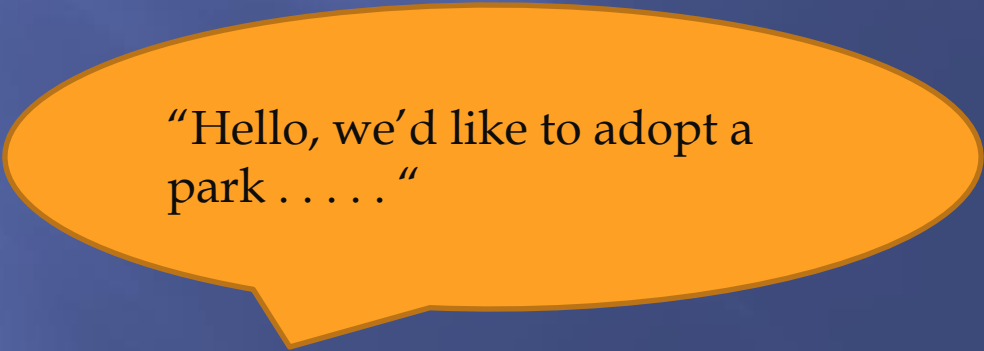


Expect the Unexpected

Case Study - Pershing Park, Washington D.C.

It started with a telephone call



“Hello, we’d like to adopt a park”

The Ask -
"We want to adopt Pershing Park"



Blues Alley

Carr, Willard Hotel

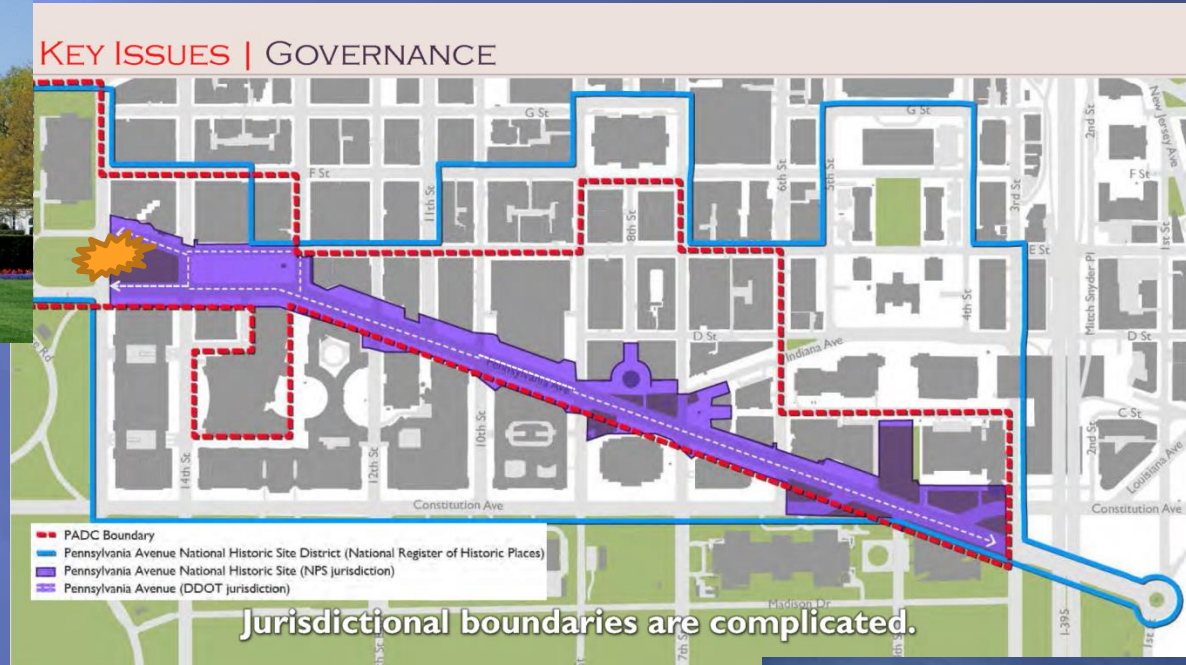


Pershing Park

Location, Location, Location



White House,
South View



The Capitol



The Real Ask

Sleuthing - What are the real interests?



The Players – Who they are and their interests



Congress – all 536 members plus 6 non-voting, share their ideas

The Players – Who they are and their interests



Fine Arts Committee – approve projects

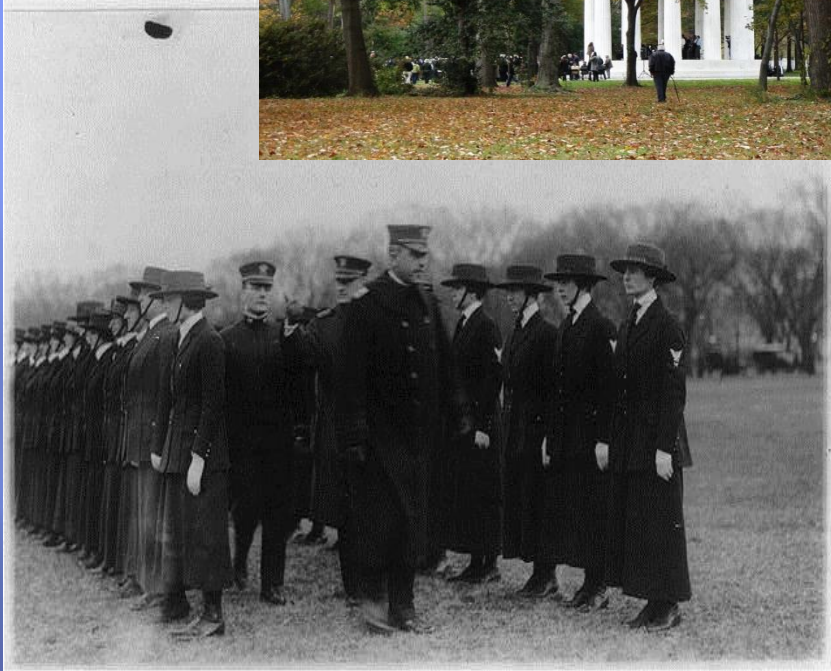
The Players – Who they are and their interests



Pennsylvania Avenue, 1920's

Pennsylvania Avenue Planning Commission

The Players – Who they are and their interests



General Pershing Memorial – Pershing Park

World War I (about to be appointed) Commission

The Players – Who they are and their interests



**National Park Service – Partner to take on
maintenance of Pershing Park**

The Players – Who they are and their interests



Willard Hotel



Trump and Carr – hotel interests



Old Post Office Tower

Re-Working the “Ask”

- Blues Alley Jazz Society – now has a General Agreement with the park to engage youth and the community
- The Willard Hotel will provide VIPs
- Pershing Park will continue to be the front door to Pennsylvania Avenue

..... and the story continues



