov>

Robbin and Leonard,

Here is the letter Bob sent to the TNM for the conceptual approval of the concert event.

This is the first I've seen this too.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
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Robin Nixon

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Subject: FW: C3 concert follow up -- letter please
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>

Here you go...

From: Swihart, Sharon [mailto:sharon_swihart@nps.gov]
Sent: Friday, October 10, 2014 11:57 AM
To: Kristine Fitton
Subject: Re: C3 concert follow up -- letter please

Here is Bob's signed copy.

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Sharon Swihart

Special Assistant to the Superintendent

National Mall & Memorial Parks

900 Ohio Street SW

Washington, DC 20024-2000

202-245-4686 (Office)

202-426-9309 (Fax)

Conversation Contents

Music festival permit

/11. Music festival permit/2.1 15-0174 Trust Permit Application.pdf

Tiffany Rose <TRose@nationalmall.org>

From: Tiffany Rose <TRose@nationalmall.org>
Sent: Sun Jan 11 2015 21:32:01 GMT-0700 (MST)
To: Leonard Lee <leonard_lee@nps.gov>
Subject: Music festival permit

Dear Leonard,

Happy New Year! I hope this email finds you well. I am writing in hopes of securing a copy of the Come Together festival permit application I submitted in August. I believe I put down that we would like to have West Potomac Park from September 5th-September 29th. I purposely wanted to have a large window reserved, as we did not have the specific dates of the two day festival and concert. Thank you for your assistance.

Sincerely,

Tiffany T. Rose

Director of Special Events
Trust for the National Mall

1300 Pennsylvania Avenue, NW, Suite 370

Washington, DC 20007

p: (202) 688-3763 | c: (202) 557-9938 | nationalmall.org

Making the National Mall the best park in the world.



"Lee, Leonard" <leonard_lee@nps.gov>

From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Mon Jan 12 2015 07:39:20 GMT-0700 (MST)
To: Tiffany Rose <TRose@nationalmall.org>
Subject: Re: Music festival permit
Attachments: 15-0174 Trust Permit Application.pdf

Good morning Tiffany.

I am well and I pray that you are also.

I am attaching a copy of the application that I think that you are referring to. The reason for my uncertainty is the fact that the attached application is dated September 10, 2014 and requests the dates of September 10-October 8th. Additionally, the attached application lists as its purpose, to "raise national awareness and funds for the campaign for the National Mall."

Please let me know if there is another application that I may not be aware of. If this is the application in question, I will be happy to make any revisions that you would like to make at this time.

Happy New Year!!!

On Sun, Jan 11, 2015 at 11:32 PM, Tiffany Rose <TRose@nationalmall.org> wrote:

Dear Leonard,

Happy New Year! I hope this email finds you well. I am writing in hopes of securing a copy of the Come Together festival permit application I submitted in August. I believe I put down that we would like to have West Potomac Park from September 5th-September 29th. I purposely wanted to have a large window reserved, as we did not have the specific dates of the two day festival and concert. Thank you for your assistance.

Sincerely,

Tiffany T. Rose

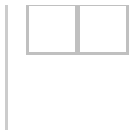
Director of Special Events
Trust for the National Mall

1300 Pennsylvania Avenue, NW, Suite 370

Washington, DC 20007

p: (202) 688-3763 | c: (202) 557-9938 | nationalmall.org

Making the National Mall the best park in the world.



Tiffany Rose <TRose@nationalmall.org>

From: Tiffany Rose <TRose@nationalmall.org>
Sent: Mon Jan 12 2015 07:52:01 GMT-0700 (MST)
To: "Lee, Leonard" <leonard_lee@nps.gov>
Subject: RE: Music festival permit

Dear Leonard,

Thank you for your prompt attention to this matter! Yes, this is the permit that I was referring to in my email. The application is dated September 10, 2014 but the requested dates for the event are September 10 - October 8, 2015. The purpose of the music festival is to raise national awareness and funds for the Campaign for the National Mall. We should probably begin scheduling meetings pertaining to this event in the next 1-2 months as it will be an event that requires a lot of logistical planning and coordination. Just so you know, C3 will be producing the event and TNM/C3 met with Robin Nixon and Superintendent Vogel in early December to ensure we are all on the same page moving forward.

As always, thank you for your unyielding support and assistance. Have a great day!

Sincerely,

Tiffany T. Rose

Director of Special Events
Trust for the National Mall

1300 Pennsylvania Avenue, NW, Suite 370

Washington, DC 20007

p: (202) 688-3763 | c: (202) 557-9938 | nationalmall.org

Making the National Mall the best park in the world.



From: Lee, Leonard [mailto:leonard_lee@nps.gov]
Sent: Monday, January 12, 2015 9:39 AM
To: Tiffany Rose
Subject: Re: Music festival permit

Good morning Tiffany.

I am well and I pray that you are also.

I am attaching a copy of the application that I think that you are referring to. The reason for my uncertainty is the fact that the attached application is dated September 10, 2014 and requests the dates of September 10-October 8th. Additionally, the attached application lists as its purpose, to "raise national awareness and funds for the campaign for the National Mall."

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Sincerely,

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Making the National Mall the best park in the world.



**Label: "2015-00571-Higham NAMA
Concert-swihart"**

Created by:dick_swihart@nps.gov

Total Messages in label:30 (8 conversations)

Created: 05-13-2015 at 09:11 AM

Conversation Contents

Music Festival

"Owen, Robbin" <robbin_owen@nps.gov>

From: "Owen, Robbin" <robbin_owen@nps.gov>
Sent: Wed Apr 29 2015 09:02:20 GMT-0600 (MDT)
To: Karen Cucurullo <Karen_Cucurullo@nps.gov>, Sean Kennealy <sean_kennealy@nps.gov>, John Swihart <dick_swihart@nps.gov>, Robin Nixon <Robin_Nixon@nps.gov>
Subject: Music Festival

Good Morning All: Now the event has been announced we would like to be briefed on what has been agreed to. We viewed the ticket sales site and are very concerned about some of the things they are seeking to do. When are you all available?

Thanks, Robbin

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Wed Apr 29 2015 09:24:45 GMT-0600 (MDT)
To: "Owen, Robbin" <robbin_owen@nps.gov>
Subject: Re: Music Festival

I am available all afternoon today. I am available tomorrow after 2pm.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

On Wed, Apr 29, 2015 at 11:02 AM, Owen, Robbin <robbin_owen@nps.gov> wrote:
Good Morning All: Now the event has been announced we would like to be briefed on what has been agreed to. We viewed the ticket sales site and are very concerned about some of the things they are seeking to do. When are you all available?

Thanks, Robbin

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Wed Apr 29 2015 09:27:54 GMT-0600 (MDT)
To: "Owen, Robbin" <robbin_owen@nps.gov>, Michael Litterst <mike_litterst@nps.gov>
Subject: Re: Music Festival

I asked Mike to get the brief from the TNM so we can share that with everyone to get them up to speed.

Mike - Can that happen today?

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Wed, Apr 29, 2015 at 11:02 AM, Owen, Robbin <robbin_owen@nps.gov> wrote:
Good Morning All: Now the event has been announced we would like to be briefed on what has been agreed to. We viewed the ticket sales site and are very concerned about some of the things they are seeking to do. When are you all available?

Thanks, Robbin

Conversation Contents

C3 Concert

Attachments:

/2. C3 Concert/3.1 C3 Concert agt.doc

Douglas Verner <VernerD@guestservices.com>

From: Douglas Verner <VernerD@guestservices.com>
Sent: Mon Apr 27 2015 12:10:42 GMT-0600 (MDT)
To: "Bob_Vogel@nps.gov" <Bob_Vogel@nps.gov>, "Steve_LeBel@nps.gov" <Steve_LeBel@nps.gov>, "Karen Cucurullo (karen_cucurullo@nps.gov)" <karen_cucurullo@nps.gov>, "Dick_Swihart@nps.gov" <Dick_Swihart@nps.gov>
Subject: C3 Concert

Attached is a draft agreement for the concert to be held September 26-27, 2015.

Please let us know whether the National Park Service approves of these terms proposed by C3 Presents.

Thank you.

Douglas Verner

General Counsel

Guest Services, Inc.

(703) 849-9363

Please help reduce paper usage - do not print this email unless necessary.

"LeBel, Steve" <steve_lebel@nps.gov>

From: "LeBel, Steve" <steve_lebel@nps.gov>
Sent: Mon Apr 27 2015 12:12:55 GMT-0600 (MDT)
To: Douglas Verner <VernerD@guestservices.com>
Subject: Re: C3 Concert

Doug, the proposal was not attached.....

On Mon, Apr 27, 2015 at 2:10 PM, Douglas Verner <VernerD@guestservices.com> wrote:

Attached is a draft agreement for the concert to be held September 26-27, 2015.

Please let us know whether the National Park Service approves of these terms proposed by C3 Presents.

Thank you.

Douglas Verner

General Counsel

Guest Services, Inc.

(703) 849-9363

Please help reduce paper usage - do not print this email unless necessary.

--

Steve LeBel
Deputy Associate Regional Director, Operations and Education

Program Manager, Office of Business Services
National Capital Region, National Park Service
Phone: (202) 619-7072
Fax: (202) 619-7157

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Douglas Verner <VernerD@guestservices.com>

From: Douglas Verner <VernerD@guestservices.com>
Sent: Mon Apr 27 2015 12:21:25 GMT-0600 (MDT)
To: "Bob_Vogel@nps.gov" <Bob_Vogel@nps.gov>, "Karen Cucurullo (karen_cucurullo@nps.gov)" <karen_cucurullo@nps.gov>, "LeBel, Steve" <steve_lebel@nps.gov>, "Dick_Swihart@nps.gov" <Dick_Swihart@nps.gov>
Subject: FW: C3 Concert
Attachments: C3 Concert agt.doc

[With attachment this time.](#)

From: Douglas Verner
Sent: Monday, April 27, 2015 2:11 PM
To: 'Bob_Vogel@nps.gov'; 'Steve_LeBel@nps.gov'; Karen Cucurullo (karen_cucurullo@nps.gov); 'Dick_Swihart@nps.gov'
Cc: Gerry Gabrys; Jeff Marquis; Rick Wayland - Vice President, Operations
Subject: C3 Concert

[Attached is a draft agreement for the concert to be held September 26-27, 2015.](#)

[Please let us know whether the National Park Service approves of these terms proposed by C3 Presents.](#)

Thank you.

Douglas Verner

General Counsel

Guest Services, Inc.

(703) 849-9363

Conversation Contents

Souvenir Sales at Trust for National Mall Concert

"Swihart, John" <dick_swihart@nps.gov>

From: "Swihart, John" <dick_swihart@nps.gov>
Sent: Tue Apr 07 2015 12:27:05 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>, Teri Austin <teresa_austin@nps.gov>
Subject: Souvenir Sales at Trust for National Mall Concert

Robin-

Expect a phone call from Charlie at C3 and Kristine at TNM.

C3 is expecting to sell Rock Band branded T-shirts and other concert memorabilia themselves. Not sure that sort of merchandise is allowed to be sold in this park.

Furthermore Kristine wants to sell a TNM benefit souvenir T-Shirt.

Neither of them expect to sell this stuff through GSI.

I have advised they need park permission to sell this type of specific concert souvenirs and memorabilia and I don't think they can sell that themselves. Kristine said she'd be contacting you.

I think we have to consider that GSI / EN are the only partner & concessioner authorized to sell souvenirs & interpretive retail merchandise on the Mall. GSI has never been allowed to sell specific event related merchandise, other than Cherry Blossom stuff.

Dick

Dick Swihart
Concessions Chief
National Mall and Memorial Parks
900 Ohio Dr SW
Washington, DC 20024
Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Apr 07 2015 14:32:04 GMT-0600 (MDT)
To: "Swihart, John" <dick_swihart@nps.gov>
Subject: Re: Souvenir Sales at Trust for National Mall Concert

Dick, did GSI or EN sell Inauguration t-shirts or memorabilia?

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▫

On Tue, Apr 7, 2015 at 2:27 PM, Swihart, John <dick_swihart@nps.gov> wrote:

Robin-

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National Mall and Memorial Parks
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Washington, DC 20024
Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov

▫

John Swihart <dick_swihart@nps.gov>

From: John Swihart <dick_swihart@nps.gov>
Sent: Tue Apr 07 2015 16:14:50 GMT-0600 (MDT)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: Souvenir Sales at Trust for National Mall Concert

Wasn't here.

Sent from my iPhone

On Apr 7, 2015, at 4:32 PM, Nixon, Robin <robin_nixon@nps.gov> wrote:

Dick, did GSI or EN sell Inauguration t-shirts or memorabilia?

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
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□

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National Mall and Memorial Parks
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Washington, DC 20024
Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov

□

John Swihart <dick_swihart@nps.gov>

From: John Swihart <dick_swihart@nps.gov>
Sent: Tue Apr 07 2015 16:17:50 GMT-0600 (MDT)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: Souvenir Sales at Trust for National Mall Concert

Will ask GSI, but based on the conversation today, they were shocked that C3 & TNM were planning on this. Dick

Sent from my iPhone

On Apr 7, 2015, at 4:32 PM, Nixon, Robin <robin_nixon@nps.gov> wrote:

Dick, did GSI or EN sell Inauguration t-shirts or memorabilia?

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
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202-245-4710 (ofc)
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robin_nixon@nps.gov

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Concessions Chief
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Dick_Swihart@NPS.gov

"Owen, Robbin" <robbin_owen@nps.gov>

From: "Owen, Robbin" <robbin_owen@nps.gov>
Sent: Wed Apr 08 2015 04:41:27 GMT-0600 (MDT)
To: Sean Kennealy <sean_kennealy@nps.gov>, John Swihart <dick_swihart@nps.gov>, Robin Nixon <Robin_Nixon@nps.gov>
Subject: Re: Souvenir Sales at Trust for National MAll Concert

No T-shirt sales. regulation upheld in Supreme Court. The only items that are allowed to be sold are books, pamphlets, newspapers, buttons and bumper stickers per regulations.

Robbin

On Tue, Apr 7, 2015 at 9:40 PM, Sean Kennealy <sean_kennealy@nps.gov> wrote:
Are there regulations for, or against, this?

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office - direct)
202-359-1551 (cell)

Begin forwarded message:

From: "Nixon, Robin" <robbin_nixon@nps.gov>
Date: April 7, 2015 at 4:31:07 PM EDT
To: Sean Kennealy <sean_kennealy@nps.gov>, "Vogel, Bob A." <Bob_Vogel@nps.gov>
Subject: Fwd: Souvenir Sales at Trust for National MAll Concert

fyi while Karen is gone

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

□

----- Forwarded message -----

From: **Swihart, John** <dick_swihart@nps.gov>
Date: Tue, Apr 7, 2015 at 2:27 PM
Subject: Souvenir Sales at Trust for National Mall Concert
To: Robin Nixon <robin_nixon@nps.gov>, Teri Austin
<teresa_austin@nps.gov>
Cc: Karen Cucurullo <karen_cucurullo@nps.gov>

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Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov

□

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Wed Apr 08 2015 05:08:27 GMT-0600 (MDT)
To: "Owen, Robbin" <robbin_owen@nps.gov>
Subject: Re: Souvenir Sales at Trust for National Mall Concert

How do Eastern National and GSI sell t-shirts and souvenirs within that regulation?

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

□

On Wed, Apr 8, 2015 at 6:41 AM, Owen, Robbin <robbin_owen@nps.gov> wrote:
No T-shirt sales. regulation upheld in Supreme Court. The only items that are allowed to be sold are books, pamphlets, newspapers, buttons and bumper stickers per regulations.

Robbin

On Tue, Apr 7, 2015 at 9:40 PM, Sean Kennealy <sean_kennealy@nps.gov> wrote:
Are there regulations for, or against, this?

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office - direct)
202-359-1551 (cell)

Begin forwarded message:

From: "Nixon, Robin" <robin_nixon@nps.gov>
Date: April 7, 2015 at 4:31:07 PM EDT
To: Sean Kennealy <sean_kennealy@nps.gov>, "Vogel, Bob A." <Bob_Vogel@nps.gov>
Subject: Fwd: Souvenir Sales at Trust for National Mall Concert

fyi while Karen is gone

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▫

----- Forwarded message -----

From: **Swihart, John** <dick_swihart@nps.gov>
Date: Tue, Apr 7, 2015 at 2:27 PM
Subject: Souvenir Sales at Trust for National Mall Concert
To: Robin Nixon <robin_nixon@nps.gov>, Teri Austin
<teresa_austin@nps.gov>
Cc: Karen Cucurullo <karen_cucurullo@nps.gov>

Robin-

Expect a phone call from Charlie at C3 and Kristine at TNM.
C3 is expecting to sell Rock Band branded T-shirts and other concert memorabilia themselves. Not sure that sort of merchandise is allowed to be sold in this park.

Furthermore Kristine wants to sell a TNM benefit souvenir T-Shirt.
Neither of them expect to sell this stuff through GSI.

I have advised they need park permission to sell this type of specific concert souvenirs and memorabilia and I don't think they can sell that themselves. Kristine said she'd be contacting you.

I think we have to consider that GSI / EN are the only partner & concessioner authorized to sell souvenirs & interpretive retail merchandise on the Mall. GSI has never been allowed to sell specific event related merchandise, other than Cherry Blossom stuff.

Dick

Dick Swihart
Concessions Chief
National Mall and Memorial Parks
900 Ohio Dr SW
Washington, DC 20024
Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov

▫

Conversation Contents

Conference Call: Trust for the National Mall Music Festival

Courtney Murphy <cmurphy@c3presents.com>

From: Courtney Murphy <cmurphy@c3presents.com>
Sent: Mon Apr 06 2015 15:36:14 GMT-0600 (MDT)
Special Events - MGR
To: <specialevents@guestservices.com>, "Swihart, John" <dick_swihart@nps.gov>, Kristine Fitton <KFitton@nationalmall.org>, Dirk Stalnecker <dstalnecker@c3presents.com>
Subject: Conference Call: Trust for the National Mall Music Festival

When: Tuesday, April 07, 2015 1:00 PM-1:30 PM. (UTC-06:00) Central Time (US & Canada)

Where: Dial in: 512-334-8653 (passcode not required)

~~*~*~*~*~*~*~*~*

Hi Bruce,

Charlie, Kristine, and Dirk are all available for a call tomorrow from 2:00pm-2:30pm EST. I will circulate an invitation and dial-in number shortly.

Thanks!

Courtney

COURTNEY MURPHY
Executive Assistant to Charlie Jones

C 3 P R E S E N T S

300 W 6th Street Suite 2100 | Austin, Texas 78701
512 478 7211 | 512 628 3059 fax
cmurphy@c3presents.com
www.c3presents.com

From: Special Events - MGR <<u>specialevents@guestservices.com</u>>
Date: Monday, April 6, 2015 at 2:28 PM
To: Kristine Fitton <<u>KFitton@nationalmall.org</u>>
Cc: "Swihart, John" <<u>dick_swihart@nps.gov</u>>, Courtney Murphy

<<[u>cmurphy@c3presents.com](mailto:cmurphy@c3presents.com)>

Subject: RE: phone call about Trust for the National Mall music festival?

Hi Kristine,

I'm sorry, we are in the middle of the Cherry Blossom Festival so there's a lot going on...with rain predicted tomorrow, though, I have a window from 2-3pm. Can we talk then? Dirk and I have been trying to make contact but no success yet. Thanks,

Bruce

From: Kristine Fitton [[u>mailto:KFitton@nationalmall.org](mailto:KFitton@nationalmall.org)]

Sent: Monday, April 06, 2015 2:46 PM

To: Special Events - MGR

Cc: Swihart, John; Courtney Murphy ([u>cmurphy@c3presents.com](mailto:cmurphy@c3presents.com))

Subject: FW: phone call about Trust for the National Mall music festival?

Hi Bruce:

I wanted to follow up to my note last week about scheduling a quick phone call about concession opportunities during the Trust's planned music festival in September.

Please let me know if any of the windows below work. If not, feel free to throw out a few options that work on your end and we can coordinate a time that works for everyone.

Thanks --Kristine

From: Kristine Fitton

Sent: Thursday, April 2, 2015 4:15 PM

To: [u>specialevents@guestservices.com](mailto:specialevents@guestservices.com)

Subject: phone call next week about Trust for the National Mall music festival?

Hi Bruce:

I hope all is well. Since we've had several weeks on both ends to explore options for working together during the Trust's music festival this September, I'm hoping I can set up a call with you (and whomever else is relevant at GSI); Charlie Jones of C3 Presents and me to talk through some opportunities.

Below are some windows of time that work on our end. Can you please let me know if you're free to chat next week and I'll gladly set up a call-in number for all of us to hop on the phone.

Thanks. --Kristine

Tuesday, April 7

1:30pm-3:00pm CST

Wednesday, April 8

11:00am-3:00pm CST

Thursday, April 9

11:00am-3:00pm CST

Kristine Fitton
Vice President, Marketing & Communications
Trust for the National Mall

T: 202 407-9412
M: 202-641-4969



Conversation Contents

FW: phone call about Trust for the National Mall music festival?

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Mon Apr 06 2015 12:45:47 GMT-0600 (MDT)
To: "specialevents@guestservices.com"
<specialevents@guestservices.com>
Subject: FW: phone call about Trust for the National Mall music festival?

Hi Bruce:

I wanted to follow up to my note last week about scheduling a quick phone call about concession opportunities during the Trust's planned music festival in September.

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Kristine Fitton

Vice President, Marketing & Communications

Trust for the National Mall

T: 202 407-9412

M: 202-641-4969

cid:image002.jpg@01D062FE.F6564AD0

Special Events - MGR <specialevents@guestservices.com>

From: Special Events - MGR
<specialevents@guestservices.com>
Sent: Mon Apr 06 2015 13:28:44 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: RE: phone call about Trust for the National Mall music festival?

Hi Kristine,

I'm sorry, we are in the middle of the Cherry Blossom Festival so there's a lot going on... with rain predicted tomorrow, though, I have a window from 2-3pm. Can we talk then? Dirk and I have been trying to make contact but no success yet. Thanks,

Bruce

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Vice President, Marketing & Communications

Trust for the National Mall

T: 202 407-9412

M: 202-641-4969

cid:image002.jpg@01D062FE.F6564AD0



Courtney Murphy <cmurphy@c3presents.com>

From: Courtney Murphy <cmurphy@c3presents.com>
Sent: Mon Apr 06 2015 15:02:22 GMT-0600 (MDT)
To: Special Events - MGR
<specialevents@guestservices.com>
Subject: Re: phone call about Trust for the National Mall music festival?

Hi Bruce,

Charlie, Kristine, and Dirk are all available for a call tomorrow from 2:00pm-2:30pm EST. I will circulate an invitation and dial-in number shortly.

Thanks!

Courtney

COURTNEY MURPHY

Executive Assistant to Charlie Jones

C 3 P R E S E N T S

300 W 6th Street Suite 2100 | Austin, Texas 78701

512 478 7211 | 512 628 3059 fax

cmurphy@c3presents.com

www.c3presents.com

From: Special Events - MGR <specialevents@guestservices.com>

Date: Monday, April 6, 2015 at 2:28 PM

To: Kristine Fitton <KFitton@nationalmall.org>

Cc: "Swihart, John" <dick_swihart@nps.gov>, Courtney Murphy <cmurphy@c3presents.com>

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Trust for the National Mall

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cid:image002.jpg@01D062FE.F6564AD0



Conversation Contents

Music Festival Concessions Discussion Follow-up

Attachments:

/6. Music Festival Concessions Discussion Follow-up/1.1 Sign-in sheet (meeting between C3, TNM, NPS and GSI)-1-1.docx

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Mon Mar 02 2015 22:18:59 GMT-0700 (MST)
To: "specialevents@guestservices.com"
<specialevents@guestservices.com>
Subject: Music Festival Concessions Discussion Follow-up
Attachments: Sign-in sheet (meeting between C3, TNM, NPS and GSI)-1-1.docx

Bruce:

Thank you for taking the time to meet last Thursday about concession options for the Trust for the National Mall's music festival.

As promised, please find attached the meeting sign-in sheet to help facilitate what we know will be many conversations in the coming weeks.

Please let us know when you've had a chance to talk with your team at GSI. We'd be happy to regroup by phone to continue exploring workable food, beverage and merchandise sales arrangements as soon as you're ready.

Thanks again,

Kristine Fitton

Vice President, Marketing & Communications
Trust for the National Mall

1300 Pennsylvania Avenue, NW, Suite 370

Washington, DC 20007

c: (202) 641-4969 | nationalmall.org

Making the National Mall the best park in the world.

▣

▣

Conversation Contents

RE: DC Festival

Dirk Stalnecker <dstalnecker@c3presents.com>

From: Dirk Stalnecker <dstalnecker@c3presents.com>
Sent: Fri Feb 27 2015 18:21:57 GMT-0700 (MST)
To: "specialevents@guestservices.com"
<specialevents@guestservices.com>
Subject: RE: DC Festival

Sorry, meant to copy Dick!

Nice meeting you too Dick. Have a nice weekend all.

DIRK STALNECKER

Production Director

C 3 P R E S E N T S

From: Dirk Stalnecker
Sent: Friday, February 27, 2015 7:20 PM
To: 'specialevents@guestservices.com'
Subject: DC Festival

Hi Bruce

Nice meeting you yesterday. Let me know if I can provide you with any information to assist in clarifying the conversation we had at NPS.

Thanks.

DIRK STALNECKER

Production Director

C 3 P R E S E N T S

300 W. 6th Street Suite 2100 | Austin, Texas 78701

512 478 7211 | www.c3presents.com

"Swihart, John" <dick_swihart@nps.gov>

From: "Swihart, John" <dick_swihart@nps.gov>
Sent: Sat Feb 28 2015 07:59:57 GMT-0700 (MST)
To: Dirk Stalnecker <dstalnecker@c3presents.com>
Subject: Re: DC Festival

Thanks, Dirk . It was great to meet you, John & Charlie. I am sure we can work something out between all companies involved. My role is not to tell GSI what to do and how to run their business, but simply to ensure adherence to the terms and conditions of the contract between them and the park.

I spoke with my Superintendent yesterday and she is going to be fine with various beverage locations within the venue, assuming its a controlled entrance/exit into and out of the area and people aren't able to simple wander off into other parts of our park with alcohol. And lastly, as I mentioned to Charlie, as the head of all commercial activity on the Mall I have to follow the law and will need to make sure the prices being charged event attendees (who are considered park visitors) are reasonable.

We'll be talking again soon.

best regards,

Dick

Dick Swihart
Concessions Chief
National Mall and Memorial Parks
900 Ohio Dr SW
Washington, DC 20024
Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov

On Fri, Feb 27, 2015 at 8:21 PM, Dirk Stalnecker <dstalnecker@c3presents.com> wrote:

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Nice meeting you too Dick. Have a nice weekend all.

DIRK STALNECKER

Production Director

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Production Director

C 3 P R E S E N T S

300 W. 6th Street Suite 2100 | Austin, Texas 78701

512 478 7211 | www.c3presents.com

Special Events - MGR <specialevents@guestservices.com>

From: Special Events - MGR
<specialevents@guestservices.com>
Sent: Sat Feb 28 2015 10:06:59 GMT-0700 (MST)
To: Dirk Stalnecker <dstalnecker@c3presents.com>
Subject: RE: DC Festival

Good to meet you too Dirk. We've had one meeting on our end and are setting up another. We'll be contacting you to set up a meeting soon. Thanks,

Bruce

From: Dirk Stalnecker [<mailto:dstalnecker@c3presents.com>]
Sent: Friday, February 27, 2015 8:22 PM
To: Special Events - MGR
Cc: dick_swihart@nps.gov; John Liipfert
Subject: RE: DC Festival

Sorry, meant to copy Dick!

Nice meeting you too Dick. Have a nice weekend all.

DIRK STALNECKER

Production Director

C 3 P R E S E N T S

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300 W. 6th Street Suite 2100 | Austin, Texas 78701

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Conversation Contents

NPS/GSI/TNM/C3 meeting

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Feb 19 2015 14:09:36 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: NPS/GSI/TNM/C3 meeting

Thank you both! It is good to meet you by email, Dick.

On my end, I've copied John Liipfert of C3 Presents, who is our production partner for the fundraising concert.

Ideally, we'd love to have a quick meeting next Thursday, if possible, since the C3 team will be in town for a broader meeting that you helped set up, Robin.

If that's possible, I can coordinate that with you both and the team you recommend at GSI. Alternatively, we can look at other dates if Thursday doesn't work.

Thanks --Kristine

From: Nixon, Robin [mailto:robin_nixon@nps.gov]
Sent: Thursday, February 19, 2015 1:53 PM
To: Kristine Fitton
Cc: John Swihart
Subject: Re: best contacts for GSI meeting?

Kristine, the NPS contact, and also the person who will know the best GSI contact, is Dick Swihart, our Concessions specialist. I have copied him on this message so that you can

make contact. I would be interested in attending the meeting, if possible. Robin

Robin Nixon

Chief of Partnerships

National Mall and Memorial Parks

National Park Service

900 Ohio Drive, SW

Washington, DC 20024

202-245-4710 (ofc)

202-738-7956 (cell)

robin_nixon@nps.gov

▫

On Thu, Feb 19, 2015 at 1:14 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Hi Robin:

I'm looking to set up a meeting for C3 and GSI to discuss concert concessions.

The permitting dept mentioned to me a while ago that there is a NPS liaison who should be included in those discussions. Is it also a meeting you'd like to attend?

Just let me know and I will get something on the books.

Thanks --Kristine

"Swihart, John" <dick_swihart@nps.gov>

From: "Swihart, John" <dick_swihart@nps.gov>
Sent: Thu Feb 19 2015 14:34:59 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: NPS/GSI/TNM/C3 meeting

Hi Kristine -

Maybe we need to have a discussion prior to bringing GSI in. The reality is they have a contract with this park that provides them exclusive right to provide all food & beverages on the Mall, unless they specifically choose to waive that right. I'm willing to invite them to a meeting as long as C3 fully understands our contract and the rights afforded to GSI under that agreement.

If this is understood, we can bring GSI in and talk about what's being planned and what GSI would be able to do.

Let me know so I can get a hold of GSI and check on their availability next Thursday.

thank you,

Dick

Dick Swihart
Concessions Chief
National Mall and Memorial Parks
900 Ohio Dr SW
Washington, DC 20024
Office: (202) 619-6392
Cell: (202) 748-2470
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Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Feb 19 2015 19:52:10 GMT-0700 (MST)
To: "Swihart, John" <dick_swihart@nps.gov>
Subject: Re: NPS/GSI/TNM/C3 meeting

Dick:

Thanks for your quick response.

We understand the nature of the GSI contract and want to use our first meeting to explore what kind of arrangements are possible that work within the bounds of your agreement but also affords us the opportunity to provide our event attendees with a different kind of culinary experience than is typically offered in the park. Specifically, our event celebrates diversity -- a key tenet of the National Mall -- through a wide range of music and ideally through a wide range of food from DC's top chefs.

In my preliminary conversations with Bob Vogel last fall, we discussed potential subcontracting relationships through GSI to get the diversity of we're seeking.

We welcome your advice, though, since this is obviously your area of expertise, Dick.

We realize this is a complex ask, so we'd love to at least get the talks started on Thursday if possible.

--Kristine

On Feb 19, 2015, at 4:34 PM, "Swihart, John" <dick_swihart@nps.gov> wrote:

Hi Kristine -

Maybe we need to have a discussion prior to bringing GSI in. The reality is they have a contract with this park that provides them exclusive right to provide all food & beverages on the Mall, unless they specifically choose to waive that right. I'm willing to invite them to a meeting as long as C3 fully understands our contract and the rights afforded to GSI under that agreement. If this is understood, we can bring GSI in and talk about what's being planned and what GSI would be able to do.

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To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: NPS/GSI/TNM/C3 meeting

Good morning, Kristine -

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National Mall and Memorial Parks
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Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov

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From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Mon Feb 23 2015 07:07:37 GMT-0700 (MST)
To: "Swihart, John" <dick_swihart@nps.gov>
Subject: RE: NPS/GSI/TNM/C3 meeting

Dick and Robin:

I'm so grateful to you – and to GSI – for accommodating this meeting request on short notice.

The 1:00pm timing seems ideal. Please let John and I confirm with the other participants this

morning and we'll get right back to you.

Thanks, again. --Kristine

From: Swihart, John [mailto:dick_swihart@nps.gov]
Sent: Monday, February 23, 2015 9:05 AM
To: Kristine Fitton
Cc: Nixon, Robin; John Liipfert (jliipfert@c3presents.com)
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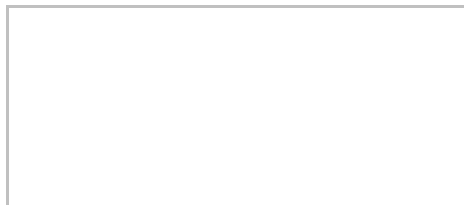
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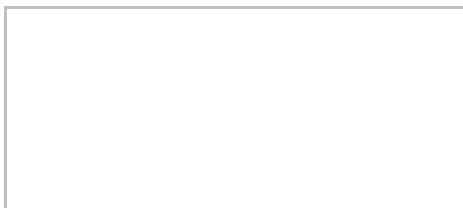
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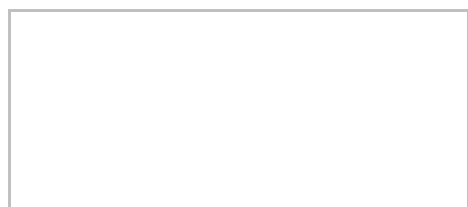
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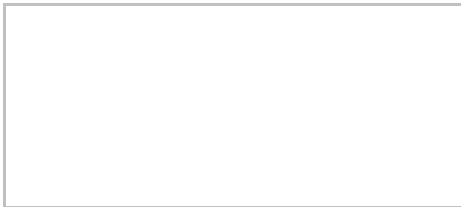
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To: Bruce Ward <specialevents@guestservices.com>
Subject: Fwd: NPS/GSI/TNM/C3 meeting

Bruce -

Further to our discussion on Friday, we will meet with the Trust and their chose special events producer, C3 Presents, on Thursday afternoon at 1PM in the NAMA Permits Office conference room. (not my office)

Please note who from the Trust & C3 will be in attendance. GSI is certainly welcome to bring anyone else you might have an interest and desire to join this meeting.

See you there,

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Date: Thu, Feb 19, 2015 at 4:09 PM

Subject: NPS/GSI/TNM/C3 meeting

To: "Nixon, Robin" <robin_nixon@nps.gov>

Cc: John Swihart <dick_swihart@nps.gov>, "John Liipfert (jliipfert@c3presents.com)" <jliipfert@c3presents.com>

Thank you both! It is good to meet you by email, Dick.

On my end, I've copied John Liipfert of C3 Presents, who is our production partner for the fundraising concert.

Ideally, we'd love to have a quick meeting next Thursday, if possible, since the C3 team will be in town for a broader meeting that you helped set up, Robin.

If that's possible, I can coordinate that with you both and the team you recommend at GSI. Alternatively, we can look at other dates if Thursday doesn't work.

Thanks --Kristine

On Thu, Feb 19, 2015 at 1:14 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Hi Robin:

I'm looking to set up a meeting for C3 and GSI to discuss concert concessions.

The permitting dept mentioned to me a while ago that there is a NPS liaison who should be included in those discussions. Is it also a meeting you'd like to attend?

Just let me know and I will get something on the books.

Thanks --Kristine

Special Events - MGR <specialevents@guestservices.com>

From: Special Events - MGR
<specialevents@guestservices.com>
Sent: Mon Feb 23 2015 10:18:34 GMT-0700 (MST)
To: "Swihart, John" <dick_swihart@nps.gov>
Subject: RE: NPS/GSI/TNM/C3 meeting

Okay, thanks Dick!

Bruce

From: Swihart, John [mailto:dick_swihart@nps.gov]
Sent: Monday, February 23, 2015 11:03 AM
To: Special Events - MGR
Cc: Russell Baratz
Subject: Fwd: NPS/GSI/TNM/C3 meeting

Bruce -

Further to our discussion on Friday, we will meet with the Trust and their chose special events producer, C3 Presents, on Thursday afternoon at 1PM in the NAMA Permits Office conference room. (not my office)

Please note who from the Trust & C3 will be in attendance. GSI is certainly welcome to bring anyone else you might have an interest and desire to join this meeting.

See you there,

Dick Swihart

Concessions Chief

National Mall and Memorial Parks

900 Ohio Dr SW

Washington, DC 20024

Office: (202) 619-6392

Cell: (202) 748-2470

Dick_Swihart@NPS.gov

▫

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>

Date: Thu, Feb 19, 2015 at 4:09 PM

Subject: NPS/GSI/TNM/C3 meeting

To: "Nixon, Robin" <robin_nixon@nps.gov>

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Just let me know and I will get something on the books.

Thanks --Kristine

**TEMPORARY AGREEMENT
AMONG
THE NATIONAL PARK SERVICE,
C3 PRESENTS, AND GUEST SERVICES, INC.**

WHEREAS, Guest Services, Inc. ("Guest Services") is the designated food and beverage services concessioner on the National Mall and adjacent National Parks, including West Potomac Park, pursuant to a contract with the National Park Service; and

WHEREAS, C3 Presents ("C3") is an event production company which in conjunction with the Trust for the National Mall (the "TNM") is seeking to produce a concert for the benefit of TNM and C3 in West Potomac Park on the weekend of September 26-27, 2015 (the "Concert"); and

WHEREAS, C3 wishes to have Guest Services waive its exclusive concession for food and beverage services for the Concert; and

WHEREAS, the National Park Service has consented to the above-described arrangement;

NOW, THEREFORE, C3, Guest Services, and the National Park Service agree as follows:

1) FEE

C3 shall pay Guest Services a total of \$75,000 as a fee, payable in two installments, for this one-time waiver of Guest Services' contractual rights.

The first installment of \$25,000 shall be paid to Guest Services no later than May 6, 2015. The second installment of \$50,000 shall be paid to Guest Services no later than September 2, 2015.

This Agreement may be immediately terminated by Guest Services in the event either payment is not timely made.

2) TERM AND LOCATION

This Agreement only applies to the two days of the Concert, from 11:00 a.m. until 7:30 p.m. each day, and only in West Potomac Park.

3) PROVISION OF BAGGED ICE

Guest Services shall, upon request from C3 made no later than September 4, 2015, agree to provide 40-pound bags of cubed ice to C3 and any of its designated vendors, at a price of \$15 a bag.

4) INDEMNIFICATION

C3 acknowledges that during the Concert it will be solely responsible for obtaining National Park Service approval for the menu and prices for food and beverages sold at the Concert, and for complying with all laws and regulations, including health codes. The National Park Service acknowledges that it hold C3 solely responsible for compliance with those matters during the Concert.

C3 hereby agrees to indemnify and hold Guest Services harmless from any and all claims arising from or related to the Concert, unless such claims arise from Guest Services' gross negligence or willful misconduct.

5) ATTORNEY'S FEES

In an action to enforce the terms of this Agreement, the prevailing party shall be entitled to an award of its attorneys' fees as part of any judgment.

6) INTERPRETATION OF AGREEMENT

The National Park Service agrees that this Agreement shall not be construed as a subcontract or sub-concession pursuant to its Concession Contract with Guest Services.

This Agreement is made this 28th day of April, 2015.

Guest Services, Inc.

By _____

Its _____

C3 Presents

By _____

Its _____

National Park Service

By _____

Its _____



United States Department of the Interior



NATIONAL PARK SERVICE
National Mall and Memorial Parks
900 Ohio Drive, S.W.
Washington, D.C. 20024-2000

IN REPLY REFER TO:

October 10, 2014

Memorandum

To: Trust for the National Mall

From: Robert A. Vogel, Superintendent, National Mall and Memorial Parks

Subject: C3 Concert

This letter is a written acknowledgement that the National Mall and Memorial Parks grants conceptual approval to its non-profit partner, the Trust for the National Mall, to hold a benefit concert on the National Mall with the purpose of raising awareness and funds for restoring and improving the National Mall.

As a result of this letter, the Trust for the National Mall, will move forward with plans to execute a benefit concert that consists of a ticketed event on the grounds of the National Mall. The Trust will work closely with the Park on next steps: an approved special use permit for the event.

The event concept consists of a two-day festival featuring live music in designated areas with other entertainment and educational content. The park agrees to work with the Trust for the National Mall to pursue appropriate food, beverage and souvenir options. The event will help fulfill the Trust's and the Park's shared goals of engaging the public – particularly millennials – in the mission and restoration of the park.

As required by park policy and law, the Trust will prevent any event-related damage to the grounds and to repair any potential damage after the event. During the event, steps will be taken to engage and to minimize disruption to other National Mall visitors.

PROPOSAL TO THE NATIONAL PARK SERVICE



“Come Together” Fundraiser and Festival

For the Trust for the National Mall

8.20.15



TRUST FOR THE
NATIONAL
MALL



GOAL AND OVERVIEW

C3 Presents will produce a compelling and engaging event on the National Mall to raise awareness and funds for the historic Campaign for the National Mall -- the significant capital fundraising and awareness-building effort by the Trust to restore and improve the National Mall. The Campaign, intended to be a signature part of the broader National Park Service Centennial, will help realize the Park Service's bold National Mall Plan, making the park more beautiful, functional and sustainable for generations to come.

C3 Presents, an experienced NPS partner, will leverage an effective and tested fundraising business model: the multi-day music festival.

This festival will kick-off the grassroots Campaign for the National Mall by drawing attention to the investment needs of the park, celebrating the park's historic and cultural significance, and highlighting the ability of Americans to become stewards of the National Mall by Coming Together with fellow Americans for a shared cause. The event will function as a fundraiser, generating money that will directly support the Campaign for the National Mall.

The festival will launch a broader effort that will call upon Americans to *Come Together to Restore the National Mall*. Despite all of the divisiveness in the country today, the National Mall – America's Front Yard – remains our common ground. The Come Together festival will bring together an amazingly broad mix of musicians and performers, along with a wide range of food that reflects the cultural breadth of America, to underscore the diversity of people that must unite to preserve the National Mall and all that it represents.



TRUST FOR THE
NATIONAL
MALL

SIZE AND SCOPE OF THE EVENT

- The “Come Together” Fundraiser and Festival will take place from 11:00am-10:00pm on Saturday and Sunday with an estimated 40,000-60,000 attendees per day, and an optional VIP fundraiser on Friday evening at a to be determined location. (Tentative target time period of September 2015)
- Production of the event at West Potomac Park would require 9 days, from start to finish. *(See Addendum #1: Proposed Build Schedule)*
- Tickets would be sold exclusively online through the “Come Together” Website prior to and during the event, as necessary. A physical, temporary Box Office would also be open prior to and during the show, ideally at a location in the park.

MITIGATING EVENT IMPACT

- The ongoing festival will not adversely affect visitors to the National Mall, and all National Monuments are to remain open.
- Free programming will be available to all park visitors, including but not limited to jumbotrons for viewing live video feeds of the ticketed event. Other potential experiences for park visitors may include a Trust for the National Mall educational tent or additional free entertainment programming outside the gated event.
- West Potomac Park will be a fenced and ticketed location. Official event wristbands, distributed via mail, will easily delineate festival-goers from other park visitors.
- The event will not require the closure of any major thoroughfares. Event publicity information will encourage the use of public transportation or shuttle service to get to and from the event.

FUNDING MODEL

- The funding model for the “Come Together” Fundraiser and Festival will be secured and guaranteed by C3, along with a combination revenue model to include sponsorship donations and ticket prices ranging from \$25.00 USD to \$2,500.00 USD.



- C3 Presents is a privately held, financially solvent company with fifteen years of experience producing multi-stage, multi-artist festivals in urban park settings. Funding for the “Come Together” event would be a combination of funds sourced by C3 Presents and revenue generated by the Festival. C3 Presents will pay the Trust for the National Mall a TBD percentage of gross revenue from the event. Gross revenue generally includes ticket sales, sponsorship, food and beverage, third party vending, and other agreed upon revenue streams.
- For this specific event directly benefitting the Trust for the National Mall, C3 Presents is requesting a one-time amendment to NPS policy allowing a gated and ticketed event that employs vendors outside the current NPS concessions system for all food and beverage operations and a temporary box office.
- Enclosed you will find a list of exceptions from across the nation where amendments have been made to other National Park Lands for private events. *(See addendum #2)*

EVENT RISK AND LIABILITY

C3 Presents will take on all risk and liability for the Come Together Fundraiser and Festival at West Potomac Park as specified below:

C3 will perform the services related to production of the Festival including:

- Booking and coordination of all artists
- Promotion, including radio, print, interviews, and street teams
- Managing the box office and ticket sales
- Production of the Festival including coordination of the stage, sound, lights, volunteers, and stagehands
- Supervision and coordination of the vendor sales, including food, bar, art, and t-shirts
- Contracting with all vendors and suppliers, including tents, fence, port-a-cans, clean-up, electrical supplies, catering, etc.
- Providing private security in coordination with the US Park Police
- Development, design, and production of all creative work, including I.D. development, posters and flyers, sponsorship package, and other creative work, in coordination with the Trust for the National Mall
- Obtaining all sponsors for the Festival in coordination with the Trust for the National Mall. On behalf of itself and the Trust for the National Mall, C3 will manage and control all funds related to the Festival, and will be responsible for collecting and paying (and will collect and pay) all amounts required by law or contract in connection with the Festival, including any taxes and fees owed in



connection therewith, except for taxes based upon the Trust for the National Mall's income. C3 will use reasonable commercial efforts in performing its Services. C3 will hire all labor and purchase all materials necessary to handle its Services.

- Except as otherwise expressly provided in an Agreement (including the Trust for the National Mall's indemnification obligations), the risk of loss with respect to the Festival lies entirely with C3, and C3 will be responsible to pay for all financial obligations related to the Festival.

PARTNERSHIP CREDENTIALS

C3 Presents is an independent concert promotion, event production and artist management company based out of Austin, Texas. C3 was founded by Charles Attal, Charlie Jones and Charlie Walker in 2007 and is currently the third largest concert promotion agency in the United States.

Annually, C3 produces the Austin City Limits Music Festival and Austin Food & Wine Festival in Austin, Texas, Lollapalooza in Chicago, Illinois, Big Day Out in Australia, and Orion Music + More in Atlantic City, New Jersey.

C3 Presents has produced many events on the National Mall including:

- The 57th Inauguration of the President and Vice President including the National Day of Service Event, the Inaugural Swearing-In Ceremony and Inaugural Parade
- The 56th Inauguration of the President and Vice President including the HBO televised broadcast of the "We Are One" Concert, the Inaugural Swearing-In Ceremony and Inaugural Parade. 3 million attendees over three days of events.
- The White House Easter Egg Roll held on the South Lawn of the White House in Washington, D.C., attended by 30,000 annually and produced by C3 Presents annually since 2009



TRUST FOR THE
NATIONAL
MALL



September 15, 2014

TO: National Mall and Memorial Parks
FROM: The Trust for the National Mall
RE: Addendum Information on Value of a Benefit Concert

Per our memos from last month, the Trust is seeking permission to hold a benefit concert on the National Mall with production and promotional partner C3 Presents. We are advocating for a green light for this event because we believe it has a lot of potential to benefit the Campaign for the National Mall and its support of the 2010 National Mall Plan and the broader Centennial campaign in both the near term and the long term.

As we've discussed, if we get approval by October 1, 2014, we are confident we can effectively plan and execute the event in the fall of 2015 to kick off our grassroots campaign and highlight the National Park Service Centennial.

Below is additional information regarding the value of the event to the cause of raising awareness and funds to restore and improve the National Mall:

AN ORGANIZATIONAL GAME-CHANGER

Unlike other large events on the National Mall that simply use the iconic park as a backdrop, the *Come Together Concert to Restore the National Mall* will have the park as its stage and its cause. It provides a tremendous opportunity to bring a wide swath of Americans – particularly millennials – into the growing movement to restore the National Mall and help kick off the broader NPS 100th anniversary efforts.

Large benefit concerts are considered catalytic philanthropy: a single event that when executed strategically can inspire hundreds of thousands to join and give immediately and over time. In addition to money generated directly from the event, the broader cause benefits include:

- **Building Awareness** of the need for stewardship of the park and the campaign to restore it. Event publicity and potential broadcast coverage (which will be negotiated after the event is approved) will rally a younger generation of Americans to support the National Mall and will open doors and lighten the lift of the Trust's future fundraising across a range of prospect audiences.

- **Building Lists** from the large amount of data collected from ticket purchasers. We estimate that in Year 1, a two-day benefit concert could grow the Trust's database of National Mall donors tenfold. This provides long-term value since we can then solicit this large audience for further engagement and contributions in the centennial year and beyond.
- **Creating Related Engagement Opportunities** that can extend directly from the concert event, which can further boost awareness and fundraising. These potential ancillary tactics could include a lottery ticket giveaway for supplemental list building, a telethon if television coverage is provided, or cause marketing partnerships rooted in the event, such as iTunes sales of music from the concert.
- **Offering More Compelling Corporate Benefits** that include temporary exposure for a corporate name and hospitality tent access, which is broader than what the Trust can provide through existing smaller events like the Benefit Luncheon.
- **Incentives for Existing Donors** who can receive tickets or VIP passes as thank yous for participation in the campaign, to encourage retention and growth of our existing donor base.
- **Access to Celebrity Participation** in our cause via social media or public service announcements. Celebrities participating in the concert event can further promote National Mall stewardship to their fans and social media followers.

Standard bearers like Live Aid have shown that large festival concerts can be game-changers for little-known causes, instantly putting them on the map in a way that multiple smaller events cannot. The non-profit supporting Chicago city parks raised a total of \$520,000 for park improvements in 2003 and \$525,000 in 2004, the two years before Lollapalooza was reinvented as a destination festival based in Grant Park. (source WBEZ 4/15/12). The first year of Lollapalooza nearly doubled the park non-profit's annual fundraising. Today, the festival alone contributes a guaranteed minimum of \$1.5 million each year to the Chicago park system.

A PROVEN SOURCE OF FUNDS OVER TIME

Our partner, C3 Presents, has a history of successfully staging major concerts in public parks, providing revenue to a non-profit park partner that increases over time.

- In 2005, C3 revived Lollapalooza – what is now a three day festival with about 300,000 attendees -- in Chicago's Grant Park. The event had an immediate financial payoff that has grown substantially over time.
 - In 2005, its inaugural year in Chicago, the event generated \$400,000 for the park. (source: *Crain's Chicago Business 8/1/11*). The financial success of first year music festivals is a bit unpredictable because new events lack both an in-market track record to draw maximum sponsorship support and a built-in database of ticket purchasers.

More funds are also spent on marketing promotion for new events to generate awareness.

- By the time the concert reached the five year mark in 2010, as part of the deal, 10.25 percent of the event's gross revenues — with a minimum of \$1 million — were donated to the Chicago Park District for improvements. (source: NYT 8/8/10)
- In the last few years, the partners re-negotiated and extended their contract through 2021. Today, C3 Presents guarantees a \$1.5 million contribution and a growing percentage of net ticket sales. (source: *grantparkconservancy.org*) In 2011, that payment was \$2.7 million.

POTENTIAL ARRANGEMENT FOR THE NATIONAL MALL *COME TOGETHER* CONCERT

We are confident we have the right ingredients – the timing, the partner, the cause, and the location – to create a successful fundraising concert to benefit the National Mall.

Because of the unpredictability of costs associated with new concert events, however, we've discussed with partner C3 that a guarantee of 10% of gross revenue from the event go to the Trust for the National Mall to support its efforts to restore and improve the park. Unlike negotiating a percentage of net proceeds, this protects us from the negative impact of high start-up promotional costs and guarantees income for the Campaign for the National Mall, even if the event fails to make a new profit in Year 1.

Specifically, C3 can guarantee 10% gross on all sales to the Trust for the National Mall, including:

1. 10 % Gross Tickets Sales.
2. 10% Gross Sponsorship Sales
3. 10 % Gross Bar Sales
4. 10% Merchandise Sales

Additionally, 100% (less the direct cost of operational expenses) of donations related to the event will go to the Trust, which includes money raised through live text-to-donate calls to action, a telethon, and any related TBD initiatives.

This arrangement is based on current event plans, which are largely conceptual at this stage. If we get a green light to proceed, we will further refine the event terms in a signed contract, but regardless of the details of the event, the Trust proceeds will not be less than 10% of gross revenue.

A RESPONSIBLE PARTNERSHIP: NPS, THE TRUST AND C3

- We anticipate securing support for our event from the DC government and tourism industry. Festivals are a huge economic engine for cities and tend to build goodwill with local governments because of the clear economic benefits they provide. In just

three days, the Lollapalooza music festival provides an over \$100 million dollar boost to Chicago's local economy. Concert attendees and others associated with the event rent hotel rooms, eat at restaurants and shop at local stores.

- Given the Trust's mission, we will ensure that our partnership for this event takes a "first, do no harm" approach to the park grounds. The Grant Park Conservancy and Chicago Park District have made sure that Lollapalooza restores Grant Park to a "better-than-preconcert condition". As a goodwill gesture, Lollapalooza has funded the planting of hundreds of new trees and the creation of new gardens in Grant Park. And as part of their contract, the promoters and the Park District now also jointly assess the event damages and C3 immediately pays the city to make the repairs, which is money above and beyond the charitable contribution made to the cause.
- C3 Presents has a long-standing relationship with the non-profit supporting the parks in its home city of Austin. Although the terms of the relationship are complex and have evolved over time, part of the partnership provides the Austin Parks Foundation about 8.5 percent of the Austin City Limits annual gross ticket sales. C3 Presents has supplemented its annual arrangements with periodic major donations to the park system. Last year, \$3.5 million donation to Auditorium Shores Park. In 2008, it provided a \$2.5 million donation to restore the turf at Zilker Park. Given C3's extensive work on the National Mall supporting the Obama inaugural activity and annual events like the White House Easter Egg Roll, we are confident we can build a strong partnership with our event provider that will greatly benefit the National Mall over time.



Landmark Music Festival Launch Event
Tuesday, April 28, 2015
POV Rooftop Bar – The W Hotel

1:00pm – POV Rooftop Bar Available

Patrick & Brooke arrive to build and test Lineup Reveal & A/V

3:00pm – POV Rooftop Bar Available

C3/Trust Staff arrive to review and assist remaining setup

4:00pm - Run-through

C3/Trust go through entire run of show w/ Charlie Jones

5:30pm - Ready

Directional signage placed in first floor lobby and rooftop elevator

Reservation Table setup w/ RSVP List, Press Badges (post-event takeaways at the ready)

5:50pm - Set

DJ Mel begins to spin

Bar & Passed Bites ready

6:00pm – Go

Doors open, guests arrive

6:50pm – Attention To The Floor

Caroline Cunningham takes the stage; opening remarks, directs attention to screens and introduces announce video

Manish/W Video Team cue up announce video

6:55pm – The Announce

Two TV's located along the southernmost wall stream the announce video

7:00pm – Rest of Speakers

Deputy Mayor for Planning and Economic Development Brian Kenner takes the stage, remarks

Congresswoman Eleanor Holmes Norton takes the stage, remarks

NPS Acting Superintendent Karen Cucurullo takes the stage, remarks

7:30pm (approx.) – Lineup & Ticket Info Announcement

Charlie Jones takes stage, remarks and announces 2015 Lineup/limited-time \$100 Passes/Yahoo! Livestream partnership

Festival Takeaways placed on reservation table for departing guests

7:40pm – Mix & Mingle

DJ Mel picks up the music

Charlie & Caroline make themselves available for questions

8:00pm – Close of Show

LAUNCH EVENT MATERIALS, TAKEAWAYS & CREATIVE ASSETS

Items	Quantity	Who Is Bringing to The W
Pre-Stamped Lineup Postcards	200	Brooke
Challenge Coins	190	Brooke
Press Badges	50	Liipfert
Press Badge Lanyards	50	Brooke
Moleskines	200	Trust
Press Inquiry Cards	200	Trust
Lineup Reveal Structure w/ Drape	1	Trust
Lineup Announcement Video, Pre-Video & Post Video Images	1	Paul (C3) / Manish (W)
Directional Signage	2	Trust
Easels for Directional Signage	2	The W providing
DJ Rig	1	Liipfert
55" TVs	2	The W providing
Photographer & Videographer	2	Liipfert

INTERNAL CONTACT LIST

Name	Role / Affiliation	Email	Phone
Kristine Fitton	Vice President Marketing and Communications / TNM	KFitton@nationalmall.org	202-407-9412
Tiffany Rose	Director of Events / TNM	TRose@nationalmall.org	202-688-3763
MacKenzie Babb	Communications Manager / TNM	mbabb@nationalmall.org	202-688-3765
Jeremy Granoff	Marketing Associate / TNM	jgranoff@nationalmall.org	202-688-3759
Kelly Thomas	Director of Corporate Development / TNM	kthomas@nationalmall.org	202-688-3758
Kristine Templin	Chief Development Officer	ktemplin@nationalmall.org	202-688-3760
Patrick Dentler	Marketing / C3 Presents	pdentler@c3presents.com	512-731-0176
Lindsay Hoffman	Marketing / C3 Presents	lhoffman@c3presents.com	512-804-6666
Brooke Leal	Marketing / C3 Presents	bleal@c3presents.com	336-413-3582
Sandee Fenton	Publicity / Fresh & Clean Media	sandee@freshcleanmedia.com	310-487-4595
Brittany Pearce	Publicity / Fresh & Clean Media	brittany@freshcleanmedia.com	310-625-7990
Karly Tuckness	Sponsorship / C3 Presents	ktuckness@c3presents.com	512-423-2456
Brittany Henley	VIP / C3 Presents	bhenley@c3presents.com	512-284-0621
John Liipfert	Producer / C3 Presents	jliipfert@c3presents.com	512-912-6438
Bonnie Jung	Event Director / W Washington DC	Bonnie.Jung@whotels.com	202-441-6194
Manish Alimchandani	Event Tech / W Washington DC	malimchandani@psav.com	404-993-9018
DJ Mel	DJ / C3 Presents	djmel@c3presents.com	512-694-3654
Romel Simon	Videographer	simonromel@gmail.com	703-981-3907
Daniel Swartz	Photographer	daniel.swartz@revamp.com	212-671-0005
SPEAKERS			
Charlie Jones	Partner / C3 Presents	cjones@c3presents.com	
Caroline Cunningham	President / Trust for the National Mall	Ccunningham@nationalmall.org	
Brian Kenner	Deputy Mayor for Planning and Economic Development	ingrid.wilson@dc.gov	202-727-3971
Eleanor Holmes Norton	Congresswoman / District of Columbia	Try.Coburn@mail.house.gov	202-225-8050
Karen Cucurullo	Acting Superintendent / National Mall and Memorial Parks	karen_cucurullo@nps.gov	202-245-4670

DRAFT 11.3.14

Partnership Meeting for 2015 National Mall Benefit Concert

11.7.14

AGENDA:

Goal: Discuss and advance issues critical to creating a successful multi-day benefit concert that are guided by National Mall and Memorial Parks policies and requirements. The solutions discussed will be the basis of a special use permit for a Trust for the National Mall/C3 Presents ticketed concert event.

Welcome and Introductions

Aligning Overall Event Message and Purpose

- NPS goals/Trust goals/C3 goals

Scope of Event/Logistics

- Duration of permit (set up and tear down time)
- Managing ticketing process onsite
- Concession strategies & alcohol waiver
- Strategies for engaging other park visitors

Site Protection & Repair

- Necessary turf protection measures
- Plans for potential site restoration

Sponsorship Policies

- In-Park Recognition Guidelines

Trust for the National Mall – Landmark Music Festival 4/29/15

Below is a recap of the coverage from last night's announcement:

- [McFly Report: Music festival to benefit National Mall](#), WUSA9 | 4/29/15
- WJLA Morning Show | 4/29/15
- [New DC music festival to benefit National Mall restoration](#), Brett Zongker, Associated Press | 4/28/15
 - AP story was picked up by: CBS DC, Fox DC, WTOP, Washington Times, Bradenton Herald, Idaho Statesman
- [Drake to headline music festival for National Mall](#), Patrick Ryan, USA Today | 4/28/15
- [Drake, the Strokes to headline two-day, 40-band music festival in D.C.'s West Potomac Park](#), Lavanya Ramanathan, Washington Post | 4/28/15
- [Major music festival coming to the National Mall](#), Jennifer Nycz-Conner, Washington Business Journal | 4/29/15
- [Drake and the Strokes to Headline Music Festival to Benefit National Mall](#), Benjamin Freed, Washingtonian | 4/28/15
- [Drake and the Strokes Will Headline a Two-Day Music Festival in D.C. This Fall](#), Christina Cauterucci, Washington City Paper | 4/29/15
- [Lollapalooza Promoter to Kick Off New Washington Music Festival](#), John Jurgensen, Wall Street Journal | 4/28/15
- [Landmark Music Festival Lineup Announced](#), Brightest Young Things | 4/28/15
- [New DC Music Festival to Benefit National Mall Restoration, DC Spotlight](#) | 4/28/15
- [Drake, The Strokes, alt-J Set For Landmark Fest in Washington D.C.](#), Ray Waddell, Billboard | 4/28/15
- [Drake, the Strokes, Chvrches, the War on Drugs to Play Inaugural Landmark Music Festival](#), Corban Goble, Pitchfork | 4/28/15
- [Drake, Chvrches, War on Drugs to play Landmark Music Festival](#), Jeff Terich, Treble Zine | 4/29/15
- [Landmark Music Festival 2015 Lineup Announced Featuring Alt-J, The Strokes And Drake](#), Nicolle Periola, MXDWN.com | 4/28/15
- [Drake, The Strokes, Alt-J, Wale Headline Landmark Music Festival in Washington D.C.](#), Ryan Middleton, Music Times | 4/28/15
- [Landmark Music Festival announces inaugural lineup](#), Alex Young, Consequence of Sound | 4/28/15
- [Drake Is Headlining Yet Another Festival This Summer](#), Marissa G. Muller, The Fader | 4/28/15
- [Drake To Headline Landmark Music Festival In DC](#), Trevor Smith, Hot New Hip Hop | 4/28/15
- [Drake, The Strokes & Alt-J to Headline First-Ever Landmark Music Festival](#), Andrew Poitras, Fuse | 4/28/15

Come Together
West Potomac Park, Washington DC
Build / Strike Schedule
DRAFT 8-15-2014

Monday, DAY 1

- Mark and flag site

Tuesday, DAY 2

- Power/ Heavy equipment delivered
- Tent build begins
- Portolet delivery begins
- Office trailer delivery begins
- Fencing begins/ Storage container delivered
- Golf carts delivered
- Toters/ Dumpsters delivered
- Security Begins
- Ground Protection delivered
- Stages arrive and spotted

Wednesday, DAY 3

- Tent build continues
- Fencing install continues
- Comfort stations delivered
- Stage builds begin
- Camera platforms build begins
- Power tie in begins
- Box office load in

Thursday, DAY 4

- Catering load in
- Video load in begins
- Food Vendor load in
- Stage lighting install AM
- Stage audio install PM
- ADA platforms build
- Artist RVs arrive
- Bar Ops load in
- Merchandise load in
- Sponsor load in

Friday, DAY 5 **BOX OFFICE OPENS 3:00PM**

- Barricade/ Rolling risers install
- Stage IMAG install
- Backline arrives
- Non-Profit load in
- Site lighting load in
- Water Station delivery
- Recycling load in
- Toters/ Dumpsters delivered
- Media load in
- ATMs delivered

Saturday, SHOW DAY 1

- DOORS 11:00 pm
- Curfew 10:00 pm

Sunday, SHOW DAY 2

- DOORS 11:00 am
- Curfew 10:00 pm
- Backline out
- Barricade/ Rolling risers strike
- ALL stages load out
- Food Vendor load out
- Site lighting strike
- Media load out

Monday, DAY 8

- ALL Stages strike
- Camera / ADA platforms strike
- Catering load out
- Merchandise load out
- Tents / Fence/ Portolets/ Power begin load out
- Final clean / Dumpsters strike
- Water Stations / ATMs strike
- Bar Ops load out
- ALL Sponsors load out
- Box office strike

Tuesday, DAY 9

- Tents/ Fence/ Portolets/ Power/ Comfort stations load out
- Office / Artist trailers strike
- Ground Protection load out
- Heavy equipment load out
- Final walk through



FESTIVAL ANNOUNCEMENT EVENT: SPEAKING PROGRAM DRAFT 4.22.15

EVENT DETAILS:

W HOTEL

515 15th Street, NW

POV ROOFTOP BAR

April 28, 2015

6pm – 8pm

Remarks begin on a stage with a podium at approximately 6:50pm. We can adjust the timing to accommodate the mayor.

Below are draft suggested talking points, subject to speaker approval.

CAROLINE CUNNINGHAM, TRUST FOR THE NATIONAL MALL

Welcomes group

- Mounting deferred maintenance and a crumbling infrastructure have created a pressing need for corporations, foundations and philanthropists to step up and help restore and improve the National Mall -- because it belongs to us all.
- Now the Trust is embarking on a new effort to move from a local charity to an energized cause – involving an even wider group of Americans in the effort to restore *their* park
- Goal of this grassroots campaign is to attract a new generation of stewards of the park, who appreciate its history, its ideals and its restoration needs.
- Our first mass-audience event to build awareness and engagement will kick off this this fall, Take a look...
- (video -- highlights cause and announces music festival)
- Excited because festival will give voice to the National Mall, and the gated and ticket model allows it to also function as a fundraiser.
- Ladies and gentleman, the mayor of the host city for this event... the Honorable Muriel Bowser

DC MAYOR MURIEL BOWSER (may be deputy mayor for planning and econ dev)

- This world-class city deserves a world-class music festival

- The city supports efforts to bring cultural events to DC that attract media attention and visitors regionally, nationally and internationally
- Excited about a new music festival – right in the heart of the city -- that has great economic impact potential for Washington (can include some stats from like events in downtown parks, like Lollapalooza)
- The Mall is one of the biggest tourist attractions – and economic drivers – of the city.
- Improving the physical condition and the amenities on the Mall benefits the visitor experience of tourists and DC residents alike
- And raising awareness of the significance of the National Mall is critical for all Americans to understand where we’ve come from, and where we’re going.
- To talk more about that, it is my great pleasure to introduce the honorable Congresswoman Eleanor Holmes Norton.

CONGRESSWOMAN ELEANOR HOLMES NORTON

- I’ve walked the Mall for decades – as a protester for change in the 1960s and later a representative of the people of Washington, DC.
- It needs our help to make it as functional, sustainable and beautiful as it deserves to be.
- DC residents deserve a better downtown park for recreation. And the nation and the world deserve a better destination to learn about and contribute to the American story.
- I’m excited to see world-renowned artists coming together to celebrate and help preserve this park and all that it stands for.
- It means a lot to the legacies of those who are honored on the Mall and to the future generations of kids who will learn about their legacies.
- Please welcome a man who is a protector of the history of the National Mall and the parks throughout the DC region: National Park Service Regional Director Bob Vogel.

KAREN CUCURULLO, NATIONAL PARK SERVICE (or Bob depending on NPS call)

- As part of its upcoming centennial anniversary, NPS has launched a nationwide campaign called Find Your Park to attract more young people to the national parks and build a deeper connection with them
- The National Mall is America’s most visited national park, but most millennials weren’t alive when the AIDS quilt blanketed the Mall, let alone when MLK delivered his “I Have a Dream” speech
- NPS wants young Americans to better understand the history, ideals and significance of the National Mall, and to treat the park like it’s their own front yard – because it is America’s Front Yard.

- NPS has worked with C3 Presents on a host of large-scale events on the National Mall and are excited to partner with them on this new event to bring the values of the National Mall to life in engaging ways.
- For more on the specifics of the festival, please welcome Charlie Jones, Partner at C3 Presents.

CHARLIE JONES, C3 PRESENTS

- Underscores C3's commitment to the cause of celebrating and restoring the National Mall (past experience in park, etc)
- Stresses commitment to leaving the park in better shape than we found it and minimal impact (won't close memorials, etc)
- Describes festival format and fan experience (two full days, 40 + artists, West Potomac Park, diverse music and cuisine, educational activations) mention free public experience too.
- **Calls Caroline and others back onto the stage; together, they unveil the festival line-up (reveals large line-up poster/photo op)**
- Charlie: We're not doing a formal Q&A tonight, but will be on hand here and are happy to answer questions about the cause, the festival and its role in the city. Just come grab one of us.

(MEDIA RELATIONS TEAM HELPS DIRECT REPORTERS TO SPEAKERS FOR ONE-ON-ONE INTERVIEWS)

Select Ticketed Events on National Park Service Land (Excludes free events)

Golden Gate National Recreational Area – San Francisco Bay, CA

- **“San Francisco Blues Festival”** September 26, 27, 28; at the Great Meadow, Fort Mason. General Admission Tickets: \$35-\$55; Reserved Tickets: \$50 - \$80. (Approximately 6,000 attendees)
- **“Pinot Days”** June 25 – 28; 4 day event at Ft. Mason featuring 200+ Pinot Noir vintners, along with various tastings and seminars. Tickets: \$50-\$150 (Approximately 2,000 attendees)

Presidio Dance Theater - Presidio of San Francisco National Park – San Francisco, CA

- **“San Francisco Ethnic Dance Festival”** - held annually on weekends throughout the month of June. Tickets range from \$22-\$44 per performance. (11,000 attendees)
- **“Winter Wonderland”** - annual event held in mid-December. Tickets are \$35-\$100. (1,000 attendees)

Grand Canyon National Park - AZ

- **“Grand Canyon Music Festival”** - Annual 2-week series of concerts held in Grand Canyon National Park, September 11-26. General Admission Tickets: \$15/day - \$85/6-day pass (4,500 attendees)

Yosemite National Park - CA

- **“Strawberry Music Festival”** – 4 day festival, twice a year (Memorial and Labor Day weekend), featuring a wide range of musical genres. Tickets: \$65/day - \$200/4 day pass (8,000 attendees over the year)

Rock Creek National Park - D.C.

- **“The Legg Mason Tennis Classic”** – 9 day event that benefits the Washington Tennis & Education Foundation. There is a “sponsor’s row” and alcoholic beverages are served. Tickets range from \$20 to \$525 / Up to \$7000 for a suite. (72,000 attendees)
- **Carter Barron Amphitheater** – Holds various performances throughout the warm weather months. Tickets are approximately \$24 for a show. (4200 seats)

Wolf Trap National Park for the Performing Arts – Vienna, VA

- **“Louisiana Swamp Romp”** – June 13 at the Filene Center. Blues and Cajun music celebrate the music of the Bayou State. General Admission Tickets: \$25. (6800 seats)
- **“International Children’s Festival”** – Takes place mid-September at the Wolf Trap Filene Center. Tickets are \$10. (6,800 seats)

National Mall – D.C.

- **“Ball on the Mall”** – 4-hour event presented by Trust for the National Mall’s L’Enfant Society. This is a tented, black-tie event with dancing and dining. Alcoholic beverages are served. Tickets are \$150 (650 attendees)
- **“Fall Polo Classic sponsored by Land Rover”** – 2-day event held at West Potomac Park. While the actual match can be viewed from non-paying bystanders, this is a ticketed event. Tickets cost \$100 for seating and dining.



United States Department of the Interior

NATIONAL PARK SERVICE
National Mall & Memorial Parks
900 Ohio Drive, S.W.
Washington, D.C. 20024

IN REPLY REFER TO:

PERMIT #15-0174 Trust for the National Mall

Purpose: C3 Presents and the Trust for the National Mall will produce a benefit concert to raise national awareness and funds for the campaign for the National Mall

Location: West Potomac Park – Inlet Bridge to Ericsson Stature

Activity Date(s) September 26 & 27, 2015 (10:00 a.m.-10:00 p.m.)

Background:

On Friday, January 23, 2015, C3 Presents and Trust for the National Mall representatives, met with the Division of Permits Management and United States Park Police (USPP) representatives, to discuss concert execution, appropriate event site, food, and beverage and souvenir options. As a result, the following “deliverables” have been identified as prerequisites/next steps to complete the permit process.

List of Deliverables:

1. Site Plan/Diagram of Ticketed and Non-Ticketed Areas:

C3 Presents and Trust for the National Mall benefit concert as presented, is being executed as a ticketed event on National Mall & Memorial Parks (NAMA) parkland, typically open to the public. The concert venue site plan, as presented, does not designate non-ticketed public viewing area(s). Requests by applicants to close a park area to the general public should be considered very carefully. In general, park areas typically open to the public should not be closed to facilitate a non-public event. Additionally, National Park Service (NPS) Management Policies and Regulations prohibit the NPS from permitting the staging of an event in an area that is open to the public, or close an area that is open to the public, when the event is conducted primarily for the material or financial benefit of a for-profit entity. *Applicant must provide a revised concert venue plan that establishes non-ticketed public viewing area(s). For example, West Potomac Park, north of West Basin Drive might be designated as the ticketed area and West Potomac Park, south of West Basin Drive, might be designated as a non-ticketed public viewing area.

2. Memorial Access and Sound:

Access to the Memorials in and around the concert venue may be adversely impacted by both access and by excessive sound levels. *Applicant must provide plan(s) that outline how access will be maintained to the Franklin D. Roosevelt Memorial, Martin Luther King Jr. Memorial, Lincoln Memorial, DC World War I Memorial, World War II Memorial, Korean War Veterans and the Thomas Jefferson Memorial. The plan should also outline how amplified sound will be controlled so as not to interfere with normal operations at these Memorials.

3. Traffic Plan:

Regular traffic flow along Independence Avenue, Ohio Drive, East Basin Drive and West Basin Drive will be adversely impacted. *Applicant must provide traffic plan(s) to include signage that outline needed road closures and traffic mitigation efforts to maintain regular traffic flow on these roadways.

4. Safe Haven Plan:

Safe Haven locations in and around the concert venue are severely limited. *Applicant must provide a safe haven plan(s) that lists secure facilities that will be available in the event of inclement weather.

5. Evacuation Plan:

The concert venue, as presented, is encircled by fencing/barricade and bordered by the Potomac River and the Tidal Basin. Such a configuration, limits the ability of the USPP, to evacuate the site in the event of an emergency. *Applicant must provide an evacuation plan that outlines methods and routes necessary for vacating the site in the event of an emergency.

6. Site Plan Revision:

The concert venue, as presented, erects barricade/fencing and structures in Ohio Drive, between Inlet Bridge and Ericsson Statue, restricting emergency response along Ohio Drive, by USPP and other city emergency response assets. *Applicant must revise site plan to remove barricade/fencing and structures from the roadway.

7. Crowd Control Plan:

The concert venue site plan, as presented, did not present a fence/barricade/chute plan(s) that mitigate the impact of large crowds assembled in a confined space. *Applicant must provide a crowd control plan(s) that outlines how ticket holders will be screened, the stages protected from crowd surges and participants protected from stampedes and crushing.

8. Food/Beverage Souvenir Operations Plan:

As presented, the beverage (both alcoholic and non-alcoholic), food and souvenir operations do not comply with existing NPS sales and concessions regulations and policies. *Applicant must provide a plan that outlines the involvement of NAMA Concession Specialist and concession vendors that adhere to all policies and regulations, within the framework of the Concessions Policy Act (Public Law 105-391) and any Concession Contracts issued under this act. The plan must include a list of alcoholic beverages that will be sold and/or given away, the times that they would be sold and/or given away and the locations that they would be sold and/or given away.

Please be mindful that we will also need to review your plans for risk management, resource protection, health, medial and safety, the use of comfort facilities and generators, the use of signs and advertising to recognize commercial sponsors, media, site security, the delivery of materials and parking, and cost recovery.

We are available for additional consultation and coordination surrounding the above listed deliverables and all additional planning necessary to finalize a permit for the benefit concert. Please contact our office to schedule another meeting at your convenience.



United States Department of the Interior



NATIONAL PARK SERVICE
National Mall and Memorial Parks
900 Ohio Drive, S.W.
Washington, D.C. 20024-2000

IN REPLY REFER TO:

October 10, 2014

Memorandum

To: Trust for the National Mall

From: Robert A. Vogel, Superintendent, National Mall and Memorial Parks

Subject: C3 Concert

This letter is a written acknowledgement that the National Mall and Memorial Parks grants conceptual approval to its non-profit partner, the Trust for the National Mall, to hold a benefit concert on the National Mall with the purpose of raising awareness and funds for restoring and improving the National Mall.

As a result of this letter, the Trust for the National Mall, will move forward with plans to execute a benefit concert that consists of a ticketed event on the grounds of the National Mall. The Trust will work closely with the Park on next steps: an approved special use permit for the event.

The event concept consists of a two-day festival featuring live music in designated areas with other entertainment and educational content. The park agrees to work with the Trust for the National Mall to pursue appropriate food, beverage and souvenir options. The event will help fulfill the Trust's and the Park's shared goals of engaging the public – particularly millennials – in the mission and restoration of the park.

As required by park policy and law, the Trust will prevent any event-related damage to the grounds and to repair any potential damage after the event. During the event, steps will be taken to engage and to minimize disruption to other National Mall visitors.

(2) Further information on administering these regulations can be found in policy statements published at 47 FR 24302 (June 4, 1982). Copies of the policy statements may be obtained from the Regional Director.

(j)(1) In Lafayette Park the storage of construction material, tools, lumber, paint, tarps, bedding, luggage, pillows, sleeping bags, food, clothing, literature, papers and all other similar property is prohibited:

(2) Notwithstanding (j)(1) of this section, a person in Lafayette Park may have literature, papers, food, clothing, blankets and a reasonable cover to protect such property, occupying up to three (3) cubic feet of space, so long as such property is attended at all times while in the Park (the term "attended" is defined as a person being within three (3) feet of his or her property).

(k) ~~Sales.~~ (1) No sales shall be made nor admission fee charged and no article may be exposed for sale without a permit except as noted in the following paragraphs.

(2) No merchandise may be sold during the conduct of special events or demonstrations except for books, newspapers, leaflets, pamphlets, buttons and bumper stickers. A permit is required for the sale or distribution of permitted merchandise when done with the aid of a stand or structure. Such stand or structure may consist of one table per site, which may be no larger than 2½ feet by 8 feet or 4 feet by 4 feet. The dimensions of a sales site may not exceed 6 feet wide by 15 feet long by 6 feet high. With or without a permit, such sale or distribution is prohibited in the following areas:

(i) Lincoln Memorial area which is on the same level or above the base of the large marble columns surrounding the structure, and the single series of marble stairs immediately adjacent to and below that level.

(ii) Jefferson Memorial area enclosed by the outermost series of columns, and all portions on the same levels or above the base of these columns.

(iii) Washington Monument area enclosed within the inner circle that surrounds the Monument's base.

(iv) The interior of all park buildings, including, but not limited to, those portions of Ford's Theatre administered by the National Park Service.

(v) The White House Park area bounded on the north by H Street, NW; on the south by Constitution Avenue, NW; on the west by 17th Street, NW; and on the east by 15th Street, NW; except for Lafayette Park, the White House sidewalk (the south Pennsylvania Avenue, NW sidewalk between East and West Executive Avenues) and the Ellipse; *Provided, however*, that the free distribution of literature conducted without the aid of stands or structures, is permitted on East Executive Avenue.

(vi) Vietnam Veterans Memorial area extending to and bounded by the south curb of Constitution Avenue on the north, the east curb of Henry Bacon Drive on the west, the north side of the north Reflecting Pool walkway on the south and a line drawn perpendicular to Constitution Avenue two hundred (200) feet from the east tip of the memorial wall on the east (this is also a line extended from the east side of the western concrete border of the steps to the west of the center steps to the Federal Reserve Building extending to the Reflecting Pool walkway); *Provided, however*, that the free distribution of literature conducted without the aid of stands or structures, is permitted on the Constitution Avenue and Henry Bacon Drive sidewalks adjacent to the Vietnam Veterans Memorial.

(3) Persons engaged in the sale or distribution of printed matter under this section shall not obstruct or impede pedestrians or vehicles, harass park visitors with physical contact, misrepresent the purposes or affiliations of those engaged in the sale or distribution, or misrepresent whether the printed matter is available without cost or donation.

(l) *Rock Creek Park.* (1) Notwithstanding the provisions of 36 CFR 5.1, the Superintendent of Rock Creek Park may permit the recognition of and the advertising by the primary sponsor or

sponsors of not more than two professional tennis tournaments per year at the Rock Creek Tennis Center.

(2) All activities conducted under this paragraph shall be appropriate to park values and consistent with the protection of park resources and shall comply with criteria specified in a written permit.

(3) Any permit issued under this paragraph shall be valid only for those periods of time during which a professional tennis tournament is being held, and shall limit all advertising and recognition to the confines of the tennis stadium structure and the contiguous paved plaza, not to include any of the fields or paved parking lots except within the interior of permitted tents on Parking Lot A. These areas shall be marked on a map available in the Superintendent's office.

(4) No advertising or recognition activities may take place without a written permit as specified in this paragraph. Any person who violates a provision of this paragraph is subject to the penalty provisions of 36 CFR 1.3 and revocation of the permit if a permit exists.

(m) *Information collection.* The information collection requirements contained in this section have been approved by the Office of Management and Budget under 44 U.S.C. 3507 and assigned clearance number 1024-0021. The information is being collected to provide notification to park managers, United States Park Police, Metropolitan Police, and the Secret Service of the plans of organizers of large-scale demonstrations and special events in order to assist in the provision of security and logistical support. This information will be used to further those purposes. The obligation is required to obtain a benefit.

[51 FR 37011, Oct. 17, 1986, as amended at 57 FR 4576, Feb. 6, 1992; 57 FR 29797, July 7, 1992; 60 FR 17649, Apr. 7, 1995; 60 FR 33351, June 28, 1995; 60 FR 55791, Nov. 3, 1995; 62 FR 30234, June 3, 1997; 62 FR 32203, June 13, 1997; 72 FR 54843, Sept. 27, 2007; 73 FR 67744, Nov. 17, 2008; 75 FR 8807, Feb. 26, 2010; 76 FR 17028, Mar. 28, 2011; ~~78 FR 14878, Mar. 7, 2013~~]

For questions or comments regarding e-CFR editorial content, features, or design, email ecfr@nara.gov.
For questions concerning e-CFR programming and delivery issues, email webteam@gpo.gov.

DC Festival

September 26 & 27, 2015

EVENT SAFETY PLAN

Draft

2/28/2015

Table of Contents

I. Introduction.....	3
II. Security Plan	3
Entry/Exits	3
Perimeter Fencing	3
Stage Areas and Back of House	3
Security Response Team.....	3
Alcohol Services.....	4
III. Weather Plan	4
Overview.....	4
Emergency Team	4
Team Responsibilities	5
Levels of Emergency Situations	6
Announcements	7
General Instructions	8
Shelter Sites.....	8
Monitoring.....	8
High Wind Action Plan	8
IV. Medical Plan	8
Medical Emergencies.....	8
Heat Readiness Plan	8-9

INTRODUCTION

The goal of the event safety plan is to consolidate all information to ensure proper planning and coordination between the festival organizer, select staffing providers, National Park Service, US Park Police and the District of Columbia. Three specific plans are included below to summarize each area.

SECURITY PLAN

Festival security staff will consist of private non-commissioned security guards who are licensed and certified in the District of Columbia. C3 Presents will hire NPB to provide festival security management services to oversee and implement the security plan.

The festival will utilize a Central Command approach when planning for and responding to emergency situations. The festival Command trailer will include a CCTV monitoring station with dedicated operator and a central dispatch center for security, medical, fire and weather monitoring staff. This approach better ensures a singular, organized approach to emergency response and communication.

ENTRY / EXITS

Upon entry into the venue, each patron is subject to a pat down search of their person and search of their personal effects for prohibited items. A list of prohibited items is posted on the website and at each gate. No weapons or alcoholic beverages are permitted. The contracted private security company will do all patron searches. Patrons may bring up to two (2) factory sealed one (1) liter bottles of water into the venue. To minimize the mass entry and exit of patrons throughout the day, show times are staggered. Blowout gates will be opened to increase the number of exit points at the conclusion of each night or when deemed necessary.

SECURITY RESPONSE TEAMS

Teams are comprised of mobile security guards that maintain radio communication with the festival command trailer and other essential departments. They are tasked with responding to any situation requiring their attention throughout the festival grounds. The security response teams will monitor suspicious activities, check fence lines and other tasks as designated. Response teams will be equipped to dispatch immediate medical or law enforcement assistance at all times.

PERIMETER FENCING

The venue perimeter will be established and secured by 6' and 8' chain-link fencing. Within the venue itself, both 6' panel and chain-link fencing will be utilized; fence panel segments are 6' high x 12' wide. The fencing has the ability to be opened at each connecting point to allow for additional emergency exiting. The fence line is patrolled by event security staff. Portions of the fence line will act as working gates and all the working gates will be manned during all festival hours and some on a twenty-four (24) hour basis.

STAGE AREAS AND BACK OF HOUSE

The festival grounds are general admission for all patrons. A pressure withstanding barricade will be installed to account for the amount of force put forth towards the general admission area of each stage. The barricade minimizes the likelihood of a barrier collapse and provides a working area for security staff and safety personnel immediately in front of the stages. Security staff is also utilized at various checkpoint gates, where back of house workers enter and exit the venue, to control and monitor access. Authorized staff members are instructed to display appropriate badges and/or wristbands to security for their inspection to gain access.

ALCOHOL SERVICES

In compliance with the District of Columbia and National Park Service guidelines, the following measures will be implemented for the alcoholic beverage operations.

Hours of service: 11:00am – 8:00pm

Identification: Certified servers will be hired to sell, serve and verify each purchaser and consumer of alcoholic beverages. Once proper ID has been verified, a Tyvek tamper-proof wristband

will be attached to the person. Each time a person attempts to purchase alcohol while on festival grounds, they must present the wristband. The wristband will be inspected to ensure it is attached properly to the individual and must not be disturbed in any manner. If a server deems the wristband has been tampered with, service will be denied and they will instruct the patron to return to the nearest ID station.

Purchase Limit: A two (2) beverage maximum purchase limit will be in place for each time patrons attempt to purchase alcohol. Signage will be posted at each bar outlining the alcoholic beverage policy.

Security response teams will be responsible for surveying the grounds to identify possible underage drinkers during their routine patrol. No alcoholic beverages will be allowed to be taken outside the fenced area of the festival.

WEATHER PLAN

OVERVIEW

The Festival Weather plan describes the responsibilities of key event staff and city officials in the event of an emergency. The event is subject to all types of emergency situations including, but not limited to, weather, fire and civil disturbance. National and City officials are in overall command of any emergency. In the event of an emergency, a Command Post will be established at the Command trailer on site. A secondary post, if the primary Command Post becomes inoperable or must be evacuated, will be located TBD. All public information will be released by the Event Spokesperson at an appropriate location.

EMERGENCY TEAM

The event Emergency Team will be made up of the following persons, who will report to the Command Post in the event of an emergency:

- **Charlie Jones** **Producer**
- **Dirk Stalneckner** **Festival Director**
- **Troy Officer** **Emergency Services Manager**
- **Darin Williams** **Security Director, NPB**
- **TBD** **Production Manager**
- **Deidra Sibila** **Ticketing Manager**
- **Sandee Fenton** **Event Spokesperson**
- **Captain Steve Booker** **US Park Police**
- **Fire Marshal on Site** **DC Fire Department**
- **On Site Representative** **DC EMS**
- **TBD** **Private Medical provider**
- **Leonard D. Lee** **National Park Service**
- **Kristine Fitton** **Trust for the National Mall**

The Emergency Team will take the necessary steps, as detailed within this plan, to ensure the safety of all persons in the event of an emergency. The Team will also determine what steps are needed to make the event ready for operation following the emergency.

TEAM RESPONSIBILITIES DURING EMERGENCY

1. **Emergency Services Manager**
 - A. Staff Command Post
 - B. Liaise with Producers and Festival Director to determine existing threat level and necessary actions required
 - C. Inform all city services of situation and determine next steps

2. **Police Department Personnel**

- A. Staff Command Post
 - B. Direct vehicular and pedestrian traffic to facilitate evacuation to determined location(s)
 - C. Shift/remove barricades as instructed
 - D. Set up advance teams and communications at evacuation sites, if needed
 - E. Provide support with evacuation procedures and maintain order
 - F. Direct bomb threat operations
3. **Fire Department Personnel**
- A. Staff Command Post
 - B. Provide support with evacuation procedures
 - C. Maintain fire control
 - D. Direct hazardous materials operations
4. **EMS and Medical Personnel**
- A. Establish requirements for triage
 - B. Patient treatment
 - C. Transport injured persons as needed
5. **Production Team**
- A. Manage stage operations and vendors
 - B. Inform stage managers and artist relations staff of situation and discuss next steps
 - C. Secure production equipment
 - D. Shut down electricity as required, ensuring all announcements have been made prior to disconnect
6. **Operations Team**
- A. Manage site operations and vendors
 - B. Inform site crew and Food/ Art/ Bar management of situation and discuss next steps
 - C. Secure site equipment
 - D. Prepare and facilitate fence openings at Emergency Exit points as needed
7. **Ticketing Manager**
- A. Manage Entry/ Exit gates / Box office staff and equipment
 - B. Inform gate staff and Box office staff of situation and discuss next steps
 - C. Secure Box Office area and scanning equipment at gates
 - D. Clear all infrastructure from exits as if end of show and assist with exiting
 - E. Reset and prep for re-entry (if possible)
8. **Security Manager**
- A. Manage security operations and vendors
 - B. Inform Security agents, guards and gate staff of situation and discuss next steps
 - C. Maintain contact with volunteers and event staff during evacuation to:
 - i. Assist and direct patrons to nearest exit
 - ii. Report any injuries of staff or patrons to supervisor

LEVELS OF EMERGENCY SITUATIONS AND ACTIONS

Producer of the event will have the authority to authorize an information alert and/or an emergency alert. The Emergency Services Manager, along with the producer, may receive direction from the police, fire department or public safety officials regarding the suspension of event operations, an evacuation and/or resumption of event activities.

Two levels of emergency situations will be utilized.

Information Alert requires information distribution and serves as an advanced warning towards approaching inclement weather. The information alert doesn't typically require any action by event staff, vendors or the public. **Emergency Alert** requires action by most, if not all, people at the event.

INFORMATION ALERT – APPROACHING WEATHER

- **Situation:** If rain or other weather is moving toward the area, which may or may not impact the event, an information alert is issued by the Command Post.
- **Action:** If this situation occurs, the following will take place.
 - Command Post will notify Emergency Team members of the specific situation and message an information notice only. Typically no action is required.
 - An ALL CALL transmission will go out to all radio users informing them of the alert in a clear and succinct manner. Updates will be messaged out every 30 minutes until the alert is waived off.

INFORMATION ALERT – WEATHER DELAY (CODE GREEN)

- **Situation:** If moderate rain will likely occur at event site and causes a delay in performance, an Information Alert will be issued by the Command Post.
- **Action:** If this situation occurs, the following will take place:
 - Command Post will be established.
 - Emergency Team will determine the course of action and craft an Information notice.
 - Command Post will notify Production Manager to have stage manager(s) make a weather delay announcement on affected stages.
 - Jumbotron messaging will be shown at affected stages to inform patrons of the rain delay. Message reads **“Weather delay. Please hang tight.”**
 - Production and Site Managers will secure electrical equipment as required.
 - If required, an ALL CALL transmission will go out to all radio users informing them of the alert in a clear and succinct manner. Updates will be messaged out every 30 minutes until the alert is cancelled.

EMERGENCY ALERT – WEATHER DANGER (CODE YELLOW)

- **Situation:** If sustained winds in excess of 30 mph exist 30 minutes away from the event site and a localized evacuation is imminent, an Emergency Alert will be issued by the Command Post. Localized evacuation requires patrons AND event staff to be a minimum of 150 feet from all free standing structures (stages, scaffold towers, large tents, and trees).
- **Action:** If this situation occurs the following will take place:
 - Command Post will be established.
 - Emergency Team will determine the course of action and craft an Emergency notice.
 - Course of action must provide location of safe gathering areas
 - Proper communication to event staff for an organized evacuation
 - Clear guidelines on process and execution of evacuation
 - An ALL CALL transmission will go out to all radio users informing them of the alert in a clear and succinct manner. Updates will be messaged out every 15 minutes until the alert is cancelled.
 - Production Manager will direct staging vendors to implement high wind action plans at each stage and have stage managers make Weather Alert announcements on all stages.
 - Jumbotron messaging will be shown at all stages to inform patrons of the weather alert. Message reads **“Weather alert. Please stay 150 feet from stages.”**
 - Food/ Art/ Bar vendors should secure equipment, merchandise and displays immediately after receiving the Emergency Alert. Specific attention should be paid to signs and other items which can blow loose and become a dangerous projectile... Patrons should NOT be permitted to seek shelter in Vendor tents.
 - Patrons AND event staff will be escorted, at a minimum of 150 feet, from any stages, scaffold towers and large tents and will be directed to safe areas by event staff. Specifically, the Trust tent and other, smaller sponsor tents must be cleared of all persons and are NOT to be utilized as shelter.
 - All Event Staff and Emergency Team must report to Command Post (by radio or cell phone) that all areas have been secured and await further instruction.

EMERGENCY ALERT - WEATHER EVACUATION (CODE RED)

- **Situation:** If a potentially severe storm (to include high winds, lightning and/or hail) or another potentially dangerous situation is predicted to affect event site, an Emergency Alert will be issued by the

Command Post.

- **Action:** If this situation occurs the following will take place.
 - Command Post will be established.
 - Emergency Team will determine need for site evacuation and craft an Emergency Alert.
 - Course of action must provide designated evacuation corridors and destinations.
 - Proper communication to event staff for an organized evacuation.
 - Clear guidelines on process and execution of evacuation.
 - An ALL CALL transmission will go out to all radio users informing them of the alert in a clear and succinct manner. Updates will be messaged out every 15 minutes until the alert is waived off.
 - Production Manager will direct staging vendors to implement wind action plans at each stage and have stage managers make Weather Evacuation announcements on all stages.
 - Jumbotron messaging will be shown at all stages to inform patrons of the weather evacuation. Message reads **“Weather evacuation. Please calmly head to either exit.”**
 - Food/ Art/ Bar vendors should secure equipment, merchandise and cash immediately after receiving the Emergency Alert. ALL Front of House staff will be required to leave the site and assist by encouraging others to do so.
 - Patrons will be directed to the nearest exit by event staff.
 - Police will direct vehicular and pedestrian traffic according to their assigned stations.
 - Event staff with radios will report to Command Post (by radio or cell phone) when evacuation is complete.

SAMPLE ANNOUNCEMENTS TO PATRONS

1. **Weather Delay** - “We have been informed that light to moderate rain is on its way to this area. We are not expecting a severe storm, but we may delay the event temporarily due to rain. Please hang tight.”
2. **Weather Danger** - “We have received warning from the National Weather Service (agency reporting) that a potentially dangerous storm is possibly on its way to this area within the next ___ hour (correct timeline). Tonight’s activities have been postponed. Please clear away from the stage and follow direction from event staff. Thank you for your patience and cooperation. Once again, please step away from the stage.”
3. **Weather Evacuation** - “We have received warning from the National Weather Service (agency reporting) that a potentially dangerous storm is possibly on its way to this area. We have been asked by the police/fire department to evacuate the event site. Please clear away from trees and any structure and calmly head to the nearest exit and follow direction from event staff and police. The event will reopen as soon as the storm has passed and conditions are safe. Once again, calmly head to the nearest exit. Thank you for your cooperation”

The Command Post will make staff announcements on all event radio channels at the direction of the Emergency Team to declare an Information Alert or Emergency Alert. Because the general public may hear these announcements, care should be taken to communicate only the required information in a calm manner.

ALL CALL Radio Transmission should be as follows:

“Command Post to all units, stand by for an announcement...”

“Command Post to all units, stand by for an announcement...”

“Command Post to all units, we are currently under an Information Alert / Emergency Alert...”

“Please report to your area of responsibility and provide the following information to vendors, entertainment, etc. in your assigned areas...”

GENERAL INSTRUCTIONS

- A. All personnel must remain on their assigned radio channel unless directed by command post.
- B. Command Post is to make status announcements on all radio channels in use as needed at least every 30 minutes during an Information Alert and every 15 minutes during Emergency Alert.
- C. Do not talk on the radio unless you have something to report or ask relating to the emergency. Do not ask for weather reports. The Command Post will keep you informed as information becomes available. Do not report

weather conditions you can't personally see. Do not report information from outside sources.

- D. Report to your assigned area (assigned by your supervisor).
- E. Report to Command Post (by radio) or your supervisor once your assignment has been carried out.
- F. Report to Command Post (by radio) when your area has been evacuated and secured for weather. This can be completed as you are going to a shelter.
- G. Do not go to Command Post unless instructed.
- H. Report any damage to equipment, injuries or dangerous situations you encounter after the emergency is over.

WEATHER MONITORING

The emergency services manager is responsible for maintaining contact with the National Weather Service to receive weather updates on any potential severe weather threats. This includes forecasts as well as hourly updates in the event severe weather is expected to move into the area during the festival. C3 Presents maintains a weather monitoring post in the production trailer. Six personal weather stations will be set up around the site to provide real time localized weather information. The festival also utilizes an online weather monitoring subscription and will have a local meteorologist on call as necessary. The online subscription service provides the ability to automatically text selected recipients with predicted weather conditions, local and National Weather Service alerts, watches and warnings. Texts are sent for information purposes only.

HIGH WIND ACTION PLAN

Each stage maintains a high wind action plan tailored to its structure. Certain actions will be triggered by observed (or predicted) wind speeds, which include, but are not limited to, removal of soft goods and scrim, lowering of video and audio, raising or lowering lighting trusses and evacuation process. A spreadsheet will be built indicating the required actions at each stage. The necessary labor will be on hand as well to carry out the plan. Meeting with each stage manager, stage-specific vendors and local stage labor will ensure that all necessary actions are understood at every stage prior to doors opening.

MEDICAL PLAN

The goal of festival medical staff is to provide quality and safe medical care to the patrons, staff, volunteers, and entertainers and to reduce the potential for serious/life threatening injuries. Direct coordination is imperative with all city services organizations, local hospitals, event organizer and the provider to ensure the goal is achieved.

MEDICAL EMERGENCIES

All requests for medical assistance must be communicated to dispatch via staff radio on the "MEDICS" channel. Medical response will be determined by dispatching the closest available medical team to the location of person needing attention. All EMS resources will be using grid maps to assist dispatch determine their location in relation to the request for assistance.

Medical Incident Reporting Procedure

- A staff member or security shall stay with the patient at all times until care is transferred to medical personnel.
- Contact medical dispatch and relay the nature of the injury and location of the injured person. When possible try to provide the closest pole marker, grid location or landmark.
- Communicate patient information only to medical personnel. Do not violate HIPAA laws by relaying information to anyone outside of the above personnel.

HEAT READINESS PLAN

When weather forecasts predicting daytime temperatures in excess of 90°, heat related medical occurrences are safety concern for attendees.

MISTING STATIONS

Cool misting stations will be set up by the free water stations about the park.

FREE WATER STATIONS

C3 Presents will hire Event Water Solutions to install temporary water serving units at three locations throughout the event area. Each unit has multiple water service points and they are staffed by volunteers.

STAGE WATER PROVISIONS

From a designated area inside each of the stage barricades, water will be distributed to the audience on an as needed basis. Water sources will be provided by C3 Presents and security staff assigned to the area will distribute.

SHADED AREAS

Event staff will be provided with instructions to direct guests to shaded areas within the park for heat relief.

COORDINATED SUPPORT

If required, DC Fire Department and/or DC EMS will respond to the event. Paramedic units will be directed to arrive at the vehicle entrance TBD. For event days a landline phone into the Command trailer has been dedicated to communicate with NPS, US Park Police, DC EMS and DC Fire Department support.

Dedicated On-site Command trailer Dispatch Phone Number TBD

C3 Presents Music Festival Overview

Our Approach

Delivering a weekend of incredible music is one of many elements that make every C3 produced music festival as memorable as it is successful. We create destination experiences for our fans and the host city — making its treasured green spaces, local vendors, and culture part of the story. Over the past 14 years, C3 has refined its festival model to deliver an unmatched experience for our fans and stakeholders. Here's how:

Multiple Stages + Multiple Days

C3 music festivals feature music on multiple stages over the course of a two or three-day weekend.

- Programming is designed to draw people for the entire weekend
- All-day format leads to staggered entry into the festival, creating a better ingress and egress
- Promotes movement between stages and throughout the festival grounds, which makes crowd flow more efficient and creates a more physically and mentally relaxing fan experience
- More content to choose from means more satisfied fans
- Empowers attendees to plan their day and essentially “create their own experience”

More Than Just The Music

C3 extends the festival experience beyond the music with areas and activities that make the weekend even more comfortable and enjoyable.

- A **food court curated by a local celebrity chef** that showcases the best restaurants and signature foods of the host city
- A designated **family area** with its own stage, activities and programming that appeal to kids of all ages.

Data-Driven Ticketing

With a smart, trackable ticketing system, C3 can analyze, predict, and optimize the festivalgoer experience from purchase through day-of-show. RFID wristband technology also provides real-time insight into crowd flow and overall behavior. This insight leads to a more enjoyable and safer event.

Green Efforts & Recycling

C3 believes that the beloved green spaces that play host to our festivals should be left in even better condition after our events than how we found them. Greening efforts are fully integrated into our festivals footprint, both fan facing within the festival grounds and behind the scenes operations. Free-water stations are a staple of our events, and recycling is highly encouraged through our signature Rock & Recycle program. We are also fully committed to post-event park refurbishment and improvements.

Below are itemized responses to the deliverables request sent to C3 from NPS on February 6, 2015 regarding Permit #15-0174.

#2) Memorial Access and Sound

Please note shaded areas on CAD designate National memorial sites adjacent to West Potomac Park. Increased security and/or USPP presence will be requested to maintain a safe environment. Stages and PA systems will be directed and tuned away from any/all potentially affected locations.

#3) Traffic Plan

A detailed traffic plan will be created by a licensed traffic engineer and submitted for approval. Traffic control equipment will be rented from an approved provider to accommodate all signage needs. Traffic mitigation efforts will also be a focus during our planning. Staff, vendors and attendees will be encouraged to use alternative forms of transportation such as the public transit system, bicycles or walking. All plans involving METRO will be addressed and coordinated with the Washington Metropolitan Area Transit Authority.

#4) Safe Haven Plan

We will create our evacuation plan with sufficient notification lead time to allow attendees adequate time to reach safe haven.

Primary Location

The Kennedy Center

2700 F Street, NW Washington, DC 20566 – Approx. 1 mile

Secondary locations

Mandarin Oriental – 1.3 miles East

Courtyard Washington DC/Foggy Bottom – 1 mile North)

JW Marriott – 1.4 miles NE

Intercontinental – 1.4 miles NE

W Hotel – 1.5 miles NE

Natural History

Smithsonian Castle

Hirshhorn Museum & Sculpture Garden

Freer Gallery of Art

Museum of African Art

Smithsonian METRO

Federal Triangle Metro

L'Enfant Plaza METRO

#5) Evacuation Plan

See attached safety plan with an overview of evacuation protocols and process.

If severe weather is anticipated, C3 will coordinate with designed park representatives to determine the impact on the event site and appropriate messaging to attendees and the proper media distribution channels.

#6) Site Plan Revisions

As it relates to adjusting the CAD for emergency vehicle access, the directive below was pulled from the Washington DC Mayors Special Event Task Group's Planning Guide.

- Ensure that all streets are accessible to emergency vehicles and equipment at all times *via a minimum 20 foot dedicated and unobstructed emergency lane*, and as may be further determined by the Department of Fire and Emergency Medical Services.

#7) Crowd Control Plan

See attached safety plan with an overview of entry process and stage barricades.

#8) Concessions Regulations & Policies

We can provide a comprehensive list of alcoholic beverage to be sold and/or given away and a list of locations. See attached safety plan with an overview of Alcohol service operations.



United States Department of the Interior

NATIONAL PARK SERVICE
National Capital Region
1100 Ohio Drive, S.W.
Washington, D.C. 20242

IN REPLY REFER TO:

PERMIT #15-0174 Trust for the National Mall

Purpose: C3 Presents and the Trust for the National Mall will produce a benefit concert to raise national awareness and funds for the campaign for the National Mall

Location: West Potomac Park – Inlet Bridge to Ericsson Stature

Activity Date(s) September 26 & 27, 2015 (10:00 a.m.-10:00 p.m.)

Background:

On Friday, January 23, 2015, C3 Presents and Trust for the National Mall representatives, met with the Division of Permits Management and United States Park Police (USPP) representatives, to discuss concert execution, appropriate event site, food, and beverage and souvenir options. As a result, the following “deliverables” have been identified as prerequisites/next steps to complete the permit process.

Deliverables:

C3 Presents and Trust for the National Mall benefit concert as presented, is being executed as a ticketed event on National Mall & Memorial Parks (NAMA) parkland, typically open to the public. The concert venue site plan, as presented, does not designate non-ticketed public viewing area(s). Requests by applicants to close a park area to the general public should be considered very carefully. In general, park areas typically open to the public should not be closed to facilitate a non-public event. Additionally, National Park Service (NPS) Management Policies and Regulations prohibit the NPS from permitting the staging of an event in an area that is open to the public, or close an area that is open to the public, when the event is conducted primarily for the material or financial benefit of a for-profit entity. *Applicant must provide a revised concert venue plan that establishes non-ticketed public viewing area(s). For example, West Potomac Park, north of West Basin Drive might be designated as the ticketed area and West Potomac Park, south of West Basin Drive, might be designated as a non-ticketed public viewing area.

Access to the Memorials in and around the concert venue will be adversely impacted.

*Applicant must provide plan(s) that outline how access will be maintained to the Franklin D. Roosevelt Memorial, Martin Luther King Jr. Memorial, Lincoln Memorial, DC World War I Memorial, World War II Memorial, Korean War Veterans and the Thomas Jefferson Memorial.

Regular traffic flow along Independence Avenue, Ohio Drive, East Basin Drive and West Basin Drive will be adversely impacted. *Applicant must provide traffic plan(s) that outline needed road closures and traffic mitigation efforts to maintain regular traffic flow on these roadways.

Safe Haven locations in and around the concert venue are severely limited. *Applicant must provide a safe haven plan(s) that lists secure facilities that will be available in the event of inclement weather.

The concert venue, as presented, is encircled by fencing/barricade and bordered by the Potomac River and the Tidal Basin. Such a configuration, limits the ability of the USPP, to evacuate the site in the event of an emergency. *Applicant must provide an evacuation plan that outlines methods and routes necessary for vacating the site in the event of an emergency.

The concert venue, as presented, erects barricade/fencing and structures in Ohio Drive, between Inlet Bridge and Ericsson Statue, restricting emergency response along Ohio Drive, by USPP and other city emergency response assets. *Applicant must revise site plan to remove barricade/fencing and structures from the roadway.

The concert venue site plan, as presented, did not present a fence/barricade/chute plan(s) that mitigate the impact of large crowds assembled in a confined space. *Applicant must provide a crowd control plan(s) that outlines how ticket holders will be screened, the stages protected from crowd surges and participants protected from stampedes and crushing.

As presented, the beverage (both alcoholic and non-alcoholic), food and souvenir operations do not comply with existing NPS sales and concessions regulations and policies. *Applicant must provide a plan that outlines the involvement of NAMA Concession Specialist and concession vendors that adhere to all policies and regulations, within the framework of the Concessions Policy Act (Public Law 105-391) and any Concession Contracts issued under this act.

We are available for additional consultation and coordination surrounding the above listed deliverables and all additional planning necessary to finalize a permit for the benefit concert. Please contact our office to schedule another meeting at your convenience.



United States Department of the Interior

NATIONAL PARK SERVICE
National Mall & Memorial Parks
900 Ohio Drive, S.W.
Washington, D.C. 20024

IN REPLY REFER TO:

PERMIT #15-0174 Trust for the National Mall

Purpose: C3 Presents and the Trust for the National Mall will produce a benefit concert to raise national awareness and funds for the campaign for the National Mall

Location: West Potomac Park – Inlet Bridge to Ericsson Stature

Activity Date(s) September 26 & 27, 2015 (10:00 a.m.-10:00 p.m.)

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On Friday, January 23, 2015, C3 Presents and Trust for the National Mall representatives, met with the Division of Permits Management and United States Park Police (USPP) representatives, to discuss concert execution, appropriate event site, food, and beverage and souvenir options. As a result, the following “deliverables” have been identified as prerequisites/next steps to complete the permit process.

List of Deliverables:

1. Site Plan/Diagram of Ticketed and Non-Ticketed Areas:

C3 Presents and Trust for the National Mall benefit concert as presented, is being executed as a ticketed event on National Mall & Memorial Parks (NAMA) parkland, typically open to the public. The concert venue site plan, as presented, does not designate non-ticketed public viewing area(s). Requests by applicants to close a park area to the general public should be considered very carefully. In general, park areas typically open to the public should not be closed to facilitate a non-public event. Additionally, National Park Service (NPS) Management Policies and Regulations prohibit the NPS from permitting the staging of an event in an area that is open to the public, or close an area that is open to the public, when the event is conducted primarily for the material or financial benefit of a for-profit entity. *Applicant must provide a revised concert venue plan that establishes non-ticketed public viewing area(s). For example, West Potomac Park, north of West Basin Drive might be designated as the ticketed area and West Potomac Park, south of West Basin Drive, might be designated as a non-ticketed public viewing area.

2. Memorial Access and Sound:

Access to the Memorials in and around the concert venue may be adversely impacted by both access and by excessive sound levels. *Applicant must provide plan(s) that outline how access will be maintained to the Franklin D. Roosevelt Memorial, Martin Luther King Jr. Memorial, Lincoln Memorial, DC World War I Memorial, World War II Memorial, Korean War Veterans and the Thomas Jefferson Memorial. The plan should also outline how amplified sound will be controlled so as not to interfere with normal operations at these Memorials.

3. Traffic Plan:

Regular traffic flow along Independence Avenue, Ohio Drive, East Basin Drive and West Basin Drive will be adversely impacted. *Applicant must provide traffic plan(s) to include signage that outline needed road closures and traffic mitigation efforts to maintain regular traffic flow on these roadways.

4. Safe Haven Plan:

Safe Haven locations in and around the concert venue are severely limited. *Applicant must provide a safe haven plan(s) that lists secure facilities that will be available in the event of inclement weather.

5. Evacuation Plan:

The concert venue, as presented, is encircled by fencing/barricade and bordered by the Potomac River and the Tidal Basin. Such a configuration, limits the ability of the USPP, to evacuate the site in the event of an emergency. *Applicant must provide an evacuation plan that outlines methods and routes necessary for vacating the site in the event of an emergency.

6. Site Plan Revision:

The concert venue, as presented, erects barricade/fencing and structures in Ohio Drive, between Inlet Bridge and Ericsson Statue, restricting emergency response along Ohio Drive, by USPP and other city emergency response assets. *Applicant must revise site plan to remove barricade/fencing and structures from the roadway.

7. Crowd Control Plan:

The concert venue site plan, as presented, did not present a fence/barricade/chute plan(s) that mitigate the impact of large crowds assembled in a confined space. *Applicant must provide a crowd control plan(s) that outlines how ticket holders will be screened, the stages protected from crowd surges and participants protected from stampedes and crushing.

8. Food/Beverage Souvenir Operations Plan:

As presented, the beverage (both alcoholic and non-alcoholic), food and souvenir operations do not comply with existing NPS sales and concessions regulations and policies. *Applicant must provide a plan that outlines the involvement of NAMA Concession Specialist and concession vendors that adhere to all policies and regulations, within the framework of the Concessions Policy Act (Public Law 105-391) and any Concession Contracts issued under this act. The plan must include a list of alcoholic beverages that will be sold and/or given away, the times that they would be sold and/or given away and the locations that they would be sold and/or given away.

Please be mindful that we will also need to review your plans for risk management, resource protection, health, medial and safety, the use of comfort facilities and generators, the use of signs and advertising to recognize commercial sponsors, media, site security, the delivery of materials and parking, and cost recovery.

We are available for additional consultation and coordination surrounding the above listed deliverables and all additional planning necessary to finalize a permit for the benefit concert. Please contact our office to schedule another meeting at your convenience.

Briefing Statement

Bureau: National Park Service
Issue: Proposed For-Fee Concert in West Potomac Park
Unit: National Mall and Memorial Parks
Members: Rep. Eleanor Holmes Norton (D-DC)
Date: April 9, 2015

Background: (b) (5)

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Current Status: (b) (5)

[Redacted]

Contact:

Karen Cucurullo, Acting Superintendent, National Mall & Memorial Parks, 202-245-4661

Briefing Statement

Bureau: National Park Service
Issue: Proposed For-Fee Concert in West Potomac Park
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Background: (b) (5)

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[Redacted]

[Redacted]

Current Status: (b) (5)

[Redacted]

Contact:
Karen Cucurullo, Acting Superintendent, National Mall & Memorial Parks, 202-245-4661



United States Department of the Interior



NATIONAL PARK SERVICE
National Mall and Memorial Parks
900 Ohio Drive, S.W.
Washington, D.C. 20024-2000

IN REPLY REFER TO:

October 10, 2014

Memorandum

To: Trust for the National Mall

From: Robert A. Vogel, Superintendent, National Mall and Memorial Parks

Subject: C3 Concert

This letter is a written acknowledgement that the National Mall and Memorial Parks grants conceptual approval to its non-profit partner, the Trust for the National Mall, to hold a benefit concert on the National Mall with the purpose of raising awareness and funds for restoring and improving the National Mall.

As a result of this letter, the Trust for the National Mall, will move forward with plans to execute a benefit concert that consists of a ticketed event on the grounds of the National Mall. The Trust will work closely with the Park on next steps: an approved special use permit for the event.

The event concept consists of a two-day festival featuring live music in designated areas with other entertainment and educational content. The park agrees to work with the Trust for the National Mall to pursue appropriate food, beverage and souvenir options. The event will help fulfill the Trust's and the Park's shared goals of engaging the public – particularly millennials – in the mission and restoration of the park.

As required by park policy and law, the Trust will prevent any event-related damage to the grounds and to repair any potential damage after the event. During the event, steps will be taken to engage and to minimize disruption to other National Mall visitors.



INVESTMENTS TO DATE

A public announcement for media, Trust supporters, event sponsors and dignitaries is booked for next **Tuesday April 28th**. This event marks the culmination of 6 months of planning and investment including:

- **Written conceptual approval from NPS for a gated and ticketed event** in the park, followed by a permit application and contract negotiations with the Trust for the National Mall and C3 Presents. The contract was put together with NPS input and approval.
- Securing –and **signing contracts – with approximately 40 musical acts** for a two-day festival on multiple stages, totaling **several millions of dollars**.
- **Securing several major event sponsors**, including key “stage sponsors,” with contracts totaling several hundreds of thousands of dollars.
- Naming, branding and marketing planning, including media purchasing to promote event. **Media buy value is approximately \$500,000**.
- Website development for an educational and ticket-buying site, scheduled to **go live the evening of April 28th**.

FESTIVAL'S BUSINESS MODEL BENEFITS

The music festival is designed to kick-off a national grassroots campaign to build a sense of stewardship of the National Mall nationwide, and particularly among millennials. The funding model – relying on ticket sales as well as corporate sponsorship – provides additional campaign benefits. Specifically the event will:

Support the broader Park Service centennial goal of engaging millennials

- The festival will attract young adults to the park and the cause via a musical line-up and onsite activities targeted to this demographic. Without the ticketed model, the Trust couldn't afford the entertainment and educational content needed to engage a sophisticated and savvy millennial audience.

Provide a stage for hands-on education

- The "captive" festival format and event flow provides ideal opportunities for awareness building and education through user-driven activities including exploring a specialty cause tent, and interacting with social media and video content. By guaranteeing audience size at the festival to prospective sponsors, the content funding is more easily fundable.

Jumpstart list-building for ongoing relationships with supporters

- All ticket buyers and ticket lottery entrants must submit email addresses electronically and this data is owned by the Trust. We anticipate in a single year growing our grassroots email list from 5x to 10x its current size – giving us a strong foundation for building National Mall stewards and an ongoing grassroots fundraising program.

Set up a long-term, low-risk funding mechanism for park

- Our partner C3 Presents has a track record of producing festivals in urban parks that year after year return more money to the parks in which they are held. The first year Lollapalooza was held in Chicago's Grant Park, the park system received about \$400,000 and bore none of the events financial risk. After 8 years, the park system's earnings grew to \$2.7 million.
- This ticketed model works for the Trust and its goals, but a non-ticketed event similar in scale to the *Concert for Valor* is cost-prohibitive.

ENSURING EVENT IS CONSISTENT WITH VALUES OF THE PARK

Given our own sensitivities and those of the Park Service, we've worked to create an event that is suitable for the location in which it will be held – West Potomac Park – that maximizes accessibility, and doesn't negatively affect the broader visitor experience. Specifically we've worked with the Park Service and C3 Presents to plan:

A festival that minimizes impact on non-attendees

- We chose West Potomac Park as the festival location since it **its intended uses include often pay-to-participate recreational events**, like sports leagues, numerous foot races that are also charitable fundraisers, and large-scale events like the Nation's Triathlon. Unlike the Mall proper, this area is not traditionally understood to be part of the park's open First Amendment space.
- Our event plans keeps **all monuments and memorials open to the public.**

A non-ticketed public event space

- To experience aspects of the festival outside the festival gates, we're making a **public-facing event space available adjacent to the gated festival area.** This area will include a jumbo-tron for live viewing of the most popular musical performers, open space for picnicking, and food service from the park's concessions. We're also negotiating special appearances by festival artists in the public-facing event space.
- We are also seeking a media partner to live stream the event to a wide online audience.

A public ticket lottery

- We're making **up to 1,000 tickets available via a public lottery** to give any interested festival goers who can't afford to purchase a ticket a fair chance at attending the ticketed portion of the event.

Educational content consistent with park mission

- Through onsite activations, the Trust is ensuring that the festival will serve as an awareness building event, educating a critical population of the significance of the National Mall, its history and its restoration needs. **In keeping with NPS special event regulations, the event's purpose aligns clearly with the mission of the National Mall,** and as its non-profit partner, the Trust is uniquely qualified to deliver this education and build stewardship among a mass audience.

KAREN CUCURULLO, NATIONAL PARK SERVICE

- As part of its upcoming centennial anniversary, the National Park Service has launched a nationwide public awareness campaign called Find Your Park to spread the word about the amazing places we manage and the inspirational stories that the national parks tell.
- Here at National Mall and Memorial Parks we want all Americans – especially those that will be the next generation of our visitors, supporter and advocates – to better understand the history, ideals and significance of the National Mall.
- From Marian Anderson’s concert to the steps of the Lincoln Memorial to Martin Luther King’s “I Have a Dream” speech to the AIDS quilt blanketing the National Mall, we want to educate young visitors about the National Mall’s history. We want to create within them an awareness of the values of the National Mall, so that they will view themselves as the successors of these historic events and will make the National Mall their own front yard – because it is America’s Front Yard.
- We are proud to partner with the Trust for the National Mall on the Landmark Music Festival as a relevant way to reaching millennials and to create awareness of the values of the National Mall and the need to protect it for generations to come.
- For more on the specifics of the festival, please welcome Charlie Jones, Partner at C3 Presents.



Landmark Music Festival Launch Event
Tuesday, April 28, 2015
POV Rooftop Bar – The W Hotel

1:00pm – POV Rooftop Bar Available

Patrick & Brooke arrive to build and test Lineup Reveal & A/V

3:00pm – POV Rooftop Bar Available

C3/Trust Staff arrive to review and assist remaining setup

4:00pm - Run-through

C3/Trust go through entire run of show w/ Charlie Jones

5:30pm - Ready

Directional signage placed in first floor lobby and rooftop elevator

Reservation Table setup w/ RSVP List, Press Badges (post-event takeaways at the ready)

5:50pm - Set

DJ Mel begins to spin

Bar & Passed Bites ready

6:00pm – Go

Doors open, guests arrive

6:50pm – Attention To The Floor

Caroline Cunningham takes the stage; opening remarks, directs attention to screens and introduces announce video

Manish/W Video Team cue up announce video

6:55pm – The Announce

Two TV's located along the southernmost wall stream the announce video

7:00pm – Rest of Speakers

Deputy Mayor for Planning and Economic Development Brian Kenner takes the stage, remarks

Congresswoman Eleanor Holmes Norton takes the stage, remarks

NPS Acting Superintendent Karen Cucurullo takes the stage, remarks

7:30pm (approx.) – Lineup & Ticket Info Announcement

Charlie Jones takes stage, remarks and announces 2015 Lineup/limited-time \$100 Passes/Yahoo! Livestream partnership

Festival Takeaways placed on reservation table for departing guests

7:40pm – Mix & Mingle

DJ Mel picks up the music

Charlie & Caroline make themselves available for questions

8:00pm – Close of Show

LAUNCH EVENT MATERIALS, TAKEAWAYS & CREATIVE ASSETS

Items	Quantity	Who Is Bringing to The W
Pre-Stamped Lineup Postcards	200	Brooke
Challenge Coins	190	Brooke
Press Badges	50	Liipfert
Press Badge Lanyards	50	Brooke
Moleskines	200	Trust
Press Inquiry Cards	200	Trust
Lineup Reveal Structure w/ Drape	1	Trust
Lineup Announcement Video, Pre-Video & Post Video Images	1	Paul (C3) / Manish (W)
Directional Signage	2	Trust
Easels for Directional Signage	2	The W providing
DJ Rig	1	Liipfert
55" TVs	2	The W providing
Photographer & Videographer	2	Liipfert

INTERNAL CONTACT LIST

Name	Role / Affiliation	Email	Phone
Kristine Fitton	Vice President Marketing and Communications / TNM	KFitton@nationalmall.org	202-407-9412
Tiffany Rose	Director of Events / TNM	TRose@nationalmall.org	202-688-3763
MacKenzie Babb	Communications Manager / TNM	mbabb@nationalmall.org	202-688-3765
Jeremy Granoff	Marketing Associate / TNM	jgranoff@nationalmall.org	202-688-3759
Kelly Thomas	Director of Corporate Development / TNM	kthomas@nationalmall.org	202-688-3758
Kristine Templin	Chief Development Officer	ktemplin@nationalmall.org	202-688-3760
Patrick Dentler	Marketing / C3 Presents	pdentler@c3presents.com	512-731-0176
Lindsay Hoffman	Marketing / C3 Presents	lhoffman@c3presents.com	512-804-6666
Brooke Leal	Marketing / C3 Presents	bleal@c3presents.com	336-413-3582
Sandee Fenton	Publicity / Fresh & Clean Media	sandee@freshcleanmedia.com	310-487-4595
Brittany Pearce	Publicity / Fresh & Clean Media	brittany@freshcleanmedia.com	310-625-7990
Karly Tuckness	Sponsorship / C3 Presents	ktuckness@c3presents.com	512-423-2456
Brittany Henley	VIP / C3 Presents	bhenley@c3presents.com	512-284-0621
John Liipfert	Producer / C3 Presents	jliipfert@c3presents.com	512-912-6438
Bonnie Jung	Event Director / W Washington DC	Bonnie.Jung@whotels.com	202-441-6194
Manish Alimchandani	Event Tech / W Washington DC	malimchandani@psav.com	404-993-9018
DJ Mel	DJ / C3 Presents	djmel@c3presents.com	512-694-3654
Romel Simon	Videographer	simonromel@gmail.com	703-981-3907
Daniel Swartz	Photographer	daniel.swartz@revamp.com	212-671-0005
SPEAKERS			
Charlie Jones	Partner / C3 Presents	cjones@c3presents.com	
Caroline Cunningham	President / Trust for the National Mall	Ccunningham@nationalmall.org	
Brian Kenner	Deputy Mayor for Planning and Economic Development	ingrid.wilson@dc.gov	202-727-3971
Eleanor Holmes Norton	Congresswoman / District of Columbia	Try.Coburn@mail.house.gov	202-225-8050
Karen Cucurullo	Acting Superintendent / National Mall and Memorial Parks	karen_cucurullo@nps.gov	202-245-4670

Monument MUSIC FESTIVAL

For The National Mall

WEST POTOMAC PARK ▼ WASHINGTON, D.C.

Monument MUSIC FESTIVAL

For The National Mall

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The Campaign For The
National Mall Presents

Monument MUSIC FESTIVAL

———— West Potomac Park | Washington, DC ————

The Campaign For The
National Mall Presents

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National Mall Presents

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The Campaign For The
National Mall Presents

Monument MUSIC FESTIVAL

———— West Potomac Park | Washington, DC ————



Trust for the National Mall – Landmark Music Festival 4/29/15

Below is a recap of the coverage from last night's announcement:

- [McFly Report: Music festival to benefit National Mall](#), WUSA9 | 4/29/15
- WJLA Morning Show | 4/29/15
- [New DC music festival to benefit National Mall restoration](#), Brett Zongker, Associated Press | 4/28/15
 - AP story was picked up by: CBS DC, Fox DC, WTOP, Washington Times, Bradenton Herald, Idaho Statesman
- [Drake to headline music festival for National Mall](#), Patrick Ryan, USA Today | 4/28/15
- [Drake, the Strokes to headline two-day, 40-band music festival in D.C.'s West Potomac Park](#), Lavanya Ramanathan, Washington Post | 4/28/15
- [Major music festival coming to the National Mall](#), Jennifer Nycz-Conner, Washington Business Journal | 4/29/15
- [Drake and the Strokes to Headline Music Festival to Benefit National Mall](#), Benjamin Freed, Washingtonian | 4/28/15
- [Drake and the Strokes Will Headline a Two-Day Music Festival in D.C. This Fall](#), Christina Cauterucci, Washington City Paper | 4/29/15
- [Lollapalooza Promoter to Kick Off New Washington Music Festival](#), John Jurgensen, Wall Street Journal | 4/28/15
- [Landmark Music Festival Lineup Announced](#), Brightest Young Things | 4/28/15
- [New DC Music Festival to Benefit National Mall Restoration, DC Spotlight](#) | 4/28/15
- [Drake, The Strokes, alt-J Set For Landmark Fest in Washington D.C.](#), Ray Waddell, Billboard | 4/28/15
- [Drake, the Strokes, Chvrches, the War on Drugs to Play Inaugural Landmark Music Festival](#), Corban Goble, Pitchfork | 4/28/15
- [Drake, Chvrches, War on Drugs to play Landmark Music Festival](#), Jeff Terich, Treble Zine | 4/29/15
- [Landmark Music Festival 2015 Lineup Announced Featuring Alt-J, The Strokes And Drake](#), Nicolle Periola, MXDWN.com | 4/28/15
- [Drake, The Strokes, Alt-J, Wale Headline Landmark Music Festival in Washington D.C.](#), Ryan Middleton, Music Times | 4/28/15
- [Landmark Music Festival announces inaugural lineup](#), Alex Young, Consequence of Sound | 4/28/15
- [Drake Is Headlining Yet Another Festival This Summer](#), Marissa G. Muller, The Fader | 4/28/15
- [Drake To Headline Landmark Music Festival In DC](#), Trevor Smith, Hot New Hip Hop | 4/28/15
- [Drake, The Strokes & Alt-J to Headline First-Ever Landmark Music Festival](#), Andrew Poitras, Fuse | 4/28/15

Briefing Statement

Bureau: National Park Service
Issue: Proposed For-Fee Concert in West Potomac Park
Unit: National Mall and Memorial Parks
Members: Rep. Eleanor Holmes Norton (D-DC)
Date: April 17, 2015

Background: (b) (5)

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Current Status: (b) (5)

[Redacted]

Contact:

Karen Cucurullo, Acting Superintendent, National Mall & Memorial Parks, 202-245-4661

C3 Presents Music Festival Overview

Our Approach

Delivering a weekend of incredible music is one of many elements that make every C3 produced music festival as memorable as it is successful. We create destination experiences for our fans and the host city — making its treasured green spaces, local vendors, and culture part of the story. Over the past 14 years, C3 has refined its festival model to deliver an unmatched experience for our fans and stakeholders. Here's how:

Multiple Stages + Multiple Days

C3 music festivals feature music on multiple stages over the course of a two or three-day weekend.

- Programming is designed to draw people for the entire weekend
- All-day format leads to staggered entry into the festival, creating a better ingress and egress
- Promotes movement between stages and throughout the festival grounds, which makes crowd flow more efficient and creates a more physically and mentally relaxing fan experience
- More content to choose from means more satisfied fans
- Empowers attendees to plan their day and essentially “create their own experience”

More Than Just The Music

C3 extends the festival experience beyond the music with areas and activities that make the weekend even more comfortable and enjoyable.

- A **food court curated by a local celebrity chef** that showcases the best restaurants and signature foods of the host city
- A designated **family area** with its own stage, activities and programming that appeal to kids of all ages.

Data-Driven Ticketing

With a smart, trackable ticketing system, C3 can analyze, predict, and optimize the festivalgoer experience from purchase through day-of-show. RFID wristband technology also provides real-time insight into crowd flow and overall behavior. This insight leads to a more enjoyable and safer event.

Green Efforts & Recycling

C3 believes that the beloved green spaces that play host to our festivals should be left in even better condition after our events than how we found them. Greening efforts are fully integrated into our festivals footprint, both fan facing within the festival grounds and behind the scenes operations. Free-water stations are a staple of our events, and recycling is highly encouraged through our signature Rock & Recycle program. We are also fully committed to post-event park refurbishment and improvements.

Below are itemized responses to the deliverables request sent to C3 from NPS on February 6, 2015 regarding Permit #15-0174.

#2) Memorial Access and Sound

Please note shaded areas on CAD designate National memorial sites adjacent to West Potomac Park. Increased security and/or USPP presence will be requested to maintain a safe environment. Stages and PA systems will be directed and tuned away from any/all potentially affected locations.

#3) Traffic Plan

A detailed traffic plan will be created by a licensed traffic engineer and submitted for approval. Traffic control equipment will be rented from an approved provider to accommodate all signage needs. Traffic mitigation efforts will also be a focus during our planning. Staff, vendors and attendees will be encouraged to use alternative forms of transportation such as the public transit system, bicycles or walking. All plans involving METRO will be addressed and coordinated with the Washington Metropolitan Area Transit Authority.

#4) Safe Haven Plan

We will create our evacuation plan with sufficient notification lead time to allow attendees adequate time to reach safe haven.

Primary Location

The Kennedy Center

2700 F Street, NW Washington, DC 20566 – Approx. 1 mile

Secondary locations

Mandarin Oriental – 1.3 miles East

Courtyard Washington DC/Foggy Bottom – 1 mile North)

JW Marriott – 1.4 miles NE

Intercontinental – 1.4 miles NE

W Hotel – 1.5 miles NE

Natural History

Smithsonian Castle

Hirshhorn Museum & Sculpture Garden

Freer Gallery of Art

Museum of African Art

Smithsonian METRO

Federal Triangle Metro

L'Enfant Plaza METRO

#5) Evacuation Plan

See attached safety plan with an overview of evacuation protocols and process.

If severe weather is anticipated, C3 will coordinate with designed park representatives to determine the impact on the event site and appropriate messaging to attendees and the proper media distribution channels.

#6) Site Plan Revisions

As it relates to adjusting the CAD for emergency vehicle access, the directive below was pulled from the Washington DC Mayors Special Event Task Group's Planning Guide.

- Ensure that all streets are accessible to emergency vehicles and equipment at all times *via a minimum 20 foot dedicated and unobstructed emergency lane*, and as may be further determined by the Department of Fire and Emergency Medical Services.

#7) Crowd Control Plan

See attached safety plan with an overview of entry process and stage barricades.

#8) Concessions Regulations & Policies

We can provide a comprehensive list of alcoholic beverage to be sold and/or given away and a list of locations. See attached safety plan with an overview of Alcohol service operations.



FESTIVAL ANNOUNCEMENT EVENT: SPEAKING PROGRAM DRAFT 4.22.15

EVENT DETAILS:

W HOTEL

515 15th Street, NW

POV ROOFTOP BAR

April 28, 2015

6pm – 8pm

Remarks begin on a stage with a podium at approximately 6:50pm. We can adjust the timing to accommodate the mayor.

Below are draft suggested talking points, subject to speaker approval.

CAROLINE CUNNINGHAM, TRUST FOR THE NATIONAL MALL

Welcomes group

- Mounting deferred maintenance and a crumbling infrastructure have created a pressing need for corporations, foundations and philanthropists to step up and help restore and improve the National Mall -- because it belongs to us all.
- Now the Trust is embarking on a new effort to move from a local charity to an energized cause – involving an even wider group of Americans in the effort to restore *their* park
- Goal of this grassroots campaign is to attract a new generation of stewards of the park, who appreciate its history, its ideals and its restoration needs.
- Our first mass-audience event to build awareness and engagement will kick off this this fall, Take a look...
- (video -- highlights cause and announces music festival)
- Excited because festival will give voice to the National Mall, and the gated and ticket model allows it to also function as a fundraiser.
- Ladies and gentleman, the mayor of the host city for this event... the Honorable Muriel Bowser

DC MAYOR MURIEL BOWSER (may be deputy mayor for planning and econ dev)

- This world-class city deserves a world-class music festival

- The city supports efforts to bring cultural events to DC that attract media attention and visitors regionally, nationally and internationally
- Excited about a new music festival – right in the heart of the city -- that has great economic impact potential for Washington (can include some stats from like events in downtown parks, like Lollapalooza)
- The Mall is one of the biggest tourist attractions – and economic drivers – of the city.
- Improving the physical condition and the amenities on the Mall benefits the visitor experience of tourists and DC residents alike
- And raising awareness of the significance of the National Mall is critical for all Americans to understand where we’ve come from, and where we’re going.
- To talk more about that, it is my great pleasure to introduce the honorable Congresswoman Eleanor Holmes Norton.

CONGRESSWOMAN ELEANOR HOLMES NORTON

- I’ve walked the Mall for decades – as a protester for change in the 1960s and later a representative of the people of Washington, DC.
- It needs our help to make it as functional, sustainable and beautiful as it deserves to be.
- DC residents deserve a better downtown park for recreation. And the nation and the world deserve a better destination to learn about and contribute to the American story.
- I’m excited to see world-renowned artists coming together to celebrate and help preserve this park and all that it stands for.
- It means a lot to the legacies of those who are honored on the Mall and to the future generations of kids who will learn about their legacies.
- Please welcome a man who is a protector of the history of the National Mall and the parks throughout the DC region: National Park Service Regional Director Bob Vogel.

KAREN CUCURULLO, NATIONAL PARK SERVICE (or Bob depending on NPS call)

- As part of its upcoming centennial anniversary, NPS has launched a nationwide campaign called Find Your Park to attract more young people to the national parks and build a deeper connection with them
- The National Mall is America’s most visited national park, but most millennials weren’t alive when the AIDS quilt blanketed the Mall, let alone when MLK delivered his “I Have a Dream” speech
- NPS wants young Americans to better understand the history, ideals and significance of the National Mall, and to treat the park like it’s their own front yard – because it is America’s Front Yard.

- NPS has worked with C3 Presents on a host of large-scale events on the National Mall and are excited to partner with them on this new event to bring the values of the National Mall to life in engaging ways.
- For more on the specifics of the festival, please welcome Charlie Jones, Partner at C3 Presents.

CHARLIE JONES, C3 PRESENTS

- Underscores C3's commitment to the cause of celebrating and restoring the National Mall (past experience in park, etc)
- Stresses commitment to leaving the park in better shape than we found it and minimal impact (won't close memorials, etc)
- Describes festival format and fan experience (two full days, 40 + artists, West Potomac Park, diverse music and cuisine, educational activations) mention free public experience too.
- **Calls Caroline and others back onto the stage; together, they unveil the festival line-up (reveals large line-up poster/photo op)**
- Charlie: We're not doing a formal Q&A tonight, but will be on hand here and are happy to answer questions about the cause, the festival and its role in the city. Just come grab one of us.

(MEDIA RELATIONS TEAM HELPS DIRECT REPORTERS TO SPEAKERS FOR ONE-ON-ONE INTERVIEWS)

**TEMPORARY AGREEMENT
AMONG
THE NATIONAL PARK SERVICE,
C3 PRESENTS, AND GUEST SERVICES, INC.**

WHEREAS, Guest Services, Inc. ("Guest Services") is the designated food and beverage services concessioner on the National Mall and adjacent National Parks, including West Potomac Park, pursuant to a contract with the National Park Service; and

WHEREAS, C3 Presents ("C3") is an event production company which in conjunction with the Trust for the National Mall (the "TNM") is seeking to produce a concert for the benefit of TNM and C3 in West Potomac Park on the weekend of September 26-27, 2015 (the "Concert"); and

WHEREAS, C3 wishes to have Guest Services waive its exclusive concession for food and beverage services for the Concert; and

WHEREAS, the National Park Service has consented to the above-described arrangement;

NOW, THEREFORE, C3, Guest Services, and the National Park Service agree as follows:

1) FEE

C3 shall pay Guest Services a total of \$75,000 as a fee, payable in two installments, for this one-time waiver of Guest Services' contractual rights.

The first installment of \$25,000 shall be paid to Guest Services no later than May 6, 2015. The second installment of \$50,000 shall be paid to Guest Services no later than September 2, 2015.

This Agreement may be immediately terminated by Guest Services in the event either payment is not timely made.

2) TERM AND LOCATION

This Agreement only applies to the two days of the Concert, from 11:00 a.m. until 7:30 p.m. each day, and only in West Potomac Park.

3) PROVISION OF BAGGED ICE

Guest Services shall, upon request from C3 made no later than September 4, 2015, agree to provide 40-pound bags of cubed ice to C3 and any of its designated vendors, at a price of \$15 a bag.

4) INDEMNIFICATION

C3 acknowledges that during the Concert it will be solely responsible for obtaining National Park Service approval for the menu and prices for food and beverages sold at the Concert, and for complying with all laws and regulations, including health codes. The National Park Service acknowledges that it hold C3 solely responsible for compliance with those matters during the Concert.

C3 hereby agrees to indemnify and hold Guest Services harmless from any and all claims arising from or related to the Concert, unless such claims arise from Guest Services' gross negligence or willful misconduct.

5) ATTORNEY'S FEES

In an action to enforce the terms of this Agreement, the prevailing party shall be entitled to an award of its attorneys' fees as part of any judgment.

6) INTERPRETATION OF AGREEMENT

The National Park Service agrees that this Agreement shall not be construed as a subcontract or sub-concession pursuant to its Concession Contract with Guest Services.

This Agreement is made this 28th day of April, 2015.

Guest Services, Inc.

By _____

Its _____

C3 Presents

By _____

Its _____

National Park Service

By _____

Its _____

Briefing Statement

Bureau: National Park Service
Issue: Proposed For-Fee Concert in West Potomac Park
Unit: National Mall and Memorial Parks
Members: Rep. Eleanor Holmes Norton (D-DC)
Date: April 9, 2015

Background: (b) (5)

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Current Status: (b) (5)

[Redacted]

Contact:

Karen Cucurullo, Acting Superintendent, National Mall & Memorial Parks, 202-245-4661

DRAFT V5 4.20.15 CONFIDENTIAL DO NOT DISTRIBUTE

TRUST LETTER HEAD

Trust (Kristine) primary contact

C3 (Sandee) secondary contact

TRUST FOR THE NATIONAL MALL ANNOUNCES FIRST EVENT IN NEW EFFORT TO INCREASE PARK STEWARDSHIP AND SUPPORT FROM A NEW GENERATION

***Landmark Music Festival Featuring Drake and The Strokes* To Kick Off Grassroots Campaign to Celebrate and Restore National Mall**

APRIL 28, 2015 WASHINGTON, D.C. The Trust for the National Mall unveiled the first event in its upcoming nationwide Landmark Campaign for the National Mall today[[LINK](#)], announcing it will host a world-class music festival to educate a new generation of Americans about the National Mall's history, ideals, and pressing restoration needs.

The Landmark Music Festival [\[LINK\]](#) was made public during an event at Washington's W Hotel featuring Washington D.C. Mayor Muriel Bowser, Congresswoman Eleanor Holmes Norton, and leaders from the National Park Service and concert promoter C3 Presents.

"To succeed in our mission of creating a more sustainable, beautiful and functional National Mall, we're working to grow from a local charity into an energized national cause," noted Trust for the National Mall President Caroline Cunningham. "From eighth-grade class trips to the famous 'I Have a Dream' speech, the National Mall is our nation's common ground. We want this festival to start a conversation among Americans across the country about the role they can play in preserving this iconic park and the values it represents."

The two-day festival will take place on multiple stages in West Potomac Park September 26-27, 2015 and feature more than 40 bands. It will serve as an educational event, highlighting the historic and cultural significance of the National Mall, and as a vehicle for increasing volunteerism and grassroots funding to help restore the park. The festival will be part of the Trust's new Landmark Campaign for the National Mall, which aims to increase stewardship of the National Mall nationwide, and particularly among young adults.

The Trust's Landmark Campaign plans to raise awareness, participation and funding from the public to address a growing amount of deferred maintenance and needed upgrades to the infrastructure of the park. It's been 40 years since the National Mall's last major renovation, and persistent environmental erosion and disrepair have presented an urgent need to fix the parkland's failed ecology and its crumbling historic landmarks, including the beloved Thomas Jefferson Memorial. [\[LINK to damage info & photos\]](#)

“As the National Park Service approaches its 100th anniversary next year, all of our national parks, including the National Mall, are looking for relevant ways to engage the next generation of national park supporters,” added Karen Cucurullo, acting superintendent of the National Mall and Memorial Parks. “Our non-profit partners at the Trust are uniquely qualified to bring the value and values of the park to life and we are glad that Landmark Festival will help launch a new collective effort among millennials to appreciate and protect the National Mall for generations to come.”

The Landmark Music Festival will also celebrate America’s diversity – a key tenet of the National Mall – through a wide range of musical styles, art and cuisine. Onsite educational activities will underscore the shared values and history of the park.

Early bird tickets for the Landmark Music Festival went on sale this evening. There will also be a public lottery beginning next month for 1,000 free festival tickets. During the festival, a special event area will entertain the general public.

Artists performing at the festival include u, v, w, x, y and z. For tickets and the full musical line-up, go to landmarkfestival.org. [\[LINK\]](#)

“Our production partner C3 Presents has a great track record creating exciting and safe events in iconic urban parks – including on the National Mall – and we’re thrilled to see them bring their professionalism and passion to our cause,” noted Trust President Caroline Cunningham.

From Lollapalooza to Austin City Limits, [C3 Presents](#), has a history of creating successful music festivals that improve the urban parks in which they’re held through resource protection, restoration and re-investment. C3 Presents has previously worked with the National Park Service on the "We Are One: Obama Inaugural Celebration at the Lincoln Memorial," and the annual White House Easter Egg Roll.

The Trust for the National Mall is an official partner of the National Park Service dedicated to sustainably restoring and improving the National Mall. The National Mall – the iconic grounds stretching from the U.S. Capitol to the Lincoln Memorial that hosts 29 million visits a year -- is facing a backlog of well more than \$500 million in deferred repairs and \$350 million in needed upgrades. The Trust split the cost of restoring the earthquake-damaged Washington Monument with the federal government and is extending this public-private partnership model to other high-impact projects designed to preserve the grounds and structures that honor America’s history, heroes and hope. ([url and social tags](#))

###

DRAFT V2 3.27.15

TRUST FOR THE NATIONAL MALL ANNOUNCES TWO-DAY MUSIC FESTIVAL TO LAUNCH GRASSROOTS LANDMARK CAMPAIGN

Landmark Festival Featuring X, Y and Z Kicks Off Awareness Effort to Celebrate and Restore the National Mall

APRIL 28, 2015 WASHINGTON, D.C. At an event featuring representatives from the National Park Service the Washington, DC government, and concert promoter C3 Presents, the [Trust for the National Mall](#) announced it is hosting a world-class music festival, called [Landmark](#), on the grounds of the National Mall September 25th and 26th 2015.

The festival, which will take place on multiple stages in West Potomac Park, will serve as an awareness-builder and fundraiser to restore and improve the National Mall. It will mark the kick-off of the Trust's campaign to increase stewardship of the Mall nationwide, particularly among young adults.

“To succeed in our mission of creating a more sustainable, beautiful and functional National Mall for generations to come, we're working to grow from what's largely been a local charity into a national cause,” noted Trust for the National Mall President Caroline Cunningham. “The National Mall is our nation's common ground and we want this event to start a conversation among Americans across the country about the role they can play in keeping our iconic monuments -- and the values they represent -- from crumbling.”

The Trust is raising awareness and money to address a growing amount of deferred maintenance and needed upgrades to the infrastructure of the park. Ten percent of the gross revenue from the Landmark Festival will go directly to the Landmark Campaign. The event will also feature onsite volunteer opportunities, educational activities and digital fundraising initiatives for both concert goers and the public.

The Landmark Festival will celebrate America's diversity – a key tenet of the National Mall – through a wide range of musical styles, art and cuisine. It will also underscore the shared values and history of the park that the Trust is working with the National Park Service to preserve.

“As the park service approaches its 100th anniversary next year, all of our national parks, including the National Mall, are looking for relevant ways to engage the next generation of national park supporters,” added Karen Cucurullo, acting superintendent of the National Mall and Memorial Parks. “The National Mall is where the American story is told. We are glad that Landmark will help launch a new collective effort to defend and preserve it.”

Performing artists include u, v, w, x, y and z. For the full festival line up, go to [landmarkfestival.org](#)

From Lollapalooza to Austin City Limits, the Trust's production partner, [C3 Presents](#), has a history of creating successful music festivals that improve the urban parks in which they're held through resource protection, restoration and re-investment. C3 Presents has previously worked with the National Park Service on the "We Are One: Obama Inaugural Celebration at the Lincoln Memorial," and the annual White House Easter Egg Roll.

Tickets for the festival go on sale Friday May 1, 2015. There will also be a public lottery next month for free festival tickets and a special event area in park for the general public.

The Trust for the National Mall is an official partner of the National Park Service dedicated to sustainably restoring and improving the National Mall. The Mall, which hosts 29 million visits a year, is facing a backlog of more than \$800 million in deferred repairs and \$350 million in needed upgrades. The Trust split the cost of restoring the earthquake-damaged Washington Monument with the federal government and is extending this public-private partnership model to other high-impact projects designed to make the National Mall the best park in the world. ([url and social tags](#))

###

Briefing Statement

Bureau: National Park Service
Issue: Proposed For-Fee Concert in West Potomac Park
Unit: National Mall and Memorial Parks
Members: Rep. Eleanor Holmes Norton (D-DC)
Date: April 9, 2015

Background: (b) (5)

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Current Status: (b) (5)

[Redacted]

Contact:
Karen Cucurullo, Acting Superintendent, National Mall & Memorial Parks, 202-245-4661

(b) (5)

[Our Nation's World War I Memorial Belongs on the Mall](#)

By David DeJonge, President of National World War I Memorial Foundation
September 19, 2014

On Dec. 17, 2012, I tweeted the Kremlin, with tongue in cheek: "Let's see who will get a World War One Memorial First." [Russia opened its last month.](#)

Here, we have a commission.

A small foundation, the last Doughboy (Frank Buckles) and thousands of schoolchildren worked to get a memorial on the Mall, but that would require an exception to the Commemorative Works Act. Instead, Congress passed a bill that created the [World War I Centennial Commission](#).

The commission has minimal, if any, financing; by law it cannot receive government funding. Few foundations have stepped up to help, but it presses on.

July 28 was the start of the WWI Centennial. More than 1,000 events are planned in Europe this year. But in the United States, a memorial to [116,516 Americans who died](#) can't get a spot on the Mall.

The commission has selected [Pershing Park](#) for the memorial. The representatives from the Veterans of Foreign Wars and the American Legion approved of Pershing Park, although no resolutions were passed by their members. It's outrageous that the WWI Memorial will not be in the memorial district on the Mall but isolated in a park surrounded by lanes of downtown commuters and traffic. What would happen to the statue of Gen. John J. Pershing and the ice-skating rink now there?

The memorial should be on the Mall, which is like a conveyor belt for education, honor and reflection about our wars. The memorial district on the Mall, a place where people go to learn about wars of the 20th century, is visited by [more than 25 million people a year](#).

The commission and the [National Capital Memorial Advisory Commission](#) headed by Peter May of the National Park Service have not conducted a site search, traffic study or impact study to see if Pershing Park could serve as a viable location for a World War I memorial. If done properly, thousands of people might visit Pershing

Park. Would school buses, tour groups and the disabled be able to access the park easily?

Pershing Park was chartered to honor [John Pershing](#). It was not chartered to serve as the National WWI Memorial, as May has said again and again.

The [American Battle Monuments Commission](#), which was formed by Pershing, chose the Mall for the location of the World War II Memorial and the Korean War Memorial. It is the proper place, and the commission knew it. But it, too, is pushing for this neglected and poor location.

Congress should listen to the people, listen to logic and listen to location and do this right rather than right away. Those who served in WWI deserve the very best honor our nation can bestow, and that is a memorial on the Mall.

+++

[Let's Get Past the Mall Turf War](#)

By Thomas Luebke, Secretary of the U.S. Commission of Fine Arts
August 1, 2014

There has been much discussion about the location of the [Smithsonian Folklife Festival](#) and the National Park Service's [plans to impose stricter regulations](#) on the use of the Mall. The Mall is a unique space that serves many users and interests — from the Smithsonian's seasonal programming to Independence Day celebrations, from protests to inaugural events — and is the green setting for the monumental core of the capital city.

In response to a strong public outcry about the Mall's shabby condition, the National Park Service has undertaken a nearly-decade-long process to plan for, rehabilitate and manage this landscape. The U.S. Commission of Fine Arts, the federal design review agency, participated in a collaborative process involving the public, Smithsonian staff and other regulatory agencies to generate a design for a resilient, sustainable landscape that can accommodate intensive use while remaining green and inviting for visitors.

This year, Congress appropriated new funds to refurbish the Mall's lawn panels from Seventh to 14th streets to match the success of the restored lawn from Fourth to Seventh streets. The new panels are designed to give programs such as the Folklife Festival more paved space to operate within the greensward. But they require the Smithsonian to keep most activities off the lawn panels to avoid the destruction caused by the long period of the festival's installation, operation and breakdown during the summer heat, when the grass can least tolerate this heavy use. Much of the public discourse has been focused on why the Smithsonian cannot continue to operate the festival as it has for decades, creating a false choice between important cultural programming and a desirably green park in the heart of the city.

Instead of engaging in a turf war, we have the opportunity to think of other ways to stage lively programs while taking steps to protect our national treasures. Specifically, an opportunity lies in using the historic Arts and Industries Building — adjacent to the Smithsonian Castle and directly on the Mall — as the home for programs, festivals and events. Completed in 1879 as the National Museum to display the Smithsonian’s collections, the vast building encloses more than two acres of market-style exhibition halls, high-ceilinged galleries and skylighted courts. This series of grand spaces could easily accommodate events such as the National Book Festival or provide a central focus for the Folklife Festival — and could even improve visitor experience over what is taking place in the hot, dusty environment of worn-out grass.

The building could also be adapted to provide much-needed visitor support — including food service, tourist orientation, temporary exhibitions, restroom facilities and a transportation hub — in the center of the monumental core. The building could be an orientation center for visitors to the national museums and memorials, ideally through congressionally mandated joint operation by the Smithsonian and the National Park Service. The Smithsonian just spent \$55 million renovating the Arts and Industries Building; sadly, this spectacular but unused resource has been mothballed. Rather than fight over grass, let’s put an enormous, vacant architectural gem to work to create the programming space we need.

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[District's Trash Pile after the Cherry Blossom Festival Trash is a Shame](#)

Letters to the Editor

April 17, 2014

The photographs that accompanied the April 14 Metro article “[Taking the bloom off the blossoms](#)” showed mounds of trash surrounding stationary trash cans during the National Cherry Blossom Festival. Clearly most people carried their discards to the appropriate places but found that the small, permanent cans were not sufficient to meet the event’s needs.

Robert Vogel, the superintendent of the National Mall and Memorial Parks, could address such needs easily without adding manpower or worrying about trucks. All that is needed is to pre-position additional temporary, attractive, heavy-duty cardboard, recyclable 30-gallon trash cans around the existing permanent trash sites. These are inexpensive, in ready supply and considerably easier to manage (and cheaper) than picking up trash by hand after the event.

Event managers pre-stage portable toilets, so why not also supply adequate trash cans? It’s about responsible planning.

Susan G. Larson, Ellicott City

The April 15 Metro article "[Staffing to blame for Mall mess](#)" overlooked the true culprit: We all are to blame for not having city, state and national bottle refund laws. Many enlightened countries and [10 states](#) benefit from laws that reduce litter and protect the environment. The District and the [surrounding](#) states should lead an effort to have such laws become a national priority.

Ron Lehker, Washington

It has been a [success for the District to charge for plastic bags](#), so isn't it time we banned plastic water bottles? [Other cities](#) have done this. The pile of trash on the Tidal Basin was appalling, and Washington should take the lead on educating visitors about using reusable water bottles. We may need to install fountains that make it easier for bottles to be refilled, but that would be much cheaper than disposing of all that trash.

And many kudos to 9-year-old [Sebastian Bush](#), who took it upon himself to pick up some of the litter on the Mall, for being such a good citizen. As a resident of the waterfront, I thank him.

Shirley Buzzard, Washington

I traveled from Winchester with friends from Scotland on Sunday, arriving downtown about 8:30 a.m. We were horrified by piles of garbage and trash all over the grass. What a way to showcase our capital to visitors. The massive crowds around the cherry blossoms and on the Metro were understandable, but not those mountains of trash. Surely the Park Service can do better.

Every year Winchester has an apple blossom festival in May, including parades on Friday and Saturday. Tens of thousands of people come out. Everything is cleaned up and pristine by 7 a.m. each day. Granted, that's tiny compared with the National Cherry Blossom Festival, but you'd think that a city the size of Washington could marshal better resources than it did over the weekend.

Nancy A. Mills, Winchester

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[Five Myths about Cherry Blossoms](#)

By Adrian Higgins, gardening columnist
March 28, 2014

With the melting of the late March snow this past week, the earliest of Washington's cherry blossoms began to stir. The city has been celebrating the Japanese flowering cherry tree for 102 years. The blooming of almost 4,000 trees around the Tidal Basin, East Potomac Park and the Washington Monument symbolizes the long-awaited spring, drawing devotees from around the world. Yet the blossoms bloom only briefly. Let's look at some illusive notions about a short-lived flower that's hard to pin down.

1. The idea of planting Washington’s cherry trees came from Japan.

The Japanese government embraced the idea of a gift of cherry trees as an act of bilateral friendship, but it was a handful of Americans who first promoted their mass planting in the District, notably author and adventurer [Eliza Scidmore](#) and a Department of Agriculture plant explorer named David Fairchild.

Fairchild introduced thousands of economic and ornamental plants to the United States during his career, including varieties of the Japanese cherry. On a visit to Japan in 1902, he was taken by the way the cherry tree was used to line city avenues. When he and his wife settled in Chevy Chase in 1906, they planted 100 trees on their estate. Fairchild enthusiastically promoted their wider use. Scidmore, in writing about the Japanese hanami, or celebration of the blossoms, had already whetted the appetite in the United States for the trees. Their pleas were taken up by first lady [Helen Taft](#), who was looking for ways to beautify Potomac Park.

An initial planting of double-flowering cherry trees led to the offer of a major donation of trees by the city of Tokyo. The popular Yoshino cherry, with its creamy, delicate blooms and spreading canopy, is also called the Tokyo cherry.

2. Visitors still enjoy the original trees.

The cherry trees that arrived in Washington caused a lot of trouble. The batch of 2,000 trees from Tokyo Mayor [Yukio Ozaki](#) was rejected by Agriculture Department scientists when it arrived in the winter of 1910. The trees — large, heavily root-pruned and probably severely stressed — were badly infected with pests and diseases that could spread and become a nightmare for fruit growers in the United States. After President William Howard Taft gave his permission, the trees were burned.

Fortunately, Ozaki took the episode in stride and arranged to send 3,000 more trees to Washington for spring planting in 1912. These trees were younger and healthier, and had been thoroughly fumigated. They passed muster.

But like their blossoms, most cherry trees are naturally short-lived. That any of the originals have survived is because of the vigilant care of National Park Service crews. Only [a few dozen](#) are still around, typically gnarled and misshapen specimens near the stone Japanese Lantern on the north side of [the Tidal Basin](#).

3. The cherry trees grown around the Jefferson Memorial were a favorite of Thomas Jefferson.

Jefferson planted as many as 48 fruiting cherry trees for Monticello’s kitchen. He noted that one beloved variety, Carnation, was “so superior to all others that no other deserves the name of cherry.” He also enjoyed their ornamental effect in bloom.

But the sage of Monticello is unlikely to have been familiar with the Japanese cherry trees prized for their blossoms, not their fruit. These did not come to the attention of Western botanists until the 1830s in books and were not exported to America until Japan ended a period of isolationism in the 1850s. The Jefferson Memorial was dedicated in 1943, 31 years after the initial planting — and, of course, more than a century after Jefferson’s death. Local residents protested the destruction of some of the trees to make way for the memorial.

4. In Japanese culture, the blooms symbolize the fleeting nature of life.

The ephemeral nature of the blossoms is reflected in the melodramatic, 11th-century Japanese fable “[The Tale of Genji](#).” Ten centuries later, the flowers’ existential heft is still touted by the National Park Service. “The brief duration of their brilliant blossoms symbolize the brevity of life for the people of Japan,” according to its [Web site](#) .

But the blossoms have taken on many different and often contradictory meanings in Japanese life, according to Emiko Ohnuki-Tierney, a professor of anthropology at the University of Wisconsin and the author of “[Kamikaze, Cherry Blossoms, and Nationalisms: The Militarization of Aesthetics in Japanese History](#).” Originally farmers revered the cherry blossoms, believing that they were visited by deities who guaranteed a rich rice harvest. In Kyoto in the 8th century, the emperor and his court held an annual “feast of the flower,” first venerating plum blossoms, then focusing on cherry blossoms for their more distinctive Japanese character.

Later, the cherry blossoms came to symbolize geishas’ femininity and the power of warriors. Aristocrats strolled among the blossoms, musicians serenaded the trees, poets used them for inspiration. And during Japan’s militarization in the 20th century, the petals stood for fallen soldiers as well as Kamikaze pilots.

Whatever their meaning, the ephemeral blooms make it hard to plan the festival. “If you have rain or wind,” Ohnuki-Tierney said, “it goes away in two or three days.” Because it is so tricky to predict the timing of the blooms, a celebration that began as a modest three-day event in the 1930s will last this year from March 20 to April 13.

5. If the Tidal Basin were planted today, we wouldn’t use Japanese cherry trees.

A strong movement for native plants has developed within state and federal natural-resource agencies and environmental groups, which point to problems caused by nonnatives that become invasive. Many garden plants from East Asia, first welcomed enthusiastically by horticulturists, have turned out to be rampant in the wild and detrimental to native flora and fauna. Among the culprits are the multiflora rose, the Japanese barberry, the porcelain-berry, the Japanese and Chinese wisterias, and the Japanese honeysuckle. And not all of Fairchild’s introductions

turned out to be that great. He also advocated a wonderful new forage crop from the Land of the Rising Sun: kudzu, known as “the vine that ate the South.”

Luckily for Washingtonians, Japanese flowering cherries behave themselves. Double-flowering varieties such as Kwanzan are sterile, and the single-flowering Yoshino and Akebono might produce one lonely seed in a small fruit of interest only to birds. These imported trees won’t kill native species. And according to Teresa Durkin, senior project manager of the Trust for the National Mall, the cherry trees, though exotic, are not invasive and could still be planted.

“The cherry trees are a well-respected example of our friendship with the nation of Japan,” Durkin said. “They are really cherished.”

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[The Mall Belongs to Americans, Not the National Park Service](#)

Letters to the Editor

March 2, 2014

Regarding the Feb. 27 Style article “[New rules on the Mall leave fests in peril](#)”:

All Americans should be disturbed by the latest attempts by the National Park Service to restrict public use of the Mall, the historic area designed for free use by the public. The latest restrictions to protect the grass have apparently forced the annual National Book Festival to move and threaten the future of the Smithsonian Folklife Festival and other popular events.

With little or no public discussion, the park service has been tightening restrictions on public use and taking other steps, such as installing cameras and barriers, to facilitate stricter policing. At the last Independence Day celebration, the park service fenced off the main part of the Mall and forced people to enter through designated gates. Among items banned, according to The Post, were pets, backpacks, bikes, balloons, coolers and bags larger than 8 by 6 inches. Gatherings much larger than a family picnic must now get a permit. This is a far cry from a truly free public space.

Security bollards have proliferated to the point that they exhibit national paranoia rather than logical protection against a truck bomb. When is the park service going to realize that the Mall belongs to all Americans, not just one agency of government?

Arthur E. Rowse, Chevy Chase

I was very sorry to hear that the new regulations for use of the Mall forced the National Book Festival to relocate from the joyous fresh air to the stale confines of the Walter E. Washington Convention Center. Now I read that my other favorite outdoor D.C. festival, the Smithsonian Folklife Festival, is in danger.

The new National Park Service regulations could mean the folklife festival must move or end. This would be a Grinch-like decision that would steal a lot of happiness from our national neighborhood. The mission of the National Park Service is to help citizens celebrate the beauty of the great outdoors, not grow better lawns. It is the people's Mall, not the national shrine to grass.

Gael Cheek, Potomac

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[It's a National Mall, Not a National Park](#)

By Judy Scott Feldman, Founder and chair of National Coalition to Save Our Mall
January 17, 2014

Who decides what the Mall is for? If even the family-friendly, educational, inspirational and just plain fun [National Book Festival](#) can be [turned away](#), what's left? The National Park Service announced Jan. 8 that the festival would not return to the Mall because the festival sponsors cannot satisfy new Park Service regulations to protect the grass. Will the Mall become a "national park," where visitors of the future will view the monuments and grass, as at Yellowstone, through the windows of a tour bus?

The Park Service manages the Mall's grassy open space, though not the Smithsonian museums, the National Gallery of Art or other public buildings. To this agency, [founded in 1916](#) to protect our nation's natural and historic resources, the health of natural resources such as grass seems to come first and public use second.

Its [2010 National Mall Plan](#) is setting new limits on public use. The Smithsonian each year struggles to satisfy permit requirements for its Folklife Festival. The Solar Decathlon, sponsored by the Energy Department and top universities, [packed up and left](#). Now even the Library of Congress, which sponsors the book festival, [can't meet the strict rules](#) — and steep costs — intended to keep the grass green.

No one is arguing against maintaining the grass. But what about reasonable public use? Who's standing up for the public? How do we create a fair balance when even our universities and cultural institutions can't seem to meet the Park Service's new rules?

The fundamental issue is the lack of a comprehensive plan that goes beyond the 2010 maintenance plan and takes into account the interests of the historical institutions and public visitors that use the Mall. Management agencies should not dictate the purpose and meaning of the Mall.

The Mall, which runs from the Capitol to the Lincoln Memorial, is not a national park and was never intended to be. From 1791, when President George Washington enlisted Pierre L'Enfant to plan the capital, the Mall was conceived to symbolize in public architecture and open space our country's founding principles. [L'Enfant's](#)

[plan described it](#) as a “place of general resort” for the enjoyment of the people. After a century of neglect, the [1902 McMillan Plan](#) restored L’Enfant’s concept to an open grassy expanse framed by trees and museums. That plan set the stage, so to speak, for the Mall’s use today — as a treasured public space for activities from Fourth of July fireworks and inaugurations to cultural events such as the book and folklife festivals.

It is not only buildings such as the Smithsonian and National Gallery that are part of the Mall. The public programs they and other surrounding institutions promote are also a crucial component of that high purpose.

For almost a decade, the National Coalition to Save Our Mall has urged Congress to create an independent McMillan-type commission to provide an updated, unified plan for this nationally significant landscape. The commission, composed of civic and cultural leaders, would invite all parties to the table and include a strong voice for the public.

What can an independent commission accomplish that existing Mall managing agencies can’t? The commission can think outside jurisdictional boundaries and plan across them. The commission, for example, can solve the need for new locations for museums and public events by expanding the Mall’s overall boundaries, as the McMillan Plan did more than a century ago when it extended the Mall to the Lincoln Memorial. A new plan could include the underutilized waterfront tracts of federal land in East and West Potomac Park. It could also look to create parking, dining and restroom facilities under the Mall.

We need to act before we lose, restriction by restriction, the vitality that gives the Mall so much of its meaning in our democracy.

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[The Mall Should Be Open to All, without Gates, Fences and Barricades](#)

Letters to the Editor
August 30, 2013

I loved the Aug. 27 Style article “[America’s public square](#),” but it didn’t explore the Mall as it is right now. On Aug. 24, during a commemoration of the March on Washington, there were fences all around the Lincoln Memorial Reflecting Pool and along Constitution Avenue. Finding a group I was supposed to meet meant joining the huge, slow-moving crowd on the only street where people were allowed to enter the Mall, at the eastern end of the reflecting pool, and then threading through crowds constrained by fences and railings, some of which came almost all the way out to the pool itself.

If, as the article said, “this space has had a symbolic relationship with public discourse in this country,” the current relationship would seem to be one of distrust and arbitrary limitation on the government’s part.

If the National Park Service was expecting an angry crowd, its fences could have made people even angrier. Trying to move about was extremely frustrating.

Shouldn’t the Mall be open to all, with emphasis on open?

Marjory M. Donn, Greenbelt

For the 50th anniversary of the March on Washington, the Mall was defaced by ugly metal barricades that constrained the crowd and created dangerous conditions.

Look at a picture of the crowd in 1963 — people went right up to the reflecting pool, some dangling their feet. Now look at a picture of the crowd in 2013 — barriers kept people several feet from the pool. Those barricades also lined the walkways of the park, channeling the crowd in very narrow spaces and creating many choke points.

The crowds on Aug. 24 and Aug. 28 were easygoing and nice about delays. But if there had been any kind of sudden disruption, people would have been trampled.

Ugly and dangerous: Why are those barriers there?

Karin Chenoweth, Silver Spring

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[The Washington Monument Looks Broken. Let's Keep It That Way.](#)

By Kristen Capps, Senior Editor at Architect magazine

July 12, 2013

The Washington Monument is broken — and it hasn’t looked so good in years. Put in place after the structure was damaged by an earthquake in 2011, the scaffolding creeping up the 555-foot stone obelisk like kudzu has overtaken the memorial. Let’s keep it that way.

On Monday evening, the National Park Service held a special ceremony to [illuminate the monument](#) using more than 400 lights. Lit up like a spectral tower, it has a new civic purpose. “It is a way of saying, ‘We are here, and we will always be here,’” National Park Service Director Jon Jarvis said at the ceremony.

The scaffolding does more than that. It gives us an opportunity to reconsider our least enlightening memorial. Although we fawn over other patriotic marble, we don’t get mushy about this monument. In the summer action flick “White House Down,” for example, Jamie Foxx, playing the president, asks the pilot of Marine One to execute an illegal maneuver just so he can get a glimpse of the Lincoln Memorial’s seated statue — the memorial where the Rev. Martin Luther King Jr. delivered his “I

[Have a Dream](#)” speech in 1963 and [President Richard Nixon](#) debated student war protesters in 1970. Meanwhile, on film, the Washington Monument has been [destroyed](#) by an earthquake in “2012” and by aliens at least three times — in “[Earth vs. the Flying Saucers](#)” in 1956, in “Mars Attacks” in 1996 and in the only season of the NBC sci-fi series “[The Event](#).”

But under scaffolding, the monument is — quite inadvertently — newly relevant. Because Americans broadly agree that governance in this nation is broken, there is a casual elegance to the symbolism of a monument to national unity under construction. We are a work in progress, the cracked memorial reminds. Our union is not perfected.

The same can be said for the Mall. Its defining feature is its indefinability. It represents the vision of no single planner, politician or architect. Rather, as Thomas Luebke, secretary of the U.S. Commission of Fine Arts, [writes](#) in “Civic Art,” the monuments “are the conscious creations first of political will, translated through the work of design visionaries who sought to communicate the political ideals of the nation.” The Washington Monument, at the center of an ever-changing landscape, is always in progress. It belongs under wraps.

Today, the obelisk looks like [Germany’s Reichstag in 1995](#) when, after three decades of debate, the German Parliament allowed artists Christo and Jeanne-Claude to wrap the building in fabric for two weeks. Just five years after the nation’s reunification, this was an artistic accomplishment, but a civic one, too. The Washington Monument looks like it has been encased in an animated version of itself, lines drawn in blue fabric to evoke its brick pattern if that pattern were drawn by, say, the pop artist [Roy Lichtenstein](#).

The monument wore this same armor once before: The National Park Service and Target commissioned architect [Michael Graves](#) to design the scaffolding and fabric for a restoration between 1998 and 2000. He managed to encapsulate the world’s tallest stone obelisk in scaffolding that does not actually touch it. It looked cool then, and it looks cool now.

It makes aesthetic sense — and fiscal sense, too. Recession and austerity have led architects to reconsider, reuse and rethink buildings. Consider the “[Bubble](#)”: a proposal to build a temporary inflatable pavilion on the plaza of the Hirshhorn Museum and Sculpture Garden right up through the doughnut-shaped building. An unprecedented piece of inflatable architecture, the plan nevertheless ran out of air. Still, for all its novelty, the Bubble was typical of a new instinct to reinvent even things that seem immutable.

It’s too bad that project failed. Washingtonians and tourists might have greeted the seasonal inflating of the Bubble the same way they have received the Washington Monument under scaffolding: with utter delight. At Monday’s ceremony, as officials turned on floodlights level by level, starting from the base, iPhone-wielding

videographers turned out in force. Flickr and Instagram are chock-a-block with pictures of the enmeshed memorial. That's nothing new for the monument, maybe — but it is rare for anything obscured by scaffolding to get so much love.

Washington yields too few opportunities for this kind of “Mission: Impossible” design. We should envy New York for its [High Line](#), a new kind of park built on a former elevated rail by [Diller Scofidio + Renfro](#), the same architects who proposed the Bubble. Our neglected civic infrastructure feels no less abandoned than that elevated line once did. For every controversy like the one over a proposed [Dwight D. Eisenhower Memorial](#) designed by Frank Gehry that some criticize as underwhelming, there are a dozen monuments that go unnoticed. Doughfaced President [James Buchanan](#) has a memorial, but how many people know it's in Malcolm X Park? We don't want to pave over our history, but we're allowed to reimagine it.

Surely some will balk at the notion of mucking with the Washington Monument. But history shows that the meaning of even this singular structure has been negotiated over time. Construction, begun in 1848, was completed in 1884, interrupted by a civil war that broke the notion of national unity. The monument's stones feature inscriptions from the bible, but when [Pope Pius IX](#) contributed a block of marble to its construction in the 1850s, members of the anti-Catholic Know-Nothing Party reportedly threw the stone into the Potomac River.

And when the monument was completed, it was hardly thought of as an anchor to an immutable Mall. In 1897, philanthropist Charles Carroll Glover, of Glover Park fame, succeeded in having the entire [Mall designated a park](#). President Grover Cleveland had suggested that the strip be dedicated to residents' vegetable gardens.

The Mall is nearly full. Even looking past our political impasse, the space to build isn't there. Fortunately, an emerging crop of American designers is used to working under difficult circumstances. Adaptive, sustainable design belongs on the Mall because the Mall serves as a record of the times — from the [faux Norman-style revivalist Smithsonian Castle](#) to the poured-concrete [brutalist-designed Hirshhorn](#). And as a nation built on a living Constitution, we should not hold a memorial, even one that honors George Washington, too sacred for future generations to monkey with.

The illuminated monument will continue to dazzle spectators after sundown for six months or so. But even after its cracks are repaired, we should leave it as is: enmeshed by brackets and cross-braces, wrapped up like a sword in its sheath. Let's make it last. What if we agree to take down the scaffolding when Congress can pass a bipartisan bill declaring it finished? Then we'd know that some national healing had taken place.

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[Imagine Parking under the Mall](#)

By Editorial Board

March 30, 2013

THIS EDITORIAL is for anyone who has ever circled the Mall, looking for a place to park. Or who has been irritated by all the cars that are circling the Mall, looking for a place to park. Or who has breathed fumes of buses that are idling near the Mall, or had a perfect photo ruined by those idling buses. Or who has considered taking the family to the Mall and decided against it, because it would be impossible to park.

Have we left anyone out?

Oh, yes. Anyone who's been stuck on the Mall looking for a bathroom.

An energetic and civic-minded nonprofit organization called National Coalition to Save the Mall is promoting what sounds like a pretty sensible idea: build parking under the Mall. The facility, which the group suggests might stretch from Ninth to 12th streets NW, would serve a triple purpose, providing on its bottom level cisterns to collect rainwater and groundwater runoff and a reservoir to capture water in the event of major floods. The water could help keep the Mall's grass green, and the extra capacity could save Constitution Avenue and its buildings from damage in an era of increasingly severe weather.

Officials have recognized the need for such a flood-control facility, but an estimated \$400 million cost has put off serious consideration. Over a long period (say, 30 years), parking fees, primarily from buses and out-of-town tourists, could pay for the construction.

And why stop there? Promoters of the idea, who include the philanthropic president of Southern Engineering Corp., Albert H. Small; the architect Arthur Cotton Moore; and coalition chair Judy Scott Feldman, point out that such an underground space could include washrooms for tourists, shower facilities for tour bus drivers and underground connections among the museums and Metro. Fees and parking hours would have to be thought out carefully. But if the internal roads of the Mall could be freed up for pedestrians and cyclists, maybe along with a Circulator bus, the visiting experience would be more pleasant for everyone.

So far the idea is in the early stages, with plenty of financial and engineering challenges no doubt to come. But as always on the Mall, the biggest challenge may be political: So many local, regional and federal agencies have overlapping claims to the territory that it's hard to get anything done.

The promoters have taken the idea to many of these stakeholders and, so far, have received encouragement. Del. Eleanor Holmes Norton (D-D.C.) told us that a great deal of "due diligence" obviously would be needed but that she liked the coalition's idea of a public-private partnership and the principle of going underground.

Pedro Ribeiro, spokesman for Mayor Vincent C. Gray (D), told us that the absence of tour-bus parking is a particular problem for managing traffic around the Mall. City officials think the idea is intriguing and worth further exploration, Mr. Ribeiro said.

We think so too.

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[We Care about These Trees](#)

Letters to the Editor (By Bob Vogel)

March 15, 2013

We in the National Park Service take very seriously our responsibility to care for the historic cherry trees along the Tidal Basin, the Mall and memorial parks, so it was a great disappointment to see a photo on the front page of the March 11 Metro section showing a couple in a hammock suspended from two of those trees [“Warm and cozy”].

Hanging a hammock from a tree in a National Park is prohibited and, more important, damages a natural resource that belongs to the American people. While the couple may have thought what they were doing was harmless, it is not. Every year cherry trees are damaged by people climbing and breaking branches, which exposes the trees to diseases and pests and can shorten their lives.

The timing of the photo is especially unfortunate. In less than two weeks, millions of people will be visiting Washington for the National Cherry Blossom Festival, and it would be disastrous if even a small fraction of them saw the photo and assumed the National Park Service allowed such activity. We work hard to take care of the trees, which are a national treasure, but we need the help and cooperation of the public to keep them healthy.

Robert A. Vogel, Washington

The writer is superintendent of the National Mall and Memorial Parks.

The photo of two people in a hammock hung between two cherry trees along the Tidal Basin is ridiculous. How are we going to preserve our parks if we reward people who break the rules by allowing their children to climb in the trees or, in this case, string a hammock between trees? The offenders should have been ticketed by Park Police. Publishing photos like this only encourages others to break the rules. Wake up, Post, and stop contributing to the problem!

Marjorie Weyers, Alexandria

Why would The Post encourage people to abuse the cherry trees by featuring a large photo? It would have been better to show Park Service officers telling the people to remove their hammock. Of course, that assumes the officers who usually patrol against such things were still on duty and had not been furloughed.

Bonnie Becker, Springfield

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[The Reflecting Pool Returns- and so do the Geese](#)

By Gary Newton

October 5, 2012

The Washington Monument was mirrored in the Lincoln Memorial's magnificently refurbished Reflecting Pool with such clarity that I was sure I could see [the cracks caused by the August 2011 earthquake](#). A tree was echoed so precisely, I could make out a starling on a limb. As I sat on the steps of the Lincoln Memorial, looking down the pristine 2,100-foot surface of water, the pool was doing its job: I did indeed feel more reflective.

I have always been a huge fan of the Reflecting Pool and all it represents. That's why I'm miffed that, after a \$34 million make-over, we continue to abide the pool's desecration by defecation. The desecrators, a flock of 100 or so Canada geese, apparently waited out the pool's reconstruction, returning as soon as it reopened. The geese basically own the granite coping along the pool's perimeter, claiming their territory with piles of guano that strike me as far more off-putting than [the algae the National Park Service is working so hard to eliminate](#). The granite walkway beside the pool looks like a paint-ball target.

In February, [I suggested in a commentary on this page](#) that some mild hazing was in order to encourage the geese to "self-deport" and save the nation's new pool from defilement. "Hazing" is a tried-and-tested technique for the humane modification of goose behavior. Reader responses to my suggestion were split evenly between laissez-fairers, who thought the birds should be left alone, and interventionists, who felt the hand of man was needed to coax the animals to find a new home.

I continue to stand with the interventionists. Getting a flock of geese to clean up its act at one end of the Mall need not be as complex and contentious as getting a flock of politicians to do so at the other end. The geese are a straightforward matter of national housekeeping. Hallowed common ground is being fouled, and we're on a slippery slope. It's a quick waddle from the reflecting pool to the World War II Memorial, a short hop up to the Lincoln Memorial. Is nothing sacred in this raucous democracy of ours? If there was ever a clear-cut need for federal intervention — in this case, by the Park Service — this is it.

The Mall is a wondrous place. It accommodates an astonishing array of activity. I run through it regularly, and I've seen people playing, praying, proselytizing, performing, spectating, expectorating, romancing, remonstrating, ranting, raving, racing, reading, eating, sleeping and warning us all that the end is nigh.

To be sure, some friction is to be expected on the commons. I've also seen a sari-clad visitor nearly get decapitated by a screaming line drive from a summer softball game and a World War II vet in his wheelchair cut off by a gaggle of school kids. I've witnessed tourists scatter before a line of Segways, bicycle commuters clip pedestrians who don't move aside fast enough at the sound of their tinny bike bells, and sweaty runners, two or three abreast, getting all huffy when walkers don't yield the right-of-way.

But amid all this hurly-burly, the Mall works — with this one waddling exception. The Park Service has the right and the wherewithal to fix it. It should encourage the geese to shuffle off to Buffalo — or farther north. (They are *Canada* geese, after all.) There are any number of arrows in the goose-management quiver that could be employed. Bring in some trained border collies, or try an acoustic technique (e.g, Nancy Sinatra's "These Boots Were Made for Walking," played over and over). Or how about helium balloons painted with the image of predators, or Park Service rangers charging with upraised brooms?

Any of these would probably do the trick, but if not we could always try something more patriotic: launching fusillades of fireworks from pool-side on the fourth of every month, not just July.

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[Goose-Proofing the New Lincoln Reflecting Pool](#)

By Gary Newton

February 17, 2012

I like Canadians, and I like geese, but the flock of Canada geese that haunts our National Mall is fixing to foul [the \\$30.7 million face-lift](#) of one of America's most revered national monuments, the Lincoln Memorial Reflecting Pool.

The paths that run along the reflecting pool are part of my regular running route. Since November 2010, as I chugged along the southern side of the pool, I've watched the iconic 90-year-old pool be chipped apart, carted off and constructed anew.

More than 2,000 telephone-pole-length pilings were driven into the muck down to bedrock to hold what must surely be one of the largest concrete tubs on Earth — a 5 million gallon tub. It appears to this untrained eye that over half of the 11,000 cubic yards of concrete needed for the new pool have now been poured. The swaths awaiting concrete have crook-shaped green rebar sprouting from the mud in perfect rows like a huge Victory Garden. When the concrete basin is complete, it will be 2,100 feet in length — almost six football fields — long enough for Captain C.B. "Sully" Sullenberger to land a small jet.

My concern is that when this beloved pool opens afresh this spring, a pool that has reflected some of the nation's most important events — [Marian Anderson's concert](#),

Martin Luther King Jr.'s "I Have a Dream" speech, [Forrest Gump's reunion with Jenny](#) — it will be besmirched by the same flock of unkempt Canada geese that besmirched the old pool with impunity for years.

The National Park Service's goal for the pool's rehabilitation focuses on sustainability, and that is laudable, but there are dozens of Canada geese waiting in the wings to undermine that goal. True sustainability is not possible without a serious goose management plan for this historic site. Let's not mess around. Canada geese flying south in the fall in V-shaped formation at 3,000 feet honking happily are romantic. Canada geese waddling along the edge of the reflecting pool, stuffed with free American grass and depositing dollops of green guano as though they own the place, are a pest.

Hazing — i.e., intimidating slightly and harassing humanely — is a common tactic to encourage geese to change behavior. The National Park Service should solicit the assistance of tourists, the World Adult Kickball Association, Washington kite-flying groups and the Segway tour companies to help haze the geese. With possible assistance from the Canadian embassy, these low-cost interventions might prompt the Canada geese to self-deport, leaving our new reflecting pool sustainably pristine.

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[Getting around the Mall after Tourmobile](#)

By Editorial Board

December 16, 2011

FOR DECADES, ABOUT the only way to get around the Mall, other than by foot, was via the blue-and-white [trams of the Tourmobile](#). At \$32 a person, it was not a cheap mode of transportation, particularly if one had no interest in the interpretative audio presentation. We hope [Tourmobile's recent demise](#) means the National Park Service will finally get serious about providing a variety of transportation options to visitors.

Tourmobile, which ceased operation at the end of October amid financial difficulties, had been allowed to operate under an exclusive contract that barred other buses, [bike-sharing](#) and pedicabs. It was an irrational arrangement that actually made it harder to get to many of the Mall's museums and monuments, and it was rightly protested by the National Coalition to Save Our Mall and others who wanted effective and low-cost alternatives.

Those protests seem to be paying off. And that is likely to result in a more hospitable Mall. Preserving the integrity of the Mall and visitor convenience are not mutually exclusive goals.

The park service, for example, is now [considering Capital Bikeshare stations](#) for the Mall. Earlier this year it rejected participating in the region's increasingly popular

bike program; “It would destroy the nature of what makes the National Mall an American institution in the first place” was the warped view expressed at the time. Thankfully, smarter thinking prevailed and the service is currently collecting public comment on the proposed location of five stations on the Mall.

The park service is also looking for a tour operator to temporarily fill the void left by the sudden departure of Tourmobile. The [rush to complete a contract](#) has prompted worries from the Save Our Mall coalition that the park service may be headed for a deal not much different from the monopoly Tourmobile enjoyed. [It fired off a letter](#) expressing its concerns to the acting inspector general of the Interior Department.

But park officials stressed they are undertaking temporary measures to deal with an situation that is almost an emergency. Imagine, as they rather convincingly told us, Cherry Blossom season without a tour system in place. Then too, there is the difficulty of visiting Arlington National Cemetery without a tour operator.

Six bidders responded to the solicitation, and it’s possible more than one contract would be awarded. Importantly, the draft contract contains language making clear this would be a nonexclusive arrangement, [as the City Paper’s Lydia DePillis reported](#).

The contract is not to exceed three years, during which the park service will develop a permanent plan for Mall transportation. Park officials say all possibilities are on the table and the process will include the public.

Date	Headline	Summary
12/21/14	<u>Big Business Gets Generous</u>	Summarizing the corporate donations in 2014, the Trust is cited as a beneficiary of Chip Akridge's \$10,000 gift
12/10/14	<u>This Little Stone House Will Become A National Mall Visitor's Center In 2016</u>	Written for the Express section, this item is focused on the Lockkeeper's House and quotes Kristine
12/9/14	<u>American Express To Fund Renovation Of Old Canal Lock House On The Mall</u>	Ruane's short item announcing the AmEx donation and focuses on the Lockkeeper's House
6/27/14	<u>If The Mall Is America's Front Lawn, How Careful Should We Be On The Grass?</u>	The article outlines the various opinions about the contentious issue of the National Mall's grass and quotes Caroline
5/13/14	<u>Glorious Weather For Washington Monument Reopening And Glorious Views</u>	A senior writer for the Capital Weather gang writes a first-hand account of the Washington Monument's reopening with pictures
5/10/14	<u>Recovered From An Earthquake, The Washington Monument Is Set To Reopen</u>	Ruane's piece discusses the reopening of the Washington Monument for interested visitors and quotes Caroline
4/29/14	<u>Stars, VIPs To Mark Washington Monument's Reopening After Earthquake Damage</u>	Ruane's article focuses on the Washington Monument's reopening ceremony
3/28/14	<u>Five Myths About Cherry Blossoms</u>	Higgins' wrote five myths about cherry blossoms and quotes Teresa about the cherry trees
3/25/14	<u>Grand Reopening Set For May At Washington Monument</u>	Ruane's article details the reopening of the Washington Monument and outlines specific details for the reopening
2/26/14	<u>Tightening Rules On The Mall Leave Fests In Peril</u>	The article focuses on the Folklife Festival and the National Book Festival and quotes Caroline

Full Articles

Big Business Gets Generous By Capital Business Staff, The Washington Post, December 21, 2014

[Due to the length of the article, the paragraph mentioning the Trust has been excerpted here]

This year, every employee of D.C. developer **Akridge** participated in the annual volunteer day at the Capital Area Food Bank, donating approximately 850 hours and \$8,000 to the organization. Akridge also gave \$10,000 to the Trust for the National Mall — chaired by company founder John E. “Chip” Akridge III — and approximately \$7,500 to Congress Heights Main Street, an economic development organization in Southeast D.C., and the Washington Humane Society.

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“This Little Stone House Will Become A National Mall Visitor’s Center In 2016”
By Sadie Dingfelder, The Washington Post, December 10, 2014

The oldest structure on the National Mall will be restored, moved 32 feet and turned into a visitor’s center, the [Trust for the National Mall](#) announced Tuesday.

The small stone building, a 19th century remnant of the Washington Canal system known as the “Lockkeeper’s House,” sits at the corner of Constitution Avenue and 17th Street. The building, which is in a state of extreme disrepair, has been shuttered for the past 40 years.

Renovations, funded by a \$1 million grant from the American Express Foundation, will be completed by August 2016, says Kristine Fitton, a spokeswoman for the Trust for the National Mall.

“It will serve as an orientation point for people coming onto the mall, where people can stop and pick up brochures and plan their visit,” she says.

Built around 1835, the Lockkeeper’s House housed a federal worker who collected tolls at the intersection of the Washington City Canal and the C&O Canal. That worker may not have been very busy, says [local historian Robert Pohl](#).

“The Washington Canal never really worked the way it was supposed to,” he says. “Half the time it was dry, and the other half of the time it was flooded.”

The canal, which ran the length of what is now Constitution Avenue, was supposed to make D.C. a center of trade and commerce. Soon after being built, it became an open-air sewer that ran right by the White House. The fetid, stagnant water may have even given Abraham Lincoln’s son, William, the typhoid-like illness [that killed](#)

[him in 1862](#). Ten years later, Congress decided to cover it up — leaving what Pohl calls a “[river of slime](#)” underneath the National Mall.

Today, that slime pit and the Lockkeeper’s House are all that remains of D.C.’s attempt to become a hub of commerce. The city became a tourism hub instead — with about 29 million people flocking to the Mall each year. Soon, the Lockkeeper’s House may be one of their first stops.

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American Express To Fund Renovation Of Old Canal Lock House On The Mall

By Michael Ruane, The Washington Post, December 9, 2014

The Trust for the National Mall announced Tuesday that American Express has donated \$1 million to restore the old stone lockkeeper’s house, a vestige of a bygone Washington and the oldest existing structure on the Mall.

The 178-year-old building, at 17th Street and Constitution Avenue NW, once served a canal lock that connected the Washington branch of the Chesapeake & Ohio Canal and Washington City Canal, which ran toward the U.S. Capitol.

The house, near the Washington Monument and the World War II Memorial, has been boarded up for more than 40 years, the trust said. As part of the restoration, the building will be moved about 32 feet back from the intersection.

Built as a home and workplace, the house was operated between 1835 and 1873 by a lockkeeper who collected tolls and ran the canal lock for barges loaded with freight. The building has been closed since the 1970s.

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If The Mall Is America’s Front Lawn, How Careful Should We Be On The Grass?

By Caitlin Gibson, The Washington Post, June 27, 2014

At the intersection of Seventh Street and the Mall, two distinct views of one of the country’s most visited parks are on display in the June sunshine.

Facing the Capitol, a carpet of lush grass stretches from sidewalk to sidewalk, the manicured green dotted with strolling tourists, Frisbee players and picnic blankets.

In the opposite direction, crowds of visitors meander between performance stages and artisan exhibits at the Smithsonian Folklife Festival, its large white tents staked into the trampled, weed-ridden ground between Seventh and 14th streets.

Here is the Mall as an iconic symbol of American democracy and ideals, conveyed through meticulously preserved landscape. And here it is as a robustly used

gathering place, a public showcase for creative expression and the exchange of ideas.

So, which is it? And can it be both?

The answer, so far, is that it's complicated. The years-long, \$40 million renovation of the Mall's badly damaged turf led to new National Park Service regulations governing the use of the park's vast grass panels. Pickup sports teams are adjusting to the revised protocol — red flags staked into the ground mean to take the game elsewhere, please — but large-scale public events such as the National Book Festival and the Smithsonian Folklife Festival, which annually draws about 1 million visitors, have found it far more challenging to adapt.

After months of uncertainty surrounding the future of the Folklife Festival's presence on the Mall — anxiety fueled by the departure of the [National Book Festival](#) from the property, and the launch of a grass-roots advocacy group called Save the Smithsonian Folklife Festival — the Folklife Festival's place on the Mall for the next five years [was secured Wednesday](#) with an agreement between the Smithsonian Institution and the National Park Service.

With that development, the biggest concern over a decades-long tradition was resolved. But the controversy revealed an underlying debate about the true purpose of the public space at the heart of the nation's capital.

"The festival is just one of many ways that the Mall has become significant to the American public — it's how it's used, it's not the grass that's important to people," says Kim Stryker, who created Save the Smithsonian Folklife Festival, a campaign to rally awareness of and opposition to the new restrictions. "It's the human interaction on the Mall that's really made a difference in its history."

A Feb. 24, 2012, letter written by Thomas Luebke, secretary of the U.S. Commission of Fine Arts — a federal agency with review authority over the renovation of the Mall — describes the park's top priority a bit differently.

"The Commission members emphasized that the integrity of the Mall as a continuous, green, designed landscape should not be compromised by substantial physical changes," the letter says. It notes that "the pedestrian experience of the Mall" is the paramount concern — i.e., if an event damages the scenery, the event's organizers will foot the bill to re-beautify the grounds.

But appearance vs. use is a "false choice," says Caroline Cunningham, president of the Trust for the National Mall. She says there are ways to accommodate both and notes that restoration of the grass panels was necessary after decades of neglect: "It was basically a pile of concrete," she says.

The Mall, as its trustees like to say, has been “loved to death,” occasionally labeled as a disgrace and an embarrassment, even deemed a “failed” public space by a 2011 Atlantic Cities global ranking. Visitors often logged disappointed reviews on travel Web sites, Cunningham notes. When tourists take a photo here, they want a background that captures the grandeur of the city’s ceremonial core; instead, “weeds grow where dreams once flourished,” the trust’s site declares.

But ridding America’s front lawn of its weeds means some dreams get relocated. The cost of a continual effort of turf restoration [can prove prohibitive](#); after more than a decade on the Mall, organizers of the National Book Festival announced in January that the [festival would move](#) to the Walter E. Washington Convention Center this year. The turf renovation was also behind this year’s cancellation of the National Council of Negro Women’s annual Black Family Reunion. Those announcements were preceded by the 2011 departure of the U.S. Department of Energy Solar Decathlon, a popular student competition that was evicted from the Mall out of concern for the grass.

The dispute over access to the Mall has unfolded in true Washington form, with heated opinions carefully confined to closed-door meetings. Overt frustration could derail delicate negotiations between two agencies that both fall under the Interior Department — which is why Stryker says she decided to throw the public punches herself. She says the agreement signed this week is “far from a home run,” and her organization recently launched a [Change.org petition](#) to lobby for a permanent event space on the Mall.

“All through the history of the festival, there have been bumps in the road with the festival having a continued presence on the Mall,” Stryker says. “For 47 years, it’s been a fight, and the expectation that I have is that it will continue to be a fight.”

Carol Johnson, spokeswoman for the National Park Service, says it isn’t a fight so much as an overblown misunderstanding.

“The main thing that’s important to us is that the memorandum of agreement recognized the cultural importance of both the festival and the Mall,” Johnson says.

Next year, the festival will have to adhere to the new rules. For now, it’s stationed as usual in the center of the Mall, where the yet-to-be-restored landscape is pockmarked with dust and clover patches. It is the site of storied marches, protests and concerts, all of which have left their scars, creating a perfect reflection of an imperfect history.

“The Mall is a symbol and an icon of America and its ideals, and those ideals certainly include free expression and cultural exchange,” says Michael Atwood Mason, the director of the Center for Folklife and Cultural Heritage, which produces the festival. “The Folklife Festival at the beginning of the summer and the National Book Festival at the end of the summer are really important hallmarks of who we

are as a nation. We are a diverse people. We are a creative people. And we believe deeply in honoring and celebrating that heritage.”

[The celebration](#) is now in full swing. On a recent afternoon, aromatic smoke rises from culinary tents where tilapia fillets and goat stews are cooking. Kenyan performers in sparkling red and purple robes are waiting to take the stage. At the center of the Mall, a family stops for a picture, posing before their chosen backdrop: a regal, 35-foot bamboo scaffolding draped in red and gold cloth and emblazoned with Chinese characters, the Folklife Festival’s crowning installation.

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Glorious Weather For Washington Monument Reopening And Glorious Views

By Kevin Ambrose, The Washington Post, May 13, 2014

After almost a thousand days of repair that followed the [earthquake of 2011](#), the Washington Monument reopened on Monday to great fanfare. Press from around the world were in Washington to cover the event and the weather cooperated for all.

U.S. Interior Secretary Sally Jewell and philanthropist David Rubenstein were among the many dignitaries that took part in the ceremony to reopen the monument. Fourth-graders from Washington, D.C.’s Aiton Elementary School also helped give a history lesson during the reopening ceremony.

The National Park Service and The Trust for the National Mall managed the events of the day very well. The good weather and small-to-medium crowd size helped make for a wonderful event. I was surprised that it was easy to get tickets into the Washington Monument for the first half of the day.

Below are a set of photos that I took on the National Mall and inside the Washington Monument starting at 6:15 a.m. and ending at 1:30 p.m. on May 12. I took several of the photos while I waited in line.

I was particularly interested to find and photograph the Washington Monument’s new lightning exhibit. I had previously worked with the National Park Service to provide one of my [lightning photos](#) for an exhibit inside the monument and I was given almost no information about how it would be displayed. I found the exhibit and I have included a photo below.

Clouds moved overhead during the afternoon and the humidity levels climbed, but overall the weather cooperated for the Washington Monument’s big day. May 12, 2014 will be memorable for many.

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Recovered From An Earthquake, The Washington Monument Is Set To Reopen By Michael Ruane, The Washington Post, May 10, 2014

The cracks have been repaired. The stone has been patched. The elevator is fixed.

The 500 tons of scaffolding have been down for weeks, and the lawn is freshly mowed.

On Monday, 994 days since an earthquake shook the Washington Monument from top to bottom, the marble-and-granite national landmark reopens to the public.

Tours resume at 1 p.m., following a 10 a.m. reopening ceremony.

“We just got the new exhibits installed yesterday,” Bob Vogel, superintendent of the National Mall and Memorial Parks, said during a preview visit to the monument Saturday.

The outer perimeter of fencing has been removed, along with the construction road. But an inner fence perimeter was still in place Saturday keeping tourists at bay.

Since the August afternoon when a [video camera captured terrified tourists fleeing](#) from the shaking observation level 500 feet up, an estimated 1.5 million people have been deprived of the spectacular view and a major stop on visits to Washington.

For more than 2¹ / 2 years, the mammoth two-toned structure stood surrounded by a chain-link fence with signs [declaring it closed](#), as the seasons on the Mall passed and visitors snapped pictures from afar.

Yet it was always there.

“It is so ever-present,” Caroline L. Cunningham, president of the Trust for the National Mall, the Mall’s nonprofit fundraising partner, said last week. “I think people feel connected to it whether they can get into it or whether they can’t.”

Eighteen hundred tour tickets for Monday will be available starting at 8:30 a.m. at the Monument Lodge on 15th Street between Madison and Jefferson drives, the National Park Service said.

Tuesday, the monument will begin seasonal hours of 9 a.m. to 10 p.m. Tickets can be reserved online at the Web site [Recreation.gov](#). Vogel said that when online ticketing opened for the season on April 16, 16,000 tickets were gone in 15 minutes.

The repair project came after the 5.8-magnitude earthquake struck the East Coast on Aug. 23, 2011, whipsawing the monument, shaking stone loose from the surface, and opening cracks so wide that light shined through.

Debris tumbled from the exterior and interior of the 555-foot-tall obelisk, damaging the internal elevator and leaving cracks and gouges in the outside stone.

“I had only been superintendent for a couple of weeks,” Vogel said in an e-mail last week. “I have to admit it was something of a trial by fire and a huge challenge.”

The repair project required, among other things, [inspectors to lower themselves on ropes](#) from the monument’s top to conduct up-close, and hair-raising, examinations of the damaged stone on each face of the structure.

It required 2.7 miles of new sealant between stones, and 53 stainless steel “saddle anchors” to bolt in place slabs on the monument’s slanted pyramidion in case of another earthquake.

The slabs had been held in place mainly by gravity, and engineers worried that the slabs could fall off, James M. Perry, the chief of resource management for the mall and memorial parks, said Saturday.

The repair work was relatively straightforward, but “it’s the Washington Monument, so there’s a lot of it,” Perry said, as he stood on the observation level inside the structure.

Robert Collie, project manager for Perini Management Services, the general contractor, said there was a bittersweet feeling now that the job was ending.

“On one hand, we made so many great friends,” he said. “Now those teams are sort of dissipating and going elsewhere.”

The repair bill was an [estimated \\$15 million. But](#) that was cut in half when local businessman and [philanthropist David M. Rubenstein announced that he would chip in \\$7.5 million.](#) The government paid the rest.

“I think the National Park Service and the various contractors did a spectacular job,” Rubenstein said in an e-mail last week.

“I am glad that everyone can once again enjoy the unique views from the top and also have a chance to think about the extraordinary things George Washington did for our country,” he said.

Rubenstein was expected to be present for the reopening Monday along with, among others, Interior Secretary Sally Jewell, National Park Service Director Jonathan B. Jarvis and television personality Al Roker.

The most visible part of the repair project was [the external scaffolding](#), which started going up in February 2013 and was topped out that May.

The scaffolding went up 500 feet and was used to support work crews and a hoist for workers and materials. The remaining distance to the top was reached by ladder.

The scaffolding was not bolted to the monument, but, rather, squeezed it like a vise, with wood-padded braces on all four sides every 26 feet up.

On July 8, a huge grid of [decorative lights](#) attached to the scaffolding was turned on and graced the nighttime landscape until Nov. 4, when the project began to wind down. The scaffolding started coming down Nov. 12.

“People loved the scaffolding and the lighting,” Cunningham said. “That created its own excitement.”

She said she was able to go up the scaffolding with other VIPs after it was installed and place her finger on the monument’s tip.

“That was, I think, the most amazing thing that I’ve ever done in my life,” she said. The view was breathtaking, and the monument felt solid and timeless, she added.

In addition to the earthquake damage, the monument, which was begun in 1848 and finished in 1884, had seen more than a century of rain, snow, sleet and wind. Up close, it was a patchwork of repairs going back decades.

Cracks needed to be filled. Loose hunks of marble had to be dug out and replaced with scores of individual patches called “dutchmen.” Joints had to be smoothed and cleaned. Most of the damage was near the top.

Officials have said 150 dutchman patches were used, so many that work crews ran out of spare marble they had on hand for repairs.

But a company was found that had salvaged old marble steps from homes in Baltimore. And that marble had come from the same quarry as some of the monument marble.

Normally entered by about 600,000 visitors a year, the monument honors George Washington, Revolutionary War hero and the nation’s first president.

The monument, one of the tallest free-standing masonry structures in the world, is also perhaps the most recognized of American structures.

The cornerstone was laid July 4, 1848, at a ceremony attended by then-President James K. Polk, and then-congressman Abraham Lincoln. Work halted from 1858 to 1878 because of a lack of funds.

In December 1884, a 3,300 pound marble capstone was placed atop the monument and capped with a pyramid of aluminum.

The following Feb. 21, on a sunny, frigid day, the monument was dedicated.

Among those in attendance was Secretary of War Robert Lincoln, son of the assassinated chief executive who had been present nearly 37 years before.

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Stars, VIPs To Mark Washington Monument's Reopening After Earthquake Damage By Michael Ruane, The Washington Post, April 29, 2014

The Washington Monument will reopen May 12 with a ceremony hosted by Secretary of the Interior Sally Jewell, National Park Service Director Jonathan B. Jarvis and philanthropist David Rubenstein, the National Park Service said Tuesday.

The event, which is being held by the park service and the Trust for the National Mall, is open to the public and will begin at 10 a.m. on the southwest grounds of the monument

The ceremony will mark the reopening of the [555-foot national icon](#), which has been closed to the public since a [5.8-magnitude earthquake rocked the structure on Aug. 23, 2011](#).

The [reopening](#) will feature appearances by National Mall and Memorial Parks Superintendent Bob Vogel, television personality Al Roker, and "American Idol" Season 12 winner Candice Glover, the park service said.

The Army's Old Guard Fife and Drum Corps, the United States Navy Band, and the Boy and Girl Choristers of the Washington National Cathedral Choir will perform.

Public tours of the monument are set to resume as the ceremony ends at 1 p.m. Tickets will be available on a first-come, first-served basis starting at 8:30 a.m. May 12 at the Washington Monument Lodge on 15th Street between Madison and Jefferson drives.

For months, the monument was encased in 500 tons of scaffolding, inside and out, as [workers repaired cracks](#) and areas where the stone had been shaken loose by the earthquake.

The last of [the repair scaffolding](#), which started going up more than a year ago, came down this spring. Rubenstein funded half the \$15 million repair cost.

In a typical year, about 600,000 visitors enter the monument, which honors George Washington, Revolutionary War hero and the nation's first president. It is one of the most famous structures in the world and a hallowed presence on the Washington landscape.

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Five Myths About Cherry Blossoms By Adrian Higgins, The Washington Post, March 28, 2014

With the melting of the late March snow this past week, the earliest of Washington's cherry blossoms began to stir. The city has been celebrating the Japanese flowering cherry tree for 102 years. The blooming of almost 4,000 trees around the Tidal Basin, East Potomac Park and the Washington Monument symbolizes the long-awaited spring, drawing devotees from around the world. Yet the blossoms bloom only briefly. Let's look at some illusive notions about a short-lived flower that's hard to pin down.

1. The idea of planting Washington's cherry trees came from Japan.

The Japanese government embraced the idea of a gift of cherry trees as an act of bilateral friendship, but it was a handful of Americans who first promoted their mass planting in the District, notably author and adventurer [Eliza Scidmore](#) and a Department of Agriculture plant explorer named David Fairchild.

Fairchild introduced thousands of economic and ornamental plants to the United States during his career, including varieties of the Japanese cherry. On a visit to Japan in 1902, he was taken by the way the cherry tree was used to line city avenues. When he and his wife settled in Chevy Chase in 1906, they planted 100 trees on their estate. Fairchild enthusiastically promoted their wider use. Scidmore, in writing about the Japanese hanami, or celebration of the blossoms, had already whetted the appetite in the United States for the trees. Their pleas were taken up by first lady [Helen Taft](#), who was looking for ways to beautify Potomac Park. An initial planting of double-flowering cherry trees led to the offer of a major donation of trees by the city of Tokyo. The popular Yoshino cherry, with its creamy, delicate blooms and spreading canopy, is also called the Tokyo cherry.

2. Visitors still enjoy the original trees.

The cherry trees that arrived in Washington caused a lot of trouble. The batch of 2,000 trees from Tokyo Mayor [Yukio Ozaki](#) was rejected by Agriculture Department scientists when it arrived in the winter of 1910. The trees — large, heavily root-pruned and probably severely stressed — were badly infected with pests and diseases that could spread and become a nightmare for fruit growers in the United States. After President William Howard Taft gave his permission, the trees were burned.

Fortunately, Ozaki took the episode in stride and arranged to send 3,000 more trees to Washington for spring planting in 1912. These trees were younger and healthier, and had been thoroughly fumigated. They passed muster.

But like their blossoms, most cherry trees are naturally short-lived. That any of the originals have survived is because of the vigilant care of National Park Service crews. Only [a few dozen](#) are still around, typically gnarled and misshapen specimens near the stone Japanese Lantern on the north side of [the Tidal Basin](#).

3. The cherry trees grown around the Jefferson Memorial were a favorite of Thomas Jefferson.

Jefferson planted as many as 48 fruiting cherry trees for Monticello's kitchen. He noted that one beloved variety, Carnation, was "so superior to all others that no other deserves the name of cherry." He also enjoyed their ornamental effect in bloom.

But the sage of Monticello is unlikely to have been familiar with the Japanese cherry trees prized for their blossoms, not their fruit. These did not come to the attention of Western botanists until the 1830s in books and were not exported to America until Japan ended a period of isolationism in the 1850s. The Jefferson Memorial was dedicated in 1943, 31 years after the initial planting — and, of course, more than a century after Jefferson's death. Local residents protested the destruction of some of the trees to make way for the memorial.

4. In Japanese culture, the blooms symbolize the fleeting nature of life.

The ephemeral nature of the blossoms is reflected in the melodramatic, 11th-century Japanese fable "[The Tale of Genji](#)." Ten centuries later, the flowers' existential heft is still touted by the National Park Service. "The brief duration of their brilliant blossoms symbolize the brevity of life for the people of Japan," according to its [Web site](#).

But the blossoms have taken on many different and often contradictory meanings in Japanese life, according to Emiko Ohnuki-Tierney, a professor of anthropology at the University of Wisconsin and the author of "[Kamikaze, Cherry Blossoms, and Nationalisms: The Militarization of Aesthetics in Japanese History](#)." Originally farmers revered the cherry blossoms, believing that they were visited by deities who guaranteed a rich rice harvest. In Kyoto in the 8th century, the emperor and his court held an annual "feast of the flower," first venerating plum blossoms, then focusing on cherry blossoms for their more distinctive Japanese character.

Later, the cherry blossoms came to symbolize geishas' femininity and the power of warriors. Aristocrats strolled among the blossoms, musicians serenaded the trees, poets used them for inspiration. And during Japan's militarization in the 20th century, the petals stood for fallen soldiers as well as Kamikaze pilots.

Whatever their meaning, the ephemeral blooms make it hard to plan the festival. "If you have rain or wind," Ohnuki-Tierney said, "it goes away in two or three days."

Because it is so tricky to predict the timing of the blooms, a celebration that began as a modest three-day event in the 1930s will last this year from March 20 to April 13.

5. If the Tidal Basin were planted today, we wouldn't use Japanese cherry trees.

A strong movement for native plants has developed within state and federal natural-resource agencies and environmental groups, which point to problems caused by nonnatives that become invasive. Many garden plants from East Asia, first welcomed enthusiastically by horticulturists, have turned out to be rampant in the wild and detrimental to native flora and fauna. Among the culprits are the multiflora rose, the Japanese barberry, the porcelain-berry, the Japanese and Chinese wisterias, and the Japanese honeysuckle. And not all of Fairchild's introductions turned out to be that great. He also advocated a wonderful new forage crop from the Land of the Rising Sun: kudzu, known as "the vine that ate the South."

Luckily for Washingtonians, Japanese flowering cherries behave themselves. Double-flowering varieties such as Kwanzan are sterile, and the single-flowering Yoshino and Akebono might produce one lonely seed in a small fruit of interest only to birds. These imported trees won't kill native species. And according to Teresa Durkin, senior project manager of the Trust for the National Mall, the cherry trees, though exotic, are not invasive and could still be planted.

"The cherry trees are a well-respected example of our friendship with the nation of Japan," Durkin said. "They are really cherished."

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Grand Reopening Set For May At Washington Monument By Michael Ruane, The Washington Post, March 25, 2014

After 32 months and \$15 million in repair work, the venerable Washington Monument will reopen for public tours May 12, the National Park Service announced Tuesday.

The monument has been closed since a [5.8-magnitude earthquake struck the Washington region Aug. 23, 2011](#), and shook the structure from its base to the top of its pyramidion.

For months, the 555-foot-tall monument was encased in [500 tons of scaffolding](#), inside and out, as workers repaired cracks and places where the stone had been shaken loose by the earthquake.

The last of the repair scaffolding, which started going up more than a year ago, will begin to come down this week, the Park Service said.

The Park Service and the Trust for the National Mall will host a reopening ceremony at 10 a.m. May 12. Tours of the monument will begin at 1 p.m. that day. The tickets will be available on a first-come, first-served basis starting at 8:30 a.m. at the Monument Lodge, on 15th Street between Madison and Jefferson drives, the Park Service said.

Tickets for tours on May 13 and all future dates will be available on the Park Service reservation page, www.recreation.gov, starting at 10 a.m. April 16.

The monument, which was begun in 1848 and finished in 1884, will be open from 9 a.m. to 10 p.m. through the summer.

“We are delighted to be in the home stretch with the repairs,” Park Service Director Jonathan B. Jarvis said in a statement.

Local philanthropist David M. Rubenstein, who funded half the repair cost, said in the Park Service’s statement: “The National Park Service has done a spectacular job . . . and I hope as many people as possible will soon be able to see the unique view from the top.”

In a typical year, about 600,000 visitors enter the monument, which honors George Washington, Revolutionary War hero and the nation’s first president. It is one of the most famous structures in the world and a hallowed presence on the Washington landscape.

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Tightening Rules On The Mall Leave Fests In Peril By Lonnae O’Neal Parker and Jonathan O’Connell, The Washington Post, February 26, 2014

Tightening of National Park Service restrictions on the use of the Mall for festivals and other activities potentially threatens the annual summer Smithsonian Folklife Festival, according to Smithsonian officials.

Though the festival will still be held on the Mall this year, in a letter this month to the National Park Service obtained by The Washington Post, Smithsonian Secretary Wayne Clough recounted years-long Smithsonian efforts to minimize the festival’s impact on the Mall, but raised concerns about its viability there in the future.

“We recognize that the National Mall is not only a national landscape, but also widely regarded as a gathering place for free expression. The challenge for the future is to balance the use of the Mall for democratic expression while maintaining its appearance,” the Feb. 6 letter reads.

“We are disappointed to learn that the final plans for the Mall incorporate too few of the accommodations that had been discussed for us to stage future Folklife Festivals

in any form that would be recognizable to our patrons, fundamentally changing the character of this uniquely American Festival,” it goes on to say.

The new restrictions are in place following major rehabilitation work the Park Service has been performing on the Mall and surrounding areas in recent years, sometimes putting the maintenance and beautification of “America’s Front Yard” in conflict with its role as a gathering place for national celebrations and free speech gatherings.

Following the approval of a [new plan](#) for the Mall in 2010, upgrades in recent years include restoration of the Lincoln Memorial Reflecting Pool, repair of the Tidal Basin seawall by the Thomas Jefferson Memorial and restoration of the D.C. War Memorial.

In the wake of massive crowds for President Obama’s second inauguration in 2013, Ken Salazar, then Secretary of the Interior, [issued](#) an order re-enforcing the Mall’s use for a variety of activities but expressing concern about “the extreme levels of use” the area endures, particularly on the Mall between Third and 14th streets.

“In the interest of protecting the Park, regulations allow the NPS to impose reasonable restrictions upon the use of temporary structures,” the order reads.

First held in 1967, the Folklife Festival operates between Seventh and 14th Streets, and has its center stage in the main Mall area. The Smithsonian alternately uses the Jefferson Drive side of the Mall and the Madison Drive side for other tents, staging and equipment, according to Smithsonian spokeswoman Linda St. Thomas.

“We’re meeting with park service staff, we’re looking at the amount of hard space and looking at regulations,” said Smithsonian Undersecretary Richard Kurin. “I think plans allow for re-turfing parts of the Mall. You have events at football stadiums all the time. There are concerts then there’s a hockey game and a rodeo.”

He calls the Mall symbolically powerful and said “we would hope that some accommodation could be worked out so that the festival and other activities could take place out there, and still make the Mall look good.”

Carole Johnson, spokeswoman for the National Park Service called the new rules “very scientific in terms of giving the grass a chance to rest.”

After this year’s festival, the Park Service will begin the next phase of its restoration, putting the fate of the festival for 2015 and beyond in question.

“We’re trying to find a solution. The Folklife Festival is really popular. We know that. We want to work with them. We work with all permittees to do what we can to accommodate them while at the same time protecting the grass for the 25 million visitors we have every year,” said Johnson.

In January, organizers of the National Book Festival [announced](#) that after a dozen years on the Mall, they would move to the Walter E. Washington Convention Center because of the tighter restrictions. The National Council of Negro Women's [Web site](#) cites the Mall renovation as the reason for not hosting its traditional Black Family Reunion Celebration this year.

Caroline L. Cunningham, president of the Trust for the National Mall, a private partner of the park service in trying to improve and restore the Mall, said hundreds of events and softball games are still permitted to use the Mall and are enjoying the improved turf.

"Honestly, I think the plan is working. You have to put rules in place so that it can be preserved one way or the other," she said. The book festival's relocation, she said, provided both a better event and respite for the Mall's turf.

"I think their solution of going to the convention center was a win-win, sort of for them and for the turf," she said.

Albert Small is a donor to the Smithsonian, the National Archives, the National Gallery of Art and is on the board for the Library of Congress. As a donor to institutions that bring visitors to the Mall, he says he's concerned about the tightened restrictions.

"The Mall has been there for 200 years," Small says. "It's for the people. Its not just for grass. It doesn't do any good if you can't use it for more than just looking at it."

Why draw thousands of people to the park for a heavy-use event when you're trying to preserve it?

CAROLINE:

- The park is meant to be used for large gatherings. And it's traditionally been a great national stage for raising awareness for important issues.
- For the Trust, welcoming a large group of people to the park allows us to educate them about the history and significance of the park in an immediate and relevant way. And we can readily bring attention to the vast improvements that need to be made to the National Mall -- while raising money to do so.
- And of course, we are thrilled to be partnering with C3 Presents, a company that has proven time and time again its commitment to the grounds that host its events. I can let Charlie speak more to this.

CHARLIE:

- C3 has an outstanding track record of being respectful of public space at all of our events. And by covering any repairs needed after an event, we ensure the park is always left in better condition than we found it.

(note: can mention recycling effort, like Rock and Recycling)

The lineup has several international bands – why not book this completely American being that the cause is for American landmarks?

CHARLIE:

Our goal is to deliver a world-class festival that appeals to many different musical tastes, while at the same time building awareness for the needs of the National Mall. The lineup is a great snapshot of this moment in time in music.

CAROLINE:

We're excited that the lineup celebrates diversity, which is a key value of the National Mall. It's fitting because the park helps tell the American story – not just to Americans, but to visitors from around the world.

Why are you charging money for a concert on the Mall?

CAROLINE:

- Practically, a ticketed concert is the only feasible model for a small non-profit like the Trust to host a large-scale event, but we're also confident that young people are willing to pay to participate in an amazing festival and to support an amazing cause.
- For those who can't or don't want to pay, there will be a free event area with jumbo-trons and food service adjacent to the ticketed event.

CHARLIE:

A ticketed event model gives attendees a quality and safe experience. Everything from security to concessions to non-music programming is first rate at C3-produced festivals. This is not just a 3-hour concert or music event; it is a festival that includes culinary talent, entertainment for kids, activations, and educational programming about this incredible park.

Doesn't a paid event violate the free speech nature of the Mall?

CAROLINE:

- The Mall proper – the iconic grass area stretching west from the Capitol – is the part of the park associated with free speech events. Our festival will be south of Independence Avenue in West Potomac Park.
- This is primarily a recreational space and is commonly used for pay-to-participate events like sports leagues, fee-based road races that are also charitable fundraisers, and major events like the Nation's Triathlon.
- The festival won't cause any of the park's monuments, memorials or the First Amendment green space to close to the public.

Why does the Trust for the National Mall get to hold a benefit concert when no other organization has been allowed to before?

NPS:

National Park Service Management Policies states that "special events"—which includes public spectator attractions and entertainment—may be permitted by the superintendent when (1) there is a meaningful association between the park area and the event, and (2) the event will contribute to visitor understanding of the significance of the park area."

As the National Park Service's official non-profit partner dedicated to restoring, improving, and preserving the National Mall, the Trust for the National Mall is uniquely positioned to create an event that has "meaningful associations" with and contributes to "visitor understanding" of the monuments and memorial that make up the National Mall.

Will the National Park Service now allow other organizations to hold benefit concerts or other ticketed events on the National Mall?

NPS:

If another organization were able to demonstrate that their event has meaningful associations with the National Mall and would contribute to visitor understanding of the park, and if they could abide by the conditions of the permit to protect resources and visitors, we would consider that request.

How much money from the concert will be returned to the park?

CAROLINE:

- Without any direct precedent for a festival like this in Washington, it's very hard to predict. Our intent is that the festival becomes an annual awareness-building event that raises money for the cause over time.
- As a point of reference, the Lollapalooza music festival raised about \$400,000 for the Chicago park system the first year it was held in Grant Park. A decade later, it raised \$2.7 million. We expect to raise money in year one and hopefully build on it in a similar way in the future.

NPS:

The National Park Service does not consider such issues in evaluating requests or placing conditions on a permit.

What conditions have been placed on the Trust's permit for the event? Can we get a copy of the permit?

NPS:

The permit has not yet been finalized or issued to the Trust for the National Mall. This is not unusual for large events of this type that have many fine details and specific conditions to be worked out.

The applicant and the National Park Service have initial meetings on the permit and when major issues such as public safety, protection of park resources, and crowd management will be addressed, conditional approval is given that allows the event to be announced. Negotiations about how specifically those items will be achieved will continue, often right up until the point when set-up for the event begins.

CAROLINE:

- We have a written letter of approval from NPS to hold a ticketed benefit concert in the park, and for months have been working with NPS on details -- including accessibility, safety and minimizing the impact on other park visitors.
- Permits typically aren't issued until just before an event occurs, when a full site plan and all details are in place.

EMBARGOED UNTIL 7 P.M. TUESDAY, APRIL 28, 2015

Contacts:

Kristine Fitton
Trust for the National Mall
kfitton@nationalmall.org
202.407.9412

Sandee Fenton
C3 Presents/Fresh and Clean Media
sandee@freshcleanmedia.com
301.313.7200



TRUST FOR THE NATIONAL MALL ANNOUNCES FIRST EVENT IN NEW EFFORT TO INCREASE PARK STEWARDSHIP AND SUPPORT FROM A NEW GENERATION

Landmark Music Festival to Kick Off Grassroots Campaign to Celebrate and Restore National Mall

APRIL 28, 2015 WASHINGTON, D.C. The Trust for the National Mall unveiled the first event in its upcoming [nationwide grassroots campaign](#), announcing it will host a world-class music festival to educate a new generation of Americans about the National Mall's history, ideals, and pressing restoration needs.

The [Landmark Music Festival](#) was made public during an event at Washington's W Hotel featuring Congresswoman Eleanor Holmes Norton and leaders from the mayor's office, the National Park Service, Events DC and concert promoter C3 Presents.

"To succeed in our mission of creating a more sustainable, beautiful and functional National Mall, we're working to grow from a local charity into an energized national cause," noted Trust for the National Mall President Caroline Cunningham. "From eighth-grade class trips to the famous 'I Have a Dream' speech, the National Mall is our nation's common ground. We want this festival to start a conversation among Americans across the country about the role they can play in preserving this iconic park and the values it represents."

The two-day festival will take place on multiple stages in West Potomac Park September 26-27, 2015 and feature more than 40 bands. It will serve as an educational event, highlighting the historic and cultural significance of the National Mall, and as a vehicle for increasing volunteerism and grassroots funding to help restore the park. The festival will be part of the Trust's new grassroots campaign, which aims to increase stewardship of the National Mall nationwide, and particularly among young adults.

The Trust plans to raise awareness, participation and funding from the public to address a growing amount of deferred maintenance and needed upgrades to the infrastructure of the park. It's been nearly 40 years since the National Mall's last major renovation, and persistent environmental erosion and disrepair have presented an urgent need to fix the parkland's failed ecology and its crumbling historic landmarks, including the beloved [Thomas Jefferson Memorial](#).

"As the National Park Service approaches its 100th anniversary next year, all of our national parks, including the National Mall, are looking for relevant ways to engage the next generation of national park supporters," added Karen Cucurullo, acting superintendent of the National Mall

EMBARGOED UNTIL 7 P.M. TUESDAY, APRIL 28, 2015

and Memorial Parks. “Our non-profit partners at the Trust are uniquely qualified to bring the value and values of the park to life and we are glad that the Landmark Festival will help launch a new collective effort among millennials to appreciate the National Mall and protect it for generations to come.”

The Landmark Music Festival will also celebrate America’s diversity – a key tenet of the National Mall – through a wide range of musical styles, art and cuisine. Onsite educational activities will underscore the shared values and history of the park.

“I’ve walked the Mall my whole life – as a third-generation Washingtonian, as a citizen protesting for change in our country, and as a representative of the people of the District of Columbia,” said Congresswoman Eleanor Holmes Norton (D-DC). “The Mall holds some of America’s most iconic moments. I am excited to see world-renowned artists coming to perform on the Mall to help preserve one of America’s most important parks and all that it represents.”

Tickets for the Landmark Music Festival are now on sale at www.LandmarkFestival.org. In the next several weeks, a public lottery for a limited number of free passes will be announced along with details about a special event area that will be free to the public.

Artists performing at the festival include Drake, The Strokes and alt-J. For the full musical line-up, go to LandmarkFestival.org.

“Our production partner C3 Presents was selected because of their great track record creating exciting and safe events in iconic urban parks – including on the National Mall – and we’re thrilled to see them bring their professionalism and passion to our cause,” noted Trust President Caroline Cunningham.

About C3 Presents

From Lollapalooza to Austin City Limits, [C3 Presents](http://C3Presents.com), has a history of creating world-class music festivals that improve the urban parks in which they’re held through resource protection, restoration and reinvestment. C3’s extensive history working in the National Capitol Region’s National Parks includes production of the 56th and 57th Presidential Inaugurations, the 50th Anniversary of the MLK “I Have A Dream” Speech, and the White House Easter Egg Roll since 2009.

About the Trust for the National Mall

The [Trust for the National Mall](http://TrustfortheNationalMall.org) is an official partner of the National Park Service dedicated to sustainably restoring and improving the National Mall. The National Mall – the iconic grounds stretching from the U.S. Capitol to the Lincoln Memorial that hosts 29 million visits a year – is facing a backlog of well more than \$500 million in deferred repairs and \$350 million in needed upgrades. The Trust split the cost of restoring the earthquake-damaged Washington Monument with the federal government and is extending this public-private partnership model to other high-impact projects designed to preserve the grounds and structures that honor America’s history, heroes and hope. For more information on the Trust for the National Mall, please visit www.nationalmall.org or follow us on Facebook (www.facebook.com/nationalmall), Twitter (@nationalmall) and Instagram (@nationalmall).

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KAREN CUCURULLO, NATIONAL PARK SERVICE

- As part of its upcoming centennial anniversary, the National Park Service has launched a nationwide public awareness campaign called Find Your Park to spread the word about the amazing places we manage and the inspirational stories that the national parks tell.
- Here at National Mall and Memorial Parks we want all Americans – especially those that will be the next generation of our visitors, supporter and advocates – to better understand the history, ideals and significance of the National Mall.
- From Marian Anderson’s concert to the steps of the Lincoln Memorial to Martin Luther King’s “I Have a Dream” speech to the AIDS quilt blanketing the National Mall, we want to educate young visitors about the National Mall’s history. We want to create within them an awareness of the values of the National Mall, so that they will view themselves as the successors of these historic events and will make the National Mall their own front yard – because it is America’s Front Yard.
- We are proud to partner with the Trust for the National Mall on the Landmark Music Festival as a relevant way to reaching millennials and to create awareness of the values of the National Mall and the need to protect it for generations to come.
- For more on the specifics of the festival, please welcome Charlie Jones, Partner at C3 Presents.



Landmark Music Festival Launch Event
Tuesday, April 28, 2015
POV Rooftop Bar – The W Hotel

1:00pm – POV Rooftop Bar Available

Patrick & Brooke arrive to build and test Lineup Reveal & A/V

3:00pm – POV Rooftop Bar Available

C3/Trust Staff arrive to review and assist remaining setup

4:00pm - Run-through

C3/Trust go through entire run of show w/ Charlie Jones

5:30pm - Ready

Directional signage placed in first floor lobby and rooftop elevator

Reservation Table setup w/ RSVP List, Press Badges (post-event takeaways at the ready)

5:50pm - Set

DJ Mel begins to spin

Bar & Passed Bites ready

6:00pm – Go

Doors open, guests arrive

6:50pm – Attention To The Floor

Caroline Cunningham takes the stage; opening remarks, directs attention to screens and introduces announce video

Manish/W Video Team cue up announce video

6:55pm – The Announce

Two TV's located along the southernmost wall stream the announce video

7:00pm – Rest of Speakers

Deputy Mayor for Planning and Economic Development Brian Kenner takes the stage, remarks

Congresswoman Eleanor Holmes Norton takes the stage, remarks

NPS Acting Superintendent Karen Cucurullo takes the stage, remarks

7:30pm (approx.) – Lineup & Ticket Info Announcement

Charlie Jones takes stage, remarks and announces 2015 Lineup/limited-time \$100 Passes/Yahoo! Livestream partnership

Festival Takeaways placed on reservation table for departing guests

7:40pm – Mix & Mingle

DJ Mel picks up the music

Charlie & Caroline make themselves available for questions

8:00pm – Close of Show

LAUNCH EVENT MATERIALS, TAKEAWAYS & CREATIVE ASSETS

Items	Quantity	Who Is Bringing to The W
Pre-Stamped Lineup Postcards	200	Brooke
Challenge Coins	190	Brooke
Press Badges	50	Liipfert
Press Badge Lanyards	50	Brooke
Moleskines	200	Trust
Press Inquiry Cards	200	Trust
Lineup Reveal Structure w/ Drape	1	Trust
Lineup Announcement Video, Pre-Video & Post Video Images	1	Paul (C3) / Manish (W)
Directional Signage	2	Trust
Easels for Directional Signage	2	The W providing
DJ Rig	1	Liipfert
55" TVs	2	The W providing
Photographer & Videographer	2	Liipfert

INTERNAL CONTACT LIST

Name	Role / Affiliation	Email	Phone
Kristine Fitton	Vice President Marketing and Communications / TNM	KFitton@nationalmall.org	202-407-9412
Tiffany Rose	Director of Events / TNM	TRose@nationalmall.org	202-688-3763
MacKenzie Babb	Communications Manager / TNM	mbabb@nationalmall.org	202-688-3765
Jeremy Granoff	Marketing Associate / TNM	jgranoff@nationalmall.org	202-688-3759
Kelly Thomas	Director of Corporate Development / TNM	kthomas@nationalmall.org	202-688-3758
Kristine Templin	Chief Development Officer	ktemplin@nationalmall.org	202-688-3760
Patrick Dentler	Marketing / C3 Presents	pdentler@c3presents.com	512-731-0176
Lindsay Hoffman	Marketing / C3 Presents	lhoffman@c3presents.com	512-804-6666
Brooke Leal	Marketing / C3 Presents	bleal@c3presents.com	336-413-3582
Sandee Fenton	Publicity / Fresh & Clean Media	sandee@freshcleanmedia.com	310-487-4595
Brittany Pearce	Publicity / Fresh & Clean Media	brittany@freshcleanmedia.com	310-625-7990
Karly Tuckness	Sponsorship / C3 Presents	ktuckness@c3presents.com	512-423-2456
Brittany Henley	VIP / C3 Presents	bhenley@c3presents.com	512-284-0621
John Liipfert	Producer / C3 Presents	jliipfert@c3presents.com	512-912-6438
Bonnie Jung	Event Director / W Washington DC	Bonnie.Jung@whotels.com	202-441-6194
Manish Alimchandani	Event Tech / W Washington DC	malimchandani@psav.com	404-993-9018
DJ Mel	DJ / C3 Presents	djmel@c3presents.com	512-694-3654
Romel Simon	Videographer	simonromel@gmail.com	703-981-3907
Daniel Swartz	Photographer	daniel.swartz@revamp.com	212-671-0005
SPEAKERS			
Charlie Jones	Partner / C3 Presents	cjones@c3presents.com	
Caroline Cunningham	President / Trust for the National Mall	Ccunningham@nationalmall.org	
Brian Kenner	Deputy Mayor for Planning and Economic Development	ingrid.wilson@dc.gov	202-727-3971
Eleanor Holmes Norton	Congresswoman / District of Columbia	Try.Coburn@mail.house.gov	202-225-8050
Karen Cucurullo	Acting Superintendent / National Mall and Memorial Parks	karen_cucurullo@nps.gov	202-245-4670



FESTIVAL ANNOUNCEMENT EVENT: SPEAKING PROGRAM DRAFT

EVENT DETAILS:

W HOTEL

515 15th Street, NW

POV ROOFTOP BAR

April 28, 2015

6pm – 8pm

Remarks begin on a stage with a podium at approximately 6:50pm. We can adjust the timing to accommodate the mayor.

Below are draft suggested talking points, subject to speaker approval.

CAROLINE CUNNINGHAM, TRUST FOR THE NATIONAL MALL

Welcomes group

- Mounting deferred maintenance and a crumbling infrastructure have created a pressing need for corporations, foundations and philanthropists to step up and help restore and improve the National Mall -- because it belongs to us all.
- Now the Trust is embarking on a new effort to move from a local charity to an energized cause – involving an even wider group of Americans in the effort to restore *their* park
- Goal of this grassroots campaign is to attract a new generation of stewards of the park, who appreciate its history, its ideals and its restoration needs.
- Our first mass-audience event to build awareness and engagement will kick off this this fall, Take a look...
- (video -- highlights cause and announces music festival)
- Ladies and gentleman, the mayor of the host city for this event... the Honorable Muriel Bowser

DC MAYOR MURIEL BOWSER

- This world-class city deserves a world-class music festival

- The city supports efforts to bring cultural events to DC that attract media attention and visitors regionally, nationally and internationally
- Excited about a new music festival – right in the heart of the city -- that has great economic impact potential for Washington (can include some stats from like events in downtown parks, like Lollapalooza)
- The Mall is one of the biggest tourist attractions – and economic drivers – of the city.
- Improving the physical condition and the amenities on the Mall benefits the visitor experience of tourists and DC residents alike
- And raising awareness of the significance of the National Mall is critical for all Americans to understand where we’ve come from, and where we’re going.
- To talk more about that, it is my great pleasure to introduce the honorable Congresswoman Eleanor Holmes Norton.

CONGRESSWOMAN ELEANOR HOLMES NORTON

- I’ve walked the Mall for decades – as a protester for change in the 1960s and later a representative of the people of Washington, DC.
- It needs our help to make it as functional, sustainable and beautiful as it deserves to be.
- DC residents deserve a better downtown park for recreation. And the nation and the world deserve a better destination to learn about and contribute to the American story.
- I’m excited to see world-renowned artists coming together to celebrate and help preserve this park and all that it stands for.
- It means a lot to the legacies of those who are honored on the Mall and to the future generations of kids who will learn about their legacies.
- Please welcome a man who is a protector of the history of the National Mall and the parks throughout the DC region: National Park Service Regional Director Bob Vogel.

BOB VOGEL, NPS

- As part of its upcoming centennial anniversary, NPS has launched a nationwide campaign called Find Your Park to attract more young people to the national parks and build a deeper connection with them
- The National Mall is America’s most visited national park, but most millennials weren’t alive when the AIDS quilt blanketed the Mall, let alone when MLK delivered his “I Have a Dream” speech
- NPS wants young Americans to better understand the history, ideals and significance of the National Mall, and to treat the park like it’s their own front yard – because it is America’s Front Yard.

- NPS has worked with C3 Presents on a host of large-scale events on the National Mall and are excited to partner with them on this new event to bring the values of the National Mall to life in engaging ways.
- For more on the specifics of the festival, please welcome Charlie Jones, Partner at C3 Presents.

CHARLIE JONES, C3 PRESENTS

- Underscores C3's commitment to the cause of celebrating and restoring the National Mall
- Describes festival format and fan experience (two full days, 40 + artists, West Potomac Park, diverse music and cuisine, educational activations)
- Ticketed event, with aspects available to the general public, so functions as a fundraiser that puts money back into the park, as well as an awareness-building and educational event for all who wish to get involved
- Calls Caroline and others back onto the stage; together, they unveil the festival line-up (reveals large line-up poster/photo op)
- Charlie: We're not doing a formal Q&A tonight, but will be on hand here and are happy to answer questions about the cause, the festival and its role in the city. Just come grab one of us.

(MEDIA RELATIONS TEAM HELPS DIRECT REPORTERS TO MAYOR AND OTHER SPEAKERS FOR ONE-ON-ONE INTERVIEWS)

DRAFT (KFITTON 3.31.15) DO NOT DISTRIBUTE

Does a 5- Foot Chunk of Stone Falling from the Jefferson Memorial Make a Sound?

It is a temple to democratic values, where elegantly etched words teach each generation about our right to life, liberty and the pursuit of happiness. It was named one of America's top five favorite architectural gems. It's the Jefferson Memorial on the grounds of the National Mall, and there's a huge crack in its ceiling.

Nearly a year ago, a 5-foot long chunk of stone fell from the portico ceiling of the monument. Luckily, the stone collapsed in the early morning hours before thousands of tourists descended on the National Mall.

Today, this area is blocked off, awaiting repair while the National Park Service assesses the extent of the structural and water damage that caused the dangerous deterioration in the first place.

Surprisingly, the falling stone at the Jefferson Memorial didn't create a lot of headlines. Because like it or not, we are getting used to living in an age where government funding doesn't keep pace with the growing needs of our important public spaces.

The National Mall faces a backlog of more than \$800 million in deferred maintenance and \$350 million in needed upgrades and amenities to keep pace with the growth in visitors. Cherished but aging monuments were built on what was largely swampland, without today's knowledge of sustainable design. And the park doesn't have the welcoming amenities – let alone enough restrooms – to accommodate the 29 million visits it hosts each year.

To help the park service tackle these pressing infrastructure needs, the Trust for the National Mall -- the park's non-profit partner -- is launching a major effort to engage more Americans in defending, preserving and improving *their* National Mall.

Last night, the Trust announced a start of a national campaign to involve the American public in a historic restoration of the monuments, grounds and living history of the National Mall. The campaign is called Landmark, honoring the marble and granite beacons of hope, the memorials to shared heroes, and the turning point events of the National Mall that have shaped our nation.

As Americans, we hold many different opinions, but there is one iconic green space where we can freely express them without fear or censorship. We come from many different places, but there is one National Mall that represents us all.

It is a rite of passage for eighth-graders on class trips. It's a pilgrimage for World War II Honor Flight veterans. Couples flock to the romance of the cherry blossoms each spring. And families come in droves for their summer vacations.

This nationwide Landmark campaign will provide more volunteer and fundraising opportunities on the Mall and more ways for Americans to share their own stories that represent the ideals that the National Mall so powerfully symbolizes.

The Trust will kick off this campaign with the Landmark Music Festival, a world-class event in the park this September to celebrate and raise awareness for the effort to restore the common ground that is our National Mall. Artists including x and y will lend their voices to the cause.

Today, there are lots of concerts for lots of worthy causes, so why add another?

The National Mall is a park of and for the people, but few of its people know about the state of disrepair in *their* park -- or that there's a way they can help.

If a giant stone falls from the Jefferson Memorial and it doesn't make a sound that reverberates across the country, we can only hope that a five-stage, multi-day, A-list concert will finally make a little much-needed noise.

Learn more about how you can help at landmarkcampaign.org

THE CAUSE PAGE

PAGE TITLE

Landmark Music Festival | Campaign For The National Mall

HEADER/BODY COPY

The Cause: To Restore Our Voice, Values, & Moments

The National Mall is more than just our country's premier national park. It's America's Front Yard, the world's window into the American story, and home to some of our nation's most recognizable monuments, memorials and historic moments. It represents our country's collective voice, its heroes, and its timeless values. But today, the National Mall – and all that it stands for are at risk.

Campaign For The National Mall

The Campaign for the National Mall — an official non-profit partner of The National Park Service — is leading the charge to restore and reimagine the National Mall, and honor its ideals for future generations.

Landmark Music Festival kicks off this monumental national campaign to bring awareness and funds to America's Front Yard – all in a single Festival weekend unlike any other.

The National Mall - At A Glance

[INFO GRAPHICS]

29 Million – Number of visits to The National Mall each year

\$750 Million – In backlogged repairs to deteriorating monuments and landscapes, plus needed upgrades for a more sustainable, functional park

38 Years – Since last major renovation of The National Mall

EXPLORE MORE (link to <http://nationalmall.org/>)



FESTIVAL ANNOUNCEMENT EVENT: SPEAKING PROGRAM DRAFT 4.22.15

EVENT DETAILS:

W HOTEL

515 15th Street, NW

POV ROOFTOP BAR

April 28, 2015

6pm – 8pm

Remarks begin on a stage with a podium at approximately 6:50pm. We can adjust the timing to accommodate the mayor.

Below are draft suggested talking points, subject to speaker approval.

CAROLINE CUNNINGHAM, TRUST FOR THE NATIONAL MALL

Welcomes group

- Mounting deferred maintenance and a crumbling infrastructure have created a pressing need for corporations, foundations and philanthropists to step up and help restore and improve the National Mall -- because it belongs to us all.
- Now the Trust is embarking on a new effort to move from a local charity to an energized cause – involving an even wider group of Americans in the effort to restore *their* park
- Goal of this grassroots campaign is to attract a new generation of stewards of the park, who appreciate its history, its ideals and its restoration needs.
- Our first mass-audience event to build awareness and engagement will kick off this this fall, Take a look...
- (video -- highlights cause and announces music festival)
- Excited because festival will give voice to the National Mall, and the gated and ticket model allows it to also function as a fundraiser.
- Ladies and gentleman, the mayor of the host city for this event... the Honorable Muriel Bowser

DC MAYOR MURIEL BOWSER (may be deputy mayor for planning and econ dev)

- This world-class city deserves a world-class music festival

- The city supports efforts to bring cultural events to DC that attract media attention and visitors regionally, nationally and internationally
- Excited about a new music festival – right in the heart of the city -- that has great economic impact potential for Washington (can include some stats from like events in downtown parks, like Lollapalooza)
- The Mall is one of the biggest tourist attractions – and economic drivers – of the city.
- Improving the physical condition and the amenities on the Mall benefits the visitor experience of tourists and DC residents alike
- And raising awareness of the significance of the National Mall is critical for all Americans to understand where we’ve come from, and where we’re going.
- To talk more about that, it is my great pleasure to introduce the honorable Congresswoman Eleanor Holmes Norton.

CONGRESSWOMAN ELEANOR HOLMES NORTON

- I’ve walked the Mall for decades – as a protester for change in the 1960s and later a representative of the people of Washington, DC.
- It needs our help to make it as functional, sustainable and beautiful as it deserves to be.
- DC residents deserve a better downtown park for recreation. And the nation and the world deserve a better destination to learn about and contribute to the American story.
- I’m excited to see world-renowned artists coming together to celebrate and help preserve this park and all that it stands for.
- It means a lot to the legacies of those who are honored on the Mall and to the future generations of kids who will learn about their legacies.
- Please welcome a man who is a protector of the history of the National Mall and the parks throughout the DC region: National Park Service Regional Director Bob Vogel.

KAREN CUCURULLO, NATIONAL PARK SERVICE (or Bob depending on NPS call)

- As part of its upcoming centennial anniversary, NPS has launched a nationwide campaign called Find Your Park to attract more young people to the national parks and build a deeper connection with them
- The National Mall is America’s most visited national park, but most millennials weren’t alive when the AIDS quilt blanketed the Mall, let alone when MLK delivered his “I Have a Dream” speech
- NPS wants young Americans to better understand the history, ideals and significance of the National Mall, and to treat the park like it’s their own front yard – because it is America’s Front Yard.

- NPS has worked with C3 Presents on a host of large-scale events on the National Mall and are excited to partner with them on this new event to bring the values of the National Mall to life in engaging ways.
- For more on the specifics of the festival, please welcome Charlie Jones, Partner at C3 Presents.

CHARLIE JONES, C3 PRESENTS

- Underscores C3's commitment to the cause of celebrating and restoring the National Mall (past experience in park, etc)
- Stresses commitment to leaving the park in better shape than we found it and minimal impact (won't close memorials, etc)
- Describes festival format and fan experience (two full days, 40 + artists, West Potomac Park, diverse music and cuisine, educational activations) mention free public experience too.
- **Calls Caroline and others back onto the stage; together, they unveil the festival line-up (reveals large line-up poster/photo op)**
- Charlie: We're not doing a formal Q&A tonight, but will be on hand here and are happy to answer questions about the cause, the festival and its role in the city. Just come grab one of us.

(MEDIA RELATIONS TEAM HELPS DIRECT REPORTERS TO SPEAKERS FOR ONE-ON-ONE INTERVIEWS)

(b) (5)

[Our Nation's World War I Memorial Belongs on the Mall](#)

By David DeJonge, President of National World War I Memorial Foundation
September 19, 2014

On Dec. 17, 2012, I tweeted the Kremlin, with tongue in cheek: "Let's see who will get a World War One Memorial First." [Russia opened its last month.](#)

Here, we have a commission.

A small foundation, the last Doughboy (Frank Buckles) and thousands of schoolchildren worked to get a memorial on the Mall, but that would require an exception to the Commemorative Works Act. Instead, Congress passed a bill that created the [World War I Centennial Commission](#).

The commission has minimal, if any, financing; by law it cannot receive government funding. Few foundations have stepped up to help, but it presses on.

July 28 was the start of the WWI Centennial. More than 1,000 events are planned in Europe this year. But in the United States, a memorial to [116,516 Americans who died](#) can't get a spot on the Mall.

The commission has selected [Pershing Park](#) for the memorial. The representatives from the Veterans of Foreign Wars and the American Legion approved of Pershing Park, although no resolutions were passed by their members. It's outrageous that the WWI Memorial will not be in the memorial district on the Mall but isolated in a park surrounded by lanes of downtown commuters and traffic. What would happen to the statue of Gen. John J. Pershing and the ice-skating rink now there?

The memorial should be on the Mall, which is like a conveyor belt for education, honor and reflection about our wars. The memorial district on the Mall, a place where people go to learn about wars of the 20th century, is visited by [more than 25 million people a year](#).

The commission and the [National Capital Memorial Advisory Commission](#) headed by Peter May of the National Park Service have not conducted a site search, traffic study or impact study to see if Pershing Park could serve as a viable location for a World War I memorial. If done properly, thousands of people might visit Pershing Park. Would school buses, tour groups and the disabled be able to access the park easily?

Pershing Park was chartered to honor [John Pershing](#). It was not chartered to serve as the National WWI Memorial, as May has said again and again.

The [American Battle Monuments Commission](#), which was formed by Pershing, chose the Mall for the location of the World War II Memorial and the Korean War Memorial. It is the proper place, and the commission knew it. But it, too, is pushing for this neglected and poor location.

Congress should listen to the people, listen to logic and listen to location and do this right rather than right away. Those who served in WWI deserve the very best honor our nation can bestow, and that is a memorial on the Mall.

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[Let's Get Past the Mall Turf War](#)

By Thomas Luebke, Secretary of the U.S. Commission of Fine Arts
August 1, 2014

There has been much discussion about the location of the [Smithsonian Folklife Festival](#) and the National Park Service's [plans to impose stricter regulations](#) on the use of the Mall. The Mall is a unique space that serves many users and interests — from the Smithsonian's seasonal programming to Independence Day celebrations, from protests to inaugural events — and is the green setting for the monumental core of the capital city.

In response to a strong public outcry about the Mall's shabby condition, the National Park Service has undertaken a nearly-decade-long process to plan for, rehabilitate and manage this landscape. The U.S. Commission of Fine Arts, the federal design review agency, participated in a collaborative process involving the public, Smithsonian staff and other regulatory agencies to generate a design for a resilient, sustainable landscape that can accommodate intensive use while remaining green and inviting for visitors.

This year, Congress appropriated new funds to refurbish the Mall's lawn panels from Seventh to 14th streets to match the success of the restored lawn from Fourth to Seventh streets. The new panels are designed to give programs such as the Folklife Festival more paved space to operate within the greensward. But they require the Smithsonian to keep most activities off the lawn panels to avoid the destruction caused by the long period of the festival's installation, operation and breakdown during the summer heat, when the grass can least tolerate this heavy use. Much of the public discourse has been focused on why the Smithsonian cannot continue to operate the festival as it has for decades, creating a false choice between important cultural programming and a desirably green park in the heart of the city.

Instead of engaging in a turf war, we have the opportunity to think of other ways to stage lively programs while taking steps to protect our national treasures.

Specifically, an opportunity lies in using the historic Arts and Industries Building — adjacent to the Smithsonian Castle and directly on the Mall — as the home for programs, festivals and events. Completed in 1879 as the National Museum to display the Smithsonian’s collections, the vast building encloses more than two acres of market-style exhibition halls, high-ceilinged galleries and skylighted courts. This series of grand spaces could easily accommodate events such as the National Book Festival or provide a central focus for the Folklife Festival — and could even improve visitor experience over what is taking place in the hot, dusty environment of worn-out grass.

The building could also be adapted to provide much-needed visitor support — including food service, tourist orientation, temporary exhibitions, restroom facilities and a transportation hub — in the center of the monumental core. The building could be an orientation center for visitors to the national museums and memorials, ideally through congressionally mandated joint operation by the Smithsonian and the National Park Service. The Smithsonian just spent \$55 million renovating the Arts and Industries Building; sadly, this spectacular but unused resource has been mothballed. Rather than fight over grass, let’s put an enormous, vacant architectural gem to work to create the programming space we need.

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[District's Trash Pile after the Cherry Blossom Festival Trash is a Shame](#)

Letters to the Editor
April 17, 2014

The photographs that accompanied the April 14 Metro article “[Taking the bloom off the blossoms](#)” showed mounds of trash surrounding stationary trash cans during the National Cherry Blossom Festival. Clearly most people carried their discards to the appropriate places but found that the small, permanent cans were not sufficient to meet the event’s needs.

Robert Vogel, the superintendent of the National Mall and Memorial Parks, could address such needs easily without adding manpower or worrying about trucks. All that is needed is to pre-position additional temporary, attractive, heavy-duty cardboard, recyclable 30-gallon trash cans around the existing permanent trash sites. These are inexpensive, in ready supply and considerably easier to manage (and cheaper) than picking up trash by hand after the event.

Event managers pre-stage portable toilets, so why not also supply adequate trash cans? It’s about responsible planning.

Susan G. Larson, Ellicott City

The April 15 Metro article “[Staffing to blame for Mall mess](#)” overlooked the true culprit: We all are to blame for not having city, state and national bottle refund laws. Many enlightened countries and [10 states](#) benefit from laws that reduce litter and

protect the environment. The District and the [surrounding](#) states should lead an effort to have such laws become a national priority.

Ron Lehker, Washington

It has been a [success for the District to charge for plastic bags](#), so isn't it time we banned plastic water bottles? [Other cities](#) have done this. The pile of trash on the Tidal Basin was appalling, and Washington should take the lead on educating visitors about using reusable water bottles. We may need to install fountains that make it easier for bottles to be refilled, but that would be much cheaper than disposing of all that trash.

And many kudos to 9-year-old [Sebastian Bush](#), who took it upon himself to pick up some of the litter on the Mall, for being such a good citizen. As a resident of the waterfront, I thank him.

Shirley Buzzard, Washington

I traveled from Winchester with friends from Scotland on Sunday, arriving downtown about 8:30 a.m. We were horrified by piles of garbage and trash all over the grass. What a way to showcase our capital to visitors. The massive crowds around the cherry blossoms and on the Metro were understandable, but not those mountains of trash. Surely the Park Service can do better.

Every year Winchester has an apple blossom festival in May, including parades on Friday and Saturday. Tens of thousands of people come out. Everything is cleaned up and pristine by 7 a.m. each day. Granted, that's tiny compared with the National Cherry Blossom Festival, but you'd think that a city the size of Washington could marshal better resources than it did over the weekend.

Nancy A. Mills, Winchester

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[Five Myths about Cherry Blossoms](#)

By Adrian Higgins, gardening columnist
March 28, 2014

With the melting of the late March snow this past week, the earliest of Washington's cherry blossoms began to stir. The city has been celebrating the Japanese flowering cherry tree for 102 years. The blooming of almost 4,000 trees around the Tidal Basin, East Potomac Park and the Washington Monument symbolizes the long-awaited spring, drawing devotees from around the world. Yet the blossoms bloom only briefly. Let's look at some illusive notions about a short-lived flower that's hard to pin down.

1. The idea of planting Washington's cherry trees came from Japan.

The Japanese government embraced the idea of a gift of cherry trees as an act of bilateral friendship, but it was a handful of Americans who first promoted their mass planting in the District, notably author and adventurer [Eliza Scidmore](#) and a Department of Agriculture plant explorer named David Fairchild.

Fairchild introduced thousands of economic and ornamental plants to the United States during his career, including varieties of the Japanese cherry. On a visit to Japan in 1902, he was taken by the way the cherry tree was used to line city avenues. When he and his wife settled in Chevy Chase in 1906, they planted 100 trees on their estate. Fairchild enthusiastically promoted their wider use. Scidmore, in writing about the Japanese hanami, or celebration of the blossoms, had already whetted the appetite in the United States for the trees. Their pleas were taken up by first lady [Helen Taft](#), who was looking for ways to beautify Potomac Park.

An initial planting of double-flowering cherry trees led to the offer of a major donation of trees by the city of Tokyo. The popular Yoshino cherry, with its creamy, delicate blooms and spreading canopy, is also called the Tokyo cherry.

2. Visitors still enjoy the original trees.

The cherry trees that arrived in Washington caused a lot of trouble. The batch of 2,000 trees from Tokyo Mayor [Yukio Ozaki](#) was rejected by Agriculture Department scientists when it arrived in the winter of 1910. The trees — large, heavily root-pruned and probably severely stressed — were badly infected with pests and diseases that could spread and become a nightmare for fruit growers in the United States. After President William Howard Taft gave his permission, the trees were burned.

Fortunately, Ozaki took the episode in stride and arranged to send 3,000 more trees to Washington for spring planting in 1912. These trees were younger and healthier, and had been thoroughly fumigated. They passed muster.

But like their blossoms, most cherry trees are naturally short-lived. That any of the originals have survived is because of the vigilant care of National Park Service crews. Only [a few dozen](#) are still around, typically gnarled and misshapen specimens near the stone Japanese Lantern on the north side of [the Tidal Basin](#).

3. The cherry trees grown around the Jefferson Memorial were a favorite of Thomas Jefferson.

Jefferson planted as many as 48 fruiting cherry trees for Monticello's kitchen. He noted that one beloved variety, Carnation, was "so superior to all others that no other deserves the name of cherry." He also enjoyed their ornamental effect in bloom.

But the sage of Monticello is unlikely to have been familiar with the Japanese cherry trees prized for their blossoms, not their fruit. These did not come to the attention of Western botanists until the 1830s in books and were not exported to America until Japan ended a period of isolationism in the 1850s. The Jefferson Memorial was dedicated in 1943, 31 years after the initial planting — and, of course, more than a century after Jefferson’s death. Local residents protested the destruction of some of the trees to make way for the memorial.

4. In Japanese culture, the blooms symbolize the fleeting nature of life.

The ephemeral nature of the blossoms is reflected in the melodramatic, 11th-century Japanese fable “[The Tale of Genji](#) .” Ten centuries later, the flowers’ existential heft is still touted by the National Park Service. “The brief duration of their brilliant blossoms symbolize the brevity of life for the people of Japan,” according to its [Web site](#) .

But the blossoms have taken on many different and often contradictory meanings in Japanese life, according to Emiko Ohnuki-Tierney, a professor of anthropology at the University of Wisconsin and the author of “[Kamikaze, Cherry Blossoms, and Nationalisms: The Militarization of Aesthetics in Japanese History](#).” Originally farmers revered the cherry blossoms, believing that they were visited by deities who guaranteed a rich rice harvest. In Kyoto in the 8th century, the emperor and his court held an annual “feast of the flower,” first venerating plum blossoms, then focusing on cherry blossoms for their more distinctive Japanese character.

Later, the cherry blossoms came to symbolize geishas’ femininity and the power of warriors. Aristocrats strolled among the blossoms, musicians serenaded the trees, poets used them for inspiration. And during Japan’s militarization in the 20th century, the petals stood for fallen soldiers as well as Kamikaze pilots.

Whatever their meaning, the ephemeral blooms make it hard to plan the festival. “If you have rain or wind,” Ohnuki-Tierney said, “it goes away in two or three days.” Because it is so tricky to predict the timing of the blooms, a celebration that began as a modest three-day event in the 1930s will last this year from March 20 to April 13.

5. If the Tidal Basin were planted today, we wouldn’t use Japanese cherry trees.

A strong movement for native plants has developed within state and federal natural-resource agencies and environmental groups, which point to problems caused by nonnatives that become invasive. Many garden plants from East Asia, first welcomed enthusiastically by horticulturists, have turned out to be rampant in the wild and detrimental to native flora and fauna. Among the culprits are the multiflora rose, the Japanese barberry, the porcelain-berry, the Japanese and Chinese wisterias, and the Japanese honeysuckle. And not all of Fairchild’s introductions

turned out to be that great. He also advocated a wonderful new forage crop from the Land of the Rising Sun: kudzu, known as “the vine that ate the South.”

Luckily for Washingtonians, Japanese flowering cherries behave themselves. Double-flowering varieties such as Kwanzan are sterile, and the single-flowering Yoshino and Akebono might produce one lonely seed in a small fruit of interest only to birds. These imported trees won’t kill native species. And according to Teresa Durkin, senior project manager of the Trust for the National Mall, the cherry trees, though exotic, are not invasive and could still be planted.

“The cherry trees are a well-respected example of our friendship with the nation of Japan,” Durkin said. “They are really cherished.”

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[The Mall Belongs to Americans, Not the National Park Service](#)

Letters to the Editor

March 2, 2014

Regarding the Feb. 27 Style article “[New rules on the Mall leave fests in peril](#)”:

All Americans should be disturbed by the latest attempts by the National Park Service to restrict public use of the Mall, the historic area designed for free use by the public. The latest restrictions to protect the grass have apparently forced the annual National Book Festival to move and threaten the future of the Smithsonian Folklife Festival and other popular events.

With little or no public discussion, the park service has been tightening restrictions on public use and taking other steps, such as installing cameras and barriers, to facilitate stricter policing. At the last Independence Day celebration, the park service fenced off the main part of the Mall and forced people to enter through designated gates. Among items banned, according to The Post, were pets, backpacks, bikes, balloons, coolers and bags larger than 8 by 6 inches. Gatherings much larger than a family picnic must now get a permit. This is a far cry from a truly free public space.

Security bollards have proliferated to the point that they exhibit national paranoia rather than logical protection against a truck bomb. When is the park service going to realize that the Mall belongs to all Americans, not just one agency of government?

Arthur E. Rowse, Chevy Chase

I was very sorry to hear that the new regulations for use of the Mall forced the National Book Festival to relocate from the joyous fresh air to the stale confines of the Walter E. Washington Convention Center. Now I read that my other favorite outdoor D.C. festival, the Smithsonian Folklife Festival, is in danger.

The new National Park Service regulations could mean the folklife festival must move or end. This would be a Grinch-like decision that would steal a lot of happiness from our national neighborhood. The mission of the National Park Service is to help citizens celebrate the beauty of the great outdoors, not grow better lawns. It is the people's Mall, not the national shrine to grass.

Gael Cheek, Potomac

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[It's a National Mall, Not a National Park](#)

By Judy Scott Feldman, Founder and chair of National Coalition to Save Our Mall
January 17, 2014

Who decides what the Mall is for? If even the family-friendly, educational, inspirational and just plain fun [National Book Festival](#) can be [turned away](#), what's left? The National Park Service announced Jan. 8 that the festival would not return to the Mall because the festival sponsors cannot satisfy new Park Service regulations to protect the grass. Will the Mall become a "national park," where visitors of the future will view the monuments and grass, as at Yellowstone, through the windows of a tour bus?

The Park Service manages the Mall's grassy open space, though not the Smithsonian museums, the National Gallery of Art or other public buildings. To this agency, [founded in 1916](#) to protect our nation's natural and historic resources, the health of natural resources such as grass seems to come first and public use second.

Its [2010 National Mall Plan](#) is setting new limits on public use. The Smithsonian each year struggles to satisfy permit requirements for its Folklife Festival. The Solar Decathlon, sponsored by the Energy Department and top universities, [packed up and left](#). Now even the Library of Congress, which sponsors the book festival, [can't meet the strict rules](#) — and steep costs — intended to keep the grass green.

No one is arguing against maintaining the grass. But what about reasonable public use? Who's standing up for the public? How do we create a fair balance when even our universities and cultural institutions can't seem to meet the Park Service's new rules?

The fundamental issue is the lack of a comprehensive plan that goes beyond the 2010 maintenance plan and takes into account the interests of the historical institutions and public visitors that use the Mall. Management agencies should not dictate the purpose and meaning of the Mall.

The Mall, which runs from the Capitol to the Lincoln Memorial, is not a national park and was never intended to be. From 1791, when President George Washington enlisted Pierre L'Enfant to plan the capital, the Mall was conceived to symbolize in public architecture and open space our country's founding principles. [L'Enfant's](#)

[plan described it](#) as a “place of general resort” for the enjoyment of the people. After a century of neglect, the [1902 McMillan Plan](#) restored L’Enfant’s concept to an open grassy expanse framed by trees and museums. That plan set the stage, so to speak, for the Mall’s use today — as a treasured public space for activities from Fourth of July fireworks and inaugurations to cultural events such as the book and folklife festivals.

It is not only buildings such as the Smithsonian and National Gallery that are part of the Mall. The public programs they and other surrounding institutions promote are also a crucial component of that high purpose.

For almost a decade, the National Coalition to Save Our Mall has urged Congress to create an independent McMillan-type commission to provide an updated, unified plan for this nationally significant landscape. The commission, composed of civic and cultural leaders, would invite all parties to the table and include a strong voice for the public.

What can an independent commission accomplish that existing Mall managing agencies can’t? The commission can think outside jurisdictional boundaries and plan across them. The commission, for example, can solve the need for new locations for museums and public events by expanding the Mall’s overall boundaries, as the McMillan Plan did more than a century ago when it extended the Mall to the Lincoln Memorial. A new plan could include the underutilized waterfront tracts of federal land in East and West Potomac Park. It could also look to create parking, dining and restroom facilities under the Mall.

We need to act before we lose, restriction by restriction, the vitality that gives the Mall so much of its meaning in our democracy.

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[The Mall Should Be Open to All, without Gates, Fences and Barricades](#)

Letters to the Editor
August 30, 2013

I loved the Aug. 27 Style article “[America’s public square](#),” but it didn’t explore the Mall as it is right now. On Aug. 24, during a commemoration of the March on Washington, there were fences all around the Lincoln Memorial Reflecting Pool and along Constitution Avenue. Finding a group I was supposed to meet meant joining the huge, slow-moving crowd on the only street where people were allowed to enter the Mall, at the eastern end of the reflecting pool, and then threading through crowds constrained by fences and railings, some of which came almost all the way out to the pool itself.

If, as the article said, “this space has had a symbolic relationship with public discourse in this country,” the current relationship would seem to be one of distrust and arbitrary limitation on the government’s part.

If the National Park Service was expecting an angry crowd, its fences could have made people even angrier. Trying to move about was extremely frustrating.

Shouldn’t the Mall be open to all, with emphasis on open?

Marjory M. Donn, Greenbelt

For the 50th anniversary of the March on Washington, the Mall was defaced by ugly metal barricades that constrained the crowd and created dangerous conditions.

Look at a picture of the crowd in 1963 — people went right up to the reflecting pool, some dangling their feet. Now look at a picture of the crowd in 2013 — barriers kept people several feet from the pool. Those barricades also lined the walkways of the park, channeling the crowd in very narrow spaces and creating many choke points.

The crowds on Aug. 24 and Aug. 28 were easygoing and nice about delays. But if there had been any kind of sudden disruption, people would have been trampled.

Ugly and dangerous: Why are those barriers there?

Karin Chenoweth, Silver Spring

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[The Washington Monument Looks Broken. Let's Keep It That Way.](#)

By Kristen Capps, Senior Editor at Architect magazine

July 12, 2013

The Washington Monument is broken — and it hasn’t looked so good in years. Put in place after the structure was damaged by an earthquake in 2011, the scaffolding creeping up the 555-foot stone obelisk like kudzu has overtaken the memorial. Let’s keep it that way.

On Monday evening, the National Park Service held a special ceremony to [illuminate the monument](#) using more than 400 lights. Lit up like a spectral tower, it has a new civic purpose. “It is a way of saying, ‘We are here, and we will always be here,’ ” National Park Service Director Jon Jarvis said at the ceremony.

The scaffolding does more than that. It gives us an opportunity to reconsider our least enlightening memorial. Although we fawn over other patriotic marble, we don’t get mushy about this monument. In the summer action flick “White House Down,” for example, Jamie Foxx, playing the president, asks the pilot of Marine One to execute an illegal maneuver just so he can get a glimpse of the Lincoln Memorial’s seated statue — the memorial where the Rev. Martin Luther King Jr. delivered his “I

[Have a Dream](#)” speech in 1963 and [President Richard Nixon](#) debated student war protesters in 1970. Meanwhile, on film, the Washington Monument has been [destroyed](#) by an earthquake in “2012” and by aliens at least three times — in “[Earth vs. the Flying Saucers](#)” in 1956, in “Mars Attacks” in 1996 and in the only season of the NBC sci-fi series “[The Event](#).”

But under scaffolding, the monument is — quite inadvertently — newly relevant. Because Americans broadly agree that governance in this nation is broken, there is a casual elegance to the symbolism of a monument to national unity under construction. We are a work in progress, the cracked memorial reminds. Our union is not perfected.

The same can be said for the Mall. Its defining feature is its indefinability. It represents the vision of no single planner, politician or architect. Rather, as Thomas Luebke, secretary of the U.S. Commission of Fine Arts, [writes](#) in “Civic Art,” the monuments “are the conscious creations first of political will, translated through the work of design visionaries who sought to communicate the political ideals of the nation.” The Washington Monument, at the center of an ever-changing landscape, is always in progress. It belongs under wraps.

Today, the obelisk looks like [Germany’s Reichstag in 1995](#) when, after three decades of debate, the German Parliament allowed artists Christo and Jeanne-Claude to wrap the building in fabric for two weeks. Just five years after the nation’s reunification, this was an artistic accomplishment, but a civic one, too. The Washington Monument looks like it has been encased in an animated version of itself, lines drawn in blue fabric to evoke its brick pattern if that pattern were drawn by, say, the pop artist [Roy Lichtenstein](#).

The monument wore this same armor once before: The National Park Service and Target commissioned architect [Michael Graves](#) to design the scaffolding and fabric for a restoration between 1998 and 2000. He managed to encapsulate the world’s tallest stone obelisk in scaffolding that does not actually touch it. It looked cool then, and it looks cool now.

It makes aesthetic sense — and fiscal sense, too. Recession and austerity have led architects to reconsider, reuse and rethink buildings. Consider the “[Bubble](#)”: a proposal to build a temporary inflatable pavilion on the plaza of the Hirshhorn Museum and Sculpture Garden right up through the doughnut-shaped building. An unprecedented piece of inflatable architecture, the plan nevertheless ran out of air. Still, for all its novelty, the Bubble was typical of a new instinct to reinvent even things that seem immutable.

It’s too bad that project failed. Washingtonians and tourists might have greeted the seasonal inflating of the Bubble the same way they have received the Washington Monument under scaffolding: with utter delight. At Monday’s ceremony, as officials turned on floodlights level by level, starting from the base, iPhone-wielding

videographers turned out in force. Flickr and Instagram are chock-a-block with pictures of the enmeshed memorial. That's nothing new for the monument, maybe — but it is rare for anything obscured by scaffolding to get so much love.

Washington yields too few opportunities for this kind of “Mission: Impossible” design. We should envy New York for its [High Line](#), a new kind of park built on a former elevated rail by [Diller Scofidio + Renfro](#), the same architects who proposed the Bubble. Our neglected civic infrastructure feels no less abandoned than that elevated line once did. For every controversy like the one over a proposed [Dwight D. Eisenhower Memorial](#) designed by Frank Gehry that some criticize as underwhelming, there are a dozen monuments that go unnoticed. Doughfaced President [James Buchanan](#) has a memorial, but how many people know it's in Malcolm X Park? We don't want to pave over our history, but we're allowed to reimagine it.

Surely some will balk at the notion of mucking with the Washington Monument. But history shows that the meaning of even this singular structure has been negotiated over time. Construction, begun in 1848, was completed in 1884, interrupted by a civil war that broke the notion of national unity. The monument's stones feature inscriptions from the bible, but when [Pope Pius IX](#) contributed a block of marble to its construction in the 1850s, members of the anti-Catholic Know-Nothing Party reportedly threw the stone into the Potomac River.

And when the monument was completed, it was hardly thought of as an anchor to an immutable Mall. In 1897, philanthropist Charles Carroll Glover, of Glover Park fame, succeeded in having the entire [Mall designated a park](#). President Grover Cleveland had suggested that the strip be dedicated to residents' vegetable gardens.

The Mall is nearly full. Even looking past our political impasse, the space to build isn't there. Fortunately, an emerging crop of American designers is used to working under difficult circumstances. Adaptive, sustainable design belongs on the Mall because the Mall serves as a record of the times — from the [faux Norman-style revivalist Smithsonian Castle](#) to the poured-concrete [brutalist-designed Hirshhorn](#). And as a nation built on a living Constitution, we should not hold a memorial, even one that honors George Washington, too sacred for future generations to monkey with.

The illuminated monument will continue to dazzle spectators after sundown for six months or so. But even after its cracks are repaired, we should leave it as is: enmeshed by brackets and cross-braces, wrapped up like a sword in its sheath. Let's make it last. What if we agree to take down the scaffolding when Congress can pass a bipartisan bill declaring it finished? Then we'd know that some national healing had taken place.

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[Imagine Parking under the Mall](#)

By Editorial Board

March 30, 2013

THIS EDITORIAL is for anyone who has ever circled the Mall, looking for a place to park. Or who has been irritated by all the cars that are circling the Mall, looking for a place to park. Or who has breathed fumes of buses that are idling near the Mall, or had a perfect photo ruined by those idling buses. Or who has considered taking the family to the Mall and decided against it, because it would be impossible to park.

Have we left anyone out?

Oh, yes. Anyone who's been stuck on the Mall looking for a bathroom.

An energetic and civic-minded nonprofit organization called National Coalition to Save the Mall is promoting what sounds like a pretty sensible idea: build parking under the Mall. The facility, which the group suggests might stretch from Ninth to 12th streets NW, would serve a triple purpose, providing on its bottom level cisterns to collect rainwater and groundwater runoff and a reservoir to capture water in the event of major floods. The water could help keep the Mall's grass green, and the extra capacity could save Constitution Avenue and its buildings from damage in an era of increasingly severe weather.

Officials have recognized the need for such a flood-control facility, but an estimated \$400 million cost has put off serious consideration. Over a long period (say, 30 years), parking fees, primarily from buses and out-of-town tourists, could pay for the construction.

And why stop there? Promoters of the idea, who include the philanthropic president of Southern Engineering Corp., Albert H. Small; the architect Arthur Cotton Moore; and coalition chair Judy Scott Feldman, point out that such an underground space could include washrooms for tourists, shower facilities for tour bus drivers and underground connections among the museums and Metro. Fees and parking hours would have to be thought out carefully. But if the internal roads of the Mall could be freed up for pedestrians and cyclists, maybe along with a Circulator bus, the visiting experience would be more pleasant for everyone.

So far the idea is in the early stages, with plenty of financial and engineering challenges no doubt to come. But as always on the Mall, the biggest challenge may be political: So many local, regional and federal agencies have overlapping claims to the territory that it's hard to get anything done.

The promoters have taken the idea to many of these stakeholders and, so far, have received encouragement. Del. Eleanor Holmes Norton (D-D.C.) told us that a great deal of "due diligence" obviously would be needed but that she liked the coalition's idea of a public-private partnership and the principle of going underground.

Pedro Ribeiro, spokesman for Mayor Vincent C. Gray (D), told us that the absence of tour-bus parking is a particular problem for managing traffic around the Mall. City officials think the idea is intriguing and worth further exploration, Mr. Ribeiro said.

We think so too.

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[We Care about These Trees](#)

Letters to the Editor (By Bob Vogel)

March 15, 2013

We in the National Park Service take very seriously our responsibility to care for the historic cherry trees along the Tidal Basin, the Mall and memorial parks, so it was a great disappointment to see a photo on the front page of the March 11 Metro section showing a couple in a hammock suspended from two of those trees [“Warm and cozy”].

Hanging a hammock from a tree in a National Park is prohibited and, more important, damages a natural resource that belongs to the American people. While the couple may have thought what they were doing was harmless, it is not. Every year cherry trees are damaged by people climbing and breaking branches, which exposes the trees to diseases and pests and can shorten their lives.

The timing of the photo is especially unfortunate. In less than two weeks, millions of people will be visiting Washington for the National Cherry Blossom Festival, and it would be disastrous if even a small fraction of them saw the photo and assumed the National Park Service allowed such activity. We work hard to take care of the trees, which are a national treasure, but we need the help and cooperation of the public to keep them healthy.

Robert A. Vogel, Washington

The writer is superintendent of the National Mall and Memorial Parks.

The photo of two people in a hammock hung between two cherry trees along the Tidal Basin is ridiculous. How are we going to preserve our parks if we reward people who break the rules by allowing their children to climb in the trees or, in this case, string a hammock between trees? The offenders should have been ticketed by Park Police. Publishing photos like this only encourages others to break the rules. Wake up, Post, and stop contributing to the problem!

Marjorie Weyers, Alexandria

Why would The Post encourage people to abuse the cherry trees by featuring a large photo? It would have been better to show Park Service officers telling the people to remove their hammock. Of course, that assumes the officers who usually patrol against such things were still on duty and had not been furloughed.

Bonnie Becker, Springfield

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[The Reflecting Pool Returns- and so do the Geese](#)

By Gary Newton

October 5, 2012

The Washington Monument was mirrored in the Lincoln Memorial's magnificently refurbished Reflecting Pool with such clarity that I was sure I could see [the cracks caused by the August 2011 earthquake](#). A tree was echoed so precisely, I could make out a starling on a limb. As I sat on the steps of the Lincoln Memorial, looking down the pristine 2,100-foot surface of water, the pool was doing its job: I did indeed feel more reflective.

I have always been a huge fan of the Reflecting Pool and all it represents. That's why I'm miffed that, after a \$34 million make-over, we continue to abide the pool's desecration by defecation. The desecrators, a flock of 100 or so Canada geese, apparently waited out the pool's reconstruction, returning as soon as it reopened. The geese basically own the granite coping along the pool's perimeter, claiming their territory with piles of guano that strike me as far more off-putting than [the algae the National Park Service is working so hard to eliminate](#). The granite walkway beside the pool looks like a paint-ball target.

In February, [I suggested in a commentary on this page](#) that some mild hazing was in order to encourage the geese to "self-deport" and save the nation's new pool from defilement. "Hazing" is a tried-and-tested technique for the humane modification of goose behavior. Reader responses to my suggestion were split evenly between laissez-fairers, who thought the birds should be left alone, and interventionists, who felt the hand of man was needed to coax the animals to find a new home.

I continue to stand with the interventionists. Getting a flock of geese to clean up its act at one end of the Mall need not be as complex and contentious as getting a flock of politicians to do so at the other end. The geese are a straightforward matter of national housekeeping. Hallowed common ground is being fouled, and we're on a slippery slope. It's a quick waddle from the reflecting pool to the World War II Memorial, a short hop up to the Lincoln Memorial. Is nothing sacred in this raucous democracy of ours? If there was ever a clear-cut need for federal intervention — in this case, by the Park Service — this is it.

The Mall is a wondrous place. It accommodates an astonishing array of activity. I run through it regularly, and I've seen people playing, praying, proselytizing, performing, spectating, expectorating, romancing, remonstrating, ranting, raving, racing, reading, eating, sleeping and warning us all that the end is nigh.

To be sure, some friction is to be expected on the commons. I've also seen a sari-clad visitor nearly get decapitated by a screaming line drive from a summer softball game and a World War II vet in his wheelchair cut off by a gaggle of school kids. I've witnessed tourists scatter before a line of Segways, bicycle commuters clip pedestrians who don't move aside fast enough at the sound of their tinny bike bells, and sweaty runners, two or three abreast, getting all huffy when walkers don't yield the right-of-way.

But amid all this hurly-burly, the Mall works — with this one waddling exception. The Park Service has the right and the wherewithal to fix it. It should encourage the geese to shuffle off to Buffalo — or farther north. (They are *Canada* geese, after all.) There are any number of arrows in the goose-management quiver that could be employed. Bring in some trained border collies, or try an acoustic technique (e.g. Nancy Sinatra's "These Boots Were Made for Walking," played over and over). Or how about helium balloons painted with the image of predators, or Park Service rangers charging with upraised brooms?

Any of these would probably do the trick, but if not we could always try something more patriotic: launching fusillades of fireworks from pool-side on the fourth of every month, not just July.

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[Goose-Proofing the New Lincoln Reflecting Pool](#)

By Gary Newton

February 17, 2012

I like Canadians, and I like geese, but the flock of Canada geese that haunts our National Mall is fixing to foul [the \\$30.7 million face-lift](#) of one of America's most revered national monuments, the Lincoln Memorial Reflecting Pool.

The paths that run along the reflecting pool are part of my regular running route. Since November 2010, as I chugged along the southern side of the pool, I've watched the iconic 90-year-old pool be chipped apart, carted off and constructed anew.

More than 2,000 telephone-pole-length pilings were driven into the muck down to bedrock to hold what must surely be one of the largest concrete tubs on Earth — a 5 million gallon tub. It appears to this untrained eye that over half of the 11,000 cubic yards of concrete needed for the new pool have now been poured. The swaths awaiting concrete have crook-shaped green rebar sprouting from the mud in perfect rows like a huge Victory Garden. When the concrete basin is complete, it will be 2,100 feet in length — almost six football fields — long enough for Captain C.B. "Sully" Sullenberger to land a small jet.

My concern is that when this beloved pool opens afresh this spring, a pool that has reflected some of the nation's most important events — [Marian Anderson's concert](#),

Martin Luther King Jr.'s "I Have a Dream" speech, [Forrest Gump's reunion with Jenny](#) — it will be besmirched by the same flock of unkempt Canada geese that besmirched the old pool with impunity for years.

The National Park Service's goal for the pool's rehabilitation focuses on sustainability, and that is laudable, but there are dozens of Canada geese waiting in the wings to undermine that goal. True sustainability is not possible without a serious goose management plan for this historic site. Let's not mess around. Canada geese flying south in the fall in V-shaped formation at 3,000 feet honking happily are romantic. Canada geese waddling along the edge of the reflecting pool, stuffed with free American grass and depositing dollops of green guano as though they own the place, are a pest.

Hazing — i.e., intimidating slightly and harassing humanely — is a common tactic to encourage geese to change behavior. The National Park Service should solicit the assistance of tourists, the World Adult Kickball Association, Washington kite-flying groups and the Segway tour companies to help haze the geese. With possible assistance from the Canadian embassy, these low-cost interventions might prompt the Canada geese to self-deport, leaving our new reflecting pool sustainably pristine.

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[Getting around the Mall after Tourmobile](#)

By Editorial Board
December 16, 2011

FOR DECADES, ABOUT the only way to get around the Mall, other than by foot, was via the blue-and-white [trams of the Tourmobile](#). At \$32 a person, it was not a cheap mode of transportation, particularly if one had no interest in the interpretative audio presentation. We hope [Tourmobile's recent demise](#) means the National Park Service will finally get serious about providing a variety of transportation options to visitors.

Tourmobile, which ceased operation at the end of October amid financial difficulties, had been allowed to operate under an exclusive contract that barred other buses, [bike-sharing](#) and pedicabs. It was an irrational arrangement that actually made it harder to get to many of the Mall's museums and monuments, and it was rightly protested by the National Coalition to Save Our Mall and others who wanted effective and low-cost alternatives.

Those protests seem to be paying off. And that is likely to result in a more hospitable Mall. Preserving the integrity of the Mall and visitor convenience are not mutually exclusive goals.

The park service, for example, is now [considering Capital Bikeshare stations](#) for the Mall. Earlier this year it rejected participating in the region's increasingly popular

bike program; “It would destroy the nature of what makes the National Mall an American institution in the first place” was the warped view expressed at the time. Thankfully, smarter thinking prevailed and the service is currently collecting public comment on the proposed location of five stations on the Mall.

The park service is also looking for a tour operator to temporarily fill the void left by the sudden departure of Tourmobile. The [rush to complete a contract](#) has prompted worries from the Save Our Mall coalition that the park service may be headed for a deal not much different from the monopoly Tourmobile enjoyed. [It fired off a letter](#) expressing its concerns to the acting inspector general of the Interior Department.

But park officials stressed they are undertaking temporary measures to deal with an situation that is almost an emergency. Imagine, as they rather convincingly told us, Cherry Blossom season without a tour system in place. Then too, there is the difficulty of visiting Arlington National Cemetery without a tour operator.

Six bidders responded to the solicitation, and it’s possible more than one contract would be awarded. Importantly, the draft contract contains language making clear this would be a nonexclusive arrangement, [as the City Paper’s Lydia DePillis reported](#).

The contract is not to exceed three years, during which the park service will develop a permanent plan for Mall transportation. Park officials say all possibilities are on the table and the process will include the public.

Date	Headline	Summary
12/21/14	Big Business Gets Generous	Summarizing the corporate donations in 2014, the Trust is cited as a beneficiary of Chip Akridge's \$10,000 gift
12/10/14	This Little Stone House Will Become A National Mall Visitor's Center In 2016	Written for the Express section, this item is focused on the Lockkeeper's House and quotes Kristine
12/9/14	American Express To Fund Renovation Of Old Canal Lock House On The Mall	Ruane's short item announcing the AmEx donation and focuses on the Lockkeeper's House
6/27/14	If The Mall Is America's Front Lawn, How Careful Should We Be On The Grass?	The article outlines the various opinions about the contentious issue of the National Mall's grass and quotes Caroline
5/13/14	Glorious Weather For Washington Monument Reopening And Glorious Views	A senior writer for the Capital Weather gang writes a first-hand account of the Washington Monument's reopening with pictures
5/10/14	Recovered From An Earthquake, The Washington Monument Is Set To Reopen	Ruane's piece discusses the reopening of the Washington Monument for interested visitors and quotes Caroline
4/29/14	Stars, VIPs To Mark Washington Monument's Reopening After Earthquake Damage	Ruane's article focuses on the Washington Monument's reopening ceremony
3/28/14	Five Myths About Cherry Blossoms	Higgins' wrote five myths about cherry blossoms and quotes Teresa about the cherry trees
3/25/14	Grand Reopening Set For May At Washington Monument	Ruane's article details the reopening of the Washington Monument and outlines specific details for the reopening
2/26/14	Tightening Rules On The Mall Leave Fests In Peril	The article focuses on the Folklife Festival and the National Book Festival and quotes Caroline

Full Articles

Big Business Gets Generous By Capital Business Staff, The Washington Post, December 21, 2014

[Due to the length of the article, the paragraph mentioning the Trust has been excerpted here]

This year, every employee of D.C. developer **Akridge** participated in the annual volunteer day at the Capital Area Food Bank, donating approximately 850 hours and \$8,000 to the organization. Akridge also gave \$10,000 to the Trust for the National Mall — chaired by company founder John E. “Chip” Akridge III — and approximately \$7,500 to Congress Heights Main Street, an economic development organization in Southeast D.C., and the Washington Humane Society.

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“This Little Stone House Will Become A National Mall Visitor’s Center In 2016”
By Sadie Dingfelder, The Washington Post, December 10, 2014

The oldest structure on the National Mall will be restored, moved 32 feet and turned into a visitor’s center, the [Trust for the National Mall](#) announced Tuesday.

The small stone building, a 19th century remnant of the Washington Canal system known as the “Lockkeeper’s House,” sits at the corner of Constitution Avenue and 17th Street. The building, which is in a state of extreme disrepair, has been shuttered for the past 40 years.

Renovations, funded by a \$1 million grant from the American Express Foundation, will be completed by August 2016, says Kristine Fitton, a spokeswoman for the Trust for the National Mall.

“It will serve as an orientation point for people coming onto the mall, where people can stop and pick up brochures and plan their visit,” she says.

Built around 1835, the Lockkeeper’s House housed a federal worker who collected tolls at the intersection of the Washington City Canal and the C&O Canal. That worker may not have been very busy, says [local historian Robert Pohl](#).

“The Washington Canal never really worked the way it was supposed to,” he says. “Half the time it was dry, and the other half of the time it was flooded.”

The canal, which ran the length of what is now Constitution Avenue, was supposed to make D.C. a center of trade and commerce. Soon after being built, it became an open-air sewer that ran right by the White House. The fetid, stagnant water may have even given Abraham Lincoln’s son, William, the typhoid-like illness [that killed](#)

[him in 1862](#). Ten years later, Congress decided to cover it up — leaving what Pohl calls a “[river of slime](#)” underneath the National Mall.

Today, that slime pit and the Lockkeeper’s House are all that remains of D.C.’s attempt to become a hub of commerce. The city became a tourism hub instead — with about 29 million people flocking to the Mall each year. Soon, the Lockkeeper’s House may be one of their first stops.

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American Express To Fund Renovation Of Old Canal Lock House On The Mall

By Michael Ruane, The Washington Post, December 9, 2014

The Trust for the National Mall announced Tuesday that American Express has donated \$1 million to restore the old stone lockkeeper’s house, a vestige of a bygone Washington and the oldest existing structure on the Mall.

The 178-year-old building, at 17th Street and Constitution Avenue NW, once served a canal lock that connected the Washington branch of the Chesapeake & Ohio Canal and Washington City Canal, which ran toward the U.S. Capitol.

The house, near the Washington Monument and the World War II Memorial, has been boarded up for more than 40 years, the trust said. As part of the restoration, the building will be moved about 32 feet back from the intersection.

Built as a home and workplace, the house was operated between 1835 and 1873 by a lockkeeper who collected tolls and ran the canal lock for barges loaded with freight. The building has been closed since the 1970s.

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If The Mall Is America’s Front Lawn, How Careful Should We Be On The Grass?

By Caitlin Gibson, The Washington Post, June 27, 2014

At the intersection of Seventh Street and the Mall, two distinct views of one of the country’s most visited parks are on display in the June sunshine.

Facing the Capitol, a carpet of lush grass stretches from sidewalk to sidewalk, the manicured green dotted with strolling tourists, Frisbee players and picnic blankets.

In the opposite direction, crowds of visitors meander between performance stages and artisan exhibits at the Smithsonian Folklife Festival, its large white tents staked into the trampled, weed-ridden ground between Seventh and 14th streets.

Here is the Mall as an iconic symbol of American democracy and ideals, conveyed through meticulously preserved landscape. And here it is as a robustly used

gathering place, a public showcase for creative expression and the exchange of ideas.

So, which is it? And can it be both?

The answer, so far, is that it's complicated. The years-long, \$40 million renovation of the Mall's badly damaged turf led to new National Park Service regulations governing the use of the park's vast grass panels. Pickup sports teams are adjusting to the revised protocol — red flags staked into the ground mean to take the game elsewhere, please — but large-scale public events such as the National Book Festival and the Smithsonian Folklife Festival, which annually draws about 1 million visitors, have found it far more challenging to adapt.

After months of uncertainty surrounding the future of the Folklife Festival's presence on the Mall — anxiety fueled by the departure of the [National Book Festival](#) from the property, and the launch of a grass-roots advocacy group called Save the Smithsonian Folklife Festival — the Folklife Festival's place on the Mall for the next five years [was secured Wednesday](#) with an agreement between the Smithsonian Institution and the National Park Service.

With that development, the biggest concern over a decades-long tradition was resolved. But the controversy revealed an underlying debate about the true purpose of the public space at the heart of the nation's capital.

"The festival is just one of many ways that the Mall has become significant to the American public — it's how it's used, it's not the grass that's important to people," says Kim Stryker, who created Save the Smithsonian Folklife Festival, a campaign to rally awareness of and opposition to the new restrictions. "It's the human interaction on the Mall that's really made a difference in its history."

A Feb. 24, 2012, letter written by Thomas Luebke, secretary of the U.S. Commission of Fine Arts — a federal agency with review authority over the renovation of the Mall — describes the park's top priority a bit differently.

"The Commission members emphasized that the integrity of the Mall as a continuous, green, designed landscape should not be compromised by substantial physical changes," the letter says. It notes that "the pedestrian experience of the Mall" is the paramount concern — i.e., if an event damages the scenery, the event's organizers will foot the bill to re-beautify the grounds.

But appearance vs. use is a "false choice," says Caroline Cunningham, president of the Trust for the National Mall. She says there are ways to accommodate both and notes that restoration of the grass panels was necessary after decades of neglect: "It was basically a pile of concrete," she says.

The Mall, as its trustees like to say, has been “loved to death,” occasionally labeled as a disgrace and an embarrassment, even deemed a “failed” public space by a 2011 Atlantic Cities global ranking. Visitors often logged disappointed reviews on travel Web sites, Cunningham notes. When tourists take a photo here, they want a background that captures the grandeur of the city’s ceremonial core; instead, “weeds grow where dreams once flourished,” the trust’s site declares.

But ridding America’s front lawn of its weeds means some dreams get relocated. The cost of a continual effort of turf restoration [can prove prohibitive](#); after more than a decade on the Mall, organizers of the National Book Festival announced in January that the [festival would move](#) to the Walter E. Washington Convention Center this year. The turf renovation was also behind this year’s cancellation of the National Council of Negro Women’s annual Black Family Reunion. Those announcements were preceded by the 2011 departure of the U.S. Department of Energy Solar Decathlon, a popular student competition that was evicted from the Mall out of concern for the grass.

The dispute over access to the Mall has unfolded in true Washington form, with heated opinions carefully confined to closed-door meetings. Overt frustration could derail delicate negotiations between two agencies that both fall under the Interior Department — which is why Stryker says she decided to throw the public punches herself. She says the agreement signed this week is “far from a home run,” and her organization recently launched a [Change.org petition](#) to lobby for a permanent event space on the Mall.

“All through the history of the festival, there have been bumps in the road with the festival having a continued presence on the Mall,” Stryker says. “For 47 years, it’s been a fight, and the expectation that I have is that it will continue to be a fight.”

Carol Johnson, spokeswoman for the National Park Service, says it isn’t a fight so much as an overblown misunderstanding.

“The main thing that’s important to us is that the memorandum of agreement recognized the cultural importance of both the festival and the Mall,” Johnson says.

Next year, the festival will have to adhere to the new rules. For now, it’s stationed as usual in the center of the Mall, where the yet-to-be-restored landscape is pockmarked with dust and clover patches. It is the site of storied marches, protests and concerts, all of which have left their scars, creating a perfect reflection of an imperfect history.

“The Mall is a symbol and an icon of America and its ideals, and those ideals certainly include free expression and cultural exchange,” says Michael Atwood Mason, the director of the Center for Folklife and Cultural Heritage, which produces the festival. “The Folklife Festival at the beginning of the summer and the National Book Festival at the end of the summer are really important hallmarks of who we

are as a nation. We are a diverse people. We are a creative people. And we believe deeply in honoring and celebrating that heritage.”

[The celebration](#) is now in full swing. On a recent afternoon, aromatic smoke rises from culinary tents where tilapia fillets and goat stews are cooking. Kenyan performers in sparkling red and purple robes are waiting to take the stage. At the center of the Mall, a family stops for a picture, posing before their chosen backdrop: a regal, 35-foot bamboo scaffolding draped in red and gold cloth and emblazoned with Chinese characters, the Folklife Festival’s crowning installation.

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Glorious Weather For Washington Monument Reopening And Glorious Views

By Kevin Ambrose, The Washington Post, May 13, 2014

After almost a thousand days of repair that followed the [earthquake of 2011](#), the Washington Monument reopened on Monday to great fanfare. Press from around the world were in Washington to cover the event and the weather cooperated for all.

U.S. Interior Secretary Sally Jewell and philanthropist David Rubenstein were among the many dignitaries that took part in the ceremony to reopen the monument. Fourth-graders from Washington, D.C.’s Aiton Elementary School also helped give a history lesson during the reopening ceremony.

The National Park Service and The Trust for the National Mall managed the events of the day very well. The good weather and small-to-medium crowd size helped make for a wonderful event. I was surprised that it was easy to get tickets into the Washington Monument for the first half of the day.

Below are a set of photos that I took on the National Mall and inside the Washington Monument starting at 6:15 a.m. and ending at 1:30 p.m. on May 12. I took several of the photos while I waited in line.

I was particularly interested to find and photograph the Washington Monument’s new lightning exhibit. I had previously worked with the National Park Service to provide one of my [lightning photos](#) for an exhibit inside the monument and I was given almost no information about how it would be displayed. I found the exhibit and I have included a photo below.

Clouds moved overhead during the afternoon and the humidity levels climbed, but overall the weather cooperated for the Washington Monument’s big day. May 12, 2014 will be memorable for many.

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Recovered From An Earthquake, The Washington Monument Is Set To Reopen

By Michael Ruane, The Washington Post, May 10, 2014

The cracks have been repaired. The stone has been patched. The elevator is fixed.

The 500 tons of scaffolding have been down for weeks, and the lawn is freshly mowed.

On Monday, 994 days since an earthquake shook the Washington Monument from top to bottom, the marble-and-granite national landmark reopens to the public.

Tours resume at 1 p.m., following a 10 a.m. reopening ceremony.

“We just got the new exhibits installed yesterday,” Bob Vogel, superintendent of the National Mall and Memorial Parks, said during a preview visit to the monument Saturday.

The outer perimeter of fencing has been removed, along with the construction road. But an inner fence perimeter was still in place Saturday keeping tourists at bay.

Since the August afternoon when a [video camera captured terrified tourists fleeing](#) from the shaking observation level 500 feet up, an estimated 1.5 million people have been deprived of the spectacular view and a major stop on visits to Washington.

For more than 2¹/₂ years, the mammoth two-toned structure stood surrounded by a chain-link fence with signs [declaring it closed](#), as the seasons on the Mall passed and visitors snapped pictures from afar.

Yet it was always there.

“It is so ever-present,” Caroline L. Cunningham, president of the Trust for the National Mall, the Mall’s nonprofit fundraising partner, said last week. “I think people feel connected to it whether they can get into it or whether they can’t.”

Eighteen hundred tour tickets for Monday will be available starting at 8:30 a.m. at the Monument Lodge on 15th Street between Madison and Jefferson drives, the National Park Service said.

Tuesday, the monument will begin seasonal hours of 9 a.m. to 10 p.m. Tickets can be reserved online at the Web site [Recreation.gov](#). Vogel said that when online ticketing opened for the season on April 16, 16,000 tickets were gone in 15 minutes.

The repair project came after the 5.8-magnitude earthquake struck the East Coast on Aug. 23, 2011, whipsawing the monument, shaking stone loose from the surface, and opening cracks so wide that light shined through.

Debris tumbled from the exterior and interior of the 555-foot-tall obelisk, damaging the internal elevator and leaving cracks and gouges in the outside stone.

"I had only been superintendent for a couple of weeks," Vogel said in an e-mail last week. "I have to admit it was something of a trial by fire and a huge challenge."

The repair project required, among other things, [inspectors to lower themselves on ropes](#) from the monument's top to conduct up-close, and hair-raising, examinations of the damaged stone on each face of the structure.

It required 2.7 miles of new sealant between stones, and 53 stainless steel "saddle anchors" to bolt in place slabs on the monument's slanted pyramidion in case of another earthquake.

The slabs had been held in place mainly by gravity, and engineers worried that the slabs could fall off, James M. Perry, the chief of resource management for the mall and memorial parks, said Saturday.

The repair work was relatively straightforward, but "it's the Washington Monument, so there's a lot of it," Perry said, as he stood on the observation level inside the structure.

Robert Collie, project manager for Perini Management Services, the general contractor, said there was a bittersweet feeling now that the job was ending.

"On one hand, we made so many great friends," he said. "Now those teams are sort of dissipating and going elsewhere."

The repair bill was an [estimated \\$15 million](#). [But that was cut in half when local businessman and philanthropist David M. Rubenstein announced that he would chip in \\$7.5 million](#). The government paid the rest.

"I think the National Park Service and the various contractors did a spectacular job," Rubenstein said in an e-mail last week.

"I am glad that everyone can once again enjoy the unique views from the top and also have a chance to think about the extraordinary things George Washington did for our country," he said.

Rubenstein was expected to be present for the reopening Monday along with, among others, Interior Secretary Sally Jewell, National Park Service Director Jonathan B. Jarvis and television personality Al Roker.

The most visible part of the repair project was [the external scaffolding](#), which started going up in February 2013 and was topped out that May.

The scaffolding went up 500 feet and was used to support work crews and a hoist for workers and materials. The remaining distance to the top was reached by ladder.

The scaffolding was not bolted to the monument, but, rather, squeezed it like a vise, with wood-padded braces on all four sides every 26 feet up.

On July 8, a huge grid of [decorative lights](#) attached to the scaffolding was turned on and graced the nighttime landscape until Nov. 4, when the project began to wind down. The scaffolding started coming down Nov. 12.

“People loved the scaffolding and the lighting,” Cunningham said. “That created its own excitement.”

She said she was able to go up the scaffolding with other VIPs after it was installed and place her finger on the monument’s tip.

“That was, I think, the most amazing thing that I’ve ever done in my life,” she said. The view was breathtaking, and the monument felt solid and timeless, she added.

In addition to the earthquake damage, the monument, which was begun in 1848 and finished in 1884, had seen more than a century of rain, snow, sleet and wind. Up close, it was a patchwork of repairs going back decades.

Cracks needed to be filled. Loose hunks of marble had to be dug out and replaced with scores of individual patches called “dutchmen.” Joints had to be smoothed and cleaned. Most of the damage was near the top.

Officials have said 150 dutchman patches were used, so many that work crews ran out of spare marble they had on hand for repairs.

But a company was found that had salvaged old marble steps from homes in Baltimore. And that marble had come from the same quarry as some of the monument marble.

Normally entered by about 600,000 visitors a year, the monument honors George Washington, Revolutionary War hero and the nation’s first president.

The monument, one of the tallest free-standing masonry structures in the world, is also perhaps the most recognized of American structures.

The cornerstone was laid July 4, 1848, at a ceremony attended by then-President James K. Polk, and then-congressman Abraham Lincoln. Work halted from 1858 to 1878 because of a lack of funds.

In December 1884, a 3,300 pound marble capstone was placed atop the monument and capped with a pyramid of aluminum.

The following Feb. 21, on a sunny, frigid day, the monument was dedicated.

Among those in attendance was Secretary of War Robert Lincoln, son of the assassinated chief executive who had been present nearly 37 years before.

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Stars, VIPs To Mark Washington Monument's Reopening After Earthquake Damage By Michael Ruane, The Washington Post, April 29, 2014

The Washington Monument will reopen May 12 with a ceremony hosted by Secretary of the Interior Sally Jewell, National Park Service Director Jonathan B. Jarvis and philanthropist David Rubenstein, the National Park Service said Tuesday.

The event, which is being held by the park service and the Trust for the National Mall, is open to the public and will begin at 10 a.m. on the southwest grounds of the monument

The ceremony will mark the reopening of the [555-foot national icon](#), which has been closed to the public since a [5.8-magnitude earthquake rocked the structure on Aug. 23, 2011](#).

The [reopening](#) will feature appearances by National Mall and Memorial Parks Superintendent Bob Vogel, television personality Al Roker, and "American Idol" Season 12 winner Candice Glover, the park service said.

The Army's Old Guard Fife and Drum Corps, the United States Navy Band, and the Boy and Girl Choristers of the Washington National Cathedral Choir will perform.

Public tours of the monument are set to resume as the ceremony ends at 1 p.m. Tickets will be available on a first-come, first-served basis starting at 8:30 a.m. May 12 at the Washington Monument Lodge on 15th Street between Madison and Jefferson drives.

For months, the monument was encased in 500 tons of scaffolding, inside and out, as [workers repaired cracks](#) and areas where the stone had been shaken loose by the earthquake.

The last of [the repair scaffolding](#), which started going up more than a year ago, came down this spring. Rubenstein funded half the \$15 million repair cost.

In a typical year, about 600,000 visitors enter the monument, which honors George Washington, Revolutionary War hero and the nation's first president. It is one of the most famous structures in the world and a hallowed presence on the Washington landscape.

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Five Myths About Cherry Blossoms By Adrian Higgins, The Washington Post, March 28, 2014

With the melting of the late March snow this past week, the earliest of Washington's cherry blossoms began to stir. The city has been celebrating the Japanese flowering cherry tree for 102 years. The blooming of almost 4,000 trees around the Tidal Basin, East Potomac Park and the Washington Monument symbolizes the long-awaited spring, drawing devotees from around the world. Yet the blossoms bloom only briefly. Let's look at some illusive notions about a short-lived flower that's hard to pin down.

1. The idea of planting Washington's cherry trees came from Japan.

The Japanese government embraced the idea of a gift of cherry trees as an act of bilateral friendship, but it was a handful of Americans who first promoted their mass planting in the District, notably author and adventurer [Eliza Scidmore](#) and a Department of Agriculture plant explorer named David Fairchild.

Fairchild introduced thousands of economic and ornamental plants to the United States during his career, including varieties of the Japanese cherry. On a visit to Japan in 1902, he was taken by the way the cherry tree was used to line city avenues. When he and his wife settled in Chevy Chase in 1906, they planted 100 trees on their estate. Fairchild enthusiastically promoted their wider use. Scidmore, in writing about the Japanese hanami, or celebration of the blossoms, had already whetted the appetite in the United States for the trees. Their pleas were taken up by first lady [Helen Taft](#), who was looking for ways to beautify Potomac Park. An initial planting of double-flowering cherry trees led to the offer of a major donation of trees by the city of Tokyo. The popular Yoshino cherry, with its creamy, delicate blooms and spreading canopy, is also called the Tokyo cherry.

2. Visitors still enjoy the original trees.

The cherry trees that arrived in Washington caused a lot of trouble. The batch of 2,000 trees from Tokyo Mayor [Yukio Ozaki](#) was rejected by Agriculture Department scientists when it arrived in the winter of 1910. The trees — large, heavily root-pruned and probably severely stressed — were badly infected with pests and diseases that could spread and become a nightmare for fruit growers in the United States. After President William Howard Taft gave his permission, the trees were burned.

Fortunately, Ozaki took the episode in stride and arranged to send 3,000 more trees to Washington for spring planting in 1912. These trees were younger and healthier, and had been thoroughly fumigated. They passed muster.

But like their blossoms, most cherry trees are naturally short-lived. That any of the originals have survived is because of the vigilant care of National Park Service crews. Only [a few dozen](#) are still around, typically gnarled and misshapen specimens near the stone Japanese Lantern on the north side of [the Tidal Basin](#).

3. The cherry trees grown around the Jefferson Memorial were a favorite of Thomas Jefferson.

Jefferson planted as many as 48 fruiting cherry trees for Monticello's kitchen. He noted that one beloved variety, Carnation, was "so superior to all others that no other deserves the name of cherry." He also enjoyed their ornamental effect in bloom.

But the sage of Monticello is unlikely to have been familiar with the Japanese cherry trees prized for their blossoms, not their fruit. These did not come to the attention of Western botanists until the 1830s in books and were not exported to America until Japan ended a period of isolationism in the 1850s. The Jefferson Memorial was dedicated in 1943, 31 years after the initial planting — and, of course, more than a century after Jefferson's death. Local residents protested the destruction of some of the trees to make way for the memorial.

4. In Japanese culture, the blooms symbolize the fleeting nature of life.

The ephemeral nature of the blossoms is reflected in the melodramatic, 11th-century Japanese fable "[The Tale of Genji](#)." Ten centuries later, the flowers' existential heft is still touted by the National Park Service. "The brief duration of their brilliant blossoms symbolize the brevity of life for the people of Japan," according to its [Web site](#).

But the blossoms have taken on many different and often contradictory meanings in Japanese life, according to Emiko Ohnuki-Tierney, a professor of anthropology at the University of Wisconsin and the author of "[Kamikaze, Cherry Blossoms, and Nationalisms: The Militarization of Aesthetics in Japanese History](#)." Originally farmers revered the cherry blossoms, believing that they were visited by deities who guaranteed a rich rice harvest. In Kyoto in the 8th century, the emperor and his court held an annual "feast of the flower," first venerating plum blossoms, then focusing on cherry blossoms for their more distinctive Japanese character.

Later, the cherry blossoms came to symbolize geishas' femininity and the power of warriors. Aristocrats strolled among the blossoms, musicians serenaded the trees, poets used them for inspiration. And during Japan's militarization in the 20th century, the petals stood for fallen soldiers as well as Kamikaze pilots.

Whatever their meaning, the ephemeral blooms make it hard to plan the festival. "If you have rain or wind," Ohnuki-Tierney said, "it goes away in two or three days."

Because it is so tricky to predict the timing of the blooms, a celebration that began as a modest three-day event in the 1930s will last this year from March 20 to April 13.

5. If the Tidal Basin were planted today, we wouldn't use Japanese cherry trees.

A strong movement for native plants has developed within state and federal natural-resource agencies and environmental groups, which point to problems caused by nonnatives that become invasive. Many garden plants from East Asia, first welcomed enthusiastically by horticulturists, have turned out to be rampant in the wild and detrimental to native flora and fauna. Among the culprits are the multiflora rose, the Japanese barberry, the porcelain-berry, the Japanese and Chinese wisterias, and the Japanese honeysuckle. And not all of Fairchild's introductions turned out to be that great. He also advocated a wonderful new forage crop from the Land of the Rising Sun: kudzu, known as "the vine that ate the South."

Luckily for Washingtonians, Japanese flowering cherries behave themselves. Double-flowering varieties such as Kwanzan are sterile, and the single-flowering Yoshino and Akebono might produce one lonely seed in a small fruit of interest only to birds. These imported trees won't kill native species. And according to Teresa Durkin, senior project manager of the Trust for the National Mall, the cherry trees, though exotic, are not invasive and could still be planted.

"The cherry trees are a well-respected example of our friendship with the nation of Japan," Durkin said. "They are really cherished."

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Grand Reopening Set For May At Washington Monument By Michael Ruane, The Washington Post, March 25, 2014

After 32 months and \$15 million in repair work, the venerable Washington Monument will reopen for public tours May 12, the National Park Service announced Tuesday.

The monument has been closed since a [5.8-magnitude earthquake struck the Washington region Aug. 23, 2011](#), and shook the structure from its base to the top of its pyramidion.

For months, the 555-foot-tall monument was encased in [500 tons of scaffolding](#), inside and out, as workers repaired cracks and places where the stone had been shaken loose by the earthquake.

The last of the repair scaffolding, which started going up more than a year ago, will begin to come down this week, the Park Service said.

The Park Service and the Trust for the National Mall will host a reopening ceremony at 10 a.m. May 12. Tours of the monument will begin at 1 p.m. that day. The tickets will be available on a first-come, first-served basis starting at 8:30 a.m. at the Monument Lodge, on 15th Street between Madison and Jefferson drives, the Park Service said.

Tickets for tours on May 13 and all future dates will be available on the Park Service reservation page, www.recreation.gov, starting at 10 a.m. April 16.

The monument, which was begun in 1848 and finished in 1884, will be open from 9 a.m. to 10 p.m. through the summer.

“We are delighted to be in the home stretch with the repairs,” Park Service Director Jonathan B. Jarvis said in a statement.

Local philanthropist David M. Rubenstein, who funded half the repair cost, said in the Park Service’s statement: “The National Park Service has done a spectacular job ... and I hope as many people as possible will soon be able to see the unique view from the top.”

In a typical year, about 600,000 visitors enter the monument, which honors George Washington, Revolutionary War hero and the nation’s first president. It is one of the most famous structures in the world and a hallowed presence on the Washington landscape.

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Tightening Rules On The Mall Leave Fests In Peril By Lonnae O’Neal Parker and Jonathan O’Connell, The Washington Post, February 26, 2014

Tightening of National Park Service restrictions on the use of the Mall for festivals and other activities potentially threatens the annual summer Smithsonian Folklife Festival, according to Smithsonian officials.

Though the festival will still be held on the Mall this year, in a letter this month to the National Park Service obtained by The Washington Post, Smithsonian Secretary Wayne Clough recounted years-long Smithsonian efforts to minimize the festival’s impact on the Mall, but raised concerns about its viability there in the future.

“We recognize that the National Mall is not only a national landscape, but also widely regarded as a gathering place for free expression. The challenge for the future is to balance the use of the Mall for democratic expression while maintaining its appearance,” the Feb. 6 letter reads.

“We are disappointed to learn that the final plans for the Mall incorporate too few of the accommodations that had been discussed for us to stage future Folklife Festivals

in any form that would be recognizable to our patrons, fundamentally changing the character of this uniquely American Festival,” it goes on to say.

The new restrictions are in place following major rehabilitation work the Park Service has been performing on the Mall and surrounding areas in recent years, sometimes putting the maintenance and beautification of “America’s Front Yard” in conflict with its role as a gathering place for national celebrations and free speech gatherings.

Following the approval of a [new plan](#) for the Mall in 2010, upgrades in recent years include restoration of the Lincoln Memorial Reflecting Pool, repair of the Tidal Basin seawall by the Thomas Jefferson Memorial and restoration of the D.C. War Memorial.

In the wake of massive crowds for President Obama’s second inauguration in 2013, Ken Salazar, then Secretary of the Interior, [issued](#) an order re-enforcing the Mall’s use for a variety of activities but expressing concern about “the extreme levels of use” the area endures, particularly on the Mall between Third and 14th streets.

“In the interest of protecting the Park, regulations allow the NPS to impose reasonable restrictions upon the use of temporary structures,” the order reads.

First held in 1967, the Folklife Festival operates between Seventh and 14th Streets, and has its center stage in the main Mall area. The Smithsonian alternately uses the Jefferson Drive side of the Mall and the Madison Drive side for other tents, staging and equipment, according to Smithsonian spokeswoman Linda St. Thomas.

“We’re meeting with park service staff, we’re looking at the amount of hard space and looking at regulations,” said Smithsonian Undersecretary Richard Kurin. “I think plans allow for re-turfing parts of the Mall. You have events at football stadiums all the time. There are concerts then there’s a hockey game and a rodeo.”

He calls the Mall symbolically powerful and said “we would hope that some accommodation could be worked out so that the festival and other activities could take place out there, and still make the Mall look good.”

Carole Johnson, spokeswoman for the National Park Service called the new rules “very scientific in terms of giving the grass a chance to rest.”

After this year’s festival, the Park Service will begin the next phase of its restoration, putting the fate of the festival for 2015 and beyond in question.

“We’re trying to find a solution. The Folklife Festival is really popular. We know that. We want to work with them. We work with all permittees to do what we can to accommodate them while at the same time protecting the grass for the 25 million visitors we have every year,” said Johnson.

In January, organizers of the National Book Festival [announced](#) that after a dozen years on the Mall, they would move to the Walter E. Washington Convention Center because of the tighter restrictions. The National Council of Negro Women's [Web site](#) cites the Mall renovation as the reason for not hosting its traditional Black Family Reunion Celebration this year.

Caroline L. Cunningham, president of the Trust for the National Mall, a private partner of the park service in trying to improve and restore the Mall, said hundreds of events and softball games are still permitted to use the Mall and are enjoying the improved turf.

"Honestly, I think the plan is working. You have to put rules in place so that it can be preserved one way or the other," she said. The book festival's relocation, she said, provided both a better event and respite for the Mall's turf.

"I think their solution of going to the convention center was a win-win, sort of for them and for the turf," she said.

Albert Small is a donor to the Smithsonian, the National Archives, the National Gallery of Art and is on the board for the Library of Congress. As a donor to institutions that bring visitors to the Mall, he says he's concerned about the tightened restrictions.

"The Mall has been there for 200 years," Small says. "It's for the people. Its not just for grass. It doesn't do any good if you can't use it for more than just looking at it."

Briefing Statement

Bureau: National Park Service
Issue: Proposed For-Fee Concert in West Potomac Park
Unit: National Mall and Memorial Parks
Members: Rep. Eleanor Holmes Norton (D-DC)
Date: April 9, 2015

Background: (b) (5)

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Current Status: (b) (5)

[Redacted]

Contact:
Karen Cucurullo, Acting Superintendent, National Mall & Memorial Parks, 202-245-4661



United States Department of the Interior

NATIONAL PARK SERVICE
National Mall & Memorial Parks
900 Ohio Drive, S.W.
Washington, D.C. 20024

IN REPLY REFER TO:

PERMIT #15-0174 Trust for the National Mall

Purpose: C3 Presents and the Trust for the National Mall will produce a benefit concert to raise national awareness and funds for the campaign for the National Mall

Location: West Potomac Park – Inlet Bridge to Ericsson Stature

Activity Date(s) September 26 & 27, 2015 (10:00 a.m.-10:00 p.m.)

Background:

On Friday, January 23, 2015, C3 Presents and Trust for the National Mall representatives, met with the Division of Permits Management and United States Park Police (USPP) representatives, to discuss concert execution, appropriate event site, food, and beverage and souvenir options. As a result, the following “deliverables” have been identified as prerequisites/next steps to complete the permit process.

List of Deliverables:

1. Site Plan/Diagram of Ticketed and Non-Ticketed Areas:

C3 Presents and Trust for the National Mall benefit concert as presented, is being executed as a ticketed event on National Mall & Memorial Parks (NAMA) parkland, typically open to the public. The concert venue site plan, as presented, does not designate non-ticketed public viewing area(s). Requests by applicants to close a park area to the general public should be considered very carefully. In general, park areas typically open to the public should not be closed to facilitate a non-public event. Additionally, National Park Service (NPS) Management Policies and Regulations prohibit the NPS from permitting the staging of an event in an area that is open to the public, or close an area that is open to the public, when the event is conducted primarily for the material or financial benefit of a for-profit entity. *Applicant must provide a revised concert venue plan that establishes non-ticketed public viewing area(s). For example, West Potomac Park, north of West Basin Drive might be designated as the ticketed area and West Potomac Park, south of West Basin Drive, might be designated as a non-ticketed public viewing area.

2. Memorial Access and Sound:

Access to the Memorials in and around the concert venue may be adversely impacted by both access and by excessive sound levels. *Applicant must provide plan(s) that outline how access will be maintained to the Franklin D. Roosevelt Memorial, Martin Luther King Jr. Memorial, Lincoln Memorial, DC World War I Memorial, World War II Memorial, Korean War Veterans and the Thomas Jefferson Memorial. The plan should also outline how amplified sound will be controlled so as not to interfere with normal operations at these Memorials.

3. Traffic Plan:

Regular traffic flow along Independence Avenue, Ohio Drive, East Basin Drive and West Basin Drive will be adversely impacted. *Applicant must provide traffic plan(s) to include signage that outline needed road closures and traffic mitigation efforts to maintain regular traffic flow on these roadways.

4. Safe Haven Plan:

Safe Haven locations in and around the concert venue are severely limited. *Applicant must provide a safe haven plan(s) that lists secure facilities that will be available in the event of inclement weather.

5. Evacuation Plan:

The concert venue, as presented, is encircled by fencing/barricade and bordered by the Potomac River and the Tidal Basin. Such a configuration, limits the ability of the USPP, to evacuate the site in the event of an emergency. *Applicant must provide an evacuation plan that outlines methods and routes necessary for vacating the site in the event of an emergency.

6. Site Plan Revision:

The concert venue, as presented, erects barricade/fencing and structures in Ohio Drive, between Inlet Bridge and Ericsson Statue, restricting emergency response along Ohio Drive, by USPP and other city emergency response assets. *Applicant must revise site plan to remove barricade/fencing and structures from the roadway.

7. Crowd Control Plan:

The concert venue site plan, as presented, did not present a fence/barricade/chute plan(s) that mitigate the impact of large crowds assembled in a confined space. *Applicant must provide a crowd control plan(s) that outlines how ticket holders will be screened, the stages protected from crowd surges and participants protected from stampedes and crushing.

8. Food/Beverage Souvenir Operations Plan:

As presented, the beverage (both alcoholic and non-alcoholic), food and souvenir operations do not comply with existing NPS sales and concessions regulations and policies. *Applicant must provide a plan that outlines the involvement of NAMA Concession Specialist and concession vendors that adhere to all policies and regulations, within the framework of the Concessions Policy Act (Public Law 105-391) and any Concession Contracts issued under this act. The plan must include a list of alcoholic beverages that will be sold and/or given away, the times that they would be sold and/or given away and the locations that they would be sold and/or given away.

Please be mindful that we will also need to review your plans for risk management, resource protection, health, medial and safety, the use of comfort facilities and generators, the use of signs and advertising to recognize commercial sponsors, media, site security, the delivery of materials and parking, and cost recovery.

We are available for additional consultation and coordination surrounding the above listed deliverables and all additional planning necessary to finalize a permit for the benefit concert. Please contact our office to schedule another meeting at your convenience.



★ **SPONSORSHIP OPPORTUNITIES:** ★
Landmark Music Festival for the National Mall

Pending Sponsorship Agreement

Monument of the People



Every big festival has its signature installation. Ours would be a replica of the Washington Monument covered in screens. Any photo Instagramed or tweeted with #Landmark will appear on the monument's screens. Leveraging the photo-based nature (and inherent vanity) of social media, this installation will be beautiful, symbolic and help to drive awareness of Landmark across social media networks.



Lincoln's Chair Photo Op

One of the most popular elements at any festival is the photo op. Lincoln's chair is an iconic part of the mall, so let's create a larger-than-life replica of the chair for people to climb onto and take pictures. Signage beside the chair will educate festivalgoers about the monument and offer sponsorship branding opportunities.



Oversized Chia Pet Photo Op

Jumbotron Mall Trivia



Let's educate people on the history and the cause for the National Mall with a live trivia game displayed on the stage's Jumbotrons. Using the National Mall app, festivalgoers can answer trivia questions and see how they rank among everyone else. The top 50 festivalgoers with the highest scores will be allowed access to an exclusive lounge space where they can relax. Because your ranking can constantly change, people will continue to stay engaged and compete.

Radio Trivia Contest



To reach a national audience and build momentum, let's bring National Mall trivia to radio stations in major cities across the U.S. To win, people will submit their answers to the trivia question digitally through #Landmark #Trivia. One winner with the correct answer will be chosen at random from each city.



Iconic Washington Photo Op



Walk Through History

The Mall has a rich and well-documented history. Let's leverage this and bring it to life—powerfully and emotionally—in our cause and education tent. Long walls will be covered with full-size photos of historic Mall moments arranged in chronological order, from the Mall's inception all the way to architects' renderings of the future vision of the Mall. Walking this cause corridor will be inspiring and educational and will culminate with opportunities to help support the cause.

★ **ARTIST OPPORTUNITIES** ★

Pending Artist Agreement

Musician's Virtual Monument



To drive buzz and awareness around the Virtual Mall platform, we'll have headlining artists create their own monuments. This will drive fans to check it out, where they'll be invited to make their own monument for a small donation.

Instruments of Change



To raise money for the Mall and awareness for our cause, let's auction off actual instruments played onstage by artists at Landmark. All proceeds go to restoring the National Mall.



#Landmark Virtual Encore Stage

In an intimate backstage VIP tent, artists will stop by to play unique one- to three-song microsets and conduct brief interviews. How do you access this VIP area? Any social media post with #Landmark enters you for an hourly random drawing of festivalgoers. The winners are pinged back to let them know the hour they've got access and an access code for entry.



National Mall Support Songs

In the months leading up to the festival, we get artists to come down to the National Mall and perform one impromptu song in front of a monument. We film it and post the video on YouTube as a promo piece for the upcoming festival.



Mashable National Anthem



To help spread the word, we'll create a unique buzzworthy video unit with an authentic grassroots feel. Leveraging artists already playing other festivals organized by C3 Presents, we'll have them perform intimate, simple solo versions of the National Anthem in whatever real environments we find them in—whether backstage, at a venue or on the street. These versions will be uploaded in a manner that lets the viewer toggle seamlessly from artist to artist. It could even be optimized to allow them to add themselves to the mix, creating a highly shareable piece of content to spread the word.

Briefing Statement

Bureau: National Park Service
Issue: Proposed For-Fee Concert in West Potomac Park
Unit: National Mall and Memorial Parks
Members: Rep. Eleanor Holmes Norton (D-DC)
Date: April 9, 2015

Background: (b) (5)

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[Redacted]

[Redacted]

[Redacted]

Current Status: (b) (5)

[Redacted]

Contact:
Karen Cucurullo, Acting Superintendent, National Mall & Memorial Parks, 202-245-4661

SERVICE AGREEMENT
BY AND BETWEEN
TRUST FOR THE NATIONAL MALL
AND
C3 PRESENTS, LLC

This Service Agreement (the "Agreement") is executed the ____ day of November, 2014, to be effective January 1, 2015 (the "Effective Date") by and between Trust for the National Mall (the "Trust") and C3 Presents LLC ("C3"). In this Agreement, the Trust and C3 are collectively referred to as the "Parties" and each, individually, as a "Party."

RECITALS

A. The Trust is the official non-profit partner of the National Park Service dedicated to raising the necessary funds to restore, improve and preserve the National Mall (the "National Mall") for today's visitors and generations to come. The Trust for the National Mall is currently managing a comprehensive campaign to fund the National Mall Plan. The campaign's goal is to raise \$350 million in private funds to design and build high impact projects on key sites on the National Mall to meet the growing needs of the 29 million visitors who come to the park each year ("Campaign").

B. C3 provides management, event promotion, and production of large events. C3 annually produces Lollapalooza Music Festival, Austin City Limits Music Festival, White House Easter Egg Roll, and Loufest Music Festival. C3 also produces events such as sporting competitions, civic celebrations, awards ceremonies, VIP hospitality parties, political conventions and rallies, conferences and meetings, and consumer brand experiences on behalf of a variety of clients

C. The Trust wishes to retain C3's service to produce a multi-day, multi-stage music festival (the "Festival"), similar in concept to Lollapalooza Music Festival and Austin City Limits Music Festival, on the Mall, and, in return for no risk of loss and a guaranteed payment, the Trust is willing for C3 to retain a portion of the profits, if any, from the Festival as C3's production fee.

For and in consideration of the mutual covenants, rights, and obligations set forth in this Agreement, the Parties agree as follows:

1. The Festival.

(a) In this Agreement, "Festival" means a multi-day music festival to be held in 2015 anticipated to be in September on the National Mall in West Potomac Park ("Festival Location") at the location identified on Exhibit A. The Parties will mutually agree upon the Festival's name, and C3 will own the Festival's name and grants to the Trust an irrevocable, perpetual license to use the name for the

★ NPS SHOULD BE INVOLVED IN NAME CHOICE

★ MAKE SURE THERE ARE RESTRICTIONS ON C3'S USE OF THE NAME

Trust's promotional purposes. The Festival may be held on non-consecutive days.

NOT SURE IF CAN BE PERMITTED AS NON-CONSECUTIVE DAYS (?)

(b) The parties agree that the goal of the Festival is to create an enjoyable recreational activity on the National Mall that will also build awareness, National Mall stewards and support the fundraising activities of the Campaign for the National Mall. In addition, the Festival will be used to help build the supporter list of the Trust including, but not limited to, event ticket buyers, sponsors, and VIP attendees. C3 will not take any actions that are contrary to this goal.

AWKWARD SENTENCE

VERY LOOSE

(c) The Trust will be the owner and presenter of the Festival, and C3 will produce the Festival on the Trust's behalf. As producer of the Festival, C3 owns all content from the Festival, including all audio, video, and digital rights related to the Festival, such as the recordings of artists from the Festival, and grants to the Trust an irrevocable, royalty-free perpetual license to use the content for the Trust's promotional purposes.

SHOULD ADD THAT C3 WILL ONLY USE CONTENT TO PROMOTE THIS EVENT, AND/OR TNM

2. Services.

C3 will perform the services related to production of the Festival (the "Services") including: (i) Booking and coordination of all artists; (ii) Promotion, including radio, print, interviews, and street teams, subject to the Trust's prior written approval; (iii) Managing the box office and ticket sales; (iv) Production of the Festival including coordination of the stage, sound, lights, volunteers, and stagehands; (v) Supervision and coordination of the vendor sales, including food, bar, art, and t-shirts; (vi) Contracting with all vendors and suppliers, including tents, fence, port-a-cans, clean-up, electrical supplies, catering, etc.; (vii) Providing private security; (viii) Development, design, and production of all creative work, including I.D. development, posters and flyers, sponsorship package, and other creative work, subject to the Trust's prior written approval; (ix) Conducting all preventative and restorative efforts of the Festival Location required by the National Park Service and (x) Obtaining all sponsors for the Festival. C3 will manage and control all funds related to the Festival, and will be responsible for collecting and paying (and will collect and pay) all amounts required by law or contract in connection with the Festival, including any taxes and fees owed in connection therewith, except for taxes based upon the Trust's income. (xi) Take steps to engage and to minimize disruption to other National Mall visitors. C3 will perform the Services in accordance with the highest industry standards. C3 will hire all labor and purchase all materials necessary to handle its Services. In addition, C3 will purchase liability insurance relating to the activities and operations of the Festival, with policy limits of no less than \$10,000,000.00, which insurance will name the Trust and the National Park Service as additional insured. C3 will provide the Trust with a copy of the certificate of insurance at least 6 months prior to the date of the Festival.

Comment [A1]: The Trust would like C3's help facilitate access to the talent.

MUST STATE THAT COORDINATION IS THROUGH THE NPS CONCESSIONER(S)

Comment [A2]: To be discussed.

All Services will be performed in accordance with the rules and regulations of the National Park Service.

ALL CREATIVE WORK THAT INCLUDES NAMES/ LOGOS NAMESCRIPTS ETC OF SPONSORS MUST BE APPROVED BY NPS. (PROBABLY AS PART OF PERMIT PROCESS) VIS A VIS SIGNATURE

(a) With respect to the Festival, the Trust will perform the following services: (i) negotiate with the National Park Service and/or the Department of the Interior and provide access to the Mall for the Festival; and (ii) with C3's assistance obtain a waiver from the National Park Service in order to receive a liquor license for the Festival from the applicable governmental authority. C3 acknowledges that the National Park Service is a separate legal entity and the Trust cannot guarantee approval by the National Park Service. C3 and the Trust will reasonably cooperate with each other to minimize taxes consistent with applicable laws.

WILL NOT BE ABLE TO
HAVE LIQUOR AS PER
DISCUSSION. WORK W/
GSI RE: BEER +
WINE CONCESSION

(c) C3 will work with the NPS, U.S. Park Police and the District of Columbia (the "City") in planning and organizing the Festival. The Festival budget will include allocations to pay the expenses for City services, and C3 will utilize City services as much as appropriate. C3 will, to the extent reasonably practical, coordinate Festival activities with the City to minimize the impact on City services and to maximize the benefits for the City.

SHOULD SAY "CITY
AND PARK". THEY
WILL NEED TO
COORDINATE WITH,
AND PAY FOR PARK
SERVICES ALSO

3. Authorization.

(a) Subject to approval by the National Park Service, the Trust grants C3 the non-transferable, exclusive right during the Term of this Agreement to produce the Festival on the National Mall and to use the Trust's name, logo and other brand identifiers for the Term for production of the Festival., subject to the prior written approval of the Trust. The Trust will not enter into an agreement with any person or entity other than C3 to produce during the Term a multi-day music festival on the National Mall, and the Trust will not directly benefit financially from a multi-day music festival held on the National Mall during the Term.

(b) Subject to the Trust's prior written approval, the Trust grants C3 a license to use the Trust's name and logo: (i) in promoting the Festival during the Term of this Agreement and (ii) on merchandise related to any Festival held during the Term of this Agreement. After termination of this Agreement, C3 may not design new merchandise using the Trust's name or logo for any Festival held during the Term of this Agreement, nor may it produce additional previously-designed merchandise.

(c) Nothing in this Agreement precludes C3 from providing similar services to other entities, so long as providing those services does not interfere with C3's timely fulfillment of its obligations under this Agreement. Notwithstanding the foregoing, C3 shall not use the name of the Festival in connection with any concert or similar event that does not benefit the Trust.

4. Term and Termination

(a) Term. The term of this Agreement (the "Term") commences on the Effective Date and continues until December 31, 2015 unless sooner terminated or extended in accordance with the terms of this Agreement.

(b) Termination. This Agreement may be terminated by any Party: (i) upon 30 days written notice to the other Party in the event of a material breach of this Agreement by the other Party that remains uncured during the 30-day notice period; (ii) if a Party makes a general assignment for the benefit of creditors, files a voluntary petition in bankruptcy or for reorganization or arrangement under the bankruptcy laws, if a petition in bankruptcy is filed against such Party, or if a receiver or trustee is appointed for all or any part of the property or assets of such Party; (iii) by a written agreement executed by all Parties. If a Party gives another Party written notice of a material breach, the notice must specify the breach and the action necessary to cure the breach

5. Compensation.

(a) As owner and presenter of the Festival, the Trust will receive 10% of the following (collectively referred to as the "Trust Proceeds"):

(i) the net revenue from all ticket sales for the Festival. Net revenue from ticket sales means all revenue actually received by C3 from the ticket price less the following: (a) actual third party service fees on the tickets; (b) any actual third party transaction fees on credit card charges on ticket sales; and (c) refunds on tickets that C3 may give to ticket buyers. Tickets provided to Festival sponsors as part of the sponsorship agreement will not be included in the calculation of ticket revenues.

(ii) all gross liquor sales for the Festival. Liquor provided as part of sponsorship agreements or as part of premium tickets (e.g. VIP tickets) will not be included in the calculation of liquor revenues.

(iii) cash consideration (but not in-kind contributions) from Festival sponsorship agreements; and

(iv) net revenue actually received by C3 for the sale of Festival merchandise. Net revenue from Festival merchandise means all revenue actually received by C3 from the sale of Festival merchandise less the following: (a) normal service fees paid to third party vendors; (b) any third party transaction fees on credit card charges on merchandise sales; and (c) taxes paid for sale of Festival merchandise.; and

(v) gross revenue from all other commercial activities related to the Festival, including, without limitation, broadcasting of the Festival and images from the Festival in advertising.

(b) Within 90 days from the end of the Festival, C3 will close the books on the Festival and determine the Festival's net revenues for that Festival based upon industry standards and generally accepted accounting principles. C3 will pay the Trust the amount to which the Trust is entitled under Section 5(a) on or before the 90th day after the Festival is held. If subsequent to payment of the amounts paid under this Agreement,

Comment [A3]: To be discussed.

→ WHERE ARE EXPENSES CALCULATED IN THE DETERMINATION OF NET REVENUE?
+ GROSS

Comment [A4]: To be discussed.

it is determined that an adjustment needs to be made – for example, due to refunding of ticket prices to Festival patrons – then the Party that owes any money due to the adjustment will pay such amount within 30 days of its receipt of notice of the amount due; provided that such refund obligation will terminate and the payments will be final for each Festival 1 year after the end of that Festival. C3 will pay the Trust for any activities set forth in Section 5(a)(v) conducted after the books have closed within 30 days of receipt of such revenue.

(c) Other than the fees in this Section 5, C3 owes the Trust no additional fees or compensation for the use of the Festival Location for any Festival.

(d) Except as otherwise expressly provided in this Agreement (including the Trust's indemnification obligations in Section 9(a)), the risk of loss with respect to the Festival lies entirely with C3, and C3 will be responsible to pay for all financial obligations related to the Festival, and subject to agreements with third parties, C3 will be entitled to all profits, if any, from the Festival after paying the agreed upon consideration to the Trust under this Section 5 and all other obligations related to the Festival.

(e) If C3 is more than 30 days late with any payment and receives written notice of late payment, then beginning 10 business days after C3's receipt of written notice of non-payment, the unpaid fees will accrue interest at 0.5% per month and C3 will thereafter pay all such interest in addition to any fees due.

(f) The Trust will receive other benefits, including publicity and recognition in connection with the Festival, free tickets to the Festival, access to artists, and other appropriate benefits related to the Festival, as mutually agreed. In addition, the Trust shall have the right to organize and conduct additional activities and events during or in connection with the Festival in order to promote the mission or the Campaign of the Trust.

6. Tracking and Auditing. C3 will maintain business and financial records that contain information sufficient to verify the net revenues from ticket sales and gross revenues from liquor sales, and the completeness and accuracy of all payments under this Agreement for a period of at least three calendar years after the Festival. Throughout the term of this Agreement and for up to one year after termination, the Trust may, at its own expense and on 30 days advance written notice to C3, have its auditors examine C3's records for the sole purpose of certifying the accuracy of reports and determining the amount of fees due, if any, to the Trust. To the extent any audit reveals an underpayment of the amounts owed to the Trust, C3 shall pay all such amounts, as well as the Trust's costs of conducting such audit, to the Trust within 15 days. One year after the end of the Festival, the right to audit that year's Festival terminates and the payment for that year's Festival becomes final. To the maximum extent permitted by law, the Trust will maintain all information, including the business and financial records, provided by C3 in strict confidence, and the Trust will not use, copy, or divulge the information, or cause or permit the information to be used copied, or divulged except as this Agreement permits. Notwithstanding the foregoing, the Trust may disclose such

Comment [A5]: To be discussed.

information to (i) its board members, staff, accountants, attorneys and other persons as is appropriate for the operation of its business, and (ii) where required by law or court order. If the Trust is required by law or court order to disclose any information covered by this Section 6, the Trust will notify C3 before any disclosure is made and will cooperate with C3 to prevent disclosure.

ADD NPS.

7. Force Majeure. Any delay or failure of either Party to perform its obligations under this Agreement is excused to the extent that it is caused by an event or occurrence beyond its reasonable control, including acts of God, actions by governmental authority (whether valid or invalid), fires, floods, windstorms, explosions, riots, natural disasters, wars, sabotage or labor problems, provided the Party claiming force majeure promptly notifies the other Party of the event of force majeure, the anticipated duration of the event of force majeure, and the steps being taken to remedy the failure, and uses reasonable diligence to remedy such failure.

8. Representations and Warranties and Disclaimers.

(a) The Trust's Representations and Warranties. The Trust represents and warrants the following to C3:

(i) The Trust is a non-profit entity that is exempt from taxation under Section 501(c)(3) of the Internal Revenue Code and as such, the Trust is exempt from paying state, City, or district sales taxes in the District of Columbia. During the Term, the Trust will remain a non-profit that is exempt from taxation under Section 501(c)(3) of the Internal Revenue Code.

(ii) The Trust acknowledges C3's exclusive ownership in its trademarks and further acknowledges that the trademarks are unique and original to C3 and that C3 is the owner of its trademarks. The Trust will not, at any time after the Effective Date, dispute or contest, directly or indirectly, C3's exclusive ownership in its trademarks. The Trust acknowledges that its use of C3's trademarks inures to C3's benefit, and that the Trust will not acquire any ownership in C3's trademarks as a result of the license or other rights granted by this Agreement. The Trust acknowledges that it has no claims or rights in the "C3" trademark or name and, during or after the Term of this Agreement, will not assert any claim in the "C3" trademark or name.

(iii) The Trust has the right and authority to enter into and perform its obligations under this Agreement;

(iv) The Trust will perform its obligations under this Agreement in a reasonable manner;

(v) The Trust's trademarks and intellectual property provided under this Agreement do not and will not violate any applicable law or regulation or infringe any proprietary, intellectual property, contract or tort right of any person

(b) C3's Representations and Warranties. C3 represents and warrants the following to the Trust:

(i) C3 has the power and authority to enter into and perform its obligations under this Agreement;

(ii) C3's performance of its obligations in connection with the Festival, including the provision of the Services, the marketing, distribution and/or sale of recordings and other merchandise, and all other activities related to the Festival, will not contain any content, materials or advertising that violates any applicable law or regulation or infringes any proprietary, intellectual property, contract or tort right of any person;

(iii) C3 will perform its obligations under this Agreement in a reasonable manner and in accordance with the highest industry standards; and

(iv) C3 acknowledges the Trust's exclusive ownership in its trademarks and further acknowledges that the trademarks are unique and original to the Trust and that the Trust is the owner of its trademarks. C3 will not, at any time after the Effective Date, dispute or contest, directly or indirectly, the Trust's exclusive ownership in its respective trademarks. C3 acknowledges that its use of the Trust's trademarks inures to the Trust's benefit, and that C3 will not acquire any ownership in the Trust's trademarks as a result of the license granted by this Agreement; and

(v) C3's trademarks and intellectual property provided under this Agreement do not and will not violate any applicable law or regulation or infringe any proprietary, intellectual property, contract or tort right of any person.

9. Indemnification.

(a) By the Trust. The Trust will indemnify, hold harmless and defend C3 and its directors, officers, employees and agents from and against any third party action, claim, demand or liability, including reasonable attorneys' fees, if such action is based upon: (i) any allegation that the Trust's name, trademark, or intellectual property infringe a third person's copyright or trademark right, or misappropriate a third person's trade secret; (ii) any breach of this Agreement by the Trust; or (iii) any active negligence or willful misconduct of the Trust. C3, at its expense, will have the right to participate in the defense of any such claim through counsel of its own choosing.

(b) By C3. C3 will indemnify, hold harmless and defend the Trust and its directors, board members, officers, employees and agents from and against any action, claim, demand or liability, including reasonable attorneys' fees, to the extent such claim arises out of: (i) any acts or omissions of C3 related to the Festival, whether on its own behalf or as agent of the Trust as provided in Section 15 of this Agreement; (ii) any breach of this Agreement by C3; (iii) any breach of any representations or warranties made in this Agreement by C3; or (iv) any claim that a name, trademark or other

intellectual property claim (other than for material provided by the Trust), released or used by C3 infringes a third party's rights (e.g. copyright or trademark), misappropriates a third party's trade secret, or violates a third party's right of publicity; or (v) any active negligence or willful misconduct of C3. The Trust, at its expense, will have the right to participate in the defense of any such claim through counsel of its own choosing.

10. Assignment. No Party may assign its rights or powers under this Agreement without the express written consent of the other Party. Any attempt to assign without the other Party's consent will be null and void and will give the non-assigning Party the right to cancel and terminate this Agreement. Notwithstanding the preceding, no consent from the Trust is required in connection with an assignment of this Agreement by C3 in connection with the sale of all or substantially all of C3's assets or in connection with a sale of equity in C3.

11. Injunctive Relief. In addition to any other relief that may be available to it upon violation of this Agreement, each Party is entitled to an injunction by any competent court enjoining and restraining any other Party and each and every other person concerned from violating this Agreement.

12. Waiver. No waiver of any provision of this Agreement or of any right or remedy under this Agreement will be effective unless in writing and signed by the Party against whom such waiver is sought to be enforced. No delay in exercising, no course of dealing with respect to, or no partial exercise of any right or remedy under this Agreement will constitute a waiver of any other right or remedy, or future exercise thereof.

13. Severability. If any provision of this Agreement is determined to be invalid under any applicable statute or rule of law, it is to that extent to be deemed omitted, and the balance of the Agreement will remain enforceable.

14. Notice. All notices will be in writing and will be deemed to be delivered when mailed by certified mail, postage prepaid, return receipt requested, or when sent by facsimile with confirmed receipt. All notices will be directed to the Parties at the respective addresses given below the signature line of this Agreement or to such other address as either Party may, from time to time, designate by notice to the other Party.

15. Relationship of Parties. The parties are independent contractors and are not agents of the other. In no event is either party authorized to act on behalf of or bind the other party. On a regular basis and upon request by the Trust, C3 will inform the Trust of the progress producing the Festival and the Trust may reasonably direct C3 to make changes to the Festival. The parties will mutually agree on the timeline and any metrics to be met in connection with the Festival.

16. LIMITATION OF DAMAGES. EXCEPT FOR INDEMNIFICATION OBLIGATIONS DUE TO LIABILITIES TO THIRD PARTIES, NOTWITHSTANDING ANY PROVISION CONTAINED IN THIS AGREEMENT TO

THE CONTRARY, NO PARTY TO THIS AGREEMENT WILL BE LIABLE TO ANY OTHER PARTY TO THIS AGREEMENT FOR ANY INCIDENTAL, INDIRECT, SPECIAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES (INCLUDING DAMAGES FOR LOSS OF USE, BUSINESS GOODWILL, REVENUE OR PROFIT, NOR FOR INCREASED EXPENSES, OR BUSINESS INTERRUPTION) ARISING OUT OF OR RELATED TO THE PERFORMANCE OR NONPERFORMANCE OF THIS AGREEMENT UNLESS THE DAMAGES AROSE DUE TO A PARTY'S GROSS NEGLIGENCE OR WILLFUL BREACH OF THIS AGREEMENT.

17. Survival. Those provisions of this Agreement that by their nature extend beyond termination or expiration of this Agreement will survive such termination or expiration.

18. Entire Agreement. This Agreement contains the entire agreement between the Parties relative to the subject matter and supersedes any other prior understandings, written or oral, between the Parties with respect to this subject matter, including the Prior Service Agreement for periods from and after the Effective Date. THE PARTIES ACKNOWLEDGE AND AGREE THAT, IN ENTERING IN TO THIS AGREEMENT, THEY HAVE NOT IN ANY WAY RELIED UPON ANY ORAL OR WRITTEN AGREEMENTS, UNDERSTANDINGS, REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, NOT SPECIFICALLY SET FORTH IN THIS AGREEMENT. No variations, modifications, or changes in the Agreement are binding on any Party to the Agreement unless set forth in a document duly executed by or on behalf of such Party.

19. Section References. When this Agreement makes reference to an article, section, paragraph, clause, schedule or exhibit, that reference is to an article, section, paragraph, clause, schedule or exhibit of this Agreement unless the context clearly indicates otherwise. Whenever the words "include," "includes," or "including" are used in this Agreement, they are deemed to be followed by the words "without limitation."

20. Severability. If a mediator, arbitrator, or court holds, for any reason, that one or more provisions of this Agreement is invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability will not affect any other provision of this Agreement, but such provision will be deemed deleted, and the deletion will not affect the validity of other provisions of this Agreement.

21. Counterparts. The Parties may execute this Agreement in any number of counterparts, each of which is deemed an original, but all of which together constitute one and the same instrument. This Agreement may be executed by facsimile, PDF or other electronic signature.

22. Construction. All Parties have been advised to seek their own independent counsel concerning the interpretation and legal effect of this Agreement and have either obtained such counsel or have intentionally refrained from doing so and have knowingly and voluntarily waived such right. Consequently, the normal rule of construction to the effect that any drafting ambiguities are to be resolved against the

drafting Party will not be employed in the interpretation of this Agreement or any amendment or exhibits.

→ AND THE US OF A.

WOULD IT BE DC COURT OR FED COURT?

23. Conflict of Laws. The parties agree that this Agreement will be subject to the laws of the District of Columbia. The parties agree to bring any claims to the courts of the District of Columbia for resolution of any disputes arising from this Agreement.

24. Third party beneficiary. The National Park Service shall be a third party beneficiary to this Agreement, with the right to enforce any provisions herein.

Comment [A6]: Arbitration?

By their representative's signature, the Parties agree to and accept this Agreement.

TRUST FOR THE NATIONAL MALL

By: _____

Date: _____

Washington, DC _____

Attn: _____

C3 PRESENTS, LLC

By: _____

Date: _____

300 West 6th Street
Suite 2100
Austin, Texas 78701
Attn: Charlie Jones

PROPOSAL TO THE NATIONAL PARK SERVICE



“Come Together” Fundraiser and Festival

For the Trust for the National Mall

8.20.15



TRUST FOR THE
NATIONAL
MALL



GOAL AND OVERVIEW

C3 Presents will produce a compelling and engaging event on the National Mall to raise awareness and funds for the historic Campaign for the National Mall -- the significant capital fundraising and awareness-building effort by the Trust to restore and improve the National Mall. The Campaign, intended to be a signature part of the broader National Park Service Centennial, will help realize the Park Service's bold National Mall Plan, making the park more beautiful, functional and sustainable for generations to come.

C3 Presents, an experienced NPS partner, will leverage an effective and tested fundraising business model: the multi-day music festival.

This festival will kick-off the grassroots Campaign for the National Mall by drawing attention to the investment needs of the park, celebrating the park's historic and cultural significance, and highlighting the ability of Americans to become stewards of the National Mall by Coming Together with fellow Americans for a shared cause. The event will function as a fundraiser, generating money that will directly support the Campaign for the National Mall.

The festival will launch a broader effort that will call upon Americans to *Come Together to Restore the National Mall*. Despite all of the divisiveness in the country today, the National Mall – America's Front Yard – remains our common ground. The Come Together festival will bring together an amazingly broad mix of musicians and performers, along with a wide range of food that reflects the cultural breadth of America, to underscore the diversity of people that must unite to preserve the National Mall and all that it represents.



TRUST FOR THE
NATIONAL
MALL

SIZE AND SCOPE OF THE EVENT

- The “Come Together” Fundraiser and Festival will take place from 11:00am-10:00pm on Saturday and Sunday with an estimated 40,000-60,000 attendees per day, and an optional VIP fundraiser on Friday evening at a to be determined location. (Tentative target time period of September 2015)
- Production of the event at West Potomac Park would require 9 days, from start to finish. *(See Addendum #1: Proposed Build Schedule)*
- Tickets would be sold exclusively online through the “Come Together” Website prior to and during the event, as necessary. A physical, temporary Box Office would also be open prior to and during the show, ideally at a location in the park.

MITIGATING EVENT IMPACT

- The ongoing festival will not adversely affect visitors to the National Mall, and all National Monuments are to remain open.
- Free programming will be available to all park visitors, including but not limited to jumbotrons for viewing live video feeds of the ticketed event. Other potential experiences for park visitors may include a Trust for the National Mall educational tent or additional free entertainment programming outside the gated event.
- West Potomac Park will be a fenced and ticketed location. Official event wristbands, distributed via mail, will easily delineate festival-goers from other park visitors.
- The event will not require the closure of any major thoroughfares. Event publicity information will encourage the use of public transportation or shuttle service to get to and from the event.

FUNDING MODEL

- The funding model for the “Come Together” Fundraiser and Festival will be secured and guaranteed by C3, along with a combination revenue model to include sponsorship donations and ticket prices ranging from \$25.00 USD to \$2,500.00 USD.



- C3 Presents is a privately held, financially solvent company with fifteen years of experience producing multi-stage, multi-artist festivals in urban park settings. Funding for the “Come Together” event would be a combination of funds sourced by C3 Presents and revenue generated by the Festival. C3 Presents will pay the Trust for the National Mall a TBD percentage of gross revenue from the event. Gross revenue generally includes ticket sales, sponsorship, food and beverage, third party vending, and other agreed upon revenue streams.
- For this specific event directly benefitting the Trust for the National Mall, C3 Presents is requesting a one-time amendment to NPS policy allowing a gated and ticketed event that employs vendors outside the current NPS concessions system for all food and beverage operations and a temporary box office.
- Enclosed you will find a list of exceptions from across the nation where amendments have been made to other National Park Lands for private events. *(See addendum #2)*

EVENT RISK AND LIABILITY

C3 Presents will take on all risk and liability for the Come Together Fundraiser and Festival at West Potomac Park as specified below:

C3 will perform the services related to production of the Festival including:

- Booking and coordination of all artists
- Promotion, including radio, print, interviews, and street teams
- Managing the box office and ticket sales
- Production of the Festival including coordination of the stage, sound, lights, volunteers, and stagehands
- Supervision and coordination of the vendor sales, including food, bar, art, and t-shirts
- Contracting with all vendors and suppliers, including tents, fence, port-a-cans, clean-up, electrical supplies, catering, etc.
- Providing private security in coordination with the US Park Police
- Development, design, and production of all creative work, including I.D. development, posters and flyers, sponsorship package, and other creative work, in coordination with the Trust for the National Mall
- Obtaining all sponsors for the Festival in coordination with the Trust for the National Mall. On behalf of itself and the Trust for the National Mall, C3 will manage and control all funds related to the Festival, and will be responsible for collecting and paying (and will collect and pay) all amounts required by law or contract in connection with the Festival, including any taxes and fees owed in



connection therewith, except for taxes based upon the Trust for the National Mall's income. C3 will use reasonable commercial efforts in performing its Services. C3 will hire all labor and purchase all materials necessary to handle its Services.

- Except as otherwise expressly provided in an Agreement (including the Trust for the National Mall's indemnification obligations), the risk of loss with respect to the Festival lies entirely with C3, and C3 will be responsible to pay for all financial obligations related to the Festival.

PARTNERSHIP CREDENTIALS

C3 Presents is an independent concert promotion, event production and artist management company based out of Austin, Texas. C3 was founded by Charles Attal, Charlie Jones and Charlie Walker in 2007 and is currently the third largest concert promotion agency in the United States.

Annually, C3 produces the Austin City Limits Music Festival and Austin Food & Wine Festival in Austin, Texas, Lollapalooza in Chicago, Illinois, Big Day Out in Australia, and Orion Music + More in Atlantic City, New Jersey.

C3 Presents has produced many events on the National Mall including:

- The 57th Inauguration of the President and Vice President including the National Day of Service Event, the Inaugural Swearing-In Ceremony and Inaugural Parade
- The 56th Inauguration of the President and Vice President including the HBO televised broadcast of the "We Are One" Concert, the Inaugural Swearing-In Ceremony and Inaugural Parade. 3 million attendees over three days of events.
- The White House Easter Egg Roll held on the South Lawn of the White House in Washington, D.C., attended by 30,000 annually and produced by C3 Presents annually since 2009



TRUST FOR THE
NATIONAL
MALL



September 15, 2014

TO: National Mall and Memorial Parks
FROM: The Trust for the National Mall
RE: Addendum Information on Value of a Benefit Concert

Per our memos from last month, the Trust is seeking permission to hold a benefit concert on the National Mall with production and promotional partner C3 Presents. We are advocating for a green light for this event because we believe it has a lot of potential to benefit the Campaign for the National Mall and its support of the 2010 National Mall Plan and the broader Centennial campaign in both the near term and the long term.

As we've discussed, if we get approval by October 1, 2014, we are confident we can effectively plan and execute the event in the fall of 2015 to kick off our grassroots campaign and highlight the National Park Service Centennial.

Below is additional information regarding the value of the event to the cause of raising awareness and funds to restore and improve the National Mall:

AN ORGANIZATIONAL GAME-CHANGER

Unlike other large events on the National Mall that simply use the iconic park as a backdrop, the *Come Together Concert to Restore the National Mall* will have the park as its stage and its cause. It provides a tremendous opportunity to bring a wide swath of Americans – particularly millennials – into the growing movement to restore the National Mall and help kick off the broader NPS 100th anniversary efforts.

Large benefit concerts are considered catalytic philanthropy: a single event that when executed strategically can inspire hundreds of thousands to join and give immediately and over time. In addition to money generated directly from the event, the broader cause benefits include:

- **Building Awareness** of the need for stewardship of the park and the campaign to restore it. Event publicity and potential broadcast coverage (which will be negotiated after the event is approved) will rally a younger generation of Americans to support the National Mall and will open doors and lighten the lift of the Trust's future fundraising across a range of prospect audiences.

- **Building Lists** from the large amount of data collected from ticket purchasers. We estimate that in Year 1, a two-day benefit concert could grow the Trust's database of National Mall donors tenfold. This provides long-term value since we can then solicit this large audience for further engagement and contributions in the centennial year and beyond.
- **Creating Related Engagement Opportunities** that can extend directly from the concert event, which can further boost awareness and fundraising. These potential ancillary tactics could include a lottery ticket giveaway for supplemental list building, a telethon if television coverage is provided, or cause marketing partnerships rooted in the event, such as iTunes sales of music from the concert.
- **Offering More Compelling Corporate Benefits** that include temporary exposure for a corporate name and hospitality tent access, which is broader than what the Trust can provide through existing smaller events like the Benefit Luncheon.
- **Incentives for Existing Donors** who can receive tickets or VIP passes as thank yous for participation in the campaign, to encourage retention and growth of our existing donor base.
- **Access to Celebrity Participation** in our cause via social media or public service announcements. Celebrities participating in the concert event can further promote National Mall stewardship to their fans and social media followers.

Standard bearers like Live Aid have shown that large festival concerts can be game-changers for little-known causes, instantly putting them on the map in a way that multiple smaller events cannot. The non-profit supporting Chicago city parks raised a total of \$520,000 for park improvements in 2003 and \$525,000 in 2004, the two years before Lollapalooza was reinvented as a destination festival based in Grant Park. (source WBEZ 4/15/12). The first year of Lollapalooza nearly doubled the park non-profit's annual fundraising. Today, the festival alone contributes a guaranteed minimum of \$1.5 million each year to the Chicago park system.

A PROVEN SOURCE OF FUNDS OVER TIME

Our partner, C3 Presents, has a history of successfully staging major concerts in public parks, providing revenue to a non-profit park partner that increases over time.

- In 2005, C3 revived Lollapalooza – what is now a three day festival with about 300,000 attendees -- in Chicago's Grant Park. The event had an immediate financial payoff that has grown substantially over time.
 - In 2005, its inaugural year in Chicago, the event generated \$400,000 for the park. (source: *Crain's Chicago Business 8/1/11*). The financial success of first year music festivals is a bit unpredictable because new events lack both an in-market track record to draw maximum sponsorship support and a built-in database of ticket purchasers.

More funds are also spent on marketing promotion for new events to generate awareness.

- By the time the concert reached the five year mark in 2010, as part of the deal, 10.25 percent of the event's gross revenues — with a minimum of \$1 million — were donated to the Chicago Park District for improvements. (source: NYT 8/8/10)
- In the last few years, the partners re-negotiated and extended their contract through 2021. Today, C3 Presents guarantees a \$1.5 million contribution and a growing percentage of net ticket sales. (source: *grantparkconservancy.org*) In 2011, that payment was \$2.7 million.

POTENTIAL ARRANGEMENT FOR THE NATIONAL MALL *COME TOGETHER* CONCERT

We are confident we have the right ingredients – the timing, the partner, the cause, and the location – to create a successful fundraising concert to benefit the National Mall.

Because of the unpredictability of costs associated with new concert events, however, we've discussed with partner C3 that a guarantee of 10% of gross revenue from the event go to the Trust for the National Mall to support its efforts to restore and improve the park. Unlike negotiating a percentage of net proceeds, this protects us from the negative impact of high start-up promotional costs and guarantees income for the Campaign for the National Mall, even if the event fails to make a new profit in Year 1.

Specifically, C3 can guarantee 10% gross on all sales to the Trust for the National Mall, including:

1. 10 % Gross Tickets Sales.
2. 10% Gross Sponsorship Sales
3. 10 % Gross Bar Sales
4. 10% Merchandise Sales

Additionally, 100% (less the direct cost of operational expenses) of donations related to the event will go to the Trust, which includes money raised through live text-to-donate calls to action, a telethon, and any related TBD initiatives.

This arrangement is based on current event plans, which are largely conceptual at this stage. If we get a green light to proceed, we will further refine the event terms in a signed contract, but regardless of the details of the event, the Trust proceeds will not be less than 10% of gross revenue.

A RESPONSIBLE PARTNERSHIP: NPS, THE TRUST AND C3

- We anticipate securing support for our event from the DC government and tourism industry. Festivals are a huge economic engine for cities and tend to build goodwill with local governments because of the clear economic benefits they provide. In just

three days, the Lollapalooza music festival provides an over \$100 million dollar boost to Chicago's local economy. Concert attendees and others associated with the event rent hotel rooms, eat at restaurants and shop at local stores.

- Given the Trust's mission, we will ensure that our partnership for this event takes a "first, do no harm" approach to the park grounds. The Grant Park Conservancy and Chicago Park District have made sure that Lollapalooza restores Grant Park to a "better-than-preconcert condition". As a goodwill gesture, Lollapalooza has funded the planting of hundreds of new trees and the creation of new gardens in Grant Park. And as part of their contract, the promoters and the Park District now also jointly assess the event damages and C3 immediately pays the city to make the repairs, which is money above and beyond the charitable contribution made to the cause.
- C3 Presents has a long-standing relationship with the non-profit supporting the parks in its home city of Austin. Although the terms of the relationship are complex and have evolved over time, part of the partnership provides the Austin Parks Foundation about 8.5 percent of the Austin City Limits annual gross ticket sales. C3 Presents has supplemented its annual arrangements with periodic major donations to the park system. Last year, \$3.5 million donation to Auditorium Shores Park. In 2008, it provided a \$2.5 million donation to restore the turf at Zilker Park. Given C3's extensive work on the National Mall supporting the Obama inaugural activity and annual events like the White House Easter Egg Roll, we are confident we can build a strong partnership with our event provider that will greatly benefit the National Mall over time.

DC Festival

September 26 & 27, 2015

EVENT SAFETY PLAN

Draft

2/28/2015

Table of Contents

I. Introduction.....	3
II. Security Plan	3
Entry/Exits	3
Perimeter Fencing	3
Stage Areas and Back of House	3
Security Response Team.....	3
Alcohol Services.....	4
III. Weather Plan	4
Overview.....	4
Emergency Team	4
Team Responsibilities	5
Levels of Emergency Situations	6
Announcements	7
General Instructions	8
Shelter Sites.....	8
Monitoring.....	8
High Wind Action Plan	8
IV. Medical Plan	8
Medical Emergencies.....	8
Heat Readiness Plan	8-9

INTRODUCTION

The goal of the event safety plan is to consolidate all information to ensure proper planning and coordination between the festival organizer, select staffing providers, National Park Service, US Park Police and the District of Columbia. Three specific plans are included below to summarize each area.

SECURITY PLAN

Festival security staff will consist of private non-commissioned security guards who are licensed and certified in the District of Columbia. C3 Presents will hire NPB to provide festival security management services to oversee and implement the security plan.

The festival will utilize a Central Command approach when planning for and responding to emergency situations. The festival Command trailer will include a CCTV monitoring station with dedicated operator and a central dispatch center for security, medical, fire and weather monitoring staff. This approach better ensures a singular, organized approach to emergency response and communication.

ENTRY / EXITS

Upon entry into the venue, each patron is subject to a pat down search of their person and search of their personal effects for prohibited items. A list of prohibited items is posted on the website and at each gate. No weapons or alcoholic beverages are permitted. The contracted private security company will do all patron searches. Patrons may bring up to two (2) factory sealed one (1) liter bottles of water into the venue. To minimize the mass entry and exit of patrons throughout the day, show times are staggered. Blowout gates will be opened to increase the number of exit points at the conclusion of each night or when deemed necessary.

SECURITY RESPONSE TEAMS

Teams are comprised of mobile security guards that maintain radio communication with the festival command trailer and other essential departments. They are tasked with responding to any situation requiring their attention throughout the festival grounds. The security response teams will monitor suspicious activities, check fence lines and other tasks as designated. Response teams will be equipped to dispatch immediate medical or law enforcement assistance at all times.

PERIMETER FENCING

The venue perimeter will be established and secured by 6' and 8' chain-link fencing. Within the venue itself, both 6' panel and chain-link fencing will be utilized; fence panel segments are 6' high x 12' wide. The fencing has the ability to be opened at each connecting point to allow for additional emergency exiting. The fence line is patrolled by event security staff. Portions of the fence line will act as working gates and all the working gates will be manned during all festival hours and some on a twenty-four (24) hour basis.

STAGE AREAS AND BACK OF HOUSE

The festival grounds are general admission for all patrons. A pressure withstanding barricade will be installed to account for the amount of force put forth towards the general admission area of each stage. The barricade minimizes the likelihood of a barrier collapse and provides a working area for security staff and safety personnel immediately in front of the stages. Security staff is also utilized at various checkpoint gates, where back of house workers enter and exit the venue, to control and monitor access. Authorized staff members are instructed to display appropriate badges and/or wristbands to security for their inspection to gain access.

ALCOHOL SERVICES

In compliance with the District of Columbia and National Park Service guidelines, the following measures will be implemented for the alcoholic beverage operations.

Hours of service: 11:00am – 8:00pm

Identification: Certified servers will be hired to sell, serve and verify each purchaser and consumer of alcoholic beverages. Once proper ID has been verified, a Tyvek tamper-proof wristband

will be attached to the person. Each time a person attempts to purchase alcohol while on festival grounds, they must present the wristband. The wristband will be inspected to ensure it is attached properly to the individual and must not be disturbed in any manner. If a server deems the wristband has been tampered with, service will be denied and they will instruct the patron to return to the nearest ID station.

Purchase Limit: A two (2) beverage maximum purchase limit will be in place for each time patrons attempt to purchase alcohol. Signage will be posted at each bar outlining the alcoholic beverage policy.

Security response teams will be responsible for surveying the grounds to identify possible underage drinkers during their routine patrol. No alcoholic beverages will be allowed to be taken outside the fenced area of the festival.

WEATHER PLAN

OVERVIEW

The Festival Weather plan describes the responsibilities of key event staff and city officials in the event of an emergency. The event is subject to all types of emergency situations including, but not limited to, weather, fire and civil disturbance. National and City officials are in overall command of any emergency. In the event of an emergency, a Command Post will be established at the Command trailer on site. A secondary post, if the primary Command Post becomes inoperable or must be evacuated, will be located TBD. All public information will be released by the Event Spokesperson at an appropriate location.

EMERGENCY TEAM

The event Emergency Team will be made up of the following persons, who will report to the Command Post in the event of an emergency:

- **Charlie Jones** **Producer**
- **Dirk Stalneckner** **Festival Director**
- **Troy Officer** **Emergency Services Manager**
- **Darin Williams** **Security Director, NPB**
- **TBD** **Production Manager**
- **Deidra Sibila** **Ticketing Manager**
- **Sandee Fenton** **Event Spokesperson**
- **Captain Steve Booker** **US Park Police**
- **Fire Marshal on Site** **DC Fire Department**
- **On Site Representative** **DC EMS**
- **TBD** **Private Medical provider**
- **Leonard D. Lee** **National Park Service**
- **Kristine Fitton** **Trust for the National Mall**

The Emergency Team will take the necessary steps, as detailed within this plan, to ensure the safety of all persons in the event of an emergency. The Team will also determine what steps are needed to make the event ready for operation following the emergency.

TEAM RESPONSIBILITIES DURING EMERGENCY

1. **Emergency Services Manager**
 - A. Staff Command Post
 - B. Liaise with Producers and Festival Director to determine existing threat level and necessary actions required
 - C. Inform all city services of situation and determine next steps

2. **Police Department Personnel**

- A. Staff Command Post
 - B. Direct vehicular and pedestrian traffic to facilitate evacuation to determined location(s)
 - C. Shift/remove barricades as instructed
 - D. Set up advance teams and communications at evacuation sites, if needed
 - E. Provide support with evacuation procedures and maintain order
 - F. Direct bomb threat operations
3. **Fire Department Personnel**
- A. Staff Command Post
 - B. Provide support with evacuation procedures
 - C. Maintain fire control
 - D. Direct hazardous materials operations
4. **EMS and Medical Personnel**
- A. Establish requirements for triage
 - B. Patient treatment
 - C. Transport injured persons as needed
5. **Production Team**
- A. Manage stage operations and vendors
 - B. Inform stage managers and artist relations staff of situation and discuss next steps
 - C. Secure production equipment
 - D. Shut down electricity as required, ensuring all announcements have been made prior to disconnect
6. **Operations Team**
- A. Manage site operations and vendors
 - B. Inform site crew and Food/ Art/ Bar management of situation and discuss next steps
 - C. Secure site equipment
 - D. Prepare and facilitate fence openings at Emergency Exit points as needed
7. **Ticketing Manager**
- A. Manage Entry/ Exit gates / Box office staff and equipment
 - B. Inform gate staff and Box office staff of situation and discuss next steps
 - C. Secure Box Office area and scanning equipment at gates
 - D. Clear all infrastructure from exits as if end of show and assist with exiting
 - E. Reset and prep for re-entry (if possible)
8. **Security Manager**
- A. Manage security operations and vendors
 - B. Inform Security agents, guards and gate staff of situation and discuss next steps
 - C. Maintain contact with volunteers and event staff during evacuation to:
 - i. Assist and direct patrons to nearest exit
 - ii. Report any injuries of staff or patrons to supervisor

LEVELS OF EMERGENCY SITUATIONS AND ACTIONS

Producer of the event will have the authority to authorize an information alert and/or an emergency alert. The Emergency Services Manager, along with the producer, may receive direction from the police, fire department or public safety officials regarding the suspension of event operations, an evacuation and/or resumption of event activities.

Two levels of emergency situations will be utilized.

Information Alert requires information distribution and serves as an advanced warning towards approaching inclement weather. The information alert doesn't typically require any action by event staff, vendors or the public. **Emergency Alert** requires action by most, if not all, people at the event.

INFORMATION ALERT – APPROACHING WEATHER

- **Situation:** If rain or other weather is moving toward the area, which may or may not impact the event, an information alert is issued by the Command Post.
- **Action:** If this situation occurs, the following will take place.
 - Command Post will notify Emergency Team members of the specific situation and message an information notice only. Typically no action is required.
 - An ALL CALL transmission will go out to all radio users informing them of the alert in a clear and succinct manner. Updates will be messaged out every 30 minutes until the alert is waived off.

INFORMATION ALERT – WEATHER DELAY (CODE GREEN)

- **Situation:** If moderate rain will likely occur at event site and causes a delay in performance, an Information Alert will be issued by the Command Post.
- **Action:** If this situation occurs, the following will take place:
 - Command Post will be established.
 - Emergency Team will determine the course of action and craft an Information notice.
 - Command Post will notify Production Manager to have stage manager(s) make a weather delay announcement on affected stages.
 - Jumbotron messaging will be shown at affected stages to inform patrons of the rain delay. Message reads **“Weather delay. Please hang tight.”**
 - Production and Site Managers will secure electrical equipment as required.
 - If required, an ALL CALL transmission will go out to all radio users informing them of the alert in a clear and succinct manner. Updates will be messaged out every 30 minutes until the alert is cancelled.

EMERGENCY ALERT – WEATHER DANGER (CODE YELLOW)

- **Situation:** If sustained winds in excess of 30 mph exist 30 minutes away from the event site and a localized evacuation is imminent, an Emergency Alert will be issued by the Command Post. Localized evacuation requires patrons AND event staff to be a minimum of 150 feet from all free standing structures (stages, scaffold towers, large tents, and trees).
- **Action:** If this situation occurs the following will take place:
 - Command Post will be established.
 - Emergency Team will determine the course of action and craft an Emergency notice.
 - Course of action must provide location of safe gathering areas
 - Proper communication to event staff for an organized evacuation
 - Clear guidelines on process and execution of evacuation
 - An ALL CALL transmission will go out to all radio users informing them of the alert in a clear and succinct manner. Updates will be messaged out every 15 minutes until the alert is cancelled.
 - Production Manager will direct staging vendors to implement high wind action plans at each stage and have stage managers make Weather Alert announcements on all stages.
 - Jumbotron messaging will be shown at all stages to inform patrons of the weather alert. Message reads **“Weather alert. Please stay 150 feet from stages.”**
 - Food/ Art/ Bar vendors should secure equipment, merchandise and displays immediately after receiving the Emergency Alert. Specific attention should be paid to signs and other items which can blow loose and become a dangerous projectile... Patrons should NOT be permitted to seek shelter in Vendor tents.
 - Patrons AND event staff will be escorted, at a minimum of 150 feet, from any stages, scaffold towers and large tents and will be directed to safe areas by event staff. Specifically, the Trust tent and other, smaller sponsor tents must be cleared of all persons and are NOT to be utilized as shelter.
 - All Event Staff and Emergency Team must report to Command Post (by radio or cell phone) that all areas have been secured and await further instruction.

EMERGENCY ALERT - WEATHER EVACUATION (CODE RED)

- **Situation:** If a potentially severe storm (to include high winds, lightning and/or hail) or another potentially dangerous situation is predicted to affect event site, an Emergency Alert will be issued by the

Command Post.

- **Action:** If this situation occurs the following will take place.
 - Command Post will be established.
 - Emergency Team will determine need for site evacuation and craft an Emergency Alert.
 - Course of action must provide designated evacuation corridors and destinations.
 - Proper communication to event staff for an organized evacuation.
 - Clear guidelines on process and execution of evacuation.
 - An ALL CALL transmission will go out to all radio users informing them of the alert in a clear and succinct manner. Updates will be messaged out every 15 minutes until the alert is waived off.
 - Production Manager will direct staging vendors to implement wind action plans at each stage and have stage managers make Weather Evacuation announcements on all stages.
 - Jumbotron messaging will be shown at all stages to inform patrons of the weather evacuation. Message reads **“Weather evacuation. Please calmly head to either exit.”**
 - Food/ Art/ Bar vendors should secure equipment, merchandise and cash immediately after receiving the Emergency Alert. ALL Front of House staff will be required to leave the site and assist by encouraging others to do so.
 - Patrons will be directed to the nearest exit by event staff.
 - Police will direct vehicular and pedestrian traffic according to their assigned stations.
 - Event staff with radios will report to Command Post (by radio or cell phone) when evacuation is complete.

SAMPLE ANNOUNCEMENTS TO PATRONS

1. **Weather Delay** - “We have been informed that light to moderate rain is on its way to this area. We are not expecting a severe storm, but we may delay the event temporarily due to rain. Please hang tight.”
2. **Weather Danger** - “We have received warning from the National Weather Service (agency reporting) that a potentially dangerous storm is possibly on its way to this area within the next ___ hour (correct timeline). Tonight’s activities have been postponed. Please clear away from the stage and follow direction from event staff. Thank you for your patience and cooperation. Once again, please step away from the stage.”
3. **Weather Evacuation** - “We have received warning from the National Weather Service (agency reporting) that a potentially dangerous storm is possibly on its way to this area. We have been asked by the police/fire department to evacuate the event site. Please clear away from trees and any structure and calmly head to the nearest exit and follow direction from event staff and police. The event will reopen as soon as the storm has passed and conditions are safe. Once again, calmly head to the nearest exit. Thank you for your cooperation”

The Command Post will make staff announcements on all event radio channels at the direction of the Emergency Team to declare an Information Alert or Emergency Alert. Because the general public may hear these announcements, care should be taken to communicate only the required information in a calm manner.

ALL CALL Radio Transmission should be as follows:

“Command Post to all units, stand by for an announcement...”

“Command Post to all units, stand by for an announcement...”

“Command Post to all units, we are currently under an Information Alert / Emergency Alert...”

“Please report to your area of responsibility and provide the following information to vendors, entertainment, etc. in your assigned areas...”

GENERAL INSTRUCTIONS

- A. All personnel must remain on their assigned radio channel unless directed by command post.
- B. Command Post is to make status announcements on all radio channels in use as needed at least every 30 minutes during an Information Alert and every 15 minutes during Emergency Alert.
- C. Do not talk on the radio unless you have something to report or ask relating to the emergency. Do not ask for weather reports. The Command Post will keep you informed as information becomes available. Do not report

weather conditions you can't personally see. Do not report information from outside sources.

- D. Report to your assigned area (assigned by your supervisor).
- E. Report to Command Post (by radio) or your supervisor once your assignment has been carried out.
- F. Report to Command Post (by radio) when your area has been evacuated and secured for weather. This can be completed as you are going to a shelter.
- G. Do not go to Command Post unless instructed.
- H. Report any damage to equipment, injuries or dangerous situations you encounter after the emergency is over.

WEATHER MONITORING

The emergency services manager is responsible for maintaining contact with the National Weather Service to receive weather updates on any potential severe weather threats. This includes forecasts as well as hourly updates in the event severe weather is expected to move into the area during the festival. C3 Presents maintains a weather monitoring post in the production trailer. Six personal weather stations will be set up around the site to provide real time localized weather information. The festival also utilizes an online weather monitoring subscription and will have a local meteorologist on call as necessary. The online subscription service provides the ability to automatically text selected recipients with predicted weather conditions, local and National Weather Service alerts, watches and warnings. Texts are sent for information purposes only.

HIGH WIND ACTION PLAN

Each stage maintains a high wind action plan tailored to its structure. Certain actions will be triggered by observed (or predicted) wind speeds, which include, but are not limited to, removal of soft goods and scrim, lowering of video and audio, raising or lowering lighting trusses and evacuation process. A spreadsheet will be built indicating the required actions at each stage. The necessary labor will be on hand as well to carry out the plan. Meeting with each stage manager, stage-specific vendors and local stage labor will ensure that all necessary actions are understood at every stage prior to doors opening.

MEDICAL PLAN

The goal of festival medical staff is to provide quality and safe medical care to the patrons, staff, volunteers, and entertainers and to reduce the potential for serious/life threatening injuries. Direct coordination is imperative with all city services organizations, local hospitals, event organizer and the provider to ensure the goal is achieved.

MEDICAL EMERGENCIES

All requests for medical assistance must be communicated to dispatch via staff radio on the "MEDICS" channel. Medical response will be determined by dispatching the closest available medical team to the location of person needing attention. All EMS resources will be using grid maps to assist dispatch determine their location in relation to the request for assistance.

Medical Incident Reporting Procedure

- A staff member or security shall stay with the patient at all times until care is transferred to medical personnel.
- Contact medical dispatch and relay the nature of the injury and location of the injured person. When possible try to provide the closest pole marker, grid location or landmark.
- Communicate patient information only to medical personnel. Do not violate HIPAA laws by relaying information to anyone outside of the above personnel.

HEAT READINESS PLAN

When weather forecasts predicting daytime temperatures in excess of 90°, heat related medical occurrences are safety concern for attendees.

MISTING STATIONS

Cool misting stations will be set up by the free water stations about the park.

FREE WATER STATIONS

C3 Presents will hire Event Water Solutions to install temporary water serving units at three locations throughout the event area. Each unit has multiple water service points and they are staffed by volunteers.

STAGE WATER PROVISIONS

From a designated area inside each of the stage barricades, water will be distributed to the audience on an as needed basis. Water sources will be provided by C3 Presents and security staff assigned to the area will distribute.

SHADED AREAS

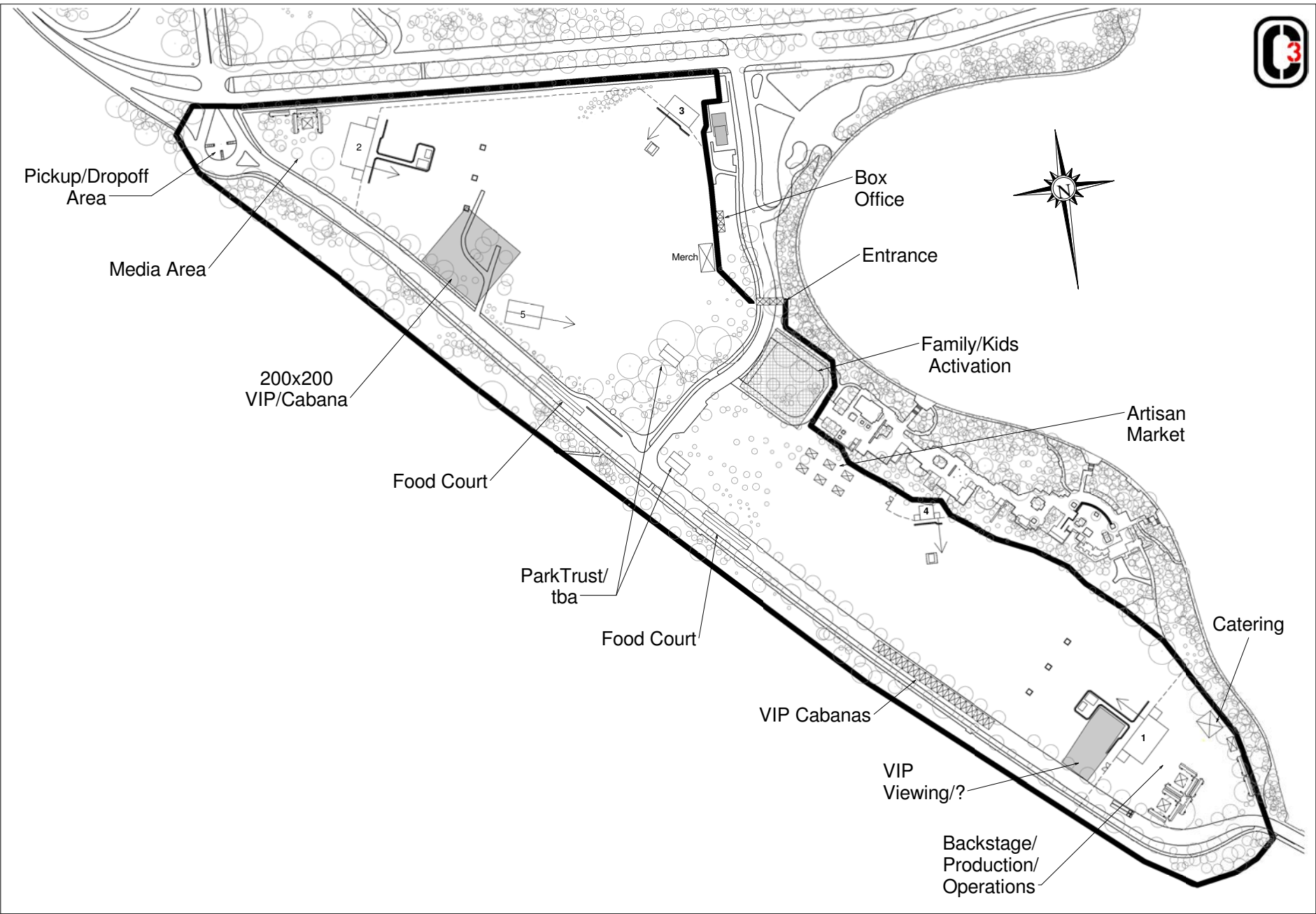
Event staff will be provided with instructions to direct guests to shaded areas within the park for heat relief.

COORDINATED SUPPORT

If required, DC Fire Department and/or DC EMS will respond to the event. Paramedic units will be directed to arrive at the vehicle entrance TBD. For event days a landline phone into the Command trailer has been dedicated to communicate with NPS, US Park Police, DC EMS and DC Fire Department support.

Dedicated On-site Command trailer Dispatch Phone Number TBD

12/10/2014 4:13:28 PM





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National
Park Service.

findyourpark.com

Discover heroes and hallowed ground. Experience thrills and time standing still. Share moments and memories. #FindYourPark this summer at over 30 National Park Service sites in and around Washington, DC.



**LANDMARK
MUSIC FESTIVAL**
For The National Mall

September 26-27, 2015
WEST POTOMAC PARK
Washington, DC

ALL FOR A CAUSE
Find Out More

**40+ Artists. 5 Stages. 2 Days.
1 Cause.**

More than a music festival, Landmark is a monumental celebration for the National Mall. Join us for this electrifying weekend where our musical heritage creates awareness and energizes the movement to restore our nation's common ground.

The 2015 Lineup

Headliner • Headliner • Headliner

Tickets

Lineup

Experience

Information

The Cause



er - Aerosol Can (feat. Pharrell William!



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LANDMARK

EMBARGOED UNTIL 7 P.M. TUESDAY, APRIL 28, 2015

Contacts:

Kristine Fitton
Trust for the National Mall
kfitton@nationalmall.org
202.407.9412

Sandee Fenton
C3 Presents/Fresh and Clean Media
sandee@freshcleanmedia.com
301.313.7200



TRUST FOR THE NATIONAL MALL ANNOUNCES FIRST EVENT IN NEW EFFORT TO INCREASE PARK STEWARDSHIP AND SUPPORT FROM A NEW GENERATION

Landmark Music Festival to Kick Off Grassroots Campaign to Celebrate and Restore National Mall

APRIL 28, 2015 WASHINGTON, D.C. The Trust for the National Mall unveiled the first event in its upcoming [nationwide grassroots campaign](#), announcing it will host a world-class music festival to educate a new generation of Americans about the National Mall's history, ideals, and pressing restoration needs.

The [Landmark Music Festival](#) was made public during an event at Washington's W Hotel featuring Congresswoman Eleanor Holmes Norton and leaders from the mayor's office, the National Park Service, Events DC and concert promoter C3 Presents.

"To succeed in our mission of creating a more sustainable, beautiful and functional National Mall, we're working to grow from a local charity into an energized national cause," noted Trust for the National Mall President Caroline Cunningham. "From eighth-grade class trips to the famous 'I Have a Dream' speech, the National Mall is our nation's common ground. We want this festival to start a conversation among Americans across the country about the role they can play in preserving this iconic park and the values it represents."

The two-day festival will take place on multiple stages in West Potomac Park September 26-27, 2015 and feature more than 40 bands. It will serve as an educational event, highlighting the historic and cultural significance of the National Mall, and as a vehicle for increasing volunteerism and grassroots funding to help restore the park. The festival will be part of the Trust's new grassroots campaign, which aims to increase stewardship of the National Mall nationwide, and particularly among young adults.

The Trust plans to raise awareness, participation and funding from the public to address a growing amount of deferred maintenance and needed upgrades to the infrastructure of the park. It's been nearly 40 years since the National Mall's last major renovation, and persistent environmental erosion and disrepair have presented an urgent need to fix the parkland's failed ecology and its crumbling historic landmarks, including the beloved [Thomas Jefferson Memorial](#).

"As the National Park Service approaches its 100th anniversary next year, all of our national parks, including the National Mall, are looking for relevant ways to engage the next generation of national park supporters," added Karen Cucurullo, acting superintendent of the National Mall

EMBARGOED UNTIL 7 P.M. TUESDAY, APRIL 28, 2015

and Memorial Parks. “Our non-profit partners at the Trust are uniquely qualified to bring the value and values of the park to life and we are glad that the Landmark Festival will help launch a new collective effort among millennials to appreciate the National Mall and protect it for generations to come.”

The Landmark Music Festival will also celebrate America’s diversity – a key tenet of the National Mall – through a wide range of musical styles, art and cuisine. Onsite educational activities will underscore the shared values and history of the park.

“I’ve walked the Mall my whole life – as a third-generation Washingtonian, as a citizen protesting for change in our country, and as a representative of the people of the District of Columbia,” said Congresswoman Eleanor Holmes Norton (D-DC). “The Mall holds some of America’s most iconic moments. I am excited to see world-renowned artists coming to perform on the Mall to help preserve one of America’s most important parks and all that it represents.”

Tickets for the Landmark Music Festival are now on sale at www.LandmarkFestival.org. In the next several weeks, a public lottery for a limited number of free passes will be announced along with details about a special event area that will be free to the public.

Artists performing at the festival include Drake, The Strokes and alt-J. For the full musical line-up, go to LandmarkFestival.org.

“Our production partner C3 Presents was selected because of their great track record creating exciting and safe events in iconic urban parks – including on the National Mall – and we’re thrilled to see them bring their professionalism and passion to our cause,” noted Trust President Caroline Cunningham.

About C3 Presents

From Lollapalooza to Austin City Limits, [C3 Presents](http://C3Presents.com), has a history of creating world-class music festivals that improve the urban parks in which they’re held through resource protection, restoration and reinvestment. C3’s extensive history working in the National Capitol Region’s National Parks includes production of the 56th and 57th Presidential Inaugurations, the 50th Anniversary of the MLK “I Have A Dream” Speech, and the White House Easter Egg Roll since 2009.

About the Trust for the National Mall

The [Trust for the National Mall](http://TrustfortheNationalMall.org) is an official partner of the National Park Service dedicated to sustainably restoring and improving the National Mall. The National Mall – the iconic grounds stretching from the U.S. Capitol to the Lincoln Memorial that hosts 29 million visits a year – is facing a backlog of well more than \$500 million in deferred repairs and \$350 million in needed upgrades. The Trust split the cost of restoring the earthquake-damaged Washington Monument with the federal government and is extending this public-private partnership model to other high-impact projects designed to preserve the grounds and structures that honor America’s history, heroes and hope. For more information on the Trust for the National Mall, please visit www.nationalmall.org or follow us on Facebook (www.facebook.com/nationalmall), Twitter (@nationalmall) and Instagram (@nationalmall).

###

KAREN CUCURULLO, NATIONAL PARK SERVICE

- As part of its upcoming centennial anniversary, the National Park Service has launched a nationwide public awareness campaign called Find Your Park to spread the word about the amazing places we manage and the inspirational stories that the national parks tell.
- Here at National Mall and Memorial Parks we want all Americans – especially those that will be the next generation of our visitors, supporter and advocates – to better understand the history, ideals and significance of the National Mall.
- From Marian Anderson’s concert to the steps of the Lincoln Memorial to Martin Luther King’s “I Have a Dream” speech to the AIDS quilt blanketing the National Mall, we want to educate young visitors about the National Mall’s history. We want to create within them an awareness of the values of the National Mall, so that they will view themselves as the successors of these historic events and will make the National Mall their own front yard – because it is America’s Front Yard.
- We are proud to partner with the Trust for the National Mall on the Landmark Music Festival as a relevant way to reaching millennials and to create awareness of the values of the National Mall and the need to protect it for generations to come.
- For more on the specifics of the festival, please welcome Charlie Jones, Partner at C3 Presents.



Landmark Music Festival Launch Event
Tuesday, April 28, 2015
POV Rooftop Bar – The W Hotel

1:00pm – POV Rooftop Bar Available

Patrick & Brooke arrive to build and test Lineup Reveal & A/V

3:00pm – POV Rooftop Bar Available

C3/Trust Staff arrive to review and assist remaining setup

4:00pm - Run-through

C3/Trust go through entire run of show w/ Charlie Jones

5:30pm - Ready

Directional signage placed in first floor lobby and rooftop elevator

Reservation Table setup w/ RSVP List, Press Badges (post-event takeaways at the ready)

5:50pm - Set

DJ Mel begins to spin

Bar & Passed Bites ready

6:00pm – Go

Doors open, guests arrive

6:50pm – Attention To The Floor

Caroline Cunningham takes the stage; opening remarks, directs attention to screens and introduces announce video

Manish/W Video Team cue up announce video

6:55pm – The Announce

Two TV's located along the southernmost wall stream the announce video

7:00pm – Rest of Speakers

Deputy Mayor for Planning and Economic Development Brian Kenner takes the stage, remarks

Congresswoman Eleanor Holmes Norton takes the stage, remarks

NPS Acting Superintendent Karen Cucurullo takes the stage, remarks

7:30pm (approx.) – Lineup & Ticket Info Announcement

Charlie Jones takes stage, remarks and announces 2015 Lineup/limited-time \$100 Passes/Yahoo! Livestream partnership

Festival Takeaways placed on reservation table for departing guests

7:40pm – Mix & Mingle

DJ Mel picks up the music

Charlie & Caroline make themselves available for questions

8:00pm – Close of Show

LAUNCH EVENT MATERIALS, TAKEAWAYS & CREATIVE ASSETS

Items	Quantity	Who Is Bringing to The W
Pre-Stamped Lineup Postcards	200	Brooke
Challenge Coins	190	Brooke
Press Badges	50	Liipfert
Press Badge Lanyards	50	Brooke
Moleskines	200	Trust
Press Inquiry Cards	200	Trust
Lineup Reveal Structure w/ Drape	1	Trust
Lineup Announcement Video, Pre-Video & Post Video Images	1	Paul (C3) / Manish (W)
Directional Signage	2	Trust
Easels for Directional Signage	2	The W providing
DJ Rig	1	Liipfert
55" TVs	2	The W providing
Photographer & Videographer	2	Liipfert

INTERNAL CONTACT LIST

Name	Role / Affiliation	Email	Phone
Kristine Fitton	Vice President Marketing and Communications / TNM	KFitton@nationalmall.org	202-407-9412
Tiffany Rose	Director of Events / TNM	TRose@nationalmall.org	202-688-3763
MacKenzie Babb	Communications Manager / TNM	mbabb@nationalmall.org	202-688-3765
Jeremy Granoff	Marketing Associate / TNM	jgranoff@nationalmall.org	202-688-3759
Kelly Thomas	Director of Corporate Development / TNM	kthomas@nationalmall.org	202-688-3758
Kristine Templin	Chief Development Officer	ktemplin@nationalmall.org	202-688-3760
Patrick Dentler	Marketing / C3 Presents	pdentler@c3presents.com	512-731-0176
Lindsay Hoffman	Marketing / C3 Presents	lhoffman@c3presents.com	512-804-6666
Brooke Leal	Marketing / C3 Presents	bleal@c3presents.com	336-413-3582
Sandee Fenton	Publicity / Fresh & Clean Media	sandee@freshcleanmedia.com	310-487-4595
Brittany Pearce	Publicity / Fresh & Clean Media	brittany@freshcleanmedia.com	310-625-7990
Karly Tuckness	Sponsorship / C3 Presents	ktuckness@c3presents.com	512-423-2456
Brittany Henley	VIP / C3 Presents	bhenley@c3presents.com	512-284-0621
John Liipfert	Producer / C3 Presents	jliipfert@c3presents.com	512-912-6438
Bonnie Jung	Event Director / W Washington DC	Bonnie.Jung@whotels.com	202-441-6194
Manish Alimchandani	Event Tech / W Washington DC	malimchandani@psav.com	404-993-9018
DJ Mel	DJ / C3 Presents	djmel@c3presents.com	512-694-3654
Romel Simon	Videographer	simonromel@gmail.com	703-981-3907
Daniel Swartz	Photographer	daniel.swartz@revamp.com	212-671-0005
SPEAKERS			
Charlie Jones	Partner / C3 Presents	cjones@c3presents.com	
Caroline Cunningham	President / Trust for the National Mall	Ccunningham@nationalmall.org	
Brian Kenner	Deputy Mayor for Planning and Economic Development	ingrid.wilson@dc.gov	202-727-3971
Eleanor Holmes Norton	Congresswoman / District of Columbia	Try.Coburn@mail.house.gov	202-225-8050
Karen Cucurullo	Acting Superintendent / National Mall and Memorial Parks	karen_cucurullo@nps.gov	202-245-4670

LANDMARK

Identity Guidelines

v1.1 – 3.30.15

Part 1

The Logos

Part 2

The Mark

Part 3

The Color Palette

Part 4

The Typefaces

Part 5

The Extras



PRESENTS

LANDMARK

Landmark is more than just a music festival. It's the first experience of its kind — where thousands of music fans will unite with the shared vision to save and restore the National Mall.

The Mall has always been our national common ground, celebrating the shared history and values of Americans of all generations. Landmark will amplify this spirit and the Come Together Movement by bringing together top tier musical acts from across genres and fans from across the country and abroad, all in an electrifying display of unity, harmony, and creativity.

For two days in September, 60,000 music lovers will come together in Washington, DC's beautiful West Potomac Park for a symbolic event. Onstage, music will ignite festivalgoers with emotion and excitement. Offstage, the grounds will host a playground of enticing activations that give attendees fun and interactive opportunities to help save and restore The National Mall, and spread the word socially, creatively, and passionately.

Landmark is here. Be part of this powerful, unifying experience that will create an impact heard for decades to come.

Festival Overview

When: September 26 & 27, 2015

Where: West Potomac Park, Washington, DC

The Audience: 60,000 fans

The Show: 2 Days, 5 Stages, 40 + Artists

The Music: An eclectic mix of genres including indie rock, R&B, pop, alt country, hip-hop, gospel and electronica

The Cause: To save and restore the National Mall

Part 1: The Logos

Primary Logo: Horizontal

(Color)

Primary Logo includes The Logotype, The Mark, The Cause, Dates, and Location.

There are versions for a white/light colored background as well as a black/dark colored background.



Logos

Part 1: The Logos

Primary Logo: Horizontal

(Black & White)

Primary Logo includes The Logotype, The Mark, The Cause, Dates, and Location.

There are versions for a white/light colored background as well as a black/dark colored background.



Part 1: The Logos

Primary Logo: Vertical

(Color)

Primary Logo includes The Logotype, The Mark, The Cause, Dates, and Location.

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Logos



Part 1: The Logos

Primary Logo: Vertical

(Black&White)

Primary Logo includes The Logotype, The Mark, The Cause, Dates, and Location.

There are versions for a white/light colored background as well as a black/dark colored background.



Part 1: The Logos

Secondary Logo

(Color)

The Secondary Logo has the Dates and Location integrated into The Mark (making it, in effect, a Seal). It is only vertically oriented.



Logos



LANDMARK
MUSIC FESTIVAL
To Restore The National Mall



LANDMARK
MUSIC FESTIVAL
To Restore The National Mall

Part 1: The Logos

Marquee Logo

(Color)

The Marquee Logo is only used in rare circumstances; its intended use is for large-scale events or when a more fully-integrated logo is needed.



Logos

Usage requires approval of Creative Dept.

Part 2: The Mark

Mark Colorways

There will be instances when The Mark can or should be by itself. Because of its simple, geometric shapes there are many presentation options.

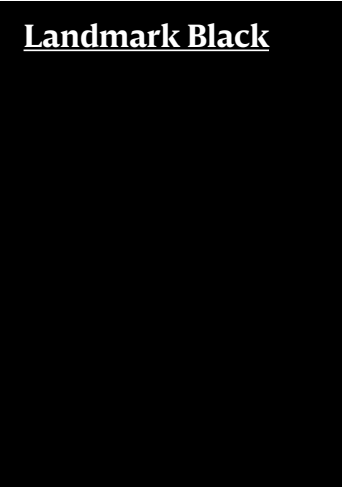
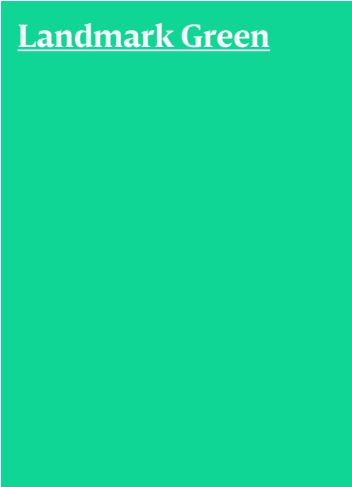
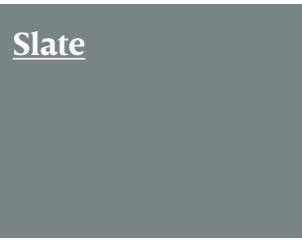

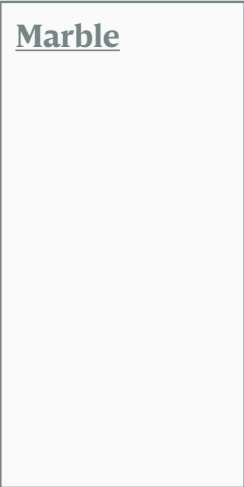

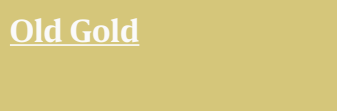




Mark

Note: Favicon is included

Primary, Secondary, Tertiary

Logotype + Icon Color Palette

Primary		Secondary		Tertiary: Web/Fest Only
		 		   

RGB 0•0•0
CMYK 30•30•30•100
HEX# 000000
PMS Black

RGB 15 • 214 • 148
CMYK 80 • 0 • 70 • 0
HEX# 0FD694
PMS 3395

RGB 119 • 133 • 133
CMYK 56 • 40 • 40
HEX# 778585
PMS 444

RGB 183 • 206 • 206
CMYK 15 • 0 • 0 • 20
HEX# B7CECE
PMS 7542

Digital Only
250 • 250 • 250
HEX# FAFafa

RGB 0 • 224 • 237
CMYK 65 • 0 • 5 • 0
HEX# 00E0ED
PMS 311

RGB 213 • 198 • 122
CMYK 0 • 0 • 50 • 25
HEX# D5C67A
PMS 7751

RGB 255 • 36 • 98
CMYK 0 • 100 • 40 • 0
HEX# FF2462
PMS 1925

RGB 166 • 6 • 158
CMYK 50 • 100 • 0 • 0
HEX# A6069E
PMS 254



Scout

Scout Light

Scout Light Italic

Scout Regular

Scout Regular Italic

Scout Bold

Scout Bold Italic

Scout Black

Scout Black Italic

Scout Condensed Thin

Scout Condensed Light

Scout Condensed Regular

Scout Condensed Bold

Scout Condensed Black



Breve Text + Display

Breve Text Book

Breve Text Book Italic

Breve Text Semibold

Breve Text Semibold Italic

Breve Text Black

Breve Text Black Italic

Breve Display Bold

(large scale only)



Part 5: The Extras

Stamp

A special, simplified stacked version of the Logotype. Intended for promotional purposes only. Is not a substitute for the Logo.



Extras

Usage requires approval of Creative Dept.

Part 5: The Extras

Billboard

A special treatment of the Wordmark. Not a substitute for the Logo.



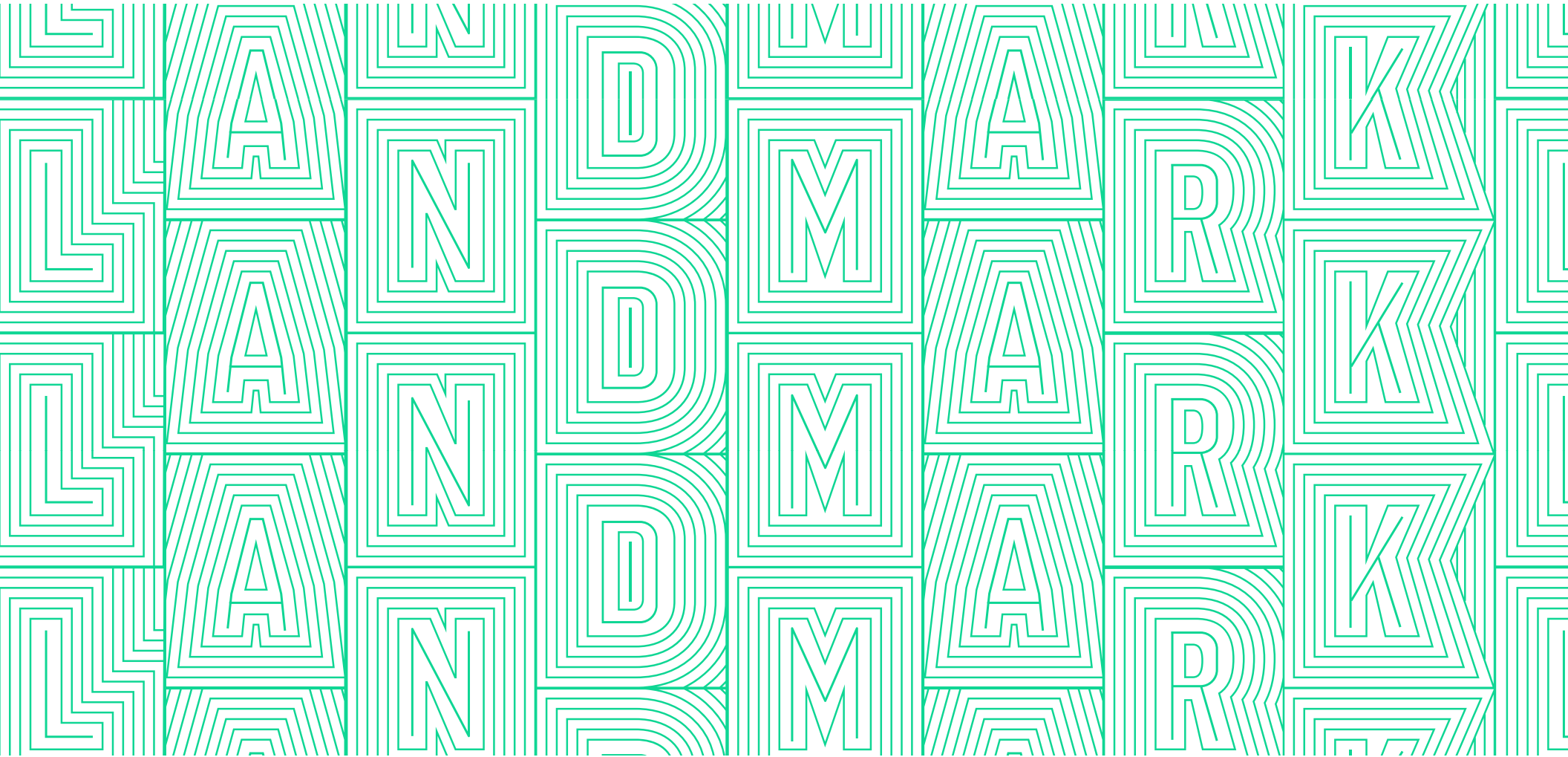
Extras

Usage requires approval of Creative Dept.

Part 5: The Extras

Billboard Pattern

Step-and-Repeat pattern swatch of the Billboard.



Extras

Usage requires approval of Creative Dept.

Part 5: The Extras

Promotional Emblem

Decorative emblem incorporating the Logo.
Does not replace the Logo.



Extras

Usage requires approval of Creative Dept.



LANDMARK

Thanks.



PRESENTS

DRAFT 11.3.14

Partnership Meeting for 2015 National Mall Benefit Concert

11.7.14

AGENDA:

Goal: Discuss and advance issues critical to creating a successful multi-day benefit concert that are guided by National Mall and Memorial Parks policies and requirements. The solutions discussed will be the basis of a special use permit for a Trust for the National Mall/C3 Presents ticketed concert event.

Welcome and Introductions

Aligning Overall Event Message and Purpose

- NPS goals/Trust goals/C3 goals

Scope of Event/Logistics

- Duration of permit (set up and tear down time)
- Managing ticketing process onsite
- Concession strategies & alcohol waiver
- Strategies for engaging other park visitors

Site Protection & Repair

- Necessary turf protection measures
- Plans for potential site restoration

Sponsorship Policies

- In-Park Recognition Guidelines

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Commented [CM1]: Agenda items suggested on behalf of C3

Monument MUSIC FESTIVAL

For The National Mall

WEST POTOMAC PARK ▼ WASHINGTON, D.C.

Monument MUSIC FESTIVAL

For The National Mall

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WEST POTOMAC PARK ▼ WASHINGTON, D.C.

The Campaign For The
National Mall Presents

Monument MUSIC FESTIVAL

West Potomac Park | Washington, DC

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The Campaign For The
National Mall Presents

Monument MUSIC FESTIVAL

West Potomac Park | Washington, DC



DRAFT CONCERT QUESTIONS

NAMA

1. Who holds the permit?
2. Permit/Site choice (s)
3. Transportation considerations per location
4. Ticket sales (what model should be used?)
 - a. Easter Egg Roll
 - b. Trust for the National Mall Event
 - c. Christmas Tree Lighting
5. Television Coverage and Rights
 - a. Telethon approach – donor information
6. Sponsor recognition
7. What is the approval process for this event? What is the chain of command for approval (who)?

TNM

1. Who manages this event?
2. Who holds the permit the event?
3. What staff is required to execute this event?
4. Staff costs associated with the management of event?
5. Who solicits sponsors? And, how is donor/sponsor outreach managed?
6. How are funds directed to the National Mall and the Trust?

C3

1. What is the business model to make this work?
 - a. How many days of ticket sales
 - b. Number of tickets v. sponsorships
 - c. How are tickets sold
 - d. Do you need an alternative day-of site for those who want to purchase
 - e. How do you incorporate a free/open element to this event for the general public to participate
 - f. Typically what kind of sponsor recognition do you provide
2. What locations have you seen and scoped out that would work for the event
3. What are the transportation alternatives have you explored

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THE FUNDRAISER AND CONCERT
FOR THE NATIONAL MALL





THE INTRO



As Americans, we share certain things.

COMMON VALUES. COMMON BELIEFS. A COMMON HISTORY.

All of which are represented in our nation's sacred common ground:

the National Mall. But over the decades, the mall has fallen into disrepair.

Now—with our nation seemingly more divided than ever—we must come together to restore this great symbol of national pride and unity.

WE NEED A GALVANIZING MOMENT TO KICK OFF THIS MOVEMENT.

We need something that will generate excitement and inspire broad media coverage. We need something with a built-in audience that crosses the entire political spectrum.

Announcing **"COME TOGETHER: THE FUNDRAISER AND CONCERT FOR THE NATIONAL MALL."**



THE IDEA



MUSIC TOUCHES PEOPLE AT THEIR VERY CORE.

Soaring solos cross party lines. Beats are bipartisan.

“Come Together: The fundraiser and concert for the National Mall”
WILL BE A THREE-DAY FESTIVAL HOSTED AT THE NATIONAL MALL
to raise both awareness and funds for our cause.

“Come Together” will be more than a call to arms.
It will be the theme embodied in every aspect of the festival.
Creating a living, breathing, singing, fist-pumping testament
to the notion that all of us

—NO MATTER HOW FAR APART WE MAY SEEM—
can come together to restore our sacred common ground.



THE IDEA





Piggybacking off the proven popularity of their joint debate appearances, the telethon cohosts will be **BILL O'REILLY AND JON STEWART.**

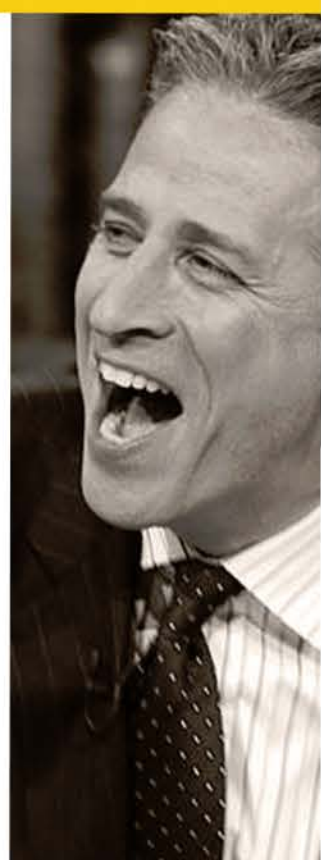
THE HOSTS

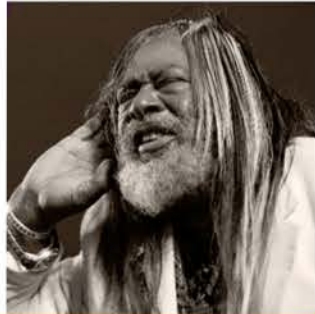


THE HOSTS



Both polar political opposites and both solid entertainers, **THEY WILL PLAY THE ROLE OF "MASTERS OF CEREMONY" FROM THE STUDIO,** calling for donations between sets and serving up key video segments and educating and engaging the audience on the history of the National Mall.





THE MUSIC

THE MUSIC

From rap to country, pop to punk, folk to funk,
TOP ACTS FROM EVERY GENRE WILL COME TOGETHER
to make this a festival like no other.

And introducing each act live onstage will be pairs of
politicians, celebrities and entertainers—with each pair
SYMBOLICALLY REPRESENTING A COMING TOGETHER OF POLAR OPPOSITES.

Jackson Browne and Ted Nugent can introduce one act.

Joe Biden and Mitch McConnell another.

Rick Warren and Cornel West another.



What are two networks that seem intractably opposite?
TRUE POLAR OPPOSITES? YUP, FOX NEWS AND MSNBC.

THE COVERAGE



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That's why it will help create a firestorm of media buzz when we announce they have found common ground: They both will simulcast coverage of "Come Together: The fundraiser and concert for the National Mall."

The weekend is a low audience time for both networks, so they will be happy for something fresh to cover, and the media buzz from

**THIS POLITICALLY ODD PAIRING WILL BE PRICELESS,
MEMORABLE AND HIGHLY SYMBOLIC.**

MASHABLE NATIONAL ANTHEM



MASHABLE NATIONAL ANTHEM

To create advance hype for the event, we'll have a wide range of the performers go into the studio to record their own rendition of the national anthem. Then we'll take the videos of these versions and create interactive mashable content. With the simple click of a button, viewers can create a randomly generated (yet totally seamless) version of the national anthem that cuts stylistically from famous band to famous band to famous band. Or they can tailor their own mix by selecting which bands they want to mash together.

The video can be shared through social media with just a click, driving buzz and awareness, **WHILE ALSO SYMBOLICALLY CAPTURING OUR MESSAGE OF UNITY.**

FACEBOOK DONATIONS



FACEBOOK DONATIONS

THE “FACES OF UNITY” STAGE BACKDROP

During the broadcast of the telethon, we’ll drive people to donate via “Facebook Donate.” When you do, your picture will be streamed live into the interactive backdrop on the main stage.

Behind each band, rather than a simple curtain, the stage backdrop will be a video mosaic in which the face of every donor—along with historic moments and iconic photography—will be featured in an ever evolving art piece.



THE FOOD



What's a festival without food?
Food vendors for the festival will be carefully curated
TO REFLECT THE CULTURAL BREADTH OF AMERICA:
from the classics like burger and dogs
to the flavors of recent migrants
like Indian cuisine, Ethiopian and more.



THE FOOD





THE SUMMARY



“Come Together” has the power to be
a massive multiyear movement.

**THIS YEAR, LET’S KICK IT OFF IN A MANNER
THAT NO ONE WILL FORGET.**



THE SUMMARY

“Come Together: The fundraiser and concert for the national mall”
can kick-start fundraising, jump start awareness
and put the mall, and the nation, on a unified path
TO RESTORE OUR SACRED COMMON GROUND.



COME TOGETHER
TO RESTORE THE NATIONAL MALL





THE FUNDRAISER AND CONCERT
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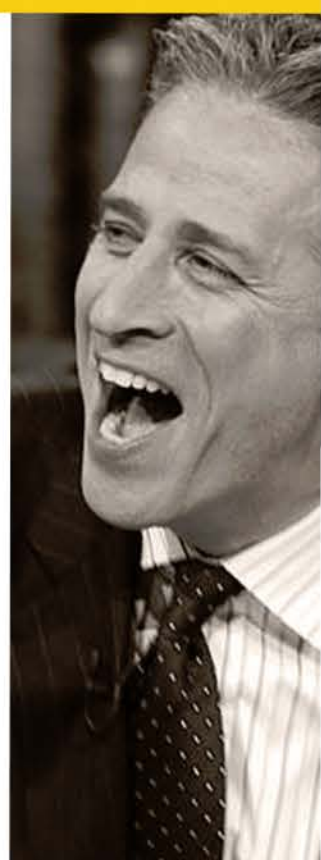
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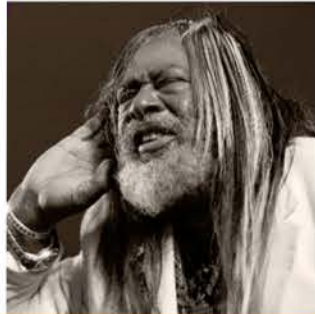


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COME TOGETHER
TO RESTORE THE NATIONAL MALL



SERVICE AGREEMENT
BY AND BETWEEN
TRUST FOR THE NATIONAL MALL
AND
C3 PRESENTS, LLC

This Service Agreement (the "Agreement") is executed the 20th day of November, 2014, to be effective January 1, 2015 (the "Effective Date") by and between Trust for the National Mall (the "Trust") and C3 Presents LLC ("C3"). In this Agreement, the Trust and C3 are collectively referred to as the "Parties" and each, individually, as a "Party."

RECITALS

A. The Trust is the official non-profit partner of the National Park Service dedicated to raising the necessary funds to restore, improve and preserve the National Mall (the "National Mall") for today's visitors and generations to come.

B. The Trust for the National Mall is currently managing a comprehensive campaign to fund the National Mall Plan. The campaign's goal is to raise \$350 million in private funds to design and build high impact projects on key sites on the National Mall to meet the growing needs of the 29 million visitors who come to the park each year ("Campaign").

C. C3 provides management, event promotion, and production of large events. C3 annually produces Lollapalooza Music Festival, Austin City Limits Music Festival, White House Easter Egg Roll, and Loufest Music Festival. C3 also produces events such as sporting competitions, civic celebrations, awards ceremonies, VIP hospitality parties, political conventions and rallies, conferences and meetings, and consumer brand experiences on behalf of a variety of clients

D.. The Trust wishes to retain C3's service to produce a multi-day, multi-stage music festival (the "Festival"), similar in concept to Lollapalooza Music Festival and Austin City Limits Music Festival, on the National Mall, and, in return for no risk of loss and a guaranteed payment, the Trust is willing for C3 to retain a portion of the profits, if any, from the Festival as C3's production fee.

For and in consideration of the mutual covenants, rights, and obligations set forth in this Agreement, the Parties agree as follows:

1. The Festival.

(a) In this Agreement, "Festival" means a multi-day music festival to be held in 2015 anticipated to be in September on the National Mall in West Potomac Park ("Festival Location") at the location identified on Exhibit A. The Parties will mutually agree upon the Festival's name, and subject to National Park Service's approval of the

Festival name, C3 will own the Festival's name and grants to the Trust an irrevocable, perpetual license to use the name for the Trust's promotional purposes. The Festival may be held on non-consecutive days.

(b) The parties agree that the goal of the Festival is to create an enjoyable recreational activity on the National Mall that will also build awareness, National Mall stewards and support the fundraising activities of the Campaign. In addition, the Festival will be used to help build the supporter list of the Trust including event ticket buyers (except to the extent such buyers opt out from their information being shared), sponsors, and VIP attendees. Neither the Trust nor C3 will take any actions that it knows or reasonably believes are contrary to this goal.

(c) The Trust will be the owner and presenter of the Festival, and C3 will produce the Festival for the Trust. The Trust and C3 will each own all content from the Festival, including all audio, video, and digital rights related to the Festival, such as the recordings of artists from the Festival. Each Party acknowledges that its use of such content is subject to obtaining all necessary third party clearances, and C3 will, during the Term, assist the Trust in obtaining such clearances.

2. Services.

(a) C3 will perform the services related to production of the Festival (the "Services") including: (i) Booking and coordination of all artists; (ii) Promotion, including radio, print, interviews, internet, social media and street teams, subject to the Trust's prior written approval; (iii) Managing the box office and ticket sales; (iv) Production of the Festival including coordination of the stage, sound, lights, volunteers, and stagehands; (v) Supervision and coordination of the vendor sales through the NPS concessionaire(s) including food, bar, art, and t-shirts (unless the Parties mutually agree and receive the necessary consent to use other concessionaire(s)); (vi) Contracting with all vendors and suppliers, including tents, fence, port-a-cans, clean-up, electrical supplies, catering, etc.; (vii) Providing private security in coordination with existing District of Columbia and U.S. Park Police; (viii) Development, design, and production of all creative work, including I.D. development, posters and flyers, sponsorship package, and other creative work, subject to Director's Order 21 (attached as Exhibit B) and the Trust's prior written approval; (ix) Conducting all preventative and restorative efforts of the Festival Location to the extent caused by the Festival and required by the National Park Service and (x) Subject to obtaining the Trust's consent with respect to sponsors, obtaining all sponsors for the Festival. C3 will manage and control all funds related to the Festival, and will be responsible for collecting and paying (and will collect and pay) all amounts required by law or contract in connection with the Festival, including any taxes and fees owed in connection therewith, except for taxes based upon the Trust's income. C3 will take all reasonable steps to engage and to minimize disruption to other National Mall visitors. C3 will perform the Services in accordance with the highest industry standards and in accordance with the applicable rules and regulations of the National Park Service. C3 will hire all labor and purchase all materials necessary to handle its Services. In addition, C3 will purchase liability insurance relating to the

activities and operations of the Festival, with policy limits of no less than \$10,000,000.00, which insurance will name the Trust and the National Park Service as additional insured. C3 will provide the Trust with a copy of the certificate of insurance two (2) weeks before the Festival.

(b) With respect to the Festival, the Trust will perform the following services: (i) negotiate with the National Park Service and/or the Department of the Interior in an effort to provide access to the National Mall for the Festival; and (ii) with C3's assistance, use commercially reasonable efforts to obtain a waiver from the National Park Service in order to receive a liquor waiver for the Festival from the applicable governmental authority. C3 acknowledges that the National Park Service is a separate legal entity and the Trust cannot guarantee approval by the National Park Service.

(c) C3 will work with the NPS, U.S. Park Police and the District of Columbia (the "City") in planning and organizing the Festival. The Festival budget will include allocations to pay the expenses for City and Park services directly related to the Festival, and C3 will utilize City services as much as appropriate. C3 will, to the extent reasonably practical, coordinate Festival activities with the City to minimize the impact on City services and to maximize the benefits for the City.

3. Authorization.

(a) The Trust grants C3 the non-transferable, exclusive right during the Term (as defined in Section 4) of this Agreement to produce the Festival on the National Mall and to use the Trust's name, logo and other brand identifiers for the Term for production of the Festival, subject to the prior written approval of the Trust. The Trust will not enter into an agreement with any person or entity other than C3 to produce during the Term a multi-day music festival on the National Mall, and the Trust will not directly benefit financially from a multi-day music festival (other than the Festival) held on the National Mall during the Term.

(b) Subject to the Trust's prior written approval, the Trust grants C3 a license to use the Trust's name and logo: (i) in promoting the Festival during the Term of this Agreement and (ii) on merchandise related to any Festival held during the Term of this Agreement. The right to use the Trust's name, logo, and other identifying characteristics in connection with merchandise for the Festival held during the Term survives termination of this Agreement. After termination of this Agreement, C3 may not design new merchandise using the Trust's name or logo for any Festival held during the Term of this Agreement, but may produce additional previously-designed merchandise subject to the Trust's prior written approval and existing fee structure set forth in Section 5(a)(iv).

(c) Nothing in this Agreement precludes C3 from providing similar services to other entities, so long as providing those services does not interfere with C3's timely fulfillment of its obligations under this Agreement. Notwithstanding the foregoing, C3 shall not use the name of the Festival in connection with any concert or similar event that does not benefit the Trust.

4. Term and Termination

(a) Term. The term of this Agreement (the "Term") commences on the Effective Date and continues until December 31, 2015 unless sooner terminated or extended in accordance with the terms of this Agreement.

(b) Termination. This Agreement may be terminated by any Party: (i) upon 30 days written notice to the other Party in the event of a material breach of this Agreement by the other Party that remains uncured during the 30-day notice period; (ii) if a Party makes a general assignment for the benefit of creditors, files a voluntary petition in bankruptcy or for reorganization or arrangement under the bankruptcy laws, if a petition in bankruptcy is filed against such Party, or if a receiver or trustee is appointed for all or any part of the property or assets of such Party; (iii) by a written agreement executed by all Parties. If a Party gives another Party written notice of a material breach, the notice must specify the breach and, to the extent reasonably knowable, the action necessary to cure the breach.

(c) C3 may terminate this Agreement with thirty (30) days prior written notice if the Trust is unable to obtain access to the National Mall for the Festival in a manner consistent with C3's concept for the Festival – including multiple stages and with the right to sell alcoholic beverages.

(d) The Trust may terminate this Agreement with thirty (30) days prior notice if C3 assigns its rights under this Agreement in accordance with Section 10.

5. Compensation.

(a) As owner and presenter of the Festival, the Trust will receive 5% of the following (collectively referred to as the "Trust Proceeds"):

(i) the gross revenue from all ticket sales for the Festival. Gross revenue from ticket sales means all revenue actually received by C3 from the ticket price less the following: (a) actual third party service fees on the tickets; (b) any actual third party transaction fees on credit card charges on ticket sales; and (c) refunds on tickets that C3 may give to ticket buyers. Tickets provided to Festival sponsors as part of the sponsorship agreement will not be included in the calculation of ticket revenues.

(ii) all gross liquor sales for the Festival. Liquor provided as part of sponsorship agreements or as part of premium tickets (e.g. VIP tickets) will not be included in the calculation of liquor revenues.

(iii) all sponsorship revenues (but not in-kind contributions) from Festival sponsorship agreements; and

(iv) gross revenue received by C3 for the sale of Festival merchandise. Gross revenue from Festival merchandise means all revenue actually received by C3 from the sale of Festival merchandise less the following: (a) actual service fees paid to third party vendors; (b) any actual third party transaction fees on credit card charges on merchandise sales; and (c) taxes paid for sale of Festival merchandise; and

(v) gross revenue from all other commercial activities related to the Festival, including broadcasting of the Festival and still and video images from the Festival.

Notwithstanding the foregoing, the Trust shall be entitled to 100% of all charitable donations intended to be made to the Trust and Campaign, whether derived from the Festival website or otherwise.

(b) Notwithstanding anything to the contrary in this Agreement, and regardless of the sponsorship consideration, merchandise sales, and number of tickets or amount of liquor sold, the Trust Proceeds for the Festival will be a minimum of \$100,000.00.

(c) Except as otherwise provided in this Agreement, C3 will be entitled to a permit credit against the Trust Proceeds (the "Trust Credit") for any fees paid by C3 for the use of the Festival Location to the National Park Service or any other entity.

(d) Within 90 days from the end of the Festival, C3 will close the books on the Festival and determine the Festival's gross revenues for that Festival based upon industry standards and generally accepted accounting principles. C3 will pay the Trust the amount to which the Trust is entitled under Section 5(a) on or before the 90th day after the Festival is held. If subsequent to payment of the amounts paid under this Agreement, it is determined that an adjustment needs to be made – for example, due to refunding of ticket prices to Festival patrons – then the Party that owes any money due to the adjustment will pay such amount within 30 days of its receipt of notice of the amount due; provided that such refund obligation will terminate and the payments will be final for each Festival one (1) year after the end of that Festival. C3 will pay the Trust for any activities set forth in Section 5(a)(v) conducted after the books have closed within 30 days of receipt of such revenue.

(e) Other than the fees in this Section 5, C3 owes the Trust no additional fees or compensation for the use of the Festival Location for any Festival,

(f) Except as otherwise expressly provided in this Agreement (including the Trust's indemnification obligations in Section 9(a)), the risk of loss with respect to the Festival lies entirely with C3, and C3 will be responsible to pay for all financial obligations related to the Festival, and subject to agreements with third parties, C3 will be entitled to all profits, if any, from the Festival after paying the agreed upon consideration to the Trust under this Section 5 and all other obligations related to the Festival.

(g) If C3 is more than 30 days late with any payment and receives written notice of late payment, then beginning 10 business days after C3's receipt of written notice of non-payment, the unpaid fees will accrue interest at 0.5% per month and C3 will thereafter pay all such interest in addition to any fees due.

(h) The Trust will receive other benefits, including publicity and recognition in connection with the Festival, free tickets to the Festival, access to artists, and other appropriate benefits related to the Festival, as mutually agreed. In addition, the Trust shall have the right to organize and conduct additional activities and events during or in connection with the Festival in order to promote the mission or the Campaign of the Trust; provided, however, that such additional activities or events do not unreasonably interfere with the Festival.

6. Tracking and Auditing. C3 will maintain business and financial records that contain information sufficient to verify the net revenues from ticket sales and gross revenues from food, merchandise and liquor sales, and the completeness and accuracy of all payments under this Agreement for a period of at least three calendar years after the Festival. Throughout the term of this Agreement and for up to one year after termination, the Trust may, at its own expense and on 30 days advance written notice to C3, have its auditors examine C3's records for the sole purpose of certifying the accuracy of reports, the reasonableness of all fees and expenses and determining the amount of fees due, if any, to the Trust. To the extent any audit reveals an underpayment of the amounts owed to the Trust, C3 shall pay all such amounts, and if the audit reveals that C3 has underpaid the Trust by 5% or more, C3 will reimburse the Trust for the Trust's costs of conducting such audit, to the Trust within 15 days. One year after the end of the Festival, the right to audit that year's Festival terminates and the payment for that year's Festival becomes final. To the maximum extent permitted by law, the Trust will maintain all information, including the business and financial records, provided by C3 in strict confidence, and the Trust will not use, copy, or divulge the information, or cause or permit the information to be used copied, or divulged except as this Agreement permits. Notwithstanding the foregoing, the Trust may disclose such information to (i) its board members, staff, accountants, attorneys, NPS and other persons as is appropriate for the operation of its business, and (ii) where required by law or court order. If the Trust is required by law or court order to disclose any information covered by this Section 6, the Trust will notify C3 before any disclosure is made and will cooperate with C3 to prevent or limit disclosure. Notwithstanding anything to the contrary in this Section 6, to the extent merchandise is sold or revenue is received after the Term but with respect to the Festival, the Trust's right to audit C3's books with respect to that revenue lasts for one year after the receipt of such revenue.

7. Force Majeure. Any delay or failure of either Party to perform its obligations under this Agreement is excused to the extent that it is caused by an event or occurrence beyond its reasonable control, including acts of God, actions by governmental authority (whether valid or invalid), fires, floods, windstorms, explosions, riots, natural disasters, wars, sabotage or labor problems, provided the Party claiming force majeure promptly notifies the other Party of the event of force majeure, the anticipated duration of

the event of force majeure, and the steps being taken to remedy the failure, and uses reasonable diligence to remedy such failure.

8. Representations and Warranties and Disclaimers.

(a) The Trust's Representations and Warranties. The Trust represents and warrants the following to C3:

(i) The Trust is a non-profit entity that is exempt from taxation under Section 501(c)(3) of the Internal Revenue Code and as such, the Trust is exempt from paying state, City, or district sales taxes in the District of Columbia. During the Term, the Trust will use all commercially reasonable efforts to remain a non-profit that is exempt from taxation under Section 501(c)(3) of the Internal Revenue Code.

(ii) The Trust acknowledges C3's exclusive ownership in its trademarks and further acknowledges that the trademarks are unique and original to C3 and that C3 is the owner of its trademarks. The Trust will not, at any time after the Effective Date, dispute or contest, directly or indirectly, C3's exclusive ownership in its trademarks. The Trust acknowledges that its use of C3's trademarks inures to C3's benefit, and that the Trust will not acquire any ownership in C3's trademarks as a result of the license or other rights granted by this Agreement. The Trust acknowledges that it has no claims or rights in the "C3" trademark or name and, during or after the Term of this Agreement, will not assert any claim in the "C3" trademark or name.

(iii) The Trust has the right and authority to enter into and perform its obligations under this Agreement;

(iv) The Trust will perform its obligations under this Agreement in a commercially reasonable manner;

(v) The Trust's trademarks and intellectual property provided under this Agreement do not and will not violate any applicable law or regulation or infringe any proprietary, intellectual property, contract or tort right of any person

(b) C3's Representations and Warranties. C3 represents and warrants the following to the Trust:

(i) C3 has the power and authority to enter into and perform its obligations under this Agreement;

(ii) assuming the Trust's representations and warranties regarding its trademarks and intellectual property are accurate, C3's performance of its obligations in connection with the Festival, including the provision of the Services, the marketing, distribution and/or sale of recordings and other merchandise, and all other activities related to the Festival, will not contain any content, materials or advertising that violates

any applicable law or regulation or infringes any proprietary, intellectual property, contract or tort right of any person;

(iii) C3 will perform its obligations under this Agreement in a commercially reasonable manner and in accordance with the highest industry standards; and

(iv) C3 acknowledges the Trust's exclusive ownership in its trademarks and further acknowledges that the trademarks are unique and original to the Trust and that the Trust is the owner of its trademarks. C3 will not, at any time after the Effective Date, dispute or contest, directly or indirectly, the Trust's exclusive ownership in its respective trademarks. C3 acknowledges that its use of the Trust's trademarks inures to the Trust's benefit, and that C3 will not acquire any ownership in the Trust's trademarks as a result of the license granted by this Agreement; and

(v) C3's trademarks and intellectual property provided under this Agreement do not and will not violate any applicable law or regulation or infringe any proprietary, intellectual property, contract or tort right of any person.

9. Indemnification.

(a) By the Trust. The Trust will indemnify, hold harmless and defend C3 and its directors, officers, employees and agents from and against any third party action, claim, demand or liability, including reasonable attorneys' fees, if such action is based upon: (i) any allegation that the Trust's name, trademark, or intellectual property infringe a third person's copyright or trademark right, or misappropriate a third person's trade secret; (ii) any breach of this Agreement by the Trust; or (iii) any active negligence or willful misconduct of the Trust. C3, at its expense, will have the right to participate in the defense of any such claim through counsel of its own choosing.

(b) By C3. C3 will indemnify, hold harmless and defend the Trust and its directors, board members, officers, employees and agents from and against any action, claim, demand or liability, including reasonable attorneys' fees, to the extent such claim arises out of: (i) any acts or negligent or willful omissions of C3 related to the Festival; (ii) any breach of this Agreement by C3; (iii) any breach of any representations or warranties made in this Agreement by C3; or (iv) any claim that a name, trademark or other intellectual property claim (other than for material provided by the Trust), released or used by C3 infringes a third party's rights (e.g. copyright or trademark), misappropriates a third party's trade secret, or violates a third party's right of publicity; or (vii) any active negligence or willful misconduct of C3. The Trust, at its expense, will have the right to participate in the defense of any such claim through counsel of its own choosing.

10. Assignment. No Party may assign its rights or powers under this Agreement without the express written consent of the other Party. Any attempt to assign without the other Party's consent will be null and void and will give the non-assigning

Party the right to cancel and terminate this Agreement. Notwithstanding the preceding, no consent from the Trust is required in connection with an assignment of this Agreement by C3 in connection with the sale of all or substantially all of C3's assets or in connection with a sale of all or substantially all of the equity in C3.

11. Injunctive Relief. In addition to any other relief that may be available to it upon violation of this Agreement, each Party is entitled to an injunction by any competent court enjoining and restraining any other Party and each and every other person concerned from violating this Agreement.

12. Waiver. No waiver of any provision of this Agreement or of any right or remedy under this Agreement will be effective unless in writing and signed by the Party against whom such waiver is sought to be enforced. No delay in exercising, no course of dealing with respect to, or no partial exercise of any right or remedy under this Agreement will constitute a waiver of any other right or remedy, or future exercise thereof.

13. Severability. If any provision of this Agreement is determined to be invalid under any applicable statute or rule of law, it is to that extent to be deemed omitted, and the balance of the Agreement will remain enforceable.

14. Notice. All notices will be in writing and will be deemed to be delivered upon actual receipt (or refusal of delivery) when mailed by certified mail, postage prepaid, return receipt requested, when sent by facsimile or electronic mail with confirmed receipt or when sent by recognized overnight or same-day commercial courier. All notices will be directed to the Parties at the respective addresses given below the signature line of this Agreement or to such other address as either Party may, from time to time, designate by notice to the other Party.

15. Relationship of Parties. The Trust is the owner and presenter of the Festival and C3 is retained by the Trust as the producer for the Festival. The parties are independent contractors and are not agents of the other. In no event is either party authorized to act on behalf of or bind the other party. On a regular basis and upon request by the Trust, C3 will inform the Trust of the progress producing the Festival and the Trust may reasonably direct C3 to make changes to the Festival. The parties will mutually agree on the timeline and any benchmarks or other metrics to be met in connection with the Festival.

16. LIMITATION OF DAMAGES. EXCEPT FOR INDEMNIFICATION OBLIGATIONS DUE TO LIABILITIES TO THIRD PARTIES, NOTWITHSTANDING ANY PROVISION CONTAINED IN THIS AGREEMENT TO THE CONTRARY, NO PARTY TO THIS AGREEMENT WILL BE LIABLE TO ANY OTHER PARTY TO THIS AGREEMENT FOR ANY INCIDENTAL, INDIRECT, SPECIAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES (INCLUDING DAMAGES FOR LOSS OF USE, BUSINESS GOODWILL, REVENUE OR PROFIT, NOR FOR INCREASED EXPENSES, OR BUSINESS INTERRUPTION) ARISING

OUT OF OR RELATED TO THE PERFORMANCE OR NONPERFORMANCE OF THIS AGREEMENT UNLESS THE DAMAGES AROSE DUE TO A PARTY'S GROSS NEGLIGENCE OR WILLFUL BREACH OF THIS AGREEMENT.

17. Survival. Those provisions of this Agreement that by their nature extend beyond termination or expiration of this Agreement will survive such termination or expiration.

18. Entire Agreement. This Agreement contains the entire agreement between the Parties relative to the subject matter and supersedes any other prior understandings, written or oral, between the Parties with respect to this subject matter. THE PARTIES ACKNOWLEDGE AND AGREE THAT, IN ENTERING IN TO THIS AGREEMENT, THEY HAVE NOT IN ANY WAY RELIED UPON ANY ORAL OR WRITTEN AGREEMENTS, UNDERSTANDINGS, REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, NOT SPECIFICALLY SET FORTH IN THIS AGREEMENT. No variations, modifications, or changes in the Agreement are binding on any Party to the Agreement unless set forth in a document duly executed by or on behalf of such Party.

19. Section References. When this Agreement makes reference to an article, section, paragraph, clause, schedule or exhibit, that reference is to an article, section, paragraph, clause, schedule or exhibit of this Agreement unless the context clearly indicates otherwise. Whenever the words "include," "includes," or "including" are used in this Agreement, they are deemed to be followed by the words "without limitation."

20. Severability. If a mediator, arbitrator, or court holds, for any reason, that one or more provisions of this Agreement is invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability will not affect any other provision of this Agreement, but such provision will be deemed deleted, and the deletion will not affect the validity of other provisions of this Agreement.

21. Counterparts. The Parties may execute this Agreement in any number of counterparts, each of which is deemed an original, but all of which together constitute one and the same instrument. This Agreement may be executed by facsimile, PDF or other electronic signature.

22. Construction. All Parties have been advised to seek their own independent counsel concerning the interpretation and legal effect of this Agreement and have either obtained such counsel or have intentionally refrained from doing so and have knowingly and voluntarily waived such right. Consequently, the normal rule of construction to the effect that any drafting ambiguities are to be resolved against the drafting Party will not be employed in the interpretation of this Agreement or any amendment or exhibits.

23. Disputes, venue, choice of law. The Parties agree that in the event of a dispute between them they will promptly use their best efforts to resolve the dispute in an informal fashion through communication and consultation, or other forms of non-binding

alternative dispute resolution that are mutually acceptable to the Parties. The Parties agree that that this agreement will be governed by and subject to the laws of the District of Columbia. The Parties agree to bring any claims to the courts of the District of Columbia for resolution of any disputes arising from this agreement.

By their representative's signature, the Parties agree to and accept this Agreement.

TRUST FOR THE NATIONAL MALL

By: 

Date: 11-20-2014

TRUST FOR THE NATIONAL MALL
1300 PENN AVE, NW ST 370
Washington, DC 20004
Attn: CAROLINE CUNNINGHAM

C3 PRESENTS, LLC

By: 

Date: 12/1/14

300 West 6th Street
Suite 2100
Austin, Texas 78701
Attn: Charlie Jones

SERVICE AGREEMENT
BY AND BETWEEN
TRUST FOR THE NATIONAL MALL
AND
C3 PRESENTS, LLC

This Service Agreement (the “Agreement”) is executed the ____ day of November, 2014, to be effective January 1, 2015 (the “Effective Date”) by and between Trust for the National Mall (the “Trust”) and C3 Presents LLC (“C3”). In this Agreement, the Trust and C3 are collectively referred to as the “Parties” and each, individually, as a “Party.”

RECITALS

A. The Trust is the official non-profit partner of the National Park Service dedicated to raising the necessary funds to restore, improve and preserve the National Mall (the “National Mall”) for today’s visitors and generations to come. The Trust for the National Mall is currently managing a comprehensive campaign to fund the National Mall Plan. The campaign’s goal is to raise \$350 million in private funds to design and build high impact projects on key sites on the National Mall to meet the growing needs of the 29 million visitors who come to the park each year (“Campaign”).

B. C3 provides management, event promotion, and production of large events. C3 annually produces Lollapalooza Music Festival, Austin City Limits Music Festival, White House Easter Egg Roll, and Loufest Music Festival. C3 also produces events such as sporting competitions, civic celebrations, awards ceremonies, VIP hospitality parties, political conventions and rallies, conferences and meetings, and consumer brand experiences on behalf of a variety of clients

C. The Trust wishes to retain C3’s service to produce a multi-day, multi-stage music festival (the “Festival”), similar in concept to Lollapalooza Music Festival and Austin City Limits Music Festival, on the Mall, and, in return for no risk of loss and a guaranteed payment, the Trust is willing for C3 to retain a portion of the profits, if any, from the Festival as C3’s production fee.

For and in consideration of the mutual covenants, rights, and obligations set forth in this Agreement, the Parties agree as follows:

1. The Festival.

- (a) In this Agreement, “Festival” means a multi-day music festival to be held in 2015 anticipated to be in September on the National Mall in West Potomac Park (“Festival Location”) at the location identified on Exhibit A. The Parties will mutually agree upon the Festival’s name, and C3 will own the Festival’s name and grants to the Trust an irrevocable, perpetual license to use the name for the

Trust's promotional purposes. The Festival may be held on non-consecutive days.

- (b) The parties agree that the goal of the Festival is to create an enjoyable recreational activity on the National Mall that will also build awareness, National Mall stewards and support the fundraising activities of the Campaign for the National Mall. In addition, the Festival will be used to help build the supporter list of the Trust including, but not limited to, event ticket buyers, sponsors, and VIP attendees. C3 will not take any actions that are contrary to this goal.
- (c) The Trust will be the owner and presenter of the Festival, and C3 will produce the Festival on the Trust's behalf. As producer of the Festival, C3 owns all content from the Festival, including all audio, video, and digital rights related to the Festival, such as the recordings of artists from the Festival, and grants to the Trust an irrevocable, royalty-free perpetual license to use the content for the Trust's promotional purposes.

2. Services.

C3 will perform the services related to production of the Festival (the "Services") including: (i) Booking and coordination of all artists; (ii) Promotion, including radio, print, interviews, and street teams, subject to the Trust's prior written approval; (iii) Managing the box office and ticket sales; (iv) Production of the Festival including coordination of the stage, sound, lights, volunteers, and stagehands; (v) Supervision and coordination of the vendor sales, including food, bar, art, and t-shirts; (vi) Contracting with all vendors and suppliers, including tents, fence, port-a-cans, clean-up, electrical supplies, catering, etc.; (vii) Providing private security; (viii) Development, design, and production of all creative work, including I.D. development, posters and flyers, sponsorship package, and other creative work, subject to the Trust's prior written approval; (ix) Conducting all preventative and restorative efforts of the Festival Location required by the National Park Service and (x) Obtaining all sponsors for the Festival. C3 will manage and control all funds related to the Festival, and will be responsible for collecting and paying (and will collect and pay) all amounts required by law or contract in connection with the Festival, including any taxes and fees owed in connection therewith, except for taxes based upon the Trust's income. (xi) Take steps to engage and to minimize disruption to other National Mall visitors. C3 will perform the Services in accordance with the highest industry standards. C3 will hire all labor and purchase all materials necessary to handle its Services. In addition, C3 will purchase liability insurance relating to the activities and operations of the Festival, with policy limits of no less than \$10,000,000.00, which insurance will name the Trust and the National Park Service as additional insured. C3 will provide the Trust with a copy of the certificate of insurance at least 6 months prior to the date of the Festival.

All Services will be performed in accordance with the rules and regulations of the National Park Service.

Comment [A1]: The Trust would like C3's help facilitate access to the talent.

Comment [A2]: To be discussed.

(a) With respect to the Festival, the Trust will perform the following services: (i) negotiate with the National Park Service and/or the Department of the Interior and provide access to the Mall for the Festival; and (ii) with C3's assistance obtain a waiver from the National Park Service in order to receive a liquor license for the Festival from the applicable governmental authority. C3 acknowledges that the National Park Service is a separate legal entity and the Trust cannot guarantee approval by the National Park Service. C3 and the Trust will reasonably cooperate with each other to minimize taxes consistent with applicable laws.

(c) C3 will work with the NPS, U.S. Park Police and the District of Columbia (the "City") in planning and organizing the Festival. The Festival budget will include allocations to pay the expenses for City services, and C3 will utilize City services as much as appropriate. C3 will, to the extent reasonably practical, coordinate Festival activities with the City to minimize the impact on City services and to maximize the benefits for the City.

3. Authorization.

(a) Subject to approval by the National Park Service, the Trust grants C3 the non-transferable, exclusive right during the Term of this Agreement to produce the Festival on the National Mall and to use the Trust's name, logo and other brand identifiers for the Term for production of the Festival., subject to the prior written approval of the Trust. The Trust will not enter into an agreement with any person or entity other than C3 to produce during the Term a multi-day music festival on the National Mall, and the Trust will not directly benefit financially from a multi-day music festival held on the National Mall during the Term.

(b) Subject to the Trust's prior written approval, the Trust grants C3 a license to use the Trust's name and logo: (i) in promoting the Festival during the Term of this Agreement and (ii) on merchandise related to any Festival held during the Term of this Agreement. After termination of this Agreement, C3 may not design new merchandise using the Trust's name or logo for any Festival held during the Term of this Agreement, nor may it produce additional previously-designed merchandise.

(c) Nothing in this Agreement precludes C3 from providing similar services to other entities, so long as providing those services does not interfere with C3's timely fulfillment of its obligations under this Agreement. Notwithstanding the foregoing, C3 shall not use the name of the Festival in connection with any concert or similar event that does not benefit the Trust.

4. Term and Termination

(a) Term. The term of this Agreement (the "Term") commences on the Effective Date and continues until December 31, 2015 unless sooner terminated or extended in accordance with the terms of this Agreement.

(b) Termination. This Agreement may be terminated by any Party: (i) upon 30 days written notice to the other Party in the event of a material breach of this Agreement by the other Party that remains uncured during the 30-day notice period; (ii) if a Party makes a general assignment for the benefit of creditors, files a voluntary petition in bankruptcy or for reorganization or arrangement under the bankruptcy laws, if a petition in bankruptcy is filed against such Party, or if a receiver or trustee is appointed for all or any part of the property or assets of such Party; (iii) by a written agreement executed by all Parties. If a Party gives another Party written notice of a material breach, the notice must specify the breach and the action necessary to cure the breach

5. Compensation.

(a) As owner and presenter of the Festival, the Trust will receive 10% of the following (collectively referred to as the "Trust Proceeds"):

(i) the net revenue from all ticket sales for the Festival. Net revenue from ticket sales means all revenue actually received by C3 from the ticket price less the following: (a) actual third party service fees on the tickets; (b) any actual third party transaction fees on credit card charges on ticket sales; and (c) refunds on tickets that C3 may give to ticket buyers. Tickets provided to Festival sponsors as part of the sponsorship agreement will not be included in the calculation of ticket revenues.

(ii) all gross liquor sales for the Festival. Liquor provided as part of sponsorship agreements or as part of premium tickets (e.g. VIP tickets) will not be included in the calculation of liquor revenues.

(iii) cash consideration (but not in-kind contributions) from Festival sponsorship agreements; and

(iv) net revenue actually received by C3 for the sale of Festival merchandise. Net revenue from Festival merchandise means all revenue actually received by C3 from the sale of Festival merchandise less the following: (a) normal service fees paid to third party vendors; (b) any third party transaction fees on credit card charges on merchandise sales; and (c) taxes paid for sale of Festival merchandise.; and

(v) gross revenue from all other commercial activities related to the Festival, including, without limitation, broadcasting of the Festival and images from the Festival in advertising.

(b) Within 90 days from the end of the Festival, C3 will close the books on the Festival and determine the Festival's net revenues for that Festival based upon industry standards and generally accepted accounting principles. C3 will pay the Trust the amount to which the Trust is entitled under Section 5(a) on or before the 90th day after the Festival is held. If subsequent to payment of the amounts paid under this Agreement,

Comment [A3]: To be discussed.

Comment [A4]: To be discussed

it is determined that an adjustment needs to be made – for example, due to refunding of ticket prices to Festival patrons – then the Party that owes any money due to the adjustment will pay such amount within 30 days of its receipt of notice of the amount due; provided that such refund obligation will terminate and the payments will be final for each Festival 1 year after the end of that Festival. C3 will pay the Trust for any activities set forth in Section 5(a)(v) conducted after the books have closed within 30 days of receipt of such revenue.

(c) Other than the fees in this Section 5, C3 owes the Trust no additional fees or compensation for the use of the Festival Location for any Festival.

(d) Except as otherwise expressly provided in this Agreement (including the Trust's indemnification obligations in Section 9(a)), the risk of loss with respect to the Festival lies entirely with C3, and C3 will be responsible to pay for all financial obligations related to the Festival, and subject to agreements with third parties, C3 will be entitled to all profits, if any, from the Festival after paying the agreed upon consideration to the Trust under this Section 5 and all other obligations related to the Festival.

(e) If C3 is more than 30 days late with any payment and receives written notice of late payment, then beginning 10 business days after C3's receipt of written notice of non-payment, the unpaid fees will accrue interest at 0.5% per month and C3 will thereafter pay all such interest in addition to any fees due.

(f) The Trust will receive other benefits, including publicity and recognition in connection with the Festival, free tickets to the Festival, access to artists, and other appropriate benefits related to the Festival, as mutually agreed. In addition, the Trust shall have the right to organize and conduct additional activities and events during or in connection with the Festival in order to promote the mission or the Campaign of the Trust.

Comment [A5]: To be discussed.

6. Tracking and Auditing. C3 will maintain business and financial records that contain information sufficient to verify the net revenues from ticket sales and gross revenues from liquor sales, and the completeness and accuracy of all payments under this Agreement for a period of at least three calendar years after the Festival. Throughout the term of this Agreement and for up to one year after termination, the Trust may, at its own expense and on 30 days advance written notice to C3, have its auditors examine C3's records for the sole purpose of certifying the accuracy of reports and determining the amount of fees due, if any, to the Trust. To the extent any audit reveals an underpayment of the amounts owed to the Trust, C3 shall pay all such amounts, as well as the Trust's costs of conducting such audit, to the Trust within 15 days. One year after the end of the Festival, the right to audit that year's Festival terminates and the payment for that year's Festival becomes final. To the maximum extent permitted by law, the Trust will maintain all information, including the business and financial records, provided by C3 in strict confidence, and the Trust will not use, copy, or divulge the information, or cause or permit the information to be used copied, or divulged except as this Agreement permits. Notwithstanding the foregoing, the Trust may disclose such

information to (i) its board members, staff, accountants, attorneys and other persons as is appropriate for the operation of its business, and (ii) where required by law or court order. If the Trust is required by law or court order to disclose any information covered by this Section 6, the Trust will notify C3 before any disclosure is made and will cooperate with C3 to prevent disclosure.

7. Force Majeure. Any delay or failure of either Party to perform its obligations under this Agreement is excused to the extent that it is caused by an event or occurrence beyond its reasonable control, including acts of God, actions by governmental authority (whether valid or invalid), fires, floods, windstorms, explosions, riots, natural disasters, wars, sabotage or labor problems, provided the Party claiming force majeure promptly notifies the other Party of the event of force majeure, the anticipated duration of the event of force majeure, and the steps being taken to remedy the failure, and uses reasonable diligence to remedy such failure.

8. Representations and Warranties and Disclaimers.

(a) The Trust's Representations and Warranties. The Trust represents and warrants the following to C3:

(i) The Trust is a non-profit entity that is exempt from taxation under Section 501(c)(3) of the Internal Revenue Code and as such, the Trust is exempt from paying state, City, or district sales taxes in the District of Columbia. During the Term, the Trust will remain a non-profit that is exempt from taxation under Section 501(c)(3) of the Internal Revenue Code.

(ii) The Trust acknowledges C3's exclusive ownership in its trademarks and further acknowledges that the trademarks are unique and original to C3 and that C3 is the owner of its trademarks. The Trust will not, at any time after the Effective Date, dispute or contest, directly or indirectly, C3's exclusive ownership in its trademarks. The Trust acknowledges that its use of C3's trademarks inures to C3's benefit, and that the Trust will not acquire any ownership in C3's trademarks as a result of the license or other rights granted by this Agreement. The Trust acknowledges that it has no claims or rights in the "C3" trademark or name and, during or after the Term of this Agreement, will not assert any claim in the "C3" trademark or name.

(iii) The Trust has the right and authority to enter into and perform its obligations under this Agreement;

(iv) The Trust will perform its obligations under this Agreement in a reasonable manner;

(v) The Trust's trademarks and intellectual property provided under this Agreement do not and will not violate any applicable law or regulation or infringe any proprietary, intellectual property, contract or tort right of any person

(b) C3's Representations and Warranties. C3 represents and warrants the following to the Trust:

(i) C3 has the power and authority to enter into and perform its obligations under this Agreement;

(ii) C3's performance of its obligations in connection with the Festival, including the provision of the Services, the marketing, distribution and/or sale of recordings and other merchandise, and all other activities related to the Festival, will not contain any content, materials or advertising that violates any applicable law or regulation or infringes any proprietary, intellectual property, contract or tort right of any person;

(iii) C3 will perform its obligations under this Agreement in a reasonable manner and in accordance with the highest industry standards; and

(iv) C3 acknowledges the Trust's exclusive ownership in its trademarks and further acknowledges that the trademarks are unique and original to the Trust and that the Trust is the owner of its trademarks. C3 will not, at any time after the Effective Date, dispute or contest, directly or indirectly, the Trust's exclusive ownership in its respective trademarks. C3 acknowledges that its use of the Trust's trademarks inures to the Trust's benefit, and that C3 will not acquire any ownership in the Trust's trademarks as a result of the license granted by this Agreement; and

(v) C3's trademarks and intellectual property provided under this Agreement do not and will not violate any applicable law or regulation or infringe any proprietary, intellectual property, contract or tort right of any person.

9. Indemnification.

(a) By the Trust. The Trust will indemnify, hold harmless and defend C3 and its directors, officers, employees and agents from and against any third party action, claim, demand or liability, including reasonable attorneys' fees, if such action is based upon: (i) any allegation that the Trust's name, trademark, or intellectual property infringe a third person's copyright or trademark right, or misappropriate a third person's trade secret; (ii) any breach of this Agreement by the Trust; or (iii) any active negligence or willful misconduct of the Trust. C3, at its expense, will have the right to participate in the defense of any such claim through counsel of its own choosing.

(b) By C3. C3 will indemnify, hold harmless and defend the Trust and its directors, board members, officers, employees and agents from and against any action, claim, demand or liability, including reasonable attorneys' fees, to the extent such claim arises out of: (i) any acts or omissions of C3 related to the Festival, whether on its own behalf or as agent of the Trust as provided in Section 15 of this Agreement; (ii) any breach of this Agreement by C3; (iii) any breach of any representations or warranties made in this Agreement by C3; or (iv) any claim that a name, trademark or other

intellectual property claim (other than for material provided by the Trust), released or used by C3 infringes a third party's rights (e.g. copyright or trademark), misappropriates a third party's trade secret, or violates a third party's right of publicity; or (v) any active negligence or willful misconduct of C3. The Trust, at its expense, will have the right to participate in the defense of any such claim through counsel of its own choosing.

10. Assignment. No Party may assign its rights or powers under this Agreement without the express written consent of the other Party. Any attempt to assign without the other Party's consent will be null and void and will give the non-assigning Party the right to cancel and terminate this Agreement. Notwithstanding the preceding, no consent from the Trust is required in connection with an assignment of this Agreement by C3 in connection with the sale of all or substantially all of C3's assets or in connection with a sale of equity in C3.

11. Injunctive Relief. In addition to any other relief that may be available to it upon violation of this Agreement, each Party is entitled to an injunction by any competent court enjoining and restraining any other Party and each and every other person concerned from violating this Agreement.

12. Waiver. No waiver of any provision of this Agreement or of any right or remedy under this Agreement will be effective unless in writing and signed by the Party against whom such waiver is sought to be enforced. No delay in exercising, no course of dealing with respect to, or no partial exercise of any right or remedy under this Agreement will constitute a waiver of any other right or remedy, or future exercise thereof.

13. Severability. If any provision of this Agreement is determined to be invalid under any applicable statute or rule of law, it is to that extent to be deemed omitted, and the balance of the Agreement will remain enforceable.

14. Notice. All notices will be in writing and will be deemed to be delivered when mailed by certified mail, postage prepaid, return receipt requested, or when sent by facsimile with confirmed receipt. All notices will be directed to the Parties at the respective addresses given below the signature line of this Agreement or to such other address as either Party may, from time to time, designate by notice to the other Party.

15. Relationship of Parties. The parties are independent contractors and are not agents of the other. In no event is either party authorized to act on behalf of or bind the other party. On a regular basis and upon request by the Trust, C3 will inform the Trust of the progress producing the Festival and the Trust may reasonably direct C3 to make changes to the Festival. The parties will mutually agree on the timeline and any metrics to be met in connection with the Festival.

16. LIMITATION OF DAMAGES. EXCEPT FOR INDEMNIFICATION OBLIGATIONS DUE TO LIABILITIES TO THIRD PARTIES, NOTWITHSTANDING ANY PROVISION CONTAINED IN THIS AGREEMENT TO

THE CONTRARY, NO PARTY TO THIS AGREEMENT WILL BE LIABLE TO ANY OTHER PARTY TO THIS AGREEMENT FOR ANY INCIDENTAL, INDIRECT, SPECIAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES (INCLUDING DAMAGES FOR LOSS OF USE, BUSINESS GOODWILL, REVENUE OR PROFIT, NOR FOR INCREASED EXPENSES, OR BUSINESS INTERRUPTION) ARISING OUT OF OR RELATED TO THE PERFORMANCE OR NONPERFORMANCE OF THIS AGREEMENT UNLESS THE DAMAGES AROSE DUE TO A PARTY'S GROSS NEGLIGENCE OR WILLFUL BREACH OF THIS AGREEMENT.

17. Survival. Those provisions of this Agreement that by their nature extend beyond termination or expiration of this Agreement will survive such termination or expiration.

18. Entire Agreement. This Agreement contains the entire agreement between the Parties relative to the subject matter and supersedes any other prior understandings, written or oral, between the Parties with respect to this subject matter, including the Prior Service Agreement for periods from and after the Effective Date. THE PARTIES ACKNOWLEDGE AND AGREE THAT, IN ENTERING IN TO THIS AGREEMENT, THEY HAVE NOT IN ANY WAY RELIED UPON ANY ORAL OR WRITTEN AGREEMENTS, UNDERSTANDINGS, REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, NOT SPECIFICALLY SET FORTH IN THIS AGREEMENT. No variations, modifications, or changes in the Agreement are binding on any Party to the Agreement unless set forth in a document duly executed by or on behalf of such Party.

19. Section References. When this Agreement makes reference to an article, section, paragraph, clause, schedule or exhibit, that reference is to an article, section, paragraph, clause, schedule or exhibit of this Agreement unless the context clearly indicates otherwise. Whenever the words "include," "includes," or "including" are used in this Agreement, they are deemed to be followed by the words "without limitation."

20. Severability. If a mediator, arbitrator, or court holds, for any reason, that one or more provisions of this Agreement is invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability will not affect any other provision of this Agreement, but such provision will be deemed deleted, and the deletion will not affect the validity of other provisions of this Agreement.

21. Counterparts. The Parties may execute this Agreement in any number of counterparts, each of which is deemed an original, but all of which together constitute one and the same instrument. This Agreement may be executed by facsimile, PDF or other electronic signature.

22. Construction. All Parties have been advised to seek their own independent counsel concerning the interpretation and legal effect of this Agreement and have either obtained such counsel or have intentionally refrained from doing so and have knowingly and voluntarily waived such right. Consequently, the normal rule of construction to the effect that any drafting ambiguities are to be resolved against the

drafting Party will not be employed in the interpretation of this Agreement or any amendment or exhibits.

23. Conflict of Laws. The parties agree that this Agreement will be subject to the laws of the District of Columbia. The parties agree to bring any claims to the courts of the District of Columbia for resolution of any disputes arising from this Agreement.

24. Third party beneficiary. The National Park Service shall be a third party beneficiary to this Agreement, with the right to enforce any provisions herein.

By their representative's signature, the Parties agree to and accept this Agreement.

Comment [A6]: Arbitration/?

TRUST FOR THE NATIONAL MALL

By: _____

Date: _____

Washington, DC _____

Attn: _____

C3 PRESENTS, LLC

By: _____

Date: _____

300 West 6th Street
Suite 2100
Austin, Texas 78701
Attn: Charlie Jones

SERVICE AGREEMENT
BY AND BETWEEN
TRUST FOR THE NATIONAL MALL
AND
C3 PRESENTS, LLC

This Service Agreement (the “Agreement”) is executed the ____ day of November, 2014, to be effective January 1, 2015 (the “Effective Date”) by and between Trust for the National Mall (the “Trust”) and C3 Presents LLC (“C3”). In this Agreement, the Trust and C3 are collectively referred to as the “Parties” and each, individually, as a “Party.”

RECITALS

A. The Trust is the official non-profit partner of the National Park Service dedicated to raising the necessary funds to restore, improve and preserve the National Mall (the “National Mall”) for today’s visitors and generations to come. The Trust for the National Mall is currently managing a comprehensive campaign to fund the National Mall Plan. The campaign’s goal is to raise \$350 million in private funds to design and build high impact projects on key sites on the National Mall to meet the growing needs of the 29 million visitors who come to the park each year (“Campaign”).

B. C3 provides management, event promotion, and production of large events. C3 annually produces Lollapalooza Music Festival, Austin City Limits Music Festival, White House Easter Egg Roll, and Loufest Music Festival. C3 also produces events such as sporting competitions, civic celebrations, awards ceremonies, VIP hospitality parties, political conventions and rallies, conferences and meetings, and consumer brand experiences on behalf of a variety of clients

C. The Trust wishes to retain C3’s service to produce a multi-day, multi-stage music festival (the “Festival”), similar in concept to Lollapalooza Music Festival and Austin City Limits Music Festival, on the Mall, and, in return for no risk of loss and a guaranteed payment, the Trust is willing for C3 to retain a portion of the profits, if any, from the Festival as C3’s production fee.

For and in consideration of the mutual covenants, rights, and obligations set forth in this Agreement, the Parties agree as follows:

1. The Festival.

- (a) In this Agreement, “Festival” means a multi-day music festival to be held in 2015 anticipated to be in September on the National Mall in West Potomac Park (“Festival Location”) at the location identified on Exhibit A. The Parties will mutually agree upon the Festival’s name, and C3 will own the Festival’s name and grants to the Trust an irrevocable, perpetual license to use the name for the

Trust's promotional purposes. The Festival may be held on non-consecutive days.

- (b) The parties agree that the goal of the Festival is to create an enjoyable recreational activity on the National Mall that will also build awareness, National Mall stewards and support the fundraising activities of the Campaign for the National Mall. In addition, the Festival will be used to help build the supporter list of the Trust including, but not limited to, event ticket buyers, sponsors, and VIP attendees. C3 will not take any actions that are contrary to this goal.
- (c) The Trust will be the owner and presenter of the Festival, and C3 will produce the Festival on the Trust's behalf. As producer of the Festival, C3 owns all content from the Festival, including all audio, video, and digital rights related to the Festival, such as the recordings of artists from the Festival, and grants to the Trust an irrevocable, royalty-free perpetual license to use the content for the Trust's promotional purposes.

2. Services.

C3 will perform the services related to production of the Festival (the "Services") including: (i) Booking and coordination of all artists; (ii) Promotion, including radio, print, interviews, and street teams, subject to the Trust's prior written approval; (iii) Managing the box office and ticket sales; (iv) Production of the Festival including coordination of the stage, sound, lights, volunteers, and stagehands; (v) Supervision and coordination of the vendor sales, including food, bar, art, and t-shirts; (vi) Contracting with all vendors and suppliers, including tents, fence, port-a-cans, clean-up, electrical supplies, catering, etc.; (vii) Providing private security; (viii) Development, design, and production of all creative work, including I.D. development, posters and flyers, sponsorship package, and other creative work, subject to the Trust's prior written approval; (ix) Conducting all preventative and restorative efforts of the Festival Location required by the National Park Service and (x) Obtaining all sponsors for the Festival. C3 will manage and control all funds related to the Festival, and will be responsible for collecting and paying (and will collect and pay) all amounts required by law or contract in connection with the Festival, including any taxes and fees owed in connection therewith, except for taxes based upon the Trust's income. (xi) Take steps to engage and to minimize disruption to other National Mall visitors. C3 will perform the Services in accordance with the highest industry standards. C3 will hire all labor and purchase all materials necessary to handle its Services. In addition, C3 will purchase liability insurance relating to the activities and operations of the Festival, with policy limits of no less than \$10,000,000.00, which insurance will name the Trust and the National Park Service as additional insured. C3 will provide the Trust with a copy of the certificate of insurance at least 6 months prior to the date of the Festival.

All Services will be performed in accordance with the rules and regulations of the National Park Service.

Comment [A1]: The Trust would like C3's help facilitate access to the talent.

Comment [A2]: To be discussed.

(a) With respect to the Festival, the Trust will perform the following services: (i) negotiate with the National Park Service and/or the Department of the Interior and provide access to the Mall for the Festival; and (ii) with C3's assistance obtain a waiver from the National Park Service in order to receive a liquor license for the Festival from the applicable governmental authority. C3 acknowledges that the National Park Service is a separate legal entity and the Trust cannot guarantee approval by the National Park Service. C3 and the Trust will reasonably cooperate with each other to minimize taxes consistent with applicable laws.

(c) C3 will work with the NPS, U.S. Park Police and the District of Columbia (the "City") in planning and organizing the Festival. The Festival budget will include allocations to pay the expenses for City services, and C3 will utilize City services as much as appropriate. C3 will, to the extent reasonably practical, coordinate Festival activities with the City to minimize the impact on City services and to maximize the benefits for the City.

3. Authorization.

(a) Subject to approval by the National Park Service, the Trust grants C3 the non-transferable, exclusive right during the Term of this Agreement to produce the Festival on the National Mall and to use the Trust's name, logo and other brand identifiers for the Term for production of the Festival., subject to the prior written approval of the Trust. The Trust will not enter into an agreement with any person or entity other than C3 to produce during the Term a multi-day music festival on the National Mall, and the Trust will not directly benefit financially from a multi-day music festival held on the National Mall during the Term.

(b) Subject to the Trust's prior written approval, the Trust grants C3 a license to use the Trust's name and logo: (i) in promoting the Festival during the Term of this Agreement and (ii) on merchandise related to any Festival held during the Term of this Agreement. After termination of this Agreement, C3 may not design new merchandise using the Trust's name or logo for any Festival held during the Term of this Agreement, nor may it produce additional previously-designed merchandise.

(c) Nothing in this Agreement precludes C3 from providing similar services to other entities, so long as providing those services does not interfere with C3's timely fulfillment of its obligations under this Agreement. Notwithstanding the foregoing, C3 shall not use the name of the Festival in connection with any concert or similar event that does not benefit the Trust.

4. Term and Termination

(a) Term. The term of this Agreement (the "Term") commences on the Effective Date and continues until December 31, 2015 unless sooner terminated or extended in accordance with the terms of this Agreement.

(b) Termination. This Agreement may be terminated by any Party: (i) upon 30 days written notice to the other Party in the event of a material breach of this Agreement by the other Party that remains uncured during the 30-day notice period; (ii) if a Party makes a general assignment for the benefit of creditors, files a voluntary petition in bankruptcy or for reorganization or arrangement under the bankruptcy laws, if a petition in bankruptcy is filed against such Party, or if a receiver or trustee is appointed for all or any part of the property or assets of such Party; (iii) by a written agreement executed by all Parties. If a Party gives another Party written notice of a material breach, the notice must specify the breach and the action necessary to cure the breach

5. Compensation.

(a) As owner and presenter of the Festival, the Trust will receive 10% of the following (collectively referred to as the "Trust Proceeds"):

(i) the net revenue from all ticket sales for the Festival. Net revenue from ticket sales means all revenue actually received by C3 from the ticket price less the following: (a) actual third party service fees on the tickets; (b) any actual third party transaction fees on credit card charges on ticket sales; and (c) refunds on tickets that C3 may give to ticket buyers. Tickets provided to Festival sponsors as part of the sponsorship agreement will not be included in the calculation of ticket revenues.

(ii) all gross liquor sales for the Festival. Liquor provided as part of sponsorship agreements or as part of premium tickets (e.g. VIP tickets) will not be included in the calculation of liquor revenues.

(iii) cash consideration (but not in-kind contributions) from Festival sponsorship agreements; and

(iv) net revenue actually received by C3 for the sale of Festival merchandise. Net revenue from Festival merchandise means all revenue actually received by C3 from the sale of Festival merchandise less the following: (a) normal service fees paid to third party vendors; (b) any third party transaction fees on credit card charges on merchandise sales; and (c) taxes paid for sale of Festival merchandise.; and

(v) gross revenue from all other commercial activities related to the Festival, including, without limitation, broadcasting of the Festival and images from the Festival in advertising.

(b) Within 90 days from the end of the Festival, C3 will close the books on the Festival and determine the Festival's net revenues for that Festival based upon industry standards and generally accepted accounting principles. C3 will pay the Trust the amount to which the Trust is entitled under Section 5(a) on or before the 90th day after the Festival is held. If subsequent to payment of the amounts paid under this Agreement,

Comment [A3]: To be discussed.

Comment [A4]: To be discussed

it is determined that an adjustment needs to be made – for example, due to refunding of ticket prices to Festival patrons – then the Party that owes any money due to the adjustment will pay such amount within 30 days of its receipt of notice of the amount due; provided that such refund obligation will terminate and the payments will be final for each Festival 1 year after the end of that Festival. C3 will pay the Trust for any activities set forth in Section 5(a)(v) conducted after the books have closed within 30 days of receipt of such revenue.

(c) Other than the fees in this Section 5, C3 owes the Trust no additional fees or compensation for the use of the Festival Location for any Festival.

(d) Except as otherwise expressly provided in this Agreement (including the Trust's indemnification obligations in Section 9(a)), the risk of loss with respect to the Festival lies entirely with C3, and C3 will be responsible to pay for all financial obligations related to the Festival, and subject to agreements with third parties, C3 will be entitled to all profits, if any, from the Festival after paying the agreed upon consideration to the Trust under this Section 5 and all other obligations related to the Festival.

(e) If C3 is more than 30 days late with any payment and receives written notice of late payment, then beginning 10 business days after C3's receipt of written notice of non-payment, the unpaid fees will accrue interest at 0.5% per month and C3 will thereafter pay all such interest in addition to any fees due.

(f) The Trust will receive other benefits, including publicity and recognition in connection with the Festival, free tickets to the Festival, access to artists, and other appropriate benefits related to the Festival, as mutually agreed. In addition, the Trust shall have the right to organize and conduct additional activities and events during or in connection with the Festival in order to promote the mission or the Campaign of the Trust.

Comment [A5]: To be discussed.

6. Tracking and Auditing. C3 will maintain business and financial records that contain information sufficient to verify the net revenues from ticket sales and gross revenues from liquor sales, and the completeness and accuracy of all payments under this Agreement for a period of at least three calendar years after the Festival. Throughout the term of this Agreement and for up to one year after termination, the Trust may, at its own expense and on 30 days advance written notice to C3, have its auditors examine C3's records for the sole purpose of certifying the accuracy of reports and determining the amount of fees due, if any, to the Trust. To the extent any audit reveals an underpayment of the amounts owed to the Trust, C3 shall pay all such amounts, as well as the Trust's costs of conducting such audit, to the Trust within 15 days. One year after the end of the Festival, the right to audit that year's Festival terminates and the payment for that year's Festival becomes final. To the maximum extent permitted by law, the Trust will maintain all information, including the business and financial records, provided by C3 in strict confidence, and the Trust will not use, copy, or divulge the information, or cause or permit the information to be used copied, or divulged except as this Agreement permits. Notwithstanding the foregoing, the Trust may disclose such

information to (i) its board members, staff, accountants, attorneys and other persons as is appropriate for the operation of its business, and (ii) where required by law or court order. If the Trust is required by law or court order to disclose any information covered by this Section 6, the Trust will notify C3 before any disclosure is made and will cooperate with C3 to prevent disclosure.

7. Force Majeure. Any delay or failure of either Party to perform its obligations under this Agreement is excused to the extent that it is caused by an event or occurrence beyond its reasonable control, including acts of God, actions by governmental authority (whether valid or invalid), fires, floods, windstorms, explosions, riots, natural disasters, wars, sabotage or labor problems, provided the Party claiming force majeure promptly notifies the other Party of the event of force majeure, the anticipated duration of the event of force majeure, and the steps being taken to remedy the failure, and uses reasonable diligence to remedy such failure.

8. Representations and Warranties and Disclaimers.

(a) The Trust's Representations and Warranties. The Trust represents and warrants the following to C3:

(i) The Trust is a non-profit entity that is exempt from taxation under Section 501(c)(3) of the Internal Revenue Code and as such, the Trust is exempt from paying state, City, or district sales taxes in the District of Columbia. During the Term, the Trust will remain a non-profit that is exempt from taxation under Section 501(c)(3) of the Internal Revenue Code.

(ii) The Trust acknowledges C3's exclusive ownership in its trademarks and further acknowledges that the trademarks are unique and original to C3 and that C3 is the owner of its trademarks. The Trust will not, at any time after the Effective Date, dispute or contest, directly or indirectly, C3's exclusive ownership in its trademarks. The Trust acknowledges that its use of C3's trademarks inures to C3's benefit, and that the Trust will not acquire any ownership in C3's trademarks as a result of the license or other rights granted by this Agreement. The Trust acknowledges that it has no claims or rights in the "C3" trademark or name and, during or after the Term of this Agreement, will not assert any claim in the "C3" trademark or name.

(iii) The Trust has the right and authority to enter into and perform its obligations under this Agreement;

(iv) The Trust will perform its obligations under this Agreement in a reasonable manner;

(v) The Trust's trademarks and intellectual property provided under this Agreement do not and will not violate any applicable law or regulation or infringe any proprietary, intellectual property, contract or tort right of any person

(b) C3's Representations and Warranties. C3 represents and warrants the following to the Trust:

(i) C3 has the power and authority to enter into and perform its obligations under this Agreement;

(ii) C3's performance of its obligations in connection with the Festival, including the provision of the Services, the marketing, distribution and/or sale of recordings and other merchandise, and all other activities related to the Festival, will not contain any content, materials or advertising that violates any applicable law or regulation or infringes any proprietary, intellectual property, contract or tort right of any person;

(iii) C3 will perform its obligations under this Agreement in a reasonable manner and in accordance with the highest industry standards; and

(iv) C3 acknowledges the Trust's exclusive ownership in its trademarks and further acknowledges that the trademarks are unique and original to the Trust and that the Trust is the owner of its trademarks. C3 will not, at any time after the Effective Date, dispute or contest, directly or indirectly, the Trust's exclusive ownership in its respective trademarks. C3 acknowledges that its use of the Trust's trademarks inures to the Trust's benefit, and that C3 will not acquire any ownership in the Trust's trademarks as a result of the license granted by this Agreement; and

(v) C3's trademarks and intellectual property provided under this Agreement do not and will not violate any applicable law or regulation or infringe any proprietary, intellectual property, contract or tort right of any person.

9. Indemnification.

(a) By the Trust. The Trust will indemnify, hold harmless and defend C3 and its directors, officers, employees and agents from and against any third party action, claim, demand or liability, including reasonable attorneys' fees, if such action is based upon: (i) any allegation that the Trust's name, trademark, or intellectual property infringe a third person's copyright or trademark right, or misappropriate a third person's trade secret; (ii) any breach of this Agreement by the Trust; or (iii) any active negligence or willful misconduct of the Trust. C3, at its expense, will have the right to participate in the defense of any such claim through counsel of its own choosing.

(b) By C3. C3 will indemnify, hold harmless and defend the Trust and its directors, board members, officers, employees and agents from and against any action, claim, demand or liability, including reasonable attorneys' fees, to the extent such claim arises out of: (i) any acts or omissions of C3 related to the Festival, whether on its own behalf or as agent of the Trust as provided in Section 15 of this Agreement; (ii) any breach of this Agreement by C3; (iii) any breach of any representations or warranties made in this Agreement by C3; or (iv) any claim that a name, trademark or other

intellectual property claim (other than for material provided by the Trust), released or used by C3 infringes a third party's rights (e.g. copyright or trademark), misappropriates a third party's trade secret, or violates a third party's right of publicity; or (v) any active negligence or willful misconduct of C3. The Trust, at its expense, will have the right to participate in the defense of any such claim through counsel of its own choosing.

10. Assignment. No Party may assign its rights or powers under this Agreement without the express written consent of the other Party. Any attempt to assign without the other Party's consent will be null and void and will give the non-assigning Party the right to cancel and terminate this Agreement. Notwithstanding the preceding, no consent from the Trust is required in connection with an assignment of this Agreement by C3 in connection with the sale of all or substantially all of C3's assets or in connection with a sale of equity in C3.

11. Injunctive Relief. In addition to any other relief that may be available to it upon violation of this Agreement, each Party is entitled to an injunction by any competent court enjoining and restraining any other Party and each and every other person concerned from violating this Agreement.

12. Waiver. No waiver of any provision of this Agreement or of any right or remedy under this Agreement will be effective unless in writing and signed by the Party against whom such waiver is sought to be enforced. No delay in exercising, no course of dealing with respect to, or no partial exercise of any right or remedy under this Agreement will constitute a waiver of any other right or remedy, or future exercise thereof.

13. Severability. If any provision of this Agreement is determined to be invalid under any applicable statute or rule of law, it is to that extent to be deemed omitted, and the balance of the Agreement will remain enforceable.

14. Notice. All notices will be in writing and will be deemed to be delivered when mailed by certified mail, postage prepaid, return receipt requested, or when sent by facsimile with confirmed receipt. All notices will be directed to the Parties at the respective addresses given below the signature line of this Agreement or to such other address as either Party may, from time to time, designate by notice to the other Party.

15. Relationship of Parties. The parties are independent contractors and are not agents of the other. In no event is either party authorized to act on behalf of or bind the other party. On a regular basis and upon request by the Trust, C3 will inform the Trust of the progress producing the Festival and the Trust may reasonably direct C3 to make changes to the Festival. The parties will mutually agree on the timeline and any metrics to be met in connection with the Festival.

16. LIMITATION OF DAMAGES. EXCEPT FOR INDEMNIFICATION OBLIGATIONS DUE TO LIABILITIES TO THIRD PARTIES, NOTWITHSTANDING ANY PROVISION CONTAINED IN THIS AGREEMENT TO

THE CONTRARY, NO PARTY TO THIS AGREEMENT WILL BE LIABLE TO ANY OTHER PARTY TO THIS AGREEMENT FOR ANY INCIDENTAL, INDIRECT, SPECIAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES (INCLUDING DAMAGES FOR LOSS OF USE, BUSINESS GOODWILL, REVENUE OR PROFIT, NOR FOR INCREASED EXPENSES, OR BUSINESS INTERRUPTION) ARISING OUT OF OR RELATED TO THE PERFORMANCE OR NONPERFORMANCE OF THIS AGREEMENT UNLESS THE DAMAGES AROSE DUE TO A PARTY'S GROSS NEGLIGENCE OR WILLFUL BREACH OF THIS AGREEMENT.

17. Survival. Those provisions of this Agreement that by their nature extend beyond termination or expiration of this Agreement will survive such termination or expiration.

18. Entire Agreement. This Agreement contains the entire agreement between the Parties relative to the subject matter and supersedes any other prior understandings, written or oral, between the Parties with respect to this subject matter, including the Prior Service Agreement for periods from and after the Effective Date. THE PARTIES ACKNOWLEDGE AND AGREE THAT, IN ENTERING IN TO THIS AGREEMENT, THEY HAVE NOT IN ANY WAY RELIED UPON ANY ORAL OR WRITTEN AGREEMENTS, UNDERSTANDINGS, REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, NOT SPECIFICALLY SET FORTH IN THIS AGREEMENT. No variations, modifications, or changes in the Agreement are binding on any Party to the Agreement unless set forth in a document duly executed by or on behalf of such Party.

19. Section References. When this Agreement makes reference to an article, section, paragraph, clause, schedule or exhibit, that reference is to an article, section, paragraph, clause, schedule or exhibit of this Agreement unless the context clearly indicates otherwise. Whenever the words "include," "includes," or "including" are used in this Agreement, they are deemed to be followed by the words "without limitation."

20. Severability. If a mediator, arbitrator, or court holds, for any reason, that one or more provisions of this Agreement is invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability will not affect any other provision of this Agreement, but such provision will be deemed deleted, and the deletion will not affect the validity of other provisions of this Agreement.

21. Counterparts. The Parties may execute this Agreement in any number of counterparts, each of which is deemed an original, but all of which together constitute one and the same instrument. This Agreement may be executed by facsimile, PDF or other electronic signature.

22. Construction. All Parties have been advised to seek their own independent counsel concerning the interpretation and legal effect of this Agreement and have either obtained such counsel or have intentionally refrained from doing so and have knowingly and voluntarily waived such right. Consequently, the normal rule of construction to the effect that any drafting ambiguities are to be resolved against the

drafting Party will not be employed in the interpretation of this Agreement or any amendment or exhibits.

23. Conflict of Laws. The parties agree that this Agreement will be subject to the laws of the District of Columbia. The parties agree to bring any claims to the courts of the District of Columbia for resolution of any disputes arising from this Agreement.

24. Third party beneficiary. The National Park Service shall be a third party beneficiary to this Agreement, with the right to enforce any provisions herein.

By their representative's signature, the Parties agree to and accept this Agreement.

Comment [A6]: Arbitration/?

TRUST FOR THE NATIONAL MALL

By: _____

Date: _____

Washington, DC _____

Attn: _____

C3 PRESENTS, LLC

By: _____

Date: _____

300 West 6th Street
Suite 2100
Austin, Texas 78701
Attn: Charlie Jones

Come Together
West Potomac Park, Washington DC
Build / Strike Schedule
DRAFT 8-15-2014

Monday, DAY 1

- Mark and flag site

Tuesday, DAY 2

- Power/ Heavy equipment delivered
- Tent build begins
- Portolet delivery begins
- Office trailer delivery begins
- Fencing begins/ Storage container delivered
- Golf carts delivered
- Toters/ Dumpsters delivered
- Security Begins
- Ground Protection delivered
- Stages arrive and spotted

Wednesday, DAY 3

- Tent build continues
- Fencing install continues
- Comfort stations delivered
- Stage builds begin
- Camera platforms build begins
- Power tie in begins
- Box office load in

Thursday, DAY 4

- Catering load in
- Video load in begins
- Food Vendor load in
- Stage lighting install AM
- Stage audio install PM
- ADA platforms build
- Artist RVs arrive
- Bar Ops load in
- Merchandise load in
- Sponsor load in

Friday, DAY 5 **BOX OFFICE OPENS 3:00PM**

- Barricade/ Rolling risers install
- Stage IMAG install
- Backline arrives
- Non-Profit load in
- Site lighting load in
- Water Station delivery
- Recycling load in
- Toters/ Dumpsters delivered
- Media load in
- ATMs delivered

Saturday, SHOW DAY 1

- DOORS 11:00 pm
- Curfew 10:00 pm

Sunday, SHOW DAY 2

- DOORS 11:00 am
- Curfew 10:00 pm
- Backline out
- Barricade/ Rolling risers strike
- ALL stages load out
- Food Vendor load out
- Site lighting strike
- Media load out

Monday, DAY 8

- ALL Stages strike
- Camera / ADA platforms strike
- Catering load out
- Merchandise load out
- Tents / Fence/ Portolets/ Power begin load out
- Final clean / Dumpsters strike
- Water Stations / ATMs strike
- Bar Ops load out
- ALL Sponsors load out
- Box office strike

Tuesday, DAY 9

- Tents/ Fence/ Portolets/ Power/ Comfort stations load out
- Office / Artist trailers strike
- Ground Protection load out
- Heavy equipment load out
- Final walk through

C3 Presents Music Festival Overview

Our Approach

Delivering a weekend of incredible music is one of many elements that make every C3 produced music festival as memorable as it is successful. We create destination experiences for our fans and the host city — making its treasured green spaces, local vendors, and culture part of the story. Over the past 14 years, C3 has refined its festival model to deliver an unmatched experience for our fans and stakeholders. Here's how:

Multiple Stages + Multiple Days

C3 music festivals feature music on multiple stages over the course of a two or three-day weekend.

- Programming is designed to draw people for the entire weekend
- All-day format leads to staggered entry into the festival, creating a better ingress and egress
- Promotes movement between stages and throughout the festival grounds, which makes crowd flow more efficient and creates a more physically and mentally relaxing fan experience
- More content to choose from means more satisfied fans
- Empowers attendees to plan their day and essentially “create their own experience”

More Than Just The Music

C3 extends the festival experience beyond the music with areas and activities that make the weekend even more comfortable and enjoyable.

- A **food court curated by a local celebrity chef** that showcases the best restaurants and signature foods of the host city
- A designated **family area** with its own stage, activities and programming that appeal to kids of all ages.

Data-Driven Ticketing

With a smart, trackable ticketing system, C3 can analyze, predict, and optimize the festivalgoer experience from purchase through day-of-show. RFID wristband technology also provides real-time insight into crowd flow and overall behavior. This insight leads to a more enjoyable and safer event.

Green Efforts & Recycling

C3 believes that the beloved green spaces that play host to our festivals should be left in even better condition after our events than how we found them. Greening efforts are fully integrated into our festivals footprint, both fan facing within the festival grounds and behind the scenes operations. Free-water stations are a staple of our events, and recycling is highly encouraged through our signature Rock & Recycle program. We are also fully committed to post-event park refurbishment and improvements.

Below are itemized responses to the deliverables request sent to C3 from NPS on February 6, 2015 regarding Permit #15-0174.

#2) Memorial Access and Sound

Please note shaded areas on CAD designate National memorial sites adjacent to West Potomac Park. Increased security and/or USPP presence will be requested to maintain a safe environment. Stages and PA systems will be directed and tuned away from any/all potentially affected locations.

#3) Traffic Plan

A detailed traffic plan will be created by a licensed traffic engineer and submitted for approval. Traffic control equipment will be rented from an approved provider to accommodate all signage needs. Traffic mitigation efforts will also be a focus during our planning. Staff, vendors and attendees will be encouraged to use alternative forms of transportation such as the public transit system, bicycles or walking. All plans involving METRO will be addressed and coordinated with the Washington Metropolitan Area Transit Authority.

#4) Safe Haven Plan

We will create our evacuation plan with sufficient notification lead time to allow attendees adequate time to reach safe haven.

Primary Location

The Kennedy Center

2700 F Street, NW Washington, DC 20566 – Approx. 1 mile

Secondary locations

Mandarin Oriental – 1.3 miles East

Courtyard Washington DC/Foggy Bottom – 1 mile North)

JW Marriott – 1.4 miles NE

Intercontinental – 1.4 miles NE

W Hotel – 1.5 miles NE

Natural History

Smithsonian Castle

Hirshhorn Museum & Sculpture Garden

Freer Gallery of Art

Museum of African Art

Smithsonian METRO

Federal Triangle Metro

L'Enfant Plaza METRO

#5) Evacuation Plan

See attached safety plan with an overview of evacuation protocols and process.

If severe weather is anticipated, C3 will coordinate with designed park representatives to determine the impact on the event site and appropriate messaging to attendees and the proper media distribution channels.

#6) Site Plan Revisions

As it relates to adjusting the CAD for emergency vehicle access, the directive below was pulled from the Washington DC Mayors Special Event Task Group's Planning Guide.

- Ensure that all streets are accessible to emergency vehicles and equipment at all times *via a minimum 20 foot dedicated and unobstructed emergency lane*, and as may be further determined by the Department of Fire and Emergency Medical Services.

#7) Crowd Control Plan

See attached safety plan with an overview of entry process and stage barricades.

#8) Concessions Regulations & Policies

We can provide a comprehensive list of alcoholic beverage to be sold and/or given away and a list of locations. See attached safety plan with an overview of Alcohol service operations.

THE CAUSE PAGE

PAGE TITLE

Landmark Music Festival | Campaign For The National Mall

HEADER/BODY COPY

The Cause: To Restore Our Voice, Values, & Moments

The National Mall is more than just our country's premier national park. It's America's Front Yard, the world's window into the American story, and home to some of our nation's most recognizable monuments, memorials and historic moments. It represents our country's collective voice, its heroes, and its timeless values. But today, the National Mall – and all that it stands for are at risk.

Campaign For The National Mall

The Campaign for the National Mall — an official non-profit partner of The National Park Service — is leading the charge to restore and reimagine the National Mall, and honor its ideals for future generations.

Landmark Music Festival kicks off this monumental national campaign to bring awareness and funds to America's Front Yard – all in a single Festival weekend unlike any other.

The National Mall - At A Glance

[INFO GRAPHICS]

29 Million – Number of visits to The National Mall each year

\$750 Million – In backlog of repairs to deteriorating monuments and landscapes, plus needed upgrades for a more sustainable, functional park

38 Years – Since last major renovation of The National Mall

EXPLORE MORE ([link to http://nationalmall.org/](http://nationalmall.org/))

TRUST FOR THE NATIONAL MALL

**2015 Music Festival Development
February 2, 2015**

CONFIDENTIAL/ DO NOT DISTRIBUTE



WHY A MUSIC FESTIVAL?



An opportunity to:

Launch our grassroots campaign in a big way:

- Raise mass-market awareness and funds
- Grow database list and social media following
- Educate and instill a sense of stewardship

Work with an experienced partner, C3 Presents:

- Strong track record
- Will foot the production costs

NAMING & BRANDING

Pluribus

E Pluribus Unum.

Out of many, one.

It's America's original motto.

And the inspiration for a truly original new movement.

Announcing Pluribus.

A multi-dimensional, multi-media, multi-year journey

To restore and reimagine our National Mall.

Bringing together music and technology,

Artists and individuals,

The past and the present,

Pluribus breaks new ground

To inspire, elevate, and celebrate

Our historic common ground

The National Mall.

Pluribus

EVENT POSITIONING

Pluribus is more than just another music festival. **It's a landmark event kicking off the movement to restore the National Mall.** The Mall has always been our national common ground, celebrating shared history and shared values. Just as the Mall brings together Americans across generations, Pluribus will bring together top tier musical acts from across genres, fans from across the country, and personalities from the across the cultural landscape, all in an electrifying **display of unity, harmony, and creativity.**

For two days, tens of thousands of Americans will come together on the National Mall **in a symbolic and galvanizing celebration of our common ground.** Onstage, music will ignite festival goers with emotion and excitement. Offstage, the grounds will host a playground of enticing activations that give attendees fun and **interactive opportunities to help restore The National Mall** by spreading the word with social media worthy photo-ops, creative donation drivers, and even the chance to build their very own interactive monument.

It all comes together to create a powerful, memorable, and incomparable event, all to help restore our sacred common ground, The National Mall. **We invite Americans across the country and across generations to come together and experience Pluribus.**

Pluribus

The Festival for the National Mall

MESSAGE:
A CELEBRATION OF THE NATIONAL MALL
AS OUR COMMON GROUND & SHARED RESPONSIBILITY

And highlights the common ground relevant to specific passion groups

RESTORATION

Investing in sustainability and environmental stewardship to improve and maintain “America’s Front Yard” for future generations

PARTICIPATION

Supporting free speech and the 1st Amendment gatherings and social change that have made the Mall the world’s greatest civic green.

EDUCATION

Supporting hands-on history and civics education for student groups and families to better understand and appreciate the American story.

INSPIRATION

Honoring the brave and visionary Americans that have shaped and defended American ideals and are memorialized on the Mall – from Vietnam vets to Abraham Lincoln

CELEBRATION

Rejoicing collectively in the communal moments that define this iconic urban park land, from July 4th fireworks to softball games to the Cherry Blossom Festival.

Pluribus

WHAT: A MULTI-DAY , MULTI-STAGE MUSIC FESTIVAL

WHERE: WEST POTOMAC PARK, ON THE GROUNDS OF THE NATIONAL MALL

WHEN: SATURDAY & SUNDAY, SEPTEMBER 26th and 27th, 2015
10:00am-10:00pm

WHO: 50,000-75,000 PEOPLE PER DAY
(about 40% expected from outside the DC market)

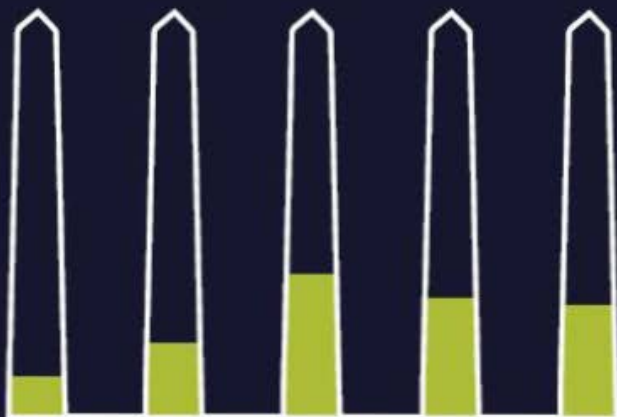
TARGET AUDIENCE DEMOGRAPHICS

GENDER



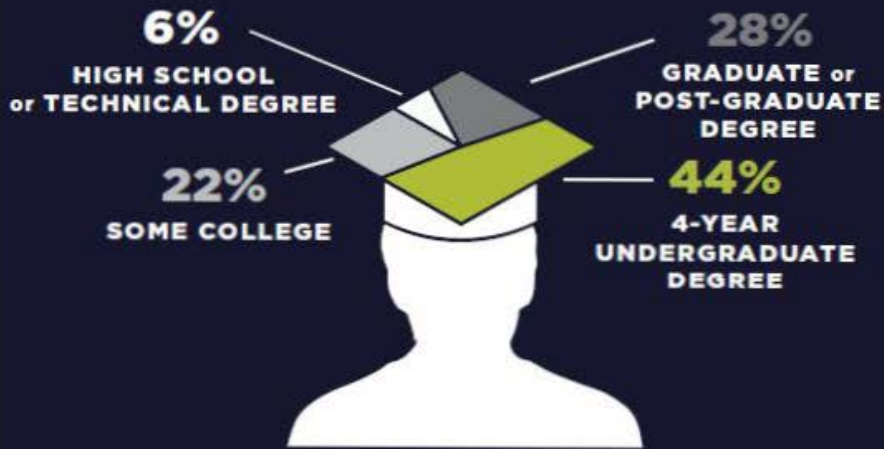
AGE RANGE

8% 18-20 12% 21-24 33% 25-34 25% 35-44 22% 45+



TARGET AUDIENCE DEMOGRAPHICS

EDUCATION



INCOME





ACTIVATING THE FESTIVAL:

Currently exploring ways to activate the concert environment to help create a movement. Here's a sampling:

- Social media wall, with real-time uploaded “selfies” of onsite donors or volunteers
- “Virtual Mall” interface for buying virtual brick or virtual monument to help restore the park
- Original content about the history of the Mall produced by National Geographic
- Celebrity spokespeople on stage before headlining performances, each highlighting a theme of the campaign
- Educational content and music both inside and outside the festival gates



ACTIVATING THE CITY:

The weekend event is intended to be an immersive experience throughout the city for concert goers:

- with Washington's best chefs providing diverse food for sampling
- with concert talent performing intimate afterhours shows in venues throughout town (potentially as Trust fundraisers)
- and cause marketing promotions
- and strategic partnerships with hotel and travel companies.

In-park activity beyond the gates to include jumbo-tron screens of the event.



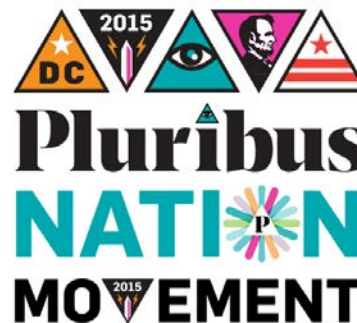
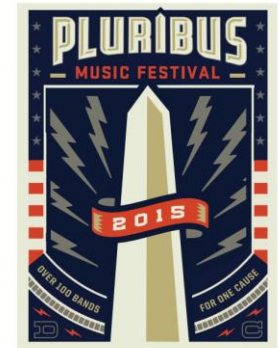
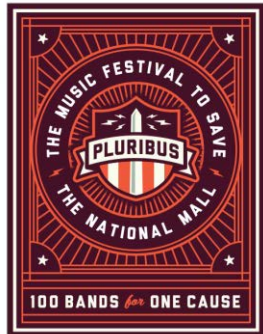
ACTIVATING THE COUNTRY:

Our goal is to use the event as a launch for a nationwide movement that extends beyond the concert experience in DC. Possible activities include:

- Securing a broadcast partner for national programming and a telethon
- eBay fundraising auction of donated celebrity merchandise (autographed guitars, etc)

JANUARY/FEBRUARY: LOGO & BRANDING + TEASER CONTENT DEVELOPMENT;
FINALIZING + PITCHING SPONSORSHIP PACKAGES

(drafts, for reference only)



E
Pluribus
Unum.

Out of
Many,
One.

FEBRUARY/MARCH: LAUNCH ANNOUNCEMENT & EVENT

mid-week event, likely first week of March (tentative 3/4)

Representatives from the festival:

- Top culinary ambassadors
- Potential musical act, TBD

Invitees:

- Endorsers: DC mayor, National Park Service/DOI
- Supporters: DC travel/tourism and arts/music community
- Media: relevant reporters/bloggers
- Donors: prospective sponsors and long-time donors



LATE APRIL/MAY:

TICKETS GO ON SALE

- Special promotions and ticket giveaways to build database and social media list
- Corporate-sponsored discounts for worthy groups, like veterans or teachers

ONGOING:

SPONSORSHIP SALES CONTINUE

- Selling sponsorships, on-site activation and hospitality opportunities

BOOKED BANDS ANNOUNCED

- For 24 hours of music programming on multiple stages



FESTIVAL ANNOUNCEMENT EVENT: SPEAKING PROGRAM DRAFT 4.22.15

EVENT DETAILS:

W HOTEL

515 15th Street, NW

POV ROOFTOP BAR

April 28, 2015

6pm – 8pm

Remarks begin on a stage with a podium at approximately 6:50pm. We can adjust the timing to accommodate the mayor.

Below are draft suggested talking points, subject to speaker approval.

CAROLINE CUNNINGHAM, TRUST FOR THE NATIONAL MALL

Welcomes group

- Mounting deferred maintenance and a crumbling infrastructure have created a pressing need for corporations, foundations and philanthropists to step up and help restore and improve the National Mall -- because it belongs to us all.
- Now the Trust is embarking on a new effort to move from a local charity to an energized cause – involving an even wider group of Americans in the effort to restore *their* park
- Goal of this grassroots campaign is to attract a new generation of stewards of the park, who appreciate its history, its ideals and its restoration needs.
- Our first mass-audience event to build awareness and engagement will kick off this this fall, Take a look...
- (video -- highlights cause and announces music festival)
- Excited because festival will give voice to the National Mall, and the gated and ticket model allows it to also function as a fundraiser.
- Ladies and gentleman, the mayor of the host city for this event... the Honorable Muriel Bowser

DC MAYOR MURIEL BOWSER (may be deputy mayor for planning and econ dev)

- This world-class city deserves a world-class music festival

- The city supports efforts to bring cultural events to DC that attract media attention and visitors regionally, nationally and internationally
- Excited about a new music festival – right in the heart of the city -- that has great economic impact potential for Washington (can include some stats from like events in downtown parks, like Lollapalooza)
- The Mall is one of the biggest tourist attractions – and economic drivers – of the city.
- Improving the physical condition and the amenities on the Mall benefits the visitor experience of tourists and DC residents alike
- And raising awareness of the significance of the National Mall is critical for all Americans to understand where we’ve come from, and where we’re going.
- To talk more about that, it is my great pleasure to introduce the honorable Congresswoman Eleanor Holmes Norton.

CONGRESSWOMAN ELEANOR HOLMES NORTON

- I’ve walked the Mall for decades – as a protester for change in the 1960s and later a representative of the people of Washington, DC.
- It needs our help to make it as functional, sustainable and beautiful as it deserves to be.
- DC residents deserve a better downtown park for recreation. And the nation and the world deserve a better destination to learn about and contribute to the American story.
- I’m excited to see world-renowned artists coming together to celebrate and help preserve this park and all that it stands for.
- It means a lot to the legacies of those who are honored on the Mall and to the future generations of kids who will learn about their legacies.
- Please welcome a man who is a protector of the history of the National Mall and the parks throughout the DC region: National Park Service Regional Director Bob Vogel.

KAREN CUCURULLO, NATIONAL PARK SERVICE (or Bob depending on NPS call)

- As part of its upcoming centennial anniversary, NPS has launched a nationwide campaign called Find Your Park to attract more young people to the national parks and build a deeper connection with them
- The National Mall is America’s most visited national park, but most millennials weren’t alive when the AIDS quilt blanketed the Mall, let alone when MLK delivered his “I Have a Dream” speech
- NPS wants young Americans to better understand the history, ideals and significance of the National Mall, and to treat the park like it’s their own front yard – because it is America’s Front Yard.

- NPS has worked with C3 Presents on a host of large-scale events on the National Mall and are excited to partner with them on this new event to bring the values of the National Mall to life in engaging ways.
- For more on the specifics of the festival, please welcome Charlie Jones, Partner at C3 Presents.

CHARLIE JONES, C3 PRESENTS

- Underscores C3's commitment to the cause of celebrating and restoring the National Mall (past experience in park, etc)
- Stresses commitment to leaving the park in better shape than we found it and minimal impact (won't close memorials, etc)
- Describes festival format and fan experience (two full days, 40 + artists, West Potomac Park, diverse music and cuisine, educational activations) mention free public experience too.
- **Calls Caroline and others back onto the stage; together, they unveil the festival line-up (reveals large line-up poster/photo op)**
- Charlie: We're not doing a formal Q&A tonight, but will be on hand here and are happy to answer questions about the cause, the festival and its role in the city. Just come grab one of us.

(MEDIA RELATIONS TEAM HELPS DIRECT REPORTERS TO SPEAKERS FOR ONE-ON-ONE INTERVIEWS)

Select Ticketed Events on National Park Service Land (Excludes free events)

Golden Gate National Recreational Area – San Francisco Bay, CA

- **“San Francisco Blues Festival”** September 26, 27, 28; at the Great Meadow, Fort Mason. General Admission Tickets: \$35-\$55; Reserved Tickets: \$50 - \$80. (Approximately 6,000 attendees)
- **“Pinot Days”** June 25 – 28; 4 day event at Ft. Mason featuring 200+ Pinot Noir vintners, along with various tastings and seminars. Tickets: \$50-\$150 (Approximately 2,000 attendees)

Presidio Dance Theater - Presidio of San Francisco National Park – San Francisco, CA

- **“San Francisco Ethnic Dance Festival”** - held annually on weekends throughout the month of June. Tickets range from \$22-\$44 per performance. (11,000 attendees)
- **“Winter Wonderland”** - annual event held in mid-December. Tickets are \$35-\$100. (1,000 attendees)

Grand Canyon National Park - AZ

- **“Grand Canyon Music Festival”** - Annual 2-week series of concerts held in Grand Canyon National Park, September 11-26. General Admission Tickets: \$15/day - \$85/6-day pass (4,500 attendees)

Yosemite National Park - CA

- **“Strawberry Music Festival”** – 4 day festival, twice a year (Memorial and Labor Day weekend), featuring a wide range of musical genres. Tickets: \$65/day - \$200/4 day pass (8,000 attendees over the year)

Rock Creek National Park - D.C.

- **“The Legg Mason Tennis Classic”** – 9 day event that benefits the Washington Tennis & Education Foundation. There is a “sponsor’s row” and alcoholic beverages are served. Tickets range from \$20 to \$525 / Up to \$7000 for a suite. (72,000 attendees)
- **Carter Barron Amphitheater** – Holds various performances throughout the warm weather months. Tickets are approximately \$24 for a show. (4200 seats)

Wolf Trap National Park for the Performing Arts – Vienna, VA

- **“Louisiana Swamp Romp”** – June 13 at the Filene Center. Blues and Cajun music celebrate the music of the Bayou State. General Admission Tickets: \$25. (6800 seats)
- **“International Children’s Festival”** – Takes place mid-September at the Wolf Trap Filene Center. Tickets are \$10. (6,800 seats)

National Mall – D.C.

- **“Ball on the Mall”** – 4-hour event presented by Trust for the National Mall’s L’Enfant Society. This is a tented, black-tie event with dancing and dining. Alcoholic beverages are served. Tickets are \$150 (650 attendees)
- **“Fall Polo Classic sponsored by Land Rover”** – 2-day event held at West Potomac Park. While the actual match can be viewed from non-paying bystanders, this is a ticketed event. Tickets cost \$100 for seating and dining.



United States Department of the Interior



NATIONAL PARK SERVICE
National Mall and Memorial Parks
900 Ohio Drive, S.W.
Washington, D.C. 20024-2000

IN REPLY REFER TO:

October 10, 2014

Memorandum

To: Trust for the National Mall

From: Robert A. Vogel, Superintendent, National Mall and Memorial Parks

Subject: C3 Concert

This letter is a written acknowledgement that the National Mall and Memorial Parks grants conceptual approval to its non-profit partner, the Trust for the National Mall, to hold a benefit concert on the National Mall with the purpose of raising awareness and funds for restoring and improving the National Mall.

As a result of this letter, the Trust for the National Mall, will move forward with plans to execute a benefit concert that consists of a ticketed event on the grounds of the National Mall. The Trust will work closely with the Park on next steps: an approved special use permit for the event.

The event concept consists of a two-day festival featuring live music in designated areas with other entertainment and educational content. The park agrees to work with the Trust for the National Mall to pursue appropriate food, beverage and souvenir options. The event will help fulfill the Trust's and the Park's shared goals of engaging the public – particularly millennials – in the mission and restoration of the park.

As required by park policy and law, the Trust will prevent any event-related damage to the grounds and to repair any potential damage after the event. During the event, steps will be taken to engage and to minimize disruption to other National Mall visitors.

2015 Event

Who: 150,000 fans over two days

What: 100+ artists on four stages

When: September 26 & 27, 2015

Where: West Potomac Park, Washington D.C.

PRESENTING STAGE

Benefits Overview

- Category exclusivity, Official Sponsor of 2015 Event
- Naming rights to the Presenting Stage, to be named "the "Sponsor Stage"
- Right to Festival marks (to be approved by C3)
- Dedicated backstage hospitality area for hosting VIP guests or consumers

Hospitality

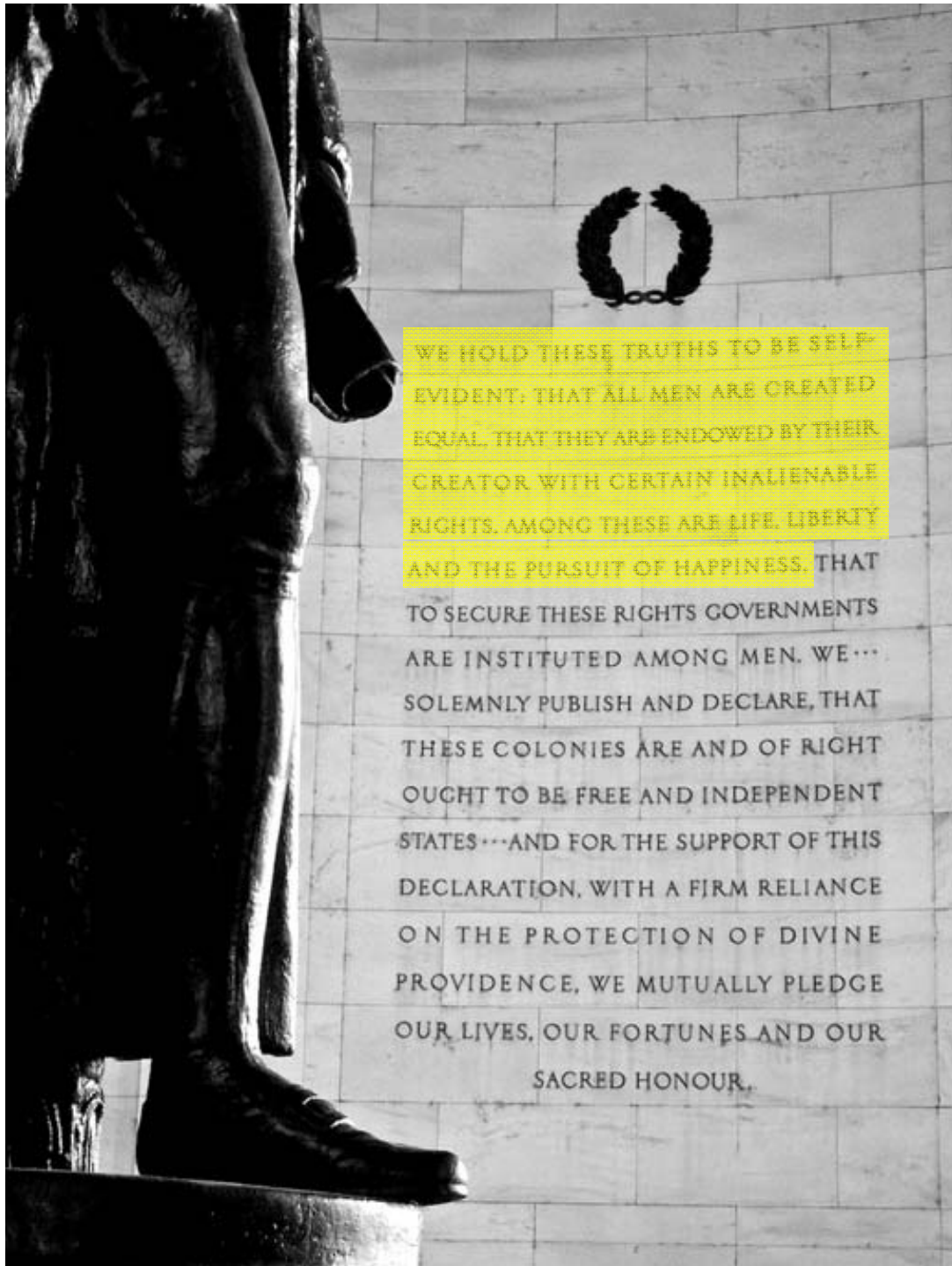
- 100 2-day passes
- 50 2-day sponsor backstage hospitality passes
- 20 VIP passes
- Opportunity to purchase more passes if desired at sponsor pricing

Logo and Brand Identity

- Billed as "Sponsor Stage" in all lineup postings and subsequent press
- Logo or company name printed on top scrim header
- Logo or company name included in all purchased print media for the Festival
- Logo or company name in official Festival program
- Logo or company name on Festival Web Site with click-through
- Mutually agreed upon social media posts for promotion or other approved campaigns -- at least three via Facebook, Twitter or Instagram
- On-site signage, including but not limited to:
 - Signage on Scrim Header (Festival provides)
 - Signage at Festival Entrance (Festival provides)
 - Signage at VIP Entrance (Festival provides)

Term: One (1) year with right of first negotiation for 2016


2016 Fee: \$450,000



WE HOLD THESE TRUTHS TO BE SELF-EVIDENT; THAT ALL MEN ARE CREATED EQUAL, THAT THEY ARE ENDOWED BY THEIR CREATOR WITH CERTAIN INALIENABLE RIGHTS, AMONG THESE ARE LIFE, LIBERTY AND THE PURSUIT OF HAPPINESS, THAT TO SECURE THESE RIGHTS GOVERNMENTS ARE INSTITUTED AMONG MEN. WE... SOLEMNLY PUBLISH AND DECLARE, THAT THESE COLONIES ARE AND OF RIGHT OUGHT TO BE FREE AND INDEPENDENT STATES...AND FOR THE SUPPORT OF THIS DECLARATION, WITH A FIRM RELIANCE ON THE PROTECTION OF DIVINE PROVIDENCE, WE MUTUALLY PLEDGE OUR LIVES, OUR FORTUNES AND OUR SACRED HONOUR.

*Don't let memorials to
American freedom crumble.*

Save our common ground.

A photograph of a grey stone wall with four lines of text overlaid in yellow boxes. The text is in a serif font and reads: FREEDOM OF SPEECH, FREEDOM OF WORSHIP, FREEDOM FROM WANT, and FREEDOM FROM FEAR.

FREEDOM OF SPEECH
FREEDOM OF WORSHIP
FREEDOM FROM WANT
FREEDOM FROM FEAR

Ensure the future of America's monumental values.

Save our common ground.



Keep our obligation to the fallen alive.

Save our common ground.



OUT OF THE MOUNTAIN OF DESPAIR,
A STONE OF HOPE

Preserve the American story for generations to come.

Save our common ground.

2015 Event

Who: 150,000 fans over two days

What: 100+ artists on four stages

When: September 26 & 27, 2015

Where: West Potomac Park, Washington D.C.

PRESENTING SPONSOR - KIDS

Benefits Overview

- Category exclusivity, Presenting Sponsor of 2015 Event Kids area
- Dedicated footprint (up to a 10x10) in the Kiddie area ☐on the main festival grounds for consumer facing activation - Festival provides white tent, access to power and internet, exterior signage ☐

Hospitality

- 40 2-day passes
- 10 VIP passes
- Opportunity to purchase more passes if desired at sponsor pricing

Logo and Brand Identity

- Billed as “Sponsor Stage” in all lineup postings and subsequent press ☐
- Logo or company name included in all purchased print media for ☐the Festival ☐
- Logo or company name in official Festival program ☐
- Logo or company name on Festival Web Site with click-through
- Mutually agreed upon social media posts for promotion or other approved campaigns
- On-site signage, including but not limited to:
 - Signage at Festival Entrance (Festival provides)
 - Signage at Kids Area (Festival provides)

Term: One (1) year with right of first negotiation for 2016

2015 Fee: \$80,000

2015 Event

Who: 150,000 fans over two days

What: 100+ artists on four stages

When: September 26 & 27, 2015

Where: West Potomac Park, Washington D.C.

MAIN STAGE

Benefits Overview

- Category exclusivity, Official Sponsor of 2015 Event
- Naming rights to the Main Stage, to be named "the "Sponsor Stage"
- Right to Festival marks (to be approved by C3)
- Dedicated backstage hospitality area for hosting VIP guests or consumers

Hospitality

- 70 2-day passes
- 40 2-day sponsor backstage hospitality passes
- 10 VIP passes
- Opportunity to purchase more passes if desired at sponsor pricing

Logo and Brand Identity

- Billed as "Sponsor Stage" in all lineup postings and subsequent press
- Logo or company name printed on top scrim header
- Logo or company name included in all purchased print media for "the Festival"
- Logo or company name in official Festival program
- Logo or company name on Festival Web Site with click-through
- Mutually agreed upon social media posts for promotion or other approved campaigns -- at least three via Facebook, Twitter or Instagram
- On-site signage, including but not limited to:
 - Signage on Scrim Header (Festival provides)
 - Signage at Festival Entrance (Festival provides)
 - Signage at VIP Entrance (Festival provides)

Term: One (1) year with right of first negotiation for 2016

2015 Fee: \$250,000

2015 Event

Who: 150,000 fans over two days

What: 100+ artists on four stages

When: September 26 & 27, 2015

Where: West Potomac Park, Washington D.C.

SITE SPONSORSHIP

Benefits Overview

- Category exclusivity, Official Sponsor of 2015 Event
- Right to Festival marks (to be approved by C3) ☒
- Up to a 50x50 activation on the main Festival grounds (size and pricing TBD)

Hospitality

- 40 2-day passes
- 8 VIP passes
- Opportunity to purchase more passes if desired at sponsor pricing

Logo and Brand Identity

- Logo or company name in official Festival program ☒
- Logo or company name on Festival Web Site with click-through
- Mutually agreed upon social media posts for promotion or other approved campaigns
- On-site signage, including but not limited to:
 - Signage at Festival Entrance (Festival provides)

Term: One (1) year with right of first negotiation for 2016

2015 Fee: \$100,000

2015 Event

Who: 150,000 fans over two days

What: 100+ artists on four stages

When: September 26 & 27, 2015

Where: West Potomac Park, Washington D.C.

TENTED STAGE

Benefits Overview

- Category exclusivity, Official Sponsor of 2015 Event
- Naming rights to the Tented Stage, to be named "the "Sponsor Stage" "
- Right to Festival marks (to be approved by C3) "
- Dedicated backstage hospitality area for hosting VIP guests/or consumers

Hospitality

- 50 2-day passes
- 20 2-day sponsor backstage hospitality passes
- 10 VIP passes
- Opportunity to purchase more passes if desired at sponsor pricing

Logo and Brand Identity

- Billed as "Sponsor Stage" in all lineup postings and subsequent press "
- Logo or company name printed on top scrim header
- Logo or company name included in all purchased print media for "the Festival "
- Logo or company name in official Festival program "
- Logo or company name on Festival Web Site with click-through
- Mutually agreed upon social media posts for promotion or other approved campaigns -- at least three via Facebook, Twitter or Instagram
- On-site signage, including but not limited to:
 - Signage on Scrim Header (Festival provides)
 - Signage at Festival Entrance (Festival provides)

Term: One (1) year with right of first negotiation for 2016

2016 Fee: \$150,000

2015 Event

Who: 150,000 fans over two days

What: 100+ artists on four stages

When: September 26 & 27, 2015

Where: West Potomac Park, Washington D.C.

OFFICIAL LIVE STREAMING PARTNER

Benefits Overview

- Category exclusivity, Official Sponsor of 2015 Event
- 100% SOV on the live stream driving millions of views [?](#)
- Livestream can be embedded on any sponsor web property [?](#)
- Promotion as webcast partner through all Festival channels [?](#)
- Dedicated banner ad inventory on Festival homepage [?](#)
- Prominent industry/community buzz [?](#)
- 1 channel webstream, 7 hours each day of the Fest [?](#)
- 2 Main Stages shot in MultiCam HD [?](#)
- 30 Archival songs for VOD (30 days) [?](#)
- Behind the scenes content for stream/VOD [?](#)
- Opportunity to integrate custom content/programming, bring in a live host for exclusive content, behind the scenes views in between acts [?](#)
- Right to Festival marks (to be approved by C3) [?](#)

Hospitality

- 50 2-day passes
- 20 VIP passes
- Opportunity to purchase more passes if desired at sponsor pricing

Logo and Brand Identity

- Logo or company name included in all purchased print media for [the Festival](#) [?](#)
- Logo or company name in official Festival program [?](#)
- Logo or company name on Festival Web Site with click-through
- Mutually agreed upon social media posts for promotion or other approved campaigns -- at least three via Facebook, Twitter or Instagram
- On-site signage, including but not limited to:
 - Signage at Festival Entrance (Festival provides)

Term: One (1) year with right of first negotiation for 2016

2015 Fee: \$900,000

2015 Event

Who: 150,000 fans over two days

What: 100+ artists on four stages

When: September 26 & 27, 2015

Where: West Potomac Park, Washington D.C.

WINE SPONSOR

Promotion and Sales

- Industry exclusivity – Official Wine Sponsor of 2015 Event
- Sponsor Wine to be sold at all Festival bars – one red and one white varietal both by the glass and the bottle (Festival bars also sell water/soft drinks and beer)
- For wine bottle sales, Sponsor to provide branded water/squeeze bottles for all bars
- One sponsored/branded Wine Bar on main festival grounds with option to serve up to 10 different wines and varietals
- Sponsor wine to be sampled in back of house bars (VIP and Artist Lounge) – up to three varietals
- Sponsor to provide product for VIP and Artist Lounge bars, to be mutually agreed upon
- Included tented 10x10 wine experience in the VIP Grove, such as a bubbles bar

Hospitality

- 50 2-day passes
- 10 VIP passes
- Opportunity to purchase more passes if desired at sponsor pricing

Logo and Brand Identity

- Logo or company name in official Festival program
- Logo or company name in purchased print advertising
- Logo or company name on Festival Web Site with click-through
- Mutually agreed upon social media posts promoting wines or other approved campaigns -- at least three via Facebook, Twitter or Instagram
- On-site signage, including but not limited to:
 - Signage at Festival Entrance (Festival provides)
 - Signage at VIP Entrance (Festival provides)
 - Bar Signage (Festival provides)

Term: One (1) year with right of first negotiation for 2016

2015 Fee: \$100k

Label: "LandMark Music Festival FOIA"

Created by: bob_vogel@nps.gov

Total Messages in label: 14 (9 conversations)

Created: 05-18-2015 at 07:36 AM

Conversation Contents

Guarding the National Mall

Attachments:

/1. Guarding the National Mall/1.1 C3 Landmark Festival.pdf

don irwin <punklifedc@gmail.com>

From: don irwin <punklifedc@gmail.com>
Sent: Wed May 13 2015 17:21:34 GMT-0600 (MDT)
To: "Mendelson, Lisa" <Lisa_Mendelson-lelmi@nps.gov>, "jon_jarvis@nps.gov" <jon_jarvis@nps.gov>
Subject: Guarding the National Mall
Attachments: C3 Landmark Festival.pdf

Dear Jon and Lisa,

Yes, border collies may be the most humane way with dealing with the Geese issue on the National Mall. I read Micheal's comment below:

"There's times of the year, when you walk over the Washington Monument grounds, there's not a place for you to put down a picnic blanket without feeling disgusting," Michael Stachowicz, a National Park Service.

<http://nextcity.org/daily/entry/border-collies-washington-plan-dogs-chase-geese>

There is this disgusting feeling I get when I think about the National Mall that just won't go away. Chasing geese away, cheating National Mall Tours of Washington Inc., selling off the National Mall to the highest bidder. Allowing fraud to go on in the name of charity. These are crimes which won't go unnoticed.

I suspect a hard copy version of this letter is going around the NPS now but I also wanted to share an electronic copy for the folks who may not have read it yet.

Hope you have a great evening. And Michael that disgusting feeling won't go away after you take a shower tonight. It is the stink of the National Park Service.

Don Irwin

Conversation Contents

Fwd: EXPEDITED FOIA REQUEST

Attachments:

/2. Fwd: EXPEDITED FOIA REQUEST/1.1 MALL FOIA.docx

"Bies, Brandon" <brandon_bies@nps.gov>

From: "Bies, Brandon" <brandon_bies@nps.gov>
Sent: Thu Apr 30 2015 14:31:12 GMT-0600 (MDT)
To: Bob Vogel <bob_vogel@nps.gov>, Karen Cucurullo <karen_cucurullo@nps.gov>
Subject: Fwd: EXPEDITED FOIA REQUEST
Attachments: MALL FOIA.docx

Bob and Karen,

Please see the attached FOIA request relating to the Landmark Music Festival. The requester is news media and will likely be granted expedited processing. Please verify that you understand the scope of the request, and then ensure that the appropriate staff at NAMA and NCRO are made aware of this request.

I will transmit this request to the NPS FOIA officer and she will coordinate any responses at the WASO level.

This FOIA is assigned tracking number 2015-00571. Shortly, I will create a google drive folder into which documents can be copied. Please share this folder with any staff who you believe hold responsive records. Since SOL review of these docs may be necessary, I would appreciate receiving records by the close of next week if at all possible.

Thanks

Brandon

Brandon S. Bies
Legislative Coordinator and FOIA Officer
National Capital Region
202-619-7097

----- Forwarded message -----

From: **Higham, Scott** <Scott.Higham@washpost.com>
Date: Thu, Apr 30, 2015 at 11:04 AM

Subject: EXPEDITED FOIA REQUEST

To: "Brandon_bies@nps.gov" <Brandon_bies@nps.gov>

Dear Brandon,

It was nice speaking with you yesterday. Please find attached Expedited FOIA request.

Best regards.

Scott

Washington Post Staff Writer

1150 15th Street, NW

Washington, DC 20071

o-202-334-7947

c-202-253-8641

scott.higham@washpost.com

@scotthigham1

Conversation Contents

FW: TNM UPDATE

Attachments:

/3. FW: TNM UPDATE/1.1 Trust for the National Mall - Landmark Clips 4 29 15.docx

Caroline Cunningham <ccunningham@nationalmall.org>

From: Caroline Cunningham <ccunningham@nationalmall.org>
Sent: Wed Apr 29 2015 11:25:44 GMT-0600 (MDT)
To: Karen Cucurullo <karen_cucurullo@nps.gov>, "Bob Vogel (bob_vogel@nps.gov)" <bob_vogel@nps.gov>
Subject: FW: TNM UPDATE
Attachments: Trust for the National Mall - Landmark Clips 4 29 15.docx

FYI

Caroline Cunningham

p: (202) 407-9408

From: Caroline Cunningham
Sent: Wednesday, April 29, 2015 1:05 PM
To: Barbaralee Diamonstein-Spielvogel; Brian Besanceney (brian.besanceney@disney.com); C. Boyden Gray; David M. Velazquez - Pepco Holdings, Inc. (david.velazquez@pepcoholdings.com); Francis Rooney; Joe E. Brown; John P. Drew; John Akridge; John J. Hamre; Joseph G. Fogg III ; Lanny Griffith; Norm Dicks; Pamela Scholl ; Phebe Novakovic; Robert C. Kettler; Tim Wirth (twirth@unfoundation.org); Todd A. Walker
Cc: Alicia Alexion (aalexion@nationalmall.org); Finch, Annette L.; Elisa Trivisono Lynch (elynych@unfoundation.org); Jane Sharpe (jsharp@boydengrayassociates.com); Janice Sobelman; Jeannie Amendola; Jet Revelo (jet.revelo@aecom.com); Kathy McDaniel; McHenry, Katie; Katie O'Neill; Kristine Fitton (KFitton@nationalmall.org); Kristine Templin (KTemplin@nationalmall.org); Marianne M. Helms; Marisa Saturni (msaturni@kettler.com); Martha Coleman; Mary Beth Jordan; Patrice Lewis ; Robert Balthaser (rbalthaser@nationalmall.org); Sharon Cherry-Davis; Teresa Durkin (tdurkin@nationalmall.org); Wanda Hepler; Whitney Curry; Caroline Cunningham

Subject: TNM UPDATE

Board members – It was a BIG night for the Trust for the National Mall. Last evening we announced the Landmark Music Festival at the fall kick-off of our grassroots campaign at the W Hotel. We were supported by the Deputy Mayor for Planning and Economic Development, Congresswoman Eleanor Holmes Norton, the Acting Superintendent of the National Mall, the President of the DC Convention and Sports Authority, our promoter C3 Presents, and 200 guests.

The press we received was amazing (see attached) and as a result more than 5,000 tickets were sold before 10AM this morning. This is more than our partner C3 Presents ever imagined or experienced for other events they have done. We could not be happier about the public support for the concert and the restoration needs of the Park which was front and center from our messaging.

AND – If the kick-off event was not enough, we were informed that the World War II App we created has been named a winner of a Gold Communicator Award in the mobile apps: education category by *Communicator* an international awards program that recognizes big ideas in marketing and communications. This year more than 6,000 entries were submitted and we won GOLD!!!! More information about the awards here: <http://www.communicatorawards.com/home/>

We are grateful to all of our supporters who helped fund this incredible and educational app including Altria and the Dr. Scholl Foundation!!

We definitely have been on a high since the tremendous success of the Benefit Luncheon and now still delighted by yesterday's big news on both fronts.

Caroline

Caroline Cunningham

President

Trust for the National Mall

p: (202) 407-9410 | c: (202) 330-6052 | nationalmall.org

Making the National Mall the best park in the world.



cid:image002.jpg@01D062FE.F6564AD0

Conversation Contents

Fwd: ROS for tomorrow

Attachments:

/4. Fwd: ROS for tomorrow/1.1 landmark-launch-event-ros.docx

/4. Fwd: ROS for tomorrow/1.2 W event speaking program. april22.docx

"Cucurullo, Karen" <karen_cucurullo@nps.gov>

From: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Sent: Tue Apr 28 2015 14:16:57 GMT-0600 (MDT)
To: Bob Vogel <bob_vogel@nps.gov>, Jennifer Mummart <jennifer_mummart@nps.gov>
Subject: Fwd: ROS for tomorrow
Attachments: landmark-launch-event-ros.docx W event speaking program. april22.docx

----- Forwarded message -----

From: Nixon, Robin <robin_nixon@nps.gov>
Date: Tue, Apr 28, 2015 at 7:50 AM
Subject: Fwd: ROS for tomorrow
To: Karen Cucurullo <karen_cucurullo@nps.gov>, Michael Litterst <mike_litterst@nps.gov>

Sorry, I asked for them to include you on this email, but they didn't.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

□

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>

Date: Mon, Apr 27, 2015 at 4:14 PM

Subject: ROS for tomorrow

To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>

Cc: Tiffany Rose <TRose@nationalmall.org>

Robin:

We have a few last-minute details to work out, so this is subject to change (and I'll obviously let you know if it does).

And, of course, we don't want to put words in Karen's mouth so just take the talking points as suggestions.

Thanks --Kristine

--

Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670

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Conversation Contents

new Trust festival launch announcement dates

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Fri Feb 27 2015 07:16:06 GMT-0700 (MST)
To: "Bob Vogel (Bob_Vogel@nps.gov)"
<Bob_Vogel@nps.gov>, "Watts, Christopher"
<christopher_watts@nps.gov>
Subject: new Trust festival launch announcement dates

Bob:

I hope all is well.

I'm writing because we're postponing the launch announcement for the Trust's music festival in order to have more time to fine-tune the branding elements. C3 will be ready by early April to announce the line up of bands so we're looking to make the event announcement and line-up announcement at the same time, with tickets going on sale a few days later.

Right now, we're looking still at an early evening event (around 5:30pm-7:30pm) on either March 31st, April 7th or April 8th.

I've reached out to Karen, too, to check her calendar.

It is critical to us to have park service representative there so we will gladly work around your schedules.

Thanks –Kristine

Conversation Contents

update on Trust music festival -- date availability?

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Wed Jan 21 2015 07:04:13 GMT-0700 (MST)
To: "Karen Cucurullo (karen_cucurullo@nps.gov)" <karen_cucurullo@nps.gov>, "Bob Vogel (Bob_Vogel@nps.gov)" <Bob_Vogel@nps.gov>
Subject: update on Trust music festival -- date availability?

I wanted to send a quick note to keep you posted on the status of the festival planning process:

§ The Trust briefed the NAMA team in the quarterly chiefs meeting earlier this month. Thank you for your feedback. I apologize but I mistakenly had the wrong requested dates in the material I shared. Our planned dates, which are covered in the permit we submitted, are Sept 26 and Sept 27th, 2015 (the last weekend of September).

§ Per that discussion, we're honing in on a date to publicly announce the festival at a cocktail reception with local, national and music industry media present. Ideally, we'd like the featured guests to include NPS and Trust representatives, our production partner C3 Presents, DC Mayor Muriel Bowser, and the head of Destination DC, representing the travel and tourism industry.

- We're tentatively looking at Wednesday, March 4th. Can you please let me know if you'd be available to attend a reception, likely at the W Hotel overlooking the Mall, at 6pm on March 4th?

§ Additionally, Robin and I have spoken about getting a meeting on the books with NAMA's permitting department to discuss the evolving plans – including a draft site plan – asap. That's in the works.

Thank you all for your ongoing support for this project. I will continue to keep you all posted. –Kristine

Ph: 202-407-9412

Conversation Contents

Fwd: draft agenda for C3 meeting Friday

/7. Fwd: draft agenda for C3 meeting Friday/1.1 meeting agenda.nov7draft.docx

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Nov 04 2014 06:48:53 GMT-0700 (MST)
To: "Vogel, Bob A." <Bob_Vogel@nps.gov>
Subject: Fwd: draft agenda for C3 meeting Friday
Attachments: meeting agenda.nov7draft.docx

Bob, here is the draft agenda for Friday for the meeting with the Trust and C3 about the music festival. They did not include Permits in the original invitation, but only permits can answer some of the questions on the agenda. Robbin says they are not available because they will be onsite for set up of the HBO concert, so I wanted to see what you want to do--I would tell them to reschedule, but the C3 people are travelling from Texas.

When Kristine talked to me about the agenda, I did remind her that the Trust has said they would speak directly with GSI regarding concessions; this discussion is still on the agenda, but I don't think we'll have anything else to say about it.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Mon, Nov 3, 2014 at 5:04 PM
Subject: draft agenda for C3 meeting Friday
To: Kristine Templin <KTemplin@nationalmall.org>, "Nixon, Robin" <robin_nixon@nps.gov>, Alicia Alexion <aalexion@nationalmall.org>

Please take a look. I'm happy to add/adjust as needed.

--Kristine

Bob Vogel <bob_vogel@nps.gov>

From: Bob Vogel <bob_vogel@nps.gov>
Sent: Tue Nov 04 2014 06:57:12 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: draft agenda for C3 meeting Friday

We can do the meeting without permits. However I would want to have a pre-meet with Michael Stach about turf.

On Nov 4, 2014, at 6:49 AM, "Nixon, Robin" <robin_nixon@nps.gov> wrote:

Bob, here is the draft agenda for Friday for the meeting with the Trust and C3 about the music festival. They did not include Permits in the original invitation, but only permits can answer some of the questions on the agenda. Robbin says they are not available because they will be onsite for set up of the HBO concert, so I wanted to see what you want to do--I would tell them to reschedule, but the C3 people are travelling from Texas.

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Subject: draft agenda for C3 meeting Friday
To: Kristine Templin <KTemplin@nationalmall.org>, "Nixon, Robin" <robin_nixon@nps.gov>, Alicia Alexion <aalexion@nationalmall.org>

Please take a look. I'm happy to add/adjust as needed.

--Kristine

<meeting_agenda.nov7draft.docx>

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Nov 04 2014 07:01:03 GMT-0700 (MST)
To: Bob Vogel <bob_vogel@nps.gov>
Subject: Re: draft agenda for C3 meeting Friday

ok. Should I also ask him to attend the meeting, or just set up time with him ahead of the meeting?

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

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Date: Mon, Nov 3, 2014 at 5:04 PM
Subject: draft agenda for C3 meeting Friday
To: Kristine Templin <KTemplin@nationalmall.org>, "Nixon, Robin" <robin_nixon@nps.gov>, Alicia Alexion <aalexion@nationalmall.org>

Please take a look. I'm happy to add/adjust as needed.

--Kristine

<meeting_agenda.nov7draft.docx>

"Swihart, Sharon" <sharon_swihart@nps.gov>

From: "Swihart, Sharon" <sharon_swihart@nps.gov>
Sent: Tue Nov 04 2014 07:17:36 GMT-0700 (MST)
To: Bob Vogel <bob_vogel@nps.gov>
Subject: Re: draft agenda for C3 meeting Friday

Pre brief on Friday morning

On Tue, Nov 4, 2014 at 8:57 AM, Bob Vogel <bob_vogel@nps.gov> wrote:

We can do the meeting without permits. However I would want to have a pre-meet with Michael Stach about turf.

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Bob, here is the draft agenda for Friday for the meeting with the Trust and C3 about the music festival. They did not include Permits in the original invitation, but only permits can answer some of the questions on the agenda. Robbin says they are not available because they will be onsite for set up of the HBO concert, so I wanted to see what you want to do--I would tell them to reschedule, but the C3 people are travelling from Texas.

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Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>

Date: Mon, Nov 3, 2014 at 5:04 PM

Subject: draft agenda for C3 meeting Friday

To: Kristine Templin <KTemplin@nationalmall.org>, "Nixon, Robin" <robin_nixon@nps.gov>, Alicia Alexion <aalexion@nationalmall.org>

Please take a look. I'm happy to add/adjust as needed.

--Kristine

<meeting_agenda.nov7draft.docx>

--

Sharon Swihart
Special Assistant to the Superintendent
National Mall & Memorial Parks
900 Ohio Street SW
Washington, DC 20024-2000
202-245-4686 (Office)
202-426-9309 (Fax)

Conversation Contents

further information on value of Come Together concert

Attachments:

/8. further information on value of Come Together concert/1.1
ConcertBenefitsSept15.docx
/8. further information on value of Come Together concert/2.1
ConcertBenefitsSept15.docx

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Mon Sep 15 2014 10:06:08 GMT-0600 (MDT)
"Bob Vogel (Bob_Vogel@nps.gov)"
<Bob_Vogel@nps.gov>, "Nixon, Robin
(robin_nixon@nps.gov)" <robin_nixon@nps.gov>, "Wendy
O'Sullivan (wendy_o'sullivan@nps.gov)"
<wendy_o'sullivan@nps.gov>
Subject: further information on value of Come Together concert
Attachments: ConcertBenefitsSept15.docx

Per a recent conversation with Wendy, I've been going back and forth with concert partner C3 to find a way to ensure that the proposal to hold a benefit concert in West Potomac Park next year will provide clear and measureable value to our collective cause of restoring and improving the National Mall.

The attached memo outlines the value we expect from the event, from list building to a guaranteed percentage of revenue.

We look forward to ongoing discussions to help drive this process forward.

Thanks --Kristine

Kristine Fitton

Vice President of Marketing & Communications

Trust for the National Mall

p: (202) 407-9412 | nationalmall.org

Making the National Mall the best park in the world.

"O'Sullivan, Wendy" <wendy_o'sullivan@nps.gov>

From: "O'Sullivan, Wendy" <wendy_o'sullivan@nps.gov>
Sent: Tue Sep 30 2014 10:12:05 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>, Bob Vogel <Bob_Vogel@nps.gov>
Subject: Fwd: further information on value of Come Together concert
Attachments: ConcertBenefitsSept15.docx

Bob and Robin - do you want to set up a time to meet to discuss the additional information provided by the Trust on the Festival proposal?

Thanks, Wendy

WENDY L. O'SULLIVAN
Associate Regional Director
Partnerships, Youth & Community Engagement
National Park Service - National Capital Region
1100 Ohio Drive, SW
Washington, DC 20242
Phone: 202-619-7492
wendy_o'sullivan@nps.gov

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<http://www.nps.gov/getinvolved>

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Mon, Sep 15, 2014 at 12:06 PM
Subject: further information on value of Come Together concert
To: "Bob Vogel (Bob_Vogel@nps.gov)" <Bob_Vogel@nps.gov>, "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>, "Wendy O'Sullivan (wendy_o'sullivan@nps.gov)" <wendy_o'sullivan@nps.gov>
Cc: Caroline Cunningham <ccunningham@nationalmall.org>, Katie O'Neill <koneill@nationalmall.org>

Per a recent conversation with Wendy, I've been going back and forth with concert partner C3 to find a way to ensure that the proposal to hold a benefit concert in West Potomac Park next year will provide clear and measureable value to our collective cause of restoring and improving the National Mall.

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Conversation Contents

requested info for Trust/C3 concert event

Attachments:

/9. requested info for Trust/C3 concert event/1.1 ComeTogetherConcert Proposal.Aug20[2].docx
/9. requested info for Trust/C3 concert event/1.2 addendum 1 Come Together draft build schedule.pdf
/9. requested info for Trust/C3 concert event/1.3 addendum 2 Come Together NPS Event References.pdf
/9. requested info for Trust/C3 concert event/2.1 ComeTogetherConcert Proposal.Aug20[2].docx
/9. requested info for Trust/C3 concert event/2.2 addendum 1 Come Together draft build schedule.pdf
/9. requested info for Trust/C3 concert event/2.3 addendum 2 Come Together NPS Event References.pdf

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Aug 21 2014 08:31:52 GMT-0600 (MDT)
To: Bob Vogel <Bob_Vogel@nps.gov>, Robin Nixon <robin_nixon@nps.gov>, Wendy O'Sullivan <wendy_o'sullivan@nps.gov>
Subject: requested info for Trust/C3 concert event
Attachments: ComeTogetherConcert Proposal.Aug20[2].docx addendum 1 Come Together draft build schedule.pdf addendum 2 Come Together NPS Event References.pdf

Bob and team:

Per our call with Trust partners C3 Presents and GSD&M, we've pulled together material to answer the questions raised in our initial group discussion about a multi-day Trust for the National Mall benefit concert event. Per our conversation, we've addressed questions about event scope, logistics and visitor impact.

The first attachment is an overview of the proposed event. I've also attached two relevant addendums: the first addendum outlines a draft 9-day build schedule for the event and the second addendum highlights other events approved by NPS that required similar exemptions.

We will move ahead with submitting a permit to hold space in West Potomac Park for September 2015. To sufficiently plan for that event timeframe, we'd very much like to get a decision from NPS that will allow us to move forward with the event by October 1, 2014.

We are very committed to working together with all parties to address any questions or concerns, so please don't hesitate to contact me, Caroline or Tiffany.

Thank you --Kristine

"O'Sullivan, Wendy" <wendy_o'sullivan@nps.gov>

From: "O'Sullivan, Wendy" <wendy_o'sullivan@nps.gov>
Sent: Wed Sep 03 2014 13:29:53 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>
Subject: Fwd: requested info for Trust/C3 concert event
ComeTogetherConcert Proposal.Aug20[2].docx addendum
Attachments: 1 Come Together draft build schedule.pdf addendum 2
Come Together NPS Event References.pdf

Hi Robin - Welcome back! I know you're probably swamped and dread hearing from today, but just FYI... I got a call from Kristine Fitton of the Trust for the National Mall asking about the status of the NPS/SOL approval of the concept for the Mall Concert Festival. She is anxious to hear back from the park on the proposal.

I gave her some of my outstanding questions about the attached proposal - mainly focused on cost/benefits. I asked what was the expected range of overall \$\$ cost to run the event and the expected range of cash return from the event. I also suggested that they should push C3 to identify at least a range of the percentage of gross revenue that would go to the Trust.

Kristine said she understood why I was asking about the numbers because of the Pennington experience where the Trust/NAMA was only going to be getting \$40K in donations from the cause-marketing proposal.

Based on the last call with the park, Trust and C3, it seems there were two big issues that may need national review and approval: 1) charging for ticketed access and 2) use of outside concessions. What are the next steps for the park to review and consider the proposal?

Thanks, Wendy

WENDY L. O'SULLIVAN
Associate Regional Director
Partnerships, Youth & Community Engagement
National Park Service - National Capital Region
1100 Ohio Drive, SW
Washington, DC 20242
Phone: 202-619-7492
wendy_o'sullivan@nps.gov

EXPERIENCE YOUR AMERICA
<http://www.nps.gov/getinvolved>

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Thu, Aug 21, 2014 at 10:31 AM
Subject: requested info for Trust/C3 concert event
To: Bob Vogel <Bob_Vogel@nps.gov>, Robin Nixon <robin_nixon@nps.gov>, Wendy O'Sullivan <wendy_o'sullivan@nps.gov>
Cc: Caroline Cunningham <ccunningham@nationalmall.org>, Tiffany Rose <TRose@nationalmall.org>

Bob and team:

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We will move ahead with submitting a permit to hold space in West Potomac Park for September 2015. To sufficiently plan for that event timeframe, we'd very much like to get a decision from NPS that will allow us to move forward with the event by October 1, 2014.

We are very committed to working together with all parties to address any questions or concerns, so please don't hesitate to contact me, Caroline or Tiffany.

Thank you --Kristine

**Label: "2015-0057 Higham NAMA Concert-
Seank"**

Created by:sean_kennealy@nps.gov

Total Messages in label:51 (18 conversations)

Created: 05-13-2015 at 08:36 AM

Conversation Contents

Re: Invitation: Meeting re: Trust and music festival @ Thu Apr 30, 2015 8am - 9am (robbin_owen@nps.gov)

"Owen, Robbin" <robbin_owen@nps.gov>

From: "Owen, Robbin" <robbin_owen@nps.gov>
Sent: Thu Apr 30 2015 04:59:48 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>, Sean Kennealy <sean_kennealy@nps.gov>
Subject: Re: Invitation: Meeting re: Trust and music festival @ Thu Apr 30, 2015 8am - 9am (robbin_owen@nps.gov)

Leonard is the Permit Specialist on this event, shouldn't he be included in the meeting?

On Wed, Apr 29, 2015 at 4:28 PM, Robin Nixon <robin_nixon@nps.gov> wrote:

Meeting re: Trust and music festival

[more details »](#)

When Thu Apr 30, 2015 8am – 9am Eastern Time

Where Sean's office ([map](#))

Video call https://plus.google.com/hangouts/_/doi.gov/robin

Calendar robbin_owen@nps.gov

Who

- Robin Nixon - organizer
- Robbin Owen
- Sean Kennealy

Going? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this email at the account robbin_owen@nps.gov because you are subscribed for invitations on calendar robbin_owen@nps.gov.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Thu Apr 30 2015 05:28:41 GMT-0600 (MDT)
To: "Owen, Robbin" <robbin_owen@nps.gov>
Subject: Re: Invitation: Meeting re: Trust and music festival @ Thu Apr 30, 2015 8am - 9am (robbin_owen@nps.gov)

I think we need to have some discussions with all division Chiefs first, then we will certainly bring in those directly working in this. Certainly, Leonard will be an integral part in this permit and activity, but Robin and I wanted to talk about the overall picture and not get into specific permit requirements at this time.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

On Apr 30, 2015, at 6:59 AM, Owen, Robbin <robbin_owen@nps.gov> wrote:

Leonard is the Permit Specialist on this event, shouldn't he be included in the meeting?

On Wed, Apr 29, 2015 at 4:28 PM, Robin Nixon <robbin_nixon@nps.gov> wrote:

Meeting re: Trust and music festival

[more details »](#)

When Thu Apr 30, 2015 8am – 9am Eastern Time

Where Sean's office ([map](#))

Video call https://plus.google.com/hangouts/_/doi.gov/robbin

Calendar robbin_owen@nps.gov

Who

- Robin Nixon - organizer
- Robbin Owen
- Sean Kennealy

Going? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this email at the account robbin_owen@nps.gov because you are subscribed for invitations on calendar robbin_owen@nps.gov.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Conversation Contents

Re: Music Festival

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Wed Apr 29 2015 09:27:54 GMT-0600 (MDT)
To: "Owen, Robbin" <robbin_owen@nps.gov>, Michael Litterst <mike_litterst@nps.gov>
Subject: Re: Music Festival

I asked Mike to get the brief from the TNM so we can share that with everyone to get them up to speed.

Mike - Can that happen today?

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Wed, Apr 29, 2015 at 11:02 AM, Owen, Robbin <robbin_owen@nps.gov> wrote:

Good Morning All: Now the event has been announced we would like to be briefed on what has been agreed to. We viewed the ticket sales site and are very concerned about some of the things they are seeking to do. When are you all available?

Thanks, Robbin

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Wed Apr 29 2015 12:15:34 GMT-0600 (MDT)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>
Subject: Re: Music Festival

Sean, I think it would make more sense to have a quick sit-down with Robbin and Leonard so that we have some idea about what it is about the website that concerns them. We can go from there as far as what kind of written information we need to provide to permits that the permittee (TNM) isn't already providing--let's try to avoid creating additional/duplicative work.

Robin Nixon

Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

□

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sean_kennealy@nps.gov

From: sean_kennealy@nps.gov
Sent: Wed Apr 29 2015 13:10:54 GMT-0600 (MDT)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: Music Festival

I agree. Can you set something up?

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office - direct)

202-359-1551 (cell)

On Apr 29, 2015, at 2:15 PM, "Nixon, Robin" <robin_nixon@nps.gov> wrote:

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"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Wed Apr 29 2015 14:07:27 GMT-0600 (MDT)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: Music Festival

I tried to call you. Your cell phone mailbox is full. You are not in office. I can't reach you!!!

How about Thursday at 8 AM? I have a 8:30 - 5 pm on Thursday.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Wed, Apr 29, 2015 at 3:32 PM, Nixon, Robin <robin_nixon@nps.gov> wrote:

Sean, your schedule looks horrible for both tomorrow and Friday--do you have any gaps in there? I don't think Robbin wants to wait until next week, but I guess she will if she has to. I can go over and chat with her tomorrow about what her specific concerns are, and then develop an agenda for a meeting early next week. How does that sound?

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▫

On Wed, Apr 29, 2015 at 3:10 PM, <sean_kennealy@nps.gov> wrote:

I agree. Can you set something up?

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office - direct)
202-359-1551 (cell)

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"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Wed Apr 29 2015 14:25:57 GMT-0600 (MDT)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>

Subject: Re: Music Festival

lol...was just across the parking lot...and the damn phone did not ring!! I emptied my voice mail, so you can at least leave a message now :)

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
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Thanks, Robbin

Conversation Contents

Announcing the Landmark Music Festival for the National Mall

Jeremy Granoff <information@nationalmall.org>

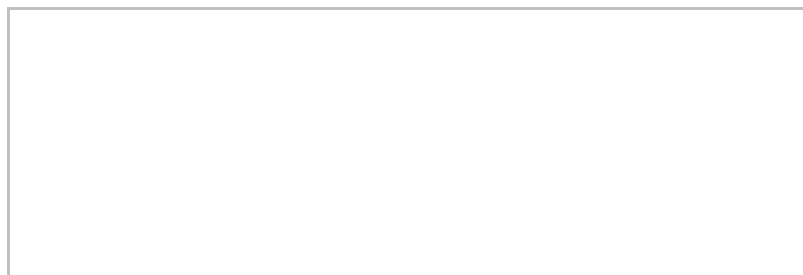
From: Jeremy Granoff <information@nationalmall.org>
Sent: Tue Apr 28 2015 18:01:42 GMT-0600 (MDT)
To: sean_kennealy@nps.gov
Subject: Announcing the Landmark Music Festival for the National Mall

[Join us this September! View this online.](#)

Sean,

I am so excited to finally get to tell you about this...

We just announced something big happening September 26 and 27:



In addition to some killer performers -- including **Drake**, **The Strokes**, **alt-J**, and **Wale** (!!!) -- and a fantastic location, the best part is that this world-class music festival will teach a new generation of folks about the National Mall's history, ideals, and pressing restoration needs.

As one of our best supporters, I want to make sure you're the first to know all the updates

-- including that tickets are on sale right now!

[Add your name here if you're interested in hearing more about the Landmark Music Festival for the National Mall.](#)

When you do, we'll let you know about ticket giveaways and how you can help spread the word.

In the meantime, mark your calendar for September 26 and 27. Forty-plus artists, five stages, two days, all for one cause. It's going to be a lot of fun.

Thanks -- I hope you're as pumped as I am!

Jeremy

Jeremy Granoff
Marketing Associate
Campaign for the National Mall

P.S. **[Check out the Landmark Music Festival's website](#)** -- and forward this to any of your friends who love good music for a good cause.

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Trust for the National Mall
1300 Pennsylvania Ave, NW Suite 370 Washington, DC 20004

Phone: (202) 407-9408 Email: Information@nationalmall.org

[unsubscribe](#) [update email preferences](#)

Conversation Contents

Fwd: Join Us & C3 Presents For Something Big

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Tue Apr 14 2015 05:47:22 GMT-0600 (MDT)
To: Cucurullo Karen <Karen_Cucurullo@nps.gov>, Robin Nixon <Robin_Nixon@nps.gov>
Subject: Fwd: Join Us & C3 Presents For Something Big

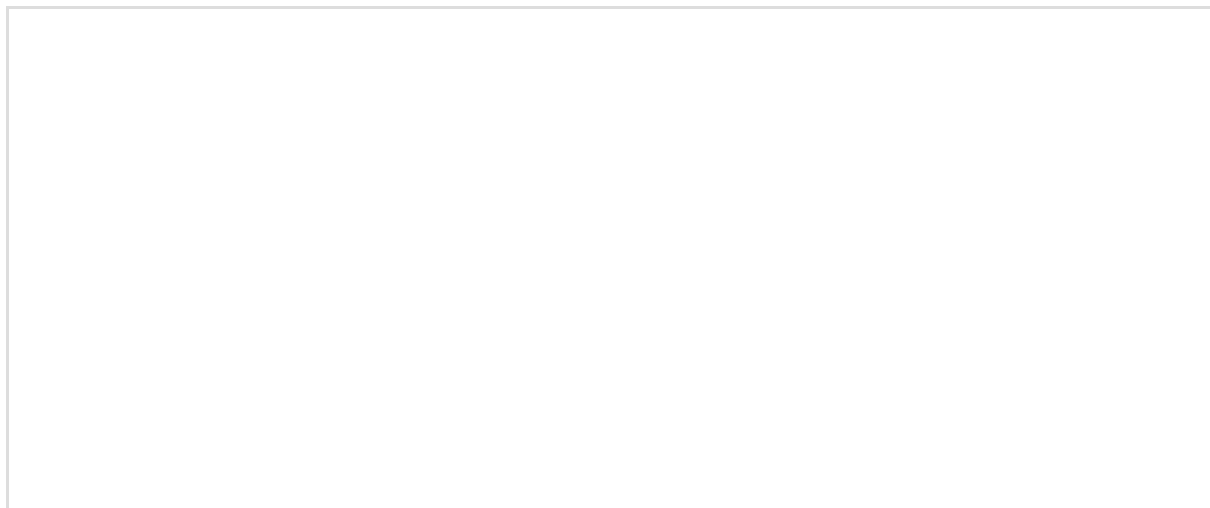
Just received this.....!

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

Begin forwarded message:

From: Campaign for the National Mall <events@nationalmall.org>
Date: April 14, 2015 at 7:32:44 AM EDT
To: <sean_kennealy@nps.gov>
Subject: Join Us & C3 Presents For Something Big
Reply-To: <events@nationalmall.org>



Campaign for the National Mall
events@nationalmall.org

[unsubscribe](#) [update email preferences](#)

Conversation Contents

/5. /1.1 CFR-Sales Regs..pdf

/5. /2.1 CFR-Sales Regs..pdf

"Lee, Leonard" <leonard_lee@nps.gov>

From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Wed Apr 08 2015 07:16:26 GMT-0600 (MDT)
To: Sean Kennealy <sean_kennealy@nps.gov>, Robin Nixon <robin_nixon@nps.gov>
Subject:
Attachments: CFR-Sales Regs..pdf

Good morning.

I understand that conversations are being conducted regarding the sale of T-shirts at the upcoming DC Music Festival, scheduled for September 2015.

I have attached a copy of the CFR Regulation governing sales on NPS property for your review. Perhaps this will help to clarify any confusion that may exist.

You will notice that some of the text is darkened. This is because my original has been highlighted. Please let me know if you have difficulty reading the text.

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Thu Apr 09 2015 09:54:44 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Fwd:
Attachments: CFR-Sales Regs..pdf

Not sure if you were copied on this.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

Begin forwarded message:

From: "Lee, Leonard" <leonard_lee@nps.gov>
Date: April 8, 2015 at 9:16:26 AM EDT
To: Sean Kennealy <sean_kennealy@nps.gov>, Robin Nixon <robin_nixon@nps.gov>
Cc: Robbin Owen <robbin_owen@nps.gov>, Tiffany Rose <trose@nationalmall.org>

Good morning.

I understand that conversations are being conducted regarding the sale of T-shirts at the upcoming DC Music Festival, scheduled for September 2015.

I have attached a copy of the CFR Regulation governing sales on NPS property for your review. Perhaps this will help to clarify any confusion that may exist.

You will notice that some of the text is darkened. This is because my original has been highlighted. Please let me know if you have difficulty reading the text.

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Apr 09 2015 11:04:30 GMT-0600 (MDT)
To: Sean Kennealy <sean_kennealy@nps.gov>
Subject: RE: Fwd:

Thanks for sharing this, Sean. --Kristine

From: Sean Kennealy [mailto:sean_kennealy@nps.gov]
Sent: Thursday, April 9, 2015 11:55 AM
To: Kristine Fitton
Subject: Fwd:

Not sure if you were copied on this.

Thanks, Sean

Sean Kennealy

Acting Deputy Superintendent

National Mall & Memorial Parks

National Park Service

202-245-4685 (o)

202-359-1551 (c)

Begin forwarded message:

From: "Lee, Leonard" <leonard_lee@nps.gov>
Date: April 8, 2015 at 9:16:26 AM EDT
To: Sean Kennealy <sean_kennealy@nps.gov>, Robin Nixon
<robin_nixon@nps.gov>
Cc: Robbin Owen <robbin_owen@nps.gov>, Tiffany Rose
<trose@nationalmall.org>

Good morning.

I understand that conversations are being conducted regarding the sale of T-shirts at the upcoming DC Music Festival, scheduled for September 2015.

I have attached a copy of the CFR Regulation governing sales on NPS property for your review. Perhaps this will help to clarify any confusion that may exist.

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Please let me know if you have difficulty reading the text.

Conversation Contents

Fwd: Souvenir Sales at Trust for National Mall Concert

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Apr 07 2015 14:31:07 GMT-0600 (MDT)
To: Sean Kennealy <sean_kennealy@nps.gov>, "Vogel, Bob A." <Bob_Vogel@nps.gov>
Subject: Fwd: Souvenir Sales at Trust for National Mall Concert

fyi while Karen is gone

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▫

----- Forwarded message -----

From: **Swihart, John** <dick_swihart@nps.gov>
Date: Tue, Apr 7, 2015 at 2:27 PM
Subject: Souvenir Sales at Trust for National Mall Concert
To: Robin Nixon <robin_nixon@nps.gov>, Teri Austin <teresa_austin@nps.gov>
Cc: Karen Cucurullo <karen_cucurullo@nps.gov>

Robin-

Expect a phone call from Charlie at C3 and Kristine at TNM. C3 is expecting to sell Rock Band branded T-shirts and other concert memorabilia themselves. Not sure that sort of merchandise is allowed to be sold in this park. Furthermore Kristine wants to sell a TNM benefit souvenir T-Shirt. Neither of them expect to sell this stuff through GSI. I have advised they need park permission to sell this type of specific concert souvenirs and memorabilia and I don't think they can sell that themselves. Kristine said she'd be contacting you.

I think we have to consider that GSI / EN are the only partner & concessioner authorized to sell souvenirs & interpretive retail merchandise on the Mall. GSI has never been allowed to sell

specific event related merchandise, other than Cherry Blossom stuff.
Dick

Dick Swihart
Concessions Chief
National Mall and Memorial Parks
900 Ohio Dr SW
Washington, DC 20024
Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov
□

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Tue Apr 07 2015 19:40:08 GMT-0600 (MDT)
To: Robbin Owen <robbin_owen@nps.gov>
Subject: Fwd: Souvenir Sales at Trust for National Mall Concert

Are there regulations for, or against, this?

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office - direct)
202-359-1551 (cell)

Begin forwarded message:

From: "Nixon, Robin" <robin_nixon@nps.gov>
Date: April 7, 2015 at 4:31:07 PM EDT
To: Sean Kennealy <sean_kennealy@nps.gov>, "Vogel, Bob A." <Bob_Vogel@nps.gov>
Subject: Fwd: Souvenir Sales at Trust for National Mall Concert

fyi while Karen is gone

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)

robin_nixon@nps.gov

▣

----- Forwarded message -----

From: **Swihart, John** <dick_swihart@nps.gov>

Date: Tue, Apr 7, 2015 at 2:27 PM

Subject: Souvenir Sales at Trust for National Mall Concert

To: Robin Nixon <robin_nixon@nps.gov>, Teri Austin <teresa_austin@nps.gov>

Cc: Karen Cucurullo <karen_cucurullo@nps.gov>

Robin-

Expect a phone call from Charlie at C3 and Kristine at TNM.

C3 is expecting to sell Rock Band branded T-shirts and other concert memorabilia themselves. Not sure that sort of merchandise is allowed to be sold in this park.

Furthermore Kristine wants to sell a TNM benefit souvenir T-Shirt.

Neither of them expect to sell this stuff through GSI.

I have advised they need park permission to sell this type of specific concert souvenirs and memorabilia and I don't think they can sell that themselves. Kristine said she'd be contacting you.

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Dick

Dick Swihart
Concessions Chief
National Mall and Memorial Parks
900 Ohio Dr SW
Washington, DC 20024
Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov

▣

"Owen, Robbin" <robbin_owen@nps.gov>

From: "Owen, Robbin" <robbin_owen@nps.gov>
Sent: Wed Apr 08 2015 04:41:27 GMT-0600 (MDT)
To: Sean Kennealy <sean_kennealy@nps.gov>, John Swihart <dick_swihart@nps.gov>, Robin Nixon <Robin_Nixon@nps.gov>
Subject: Re: Souvenir Sales at Trust for National Mall Concert

No T-shirt sales. regulation upheld in Supreme Court. The only items that are allowed to be sold are books, pamphlets, newspapers, buttons and bumper stickers per regulations.

Robbin

On Tue, Apr 7, 2015 at 9:40 PM, Sean Kennealy <sean_kennealy@nps.gov> wrote:
Are there regulations for, or against, this?

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office - direct)
202-359-1551 (cell)

Begin forwarded message:

From: "Nixon, Robin" <robin_nixon@nps.gov>
Date: April 7, 2015 at 4:31:07 PM EDT
To: Sean Kennealy <sean_kennealy@nps.gov>, "Vogel, Bob A." <Bob_Vogel@nps.gov>
Subject: Fwd: Souvenir Sales at Trust for National Mall Concert

fyi while Karen is gone

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▣

----- Forwarded message -----

From: Swihart, John <dick_swihart@nps.gov>
Date: Tue, Apr 7, 2015 at 2:27 PM
Subject: Souvenir Sales at Trust for National Mall Concert
To: Robin Nixon <robin_nixon@nps.gov>, Teri Austin <teresa_austin@nps.gov>
Cc: Karen Cucurullo <karen_cucurullo@nps.gov>

Robin-

Expect a phone call from Charlie at C3 and Kristine at TNM.
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Dick Swihart
Concessions Chief
National Mall and Memorial Parks
900 Ohio Dr SW
Washington, DC 20024
Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Wed Apr 08 2015 05:08:27 GMT-0600 (MDT)
To: "Owen, Robbin" <robbin_owen@nps.gov>
Subject: Re: Souvenir Sales at Trust for National Mall Concert

How do Eastern National and GSI sell t-shirts and souvenirs within that regulation?

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

□

On Wed, Apr 8, 2015 at 6:41 AM, Owen, Robbin <robbin_owen@nps.gov> wrote:

No T-shirt sales. regulation upheld in Supreme Court. The only items that are allowed to be sold are books, pamphlets, newspapers, buttons and bumper stickers per regulations.

Robbin

On Tue, Apr 7, 2015 at 9:40 PM, Sean Kennealy <sean_kennealy@nps.gov> wrote:
Are there regulations for, or against, this?

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office - direct)
202-359-1551 (cell)

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fyi while Karen is gone

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202-245-4710 (ofc)
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Dick_Swihart@NPS.gov

Conversation Contents

talk with C3 about name & branding

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Mar 19 2015 07:45:44 GMT-0600 (MDT)
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>, "Sean Kennealy (sean_kennealy@nps.gov)" <sean_kennealy@nps.gov>
Subject: talk with C3 about name & branding

Sorry for the delay. Charlie Jones is eager to talk with us all about the festival name.

He can chat any time tomorrow morning if that works for you all, or I can give him windows times Monday or Tuesday that work for you and then lock something in for early next week.

I don't think we need more than 30 minutes.

Thanks --Kristine

Robin Nixon <robin_nixon@nps.gov>

From: Robin Nixon <robin_nixon@nps.gov>
Sent: Thu Mar 19 2015 14:34:49 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: talk with C3 about name & branding

Tomorrow morning any time for me

Sent from my iPhone

On Mar 19, 2015, at 9:46 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Sorry for the delay. Charlie Jones is eager to talk with us all about the festival name.

He can chat any time tomorrow morning if that works for you all, or I can give him windows times Monday or Tuesday that work for you and then lock something in for early next week.

I don't think we need more than 30 minutes.

Thanks --Kristine

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Mar 19 2015 14:45:02 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>
Subject: RE: talk with C3 about name & branding

Thanks, Robin.

I was starting to look to early next week since it was getting late in the day and hadn't nailed anything down for tomorrow morning.

Do you have availability Monday or Tuesday? Should I coordinate with Karen separately?

Thanks, again --Kristine

From: Robin Nixon [mailto:robin_nixon@nps.gov]
Sent: Thursday, March 19, 2015 4:35 PM
To: Kristine Fitton
Cc: Sean Kennealy (sean_kennealy@nps.gov)

Subject: Re: talk with C3 about name & branding

Tomorrow morning any time for me

Sent from my iPhone

On Mar 19, 2015, at 9:46 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:

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I don't think we need more than 30 minutes.

Thanks --Kristine

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Thu Mar 19 2015 18:12:33 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>
Subject: Re: talk with C3 about name & branding

I'm thinking that if Robin and Kristine can make a call to Charlie - got for it as Karen and my schedules are tight on Friday.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

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I don't think we need more than 30 minutes.

Thanks --Kristine

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Fri Mar 20 2015 06:05:20 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>, Sharon Swihart <sharon_swihart@nps.gov>
Subject: Re: talk with C3 about name & branding

Sharon,

Can you schedule this? (See below from Kristine.)

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Thu, Mar 19, 2015 at 9:23 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Thanks Sean.

I appreciate how busy you all are. Seeing photos of Karen with the royal family this week is the proof I need!

Charlie has offered to come to DC next week and I'm thinking a short in person meeting may be helpful.

If you all can give me a few windows that work early next week I'm happy to set up a brief in person meeting at your offices.

Thanks -- Kristine

Sent from my iPhone

On Mar 19, 2015, at 8:16 PM, "Sean Kennealy" <sean_kennealy@nps.gov> wrote:

I'm thinking that if Robin and Kristine can make a call to Charlie - got for it as Karen and my schedules are tight on Friday.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

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Tomorrow morning any time for me

Sent from my iPhone

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Thanks --Kristine

Conversation Contents

Call with C3

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Mon Mar 16 2015 14:42:46 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Call with C3

Hi Kristine,

Please also include Robin in your call to Charlie on the concert name this week.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Mon Mar 16 2015 16:10:05 GMT-0600 (MDT)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>
Subject: RE: Call with C3

Thanks, Sean. I will.

I'm going to try my best to set up a call but I know Charlie is in South America for the Lollapalooza festivals in Chile, Argentina and Brazil. I'm shooting for something early morning later this week. I've reached out to his assistant and will keep you both posted.

--Kristine

From: Kennealy, Sean [mailto:sean_kennealy@nps.gov]
Sent: Monday, March 16, 2015 4:43 PM
To: Kristine Fitton
Cc: Robin Nixon
Subject: Call with C3

Hi Kristine,

Please also include Robin in your call to Charlie on the concert name this week.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Mon Mar 16 2015 16:16:53 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: Call with C3

I want his job or at least carry his suitcase.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

On Mar 16, 2015, at 6:10 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Thanks, Sean. I will.

I'm going to try my best to set up a call but I know Charlie is in South America for the Lollapalooza festivals in Chile, Argentina and Brazil. I'm shooting for something early morning later this week. I've reached out to his assistant and will keep you both posted.

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From: Kennealy, Sean [mailto:sean_kennealy@nps.gov]
Sent: Monday, March 16, 2015 4:43 PM
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Cc: Robin Nixon
Subject: Call with C3

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Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>

Sent: Mon Mar 16 2015 16:27:55 GMT-0600 (MDT)
To: Sean Kennealy <sean_kennealy@nps.gov>
Subject: Re: Call with C3

The travel locales are impressive but I was more impressed by the fact that you've memorized pi to the tenth decimal point!

Sent from my iPhone

On Mar 16, 2015, at 6:17 PM, "Sean Kennealy" <sean_kennealy@nps.gov> wrote:

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Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

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--Kristine

From: Kennealy, Sean [mailto:sean_kennealy@nps.gov]
Sent: Monday, March 16, 2015 4:43 PM
To: Kristine Fitton
Cc: Robin Nixon
Subject: Call with C3

Hi Kristine,

Please also include Robin in your call to Charlie on the concert name this week.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Mon Mar 16 2015 18:07:38 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: Call with C3

Funny!

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

On Mar 16, 2015, at 6:28 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

The travel locales are impressive but I was more impressed by the fact that you've memorized pi to the tenth decimal point!

Sent from my iPhone

On Mar 16, 2015, at 6:17 PM, "Sean Kennealy" <sean_kennealy@nps.gov> wrote:

I want his job or at least carry his suitcase.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

On Mar 16, 2015, at 6:10 PM, Kristine Fitton
<KFitton@nationalmall.org> wrote:

Thanks, Sean. I will.

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--Kristine

From: Kennealy, Sean [mailto:sean_kennealy@nps.gov]
Sent: Monday, March 16, 2015 4:43 PM
To: Kristine Fitton
Cc: Robin Nixon
Subject: Call with C3

Hi Kristine,

Please also include Robin in your call to Charlie on the concert name this week.

Thanks, Sean

Sean Kennealy

Acting Deputy Superintendent

National Mall and Memorial Parks

202-245-4685 (office)

202-359-1551 (cell)

Conversation Contents

Re: alternative festival name

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Tue Mar 03 2015 13:56:55 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: alternative festival name

Robin,

We should gather some folks here at the park and brainstorm the festival name.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Tue, Mar 3, 2015 at 1:59 PM, Nixon, Robin <robin_nixon@nps.gov> wrote:

Please look at this today--I told the Trust that they have to have our approval (meaning an email from Supt to Caroline) on the name/theme. Pluribus is not working for C3 as a name, so they came back with Monument. The main question is how they tie that to a theme of this park--pluribus was much easier in that sense, with the whole diversity tie-in.

I recommend that we get on a conf call with TNM, and then possibly with them and C3. You know, in our free time in the next couple of days :)

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

□

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>

Date: Fri, Feb 27, 2015 at 4:11 PM

Subject: alternative festival name

To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>

File under "nothing is ever that easy" ...

C3 has cold feet about the festival name, Pluribus, and has been exploring other options. This is their top recommendation. The logo/art work is just preliminary. I'd love your thoughts.

They know it needs our collective approval, but also need to move quickly on a change to get artwork created for the ticket site and initial marketing.

Curious to hear what you think.

Thanks, Robin –Kristine

From: Charlie Jones [<mailto:cjones@c3presents.com>]

Sent: Friday, February 27, 2015 12:36 PM

To: Kristine Fitton

Subject: FW: Monument Logo Directions - Initial Exploration

Confidential until all parties have signed off. Have a great weekend.

CHARLIE JONES

Partner

C 3 P R E S E N T S

300 W. 6th Street, Suite 2100 | Austin, Texas 78701

512 478 7211 | 512 476 0611 fax

Cjones@c3presents.com

www.c3presents.com

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Tue Mar 03 2015 14:02:08 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: alternative festival name

I know - right!

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Tue, Mar 3, 2015 at 4:00 PM, Nixon, Robin <robin_nixon@nps.gov> wrote:
Damn...should have done it when we had them all in the kitchen!!

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

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On Tue, Mar 3, 2015 at 3:56 PM, Kennealy, Sean <sean_kennealy@nps.gov> wrote:
Robin,

We should gather some folks here at the park and brainstorm the festival name.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
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On Tue, Mar 3, 2015 at 1:59 PM, Nixon, Robin <robin_nixon@nps.gov> wrote:

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I recommend that we get on a conf call with TNM, and then possibly with them and C3. You know, in our free time in the next couple of days :)

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"Cucurullo, Karen" <karen_cucurullo@nps.gov>

From: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Sent: Wed Mar 04 2015 05:54:12 GMT-0700 (MST)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>
Subject: Re: alternative festival name

Sean,

I kinda like it, it definitely give a sense of where it is, so I like that. It may seem that they are fundraising for WAMO, so maybe we can come up with an alternative name.

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www.c3presents.com

--

Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Wed Mar 04 2015 05:58:17 GMT-0700 (MST)
To: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Subject: Re: alternative festival name

Yes. I spoke with Robin about it some more and suggested maybe they come up with several options to discuss. Options should include preservation, protection , memorials, etc.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

On Mar 4, 2015, at 7:54 AM, Cucurullo, Karen <karen_cucurullo@nps.gov> wrote:

Sean,

I kinda like it, it definitely give a sense of where it is, so I like that. It may seem that they are fundraising for WAMO, so maybe we can come up with an alternative name.

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Partner

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www.c3presents.com

--
Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670

"Cucurullo, Karen" <karen_cucurullo@nps.gov>

From: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Sent: Wed Mar 04 2015 06:10:04 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>

Subject: Re: alternative festival name

Here are some ideas, I am sure you have your thoughts.

Monument

Mall

Democracy

Freedom

Honor

Reflect

Rendezvous

Destiny

Pledge

Nation

Victory

Ceremonial

Emergence

Justice

Procession

On Tue, Mar 3, 2015 at 1:59 PM, Nixon, Robin <robin_nixon@nps.gov> wrote:

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--

Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670

Conversation Contents

Fwd: new festival launch announcement dates

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Mon Mar 02 2015 10:31:25 GMT-0700 (MST)
To: Sean Kennealy <sean_kennealy@nps.gov>
Subject: Fwd: new festival launch announcement dates

you should probably be in the loop on this too :)

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▣

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Fri, Feb 27, 2015 at 8:57 AM
Subject: new festival launch announcement dates
To: "Karen Cucurullo (karen_cucurullo@nps.gov)" <karen_cucurullo@nps.gov>, "sharon_swihart@nps.gov" <sharon_swihart@nps.gov>
Cc: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>

Karen:

Thank you, again, for helping to facilitate productive meetings yesterday about the Trust's music festival logistics.

As we discussed yesterday, we're postponing the launch announcement in order to have more time to fine-tune the branding elements. C3 will be ready by early April to announce the line

up of bands so we're looking to make the event announcement and line-up announcement at the same time, with tickets going on sale a few days later.

Right now, we're looking still at an early evening event (around 5:30pm-7:30pm) on either **March 31st, April 7th or April 8th.**

It is critical to us to have park service representative there so will gladly work around your schedule.

Thanks –Kristine

Conversation Contents

Last Thursday

Attachments:

/11. Last Thursday/1.1 DC 2015 Event Safety Plan v2.pdf

/11. Last Thursday/1.2 DC Festival deliverables #15-0174 2~26.pdf

Dirk Stalnecker <dstalnecker@c3presents.com>

From: Dirk Stalnecker <dstalnecker@c3presents.com>
Sent: Mon Mar 02 2015 10:01:05 GMT-0700 (MST)
To: "eddie_burnett@nps.gov" <eddie_burnett@nps.gov>, "leonard_lee@nps.gov" <leonard_lee@nps.gov>, "steve_booker@nps.gov" <steve_booker@nps.gov>, "karen_cucurello@nps.gov" <karen_cucurello@nps.gov>, "robin_nixon@nps.gov" <robin_nixon@nps.gov>, "sean_kennealy@nps.gov" <sean_kennealy@nps.gov>
Subject: Last Thursday
Attachments: DC 2015 Event Safety Plan v2.pdf DC Festival deliverables #15-0174 2~26.pdf

Hello

A quick note to thank all of you for a good meeting and a solid exchange of ideas. I've attached a revised draft our the Event Safety plan, along with an electronic copy of the deliverables notes we prepared for your files. We look forward to continuing the dialogue as we edge closer to the permit.

Thanks again.

DIRK STALNECKER

Production Director

C 3 P R E S E N T S

300 W. 6th Street Suite 2100 | Austin, Texas 78701

512 478 7211 | www.c3presents.com

Conversation Contents

Invitation: Pre-meeting for 2pm TNM C3 concert with Karen, Sean & Ro... @ Thu Feb 26, 2015 10:30am - 11am (Sean Kennealy)

Attachments:

/12. Invitation: Pre-meeting for 2pm TNM C3 concert with Karen, Sean & Ro... @ Thu Feb 26, 2015 10:30am - 11am (Sean Kennealy)/1.1 invite.ics

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Mon Feb 23 2015 08:38:15 GMT-0700 (MST)
To: "sean_kennealy@nps.gov" <sean_kennealy@nps.gov>, Karen Cucurullo <karen_cucurullo@nps.gov>, Robbin Owen <robbin_owen@nps.gov>
Subject: Invitation: Pre-meeting for 2pm TNM C3 concert with Karen, Sean & Ro... @ Thu Feb 26, 2015 10:30am - 11am (Sean Kennealy)
Attachments: invite.ics

Pre-meeting for 2pm TNM C3 concert with Karen, Sean & Robbin

[more details »](#)

When Thu Feb 26, 2015 10:30am – 11am Eastern Time

Where Sean's Office ([map](#))

Video call https://plus.google.com/hangouts/_/doi.gov/sean

Calendar Sean Kennealy

Who

- Sean Kennealy - organizer
- Tonya Thomas - creator
- Karen Cucurullo
- Robbin Owen

Going? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this email at the account sean_kennealy@nps.gov because you are subscribed for invitations on calendar Sean Kennealy.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Conversation Contents

Re: We are set for the 11:30 meeting

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Wed Feb 18 2015 07:39:44 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: We are set for the 11:30 meeting

OK - See you at 11:30.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Wed, Feb 18, 2015 at 9:37 AM, Kristine Fitton <KFitton@nationalmall.org> wrote:
Flights were on time. Charlie Jones, partner at C3 will attend along with me and John Liipfert of C3's DC office.

Thanks, again, Sean.

Sent from my iPhone

Conversation Contents

RE: checking in re the Trust's music festival -- CONFIRMING DATE?

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Fri Feb 13 2015 15:20:16 GMT-0700 (MST)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>
Subject: RE: checking in re the Trust's music festival -- CONFIRMING DATE?

Sean and Sharon: Did you mean that you have availability Tuesday 2/17 or Wednesday 2/18? I just want to confirm before I check with C3. Thanks --Kristine

From: Kristine Fitton
Sent: Friday, February 13, 2015 5:09 PM
To: 'Kennealy, Sean'
Cc: Sharon Swihart
Subject: RE: checking in re the Trust's music festival

Thank you, Sean. Let me check with C3 right now to see if I can make it work. --Kristine

From: Kennealy, Sean [mailto:sean_kennealy@nps.gov]
Sent: Friday, February 13, 2015 3:00 PM
To: Kristine Fitton
Cc: Sharon Swihart
Subject: Re: checking in re the Trust's music festival

Hi Kristine,

Next week is very full for me and Karen, but we would like to meet with you. We have a slot (Tuesday, 2/18 from 11:30 AM to 12:00 Noon). If that works, Sharon can help lock in the time and meeting space here at Park HQ.

Have a nice weekend.

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Sean Kennealy

Acting Deputy Superintendent

National Mall and Memorial Parks

202-245-4685 (office)

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On Thu, Feb 12, 2015 at 4:53 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

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Do you and Karen have an hour of time in the next week or so for a higher-level meeting?
I'm still working to get a meeting with your leadership team and permitting on the books but that may not happen until March given our scheduling challenges with such a large group.

Thank you, Sean. --Kristine

T: 202-407-9412

M: 202-641-4969

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Fri Feb 13 2015 15:32:54 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: checking in re the Trust's music festival -- CONFIRMING DATE?

Wednesday. Sorry.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

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M: 202-641-4969

Sean Kennealy <sean_kennealy@nps.gov>

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Sent: Fri Feb 13 2015 15:33:06 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: checking in re the Trust's music festival -- CONFIRMING DATE?

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Thank you, Sean. --Kristine

T: 202-407-9412

M: 202-641-4969

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Fri Feb 13 2015 15:34:08 GMT-0700 (MST)
To: Sean Kennealy <sean_kennealy@nps.gov>
Subject: RE: checking in re the Trust's music festival -- CONFIRMING DATE?

No worries. Thanks for clarifying.

Have a great weekend --Kristine

From: Sean Kennealy [mailto:sean_kennealy@nps.gov]
Sent: Friday, February 13, 2015 5:33 PM
To: Kristine Fitton
Cc: Sharon Swihart
Subject: Re: checking in re the Trust's music festival -- CONFIRMING DATE?

Wednesday. Sorry.

Thanks, Sean

Sean Kennealy

Acting Deputy Superintendent

National Mall & Memorial Parks

National Park Service

202-245-4685 (o)

202-359-1551 (c)

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M: 202-641-4969

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Mon Feb 16 2015 07:51:52 GMT-0700 (MST)
To: Sean Kennealy <sean_kennealy@nps.gov>
Subject: RE: checking in re the Trust's music festival -- CONFIRMING DATE?

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National Mall and Memorial Parks

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Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Mon Feb 16 2015 07:57:41 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: checking in re the Trust's music festival -- CONFIRMING DATE?

Ok. Sharon will hold that time.

Thanks, Sean

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Acting Deputy Superintendent
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Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Mon Feb 16 2015 10:19:35 GMT-0700 (MST)
To: Sean Kennealy <sean_kennealy@nps.gov>
Subject: RE: checking in re the Trust's music festival -- CONFIRMING DATE?

Thanks, Sean.

The C3 team is travelling here from Austin tomorrow afternoon. If they can't get through because of weather, I'll let you know right away.

Thanks, again. –Kristine

From: Sean Kennealy [mailto:sean_kennealy@nps.gov]
Sent: Monday, February 16, 2015 9:58 AM
To: Kristine Fitton
Subject: Re: checking in re the Trust's music festival -- CONFIRMING DATE?

Ok. Sharon will hold that time.

Thanks, Sean

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Acting Deputy Superintendent

National Mall & Memorial Parks

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Sent: Mon Feb 16 2015 11:30:53 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: checking in re the Trust's music festival -- CONFIRMING DATE?

Ok. Sounds good.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall & Memorial Parks
National Park Service
202-245-4685 (o)
202-359-1551 (c)

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Re: checking in re the Trust's music festival

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Fri Feb 13 2015 12:59:32 GMT-0700 (MST)
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Subject: Re: checking in re the Trust's music festival

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Conversation Contents

Re: C3 Benefit Concert

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Thu Feb 05 2015 14:31:12 GMT-0700 (MST)
To: "Lee, Leonard" <leonard_lee@nps.gov>
Subject: Re: C3 Benefit Concert

Hi Leonard,

Thank you for assembling this so quickly. Karen and I have reviewed the document and have some edits/comments for you. I have them as a hard copy and will place them on your desk.

The next step would be to finalize and send to the TNM. Please set up a meeting for you and Robbin, plus whoever you need from the USPP, Karen, Sean, Robin N. and Kristine Fitton from the Trust (Kristine will be the POC for communicating with the C3 folks). Sharon can assist with scheduling, if necessary.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Thu, Feb 5, 2015 at 11:32 AM, Lee, Leonard <leonard_lee@nps.gov> wrote:

Good morning Karen & Sean.

I have attached a copy of the deliverables memo to go to the Trust for the National Mall, regarding the benefit concert.

Please review and respond with your comments. After receipt, I will finalize and send to Tiffany Rose.

Standing by.

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Thu Feb 12 2015 07:57:02 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: C3 Benefit Concert

Robbin and Robin,

Please coordinate a meeting with the TNM and us to find out how the TNM is doing with the deliverables Leonard sent them last week.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Thu, Feb 12, 2015 at 9:46 AM, Nixon, Robin <robin_nixon@nps.gov> wrote:
Just want to make sure we're on track with scheduling another meeting. The Trust says that the week of 2/23-2/27 works well for them and for C3. Can we schedule something that week?

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

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#15-0174-Trust for the National Mall Concert Deliverables Memo

Attachments:

/17. #15-0174-Trust for the National Mall Concert Deliverables Memo/1.1 15-0174-Trust for the National Mall - Deliverables-2-6-15.doc

/17. #15-0174-Trust for the National Mall Concert Deliverables Memo/2.1 15-0174-Trust for the National Mall - Deliverables-2-6-15.doc

"Lee, Leonard" <leonard_lee@nps.gov>

From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Mon Feb 09 2015 06:01:51 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>, Tiffany Rose <trose@nationalmall.org>
Subject: #15-0174-Trust for the National Mall Concert Deliverables Memo
Attachments: 15-0174-Trust for the National Mall - Deliverables-2-6-15.doc

Good morning Kristine and Tiffany.

As a follow up to our meeting two weeks ago, I am attaching a memorandum, outlining information needed to finalize a permit for the benefit concert scheduled for next Fall.

Please contact me if I can answer any questions and/or provide any additional information.

Be well.

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Mon Feb 09 2015 06:12:52 GMT-0700 (MST)
To: Karen Cucurullo <Karen_Cucurullo@nps.gov>, Robin Nixon <robin_nixon@nps.gov>
Subject: Fwd: #15-0174-Trust for the National Mall Concert Deliverables Memo
Attachments: 15-0174-Trust for the National Mall - Deliverables-2-6-15.doc

Please see note from Leonard below.....I don't think you were copied on his email to the TNM about the Concert Deliverables....

Thanks, Sean

Sean Kennealy

Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

----- Forwarded message -----

From: **Lee, Leonard** <leonard_lee@nps.gov>

Date: Mon, Feb 9, 2015 at 8:01 AM

Subject: #15-0174-Trust for the National Mall Concert Deliverables Memo

To: Kristine Fitton <KFitton@nationalmall.org>, Tiffany Rose <trose@nationalmall.org>

Cc: Sean Kennealy <sean_kennealy@nps.gov>, Robbin Owen <robbin_owen@nps.gov>, James Murphy <james_murphy@nps.gov>

Good morning Kristine and Tiffany.

As a follow up to our meeting two weeks ago, I am attaching a memorandum, outlining information needed to finalize a permit for the benefit concert scheduled for next Fall.

Please contact me if I can answer any questions and/or provide any additional information.

Be well.

Conversation Contents

Fwd: FW: C3 concert follow up -- letter please

Attachments:

/18. Fwd: FW: C3 concert follow up -- letter please/1.1 C3 Concert.pdf

/18. Fwd: FW: C3 concert follow up -- letter please/2.1 C3 Concert.pdf

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Feb 03 2015 15:03:50 GMT-0700 (MST)
To: Sean Kennealy <sean_kennealy@nps.gov>, Karen Cucurullo <karen_cucurullo@nps.gov>
Subject: Fwd: FW: C3 concert follow up -- letter please
Attachments: C3 Concert.pdf

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Tue, Feb 3, 2015 at 4:58 PM
Subject: FW: C3 concert follow up -- letter please
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>

Here you go...

From: Swihart, Sharon [mailto:sharon_swihart@nps.gov]
Sent: Friday, October 10, 2014 11:57 AM
To: Kristine Fitton
Subject: Re: C3 concert follow up -- letter please

Here is Bob's signed copy.

--

Sharon Swihart
Special Assistant to the Superintendent
National Mall & Memorial Parks
900 Ohio Street SW
Washington, DC 20024-2000
202-245-4686 (Office)
202-426-9309 (Fax)

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Tue Feb 03 2015 15:06:23 GMT-0700 (MST)
To: Robbin Owen <Robbin_Owen@nps.gov>, Leonard Lee <leonard_lee@nps.gov>
Subject: Fwd: FW: C3 concert follow up -- letter please
Attachments: C3 Concert.pdf

Robbin and Leonard,

Here is the letter Bob sent to the TNM for the conceptual approval of the concert event.

This is the first I've seen this too.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)

202-359-1551 (cell)

----- Forwarded message -----

From: **Nixon, Robin** <robin_nixon@nps.gov>

Date: Tue, Feb 3, 2015 at 5:03 PM

Subject: Fwd: FW: C3 concert follow up -- letter please

To: Sean Kennealy <sean_kennealy@nps.gov>, Karen Cucurullo <karen_cucurullo@nps.gov>

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▣

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From: **Kristine Fitton** <KFitton@nationalmall.org>

Date: Tue, Feb 3, 2015 at 4:58 PM

Subject: FW: C3 concert follow up -- letter please

To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>

Here you go...

From: Swihart, Sharon [mailto:sharon_swihart@nps.gov]

Sent: Friday, October 10, 2014 11:57 AM

To: Kristine Fitton

Subject: Re: C3 concert follow up -- letter please

Here is Bob's signed copy.

--

Sharon Swihart

Special Assistant to the Superintendent

National Mall & Memorial Parks

900 Ohio Street SW

Washington, DC 20024-2000

202-245-4686 (Office)

202-426-9309 (Fax)

**Label: "2015-0057-Higham NAMA
Concert- austin"**

Created by:teresa_austin@nps.gov

Total Messages in label:1 (1 conversations)

Created: 05-13-2015 at 09:17 AM

Conversation Contents

Souvenir Sales at Trust for National Mall Concert

"Swihart, John" <dick_swihart@nps.gov>

From: "Swihart, John" <dick_swihart@nps.gov>
Sent: Tue Apr 07 2015 12:27:05 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>, Teri Austin <teresa_austin@nps.gov>
Subject: Souvenir Sales at Trust for National Mall Concert

Robin-

Expect a phone call from Charlie at C3 and Kristine at TNM.

C3 is expecting to sell Rock Band branded T-shirts and other concert memorabilia themselves. Not sure that sort of merchandise is allowed to be sold in this park.

Furthermore Kristine wants to sell a TNM benefit souvenir T-Shirt.

Neither of them expect to sell this stuff through GSI.

I have advised they need park permission to sell this type of specific concert souvenirs and memorabilia and I don't think they can sell that themselves. Kristine said she'd be contacting you.

I think we have to consider that GSI / EN are the only partner & concessioner authorized to sell souvenirs & interpretive retail merchandise on the Mall. GSI has never been allowed to sell specific event related merchandise, other than Cherry Blossom stuff.

Dick

Dick Swihart
Concessions Chief
National Mall and Memorial Parks
900 Ohio Dr SW
Washington, DC 20024
Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov

Label: "2015-00571 Higham NAMA Concert"

Created by:robbin_owen@nps.gov

Total Messages in label:2 (2 conversations)

Created: 05-13-2015 at 07:25 AM

Conversation Contents

Invitation: NPS/TNM/C3 Meeting @ Thu Feb 26, 2015 2pm - 4pm (Robbin Owen)

Attachments:

/1. Invitation: NPS/TNM/C3 Meeting @ Thu Feb 26, 2015 2pm - 4pm (Robbin Owen)/1.1 invite.ics

Robin Nixon <robin_nixon@nps.gov>

From: Robin Nixon <robin_nixon@nps.gov>
Sent: Thu Feb 12 2015 14:49:36 GMT-0700 (MST)
To: "robbin_owen@nps.gov" <robbin_owen@nps.gov>, Karen Cucurullo <karen_cucurullo@nps.gov>, Kristine Fitton <kfitton@nationalmall.org>, Leonard Lee <leonard_lee@nps.gov>, Kristine Templin <ktemplin@nationalmall.org>, Sean Kennealy <sean_kennealy@nps.gov>, Tiffany Rose <trose@nationalmall.org>
Subject: Invitation: NPS/TNM/C3 Meeting @ Thu Feb 26, 2015 2pm - 4pm (Robbin Owen)
Attachments: invite.ics

NPS/TNM/C3 Meeting

[more details »](#)

When Thu Feb 26, 2015 2pm – 4pm Eastern Time

Video call https://plus.google.com/hangouts/_/doi.gov/robin

Calendar Robbin Owen

Who

- Robin Nixon - organizer
- Karen Cucurullo
- Kristine Fitton
- Robbin Owen
- Leonard Lee
- Kristine Templin
- Sean Kennealy
- Tiffany Rose

Going? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this email at the account robbin_owen@nps.gov because you are subscribed for invitations on calendar Robbin Owen.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Conversation Contents

Fwd: FW: C3 concert follow up -- letter please

Attachments:

/2. Fwd: FW: C3 concert follow up -- letter please/1.1 C3 Concert.pdf

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Tue Feb 03 2015 15:06:23 GMT-0700 (MST)
To: Robbin Owen <Robbin_Owen@nps.gov>, Leonard Lee <leonard_lee@nps.gov>
Subject: Fwd: FW: C3 concert follow up -- letter please
Attachments: C3 Concert.pdf

Robbin and Leonard,

Here is the letter Bob sent to the TNM for the conceptual approval of the concert event.

This is the first I've seen this too.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

----- Forwarded message -----

From: Nixon, Robin <robin_nixon@nps.gov>
Date: Tue, Feb 3, 2015 at 5:03 PM
Subject: Fwd: FW: C3 concert follow up -- letter please
To: Sean Kennealy <sean_kennealy@nps.gov>, Karen Cucurullo <karen_cucurullo@nps.gov>

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service

900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▫

----- Forwarded message -----

From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Tue, Feb 3, 2015 at 4:58 PM
Subject: FW: C3 concert follow up -- letter please
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>

Here you go...

From: Swihart, Sharon [mailto:sharon_swihart@nps.gov]
Sent: Friday, October 10, 2014 11:57 AM
To: Kristine Fitton
Subject: Re: C3 concert follow up -- letter please

Here is Bob's signed copy.

--

Sharon Swihart
Special Assistant to the Superintendent
National Mall & Memorial Parks
900 Ohio Street SW
Washington, DC 20024-2000
202-245-4686 (Office)
202-426-9309 (Fax)

**Label: "2015-00571 Higham NAMA
Concert-Lee"**

Created by:leonard_lee@nps.gov

Total Messages in label:27 (11 conversations)

Created: 05-19-2015 at 07:15 AM

Conversation Contents

Fwd: fyi: Trust concert proposal

Attachments:

/1. Fwd: fyi: Trust concert proposal/1.1 Trust Concert Documents.pdf

"Owen, Robbin" <robbin_owen@nps.gov>

From: "Owen, Robbin" <robbin_owen@nps.gov>
Sent: Wed Apr 29 2015 10:32:48 GMT-0600 (MDT)
To: Leonard Lee <leonard_lee@nps.gov>
Subject: Fwd: fyi: Trust concert proposal
Attachments: Trust Concert Documents.pdf

FYI

----- Forwarded message -----

From: Myers, Randolph <randolph.myers@sol.doi.gov>
Date: Wed, Apr 29, 2015 at 9:46 AM
Subject: fyi: Trust concert proposal
To: Robbin Owen <robbin_owen@nps.gov>

Attached, fyi, are the three documents regarding the Trust concert proposal...
Randy

Randolph J. Myers
U.S. Department of the Interior, Office of the Solicitor
DPW Branch of National Parks
1849 C Street, NW, Room 5320
Washington, D.C. 20240
w (202) 208-4338 fax (202) 208-3877
Randolph.Myers@sol.doi.gov

This e-mail (including attachments) is intended for the use of the individual or entity to which it is addressed. It may contain information that is privileged, confidential, or otherwise protected by applicable law. If you are not the intended recipient or the employee or agent responsible for delivery of this e-mail to the intended recipient, you are hereby notified that any dissemination, distribution, copying, or use of this e-mail or its contents is strictly prohibited. If you received this e-mail in error, please notify the sender immediately and destroy all copies

Conversation Contents

Music Festival

"Owen, Robbin" <robbin_owen@nps.gov>

From: "Owen, Robbin" <robbin_owen@nps.gov>
Sent: Wed Apr 29 2015 09:02:20 GMT-0600 (MDT)
To: Karen Cucurullo <Karen_Cucurullo@nps.gov>, Sean Kennealy <sean_kennealy@nps.gov>, John Swihart <dick_swihart@nps.gov>, Robin Nixon <Robin_Nixon@nps.gov>
Subject: Music Festival

Good Morning All: Now the event has been announced we would like to be briefed on what has been agreed to. We viewed the ticket sales site and are very concerned about some of the things they are seeking to do. When are you all available?

Thanks, Robbin

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Wed Apr 29 2015 09:24:45 GMT-0600 (MDT)
To: "Owen, Robbin" <robbin_owen@nps.gov>
Subject: Re: Music Festival

I am available all afternoon today. I am available tomorrow after 2pm.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

On Wed, Apr 29, 2015 at 11:02 AM, Owen, Robbin <robbin_owen@nps.gov> wrote:
Good Morning All: Now the event has been announced we would like to be briefed on what has been agreed to. We viewed the ticket sales site and are very concerned about some of the things they are seeking to do. When are you all available?

Thanks, Robbin

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Wed Apr 29 2015 09:27:54 GMT-0600 (MDT)
To: "Owen, Robbin" <robbin_owen@nps.gov>, Michael Litterst <mike_litterst@nps.gov>
Subject: Re: Music Festival

I asked Mike to get the brief from the TNM so we can share that with everyone to get them up to speed.

Mike - Can that happen today?

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Wed, Apr 29, 2015 at 11:02 AM, Owen, Robbin <robbin_owen@nps.gov> wrote:
Good Morning All: Now the event has been announced we would like to be briefed on what has been agreed to. We viewed the ticket sales site and are very concerned about some of the things they are seeking to do. When are you all available?

Thanks, Robbin

Conversation Contents

Last Thursday

Attachments:

/3. Last Thursday/1.1 DC 2015 Event Safety Plan v2.pdf

/3. Last Thursday/1.2 DC Festival deliverables #15-0174 2~26.pdf

Dirk Stalnecker <dstalnecker@c3presents.com>

From: Dirk Stalnecker <dstalnecker@c3presents.com>
Sent: Mon Mar 02 2015 10:01:05 GMT-0700 (MST)
To: "eddie_burnett@nps.gov" <eddie_burnett@nps.gov>, "leonard_lee@nps.gov" <leonard_lee@nps.gov>, "steve_booker@nps.gov" <steve_booker@nps.gov>, "karen_cucurello@nps.gov" <karen_cucurello@nps.gov>, "robin_nixon@nps.gov" <robin_nixon@nps.gov>, "sean_kennealy@nps.gov" <sean_kennealy@nps.gov>
Subject: Last Thursday
Attachments: DC 2015 Event Safety Plan v2.pdf DC Festival deliverables #15-0174 2~26.pdf

Hello

A quick note to thank all of you for a good meeting and a solid exchange of ideas. I've attached a revised draft our the Event Safety plan, along with an electronic copy of the deliverables notes we prepared for your files. We look forward to continuing the dialogue as we edge closer to the permit.

Thanks again.

DIRK STALNECKER

Production Director

C 3 P R E S E N T S

300 W. 6th Street Suite 2100 | Austin, Texas 78701

512 478 7211 | www.c3presents.com



Conversation Contents

West Potomac Park Capacity

Michael Stachowicz <[mailto:michael_stachowicz@nps.gov]>

From: Michael Stachowicz <[mailto:michael_stachowicz@nps.gov]>
Sent: Thu Feb 26 2015 06:52:56 GMT-0700 (MST)
To: Robbin Owen <[mailto:robbin_owen@nps.gov]>, Leonard Lee <[mailto:leonard_lee@nps.gov]>
Subject: West Potomac Park Capacity

Polo Fields - 20.6 acres - 175,000 people
FDR Ballfields - 17 acres - 148,000 people

This is does not take into account trees and other obstructions.

I won't be at the meeting mostly because of jury duty today, but I also didn't know about it if you did want me there.

Let me know if you need anything else.

Michael

Sent from my iPhone

Conversation Contents

Invitation: Pre-meeting for 2pm TNM C3 concert with Karen, Sean & Ro... @ Thu Feb 26, 2015 10:30am - 11am (Leonard Lee)

Attachments:

/5. Invitation: Pre-meeting for 2pm TNM C3 concert with Karen, Sean & Ro... @ Thu Feb 26, 2015 10:30am - 11am (Leonard Lee)/1.1 invite.ics

Sean Kennealy <sean_kennealy@nps.gov>

From: Sean Kennealy <sean_kennealy@nps.gov>
Sent: Wed Feb 25 2015 14:03:07 GMT-0700 (MST)
To: "leonard_lee@nps.gov" <leonard_lee@nps.gov>, Karen Cucurullo <karen_cucurullo@nps.gov>, Robin Nixon <robin_nixon@nps.gov>, Robbin Owen <robbin_owen@nps.gov>
Subject: Invitation: Pre-meeting for 2pm TNM C3 concert with Karen, Sean & Ro... @ Thu Feb 26, 2015 10:30am - 11am (Leonard Lee)
Attachments: invite.ics

Pre-meeting for 2pm TNM C3 concert with Karen, Sean & Robbin

[more details »](#)

When Thu Feb 26, 2015 10:30am – 11am Eastern Time

Where Sean's Office ([map](#))

Video call https://plus.google.com/hangouts/_/doi.gov/sean

Calendar Leonard Lee

Who

- Sean Kennealy - organizer
- Tonya Thomas - creator
- Leonard Lee
- Karen Cucurullo
- Robin Nixon
- Robbin Owen

Going? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this email at the account leonard_lee@nps.gov because you are subscribed for invitations on calendar Leonard Lee.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Conversation Contents

C3 Benefit Concert

/6. C3 Benefit Concert/1.1 15-0174-Trust for the National Mall - Deliverables.doc

"Lee, Leonard" <leonard_lee@nps.gov>

From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Thu Feb 05 2015 09:32:54 GMT-0700 (MST)
To: Karen Cucurullo <karen_cucurullo@nps.gov>, Sean Kennealy <sean_kennealy@nps.gov>
Subject: C3 Benefit Concert
Attachments: 15-0174-Trust for the National Mall - Deliverables.doc

Good morning Karen & Sean.

I have attached a copy of the deliverables memo to go to the Trust for the National Mall, regarding the benefit concert.

Please review and respond with your comments. After receipt, I will finalize and send to Tiffany Rose.

Standing by.

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Thu Feb 05 2015 14:31:12 GMT-0700 (MST)
To: "Lee, Leonard" <leonard_lee@nps.gov>
Subject: Re: C3 Benefit Concert

Hi Leonard,

Thank you for assembling this so quickly. Karen and I have reviewed the document and have some edits/comments for you. I have them as a hard copy and will place them on your desk.

The next step would be to finalize and send to the TNM. Please set up a set up a meeting for you and Robbin, plus whoever you need from the USPP, Karen, Sean, Robin N. and Kristine Fitton from the Trust (Kristine will be the POC for communicating with the C3 folks). Sharon can assist with scheduling, if necessary.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Thu, Feb 5, 2015 at 11:32 AM, Lee, Leonard <leonard_lee@nps.gov> wrote:

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I have attached a copy of the deliverables memo to go to the Trust for the National Mall, regarding the benefit concert.

Please review and respond with your comments. After receipt, I will finalize and send to Tiffany Rose.

Standing by.

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Thu Feb 12 2015 07:46:39 GMT-0700 (MST)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>
Subject: Re: C3 Benefit Concert

Just want to make sure we're on track with scheduling another meeting. The Trust says that the week of 2/23-2/27 works well for them and for C3. Can we schedule something that week?

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▫

On Thu, Feb 5, 2015 at 4:31 PM, Kennealy, Sean <sean_kennealy@nps.gov> wrote:

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National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

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Standing by.

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Thu Feb 12 2015 07:57:02 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: C3 Benefit Concert

Robbin and Robin,

Please coordinate a meeting with the TNM and us to find out how the TNM is doing with the deliverables Leonard sent them last week.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Thu, Feb 12, 2015 at 9:46 AM, Nixon, Robin <robin_nixon@nps.gov> wrote:

Just want to make sure we're on track with scheduling another meeting. The Trust says that the week of 2/23-2/27 works well for them and for C3. Can we schedule something that week?

Robin Nixon

Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
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robin_nixon@nps.gov

▣

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Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

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Standing by.

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Thu Feb 12 2015 08:08:07 GMT-0700 (MST)

To: "Kennealy, Sean" <sean_kennealy@nps.gov>
Subject: Re: C3 Benefit Concert

I know Robbin is out of the office at training; Leonard/Sheila, can you all let me know your availability the week of 2/23, and I will take it from there for scheduling? Thanks

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

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Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

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Just want to make sure we're on track with scheduling another meeting. The Trust says that the week of 2/23-2/27 works well for them and for C3. Can we schedule something that week?

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

On Thu, Feb 5, 2015 at 4:31 PM, Kennealy, Sean <sean_kennealy@nps.gov> wrote:

Hi Leonard,

Thank you for assembling this so quickly. Karen and I have reviewed the document and have some edits/comments for you. I have them as a hard copy and will place them on your desk.

The next step would be to finalize and send to the TNM. Please set up a set up a meeting for you and Robbin, plus whoever you need from the USPP, Karen, Sean, Robin N. and Kristine Fitton from the Trust (Kristine will be the POC for communicating with the C3 folks). Sharon can assist with scheduling, if necessary.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

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Good morning Karen & Sean.

I have attached a copy of the deliverables memo to go to the Trust for the National Mall, regarding the benefit concert.

Please review and respond with your comments. After receipt, I will finalize and send to Tiffany Rose.

Standing by.

"Lee, Leonard" <leonard_lee@nps.gov>

From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Thu Feb 12 2015 08:19:05 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: C3 Benefit Concert

Robbin,

Be advised that I currently have the following commitments for meetings:

Feb. 24...9:00 a.m.-11:00 a.m.

Feb. 25...11:00 a.m.-12:00 p.m.

Feb. 26...11:00-12:00 p.m. & 12:30 p.m.-01:30 p.m.

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▫

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"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Thu Feb 12 2015 11:56:32 GMT-0700 (MST)
To: "Lee, Leonard" <leonard_lee@nps.gov>
Subject: Re: C3 Benefit Concert

Leonard-- I am going to Brentwood now, but will finalize meeting when we get back.

On another topic: Please go ahead and issue permits for Golden Triangle BID activities through October 2015-- we want to support them as much as possible. We have also agreed to waive permit fees for their activities for anything we have not already issued permits for. Thanks, Leonard, and let me know if you have any questions. Robin

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"Lee, Leonard" <leonard_lee@nps.gov>

From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Fri Feb 13 2015 10:14:36 GMT-0700 (MST)
To: Robbin Owen <robbin_owen@nps.gov>, Marisa Richardson <marisa_richardson@nps.gov>, Deborah Deas <deborah_deas@nps.gov>
Subject: Fwd: C3 Benefit Concert

fyi

----- Forwarded message -----

From: **Nixon, Robin** <robin_nixon@nps.gov>
Date: Thu, Feb 12, 2015 at 1:56 PM
Subject: Re: C3 Benefit Concert
To: "Lee, Leonard" <leonard_lee@nps.gov>

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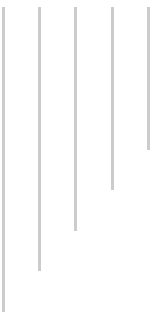
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Please review and respond with your comments. After receipt, I will finalize and send to



Tiffany Rose.

Standing by.

Conversation Contents

#15-0174-Trust for the National Mall Concert Deliverables Memo

/7. #15-0174-Trust for the National Mall Concert Deliverables Memo/1.1 15-0174-Trust for the National Mall - Deliverables-2-6-15.doc

"Lee, Leonard" <leonard_lee@nps.gov>

From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Mon Feb 09 2015 06:01:51 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>, Tiffany Rose <trose@nationalmall.org>
Subject: #15-0174-Trust for the National Mall Concert Deliverables Memo
Attachments: 15-0174-Trust for the National Mall - Deliverables-2-6-15.doc

Good morning Kristine and Tiffany.

As a follow up to our meeting two weeks ago, I am attaching a memorandum, outlining information needed to finalize a permit for the benefit concert scheduled for next Fall.

Please contact me if I can answer any questions and/or provide any additional information.

Be well.

Tiffany Rose <TRose@nationalmall.org>

From: Tiffany Rose <TRose@nationalmall.org>
Sent: Mon Feb 09 2015 06:19:06 GMT-0700 (MST)
To: "Lee, Leonard" <leonard_lee@nps.gov>, Kristine Fitton <KFitton@nationalmall.org>
Subject: RE: #15-0174-Trust for the National Mall Concert Deliverables Memo

Dear Leonard,

Good morning! Thank you for your comprehensive list of deliverables required for our Pluribus Music Festival permit. Kristine and I will move forward with sharing your detailed email with the executive team at C3. As mentioned, I will be reaching out to Robin Nixon today in an effort to get

a follow-up logistics meeting scheduled between NPS leadership, NPS permits, Park Police, Trust Senior Staff, Charlie Jones, C3 partner and anyone else NPS thinks should be in attendance.

Have a nice day and thanks again.

Sincerely,

Tiffany T. Rose

Director of Special Events
Trust for the National Mall

1300 Pennsylvania Avenue, NW, Suite 370

Washington, DC 20007

p: (202) 688-3763 | c: (202) 557-9938 | nationalmall.org

Making the National Mall the best park in the world.



From: Lee, Leonard [mailto:leonard_lee@nps.gov]
Sent: Monday, February 9, 2015 8:02 AM
To: Kristine Fitton; Tiffany Rose
Cc: Sean Kennealy; Robbin Owen; James Murphy
Subject: #15-0174-Trust for the National Mall Concert Deliverables Memo

Good morning Kristine and Tiffany.

As a follow up to our meeting two weeks ago, I am attaching a memorandum, outlining information needed to finalize a permit for the benefit concert scheduled for next Fall.

Please contact me if I can answer any questions and/or provide any additional information.

Be well.

Conversation Contents

USPP issues with Concert for NTM

/8. USPP issues with Concert for NTM/1.1 Issues needing follow up with National Mall Trust Concert in West Potomac Park USPP.docx

"Murphy, James" <james_murphy@nps.gov>

From: "Murphy, James" <james_murphy@nps.gov>
Sent: Wed Feb 04 2015 08:38:05 GMT-0700 (MST)
To: Leonard Lee <Leonard_Lee@nps.gov>, Robbin Owen <Robbin_Owen@nps.gov>
Subject: USPP issues with Concert for NTM
Attachments: Issues needing follow up with National Mall Trust Concert in West Potomac Park USPP.docx

Leonard,

Here are the issues we have from the meeting for further follow up with the trust.

Jim

All e-mail to/from this account is subject to official review and is for official use only. Action may be taken in response to any inappropriate use of the United States Park Police e-mail system. This e-mail may contain information that is privileged, law enforcement sensitive, or subject to other disclosure limitations. Such information is loaned to you and should not be further disseminated without the permission of the United States Park Police. If you have received this e-mail in error, do not keep, use, disclose, or copy it; notify the sender immediately and delete it.

Lieutenant James Murphy
United States Park Police
Special Events Commander
Office:202-610-8771
Mobile:202-200-9222
james_murphy@nps.gov

"Lee, Leonard" <leonard_lee@nps.gov>

From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Wed Feb 04 2015 08:53:44 GMT-0700 (MST)
To: "Murphy, James" <james_murphy@nps.gov>
Subject: Re: USPP issues with Concert for NTM

Good morning Jim.

Thanks for the list.

I have a meeting at 1100. After I finish, I will add to the list and copy you when I send email to Sean and Karen for their review.

On Wed, Feb 4, 2015 at 10:38 AM, Murphy, James <james_murphy@nps.gov> wrote:
Leonard,

Here are the issues we have from the meeting for further follow up with the trust.

Jim

All e-mail to/from this account is subject to official review and is for official use only. Action may be taken in response to any inappropriate use of the United States Park Police e-mail system. This e-mail may contain information that is privileged, law enforcement sensitive, or subject to other disclosure limitations. Such information is loaned to you and should not be further disseminated without the permission of the United States Park Police. If you have received this e-mail in error, do not keep, use, disclose, or copy it; notify the sender immediately and delete it.

Lieutenant James Murphy
United States Park Police
Special Events Commander
Office:202-610-8771
Mobile:202-200-9222
james_murphy@nps.gov

Conversation Contents

Conceptual C3 letter to TNM

"Cucurullo, Karen" <karen_cucurullo@nps.gov>

From: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Sent: Tue Feb 03 2015 15:20:21 GMT-0700 (MST)
To: Robbin Owen <robbin_owen@nps.gov>
Subject: Conceptual C3 letter to TNM

Robbin and Leonard,

I understand Sean has forwarded the letter to you. We have been looking for this letter and we just found a copy. Please forward this to USPP contacts so that we are on the same page and we are sharing. Yes, I know it would have been helpful before, but now you have what was signed by Bob.

Thank you for the meeting today, lots of logistical issues, but at this point we have a path forward.

Karen

--

Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670
.

"Lee, Leonard" <leonard_lee@nps.gov>

From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Wed Feb 04 2015 08:26:10 GMT-0700 (MST)
To: "Cucurullo, Karen" <karen_cucurullo@nps.gov>
Subject: Re: Conceptual C3 letter to TNM

Karen.

Thank you. I am working with Lt. Murphy to put together the list of deliverables.

Please stand by.

On Tue, Feb 3, 2015 at 5:20 PM, Cucurullo, Karen <karen_cucurullo@nps.gov> wrote:
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Karen

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Karen Cucurullo
Acting Superintendent
National Mall and Memorial Parks
w:202-245-4670

.

Conversation Contents

Fwd: FW: C3 concert follow up -- letter please

Attachments:

/10. Fwd: FW: C3 concert follow up -- letter please/1.1 C3 Concert.pdf
/10. Fwd: FW: C3 concert follow up -- letter please/3.1 C3 Concert.pdf

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Tue Feb 03 2015 15:06:23 GMT-0700 (MST)
To: Robbin Owen <Robbin_Owen@nps.gov>, Leonard Lee <leonard_lee@nps.gov>
Subject: Fwd: FW: C3 concert follow up -- letter please
Attachments: C3 Concert.pdf

Robbin and Leonard,

Here is the letter Bob sent to the TNM for the conceptual approval of the concert event.

This is the first I've seen this too.

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

----- Forwarded message -----

From: **Nixon, Robin** <robin_nixon@nps.gov>
Date: Tue, Feb 3, 2015 at 5:03 PM
Subject: Fwd: FW: C3 concert follow up -- letter please
To: Sean Kennealy <sean_kennealy@nps.gov>, Karen Cucurullo <karen_cucurullo@nps.gov>

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robin_nixon@nps.gov

▫

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From: **Kristine Fitton** <KFitton@nationalmall.org>
Date: Tue, Feb 3, 2015 at 4:58 PM
Subject: FW: C3 concert follow up -- letter please
To: "Nixon, Robin (robin_nixon@nps.gov)" <robin_nixon@nps.gov>

Here you go...

From: Swihart, Sharon [mailto:sharon_swihart@nps.gov]
Sent: Friday, October 10, 2014 11:57 AM
To: Kristine Fitton
Subject: Re: C3 concert follow up -- letter please

Here is Bob's signed copy.

--

Sharon Swihart
Special Assistant to the Superintendent
National Mall & Memorial Parks
900 Ohio Street SW
Washington, DC 20024-2000
202-245-4686 (Office)

"Lee, Leonard" <leonard_lee@nps.gov>

From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Wed Feb 04 2015 08:22:55 GMT-0700 (MST)
To: "Kennealy, Sean" <sean_kennealy@nps.gov>
Subject: Re: FW: C3 concert follow up -- letter please

Thanks Sean.

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To: Sean Kennealy <sean_kennealy@nps.gov>, Karen Cucurullo <karen_cucurullo@nps.gov>

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From: Swihart, Sharon [mailto:sharon_swihart@nps.gov]
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To: Kristine Fitton
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"Lee, Leonard" <leonard_lee@nps.gov>

From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Wed Feb 04 2015 08:24:56 GMT-0700 (MST)
To: Charles Guddemi <charles_guddemi@nps.gov>, Steven Booker <steve_booker@nps.gov>, James Murphy <james_murphy@nps.gov>
Subject: Fwd: FW: C3 concert follow up -- letter please
Attachments: C3 Concert.pdf

fyi

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From: **Kennealy, Sean** <sean_kennealy@nps.gov>
Date: Tue, Feb 3, 2015 at 5:06 PM
Subject: Fwd: FW: C3 concert follow up -- letter please
To: Robbin Owen <Robbin_Owen@nps.gov>, Leonard Lee <leonard_lee@nps.gov>

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Conversation Contents

Music festival permit

/11. Music festival permit/2.1 15-0174 Trust Permit Application.pdf

Tiffany Rose <TRose@nationalmall.org>

From: Tiffany Rose <TRose@nationalmall.org>
Sent: Sun Jan 11 2015 21:32:01 GMT-0700 (MST)
To: Leonard Lee <leonard_lee@nps.gov>
Subject: Music festival permit

Dear Leonard,

Happy New Year! I hope this email finds you well. I am writing in hopes of securing a copy of the Come Together festival permit application I submitted in August. I believe I put down that we would like to have West Potomac Park from September 5th-September 29th. I purposely wanted to have a large window reserved, as we did not have the specific dates of the two day festival and concert. Thank you for your assistance.

Sincerely,

Tiffany T. Rose

Director of Special Events
Trust for the National Mall

1300 Pennsylvania Avenue, NW, Suite 370

Washington, DC 20007

p: (202) 688-3763 | c: (202) 557-9938 | nationalmall.org

Making the National Mall the best park in the world.



"Lee, Leonard" <leonard_lee@nps.gov>

From: "Lee, Leonard" <leonard_lee@nps.gov>
Sent: Mon Jan 12 2015 07:39:20 GMT-0700 (MST)
To: Tiffany Rose <TRose@nationalmall.org>
Subject: Re: Music festival permit
Attachments: 15-0174 Trust Permit Application.pdf

Good morning Tiffany.

I am well and I pray that you are also.

I am attaching a copy of the application that I think that you are referring to. The reason for my uncertainty is the fact that the attached application is dated September 10, 2014 and requests the dates of September 10-October 8th. Additionally, the attached application lists as its purpose, to "raise national awareness and funds for the campaign for the National Mall."

Please let me know if there is another application that I may not be aware of. If this is the application in question, I will be happy to make any revisions that you would like to make at this time.

Happy New Year!!!

On Sun, Jan 11, 2015 at 11:32 PM, Tiffany Rose <TRose@nationalmall.org> wrote:

Dear Leonard,

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Tiffany T. Rose

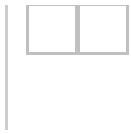
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Tiffany Rose <TRose@nationalmall.org>

From: Tiffany Rose <TRose@nationalmall.org>
Sent: Mon Jan 12 2015 07:52:01 GMT-0700 (MST)
To: "Lee, Leonard" <leonard_lee@nps.gov>
Subject: RE: Music festival permit

Dear Leonard,

Thank you for your prompt attention to this matter! Yes, this is the permit that I was referring to in my email. The application is dated September 10, 2014 but the requested dates for the event are September 10 - October 8, 2015. The purpose of the music festival is to raise national awareness and funds for the Campaign for the National Mall. We should probably begin scheduling meetings pertaining to this event in the next 1-2 months as it will be an event that requires a lot of logistical planning and coordination. Just so you know, C3 will be producing the event and TNM/C3 met with Robin Nixon and Superintendent Vogel in early December to ensure we are all on the same page moving forward.

As always, thank you for your unyielding support and assistance. Have a great day!

Sincerely,

Tiffany T. Rose

Director of Special Events
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From: Lee, Leonard [mailto:leonard_lee@nps.gov]
Sent: Monday, January 12, 2015 9:39 AM
To: Tiffany Rose
Subject: Re: Music festival permit

Good morning Tiffany.

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**Label: "2015-00571-Higham NAMA
Concert-swihart"**

Created by:dick_swihart@nps.gov

Total Messages in label:30 (8 conversations)

Created: 05-13-2015 at 09:11 AM

Conversation Contents

Music Festival

"Owen, Robbin" <robbin_owen@nps.gov>

From: "Owen, Robbin" <robbin_owen@nps.gov>
Sent: Wed Apr 29 2015 09:02:20 GMT-0600 (MDT)
To: Karen Cucurullo <Karen_Cucurullo@nps.gov>, Sean Kennealy <sean_kennealy@nps.gov>, John Swihart <dick_swihart@nps.gov>, Robin Nixon <Robin_Nixon@nps.gov>
Subject: Music Festival

Good Morning All: Now the event has been announced we would like to be briefed on what has been agreed to. We viewed the ticket sales site and are very concerned about some of the things they are seeking to do. When are you all available?

Thanks, Robbin

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Wed Apr 29 2015 09:24:45 GMT-0600 (MDT)
To: "Owen, Robbin" <robbin_owen@nps.gov>
Subject: Re: Music Festival

I am available all afternoon today. I am available tomorrow after 2pm.

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

On Wed, Apr 29, 2015 at 11:02 AM, Owen, Robbin <robbin_owen@nps.gov> wrote:
Good Morning All: Now the event has been announced we would like to be briefed on what has been agreed to. We viewed the ticket sales site and are very concerned about some of the things they are seeking to do. When are you all available?

Thanks, Robbin

"Kennealy, Sean" <sean_kennealy@nps.gov>

From: "Kennealy, Sean" <sean_kennealy@nps.gov>
Sent: Wed Apr 29 2015 09:27:54 GMT-0600 (MDT)
To: "Owen, Robbin" <robbin_owen@nps.gov>, Michael Litterst <mike_litterst@nps.gov>
Subject: Re: Music Festival

I asked Mike to get the brief from the TNM so we can share that with everyone to get them up to speed.

Mike - Can that happen today?

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office)
202-359-1551 (cell)

On Wed, Apr 29, 2015 at 11:02 AM, Owen, Robbin <robbin_owen@nps.gov> wrote:
Good Morning All: Now the event has been announced we would like to be briefed on what has been agreed to. We viewed the ticket sales site and are very concerned about some of the things they are seeking to do. When are you all available?

Thanks, Robbin

Conversation Contents

C3 Concert

Attachments:

/2. C3 Concert/3.1 C3 Concert agt.doc

Douglas Verner <VernerD@guestservices.com>

From: Douglas Verner <VernerD@guestservices.com>
Sent: Mon Apr 27 2015 12:10:42 GMT-0600 (MDT)
To: "Bob_Vogel@nps.gov" <Bob_Vogel@nps.gov>, "Steve_LeBel@nps.gov" <Steve_LeBel@nps.gov>, "Karen Cucurullo (karen_cucurullo@nps.gov)" <karen_cucurullo@nps.gov>, "Dick_Swihart@nps.gov" <Dick_Swihart@nps.gov>
Subject: C3 Concert

Attached is a draft agreement for the concert to be held September 26-27, 2015.

Please let us know whether the National Park Service approves of these terms proposed by C3 Presents.

Thank you.

Douglas Verner

General Counsel

Guest Services, Inc.

(703) 849-9363

Please help reduce paper usage - do not print this email unless necessary.

"LeBel, Steve" <steve_lebel@nps.gov>

From: "LeBel, Steve" <steve_lebel@nps.gov>
Sent: Mon Apr 27 2015 12:12:55 GMT-0600 (MDT)
To: Douglas Verner <VernerD@guestservices.com>
Subject: Re: C3 Concert

Doug, the proposal was not attached.....

On Mon, Apr 27, 2015 at 2:10 PM, Douglas Verner <VernerD@guestservices.com> wrote:

Attached is a draft agreement for the concert to be held September 26-27, 2015.

Please let us know whether the National Park Service approves of these terms proposed by C3 Presents.

Thank you.

Douglas Verner

General Counsel

Guest Services, Inc.

(703) 849-9363

Please help reduce paper usage - do not print this email unless necessary.

--

Steve LeBel
Deputy Associate Regional Director, Operations and Education

Program Manager, Office of Business Services
National Capital Region, National Park Service
Phone: (202) 619-7072
Fax: (202) 619-7157

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Douglas Verner <VernerD@guestservices.com>

From: Douglas Verner <VernerD@guestservices.com>
Sent: Mon Apr 27 2015 12:21:25 GMT-0600 (MDT)
To: "Bob_Vogel@nps.gov" <Bob_Vogel@nps.gov>, "Karen Cucurullo (karen_cucurullo@nps.gov)" <karen_cucurullo@nps.gov>, "LeBel, Steve" <steve_lebel@nps.gov>, "Dick_Swihart@nps.gov" <Dick_Swihart@nps.gov>
Subject: FW: C3 Concert
Attachments: C3 Concert agt.doc

[With attachment this time.](#)

From: Douglas Verner
Sent: Monday, April 27, 2015 2:11 PM
To: 'Bob_Vogel@nps.gov'; 'Steve_LeBel@nps.gov'; Karen Cucurullo (karen_cucurullo@nps.gov); 'Dick_Swihart@nps.gov'
Cc: Gerry Gabrys; Jeff Marquis; Rick Wayland - Vice President, Operations
Subject: C3 Concert

[Attached is a draft agreement for the concert to be held September 26-27, 2015.](#)

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Thank you.

Douglas Verner

General Counsel

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Conversation Contents

Souvenir Sales at Trust for National Mall Concert

"Swihart, John" <dick_swihart@nps.gov>

From: "Swihart, John" <dick_swihart@nps.gov>
Sent: Tue Apr 07 2015 12:27:05 GMT-0600 (MDT)
To: Robin Nixon <robin_nixon@nps.gov>, Teri Austin <teresa_austin@nps.gov>
Subject: Souvenir Sales at Trust for National Mall Concert

Robin-

Expect a phone call from Charlie at C3 and Kristine at TNM.

C3 is expecting to sell Rock Band branded T-shirts and other concert memorabilia themselves. Not sure that sort of merchandise is allowed to be sold in this park.

Furthermore Kristine wants to sell a TNM benefit souvenir T-Shirt.

Neither of them expect to sell this stuff through GSI.

I have advised they need park permission to sell this type of specific concert souvenirs and memorabilia and I don't think they can sell that themselves. Kristine said she'd be contacting you.

I think we have to consider that GSI / EN are the only partner & concessioner authorized to sell souvenirs & interpretive retail merchandise on the Mall. GSI has never been allowed to sell specific event related merchandise, other than Cherry Blossom stuff.

Dick

Dick Swihart
Concessions Chief
National Mall and Memorial Parks
900 Ohio Dr SW
Washington, DC 20024
Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Tue Apr 07 2015 14:32:04 GMT-0600 (MDT)
To: "Swihart, John" <dick_swihart@nps.gov>
Subject: Re: Souvenir Sales at Trust for National Mall Concert

Dick, did GSI or EN sell Inauguration t-shirts or memorabilia?

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

▫

On Tue, Apr 7, 2015 at 2:27 PM, Swihart, John <dick_swihart@nps.gov> wrote:

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Dick_Swihart@NPS.gov

▫

John Swihart <dick_swihart@nps.gov>

From: John Swihart <dick_swihart@nps.gov>
Sent: Tue Apr 07 2015 16:14:50 GMT-0600 (MDT)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: Souvenir Sales at Trust for National Mall Concert

Wasn't here.

Sent from my iPhone

On Apr 7, 2015, at 4:32 PM, Nixon, Robin <robin_nixon@nps.gov> wrote:

Dick, did GSI or EN sell Inauguration t-shirts or memorabilia?

Robin Nixon
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900 Ohio Drive, SW
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Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov

□

John Swihart <dick_swihart@nps.gov>

From: John Swihart <dick_swihart@nps.gov>
Sent: Tue Apr 07 2015 16:17:50 GMT-0600 (MDT)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: Re: Souvenir Sales at Trust for National Mall Concert

Will ask GSI, but based on the conversation today, they were shocked that C3 & TNM were planning on this. Dick

Sent from my iPhone

On Apr 7, 2015, at 4:32 PM, Nixon, Robin <robin_nixon@nps.gov> wrote:

Dick, did GSI or EN sell Inauguration t-shirts or memorabilia?

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
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Dick_Swihart@NPS.gov

"Owen, Robbin" <robbin_owen@nps.gov>

From: "Owen, Robbin" <robbin_owen@nps.gov>
Sent: Wed Apr 08 2015 04:41:27 GMT-0600 (MDT)
To: Sean Kennealy <sean_kennealy@nps.gov>, John Swihart <dick_swihart@nps.gov>, Robin Nixon <Robin_Nixon@nps.gov>
Subject: Re: Souvenir Sales at Trust for National MAll Concert

No T-shirt sales. regulation upheld in Supreme Court. The only items that are allowed to be sold are books, pamphlets, newspapers, buttons and bumper stickers per regulations.

Robbin

On Tue, Apr 7, 2015 at 9:40 PM, Sean Kennealy <sean_kennealy@nps.gov> wrote:
Are there regulations for, or against, this?

Thanks, Sean

Sean Kennealy
Acting Deputy Superintendent
National Mall and Memorial Parks
202-245-4685 (office - direct)
202-359-1551 (cell)

Begin forwarded message:

From: "Nixon, Robin" <robin_nixon@nps.gov>
Date: April 7, 2015 at 4:31:07 PM EDT
To: Sean Kennealy <sean_kennealy@nps.gov>, "Vogel, Bob A." <Bob_Vogel@nps.gov>
Subject: Fwd: Souvenir Sales at Trust for National MAll Concert

fyi while Karen is gone

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
National Park Service
900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

□

----- Forwarded message -----

From: **Swihart, John** <dick_swihart@nps.gov>
Date: Tue, Apr 7, 2015 at 2:27 PM
Subject: Souvenir Sales at Trust for National Mall Concert
To: Robin Nixon <robin_nixon@nps.gov>, Teri Austin
<teresa_austin@nps.gov>
Cc: Karen Cucurullo <karen_cucurullo@nps.gov>

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Dick_Swihart@NPS.gov

□

"Nixon, Robin" <robin_nixon@nps.gov>

From: "Nixon, Robin" <robin_nixon@nps.gov>
Sent: Wed Apr 08 2015 05:08:27 GMT-0600 (MDT)
To: "Owen, Robbin" <robbin_owen@nps.gov>
Subject: Re: Souvenir Sales at Trust for National Mall Concert

How do Eastern National and GSI sell t-shirts and souvenirs within that regulation?

Robin Nixon
Chief of Partnerships
National Mall and Memorial Parks
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900 Ohio Drive, SW
Washington, DC 20024
202-245-4710 (ofc)
202-738-7956 (cell)
robin_nixon@nps.gov

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On Wed, Apr 8, 2015 at 6:41 AM, Owen, Robbin <robbin_owen@nps.gov> wrote:
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Sean Kennealy
Acting Deputy Superintendent
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202-245-4685 (office - direct)
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Subject: Fwd: Souvenir Sales at Trust for National Mall Concert

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Date: Tue, Apr 7, 2015 at 2:27 PM
Subject: Souvenir Sales at Trust for National Mall Concert
To: Robin Nixon <robin_nixon@nps.gov>, Teri Austin
<teresa_austin@nps.gov>
Cc: Karen Cucurullo <karen_cucurullo@nps.gov>

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Dick Swihart
Concessions Chief
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900 Ohio Dr SW
Washington, DC 20024
Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov

▫

Conversation Contents

Conference Call: Trust for the National Mall Music Festival

Courtney Murphy <cmurphy@c3presents.com>

From: Courtney Murphy <cmurphy@c3presents.com>
Sent: Mon Apr 06 2015 15:36:14 GMT-0600 (MDT)
Special Events - MGR
To: <specialevents@guestservices.com>, "Swihart, John" <dick_swihart@nps.gov>, Kristine Fitton <KFitton@nationalmall.org>, Dirk Stalnecker <dstalnecker@c3presents.com>
Subject: Conference Call: Trust for the National Mall Music Festival

When: Tuesday, April 07, 2015 1:00 PM-1:30 PM. (UTC-06:00) Central Time (US & Canada)

Where: Dial in: 512-334-8653 (passcode not required)

~~*~*~*~*~*~*~*~*

Hi Bruce,

Charlie, Kristine, and Dirk are all available for a call tomorrow from 2:00pm-2:30pm EST. I will circulate an invitation and dial-in number shortly.

Thanks!

Courtney

COURTNEY MURPHY
Executive Assistant to Charlie Jones

C 3 P R E S E N T S

300 W 6th Street Suite 2100 | Austin, Texas 78701
512 478 7211 | 512 628 3059 fax
cmurphy@c3presents.com
www.c3presents.com

From: Special Events - MGR <specialevents@guestservices.com>
Date: Monday, April 6, 2015 at 2:28 PM
To: Kristine Fitton <KFitton@nationalmall.org>
Cc: "Swihart, John" <dick_swihart@nps.gov>, Courtney Murphy

<<[u>cmurphy@c3presents.com](mailto:cmurphy@c3presents.com)>

Subject: RE: phone call about Trust for the National Mall music festival?

Hi Kristine,

I'm sorry, we are in the middle of the Cherry Blossom Festival so there's a lot going on...with rain predicted tomorrow, though, I have a window from 2-3pm. Can we talk then? Dirk and I have been trying to make contact but no success yet. Thanks,

Bruce

From: Kristine Fitton [[u>mailto:KFitton@nationalmall.org](mailto:KFitton@nationalmall.org)]

Sent: Monday, April 06, 2015 2:46 PM

To: Special Events - MGR

Cc: Swihart, John; Courtney Murphy ([u>cmurphy@c3presents.com](mailto:cmurphy@c3presents.com))

Subject: FW: phone call about Trust for the National Mall music festival?

Hi Bruce:

I wanted to follow up to my note last week about scheduling a quick phone call about concession opportunities during the Trust's planned music festival in September.

Please let me know if any of the windows below work. If not, feel free to throw out a few options that work on your end and we can coordinate a time that works for everyone.

Thanks --Kristine

From: Kristine Fitton

Sent: Thursday, April 2, 2015 4:15 PM

To: [u>specialevents@guestservices.com](mailto:specialevents@guestservices.com)

Subject: phone call next week about Trust for the National Mall music festival?

Hi Bruce:

I hope all is well. Since we've had several weeks on both ends to explore options for working together during the Trust's music festival this September, I'm hoping I can set up a call with you (and whomever else is relevant at GSI); Charlie Jones of C3 Presents and me to talk through some opportunities.

Below are some windows of time that work on our end. Can you please let me know if you're free to chat next week and I'll gladly set up a call-in number for all of us to hop on the phone.

Thanks. --Kristine

Tuesday, April 7

1:30pm-3:00pm CST

Wednesday, April 8

11:00am-3:00pm CST

Thursday, April 9

11:00am-3:00pm CST

Kristine Fitton
Vice President, Marketing & Communications
Trust for the National Mall

T: 202 407-9412
M: 202-641-4969



Conversation Contents

FW: phone call about Trust for the National Mall music festival?

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Mon Apr 06 2015 12:45:47 GMT-0600 (MDT)
To: "specialevents@guestservices.com"
<specialevents@guestservices.com>
Subject: FW: phone call about Trust for the National Mall music festival?

Hi Bruce:

I wanted to follow up to my note last week about scheduling a quick phone call about concession opportunities during the Trust's planned music festival in September.

Please let me know if any of the windows below work. If not, feel free to throw out a few options that work on your end and we can coordinate a time that works for everyone.

Thanks --Kristine

From: Kristine Fitton
Sent: Thursday, April 2, 2015 4:15 PM
To: specialevents@guestservices.com
Subject: phone call next week about Trust for the National Mall music festival?

Hi Bruce:

I hope all is well. Since we've had several weeks on both ends to explore options for working together

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cid:image002.jpg@01D062FE.F6564AD0

Special Events - MGR <specialevents@guestservices.com>

From: Special Events - MGR
<specialevents@guestservices.com>
Sent: Mon Apr 06 2015 13:28:44 GMT-0600 (MDT)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: RE: phone call about Trust for the National Mall music festival?

Hi Kristine,

I'm sorry, we are in the middle of the Cherry Blossom Festival so there's a lot going on... with rain predicted tomorrow, though, I have a window from 2-3pm. Can we talk then? Dirk and I have been trying to make contact but no success yet. Thanks,

Bruce

From: Kristine Fitton [mailto:KFitton@nationalmall.org]
Sent: Monday, April 06, 2015 2:46 PM
To: Special Events - MGR
Cc: Swihart, John; Courtney Murphy (cmurphy@c3presents.com)
Subject: FW: phone call about Trust for the National Mall music festival?

Hi Bruce:

I wanted to follow up to my note last week about scheduling a quick phone call about concession opportunities during the Trust's planned music festival in September.

Please let me know if any of the windows below work. If not, feel free to throw out a few options that work on your end and we can coordinate a time that works for everyone.

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cid:image002.jpg@01D062FE.F6564AD0



Courtney Murphy <cmurphy@c3presents.com>

From: Courtney Murphy <cmurphy@c3presents.com>
Sent: Mon Apr 06 2015 15:02:22 GMT-0600 (MDT)
To: Special Events - MGR
<specialevents@guestservices.com>
Subject: Re: phone call about Trust for the National Mall music festival?

Hi Bruce,

Charlie, Kristine, and Dirk are all available for a call tomorrow from 2:00pm-2:30pm EST. I will circulate an invitation and dial-in number shortly.

Thanks!

Courtney

COURTNEY MURPHY

Executive Assistant to Charlie Jones

C 3 P R E S E N T S

300 W 6th Street Suite 2100 | Austin, Texas 78701

512 478 7211 | 512 628 3059 fax

cmurphy@c3presents.com

www.c3presents.com

From: Special Events - MGR <specialevents@guestservices.com>

Date: Monday, April 6, 2015 at 2:28 PM

To: Kristine Fitton <KFitton@nationalmall.org>

Cc: "Swihart, John" <dick_swihart@nps.gov>, Courtney Murphy <cmurphy@c3presents.com>

Subject: RE: phone call about Trust for the National Mall music festival?

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Conversation Contents

Music Festival Concessions Discussion Follow-up

Attachments:

/6. Music Festival Concessions Discussion Follow-up/1.1 Sign-in sheet (meeting between C3, TNM, NPS and GSI)-1-1.docx

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Mon Mar 02 2015 22:18:59 GMT-0700 (MST)
To: "specialevents@guestservices.com"
<specialevents@guestservices.com>
Subject: Music Festival Concessions Discussion Follow-up
Attachments: Sign-in sheet (meeting between C3, TNM, NPS and GSI)-1-1.docx

Bruce:

Thank you for taking the time to meet last Thursday about concession options for the Trust for the National Mall's music festival.

As promised, please find attached the meeting sign-in sheet to help facilitate what we know will be many conversations in the coming weeks.

Please let us know when you've had a chance to talk with your team at GSI. We'd be happy to regroup by phone to continue exploring workable food, beverage and merchandise sales arrangements as soon as you're ready.

Thanks again,

Kristine Fitton

Vice President, Marketing & Communications
Trust for the National Mall

1300 Pennsylvania Avenue, NW, Suite 370

Washington, DC 20007

c: (202) 641-4969 | nationalmall.org

Making the National Mall the best park in the world.

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Conversation Contents

RE: DC Festival

Dirk Stalnecker <dstalnecker@c3presents.com>

From: Dirk Stalnecker <dstalnecker@c3presents.com>
Sent: Fri Feb 27 2015 18:21:57 GMT-0700 (MST)
To: "specialevents@guestservices.com"
<specialevents@guestservices.com>
Subject: RE: DC Festival

Sorry, meant to copy Dick!

Nice meeting you too Dick. Have a nice weekend all.

DIRK STALNECKER

Production Director

C 3 P R E S E N T S

From: Dirk Stalnecker
Sent: Friday, February 27, 2015 7:20 PM
To: 'specialevents@guestservices.com'
Subject: DC Festival

Hi Bruce

Nice meeting you yesterday. Let me know if I can provide you with any information to assist in clarifying the conversation we had at NPS.

Thanks.

DIRK STALNECKER

Production Director

C 3 P R E S E N T S

300 W. 6th Street Suite 2100 | Austin, Texas 78701

512 478 7211 | www.c3presents.com

"Swihart, John" <dick_swihart@nps.gov>

From: "Swihart, John" <dick_swihart@nps.gov>
Sent: Sat Feb 28 2015 07:59:57 GMT-0700 (MST)
To: Dirk Stalnecker <dstalnecker@c3presents.com>
Subject: Re: DC Festival

Thanks, Dirk . It was great to meet you, John & Charlie. I am sure we can work something out between all companies involved. My role is not to tell GSI what to do and how to run their business, but simply to ensure adherence to the terms and conditions of the contract between them and the park.

I spoke with my Superintendent yesterday and she is going to be fine with various beverage locations within the venue, assuming its a controlled entrance/exit into and out of the area and people aren't able to simple wander off into other parts of our park with alcohol. And lastly, as I mentioned to Charlie, as the head of all commercial activity on the Mall I have to follow the law and will need to make sure the prices being charged event attendees (who are considered park visitors) are reasonable.

We'll be talking again soon.

best regards,

Dick

Dick Swihart
Concessions Chief
National Mall and Memorial Parks
900 Ohio Dr SW
Washington, DC 20024
Office: (202) 619-6392
Cell: (202) 748-2470
Dick_Swihart@NPS.gov

On Fri, Feb 27, 2015 at 8:21 PM, Dirk Stalnecker <dstalnecker@c3presents.com> wrote:

Sorry, meant to copy Dick!

Nice meeting you too Dick. Have a nice weekend all.

DIRK STALNECKER

Production Director

C 3 P R E S E N T S

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512 478 7211 | www.c3presents.com

Special Events - MGR <specialevents@guestservices.com>

From: Special Events - MGR
<specialevents@guestservices.com>
Sent: Sat Feb 28 2015 10:06:59 GMT-0700 (MST)
To: Dirk Stalnecker <dstalnecker@c3presents.com>
Subject: RE: DC Festival

Good to meet you too Dirk. We've had one meeting on our end and are setting up another. We'll be contacting you to set up a meeting soon. Thanks,

Bruce

From: Dirk Stalnecker [<mailto:dstalnecker@c3presents.com>]
Sent: Friday, February 27, 2015 8:22 PM
To: Special Events - MGR
Cc: dick_swihart@nps.gov; John Liipfert
Subject: RE: DC Festival

Sorry, meant to copy Dick!

Nice meeting you too Dick. Have a nice weekend all.

DIRK STALNECKER

Production Director

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From: Dirk Stalnecker
Sent: Friday, February 27, 2015 7:20 PM
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Conversation Contents

NPS/GSI/TNM/C3 meeting

Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Feb 19 2015 14:09:36 GMT-0700 (MST)
To: "Nixon, Robin" <robin_nixon@nps.gov>
Subject: NPS/GSI/TNM/C3 meeting

Thank you both! It is good to meet you by email, Dick.

On my end, I've copied John Liipfert of C3 Presents, who is our production partner for the fundraising concert.

Ideally, we'd love to have a quick meeting next Thursday, if possible, since the C3 team will be in town for a broader meeting that you helped set up, Robin.

If that's possible, I can coordinate that with you both and the team you recommend at GSI. Alternatively, we can look at other dates if Thursday doesn't work.

Thanks --Kristine

From: Nixon, Robin [mailto:robin_nixon@nps.gov]
Sent: Thursday, February 19, 2015 1:53 PM
To: Kristine Fitton
Cc: John Swihart
Subject: Re: best contacts for GSI meeting?

Kristine, the NPS contact, and also the person who will know the best GSI contact, is Dick Swihart, our Concessions specialist. I have copied him on this message so that you can

make contact. I would be interested in attending the meeting, if possible. Robin

Robin Nixon

Chief of Partnerships

National Mall and Memorial Parks

National Park Service

900 Ohio Drive, SW

Washington, DC 20024

202-245-4710 (ofc)

202-738-7956 (cell)

robin_nixon@nps.gov

▣

On Thu, Feb 19, 2015 at 1:14 PM, Kristine Fitton <KFitton@nationalmall.org> wrote:

Hi Robin:

I'm looking to set up a meeting for C3 and GSI to discuss concert concessions.

The permitting dept mentioned to me a while ago that there is a NPS liaison who should be included in those discussions. Is it also a meeting you'd like to attend?

Just let me know and I will get something on the books.

Thanks --Kristine

"Swihart, John" <dick_swihart@nps.gov>

From: "Swihart, John" <dick_swihart@nps.gov>
Sent: Thu Feb 19 2015 14:34:59 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: NPS/GSI/TNM/C3 meeting

Hi Kristine -

Maybe we need to have a discussion prior to bringing GSI in. The reality is they have a contract with this park that provides them exclusive right to provide all food & beverages on the Mall, unless they specifically choose to waive that right. I'm willing to invite them to a meeting as long as C3 fully understands our contract and the rights afforded to GSI under that agreement.

If this is understood, we can bring GSI in and talk about what's being planned and what GSI would be able to do.

Let me know so I can get a hold of GSI and check on their availability next Thursday.

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From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Thu Feb 19 2015 19:52:10 GMT-0700 (MST)
To: "Swihart, John" <dick_swihart@nps.gov>
Subject: Re: NPS/GSI/TNM/C3 meeting

Dick:

Thanks for your quick response.

We understand the nature of the GSI contract and want to use our first meeting to explore what kind of arrangements are possible that work within the bounds of your agreement but also affords us the opportunity to provide our event attendees with a different kind of culinary experience than is typically offered in the park. Specifically, our event celebrates diversity -- a key tenet of the National Mall -- through a wide range of music and ideally through a wide range of food from DC's top chefs.

In my preliminary conversations with Bob Vogel last fall, we discussed potential subcontracting relationships through GSI to get the diversity of we're seeking.

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"Swihart, John" <dick_swihart@nps.gov>

From: "Swihart, John" <dick_swihart@nps.gov>
Sent: Mon Feb 23 2015 07:04:55 GMT-0700 (MST)
To: Kristine Fitton <KFitton@nationalmall.org>
Subject: Re: NPS/GSI/TNM/C3 meeting

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Robin Nixon advises you already have a meeting at 2PM with the Permits group. How about if we meet at 1PM in the NAMA Permits office large conference? Please let me know if that will work for you all and I'll send an invite.

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Kristine Fitton <KFitton@nationalmall.org>

From: Kristine Fitton <KFitton@nationalmall.org>
Sent: Mon Feb 23 2015 07:07:37 GMT-0700 (MST)
To: "Swihart, John" <dick_swihart@nps.gov>
Subject: RE: NPS/GSI/TNM/C3 meeting

Dick and Robin:

I'm so grateful to you – and to GSI – for accommodating this meeting request on short notice.

The 1:00pm timing seems ideal. Please let John and I confirm with the other participants this

morning and we'll get right back to you.

Thanks, again. --Kristine

From: Swihart, John [mailto:dick_swihart@nps.gov]
Sent: Monday, February 23, 2015 9:05 AM
To: Kristine Fitton
Cc: Nixon, Robin; John Liipfert (jliipfert@c3presents.com)
Subject: Re: NPS/GSI/TNM/C3 meeting

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Sent: Mon Feb 23 2015 08:44:28 GMT-0700 (MST)
To: "Swihart, John" <dick_swihart@nps.gov>
Subject: RE: NPS/GSI/TNM/C3 meeting

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Sent: Monday, February 23, 2015 9:05 AM

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Subject: Re: NPS/GSI/TNM/C3 meeting

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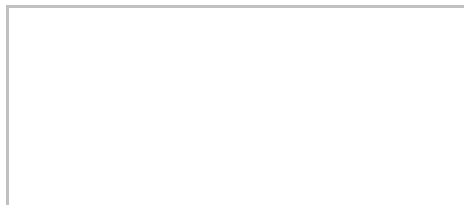
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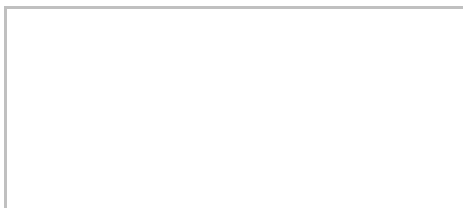
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Subject: RE: NPS/GSI/TNM/C3 meeting

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Sent: Monday, February 23, 2015 10:56 AM
To: Kristine Fitton
Cc: Robin Nixon
Subject: Re: NPS/GSI/TNM/C3 meeting

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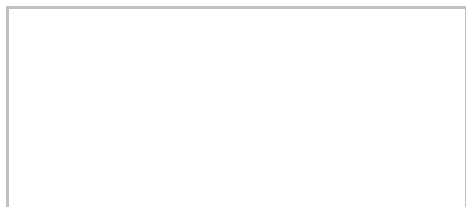
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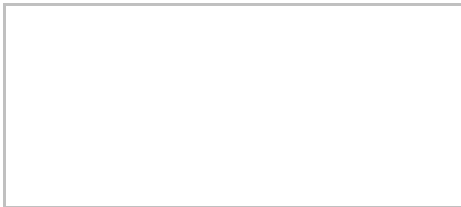
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From: "Swihart, John" <dick_swihart@nps.gov>
Sent: Mon Feb 23 2015 09:03:22 GMT-0700 (MST)
To: Bruce Ward <specialevents@guestservices.com>
Subject: Fwd: NPS/GSI/TNM/C3 meeting

Bruce -

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Special Events - MGR <specialevents@guestservices.com>

From: Special Events - MGR
<specialevents@guestservices.com>
Sent: Mon Feb 23 2015 10:18:34 GMT-0700 (MST)
To: "Swihart, John" <dick_swihart@nps.gov>
Subject: RE: NPS/GSI/TNM/C3 meeting

Okay, thanks Dick!

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From: Swihart, John [mailto:dick_swihart@nps.gov]
Sent: Monday, February 23, 2015 11:03 AM
To: Special Events - MGR
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