

HEARING TO REVIEW S. 959, SMITHSONIAN AMERICAN WOMEN'S HISTORY MUSEUM ACT; AND S. 1267, NATIONAL MUSEUM OF THE AMERICAN LATINO ACT

HEARING

BEFORE THE

**COMMITTEE ON RULES AND
ADMINISTRATION**

UNITED STATES SENATE

ONE HUNDRED SIXTEENTH CONGRESS

SECOND SESSION

NOVEMBER 17, 2020

Printed for the use of the Committee on Rules and Administration



**HEARING TO REVIEW S. 959, SMITHSONIAN AMERICAN WOMEN'S HISTORY MUSEUM
ACT; AND S. 1267, NATIONAL MUSEUM OF THE AMERICAN LATINO ACT**

HEARING TO REVIEW S. 959, SMITHSONIAN AMERICAN WOMEN'S HISTORY MUSEUM ACT; AND S. 1267, NATIONAL MUSEUM OF THE AMERICAN LATINO ACT

HEARING
BEFORE THE
**COMMITTEE ON RULES AND
ADMINISTRATION**
UNITED STATES SENATE
ONE HUNDRED SIXTEENTH CONGRESS
SECOND SESSION

NOVEMBER 17, 2020

Printed for the use of the Committee on Rules and Administration



U.S. GOVERNMENT PUBLISHING OFFICE
WASHINGTON : 2021

42-358

Available on <http://www.govinfo.gov>

COMMITTEE ON RULES AND ADMINISTRATION

SECOND SESSION

ROY BLUNT, Missouri, *Chairman*

MITCH McCONNELL, Kentucky	AMY KLOBUCHAR, Minnesota
LAMAR ALEXANDER, Tennessee	DIANNE FEINSTEIN, California
PAT ROBERTS, Kansas	CHARLES E. SCHUMER, New York
RICHARD SHELBY, Alabama	RICHARD J. DURBIN, Illinois
TED CRUZ, Texas	TOM UDALL, New Mexico
SHELLEY MOORE CAPITO, West Virginia	MARK R. WARNER, Virginia
ROGER WICKER, Mississippi	PATRICK J. LEAHY, Vermont
DEB FISCHER, Nebraska	ANGUS S. KING, JR., Maine
CINDY HYDE-SMITH, Mississippi	CATHERINE CORTEZ MASTO, Nevada

FITZHUGH ELDER IV, *Staff Director*
LINDSEY KERR, *Democratic Staff Director*

C O N T E N T S

	Pages
OPENING STATEMENT OF:	
Hon. Roy Blunt, Chairman, a U.S. Senator from the State of Missouri	1
Hon. Amy Klobuchar, a U.S. Senator from the State of Minnesota	2
Hon. Susan Collins, a U.S. Senator from the State of Maine	5
Hon. John Cornyn, a U.S. Senator from the State of Texas	7
Hon. Robert Menendez, a U.S. Senator from the State of New Jersey	8
Lonnie G. Bunch III, Secretary, Smithsonian Institution	13
Jane Abraham, Former Chair of the Congressional Commission to Study the Potential for a National Women’s History Museum	15
Danny Vargas, Chairman, Friends of the National Museum of The American Latino	17
CiCi Rojas, Chair, The Latino Coalition Foundation	19
Eva Longoria Baston, Actor, Activist, and Member of Commission to Study the Potential Creation of a National Museum of The American Latino	20
PREPARED STATEMENT/TESTIMONY OF:	
Hon. Susan Collins, a U.S. Senator from the State of Maine	28
Hon. John Cornyn, a U.S. Senator from the State of Texas	30
Hon. Robert Menendez, a U.S. Senator from the State of New Jersey	32
Lonnie G. Bunch III, Secretary, Smithsonian Institution	35
Jane Abraham, Former Chair of the Congressional Commission to Study the Potential for a National Women’s History Museum	40
Danny Vargas, Chairman, Friends of the National Museum of The American Latino	42
CiCi Rojas, Chair, The Latino Coalition Foundation	47
Eva Longoria Baston, Actor, Activist, and Member of Commission to Study the Potential Creation of a National Museum of The American Latino	50
MATERIALS SUBMITTED FOR THE RECORD:	
Blunt—Klobuchar—Letter from the Hispanic Bar Association of the District of Columbia	53
Blunt—Klobuchar—Letter from Hispanics in Philanthropy	55
Blunt—Klobuchar—Letter from Jorge A. Plasencia	58
Blunt—Klobuchar—Letter from the LA Collab	60
Blunt—Klobuchar—Letter from Latinos for Tennessee	63
Blunt—Klobuchar—Letter from Lili Gil Valletta, Vice Chair, Friends of the American Latino Museum	66
Blunt—Klobuchar—Letter from the League of Minority Voters	68
Blunt—Klobuchar—Letter from the Joés Andrés Think Food Group	70
Blunt—Klobuchar—Letter from the National Hispanic Medical Association	72
Blunt—Klobuchar—Letter from Senator Gustavo Rivera, New York State Senate	74
Blunt—Klobuchar—Letter from TDU Tires USA	78
Blunt—Klobuchar—Letter from Attorney General Sean D. Reyes, State of Utah	80
Blunt—Klobuchar—Letter from the Young Women’s Christian Association	82
Klobuchar—Letter from Minnesota Counsel on Latino Affairs	85
Klobuchar—List of National Latino American Museum Supports in Min- nesota	86
Klobuchar—Letter from the 3M Corporation	87

IV

	Page
Klobuchar—Letter of Support from members of Congress José Serrano and Will Hurd	89
Hon. Susan Collins—Letter from the American Historical Association	90
Hon. Susan Collins—Letter from Denise Doring VanBuren, President General, National Society Daughters of the American Revolution	91
Hon. Susan Collins—Letter from Federally Employed Women	92
Hon. Susan Collins—Letter from the National Foundation for Women Legislators	93
Hon. Susan Collins—Letter from the National Coalition for History	94
Hon. Susan Collins—Letter from the National Conference of Women’s Bar Associations	95
Hon. Susan Collins—Letter from the Women’s Business Development Center ..	96
Hon. Susan Collins—Letter from the Women’s Foundation California	97
Hon. Susan Collins—Letter from Women in Aerospace	98
Hon. Susan Collins—Letter from Women in Defense	99
Hon. Susan Collins—Letter from the Women’s Suffrage Centennial Commission	100
Hon. Bob Menendez—New York Times Story “Where is the Smithsonian Museum for American Latinos?”	101
Jane Abraham—Written Remarks for the Presentation of Commission Recommendations to Congress, November 16, 2016	104
Jane Abraham Executive Summary on the Report to Congress and the President of the United States	108
Jane Abraham —The American Museum of Women’s History, Snapshot Summary of the Congressional Commission’s Purpose, Conclusions and Recommendations, November 16, 2016	118
Jane Abraham —The American Museum of Women’s History Congressional Commission Report to the President of the United States and Congress, November 16, 2016	121
Jane Abraham —American Women’s History Museum, Addendum—Projections on Museum Capital and Operating Costing, November 12, 2020	224
Jane Abraham —Update from the Commissioners of the 2016 U.S. Congressional Commission to Study the Potential for an American Museum of Women’s History	229
Jane Abraham —Opening Letter of the Report to Congress and the President of the United States, November 16, 2016	237
Danny Vargas—Letter from the 3M Corporation	239
Danny Vargas—Letter from the Acevedo Foundation	241
Danny Vargas—Letter from LA Collab	244
Danny Vargas—Letter from the American Jewish Committee	247
Danny Vargas—Letter from the Arizona Latino Legislative Caucus	248
Danny Vargas—Letter from Azteca Enterprises, Inc	251
Danny Vargas—Letter from Bienvenido	253
Danny Vargas—Letter from the Casa de Esperanza: National Latin@ Network for Healthy Families and Communities	255
Danny Vargas—Letter from the Congressional Hispanic Caucus	258
Danny Vargas—Letter from the Congressional Hispanic Leadership Institute ..	262
Danny Vargas—Letter from City Projects, LLC	263
Danny Vargas—Letter from the Coca-Cola Company	265
Danny Vargas—Letter from former United States Attorney General Alberto R. Gonzales	268
Danny Vargas—Letter from the Hispanic Alliance for Career Enhancement ...	270
Danny Vargas—Letter from the Hispanic Association on Corporate Responsibility	273
Danny Vargas—Letter from the Hensel Phelps Construction Co	276
Danny Vargas—Letter from the Hershey Company	279
Danny Vargas—Letter from the Yale Center for the Study of Race, Indigeneity, and Transnational Migration	280
Danny Vargas—Letter from the Hispanic 100	288
Danny Vargas—Letter from the Hispanic Heritage Foundation	289
Danny Vargas—Letter from the Hispanic Lobbyists Association	291
Danny Vargas—Letter from the Hispanic National Bar Association	293
Danny Vargas—Letter from JacksonLewis P.C.	296
Danny Vargas—Letter from the Latino Community Foundation	299
Danny Vargas—Letter from Elianne Ramos, Latino Justice	302
Danny Vargas—Letter from the Latinx Entertainment Industry	304
Danny Vargas—Letter from the Latino Business Action Network	311

	Page
Danny Vargas—Letter from the League of Minority Voters	313
Danny Vargas—Letter from the League of United Latin American Citizens	315
Danny Vargas—Letter from Luz Collective Inc	317
Danny Vargas—Letter from Mayor Eric Garcetti, City of Los Angeles	319
Danny Vargas—Letter from Meridian Design	321
Danny Vargas—Letter from the Miami Dade College, Office of Cultural Affairs to Ranking Member Klobuchar	323
Danny Vargas—Letter from the Miami Dade College, Office of Cultural Affairs to Chairman Blunt	325
Danny Vargas—Letter from Carmen Ronan of Molera Alvarez Government and Public Affairs Firm	327
Danny Vargas—Letter from Ruben Alvarez of Molera Alvarez Government and Public Affairs Firm	329
Danny Vargas—Letter from the National Alliance for Hispanic Health	331
Danny Vargas—Letter from the National Latino Evangelical Coalition	332
Danny Vargas—Letter from the National Association of Latino Elected and Appointed Officials	334
Danny Vargas—Letter from the National Association of Latino Independent Producers	336
Danny Vargas—Letter from the National Hispanic Medical Association	339
Danny Vargas—Letter from Nikkie Whaley	341
Danny Vargas—Letter from the National Latino Farmers and Ranchers Trade Association	344
Danny Vargas—Letter from the National Urban League	347
Danny Vargas—Letter from Omega Contracting, Inc.	348
Danny Vargas—Letter from Jorge Plasencia of Republica Havas	350
Danny Vargas—Letter from the Republican National Hispanic Assembly	352
Danny Vargas—Letter from Rosa J. Correa, Former National Museum of the American Latino Commissioner	357
Danny Vargas—Letter from Sergio Fernandez de Cordova de Veyga	359
Danny Vargas—Letter from Society of Hispanic Professional Engineers	362
Danny Vargas—Letter from the Latino Coalition	364
Danny Vargas—Letter from the Joés Andrés Think Food Group	367
Danny Vargas—Letter from T-Mobile	369
Danny Vargas—Letter from UnidosUS	371
Danny Vargas—Letter from the Venezuelan Endowment for the Arts	373
Danny Vargas—Letter from Voto Latino	375
Danny Vargas—Letter from the We are all Human Foundation	377
Danny Vargas—Letter from the Walt Disney Company	379
Danny Vargas—Letter from Waste Management	381

QUESTIONS SUBMITTED FOR THE RECORD:

Hon. Roy Blunt, Chairman, a U.S. Senator from the State of Missouri to Lonnie G. Bunch III, Secretary, Smithsonian Institution	383
Hon. Hyde-Smith, a U.S. Senator from the State of Mississippi to Lonnie G. Bunch III, Secretary, Smithsonian Institution	387
Hon. Roy Blunt, Chairman, a U.S. Senator from the State of Missouri to Jane Abraham, Former Chair of the Congressional Commission to Study the Potential for a National Women's History Museum	390
Hon. Hyde-Smith, a U.S. Senator from the State of Mississippi to Jane Abraham, Former Chair of the Congressional Commission to Study the Potential for a National Women's History Museum	391
Hon. Roy Blunt, Chairman, a U.S. Senator from the State of Missouri to Danny Vargas, Chairman, Friends of the National Museum of The American Latino	393
Hon. Roy Blunt, Chairman, a U.S. Senator from the State of Missouri to CiCi Rojas, Chair, The Latino Coalition Foundation	396
Hon. Roy Blunt, Chairman, a U.S. Senator from the State of Missouri to Eva Longoria Baston, Actor, Activist, and Member of Commission to Study the Potential Creation of a National Museum of The American Latino	398

**HEARING TO REVIEW S. 959, SMITHSONIAN
AMERICAN WOMEN'S HISTORY MUSEUM
ACT; AND S. 1267, NATIONAL MUSEUM OF
THE AMERICAN LATINO ACT**

TUESDAY, NOVEMBER 17, 2020

UNITED STATES SENATE
COMMITTEE ON RULES AND ADMINISTRATION
Washington, DC.

The committee met, pursuant to notice, at 10 a.m., in Room 301, Russell Senate Office Building, Hon. Roy Blunt, Chairman of the Committee, presiding.

Present: Senators Blunt, Klobuchar, Capito, Wicker, Fischer, Feinstein, Udall, Warner, and Cortez Masto.

**OPENING STATEMENT OF HONORABLE ROY BLUNT,
CHAIRMAN, A U.S. SENATOR FROM THE STATE OF MISSOURI**

Chairman BLUNT. The Committee on Rules and Administration will come to order. Good morning. I want to thank my colleagues for attending today's hearing, some virtually, some in person. The same for our witnesses, and we are going to be welcoming them as well. Mr. Lonnie Bunch, the Secretary of the Smithsonian Institution, Mrs. Jane Abraham, Former Chair of the Congressional Commission to Study the Potential for a National Women's History Museum, Ms. CiCi Rojas, Chairman of the Latino Coalition, and Mr. Danny Vargas, Chairman of the Friends of the National Museum of the American Latino. I want to thank all of them for joining us.

We will hear from a number of Senators who have spent time on this and have been sponsors of this bill, Senator Collins, Senator Cornyn, Senator Menendez will all be joining us for remarks following the remarks of the three of us here at the dais. This is Secretary Bunch's second appearance before the Senate Rules Committee. We are grateful to have him with us today. He was appointed the Secretary of the Smithsonian Institution in June 2019. Lonnie, what a first year you have had. Obviously, COVID forced the closure of all 19 of the museums for the first time ever, and it happened in the middle of March of this year. That really created an opportunity and a requirement for Secretary Bunch and the great staff at the Smithsonian to even further turn to their already substantial digital efforts. They launched Smithsonian Cares, a new website that aggregates the Smithsonian's many online resources.

In addition to Smithsonian Cares, the Smithsonian offers a learning lab that is an online tool created specifically to work with

teachers and students in distance learning. No shock that the learning lab had a 500 percent increase from March 2019 to March 2020, and I suspect that increase has only continued to grow. Established in 1846, the Smithsonian, now 170 years later, encompasses 19 museums and galleries, numerous research and educational facilities, the National Zoo, a growing collection of 155 million objects and specimens of various kinds.

We are here today to discuss whether the Congress should authorize the addition of two new museums to the Smithsonian's vast portfolio, specifically a Smithsonian Museum of Women's History and a National Museum of the American Latino. We truly have an expert witness on the whole idea of new museums and expanding museums. Secretary Bunch was the founding director of the African National Museum of African-American History and Culture and really led that entire 11 year process of planning and constructing the 400,000 square foot museum that tells a powerful story. There are other powerful stories to be told, and that is what we are talking about today, the vibrant stories of American women and American Latinos. How important they are.

I would say also, I just mentioned 11 years in that other effort that Secretary Bunch was so involved in. No matter what we decide here today, these critically important stories need to be told in better and more substantial ways than they have been in the past. During a long period of time it would take to accomplish the goal we are talking about today, assuming we set that goal in 2021, the Smithsonian is set to open a permanent 4,500 square foot Latino gallery named the Molina Gallery, thanks to a \$10 million gift from the Molina family, and the Smithsonian's Latino Center continues to show—to be a showcase for that experience.

At the direction of the congressional Commission on the Study of the Potential Creation of a National Women's Museum, and again, Ms. Abraham is here to talk about that, the Smithsonian launched its own American Women's History Initiative in 2018. That initiative has since raised \$10 million toward the development of exhibitions, programs, educational materials and digital content across the Smithsonian space.

I look forward to hearing Secretary Bunch's update on all this important work, which again, we need to continue to encourage and figure what we can do to tell this story in a better way. Even if we decide to have these two new museums, they will not be available for a while.

Senator Klobuchar, I want to turn to you for any opening remarks you might have. Then we are going to recognize Senator Feinstein and then the three Senators who have joined us who have also been sponsors of this legislation. Senator Klobuchar.

**OPENING STATEMENT OF HONORABLE AMY KLOBUCHAR, A
UNITED STATES SENATOR FROM THE STATE OF MINNESOTA**

Senator KLOBUCHAR. Thank you very much, Chairman Blunt. I am so glad that we are holding this important hearing today. We have much to do, including pandemic relief, but I was looking back, as you were talking, about during the Depression actually, if you go back to the 30's, one of Franklin Roosevelt's main programs was

the Public Works of Art Project. One of them is actually hanging in my office that I have on loan from a Minnesota museum.

As you mentioned, these museums will take years to build, but I actually think now is a good time to actually get this started and to get this passed. I am particularly excited to hear from our colleagues, Senator Collins and Feinstein, who are here, as well as Senator Menendez and Senator Cornyn. I am pleased to be a co-sponsor of both of these bills, and I believe these new museums are critical to expanding our understanding of the remarkable contributions that women and Latino Americans have made throughout the history of our country.

The Smithsonian Institution was founded on the noble principle that as a Nation we must strive to expand our knowledge and to spread that knowledge widely. Nearly 175 years later, the Smithsonian continues to fulfill its mission, having grown to become the world's largest museum, education and research complex. We should all be proud of it. Every year, this year different with a pandemic, but every year tens of millions of people visit the museums, galleries, the National Zoo. The National Mall is lined with the iconic structures that comprise the crown jewels of the Smithsonian. When families come to Washington and they visit these museums, they think that they are seeing the complete representation, of course, of the history of our Nation. Unfortunately, that is not always the case.

The fact that our museums do not adequately portray the contributions of women and Latino Americans has been well documented. In 1999, President Clinton signed an executive order to establish a commission to better identify the accomplishments of women in our Nation's history and to consider whether we should establish a women's museum. In 1994, the Smithsonian issued a report regarding the lack of representation of Latino Americans or their contributions to our Nation. Of course, there have been recommendations for both of these museums by several commissions in the past. Even though the need for these two museums is clear, the path to getting it done is not always clear.

We know that these projects can take a long time, as the chairman pointed out, and they will require a tremendous level of resources, and let's get this, momentum. The success of the newest Smithsonian museum, the National Museum of African-American History and Culture, certainly sets a high standard for any museum moving forward, but as Secretary Bunch discusses in his testimony, it didn't just happen overnight. In fact, it took 13 years from the passage of Congressman Lewis's bill until the museum opened in September 2016. Under that timeline, even if the legislation we are discussing today was signed into law tomorrow, the museums wouldn't be open to the public until maybe 2034. That is why I would make the case we should pass legislation as soon as possible so that the hard work to create these museums can truly begin.

When I arrived in the Senate, there were only 16 women Senators led by our dean at the time, the great Senator Barbara Mikulski from Maryland, who during her time in the Senate was a key leader of the legislation to establish a women's history museum. As we know, this year marks an important milestone in our

democracy, the centennial of the 19th Amendment guaranteeing women in America the right to vote. We now have 26 women Senators, which is an all-time high. Women continue to break barriers. Earlier this month, our colleague, Senator Kamala Harris, became the first woman elected to be Vice President of the United States.

I loved one of the graphics that had been sent around online after the election and it says, “ladies, make sure to wear shoes because there is glass everywhere.” My witness today is a Latina woman who knows about breaking barriers. Eva Longoria is a trailblazer for Latinos in the film industry. She is known for her work both in front of and behind the camera, and continues to lead the charge of diverse and female representation in the industry and beyond. In addition to speaking about the need for a women’s history museum, she can provide a powerful voice in support of an American Latino museum. American Latinos have been a vital part of our country since its founding, and it is past time for their contributions and experiences to be honored with a museum on the National Mall. I think it is very significant that our colleagues are here today, that both these bills before us have passed the House, that both these bills before us have strong leadership, bipartisan leadership, Democrats and Republicans coming together.

It is my hope that we can add both of these bills to our final executive business meeting for the 116th Congress and work to get the bills passed this year, not next year, not the year after. As I point out, Roosevelt did this in the middle of the Depression where he saw the future, something that wouldn’t get done now, but something that would help us to plan ahead for a decade from now. Think about the kids that are watching. Think about the kids that want to go to that museum and see that women are honored, that Latinos are honored.

This is our moment, colleagues, to do something really great by the end of the year. Thank you.

Chairman BLUNT. Thank you, Senator Klobuchar. Senator Feinstein.

Senator FEINSTEIN. Thanks very much, Mr. Chairman and Ranking Member Klobuchar and fellow members of the committee. Thank you for including the Smithsonian American Women’s History Museum Act in today’s hearing. It has been a while coming and I am very grateful. I am pleased to join my friend and colleague, Senator Collins, in introducing this bipartisan bill to establish a National Women’s History Museum. It has been a long time coming, and in the Senate our 13 co-sponsors include every woman who sits on this committee, Mr. Chairman.

I thank Ranking Member Klobuchar, Senators Capito, Fischer, Hyde-Smith, and Cortez Masto for their support. In February, the House overwhelmingly passed the companion to our bill by a vote of 374 to 37. It is my hope that this legislation can get done by the end of the year and we can celebrate the 100th anniversary of the 19th Amendment giving women the right to vote with this commission.

From the earliest days of our Nation, women have made substantial and lasting contributions. I don’t know why the recognition process has been so difficult but it has been, and I think the election of women to places of power like political bodies has made a

difference, but the fact is, American women have transformed the fields of science, government, literature, medicine, and so much more. It is well past time that we establish a museum that specifically pays tribute to this history. It would honor and recognize tremendous collective achievements of American women and will help to tell a more complete story of our past.

Just a bit of history. In 2014, Congress established an independent, bipartisan commission to study the potential for creating a National Women's History Museum. Mrs. Jane Abraham, Chair of that commission, is here with us today and will be testifying. The Commission submitted its report to Congress in November 2016 with a unanimous recommendation to establish a comprehensive Women's History Museum. The report further recommends that this museum be on a prominent location on or near the National Mall and that it be established as an official part of the Smithsonian. The bill we are considering today incorporates the Commission's recommendations and moves us closer to the realization of what I saw begin on this committee, Mr. Chairman, 25 years ago, and that is to establish this museum.

The Act would establish it's run by the Smithsonian. It would be part of the Smithsonian creative process to determine a location for it on the National Mall and appoint leadership to carry out its construction and operations. I just want to say that I am very proud to be here. I welcome Senator Collins' support and leadership. It has been fantastic. I also thank you, Senator Klobuchar. As women have gained in this body, I think we have gained our ability to achieve this legislation. Thank you very much, Mr. Chairman.

Chairman BLUNT. Thank you, Senator Feinstein. Senator Collins.

**OPENING STATEMENT OF HONORABLE SUSAN COLLINS, A
UNITED STATES SENATOR FROM THE STATE OF MAINE**

Senator COLLINS. Good morning. Good morning, Chairman Blunt, Ranking Member Klobuchar, Senator Feinstein, and other members of this committee. Let me begin by thanking you for holding this hearing on legislation to establish new museums, including the bill that Senator Feinstein and I have introduced called the Smithsonian American Women's History Museum Act. Mr. Chairman, Ranking Member Klobuchar, this cause to establish a Women's History Museum has always been a bipartisan one. The very first bill that I introduced to create such a museum was in 2003. At that time, Senators Barbara Mikulski and my dear colleague Senator Feinstein, were co-sponsors of that bill.

This year, as we commemorate the 100th anniversary of women's suffrage and the decades-long fight for women's equality at the ballot box, it is fitting that we at long last establish an institution in our Nation's capital to honor American women. Women have made invaluable contributions to our country in every field: government, business, medicine, law, literature, sports, entertainment, the arts, and the military. As Senator Klobuchar mentioned, here in the Senate, we have a record number of women, 26 in all serving. When I first became a Senator, there were only nine of us. Telling the history of American women matters. It inspires girls to know that there are no boundaries to their potential. A museum recog-

nizing the achievements and experiences of American women is long overdue.

In 1999, a Presidential Commission on commemorating women in our history concluded that, "an appropriate celebration of women's history in the next millennium should include the designation of a focal point for women's history in our Nation's capital." In 2014, Congress took the important step toward realizing this goal when it passed legislation creating an independent, bipartisan Commission to study establishing such a museum right here in Washington, DC.

After 18 months, the bipartisan commission unanimously concluded that America needs and deserves a physical National Museum dedicated to showcasing the historical experiences and impact of women in this country. I agree wholeheartedly with the Commission's conclusion and I want to thank Jane Abraham for her leadership in heading the Commission. Following the Commission's recommendations, Senator Feinstein and I introduced legislation to create an American Women's History Museum that would collect, study, and create programs incorporating and exhibiting a wide spectrum of women's experiences, contributions, and history. It would be part of the Smithsonian Institution, ensuring that it is free and open to all who visit Washington and would be representative of the diverse viewpoints held by American women.

It is important to emphasize that this museum would portray all aspects of women's contributions to our history without partisanship or bias. It would share the stories of pioneering women such as abolitionist Harriet Tubman, the founder of the Girl Scouts, Juliette Gordon Low, Supreme Court Justices Sandra Day O'Connor and Ruth Bader Ginsburg, leading suffragists like Maine's own Florence Brooks Whitehouse, and so many others. The Commission also recommended a Smithsonian-wide American Women's History Initiative.

Since 2018, Congress has provided nearly \$10 million in Federal funding toward this important step toward creating the museum. Building on these successes, our bill calls for a funding commitment from both the private sector and the federal government following the successful model used by the National Museum of African-American History and Culture. Mr. Chairman, Ranking Member Klobuchar, our bill enjoys broad bipartisan support, and I want to thank the women Senators who serve on this committee as well as others for co-sponsoring it. It is also supported by several organizations, and I would ask that their letters of support be entered into the record without objection. I also want to acknowledge the steadfast leadership of Congresswoman Carolyn Maloney and Congressman Brian Fitzpatrick, who have led the effort on the House side.

In February, the House passed its bill by an overwhelming bipartisan vote of 374 to 37. Mr. Chairman, Ranking Member Klobuchar, as our women's suffrage centennial year draws to a close, I can think of no better way to honor those women and that momentous achievement than by passing the Smithsonian American Women's History Museum Act.

I would note in closing, Mr. Chairman, that in Washington we all enjoy the many museums along the National Mall that com-

memorate various aspects of our history and our culture. We even have a museum that celebrates buildings. Surely if we can have a museum that celebrates buildings, we ought to have one, and are long overdue in establishing one, that celebrates the many contributions of American women to our Nation. Thank you very much, Mr. Chairman.

[The prepared statement of Senator Collins was submitted for the record.]

Chairman BLUNT. Thank you, Senator Collins. Senator Cornyn.

**OPENING STATEMENT OF HONORABLE JOHN CORNYN, A
UNITED STATES SENATOR FROM THE STATE OF TEXAS**

Senator CORNYN. Good morning, Chairman Blunt, Ranking Member Klobuchar. It is great to be here with all of you, including our good friend Senator Collins and the rest of the members of this committee. As a proud Texan and a Senator from a border state, I have been fortunate to experience firsthand the tremendous influence of Latinos on our country and culture throughout my life. From learning the stories of the brave soldiers who fought in the Texas revolution to experience the vast influence of the Hispanic culture in my hometown of San Antonio, I am incredibly proud and appreciative of the Latino influence on Texas and American life.

Unfortunately, for many Americans the contributions of generations of Latinos are largely unknown, and I hope this committee will soon take action to right this wrong by advancing legislation to establish a National Museum of the American Latino. This effort has been underway for more than 25 years. I note Senator Collins talking about the long journey of the women's museum. These are not hastily—these museums are not hastily established. I think a lot of thought has gone into both, but in particular, the Latino Museum has been an idea that, whose time has now come for more than 25 years.

In the 1990's, the Smithsonian Institution commissioned a report to examine the relationship between the museum and Latinos. It was entitled, notably, Willful Neglect. Those two words adequately sum up the findings. For everything from a lack of exhibits to curators to staff, Latinos were excluded at virtually every level of the world's largest museum complex. According to a 2018 report by UCLA, not much progress has been made. Latino representation within the Smithsonian is still far from what it should be, even as the Latino population in America has doubled.

One of the recommendations of the initial 1994 report to improve representation of Latinos was through the establishment of a museum dedicated to the contributions of Latino Americans. As I said, that was more than 25 years ago. Congress has not yet authorized this critical museum. With the support of this committee and this Congress, I hope that will change. Every year, millions of Americans visit the Smithsonian to learn about our Nation's complex and fascinating story, and the men and women who helped write it. These museums teach us about: American Presidents, soldiers, artists, astronauts, innovators, icons and heroes of every breed. They house priceless artifacts of American history from the Star Spangled Banner, which inspired the National anthem, to the hat that President Lincoln wore the night he was assassinated.

For too long, these museums haven't told the whole story of the rich diversity of our country. That is slowly changing due to the recent additions of the National Museum of the American Indian and the National Museum of African-American History and Culture, but we still have a ways to go. The process of creating a National Museum of the American Latino began in 2008 in earnest when President George W. Bush established a Commission to study the feasibility of such a museum, and again, when their report was released in 2011.

Now that it has been nearly a decade since the Commission formally recommended this museum be built, it is time to act. The National Museum of the American Latino Act authorizes the Smithsonian Institution to create a museum honoring American Latinos here in Washington, and I am proud to have introduced this with our colleague, Senator Menendez, in a bipartisan fashion.

This Congress and nearly 300 members of the House have co-sponsored this legislation, and it unanimously passed the House earlier this year. The bill has 46 co-sponsors here in the United States Senate, and I hope the committee will soon favorably report this bill to the floor so we can send it to the President's desk before the end of this Congress. It has been more than 25 years since this effort began. It is time to honor the contributions of generations of Latinos by providing a brick and mortar home for their stories right here in our Nation's capital.

Thank you again, Mr. Chairman and Ranking Member Klobuchar, for allowing me to join you here today to talk about this important step, and I am happy to answer any questions you might have, or failing that, I will go back to the Judiciary committee.

[The prepared statement of Senator Cornyn was submitted for the record.]

Chairman BLUNT. Well thank you, Senator Cornyn. I don't know that we will have questions for the Senators here, though we certainly appreciate the fact that you have been here. Senator Collins, the co-sponsor of the women's museum bill. You and Senator Menendez, the sponsors of the museum representing and recognizing Latino contributions, but thank you for being here. Now we will turn to Senator Menendez for his remarks.

OPENING STATEMENT OF HONORABLE ROBERT MENENDEZ, A UNITED STATES SENATOR FROM THE STATE OF NEW JERSEY

Senator MENENDEZ. Well, thank you, Mr. Chairman, to you and to Ranking Member Klobuchar and members of the committee. Thank you for holding this important hearing to review S. 1267, the National Museum of the American Latino Act, a bill that would fill the most glaring gap in our National history and on our National Mall by authorizing the construction of a new museum dedicated to telling the Latino story.

As a lead sponsor of S. 1267, I firmly believe it is time that Hispanic Americans get their own world-class museum on the National Mall, built and administered to the standards that only the Smithsonian Institution can uphold.

This effort has been decades in the making. As our former colleagues, Congresswoman Ileana Ros-Lehtinen and Senator Ken Salazar of Colorado wrote in *The New York Times* this past Sun-

day and I quote, “In 1994, a task force outlined the ways in which the Smithsonian, ‘almost entirely excludes and ignores Latinos in nearly every aspect of its operations.’”

Its report, *Willful Neglect*, offered 10 recommendations for improvement, including that it should support the development of a museum on the National Mall dedicated to honoring and preserving over 500 years of American Latino history and culture.

Mr. Chairman, I would like to submit the entirety of their op-ed for the record.

Chairman BLUNT. Without objection.

[The information referred to was submitted for the record.]

Senator MENENDEZ. Thank you. This is not a partisan issue. There is strong support from both sides of the aisle, as Senator Cornyn suggested, to establish a museum devoted to Hispanic American history. Our bill, S. 1267, has nearly unanimous support from Senate Democrats and six Republican co-sponsors, an accomplishment that seems barely achievable in today’s hyperpartisan environment.

The companion bill in the House, H.R. 2420, passed the lower chamber by voice vote with overwhelming bipartisan co-sponsorship. Presidents from both parties have supported the creation of a National Museum of the American Latino. In fact, the first bill to create the Commission to Study the Potential Creation of a National Museum of the American Latino was first introduced in the Senate back in 2004 by Senator Orrin Hatch, a Republican from Utah.

Now is the time for Congress to finish what it started almost two decades ago. No one can deny that the 60 million Latino Americans living in this country will continue to shape America’s future. Just as we have shaped America’s past. From day one, Hispanics have shaped this Nation in countless ways as military leaders, as pioneers in business, in the arts, as activists and elected officials. Yet, the history and contributions of Hispanic Americans to the United States since its inception have been at best overlooked and at worst erased.

When our Nation’s children read their assigned American history textbooks, the presence of Latinos in the United States is missing. They are not taught that half a century before English-speaking colonies were settled in Jamestown, Virginia, Spanish was already being spoken in a settlement established in St. Augustine, Florida, or that Bernardo de Galvez, a Spanish colonel of the Louisiana regiment in New Orleans, thwarted every British advance in the area, helping the army of General George Washington win the American Revolutionary War. Neither are our children taught that the origins of Latino presence in the United States have little to do with economic migration as many—and more to do with the American expansion, which integrated Hispanic-occupied territories.

These are but a fraction of the numerous examples of galleries and exhibitions the Smithsonian National Museum for the American Latino could house for millions of visitors all over the world to learn about. If there is anything this recent election has taught us is that both Democrats and Republicans have lots to learn about who the Latinos and Latinas living in this country are. We are not

a monolithic community. Some of us have ancestors who lived on the American soil before there was an America. Some of us have immigrated to the United States from as many as 20 different countries around the Western Hemisphere seeking the promise of opportunity. We all have unique cultural identities that make us different. Yet, all of us live in the United States share a common bond, the continuous strive to make this country the best version of itself it can be. That is the story that only the Smithsonian Institution can tell.

That is the history the National Museum of the American Latino will bring to life. It will inspire families, tourists, students, and people from all backgrounds to celebrate the diverse threads that bind the United States of America together as one Nation. Representation matters when it comes to our history. Imagine what it would mean to Latino children coming to visit our Nation's capital and seeing their ancestors' contributions to our country. What would it mean for children of different ethnic backgrounds to learn about the history of the people that look like their neighbors and their friends in school?

These are the building blocks of acceptance and inclusion. It is hard to believe that a month and a half from 2021, a museum devoted to Latino history does not already exist in the Nation's capital. Today, I am sure some may argue that now is not the time to build new museums, that the Smithsonian has a maintenance backlog in the millions of dollars in order to bring every other older museum up to standards and that we must first address that backlog before beginning to discuss a new museum, but we have heard that excuse before, and I am sure Secretary Bunch heard that excuse many times before turning the dream of this Smithsonian National Museum of African-American History into a reality.

We also must not forget that as S. 1267 has a 50/50 public and private cost sharing model. Pass the bill now and dare us to harness the economic power of Latinos and Latinas in the United States, and I guarantee you our community will meet the challenge. It is long past time for Congress to pass legislation to authorize the construction of this museum to celebrate the indelible history and contributions of Latino Americans to make America great.

I thank the committee for the discussions, the importance of the bill, and I sincerely hope you will move forward to passage to finally make this dream a reality. Thank you, Mr. Chairman.

[The prepared statement of Senator Menendez was submitted for the record.]

Chairman BLUNT. Thank you, Senator Menendez. We have one other co-sponsor of the bill who is also a member of the committee, who has a comment to make before we go to witnesses. Before that, do you have a unanimous—Senator Klobuchar—

Senator KLOBUCHAR. Yes. Mr. Chairman, I have a letter from the Minnesota Council on Latino Affairs and a list of names of prominent leaders in the Twin Cities Latino community in support of the National Museum of the American Latino Act. A letter of support from 3M, a major company in my state, that supports the establishing of this museum. A letter from the sponsors of the House legislation that would establish the National Museum of the Amer-

ican Latino. I ask unanimous consent that each of these items be included in the record.

Chairman BLUNT. Without objection.

[The information referred to was submitted for the record.]

Chairman BLUNT. Senator Capito, who is also a member of this committee and a co-sponsor of the bill, do you have some comments you would like to make?

Senator CAPITO. I do. Thank you, Mr. Chairman. I would like to thank you and Ranking Member Klobuchar for the opportunity. I will be relatively brief. We have heard all of the wonderful contributions that the Smithsonian has made. We know that in 2020 there have been, even in this year, 3.3 million visits free of charge for people to explore our great history and to learn more about the world around them. These two bills before the committee today will expand that ability of the Smithsonian to provide that high quality educational resource and to preserve our heritage.

Passage of the Smithsonian American Women's History Museum Act and the National Museum of the American Latino Act will enable visitors to learn more about the impact that diverse groups have had in shaping our shared history. As you mentioned, I am the proud co-sponsor of both of these bills. I would like to thank my friend, former Representative Ileana Ros-Lehtinen, for prevailing upon me to be a co-sponsor of the National Museum of the American Latino Act. She in and of herself could be an exhibit, I believe.

I am proud to co-sponsor both bills, as I said, and I want to recognize the leadership of all the co-sponsors and the main sponsors of these bills. We know we are marking the 100th anniversary of the 19th Amendment, which gives us the perfect time to say to American women and women around the world that we want to enshrine our history and make it available to all of the women around—the men and women around the world. We know we have a record number of women, Senator Klobuchar mentioned that, in Congress right now. I am proud to be the first woman to represent West Virginia in the United States Senate. I can't think of no better time.

You know, in West Virginia, I created a program called West Virginia Girls Rise Up, which aims to inspire that next generation of female leaders. I ask the girls, I travel the state, and the fifth grade girls to encourage them to set goals for themselves and work to achieve them. I brought it to elementary and middle schools. I have had fantastic guests, Librarian of the Congress, Carla Hayden, the astronaut Peggy Whitson, our former Ambassador to the United Nations, Nikki Haley, and others. When I think of the women's museum, I think of those girls' faces that I see when I do my West Virginia Girls Rise Up visits and how excited they will be to be inspired by the contributions of past generations and to be able to give them the confidence to be a part of seizing that mantle of leadership in the next generation.

Similarly, the National Museum of the American Latino is way overdue. We have heard for how many years it has been in the making. I am very, very excited about future generations viewing the contributions of Latinos all throughout this country and reminding us of our diversity has allowed our democracy to flourish.

For these reasons, I am hopeful that we pass these—after our hearing, we pass these bills. I thank you again for letting me add my voice. I am a strong co-sponsor of both bills and I look forward to their passage. Thank you, Mr. Chairman.

Chairman BLUNT. Thank you, Senator Capito. Senator Udall.

Senator UDALL. Thank you, Chairman Blunt, a pleasure to be here with everyone today. I am pleased to be here this morning to discuss these two bills authorizing new museums that celebrate our history, the Latino community and American women's history. These museums would recognize and celebrate our Nation's diverse heritage and has broad bipartisan. I am very pleased that this has broad bipartisan support.

I am also proud to have had the chance to oversee the institution as both a member of this committee and as ranking member of the Senate Interior Appropriations subcommittee. In both roles, I have worked to make sure Congress is an active partner with the Smithsonian Institution and provides the resources that it needs to meet its obligations to advance the civic, educational, scientific, and artistic life of this Nation.

We all know that the Smithsonian requires real investment to keep its existing museums operating, to expand its collections, to tell the story of all Americans, and to support the reach of its research and educational programs across the country. I expect we will hear this morning about the importance of gathering resources needed to take the next steps to bring inclusivity into the narrative of our American history through these museums to illuminate an American story for all.

I look forward to hearing from my colleague, Secretary Bunch, and the advocates here today. Secretary Bunch—is he answering questions, Mr. Chairman, at this point?

Chairman BLUNT. We are not asking questions yet. We want to have his testimony first.

Senator UDALL. Thank you. Thank you Chairman.

Chairman BLUNT. Senator Cortez Masto.

Senator CORTEZ MASTO. Thank you, Mr. Chairman, Ranking Member. Thank you to all my colleagues for their statements and to the witnesses today. Let me just say, as the first female Senator ever from the great State of Nevada and the first Latina ever elected to the United States Senate, I am so excited to be able to support these two museums. One of the things I think is so important to emphasize when we are discussing the future of these museums is that they are not just museums for one group of people. A women's history museum won't just benefit women and the Latino Museum is not just for Latino's to visit.

Instead, these museums are for all of us to help us expand our understanding of what it means to be an American and learn more about the contributions of all those who have come before us and contributed to who we are today. In May 2011, the Commission to Study the Potential Creation of a National Museum of the American Latino reached the finding that a National Museum focused on American Latino history, art and culture is not only viable but essential to America's interests.

Similarly, in November 2016, the Commission to Study the Potential Creation of a National Women's History Museum came to

the unanimous conclusion that America needs and deserves a physical National Museum dedicated to showcasing the historical experiences and impact of women in this country. I strongly support passing these bills into law so we can start the process of building two essential museums that Americans need and deserve, but that also means we need to provide the Smithsonian Institution with the support it needs for staffing or maintenance and security of our existing museums and collections.

It is long past time to make these new museums a priority. I hope we get serious today and in the future about making it happen. I am looking forward to the discussion today, both on the many reasons we should build these two museums and how to continue supporting the incredible public servants who make the Smithsonian the treasure that it is. Thank you so much, Mr. Chairman.

Chairman BLUNT. Thank you, Senator Cortez Masto. We will have the testimony now from all of our witnesses before we have time for questions. I would remind all of them that your written testimony is part of the record. You have 5 minutes and you can use that by going through your written testimony or summarizing it in whatever way you think is most effective.

Again, we are going to start with Secretary Bunch, and Secretary Bunch, glad to have you back before the committee today.

**OPENING STATEMENT OF LONNIE G. BUNCH III, SECRETARY,
SMITHSONIAN INSTITUTION**

Mr. BUNCH. Okay. Chairman Blunt, Ranking Member Klobuchar, members of the committee, thank you for the opportunity to testify before you today. I am so grateful that you are exploring the creation of new museums at the Smithsonian. As the founding director of the National Museum of African-American History and Culture, I am happy to share some insights I gained in building a museum that began without a staff, without a building, and without collections.

Yet the broad and diverse popularity of the museum has shown us that Americans are excited about learning not only the culture of a community, but how that story shapes who we all are. As Congress considers museum legislation, we continue to provide our visitors with a broader and more inclusive history. We have integrated Latino and women's history, its art, culture, scientific achievements throughout the Smithsonian.

In many ways, we have launched things that provide the foundation for any new museums. For example, we launched the American Women's History Initiative Because of Her Story in the year 2000. Let's see, is my video now on now? I am sorry.

Chairman BLUNT. Mr. Secretary, I think we lost your video again, but we do have the audio. We are working on the video if you want to continue—there you are.

Mr. BUNCH. Okay. Alright. For instance, we launched the American Women's History Initiative because of our story in 2018. It is one of the country's most ambitious undertakings to research, collect, document, and display, and share women's compelling stories. It has established a pool of funds. It has increased online engagement. It has allowed us to do something crucial, hire curators, and

develop internships to ensure the next generation. It has also helped us produce world-class exhibitions, including *Votes for Women* at the National Portrait Gallery and *Girlhood (It's Complicated)*, which just opened at the National Museum of American History.

Since 1997, we have also expanded representation of Latino Americans at the Smithsonian with our Latino Center. The Center administers a Latino Museum studies program. It has helped attract Latino curators, and it has helped us build the largest collection of United States Latino art among any of the Nation's major art museums. The Latino Center's new exhibitions, *Baseball*, will open next April in the National Gallery of American History, National Museum of American History, and one of its crowning achievements is the Molina Family Latino Gallery.

When it opens in the spring of 2020, its inaugural exhibition, *Presente*, will give us a Latino history of the United States, which will be the first National Latino Gallery on the National Mall. Thank you for your ongoing support of the Latino Center and the Women's History Initiative. Creating new museums is challenging, but the Smithsonian has the skill, experience, and expertise to do it right.

Obviously, it is something I care passionately about. We can create museums that meet the needs of the Nation and showcase the United States of the world—to the world, but to do so, there are several things we must determine: the public's expectations of a museum's size, program, new technology, collections, and staffing are all issues we have to think about and grapple with, and most importantly, a suitable location. Yet, irrespective of physical space, we have seen how important it is to reach audiences digitally. Since March, when our use of digital assets has dramatically increased, for instance, we created a learning lab, which is our free educational platform, which features millions of authentic digital resources.

The Smithsonian Cares initiative is an extensive collection of our online resources that people can use from home, including open access collections, distance learning resources, online events, exhibitions, and podcasts. These considerations, as well as the design, construction, and operation of future museum costs must be part of any discussion. With the support of Congress, we continue to make headway addressing the backlog of maintenance costs through our major renovations and our targeted approach to maximizing our limited resources.

Allocating resources between existing needs and new projects will always create tension. Appropriate resource levels can minimize that tension. Congressional support can help fund a new museum and continue to help us address our significant maintenance requirements. It would be crucially important for both to be addressed because we want to make sure that we can create and continue to prove—improve, provide high quality experiences for visitors. I trust that Members of this committee will understand and will plan for the long-term obligations the new museums would incur.

Thank you for holding this hearing. It is important to me. Thank you for your ongoing support and for your commitment to sharing

the experiences of all Americans. I am happy to answer any questions you may have.

[The prepared statement of Mr. Bunch was submitted for the record.]

Chairman BLUNT. Thank you, Secretary Bunch. If you will stay with us, we are going to go ahead and have all of our witnesses testify and then everybody will be available for questions for whatever time we have for questions, but, again, thanks for your presence here today and your leadership at the Smithsonian.

Jane Abraham is the Former Chairman of the Congressional Commission to Study the Potential for a National Women's History Museum, also on a Smithsonian effort looking at how that story is being currently told. Mrs. Abraham, we are glad you are here with us and look forward to your testimony.

**OPENING STATEMENT OF JANE ABRAHAM, FORMER CHAIR,
CONGRESSIONAL COMMISSION TO STUDY THE POTENTIAL
FOR A NATIONAL WOMEN'S HISTORY MUSEUM**

Mrs. ABRAHAM. Thank you. Do I need to push something? There. Okay. Mr. Chairman, Ranking Member Klobuchar, members of the committee, and committee staff, thank you for inviting me to join you here today. I proudly stand in support of Senate Bill 959 to establish the first ever comprehensive Women's History Museum as part of the Smithsonian. I would like to tell you why I believe this is the best way to pay tribute to the remarkable role women have played in America's history.

In December 2014, Congress considered this question important enough to form a bipartisan National Commission consisting of eight women, all appointed by House and Senate leaders and all from very different walks of life. I had the honor of chairing that Commission. Over 18 months, from July 2015 through November 2016, we explored how to most effectively tell the story of women's phenomenal contributions to the history of America. As I am sure each of you knows, in Washington in recent years, finding bipartisan solutions to policy challenges can be nearly impossible.

Indeed, any group of four Democrats selected by Speaker Pelosi and former Leader Reid, and four Republicans picked by then Speaker Boehner and Leader McConnell might be expected to reach an impasse on almost any policy solution. Trust me when I say our group of eight commissioners were an outspoken, opinionated group representing the full spectrum of political viewpoints, and no one was shy about expressing her views. The good news is we did not end up with gridlock. Instead, this bipartisan Commission found common ground. We found a way to stand together, work through differences, listen deeply to each other, respect and trust that we were committed to the same outcomes.

Ultimately, that is the spirit that devised a democratic Government for America at its inception, and it is that spirit which this American Women's History Museum will recognize, elevate, and celebrate. We believe the unified bipartisan plan we forged together deserves your support and the support of the American people. Our overall conclusion was that America needs and deserves a National Museum, one that is part of the Smithsonian Institution, that is

dedicated to the often untold stories of exceptional women who changed the course of our Nation's history.

We now believe this museum is more important than ever. Such a National Museum will reflect all the many different ideas, perspectives, and causes that were championed, invented, and led by American women. It will remind us of our Nation's inspiring history and our limitless future. That is why we believe we can raise significant funds from the private sector to support this venture. This museum reflects the desire of so many women and men to reflect on the uncommon achievements that contributed to America's place in the world and their desire that the next generation know about those achievements as well.

Now, more than ever, we believe Americans are eager for such a museum, not just mothers, wives, sisters, and daughters, but fathers, husbands, brothers, and sons as well. We believe the new leadership of the Smithsonian Institution also recognizes that. The Commission acknowledged that museums aren't built overnight and the project would require at least a 10-year timeline, but we wanted to get going immediately. During the Commission's deliberations, we had a series of conversations with Smithsonian leadership. As a result, the Commission proposed that the first critical phase establish an entity called the American Women's History Initiative within the Smithsonian.

We felt that this initiative would immediately make women's history a top priority across all of the Smithsonian's museums, and would be the first essential step toward a permanent museum. We are delighted that as a result of our recommendation, the Smithsonian immediately launched this first step in 2017, and our Commission was instrumental in securing the first \$3 million to begin it. As you have heard from Secretary Lonnie Bunch, the initiative has been very successful over the past 4 years, and we are very grateful to the Smithsonian for taking the Women's History Initiative from an idea to reality.

My fellow commissioners and I unanimously support Senate Bill 959. We ask each of you to join us and we encourage unanimous support from the entire Senate. I especially want to thank Senator Collins for sponsoring the Smithsonian American Women's History Museum Act and Senator Feinstein for being the original co-sponsor, along with the many members of this committee who are also co-sponsors. I appreciate the opportunity to testify this morning.

I ask that the supporting documents and letters of support I have submitted and have been received by the Rules Committee be read into the record. I would be happy to answer any questions.

[The prepared statement of Mrs. Abraham was submitted for the record.]

Chairman BLUNT. We will accept those things on the record, without objection.

[The information referred to was submitted for the record.]

Chairman BLUNT. Danny Vargas is the Chairman of the Friends of the National Museum of the American Latino. Mr. Vargas, we are glad to have you with us today.

**OPENING STATEMENT OF DANNY VARGAS, CHAIRMAN,
FRIENDS OF THE NATIONAL MUSEUM OF THE AMERICAN
LATINO**

Mr. VARGAS. Good morning, Chairman Blunt, Ranking Member Klobuchar, and members of the committee. Thanks for the opportunity to testify today. As a kid from the streets of Brooklyn, an Air Force veteran, an entrepreneur, and as a dad, it is truly humbling to be before you. However, today I am also representing our organization, our many supporters, nearly 61 million Latinos in the United States, and we have received many letters of support from corporations, from organizations, academia, and individuals. We ask that those letters be entered into the record.

As a patriot, I want America to reach its fullest potential, but to get there, we need to know where we came from. Sadly, much of what is in our history books and our National Museums is incomplete. Latinos have been vital in the founding, the building, the shaping, the defending of this Nation for over 500 years, but most Americans are unaware of these indispensable contributions. Our mission is to create a museum that illuminates the American story for the benefit of everyone, for a more complete and accurate telling of American history. Latinos have been settling communities in what is now United States territory since 1493. By the time the British get to Jamestown in 1607, there had already been a bunch of Latinos saying, *bievenidos*, what took you so long? America would be unrecognizable without the century's worth of Latino contributions, including our military.

Latinos have fought in every war we have ever had, from Spanish General Galvez helping General Washington win the war of independence, to the first full Admiral of the United States Navy, David Farragut famously saying, damn the torpedoes, full speed ahead during the civil war, from the half million Latino troops in World War II to the Army 65th Infantry Regiment, the Borinqueneers of Puerto Rico and their legendary exploits in Korea, and the thousands of Hispanic surnames etched on the Vietnam Veterans Memorial Wall, from the young Latinos and Latinas serving and sacrificing on our behalf in the battlefields of Afghanistan and Iraq to the 60 Medal of Honor recipients. As an Air Force veteran myself, I can tell you that Latinos take a backseat to no one in the defense of liberty. Our community has had a lasting impact in every single aspect of society, from arts, to science to business, sports, politics and more.

One of my personal heroes, Roberto Clemente, helped usher in the era of Latinos in baseball despite facing discrimination because he was both Latino and black. Lynda Carter, television's Wonder Woman in the 1970's, changed the face of strong women on TV. Before *Brown v. Board of Education* there was *Mendez v. Westminster*, which laid the groundwork for school desegregation.

Throughout history, we have been relying on Latinos to fight our wars and to run our businesses, to tend our fields and to mend our wounds, to teach our kids, patrol our streets, and to share the word of God. Contrary to what some might believe, Latinos are not a recent patch being sewn onto the tapestry of America. We are an essential foundational thread woven into the very fabric of America.

We are a wonderfully complex community today. We are over 18 percent of the population, \$2 trillion in purchasing power.

We are Afro Latinos, we are Asian Latinos, we are blond hair and blue eyed, we are mulattos and mestizos and Native Americans and everything in between. We are not a race. We are a culture. We are Republicans, Democrats, and independents. We have foundational shared values around family and faith and freedom and opportunity and optimism and pride and passion, and those are the qualities most in need in our country today. We also have a responsibility to inspire future generations. By 2060, Latinos will make up 30 percent of the population. If we hope to remain a strong, thriving, and vibrant Nation, that segment of the population needs to feel acknowledged, engaged and invested in our future.

This is about honoring our ancestors and inspiring our descendants. This initiative began 26 years ago when the Smithsonian task force found Willful Neglect in its portrayal of Latino stories. They recommended the creation of an American Latino Museum. In 2008, President Bush signed the bill creating the Commission to study the museum's feasibility, which I was appointed to by John Boehner. In 2011, we delivered our report to Congress and President Obama saying three basic things, there was a clear and pressing need for the museum, that it should be part Smithsonian Institution, and that it really ought to be on the National Mall. That year, we first introduced the authorization bill, and this year the House passed the American Latino Museum Act unanimously in a voice vote with 295 bipartisan co-sponsors.

We now have 45 bipartisan co-sponsors for the Senate bill. We urge the committee to advance the bill and we urge the full Senate to pass the House bill by unanimous consent. The House bill includes language ensuring the diversity of political viewpoints, meaning this would be the first and only Smithsonian Museum in the Institution's 174 year history requiring the representation of various points of view, including the conservative viewpoint. We stand on the shoulders of the leaders who created previous ethnic museums. We have learned from their experiences, and I am confident in our ability to raise the funds needed to build a world-class institution.

In closing, I have been involved with this initiative for the last 13 years. For me, it is a labor of love, a legacy initiative. It is about family. One day, God willing, I will be able to walk into this museum with my family and my two sons, Daniel and David. I have a vision of a young Latina born today in America and on her sixth grade field trip, she can come to DC and she can marvel at the monuments and she can visit Capitol Hill and she can go to the National Museums, including the American Latino Museum. She can see all these stories that I have been talking about and more. She can leave that museum not only proud to be a Latina, but proud to be an American.

Thank you so much for the opportunity to testify and I would be happy to answer any questions you might have.

[The prepared statement of Mr. Vargas was submitted for the record.]

Chairman BLUNT. Thank you, Mr. Vargas. It is great to see you again. Another friend of this committee, CiCi Rojas, who is the Chairman of the Latino Coalition, will be our next witness. Ms. Rojas.

**OPENING STATEMENT OF CICI ROJAS, CHAIR, THE LATINO
COALITION FOUNDATION**

Ms. ROJAS. Good morning, Chairman Blunt, and thank you, Ranking Member Klobuchar and members of the committee. Thank you for the opportunity to testify today. As a proud Midwesterner from Missouri, an engaged citizen who is working on many worthy projects in my community, and, most importantly, a mother, it is truly an honor to be before you to testify for such a meaningful project to our community.

I also serve on the Friends of the National Museum of the American Latino with my board colleague Danny Vargas, whom you just heard from. However, I come before you today as the Chairman of the Latino Coalition Foundation, a National organization dedicated to providing Latino businesses a platform to thrive and shape public policy. Additionally, we strive to accomplish our mission by advocating for pinnacle efforts such as this. Latinos have contributed positively to every aspect of American history. They have impacted the areas of business, education, health, sports and, most recently, politics.

The Latino community has probably enriched our Nation's competitiveness, culture, and prosperity through the generations. We are a diverse community with a wide range of viewpoints, work environments, and passion. Yet we possess the commonality of valuing the importance of culture, family, and patriotism. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete telling of American history. Our community has certainly been essential to our Nation's past and will be integral to our current and future history. Here is a summary of some impressive facts that make Hispanic Americans critical to America. Our population size and growth. At nearly 60 million people, making up 18 percent of the United States population, Latinos are the largest diverse population segment and account for over 50 percent of total population growth from 2008 to 2018.

Today, one in four or 25 percent of children under 18 is of Hispanic descent. Hispanics are projected to become 30 percent of the population by 2060. As a result, Latinos are becoming an economic force. In 2017, Hispanic households earned more than \$1 trillion. This allowed them to pay more than \$252.2 billion in Federal and local taxes. After taxes, Hispanic households held more than \$781 billion in spending power. Latinos are a thriving business community and job creators. We are opening more small businesses faster than anyone else in the United States. With a total of 4.7 million Latino-owned businesses in the Nation, one in four new businesses are Latino-owned and provide 3 million jobs to workers in the United States. Over—with over \$2.3 trillion in 2018 gross domestic product, American Latinos are the 8th largest economy in the world.

From a funding standpoint, it is equally important to note, the museum will be built utilizing a 50/50 model. 50 percent of the cost

of construction of the museum will be raised through private funds by the museum's Board of Regents. The remaining 50 percent of the costs will be appropriated by Congress. Additionally, the House bill added language to ensure diversity of political views, reflecting the diversity of our community as a whole. Although there will be many important stories enshrined in the museum, which will both highlight the struggles and resilience of this community, as well as celebrate the achievements of Latinos across all industries, the most important message is that the American—is that the Latino story is the American story, and as a Nation, we must honor the promise of what our country was built on and stands for.

One such example of those great American stories that made a positive impact in the Latino American community is that of the late Hector Barrero Sr., a Midwesterner. Hector was originally born in Mexico City, Mexico in 1935. His American journey began in 1958 when he moved to West Central Missouri. After a series of hard and back-breaking jobs, he decided to do what many Americans dream of doing, be his own boss. He started his first enterprise, a Mexican restaurant, and then that establishment grew into another and then another.

After success in business, he went on to help establish the United States Hispanic Chamber of Commerce. His journey to success is one of many Latinos whose tales are woven into the American history and whose essence will be captured within the walls of the National Latino—of the National Museum of the American Latino for generations to come.

Thank you for this opportunity to be before you today, and I welcome your questions.

[The prepared statement of Ms. Rojas was submitted for the record.]

Chairman BLUNT. Thank you, Ms. Rojas. Our last witness today, Eva Longoria, is an actor, an activist, a member of the Commission to Study the Potential Creation of a National Museum of the American Latino. Ms. Longoria, we are glad to have you with us today.

OPENING STATEMENT OF EVA LONGORIA BASTON, ACTOR, ACTIVIST, AND MEMBER OF COMMISSION TO STUDY THE POTENTIAL CREATION OF A NATIONAL MUSEUM OF THE AMERICAN LATINO

Ms. LONGORIA. Thank you, Chairman Blunt. I appreciate this opportunity. Thank you, Ranking Member Klobuchar and committee members. It is my honor to be here alongside my fellow witnesses and community leaders, Danny Vargas, CiCi Rojas, and Jane Abraham. As a woman, as a Latina, and as a very proud ninth-generation American, I come before you as a citizen who lives at the intersection of the opportunities that we have gathered here to discuss, the establishment of the National Museum of the American Latino and the National Women's History Museum.

If you look at our history textbooks, you look at our National monuments and our celebrated statues, they only reflect one kind of American hero, one that looks like our founding fathers, white and male.

There are many other extraordinary Americans who are responsible for scientific breakthroughs, military feats, civil rights accom-

plishments, artistic achievements, and landmark legislation, but when you don't have representation in the official record, these contributions are effectively erased. Tens of millions of people visit Smithsonian museums each year, and they are presented with an incomplete picture of our Nation's history. When we allow this to go unaddressed, we maintain the status quo in which women and Latinos are left out of our collective perception of American history, relegated as sidekicks to white male heroes.

Our history is only shared as a footnote or in relation to someone else's story like Dolores Huerta to Cesar Chavez, or Eleanor Roosevelt to FDR. That is why this legislation is presented to you today to correct the record.

For women's history, the story of one statue sums this up. In February 1921, the National Women's Party presented Congress with a statue of Elizabeth Cady Stanton, Susan B. Anthony, and Lucretia Mott, three white pioneers of the women's suffrage movement. Their statue's inscription included a quote that asked for "justice, not favor; men, their rights and nothing more; women, their rights and nothing less."

At the time, Congress deemed the inscription blasphemous and removed it from the statue and then moved the statue to the basement of Congress, where it remained for 76 years, out of public view and the eyes of three generations of American girls, three generations of young women who could have benefited from the display of this statue because of what it represented: women claiming their place in America's future.

Thanks to decades of work by Congresswoman Carolyn Maloney and other dedicated women on both sides of the aisle, this monument now lives in the Rotunda of the United States Capitol, alongside statues of Martin Luther King Jr. and George Washington. Now, this statue of three white women is just one part of the story. It is not the whole story, which includes centuries of labor by black and white and Latina and Asian and indigenous activists. The struggle for recognition mirrors the battles we continue to fight today. Two centuries after the women's suffrage movement began, a lack of representation of women's place in history prevents us from moving forward on gender equality issues today, from wage gap to reproductive freedom to representation in boardrooms and government.

If America can't recognize our past contributions, how can America respect our present significance? We won't achieve full gender equality until generations of girls and boys have the opportunity to see the complete picture of women's accomplishments, historic feats, and innovations which represent half of our Nation's story.

I am not only here today as a woman, but as a Latina. 18 percent of Americans identify as American Latinos, the largest minority ethnic group in the country. As Dr. Rudy Acuña wrote, history is not supposed to be ideological. It is truth deduced from known facts. For the Latino community, the facts are missing because there is no story in American history that does not include American Latinos. We have been here since before the Mayflower, since before the colonies, since before the Declaration of Independence. We have a broad and diverse community from indigenous Latinos to Black and Afro Latinos to Caribbean Latinos.

We have built this country brick by brick, railroad by railroad, from seed to harvest. We did this alongside the folks who already have their place in history books and museums. Often those people were the very same people who oppressed us. Yet it is our story that isn't told, but now we have the chance. We have the chance to correct the record, to present a fuller, clearer picture of our diverse Nation. The Smithsonian Institution, the official record of our history and culture, has the opportunity to recognize the fact that Latinos are as essential to America's history as they are to America's future. Our institutions must be large enough to hold the truth and the expanse of American history and large enough to offer representation, inspiration, and the promise of a bright future to all of our Nation's people.

When I served on the National Museum of the American Latino Commission, we traveled the country and we held town halls from Phoenix to Philadelphia. It was no surprise that there is very little representation of Latinos in our great museums across the country, but with each stop, members of the community offered heartfelt testimonials about the art and the artifacts and the stories that should live in a National Museum of the American Latino, but more than what it should contain, they shared what it would represent.

Finally, an acknowledgment that we too are heroes in American history. We, too, are patriots. We too take pride in the country we have all built together. Without the museum, it is all too easy for some to write off the accomplishments of Latinos and our place in this Nation.

It is easy to vilify us today and hold us back from claiming our place in history and hold us back from full equality as American citizens. To establish this museum on the National Mall, the place where we inaugurate our presidents, honor our veterans, exercise our freedom of speech, conduct business in our Nation and Congress, that would send the message that we belong among our Nation's most important monuments. We value the experience and contributions of Latinos, to the great American experiment.

So, because by offering each and every American the opportunity to fully understand and appreciate women's and Latinos' contributions, we can collectively work toward the highest ideal of our Nation. *E Pluribus Unum*, out of many, one. Thank you for the opportunity to testify.

[The prepared statement of Ms. Longoria was submitted for the record.]

Chairman BLUNT. Thank you very much. Thanks to all of our witnesses for really an outstanding and helpful testimony. We are in the middle of a series of votes on the floor, and so we are going to bring this to a conclusion here in a minute. I hope we all—that everybody that wants to has time to ask two or three questions. Let me start with that.

Secretary Bunch, you have said in interviews that the most important work you have ever done was the opportunity to build the museum you built. What is the most important lesson you learned and the most important work you have ever done that might relate to these two questions we are looking at today?

Mr. BUNCH. In some ways, it is really two things. First, is that the American public has a thirst to understand itself, to understand itself fully, and by looking at the African-American experience, that was one of the ways we enriched the public understanding of our identity.

Second, what was really clear to me is that this is something that the Smithsonian is good at, crafting a museum that is full of wonder, that is rife with scholarship, that inspires and educates. That, in essence, is part of the glue that holds the country together.

What I learned more than anything else is that the Smithsonian has a responsibility to help America better understand itself, to look at its past clearly and candidly, to use that past to understand where we are today, and to use that past to point out toward a better tomorrow.

Chairman BLUNT. Well, thank you. That is, you are in a perfect position to give advice on this. As we would move forward with this legislation, do you believe it has everything it needs to have in it to launch the fundraising effort and the other effort that you are familiar with that needs to be made?

Mr. BUNCH. I think there are a couple of things that can be sharpened, but I think it is crucially important to have a 50/50 funding mechanism. That is really key, but it is also important to recognize that there needs to be some significant resources up front to allow a museum to move forward, to think about how it builds a fundraising apparatus, to think about how it begins to bring people together, scholars and others, to think about what this museum could really be.

I think it is also essential to find a way to better rationalize the way the public money was mixed with the private money. Is it a one to one ratio? What is the way to really ensure that you can plan based on what you know will be coming in the future? But I think that in many ways this is an opportune time to change the country by helping it better understand itself through the creation of these kinds of museums.

Chairman BLUNT. Well, good. I hope we have a chance to follow up on that in the very near future before we finalize this bill and look at the two things you just mentioned. Mrs. Abraham, I think you said in your testimony you thought that currently the Smithsonian was stepping up and telling this story in a better way in the likely decade we would have even if we went forward today. Am I right in characterizing your view of that?

Mrs. ABRAHAM. Yes, I do believe that the Smithsonian has implemented our first recommendation, which was to establish the initiative within the Smithsonian to do a better job of sharing the stories about women's history because we recognize as a Commission that it would take at least 10 years to be able to build a permanent museum.

Looking at the African-American example of their museum and cultural center, being able to build much of that infrastructure and nucleus of the museum in the existing Smithsonian was critical. We felt it was the first important step. We are so proud that the Smithsonian embraced that and do believe that they are doing a very nice job as we move forward with establishing a permanent museum.

Chairman BLUNT. Ms. Rojas mentioned that the House bill had added language on the Latino, American Latino Museum, recognizing the importance of understanding the diversity of political views. Is there anything like that in the other bill or should there be?

Mrs. ABRAHAM. Well, there is on the House version. The Walker Amendment did something very, very similar to that. Certainly, I would support if in the Senate version there was a companion amendment. Let me just tell you, our eight commissioners could not have been more diverse politically.

The topic of content was something that we discussed many, many times over the 18 months that we participated. We felt very strongly, which resulted in our unanimous recommendation, that this museum needed to represent all viewpoints on all issues. We would support, certainly, any strengthening amendment that the Senate felt necessary.

Chairman BLUNT. Thank you. I will have a couple of questions for the record for the other three witnesses, but if we are going to let other people ask questions, I need to stop at the end of my 5 minutes. I will. Senator Klobuchar.

Senator KLOBUCHAR. Thank you very much. Thank you, Senator Blunt. I moved over from the hearing room. Mostly, I wanted to show Director Bunch that I have art from the Weisman Art Museum in Minnesota on loan in my office. I appreciate your leadership, Mr. Bunch.

I know the goal number four of the Smithsonian Institution's strategic plan discusses the need to understand and impact 21st century audiences. It reads exactly this, it says, "we will tell the complete American story, in person and online, in all our museums, exhibits, and programs—and across them—with a focus on all Americans, Nationally and locally."

To me, the American Women's History Museum and the National American Latino Museum both embody the spirit of that goal. Do you agree?

Mr. BUNCH. I do indeed agree. I think it is crucially important that my career has really been about expanding the narrative and making sure we have a diverse, inclusive history. I think that has really always been the goal of the Smithsonian under my leadership. These museums can help us achieve that goal.

Senator KLOBUCHAR. I understand you have this backlog. You are very prudent about how to manage the museums. We appreciate that, but when the African-American Museum started you were so, of course, involved in all of this, did you have this kind of pushback and you have advice for all of us as we move forward on these two museums?

Mr. BUNCH. I think it is important to recognize that there is the great need to help the Smithsonian improve its backlog, but my notion has always been that with the right resources and creative leadership, the Smithsonian can do several things at once. It is really important to me to make sure that we maintain all that we have, but we are also open to the possibility of new.

Senator KLOBUCHAR. Very good. I think that is really important for us to remember. In my opening statement, I talked about how even during the Great Depression, that Roosevelt thought ahead

and did the WPA. I have one of those Smithsonian murals actually in my personal office here, and thought ahead to the WPA murals that are such a big part of us not losing—our soul.

That is what I want to remember as we look at doing this during the middle of this economic crisis and pandemic. I turn to Ms. Longoria. Thank you so much for being here. I gave you some nice words at the beginning and thank you. You talk about how we depict our world to generations to come is going to matter to kids, Latino kids, is going to matter to little girls that they see that they are represented with their own museum.

Ms. LONGORIA. Yes. Thank you, Senator Klobuchar. Thank you for all of your work. Look, representation matters, if we have learned anything. There is—it is a twofold benefit because it is important for everyone to see themselves reflected in our history and in our art so they can feel that their experiences are seen and understood; so they can be inspired to similar feats by people who look like them and sound like them. That is for young little girls and it is also for Latinos everywhere.

But the second part is, it educates others about us, okay, and quality representation teaches us about each other. For some folks who don't have a Latino in their town, learning about journalist Gwen Ifill or labor rights leader Dolores Huerta, it teaches them about the values of our community, the values and strength of women, and it shares who we are and what we care about.

I think it more importantly allows us to better understand and appreciate diverse viewpoints and shared priorities as Americans. That is what we are missing right now, I think, in our society. Those museums are not for women and for Latinos. It is going to be for everybody.

Senator KLOBUCHAR. We do appreciate the work that Secretary Bunch has done in terms of bringing these exhibits in, but I think so much—many of us would be so excited to actually get these museums. We have been talking about them for so long. I really appreciate also you brought up the statue and maybe I will end with this, you are somehow competing, Ms. Longoria, with Mark Zuckerberg and Dorsey in a judiciary hearing I have going on at the same time but I prioritized you.

Ms. LONGORIA. Thank you.

Senator KLOBUCHAR. I love that you brought up that statue because I don't know that everyone knows about this, that this was presented to Congress in 1921 with the suffragettes. Of course, it didn't have full representation of votes, but it had this inscription that read, "Justice, not favor, men their rights and nothing more, women, their rights and nothing less." It was these three women and it got put in the basement of the Senate as an attempt to erase especially the words that were at the bottom of the statute that were considered blasphemous at the time.

I do want you to know is we have gotten the statue out of the basement, our first step, and are bringing it up and restoring it where it belongs, but I want to let you know that and thank you for your work. Thank you to all the witnesses. I know we are not going to be able to do a second round because of the vote schedule and other things, but thank you so much to all of you. I am really

excited to get moving and look forward to working with the Smithsonian.

Chairman BLUNT. Thank you, Senator Klobuchar.

Ms. LONGORIA. Thank you, Senator.

Chairman BLUNT. I am not—I don't believe any other Member is waiting to ask questions. I have one other question, if they don't. I think everybody is on the floor at this at this point or headed to the floor to vote. Thinking about the next 10 years, Ms. Rojas and Mr. Vargas, are you comfortable with the way the story is being moved in a new direction as to how we tell it?

Is there enough input in telling the story, the Latino story, as part of the current structure of the Smithsonian? Ms. Rojas? Have you been asked for input on that? That would be another part of that question for both of you.

Ms. ROJAS. Yes, well, yes and I will turn to my colleague, Mr. Vargas, as well, but yes, I believe that we have been able to—this has been a journey, obviously. We have been very actively seeking input and content along the way and with advocates like Ms. Longoria. You know, we have many people that are also thinking about this actively and how we can make—how we can create the most robust storytelling that we can and obviously trying to project out, you know, who we should be talking to now for what, you know, because as you said, 2034.

We have to certainly be curating all the potential content that we believe, but I think we have—I believe we have great resources and talent. Thinking about that, Danny, I would ask you as well to weigh in.

Mr. VARGAS. Thank you—we applaud strongly the efforts of the Smithsonian Latino Center. They have done wonderful work in terms of making sure that they are able to build a bench of curators and professionals within the museum community. They are incorporating exhibits into other Smithsonian Institution museums. They have got the Molina Gallery coming up soon.

We strongly support their efforts and we applaud what they have been able to do, but I will tell you, as one of the former commissioners on the Commission, we travel all over the country reaching out to audiences from California to New York and Puerto Rico and everything in between. What we heard was that there was a strong need and desire to be able to tell this incredibly complex story. This is a story of not just the origin of the United States of America, but also the ongoing evolution of the Latino community in the country, 23 or 24 different countries of origin over time, the diaspora.

It is a complex, multidimensional journey through time and space. To be able to tell that story well is going to require a full museum, full complement of museum professionals and curators. I think the Latino Center is an important, significant first step, but until we have a full museum over the next 10 years or so, I think that story is still yet to be told well and completely.

Chairman BLUNT. Well, thank you. Thanks to all of our witnesses. The record will remain open for 1 week from today. The committee is adjourned.

[Whereupon, at 11:31 a.m., the hearing was adjourned.]

APPENDIX MATERIAL SUBMITTED

Testimony of Senator Susan M. Collins
Senate Committee on Rules and Administration
Hearing to Review S.959, Smithsonian American Women's History Museum Act; and
S.1267, National Museum of the American Latino Act
November 17, 2020

Good morning Chairman Blunt, Ranking Member Klobuchar, and members of this Committee. I want to begin by thanking you for holding this hearing on legislation to establish new museums, including the bill I have introduced with Senator Feinstein, *The Smithsonian American Women's History Museum Act (S.959)*. This year, as we commemorate the 100th anniversary of American women's suffrage and the decades-long fight for women's equality at the ballot box, it is fitting that we establish a lasting institution in our nation's capital to honor American women's history.

American women have made invaluable contributions to our country in every field: government, business, medicine, law, literature, sports, entertainment, the arts, and the military. Here in the Senate, there are a record number of women – 26 in all – serving together. Telling the history of American women matters, and a museum recognizing these achievements and experiences is long overdue.

In 1999, a Presidential commission on commemorating women in American history concluded that an "appropriate celebration of women's history in the next millennium should include the designation of a focal point for women's history in our Nation's capital." In 2014, Congress took an important step toward realizing this goal when it passed legislation creating an independent, bipartisan Commission to study establishing such a museum in Washington, DC. After 18 months of study, the bipartisan Commission unanimously concluded, "America needs and deserves a physical national museum dedicated to showcasing the historical experiences and impact of women in the country." I agree wholeheartedly with the Commission's conclusion.

Following the Commission's recommendations, Senator Feinstein and I introduced legislation to create an American Women's History Museum that would collect, study, and create programs incorporating and exhibiting a wide spectrum of American women's experiences, contributions, and history. The museum would be a part of the Smithsonian Institution, ensuring that it is free and open to all who visit Washington, DC, and representative of the diverse viewpoints held by all American women. It is important to emphasize that this museum will portray all aspects of women's contributions to our history, without partisanship or bias. Such a museum will share the stories of pioneering women such as abolitionist Harriet Tubman; the founder of the Girl Scouts, Juliette Gordon Low; Supreme Court Justices Sandra Day O'Connor and Ruth Bader Ginsburg; astronaut Sally Ride; leading suffragists like Maine's own Florence Brooks Whitehouse, and many, many others.

The Commission also recommended a Smithsonian-wide American Women's History Initiative and since 2018, Congress has provided nearly \$10 million in federal funding for this important step toward creating the museum. Building on these successes, our bill calls for a funding commitment from both the private sector and the federal government, following the successful model used by the National Museum of African American History and Culture.

Mr. Chairman, *The Smithsonian American Women's History Museum Act* enjoys broad bipartisan support, and I want to thank the members of this committee who have cosponsored this bill, including Ranking Member Klobuchar, Senator Capito, Senator Fischer, Senator Hyde-Smith, and Senator Cortez Masto. The bill is supported by several organizations, including the American Historical Association, the National Coalition for History, the Women's Business Development Center, and many others. Finally, I would note that in February, the House of Representatives passed its companion bill overwhelmingly – by a vote of 374-37.

As our Women's Suffrage Centennial year draws to a close, I can think of no better way to honor those women and that momentous achievement than by passing *The Smithsonian American Women's History Museum Act*. In Washington, we have museums along the National Mall that commemorate various aspects of our history and culture. We even have a museum to honor buildings, but there has been no national museum honoring the women who have helped to shape our nation's history. A museum dedicated to American women's history would help ensure that future generations understand what we owe to those American women who have helped build, sustain, and advance our country.

**Prepared Statement of U.S. Senator John Cornyn
U.S. Senate Committee on Rules and Administration Hearing to Review S.1267, National
Museum of the American Latino Act**

November 17, 2020

Thank you Chairman Blunt, Ranking Member Klobuchar, and Members of the Committee for holding this hearing, and for the invitation to join you.

As a proud Texan and the Senator of a border state, I've been fortunate to experience the tremendous influence of Latinos on our country throughout my life. From learning the stories of brave soldiers who fought in the Texas Revolution, to experiencing the vast influence of Hispanic culture on my hometown of San Antonio, I am incredibly proud and appreciative of the Latino influence on American life.

Unfortunately, for many Americans, the contributions generations of Hispanic Americans are largely unknown, and I hope this Committee will soon take action to right this wrong by advancing legislation to establish a National Museum of the American Latino.

This effort has been underway for more than 25 years. In the 1990s, the Smithsonian Institution commissioned a report to examine the relationship between the museum complex and Latinos. The report was titled, "Willful Neglect," and those two words adequately sum-up the findings. For everything from the lack of exhibits, to curators, to staff, Latinos were excluded at virtually every level of the world's largest museum complex. And according to a 2018 report by UCLA, not much progress has been made. Latino representation within the Smithsonian Institution is still far from where it should be, even as the Latino population in the United States has doubled.

One of the recommendations in that initial 1994 report to improve representation of Latinos was through the establishment of a museum dedicated to the contributions of Latino Americans. That was more than 25 years ago, and Congress has yet to authorize this critical museum. With the support of this Committee, I hope that will soon change.

Every year, millions of Americans visit the Smithsonian museums to learn about our nation's complex story the men and women who wrote it. These museums teach us about American Presidents, soldiers, artists, astronauts, innovators, icons, and heroes of every breed. They house priceless pieces of American history, from the Star-Spangled Banner which inspired the National Anthem, to the hat President Lincoln wore on the night he was assassinated.

For too long though, these museums haven't accurately represented the diversity of the American story. That's slowly changing thanks to the recent additions of the National Museum of the American Indian and the National Museum of African American History and Culture. But we still have a long way to go to ensure underrepresented and often untold accounts of American

history can be preserved and shared with generations of Americans.

The process of creating a National Museum of the American Latino began in earnest in 2008 when President George W. Bush established a commission to study the feasibility of a museum, and again when their report was released in 2011. Now that it's been nearly a decade since the Commission formally recommended this museum be built, it's time to take action.

The *National Museum of the American Latino Act* authorizes the Smithsonian Institution to create a museum honoring American Latinos here in Washington – a bill I am proud to have introduced with my colleague Senator Menendez since 2011.

This Congress, Nearly 300 members of the House of Representatives co-sponsored this legislation, and it unanimously passed the House earlier this year. The bill has 46 co-sponsors here in the Senate, and I hope this Committee will favorably report this bill to the floor, so we can approve it and send it to the President's desk before the end of this Congress.

It's been more than 25 years since the effort to establish this museum began. It's time to honor the contributions of generations of Hispanic Americans by providing a brick and mortar home for their stories here in Washington.

Thank you again to the Chairman, Ranking Member, and members of Committee for the opportunity to join you today. I'm happy to answer any questions.

Rules Committee Hearing: “to review S.959, Smithsonian American Women's History Museum Act; and S.1267, National Museum of the American Latino Act”

November 17, 2020

Opening Statement by Senator Bob Menendez

Chairman Blunt, Ranking Member Klobuchar and Members of the Committee, thank you for holding this important hearing to review S. 1267, the National Museum of the American Latino Act...

...A bill that would help fill the most glaring gap in our national history and on our National Mall, by authorizing the construction of a new museum dedicated to telling the Latino story.

As the lead sponsor of S. 1267, I firmly believe that it's time that Hispanic Americans get their own world-class museum on the National Mall, built and administered to the standards that only the Smithsonian Institution can uphold.

This effort has been decades in the making. As our former colleagues Congresswoman Ileana Ros-Lehtinen of Florida and Senator Ken Salazar of Colorado wrote in the New York Times this Sunday:

In 1994, a taskforce outlined the ways in which the Smithsonian “almost entirely excludes and ignores Latinos in nearly every aspect of its operations.” Its report, “Willful Neglect,” offered 10 recommendations for improvement, including that it should support the development of a museum on the National Mall dedicated to honoring and preserving over 500 years of American Latino history and culture.”

Mr. Chairman, I would like to submit the entirety of their op-ed for the record.

This not a partisan issue. There is strong support from both sides of the aisle to establish a museum devoted to Hispanic American history.

My bill, S. 1267, has near unanimous support from Senate Democrats and six Republican cosponsors – an accomplishment that seems barely achievable in today's hyper-partisan era.

And the companion bill in the House, H.R. 2420, passed the lower chamber by voice vote with overwhelming bipartisan co-sponsorship.

Presidents from both parties have supported the creation of a National Museum of the American Latino.

In fact, the first bill to create a Commission to Study the Potential Creation of a National Museum of the American Latino was first introduced in the Senate back in 2004 by Senator Orrin Hatch, a Republican from Utah.

Now is the time for this Congress to finish what it started almost two decades ago.

No one can deny that the 60 million Latino Americans living in this country will continue to shape America's future, just as we have shaped America's past.

From day one, Hispanics have shaped this nation in countless ways – as military leaders, as pioneers in business and the arts, as activists and elected officials. Yet, the history and contributions of Hispanic Americans to the United States since its inception have been at-best overlooked and at-worst, erased.

When our nation's children read their assigned American history textbooks, the presence of Latinos in the United States is missing.

They are not taught that half-a-century before English speaking colonies were settled in Jamestown, Virginia, Spanish was already being spoken in a settlement established in St. Augustine, Florida.

Or that Bernardo de Galvez, a Spanish Colonel of the Louisiana Regiment in New Orleans, thwarted every British advance in the area, helping the army of General George Washington win the American Revolutionary War.

Neither are our children taught that the origins of Latino presence in the United States have little to-do with economic migration, as many would believe today, and more to-do with American imperial expansion which integrated Hispanic-occupied territories.

These are but a fraction of the numerous examples of galleries and exhibitions a Smithsonian National Museum for the American Latino could house for millions of visitors from all over the world to learn about.

And, if there's anything this recent election has taught us, it is that both Democrats and Republicans, have lots to learn about who the Latinos and Latinas living in this country are.

We are not a monolithic community. Some of us have ancestors who've lived on American soil since before there was an America. Some of us have immigrated into the U.S. from any of 20 different countries around the western hemisphere searching for the promise of opportunity.

We all have unique cultural identities that make us different, and yet all of us living in the United States share a common bond, the continuous strive to make this country the best version it can be of itself.

That's the story that only the Smithsonian Institution can tell... that's the history the National Museum for the American Latino will bring to life.

It will inspire families, tourists, students and people from all backgrounds to celebrate the diverse threads that bind the United States of America together as one nation.

Representation matters – especially when it comes to our history. Imagine what it could mean to Latino children coming to visit our nation's capital and seeing their ancestors' contributions to our country.

What it would mean for children of different ethnic backgrounds, to learn about the history of the people that look like their neighbors and their friends at school.

These are the building blocks of acceptance and inclusion.

It is hard to believe that a month and a half from 2021, a museum devoted to Latino history does not already exist in the nation's capital.

And today, I'm sure some may argue that now is not the time to build new museums...

...that the Smithsonian has a maintenance backlog in the millions of dollars in order to bring every older museum up to standards ... and that we must first address that backlog before beginning to discuss a new Museum.

But we've heard that excuse before. And I'm sure Secretary Bunch heard that excuse many times before turning the dream of a Smithsonian National Museum of African American History into a reality.

We must also not forget that S. 1267 has a 50/50 public and private cost-sharing model. Pass this bill now, and dare us to harness the economic power of Latinos and Latinas in the United States, and I guarantee you that our community will meet the challenge.

It is long past time for Congress to pass legislation to authorize the construction of this museum and allow the Smithsonian to begin the planning process towards building another world-renowned destination in our nation's capital that celebrates the incredible history and contributions of Latino Americans to make America great.

Once again, I thank the Committee for discussing the importance of this bill, and I look forward to passing this legislation into law.

Thank you.

###

**Written Statement of Lonnie G. Bunch III, Secretary of the Smithsonian Institution
United States Senate
Committee on Rules and Administration
“Hearing to Review S.959, Smithsonian American Women’s History Museum Act; and
S.1267, National Museum of the American Latino Act.”
10:00 am, Tuesday, November 17, 2020**

Chairman Blunt and Ranking Member Klobuchar and Members of the Committee, thank you for the opportunity to testify before you today regarding S. 1267, the National Museum of the American Latino introduced by Senator Robert Menendez (D-NJ) and S. 959, the National Women’s History Museum introduced by Senator Susan Collins (R-ME).

Let me begin by saying that I am grateful you dedicated this time to explore the topic of creating additional museums at the Smithsonian. As the founding Director of our most recent addition to the Smithsonian, the National Museum of African American History and Culture, I am happy to share the insights I gained standing up a museum that began without a staff, a building, or a collection of its own.

The National Museum of African American History and Culture has demonstrated that the experiences of any community offer a way to better understand our collective national identity. Its stories are stories for everyone. It can teach any visitor something about themselves, their history, and their country. By sharing the experiences of more communities, the better we can all understand each other.

As new museum legislation is debated in Congress, it is essential to recognize that the Smithsonian is actively providing its visitors with a broader and more inclusive history. It is fitting that I take a couple of moments to highlight some of the work that we have been engaged in regarding women’s and Latino history through the Smithsonian Latino Center and the American Women’s History Initiative. The Smithsonian is deeply committed to telling an inclusive story reflective of all Americans. We take pride in the progress we have made to expand and integrate Latino and women’s history, art, culture, and scientific accomplishment into Smithsonian museums and research, education, and cultural centers.

These initiatives collaborate with the Institution’s museums, archives, research centers, record label, and traveling exhibitions to ensure that the contributions of women and the Latino community are explored, presented, celebrated, and preserved. And like the National Museum of African American History and Culture, these initiatives not only help us tell rich, complex, insightful stories about a community, they also help us all better understand our identity as Americans.

The Smithsonian launched the American Women’s History Initiative—Because Of Her Story—in 2018. The initiative is one of the country’s most ambitious undertakings to research, collect, document, display, and share the compelling story of women. It is inclusive, highlighting the stories of those who identify as women.

The Initiative has established an internal pool of funds focused on Programs and Education, Digital Projects & Audience Development, and Collections Care, and Acquisitions and Exhibitions. These funds support Smithsonian projects focused on telling more diverse stories of women and girls in America. Our fiscal year 2021 pool, once it is appropriated, will focus on virtual programs, education outreach, and new acquisitions, while the digital pool fund will make collections about women and girls more discoverable online.

The American Women's History Initiative has also hired six curators who are focused on American women's history and we expect to hire three additional curators this year. These hires are important because curators are essential to building our collections. In addition, we have allocated resources towards internships. In 2019 we launched the eight-week paid *Because of Her Story Cohort Internship Program* and hosted a cohort of thirteen undergraduate and graduate student interns at the Smithsonian.

The Initiative published its first book in October 2019, *Smithsonian American Women: Remarkable Objects and Stories of Strength, Ingenuity and Vision from the National Collection*. Featuring over 135 essays from 95 Smithsonian authors across 16 museums and archives, the book offers a panoramic look at women's history through the Smithsonian's incomparable collections. In one year, the book sold more than 7,000 copies.

I am pleased to mention that Congress showed faith in the Initiative when it passed the Women's Suffrage Centennial Commemorative Coin Act in November 2019 and directed the Treasury to mint and issue silver dollar coins emblematic of women who were instrumental to the 19th Amendment, with surcharges from the coins' sales benefitting the American Women's History Initiative. We are very appreciative of this legislation being signed into public law. Provided all 400,000 coins are sold, the estimated revenue paid to the Smithsonian Institution's American Women's History Initiative would total \$4 million.

The Initiative has also been involved in the creation of world-class exhibitions. The exhibition *Votes for Women: A Portrait of Persistence*, at the National Portrait Gallery from March 2019 – January 2020, outlined the 80-year plus movement for women to obtain the right to vote as part of the larger struggle for equality that continues today. *Girlhood! (It's Complicated)*, which opened at the National Museum of American History in October 2020, explores how girls have been on the front lines of social and cultural change and engages in timely conversations about youth movements and women's history. The exhibition will go on a United States tour in 2023.

The American Women's History Initiative's digital efforts have been aimed at increasing trusted online sources about American women's historical contributions, audience engagement, and the gender balance. Through a strategic partnership with Wikipedia, the Initiative has trained Smithsonian Affiliates to work with volunteers to include local women's history resources in some of the American Women's History Initiative nationwide campaigns. The collaboration has had great success getting Smithsonian resources into the hands of the public. Thus far, the Initiative has hosted 12 edit-a-thons with seven external partners, resulting in the generation of over 2 million views of Smithsonian content.

Finally, the American Women's History Initiative hosts an annual symposium series, "American Women of Science: Recovering History, Defining the Future," as part of its efforts to increase the presence of women's history online and by publishing new resources about American women and girls on the web and social media.

Similarly, since 1997, the Latino Center has made a concerted effort to expand representation of Latino Americans at the Smithsonian. A few current examples include:

- The Latino Museum Studies Program, established before the Latino Center in 1994, brings 12 graduate students for an immersive experience in museum practice each year. Thirteen program alumni currently work at the Smithsonian. They are among a total of 325 alumni, many of whom are working in other museums and cultural institutions, as well as in the academy (museum-adjacent scholars).
- Since 2010, the Smithsonian has added 12 Latino content experts through the Latino Curatorial Initiative. These experts drive research, organize exhibitions, build collections, create public and educational programs, inform online web-based/digital content, publish, and mentor Smithsonian interns and fellows. In 2018, the Initiative won the American Alliance of Museum's prestigious Diversity, Equity, Accessibility and Inclusion Award, and is now considered best practice in the museum field.
- At the Smithsonian American Art Museum, the deputy chief curator and curator of Latino art has built the largest collection of U. S. Latino art for any of the major art museums in the country. The collection grew from 553 objects in 2010 to 1,179 as of August 2020. We are continuing to accession important objects into this collection.
- *¡Pleibol! In the Barrios and the Big Leagues*, opening next April at the National Museum of American History, demonstrates the historic role baseball has played as a social and cultural force within Latino communities across the nation for over a century, and how Latinos have influenced and changed the game. A traveling version of the exhibition produced through our Traveling Exhibition Service will tour the US at the same time in places like Pueblo, Colorado and Saginaw, Michigan.

I want to express my gratitude to Congress for your ongoing support of the Latino Initiatives Pool. These federal funds, managed by the Smithsonian Latino Center, provide support to Smithsonian museums and research centers for research, collections, exhibitions, conservation, educational content, and professional development programs that further the understanding and appreciation of U.S. Latino contributions in the areas of science, history, art, and culture. Since 1995, over 400 Smithsonian programs and projects have received funding from the pool, totaling over \$32.6 million. In fiscal year 2020, the Pool distributed \$1.6 million in support of 27 projects across the Smithsonian. These projects included five upcoming exhibitions and programs, eight collecting and archive initiatives, nine educational and access initiatives, and five research programs, among other areas of support. The Latino Initiatives Pool also provided \$864,000 to the Latino Curatorial Initiative, enabling Smithsonian museums to hire curators, archivists, curatorial assistants, and other professionals.

Currently, we are building the Molina Family Latino Gallery at the National Museum of American History and installing its inaugural exhibition, *¡Presente! A Latino History of the United States*. When it opens in spring 2022, this 4,500-foot exhibition space will be the first national Latino gallery on the National Mall and the leading interpretive gallery devoted to exploring the richness and diversity of Latino history, culture, and identity in the United States. This unique gallery will offer exciting temporary exhibitions and engaging educational and cultural programs over the course of ten years, making it an integral part of the Smithsonian. The Latino Initiatives Pool provided \$2.5 million to the Molina Family Latino Gallery.

I am proud of the work that the Smithsonian Latino Center and the Smithsonian American Women's History Initiative have been engaged in and the ongoing federal support of our efforts.

This work makes the Smithsonian more effective, vibrant, and meaningful by embracing an inclusive vision of our history and culture. I know that this Committee shares our vision of telling a complete history of our nation.

While my memories of opening the National Museum of African American History and Culture are vivid, so are my memories of how difficult it was. I quickly realized that the opening was still just the beginning of a long journey. As head of the Institution that will be responsible for any new museums, it is my obligation to make sure that Congress is fully aware of what it means to place this responsibility on the Smithsonian.

Before even considering any new museum there is much we have to explore and gauge the public's expectations. This means the appropriate size, programming, new technology, and collections. We must contemplate the needs of housing staff and collections for a museum and determine if those needs can be met on site. There must also be a suitable location for a new museum. These buildings are meant to be powerful symbols of how we, as a nation, value the contributions represented in their works.

I know firsthand that there is never a perfect time for adding a new museum to the Smithsonian, but that challenge is now compounded by the significant financial strain posed by our existing, aging infrastructure. Additionally, due to the current pandemic, there are new needs for changes to that infrastructure and technological requirements. We must first understand that the needs of our public have changed. We need to reaffirm our relationship with established audiences as they adapt to an unfamiliar new reality. We need to assess how our audiences' needs have changed and how they will continue to evolve moving forward. The data we see suggest that our audiences will prefer spaces with freedom of movement and outdoor options. It may be a while before they feel comfortable engaging in activities as part of a crowd. Whether we offer hand sanitizer and other amenities, limit the number of visitors, shift from touch screens to voice-activated interfaces or other innovative technology, or move programs outdoors, it is our job to create contexts in which our audiences feel safe when they return. We also must not lose sight of new opportunities that exist to reach audience digitally and beyond physical spaces in Washington D.C., which have the potential to engage a broader and more diverse public in a deeper way. All these considerations must be incorporated into any discussion related to the design, construction, and operation of future museums.

While I know everyone would like to know how much a new museum would cost at the outset, we simply do not have enough information at this time to provide a precise answer. The costs of construction are intimately tied to site selection and any challenges the location might present. Given expected construction cost increases and the challenges of the preferred sites, a comparable new museum will likely exceed the costs of building the National Museum of African American History and Culture—\$570 million for its construction and collections.

It is also important to note that the costs do not end with construction. The annual operating costs of a museum alone are significant, but the true costs are spread throughout the Institution. Many functions of the Smithsonian are centralized, such as maintenance, security, and general counsel to name a few. We must also consider our intellectual capacity. We cannot let additional museums detract from our ability to appropriately staff and support the work of all of our museums, galleries, and central support units.

Finally, it is important that Congress understands the impact new museums could have on our ability to maintain our aging infrastructure. Several of our iconic buildings are slated for, or are currently undergoing, extensive revitalizations. Others need renovations, but work has been deferred due to competing priorities. As this Committee is aware, our backlog of maintenance costs has exceeded \$1 billion. I would like to thank you for the bipartisan support you have shown by helping us manage this challenge and supporting a more sustainable path for the Institution. Since becoming Secretary, I have directed our facilities office to begin analyzing our backlog building by building. This has helped us to identify the areas where our limited resources can have the greatest impact. Combining strategic maintenance decisions and capital revitalization projects will move us closer to a sustainable rate. Congress must understand that bringing a new museum to fruition will significantly increase these challenges, and we must plan for that from the onset.

When building the National Museum of African American History and Culture, Congress and the Administration were essential partners in its success. As Secretary, I would take the same viewpoint. If Congress deems that it is time to move forward on any new museums, it is imperative that we work collaboratively to ensure we can meet all our challenges, new and old.

I am appreciative that Congress has shown trust in the Smithsonian to build and operate world-class museums. I also know that Members of this committee are aware that if Congress deems it time to move forward on any new museum proposals, it must be done in a way that does not place additional burdens on our existing priorities. Creating a new museum is an exceptional commitment, and Congress must fully understand what that means as they deliberate over proposals.

Thank you again for holding this hearing, for your ongoing support of the Institution, and for your commitment to sharing the experiences of all Americans. I am happy to answer any questions you may have.

**Statement of Jane Abraham, Former Chairman of the Congressional Commission to
Study the Potential for an American Museum of Women's History
Committee on Rules and Administration
10 am, Tuesday, November 17, 2020**

Mr. Chairman, Ranking Member Klobuchar, Members of the Committee, and committee staff — thank you for inviting me to join you here today. I proudly stand in support of Senate Bill 959 to establish the first ever comprehensive women's history museum as part of the Smithsonian.

I'd like to tell you why I believe this the best way to pay tribute to the remarkable role women have played in America's history.

In December of 2014, Congress considered this question important enough to form a bipartisan national commission consisting of eight women, all appointed by the House and Senate Leaders, and all from very different walks of life. I had the honor of chairing that Commission.

Over 18 months, from July 2015 through November 2016, we explored how to most effectively tell the story of women's phenomenal contributions to the history of America.

As I'm sure each of you knows, in Washington in recent years, finding bi-partisan solutions to policy challenges can be nearly impossible.

Indeed, any group of four Democrats selected by Speaker Pelosi and former Leader Reid and four Republicans picked by then-Speaker Boehner and Leader McConnell might be expected to reach an impasse on almost any policy solution.

Trust me when I say our group of eight commissioners were an outspoken, opinionated group representing the full spectrum of political viewpoints. No one was shy about expressing her views.

The good news is we did not end up with gridlock. Instead, this bipartisan commission found common ground. We found a way to stand together ... work through differences ... listen deeply to each other ... respect and trust that we were committed to the same outcomes.

Ultimately, that is the spirit that devised a democratic government for America at its inception, and it is that spirit which this American Women's History Museum will recognize, elevate and celebrate. We believe the unified, bipartisan plan we forged together deserves your support, and the support of the American people.

Our overall conclusion was that America needs and deserves a national museum — one that is part of the Smithsonian Institution — that is dedicated to the often untold stories of exceptional women who changed the course of our nation's history.

We now believe this museum is more important than ever. Such a national museum will reflect all the many different ideas, perspectives, and causes that were championed, invented, and led by American women. It will remind us of our nation's inspiring history — and our limitless future.

That's why we believe we can raise significant funds from the private sector to support this venture.

This museum reflects the desire of so many women and men to reflect on the uncommon achievements that contributed to America's place in the world — and their desire that the next generation know about those achievements as well.

Now, more than ever, we believe Americans are eager for such a museum — not just mothers, wives, sisters, and daughters, but fathers, husbands, brothers and sons as well. We believe the new leadership of the Smithsonian Institution also recognizes that.

The Commission acknowledged that museums aren't built overnight and the project would require a ten-year timeline. But we wanted to get going immediately! During the Commission's deliberations, we had a series of conversations with Smithsonian leadership.

As a result, the Commission proposed that the first critical phase establish an entity called the American Women's History Initiative within the Smithsonian.

We felt that this initiative would immediately make women's history a top priority across all of the Smithsonian's museums, and would be the first essential step toward a permanent museum. We're delighted that, as a result of our recommendation, the Smithsonian immediately launched this first step in 2017 and our Commission was instrumental in securing the first 3 million dollars to begin it.

As you have heard from Secretary Lonnie Bunch, the Initiative has been very successful over the past four years. We're grateful to the Smithsonian for taking the Women's History Initiative from idea to reality.

My fellow Commissioners and I unanimously support Senate bill 959. We ask each of you to join us — and we encourage unanimous support from the entire Senate.

I especially want to thank Senator Collins for sponsoring the Smithsonian American Women's History Museum Act and Senator Feinstein for being the original co-sponsor along with the many members of this committee who are also co-sponsors.

I appreciate the opportunity to testify this morning and ask that the supporting documents and letters of support I've submitted and have been received by the Rules Committee, be read into the record.

I'd be happy to answer any questions.

**Written Statement of Raul "Danny" Vargas
Chairman of the Board, Friends of the National Museum of the American Latino
President, VARCom Solutions
U.S. Senate Committee on Rules and Administration
301 Russell Senate Office Building
November 17, 2020
10:00am**

Good morning Chairman Blunt, Ranking Member Klobuchar, and members of the committee.

Thank you for the opportunity to testify today. As someone who grew up in the most austere of circumstances in the streets of Brooklyn, as an Air Force veteran, an entrepreneur and as a dad, it is truly humbling to be before you today. However, today I am also representing our board of directors, our staff, our Chairman's Advisory Council, our Regional Leadership networks across the country, 100+ national partners, our hundreds of thousands of supporters and nearly 61 million Latinos in the United States today. We have received many letters of support and I would ask that they please be entered into the record.

As you can imagine, I am proud of my family's heritage and I am a proud, patriotic American who loves this country and wants us to reach our fullest potential as a nation. I believe that if we hope to get where we need to be in the future, we need to understand where we are today and where we came from in the past. Sadly, much of what is in our history books and in our national museums is incomplete. Latinos have been instrumental in the founding, the building, the shaping, and the defending of this nation for over 500 years, but most Americans are unaware of these indispensable contributions.

Our mission is to create a museum that illuminates the American story for the benefit of everyone, for a more complete and accurate telling of American history.

For example, we are taught in elementary school that the American story begins when the British arrive in Jamestown, Virginia in 1607 to establish the first permanent British settlement. Well, as far as I am concerned, that is historically inaccurate. The American story actually begins at least 114 years before that in 1493, on Columbus' second voyage to the new world, when he arrives on the shores of what is now U.S. territory in Puerto Rico. So the story of American expansion does not go from Virginia to the north and to the south; it goes from the Caribbean, up to Florida, on to Alabama and Mississippi, Texas and California, as far north as Wyoming. So, by the time the British get to Jamestown in 1607, there has already been a bunch of Latinos saying "bienvenidos, what took you so long". In fact, the oldest continually inhabited city in the mainland United States is St. Augustine, Florida, settled in 1565. The oldest state capital city in the United States is Santa Fe, New Mexico, established in 1610. Our three largest states today have Spanish names (California, Texas and Florida).

America would not look the way it looks, would not have thrived the way it has and would be unrecognizable, without the centuries worth of Latino contributions. Among those contributions are those in our military. Latinos have fought in every war we have ever had. Spanish General Bernardo de Galvez, Governor of Cuba and the Louisiana Territory, along with thousands of Spanish troops, helped stem the advance of the British from the south, fighting battles in places like Mobile, Pensacola, New Orleans and more. George Washington declared that these efforts were a deciding factor in the outcome of the Revolutionary War.

The first full Admiral in the U.S. Navy was David Farragut who famously said, "Damn the torpedoes, full speed ahead!" The over half million Latino troops that fought in every theatre of World War II were vital to our success. One of the most highly decorated combat units during the Korean conflict was the U.S. Army's 65th Infantry Regiment, the "Borinqueneers" of Puerto Rico. Of whom, General MacArthur wrote, "They are writing a brilliant record of heroism in battle and I am indeed proud to have them under my command. I wish that we could count on many more like them".

If we go down Constitution Avenue to the Vietnam Veterans Memorial, we will see thousands and thousands of Hispanic surnames etched on that wall and there are young Latinas and Latinos serving and sacrificing on our behalf in the battlefields of Afghanistan and Iraq. And there are 60 Hispanic Medal of Honor recipients. As an Air Force veteran, I can tell you, that Latinos take a backseat to no one in the defense of liberty.

And our community has had a lasting impact in every single aspect of society. From arts, to science, to business, sports, politics and more. Imagine major league baseball, America's pastime, without the strong cadre of Latinos players on virtually every team. An era of Latinos in baseball that was ushered in by one of my personal heroes, Roberto Clemente, who excelled despite facing discrimination because he was both Latino and black. Innovator Desi Arnaz, in his famous television show "I Love Lucy", came up with the idea of a three-camera shot and a live studio audience. Speaking of television, ground-breaking actress, Lynda Jean Cordova Carter, also known as Lynda Carter, television's Wonder Woman in the 1970's, who changed the face of strong women on television.

Imagine if we still had school segregation in America. We don't have to, because, Felicitas Mendez, a Puerto Rican woman who moved to California and married a Mexican immigrant, when she tried to send her three kids to a good school, was denied because the children's skin was too dark and they had Hispanic surnames. She filed a lawsuit against the school district in federal court, in the famous case, Mendez v. Westminster. That case became the template which was used by future supreme court justice Thurgood Marshall in Brown v. Board of Education, which ended school segregation in this country. Imagine the absence of Latino workers in our farms and in our factories, in our hotels and in our hospitals, in our restaurants and our research laboratories, in our sanitation departments and our supreme court of the United States, in our music studios and in our movie sets. Well, we don't have to, because for over 500 years we have been relying on Latinos

to fight our wars and run our businesses, tend our fields and mend our wounds, teach our kids, patrol our streets, write our laws and share the word of God. Contrary to what some might have you believe; Latinos are not a recent patch being sewn onto the tapestry of America; we are an essential/foundational thread woven into the very fabric of America.

Regrettably, the stories of these contributions are generally missing from our national museums. It is for these reasons that we need an American Latino museum on the national mall as part of Smithsonian institution, so we can celebrate and commemorate the over 500 years of contributions.

And that is not all. We also need to enlighten the public about the wonderful complexity of our community today; the incredible mosaic that is our community. We are over 60 million people, we are 18 plus percent of the population, 25 percent of the population under the age of 18. We are two trillion dollars in purchasing power. We are a remarkably diverse population too. We are Afro-Latinos, we are Asian Latinos, we are blonde-haired and blue-eyed, we are mulatos and mestizos and native Americans and everything in between. We are not a race; we are a culture. We are Republicans, Democrats, and independents. We are a community made up some very foundational, fundamental shared values around family and faith and freedom and opportunity and optimism and pride and passion and those are the qualities most needed in our country today.

And lastly, we also have a responsibility, we have a duty to inspire future generations. We know that the Census Bureau tells us that by the year 2060, Latinos will make up about 30 of the population, so if we hope to remain a strong, thriving and vibrant nation, that segment of the population needs to feel acknowledged, engaged and invested in our future. The truth is that is about honoring our ancestors and inspiring our descendants.

The good news is that we are closer than we have ever been to making this dream a reality and advancing this initiative. This initiative began in earnest in 1994. 26 years ago, when the Smithsonian itself organized a task force to see how they were doing in terms of portraying Latino stories. Well that task force did its job; they did their research, and they came back with their report. The title they chose for that report was "Willful Neglect", saying that not only was the Smithsonian doing a poor job as if they were doing it on purpose. Among the 10 recommendations in the report was the creation of an American Latino museum.

Fast forward several years in 2008 congress passed a bill to create a commission to study the feasibility of creating such a museum. That bill was signed into law by President Bush. I was appointed to this 23-member commission by John Boehner. We came from different backgrounds and different political parties, but we came together as a family and did our work in a bipartisan or nonpartisan way. In 2011 we delivered our report to congress and President Obama saying three basic things. Number one, there was a clear and pressing need for this museum. Number two, it really should be part of the Smithsonian Institution. And number three, it really ought to be on the

national mall, our nation's back yard. That same year was when we first introduced a bill to authorize the Smithsonian to create this museum, with the support of the Friends of the National Museum of the American Latino. Well, several congresses later in several iterations of that bill later, fortunately this year on the 27th of July the House of Representatives passed the American Latino Museum bill unanimously on a voice vote after having garnered 295 bipartisan co-sponsors. We now have 45 cosponsors for the Senate bill.

We urge the committee to advance the bill and urge the full Senate to pass the House bill by unanimous consent. The House bill was amended in committee to include language ensuring the diversity of political viewpoints.

The language of this important amendment reads as follows: "ENSURING DIVERSITY OF POLITICAL VIEWPOINTS IN EXHIBITS AND PROGRAMS.—In carrying out its duties, the Board of Trustees shall ensure that the exhibits and programs of the Museum reflect the diversity of the political viewpoints held by Latinos of the United States on the events and issues relating to the history of Latinos in the United States."

Meaning this would be the first and only Smithsonian museum in the institution's 174-year history, where its founding/charter document would require the representation of various points of view, including the conservative viewpoint. Also, in addition to statutory members, the bill requires the appointment of a bipartisan Board of Trustees. The language reads as follows: "Two Members of Congress, one from each political party, designated by the Congressional Hispanic Caucus and the Congressional Hispanic Conference." Also, another 13 individuals will be appointed by the Board of Regents, after taking into consideration, "efforts to have a politically and geographically diverse representation on the Board of Trustees"

We have also been fortunate to have the opportunity to learn from the experiences of the National Museum of African American History and Culture. As Secretary Bunch stated in the hearing in the House Administration Committee in February of this year, "What the National Museum of African American History and Culture has demonstrated is that the experiences of any community offers a lens to better understand our collective national identity. Its stories are the stories for everyone. It can teach any visitor something about themselves, about their history and their country. By sharing the experiences of more communities, the better we can understand each other and our shared history. As new museum legislation is debated within Congress, it's essential that the Smithsonian not wait to provide its visitors with a broader more inclusive history." We stand on the shoulders of the leaders who created that museum as well as the National Museum of the American Indian. We have learned from their experiences and we are confident in our ability to raise the funds needed to build a world class institution.

I will close with this. I have been involved in this initiative for 13 years because for me it's a labor of love, it's a passion project, it's a legacy initiative. As I said earlier, we are about to family and this is

for my family. Because one day I want to be able to walk into this museum with my two sons, Daniel and David, and my future eventual grandchildren and I also have a vision of a young Latina that's born today somewhere in the USA. And on her sixth grade field trip she can go to Washington, D.C. and she can marvel at the monuments and she can visit capitol hill, she can go to the national museums including the American Latino museum and she can see all these stories that I've been talking about and she can leave that museum proud not only to be a Latina but proud to be an American.

Thank you so much for the opportunity to testify and I would be happy to answer any question you might have.



**Written Statement of CiCi Rojas, Chair,
The Latino Coalition Foundation
November 17, 2020
Senate Rules Committee Hearing**

- Good morning Chairman Blunt, Ranking Member Klobuchar, and members of the committee.
- Thank you for the opportunity to testify today. As a proud Midwesterner from Missouri, engaged citizen who is working on many worthy projects in my community, and, most importantly, a mother, it is truly an honor to be before you today to testify for such a meaningful project to our community.
- I also serve on the Friends of the National Museum of the American Latino board with my colleague Danny Vargas, however I come before you as Chairman of The Latino Coalition Foundation, a national organization dedicated to providing Latino Businesses a platform to thrive and shape public policy. Additionally, we strive to accomplish our mission by advocating for pinnacle efforts such as this. Latinos have contributed positively to every aspect of American society. They have impacted the areas of military, health, science, business, education, arts, sports, and, most recently, politics. The Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. We are a diverse community, with a wide range of viewpoints, work environments, and passions, yet we possess the commonality of valuing the importance of culture, family, and patriotism. Therefore, we find it vital that we proudly share our incredible stories, and celebrate a more complete telling of American history.
- Our community has certainly been essential to our nation's past, and will be integral to our current and future history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:
Our Population Size and Growth
- At nearly 60 million people making up 18% of the U.S. population, Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) of children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

- At nearly 60 million people making up 18% of the U.S. population, Latinos are the largest diverse population segment and account for over 50% of total population growth from 2-008 to 2018.
- Today, one in four or(25%) of children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

As a result, Latinos are becoming an economic force¹

In 2017, Hispanic households earned more than \$1 trillion. This allowed them to pay more than \$252.2 billion in federal and local taxes. After taxes, Hispanic households held more than \$781 billion in spending power.

Latinos are a thriving business community and job creators

- We are opening more small businesses faster, than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses are Latino-owned.
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.
- Nationwide, businesses with majority Hispanic ownership provide almost 3 million jobs to workers in the U.S.²

From a funding standpoint, it is equally important to note, the museum will be built utilizing a 50/50 model 50% of the costs of construction of the museum will be raised through private funds by the museum's Board of Regents. The remaining 50 percent of costs will be appropriated by Congress. The 2011 Commission report estimated \$300 million will be needed to fund the construction. The National Museum of African American History and Culture cost \$540 million to design, construct, and install permanent exhibits. This cost was split 50/50, between public funds and \$270 million raised in private funds.

Additionally, The House bill added language to ensure diversity of political views, reflecting the diversity of our community as a whole.

Although there will be many important stories enshrined in the Museum which will both highlight the struggles and resilience of this community, as well as celebrate the achievements of Latinos across all industries, the most important message is that the Latino story is the American story, and, as a nation, we must honor the promise of what our country was built on and stands for.

One such example of those great Hispanic American stories --that made a positive impact in the Latino business community, is that of the late Hector Barrero Sr., a Midwesterner.

Hector was born in Mexico City, Mexico in 1935. His American journey began in 1958 when he moved to west central Missouri. After a series of hard and backbreaking jobs, he decided to do what many Americans dream of doing: be his own boss.

He started his first enterprise, a restaurant serving Mexican food. That establishment grew into another, then another. After success in business, he then went on to help form the US Hispanic Chamber of Commerce. His journey to success is one of many Latinos, whose tales are woven into the American Story, and whose essence will be captured within the walls of the National Museum of the American Latino for generations to come.

Thank you for the opportunity, and I welcome your questions.

**Written Statement of Eva Longoria Bastón
United States Senate Committee on Rules & Administration**

**Hearing to Review S.959, Smithsonian American Women’s History Museum Act; and
S.1267, National Museum of the American Latino Act**

Tuesday, November 17, 2020

Thank you, Chairman Blunt and Ranking Member Klobuchar. It’s my honor to be here alongside my fellow witnesses and community leaders, Danny Vargas, Cici Rojas, and Jane Abraham.

As a woman, a Latina, and a proud, ninth-generation American, I come before you as a citizen who lives at the intersection of the opportunities that we’ve gathered to discuss: the establishment of the National Museum of the American Latino, and the National Women’s History Museum.

If you look at our history textbooks, national monuments, and celebrated statues, they only reflect one kind of American hero, one that looks like our Founding Fathers: white and male. There are many other extraordinary Americans who are responsible for scientific breakthroughs, military feats, civil rights accomplishments, artistic achievements, and landmark legislation. But when you don’t have representation in the official record, these contributions are effectively erased.

Tens of millions of people visit Smithsonian museums each year, and they are presented with an incomplete picture of our nation’s history. When we allow this to go unaddressed, we maintain the status quo in which women and Latinos are left out of our collective perception of American history, relegated as sidekicks to white, male heroes. Our history is only shared as a footnote or in relation to someone else’s story, like Dolores Huerta to Cesar Chavez, or Eleanor Roosevelt to FDR. That’s why this legislation is presented to you today. To correct the record.

For women’s history, the story of one statue sums this up: In February 1921, the National Woman’s Party presented Congress with a statue of Elizabeth Cady Stanton, Susan B. Anthony, and Lucretia Mott, three white pioneers of the women’s suffrage movement. The statue’s inscription included a quote that asked for: “Justice, not favor; men, their rights and nothing more; women, their rights and nothing less.”

Congress deemed the inscription “blasphemous” and removed it from the statue – then moved the statue to the basement of Congress, where it remained for 76 years, out of public view and the eyes of three generations of American girls. Three generations of young women who could have benefited from the display of this statue because of what it represented: women, claiming their place in America’s future.

Thanks to decades of work by Congresswomen Carolyn Maloney and other dedicated women on both sides of the aisle, this monument now lives in the rotunda of the US Capitol, alongside statues of Martin Luther King, Jr. and George Washington.

And this statue, of three white women, is just one part of the story. It's not the whole story, which includes centuries of labor by Black, white, Latina, Asian, and indigenous activists. This struggle for recognition mirrors the battles we continue to fight today, two centuries after the Women's Suffrage Movement began.

A lack of representation of women's place in history prevents us from moving forward on the gender equality issues of today, from the wage gap, to reproductive freedom, to representation in boardrooms and government. If America can't recognize our past contributions, America cannot respect our present significance.

We won't achieve full gender equality until generations of girls AND boys have the opportunity to see the complete picture of women's accomplishments, historic feats, and innovations - which represent half of our nation's story.

I'm here today not only as a woman, but as a Latina. 18% of Americans identify as American Latinos, the largest minority ethnic group in the country.

As Dr. Rudy Acuña wrote, "History is not supposed to be ideological. It's truth deduced from known facts." For the Latino community, the facts are missing.

Because there is no story in American history that does not include American Latinos. We have been here since before the Mayflower, since before the colonies, since before the Declaration of Independence. We have a broad and diverse community, from indigenous Latinos, to Black and Afro-Latinos, to Caribbean Latinos. We have built this country, brick by brick, railroad by railroad, from seed to harvest. And we did this alongside the folks who already have their place in our history books and museums. Often those people were the very same who oppressed us – and yet it's our story that isn't told.

Now have the chance to correct the record, to present a fuller, clearer picture of our diverse nation. And the Smithsonian Institution – the official record of our history and culture – has the opportunity to recognize the fact that Latinos are as essential to America's history as they are to America's future. Our

institutions must be large enough to hold the truth and the expanse of American history. And large enough to offer representation, inspiration, and the promise of bright future to all of our nation's people.

When I served on the National Museum of the American Latino Commission, we traveled the country, holding town halls from Phoenix to Philadelphia. It was no surprise that there was very little representation of Latinos in our greatest museums. With each stop, members of the community offered heartfelt testimonials about the art, and the artifacts, and the stories that should live in a National Museum of the American Latino.

But more than what it should contain, they shared what it would represent: finally, an acknowledgement that we too, are heroes in American history. We too, are patriots. We too, take pride in the country we have all built together.

Without the Museum, it is all too easy for some to write off the accomplishments of Latinos and our place in this nation. Too easy to vilify us, and hold us back from claiming our place in history and our full equality as American citizens.

To establish this museum on the National Mall – the place where we inaugurate our presidents, honor our veterans, exercise our freedom of speech, and conduct the business of our nation in Congress – would send the message that we belong among our nation's most important monuments. That we value the experience and contributions of Latinos to the great American experiment.

So we titled our final report to Congress, "To Illuminate the American Story for All."

Because the benefits are not just to our Latino community. I believe that creating these museums – both the National Women's History Museum and the National Museum of the American Latino – would help address one of the greatest challenges of our time: the division of American society.

Because by offering each and every American the opportunity to fully understand and appreciate women's and Latinos' contributions, we can collectively work towards the highest ideal of our nation: e pluribus unum. Out of many, one.

Thank you again for the opportunity to testify.



**HISPANIC BAR ASSOCIATION
OF THE DISTRICT OF COLUMBIA**

P.O. Box 1011 | Washington, D.C. 20013-1011
www.hbadc.org

November 17, 2020

Via Electronic Mail

Chairman Roy Blunt Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar Senate Rules
Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Re: S.1267 National Museum of the American Latino Act

Dear Chairman Blunt and Ranking Member Klobuchar:

On behalf of the Hispanic Bar Association of the District of Columbia (“HBA-DC”), I write to express my full support of establishing the American Latino Museum within the Smithsonian Institution. Founded in 1977, HBA-DC is a non-profit organization dedicated to the professional development of its membership and supporting the Hispanic community in the Washington, DC area. HBA-DC is committed to access to justice for underserved populations and promoting Hispanics and Latinos in the law. HBA-DC recognizes that Latinos are not permanently acknowledged in Smithsonian Institution. While we are pleased that the Senate Committee on Rules and Administration views the National American Latino Museum Act as a priority, I write to urge the Senate to favorably report out the bill for floor consideration.

Today, national public discourse presents a need for all Americans to have a better understanding of Latinos, the nation’s largest ethnic minority. As the fastest growing ethnic group in America, the nearly 60 million Latinos living in the United States account for \$2.3 trillion in economic activity.¹ A 2019 report found that if the U.S. Latino gross domestic product (GDP) were its own country, it would rank as the eighth largest GDP in the world.² Latinos own more than 4 million businesses in the United States.³ Even during this pandemic, Latinos are working in essential jobs that keep our country moving.

¹ JOINT ECONOMIC COMMITTEE, “The Economic State of the Latino Community in America,” (Oct. 15, 2019), https://www.jec.senate.gov/public/_cache/files/379f7a7c-e7b3-4830-b1a9-94c3df013b81/economic-state-of-the-latino-community-in-america-final-errata-10-15-2019.pdf.

² *Id.*

³ *Id.*

Yet, our U.S. history textbooks, national monuments, and celebrated statues often reflect only one kind of American hero, one that looks like our Founding Fathers: white and male. While there are many other extraordinary Americans who are responsible for scientific breakthroughs, military feats, civil rights accomplishments, artistic achievements, landmark legislation, and legal jurisprudence, their legacies are effectively erased without representation in an official record.

It has been over twenty years since the Smithsonian Institution Task Force on Latino Issues first reported that Latinos were among the major contributors to our nation not recognized permanently at the museum complex.⁴ In response, the Smithsonian's Board of Regents established the Smithsonian Latino Center (SLC) in 1997 as a pan-institutional unit that would work with the entire network of Smithsonian museums and research centers to foster understanding and appreciation of Latino history.⁵ While the creation of the SLC marked an important step forward, representation of Latinos' contributions to the U.S. has not kept pace with the progress of a racial ethnic group whose influence spans over five centuries.

Consequently, the creation of a Smithsonian American Latino Museum would not only be a monument for Latinos, but would also help educate on Latinos many contributions to American history, society, and culture. More importantly, the American Latino Museum would serve as a learning laboratory for our nation's posterity to see Latino stories, language, and heritage reflected in a vastly influential institution. To establish this museum on the National Mall – where we inaugurate our presidents, honor our veterans, exercise our freedom of speech, and conduct the business of our nation in Congress – would symbolize that we belong among our nation's most important sites. Moreover, it would reaffirm that our nation values the experience and contributions of Latinos in way that completes our picture of American history.

For these reasons, we believe Congress currently has a unique opportunity to build upon its decades of work to support an American Latino Museum on the National Mall. HBA-DC understands that the creation of the American Latino Museum has strong bi-partisan support and is a key step to accurately reflecting the vibrant fabric of our country.

Thank you for your support of this important legislation. We remain committed to encouraging you make this historic endeavor come to fruition.

Respectfully Yours,



Ruben F. Reyna
President
Hispanic Bar Association of DC

⁴ Raul Yzaguirre, Mari Carmen Aponte, "Willful Neglect: The Smithsonian Institution and U.S. Latinos," SMITHSONIAN INSTITUTION TASK FORCE ON LATINO ISSUES (May 1994) https://siarchives.si.edu/sites/default/files/forum-pdfs/Willful_Neglect_The_Smithsonian_Institution%20and_US_Latinos.pdf.

⁵ Latino Center, SMITHSONIAN, <https://latino.si.edu/about> (last visited Nov. 16, 2020).



November 17, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of Hispanics in Philanthropy (HIP) to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27, 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of

the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population, Latinos are the second largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic/Latino descent.
- Hispanics are projected to become 30% of the population by 2060.
- More than half at 65% of all Hispanic Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned.
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

Our rich history and undisputable impact in the U.S. has its rightful place on the imprints of our capital. HIP was founded nearly 40 decades ago and was conceived from Latino philanthropists whose vision to strengthen Latino communities extended far beyond their initial primarily volunteer-run effort. HIP's collaborations across the philanthropic sector created opportunities to elevate discussions across the spectrum of race and gender. Our work unveiled gaps in

diversity, equity and inclusion of marginalized groups in philanthropy, and identified a need to include transnational programs.

Since then our scale has significantly increased - HIP is one of the largest Latino philanthropic groups, with more than 500 members, 160 funding partners, six offices, and an established body of work that provided tools and resources to foundations and corporations interested in social justice. Through the Funders' Collaborative, HIP had already provided capacity-building funds and training to more than 500 Latino-led, Latino-serving nonprofits.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,

A handwritten signature in blue ink, appearing to read 'GA', with a long horizontal flourish extending to the right.

Ana Marie Argilagos,
President and CEO
Hispanics in Philanthropy

CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)

JORGE A. PLASENCIA
2153 Coral Way, Miami, Florida 33145
786-347-4700

November 12, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has

proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before Brown v Board of Education there was Mendez v Westminster—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

As a proud Cuban American and Floridian, and as the co-founder of Republica Havas, Amigos For Kids, and the Congressional Hispanic Leadership Institute, and a former board chair of UnidosUS, I thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,

Jorge A. Plasencia

CC: Sen. Robert Menendez (NJ) Sen. John Cornyn (TX)



November 9, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of LA Collab to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Comyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino

Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

As a born and raised proud American and Latina who grew up in New Jersey's public school system, the history of Latinos for the last 500 years was non-existent in my education. Later in my adult life I started to yearn to learn about my ancestor's history and learned about the great contributions of Latinos to America, self-teaching myself and subsequently my non Latino American friends, through reading books. Having a museum where future generations of Americans and visitors from all over the world can learn about American Latino history would be a great and important step in correcting our erasure and sharing our great contributions.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,

Ivette Rodriguez
Founder & CCO

Venice, CA 90291
310.614.9674
Co-Founder



CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)



November 17, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

On behalf of Latinos for Tennessee, a group committed to promoting faith, family, freedom and fiscal responsibility, I write to express our support and commitment to expanding our nation's understanding of American history by bringing the National American Latino Museum Act before the Rules Committee.

We respectfully urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27, 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL) and Tillis (NC), the bill's support is a clear sign that it is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National

American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

Although the Latino community in Tennessee is small as compared to other states, it is one of the fastest growing demographics and are poised to make a significant impact in the years to come. Additionally, the Latino community has a long and storied in the Volunteer State stretching back to 1541 when Spanish explorer, Hernan de Soto, discovered the Mississippi River in what is today Memphis, Tennessee.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,

A handwritten signature in black ink on a light gray background. The signature is written in a cursive style and appears to read "Raul Lopez".

Raul Lopez
Executive Director
Latinos for Tennessee

CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)

November 17, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar:

I am writing to you as a Republican, Immigrant, Colombian-American, and Vice-Chair of the "Friends of the American Latino Museum" to express my support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27, 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush.**

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education*, there was *Mendez v Westminster*—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanic Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

Thank you for your support of this important legislation and our nation's history. I stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely,

Lili Gil Valletta
Vice-Chair Friends of the National American Latino Museum
CEO and Co-Founder CIEN+

2018 Business Person of the Year by the U.S. Hispanic Chamber of Commerce
Fox News and Fox Business Independent Contributor

CC: Sen. John Cornyn (TX)
CC: Marco Rubio (FL)
CC: Danny Vargas, Chair Friends of the National American Latino Museum

Lili Gil Valletta

CEO and Co-founder, [CIEN+](#) | [CulturIntel](#)

Unlock the power of #CulturalIntelligence



[cienplus](#) | [culturintel.com](#) | [www.inside.com/lili](#) | [www.lilival.com](#)
NYC | LOS ANGELES | MIAMI | MINNEAPOLIS | DENVER | MEDELLIN | MADRID
Proudly a certified minority-owned and woman-owned company

CONFIDENTIALITY NOTICE

This message is intended for the use of the individual or entity to which it is addressed and may contain information that is confidential, privileged and exempt from disclosure under applicable law.



November 16, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell Senate Office Building
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen Senate Office Building
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of the League of Minority Voters to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th, 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by President George W. Bush.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has

DocuSign Envelope ID: 4EFF295C-B7A8-4E11-8474-11B6FA1BECA6

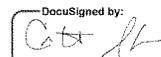
proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

The League of Minority Voters is a 501c3 not-for-profit organization seeking to empower the grassroots within minority communities through education and training. We are fighting for the advancement of minority voters' rights within the electoral process through education, empowerment, and bringing a voice to the issues that uniquely impact communities of color. Our organization is dedicated to empowering minority voices in community and government, as well as serving as a liaison between communities of colors, policy leaders and institutions.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,

DocuSigned by:

F9B806E0D2448B...

Cristina Antelo

Chairwoman, National Board of Directors

CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)



Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you as a proud Hispanic-American immigrant, a naturalized U.S. citizen, the chef and owner of the ThinkFoodGroup collective of more than 25 restaurants nationwide, and the founder of the disaster relief organization World Central Kitchen to express my support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. I am encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:



Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican-American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population, Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

When I first arrived in Washington, D.C. in 1993, one of the first guests in my newly-opened restaurant Jaleo on the corner of 7th and E Street NW was the late Senator Daniel Patrick Moynihan. Over the course of a friendship forged over the following years, Senator Moynihan taught me something that resonates with me in every decision I've made since as a business owner and a humanitarian, and as a father, husband, and proud citizen: "If you love America, America will always love you back."

Latinos love America, contribute to America, improve America, and defend America. I urge you to support the approval of the National American Latino Museum Act, so that we can continue working together to one day open the doors of this necessary commemoration of Latinos' love for America and the love that America has in return.

Sincerely yours,

Chef José Andrés

CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)


BOARD OF DIRECTORS

Nereida Correa, MD, MPH
CHAIRWOMAN
Associate Clinical Professor of Obstetrics
Gynecology & Women's Health
Albert Einstein College of Medicine
CEO, Eastchester Medical Associates, PC
Eastchester, NY

Elena Rios, MD, MSPH, FACP
PRESIDENT & CEO
National Hispanic Medical Association
Washington, DC

Gilbert Burgos, MD, MPH
CHAIRMAN ELECT
Executive Director of Medical Affairs
Eli Lilly/Hershey
Brewery, IN

Diana Ramos, MD, MPH, FACCQ
SECRETARY
Assistant Clinical Professor
Kees School of Medicine of USC
Los Angeles, CA

Bert Johansson, MD, PhD
PEDIATRIC
Pediatric Clinical Care
El Paso Children's Hospital
El Paso, TX

Judith Flores, MD, FAAP, CHQM
MEDICINE
Department of Ambulatory Care
Coney Island Hospital
Brooklyn, NY

Maria Carrasco, MD, MPH
Regional Physician Lead on Cultural Competence
Kaiser Permanente
Merced, CA

Minerva Campos, MD, MPH
Washington, DC

Carlos Corral, MD, FACS
DIRECTOR
El Paso Cardiac Vascular & Thoracic Surgery, P.A.
El Paso, TX

Ricardo Cortes, MD
DIRECTOR, Endocrinology, Diabetes and Metabolism
University of Arizona College of Medicine
Phoenix, AZ

Francisco Fernandez, MD
FOUNDING DEAN, Professor Emeritus
Department of Psychiatry
University of Texas Rio Grande Valley School of Medicine
Harrison, TX

Maria M. Garcia, MD, MPH, FACP
PROFESSOR OF MEDICINE
University of Massachusetts Medical School
UMass Memorial Medical Center
Boston, MA

Pilar Guerrero, MD, FACP
ASSISTANT PROFESSOR
Rush Medical College
Chicago, IL

Elizabeth Lee-Roy, MD, MPH
PARTNER
Eastchester Medical Associates, PC
Bronx, NY

Sylvia P. Prociado, MD
MEDICAL
Huntington Hospital
Piscataway, NJ

Claudia H. Zamora, MPA
FOUNDER & CEO, Simex Consulting Group
Washington, DC

Pamela Montano Arango, MD
CHAIRWOMAN, Council of Young Physicians
New York, NY

Kella Muñoz, MD
CHAIRWOMAN, Council of Residents
Baltimore, MD

Donald Rodriguez
PRESIDENT, Latino Medical Student Association
Chicago, IL

ADVISORY COUNCIL

Richard H. Carrasco, MD, MPH, FACS
17th U.S. Surgeon General (2002-2006)
Chief of Health Innovation, Canyon Ranch
Distinguished Professor
Mel & Enid Zuckerman College of Public Health
MEZCOHP, University of Arizona
Tucson, AZ

Henry Cisneros
Chairman
CityView
San Antonio, TX

Ronald Estrada
Vice President
National Community Empowerment
Urbansun
Washington, DC

Linda Griego
President & CEO
Geige Enterprises, Inc.
Los Angeles, CA

Paloma Hernandez, MPH, MS
President & CEO
Utah Health Plan, Inc.
Bronx, NY

Yasmine Weisler, MBA
Former CEO, Central Region
United Health Care
Chicago, IL

November 17, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of the National Hispanic Medical Association to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McCrory (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "Willful Neglect" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before Brown v Board of Education there was Mendez v Westminster—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

NHMA is the nation's leading Latino health resource and advocacy organization. The organization's work involves expansion of Hispanic access to quality health care in the United States. Through its mission to empower Hispanic physicians who work to improve health conditions in underserved communities, NHMA represents the interests of more than 50,000 Latino physician members from all 50 U.S. states and territories

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely,



Elena Rios, MD, MSPH, FACP
President & CEO
National Hispanic Medical Association

CC: Sen. Robert Menendez (NJ)
CC: Sen. John Cornyn (TX)

SENATOR
GUSTAVO RIVERA
33RD DISTRICT



CHAIRMAN, MAJORITY MEMBER
HEALTH
COMMITTEES:
CRIME VICTIMS, CRIME AND
CORRECTION
FINANCE
HOUSING
MENTAL HEALTH AND
DEVELOPMENTAL DISABILITIES
SOCIAL SERVICES

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

My name is Gustavo Rivera and I am a New York State Senator representing a largely Hispanic district in The Bronx. I am writing to you to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. I am encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it

SENATOR
GUSTAVO RIVERA
33RD DISTRICT



CHAIRMAN, MAJORITY MEMBER
HEALTH
COMMITTEES:
CRIME VICTIMS, CRIME AND
CORRECTION
FINANCE
HOUSING
MENTAL HEALTH AND
DEVELOPMENTAL DISABILITIES
SOCIAL SERVICES

is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 “*Willful Neglect*” report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation’s competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

SENATOR
GUSTAVO RIVERA
33RD DISTRICT



CHAIRMAN, MAJORITY MEMBER
HEALTH
COMMITTEES:
CRIME VICTIMS, CRIME AND
CORRECTION
FINANCE
HOUSING
MENTAL HEALTH AND
DEVELOPMENTAL DISABILITIES
SOCIAL SERVICES

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

As the representative of a largely Latino constituency and proud Puerto Rican, I strongly believe that our history and stories represent integral components of our country's past, present, and future. We are trailblazers, powerbrokers, storytellers, essential workers, everyday Americans who have had to break many barriers to thrive in a country that has not always embrace us. In my case, I am the first Latino to ever chair one of the

most powerful committees in the New York State Senate. However, my story is not unique as there are so many Latinos across the country who have come before me and led the way courageously and unapologetically. By supporting this bill, you will not only celebrate the diversity and impact of our communities but there will be an acknowledgment that Latino history is American history and American history is Latino history.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'G. Rivera', with a stylized flourish at the end.

Gustavo Rivera
New York State Senate
33rd District

CC: Sen. Robert Menendez (NJ)
CC: Sen. John Cornyn (TX)



Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of TDU Tires LLC to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McCally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more

complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before Brown v Board of Education there was Mendez v Westminster—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,

Fernando Krasovsky
Managing Director

CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)

TDU TIRES
8401 John W Carpenter FW
Dallas TX 75247

STATE OF UTAH
OFFICE OF THE ATTORNEY GENERAL



SEAN D. REYES
ATTORNEY GENERAL

November 17, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
[305 Russell SOB](#)
[Washington, D.C. 20510](#)

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
[305 Dirksen SOB](#)
[Washington, D.C. 20510](#)

Dear Chairman Blunt and Ranking Member Klobuchar:

I am a Republican, Hispanic American, elected Attorney General of the State of Utah and former Commissioner appointed during the Obama Administration for the National Museum of the American Latino. I write today to express my support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27, 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "Willful Neglect" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its

collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by President George W. Bush.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before Brown v Board of Education there was Mendez v Westminster—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

Thank you for your support of this important legislation and our nation's history. I stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely,



Sean D. Reyes
Utah Attorney General

CC: Sen. Robert Menendez (NJ)
CC: Sen. John Cornyn (TX)

**YWCA IS ON
A MISSION**

eliminating racism
empowering women
ywca

November 16, 2020

Dear Senator:

On behalf of YWCA USA, a network of 200 local associations in 45 states and the District of Columbia, I write to you today to express our strong support for the **National Museum of the American Latino Act (S. 1267)** and the **Smithsonian American Women's History Museum Act (S. 959)**. If passed, both sites will expand our nation's understanding and representation of American history as presented on our National Mall in Washington, D.C.

For over 160 years, YWCA USA has been on a mission to eliminate racism, empower women and promote peace, justice, freedom, and dignity for all. Since our inception, YWCAs across the country have been on the frontlines advocating for the rights of women, girls, and marginalized communities. Today with our mission in mind, we speak out in support of these two critical bills to ensure that the historic contributions of women as well as the Latino community are properly recognized within American history. **We urge the Committee to pass these two bills out of committee favorably without amendment.**

NATIONAL MUSEUM OF THE AMERICAN LATINO ACT (S. 1267)

For centuries, Latinos have contributed positively to every aspect of American society and impacted the areas of military, health, science, business, faith, arts, sports, politics and continue to play a leading role throughout the community. Today, Latinos are the largest diverse populations segment at over 60 million people and make up 18.5% of the U.S. population. They account for over 50% of the total population growth from 2008 to 2018. If this trend continues, Hispanics are projected to become 30% of the population by 2060, with 65% born in the United States. Latinos have also played an essential role in enriching our nation's competitiveness, culture, and prosperity throughout generations. They have fought in every American war dating back to before the Revolutionary War making significant contributions that have resulted in 60 Hispanic Medal of Honor recipients. Today, with 4.7 million Latino-owned businesses in the U.S. and one in four new businesses in the U.S. identifying as Latino-owned, they continue to open more small businesses in the country than any other demographic. This has resulted in a 34% growth in Latino business owners over the past 10 years compared to the 1% growth for all business owners in the U.S.

As CEO of YWCA USA, an organization committed to the empowerment of all women and as a Latina woman, the establishment of the National American Latino Museum is a long over-due and welcomed addition to the National Mall in Washington, D.C. This museum is critically important and would be a monumental step toward telling the stories of Latinos, in all their complexities, who have contributed significantly to every phase and aspect of American history, politics, society, and other areas.

YWCA.ORG

YWCA USA
1400 Eye Street NW, Suite 325
Washington, DC 20005
P: (202) 467-0801

The bipartisan National American Latino Museum Act (S. 1267) would establish the National Museum of the American Latino in the Smithsonian Institution to provide for further collection, study, research, publication, and establishment of exhibitions and programs related to Latino life, art, history, and culture. Unfortunately, by its own admission, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. If passed, a National Latino Museum on the National Mall would properly recognize and further illuminate the wide-ranging contributions of the Latino community to the story of the United States. As the largest ethnic group in the country with some of the oldest ties to the founding of this nation dating back more than 500 years, it is time an American Latino Museum on the National Mall joined the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. We urge you to support this historic endeavor and pass the National American Latino Museum Act (S. 1267) without amendment.

SMITHSONIAN AMERICAN WOMEN’S HISTORY MUSEUM ACT (S. 959)

Since our founding, YWCAs have been at the forefront of the most critical social movements— from women’s empowerment and civil rights, to affordable housing and pay equity, to violence prevention and health care. As one of the oldest and largest women’s organizations in the nation, we are proud to serve over 2 million women, girls, and their families across the country through critical programs including domestic and sexual violence services and child care. This is achieved through the support of over 12,500 staff members and 52,000 volunteers.

Given YWCA’s long and storied history, we have a unique appreciation and understanding for the creation of a National Women’s History Museum on the National Mall that is inclusive and representative of all women that have contributed to this country’s development. Today, there are no comprehensive museums in the United States dedicated to the full story of women’s history. Current depictions of our nation’s history are incomplete and fail to tell the stories of half our population, including women and women of color. An inclusive museum dedicated to recounting this portion of history will show everyone that we value and appreciate women and their contributions to our country.

In November 2016, a bipartisan Congressional Commission issued a unanimous recommendation to Congress that women’s history museum should be established on or near the National Mall as part of the Smithsonian Institution. The Smithsonian American Women’s History Museum Act (S. 959) accepts the recommendations of the Commission and takes steps to erect a Smithsonian museum on the National Mall for the collection, study, and establishment of programs covering the contributions of women to various fields throughout history. If passed, the creation of the National Women’s History Museum will ensure that the stories fought by women and women of color are adequately captured and remembered so our daughters are not fighting the same battles our grandmothers conquered. We urge you to pass the Smithsonian American Women’s History Museum Act (S. 959) without amendment.

The history and contributions of Latinos and women are critical to fully and accurately describing the story of the United States. We thank you in advance for your support of this important legislation and urge you to pass the National Museum of the American Latino Act (S. 1267) and the Smithsonian American Women’s History Museum Act (S. 959).

YWCA.ORG

YWCA USA
1400 Eye Street NW, Suite 325
Washington, DC 20005
P: (202) 467-0801

Please do not hesitate to contact Pam Yuen, YWCA USA Government Relations Manager, at pyuen@ywca.org or 202-559-7022, if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'AJ Castillo'.

Alejandra Y. Castillo
CEO, YWCA USA

YWCA.ORG

YWCA USA
1400 Eye Street NW, Suite 325
Washington, DC 20005
P: (202) 467-0801



Saint Paul, November 10, 2020

Senator Amy Klobuchar
Ranking Member
Committee on Rules and Administration
U.S. Senate

Honorable Senator Klobuchar,

The Minnesota Council on Latino Affairs (MCLA) has been a strong supporter of the creation of the National Museum of the American Latino in Washington and has endorsed the Act aimed at its creation. We believe that S. 1267 is a bill that finally addresses the troubling lack of understanding and appreciation for the contributions of American Latinos to our national institutions. On behalf of more than 300,000 Latino Minnesotans, we thank you for being a co-sponsor of this bill and for prioritizing its passage this year. Attached you will find a list of leaders who have showed their support from the beginning. This includes heads of large and small non- profits, business owners, artists, and media representatives.

Too few Americans (Latinos and non-Latinos alike) realize that American Latinos have been on this land for over 500 years. The public does not realize that Latinos have fought in every war since the Revolutionary War nor are they aware of our contributions to civil rights, the sciences, business, arts, philanthropy, and politics. The past presidential elections have revealed the increasing voter participation of Latinos from diverse backgrounds in each state. Our collective stories of resilience (especially during the COVID-19 pandemic) and success through history need to be reflected on the National Mall among all the other landmark Smithsonian museums.

MCLA along with many Latino leaders in the community encourage you to support and pass S.1267 this year. This is a visionary initiative that many partners in our communities continue to watch closely. We believe that your office and Minnesota will be proud to look at this achievement as a genuine contribution to our common national identity and history. We look forward to working together with you to see it through.

Sincerely,

A handwritten signature in black ink, appearing to read 'Rosa Tock'.

Rosa Tock
Executive Director

NATIONAL LATINO AMERICAN MUSEUM
SUPPORTERS

<u>NAME</u>	<u>OCCUPATION</u>
Richard Aguilar	Business Owner, St. Paul, MN
Armando Gutierrez	Artist, St. Paul, MN
Luis Fitch	Business Owner, Minneapolis, MN
Esperanza Guerrero-Anderson	Civic Leader, Minneapolis, MN
Amalia Moreno-Damgaard	Business Owner, Minneapolis, MN
Carmen Robles	Latino Youth Advocate, St. Paul, MN
Elsa Vega Perez	Community Leader, St. Paul, MN
Maya Santamaria	Media Owner, Minneapolis, MN
Maria de la Paz	Health Professional, Minneapolis, MN
Saul Carranza	Pastor, Faith Leader, Minneapolis, MN
Ruby Lee	President and CEO, CLUES, St. Paul, MN
Henry Jiménez	Ex. Director, LEDC, St. Paul, MN

3M Company

3M Corporate Headquarters

3M Headquarters
3M Center
St. Paul, MN 55144-1000

November 17, 2020

The Honorable Roy Blunt
Chair
U.S. Senate Committee on Rules and Administration
305 Russell SOB
Washington, D.C. 20510

The Honorable Amy Klobuchar
Ranking Member
U.S. Senate Committee on Rules and Administration
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of 3M to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27, 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 *"Willful Neglect"* report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by President George W. Bush.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican-American segregation in California was the precedent for the landmark Supreme Court case.

3M Company

3M Corporate Headquarters

3M Headquarters
3M Center
St. Paul, MN 55144-1000**Population Size and Growth**

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

As a proud Mexican American, it has been a lifelong dream to one day participate in the grand opening of the National American Latino Museum. I am also delighted to share that our Latino Resource Network leadership and members enthusiastically encourage you to support the National American Latino Museum Act before the Rules Committee. The history of Hispanic/Latinos in the United States has not been told, and therefore our contributions to this great nation have not been fully appreciated. A National Mall without an American Latino Museum does not represent the full tapestry of our country and fails to acknowledge millions of citizens that make up "We the people" of this democracy. Hispanic/Latinos helped build this nation, died for our freedoms and will continue to rise to every challenge that United States of America may face. The American Latino Museum will be a celebrated collection of these contributions and all the contributions of the future.

As 3M's Chief Diversity Officer, I am pleased to share that 3M has partnered with the Smithsonian for many years, including in the advancement of the National Museum of the American Indian and the founding of the National Museum of African American History and Culture. Just last year, we invested \$250,000 in sponsoring the first Smithsonian Latino Gallery in recognition of the momentum we're gaining in establishing a standalone National American Latino Museum. We are committed to investing in education and historical accounts that are informed by diverse perspectives. We know that a highly enlightened society will create a more just and equitable tomorrow.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to us if we can be of further assistance.

Sincerely yours,
Ann M. Anaya,
Chief Diversity Officer
3M

Marco Ortiz
Chair of the Latino Resource Network
3M

Marlene Lopez Ibarra
Co-Chair of the Latino Resource Network
3M

CC: Sen. Robert Menendez (NJ)
CC: Sen. John Cornyn (TX)

Congress of the United States
Washington, DC 20515

November 16, 2020

The Honorable Roy Blunt
 Chairman
 Committee on Rules and Administration
 United States Senate
 Washington, D.C. 20510

The Honorable Amy Klobuchar
 Ranking Member
 Committee on Rules and Administration
 United States Senate
 Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar:

As the author and lead Republican of the House companion (H.R. 2420) to S. 1267, the National Museum of the American Latino Act, we write to thank you for hosting a Senate Rules Committee hearing on this important bipartisan legislation and urge your action on its approval.

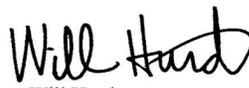
We have long believed the history of Latinos are intricately woven into the fabric of the United States. Latinos have influenced everything from our national security to sports, music, science, Hollywood, business, and politics. Latinos are Medal of Honor recipients, Fortune 500 CEOs, astronauts, PEGOTs, Supreme Court Justices, and so much more. A Latino Museum will reflect the diversity, not only of our great country, but the richness of the Latino experience in all its forms. From the vaqueros of west Texas to the salseros of the South Bronx, the United States is full of history that is waiting to be shared with the world.

In the House of Representatives, our legislation has the bipartisan support of 295 members of Congress, including 61 Republicans. The Committees on Natural Resources and House Administration conducted thorough hearings on the legislation within the past year. And on July 27, 2020, after more than a decade since the release of the Latino Museum Commission report, our chamber gave its unanimous seal of approval when H.R. 2420 passed by voice vote under suspension of the rules, a feat that is all-too rare in Washington, D.C. these days. The momentum from Congress and the American people has been historic, and we urge the U.S. Senate to join us in passing this legislation and sending it to the President's desk for signature.

As we both embark on our final months as members of Congress, from opposite ends of the geographic and political spectrum, we hope you will come together, just as we have, to advance this legislation. If this fateful year has taught us anything, it is that we must not wait for tomorrow, for it is not guaranteed. The time for a National Museum of the American Latino is now.

Sincerely,


 José E. Serrano
 Member of Congress


 Will Hurd
 Member of Congress

September 17, 2020

The Honorable Susan Collins
United States Senate
413 Dirksen Senate Office Building
Washington, DC 20510

Dear Senator Collins:

The American Historical Association enthusiastically supports S.959, the Smithsonian Women's Museum Act, which would authorize the creation of a National Women's History Museum to be located in Washington, DC.

We are pleased that the proposed legislation establishes this new museum as a unit of the Smithsonian Institution, funded by the Congress as part of the Smithsonian budget on the same basis as other components of the Institution. Although the very establishment and existence of the museum would commemorate and honor the contributions and achievements of American women, it should go beyond mere celebration to document and interpret the full and complex histories of American women. We trust that the existence and the work of a museum dedicated to the histories of American women will not detract from the responsibility of all Smithsonian museums to treat women and men on an equal basis in their collecting, exhibits, and educational programs.

We also trust that in its staffing, governance, and broader consultation the museum will draw upon the vast scholarship on American women, which has expanded substantially over the last half-century. We're eager to help; we express some concern that neither the AHA nor any other professional association of historians was consulted in the preparation of this legislation. The American Historical Association was founded in 1884 and incorporated by Congress five years later, for the purposes of promoting historical studies and disseminating historical research. Historians of American women have played major leadership roles in the Association in recent years, and our membership includes scholars with expertise in any subject that the museum will seek to explore.

It would be most fitting to authorize a national women's museum during this centennial year of the 19th Amendment to the Constitution, an important reminder of the centrality of voting rights to full citizenship. This history of American women is, in part, a history of incomplete citizenship, a reminder of how the impairment of any citizen's rights impoverishes the very essence of democracy. The AHA is proud to support this bill, and in the process affirm the central role women have played in the shaping of American history.

Sincerely,



James Grossman
Executive Director



Mary Lindemann
President, 2020



Denise Doring VanBuren
President General
National Society Daughters of the American Revolution
1776 D Street, NW
Washington, DC 20006-5303
(202) 628-1776

September 20, 2020

The Honorable Susan Collins
United States Senate
413 Dirksen Senate Office Building
Washington, DC 20510

The Honorable Dianne Feinstein
United States Senate
331 Hart Senate Office Building
Washington, DC 20510

Dear Senator Collins and Senator Feinstein:

On behalf of the National Society Daughters of the American Revolution, I write to you in support of S.959, the *Smithsonian American Women's Museum Act*, urging you to honor the brave suffragists who never gave up the fight for equality, by establishing a national museum in Washington, D.C. to tell the stories of the generations of women who built America and secured the passage of the 19th Amendment.

The National Society Daughters of the American Revolution (NSDAR) founded in 1890 and incorporated by an Act of Congress in 1896, is a non-profit, non-political volunteer women's service organization dedicated to preserving American history, securing America's future through better education and promoting patriotism. With a membership of approximately 185,000 members, the NSDAR believes that by establishing the Smithsonian American Women's History Museum in Washington, D.C., our country will have taken a vital step toward commemorating the suffragists who demanded equality and educating future generations of learners and changemakers about the power of civic engagement.

Through the establishment of the Smithsonian American Women's History Museum, we have the opportunity to share the story of the 19th Amendment and to ensure that the legacy of the suffragists is remembered and celebrated for future generations. The House of Representatives voted to approve the companion bill to S.959 on February 11, 2020 by a vote of 347-37. This historic initiative has the support of the National Society Daughters of the American Revolution, the Women's Suffrage Centennial Commission, the Smithsonian Institution, and the American people. With your leadership, we can make history with the passage of S.959. Thank you for your consideration.

Sincerely,

Denise Doring VanBuren
President General, National Society Daughters of the American Revolution



Working for
the advancement
of women
in the government

FEW

FEDERALLY
EMPLOYED
WOMEN

455 Massachusetts Ave. NW, PO Box 306
Washington, DC 20001

PHONE: (202) 898-0994
FAX: (202) 898-1535
EMAIL: FEW@FEW.ORG

November 9, 2020

The Honorable Mitch McConnell
Senate Majority Leader
The Capitol S-230
Washington, DC 20510

The Honorable Chuck Schumer
Senate Minority Leader
The Capitol S-221
Washington, DC 20510

RE: *Smithsonian American Women's History Museum Act*

Dear Senate Majority McConnell and Senate Minority Schumer,

Today, I ask for your ear and your support in recognizing this momentous project that will impact generations of Americans and inspire millions of women and girls. On behalf of Federally Employed Women (FEW), I urge your support for S.959, the Smithsonian American Women's Museum Act. Recently, FEW commemorated the passage of the 19th Amendment in remembrance of the early suffragists who fought for equality and an opportunity to vote. FEW believes it is a befitting tribute to establish a national museum in Washington, D.C. in order to preserve the history of generations of women and honor their effort from over 100 years ago.

FEW is a national advocacy group that work to improve the status of women employed by the Federal Government for over 50 years. FEW is proud to continue support for the Equal Rights Amendment, pay equality and issues affecting women as a class.

We believe through the establishment of the Smithsonian American Women's History Museum, we have the opportunity to share the story of the 19th Amendment and to ensure that the legacy of the suffragists is remembered and celebrated. The House of Representatives voted to approve the companion bill to S.959 on February 11, 2020 by a bi-partisan vote of 347-37.

FEW stands in support of this historic initiative with the Women's Suffrage Centennial Commission, the Smithsonian Institution and a host of other citizens. We ask that the Senate pass S.959 during the 116th Congress.

Thank you in advance for your consideration.

Sincerely,

Karen M. Rainey
National President
President@few.org



The Honorable Mitch McConnell
Senate Majority Leader
The Capitol S-230
Washington, DC 20510

The Honorable Chuck Schumer
Senate Minority Leader
The Capitol S-221
Washington, DC 20510

Dear Leader McConnell and Leader Schumer,

It is with great pleasure and pride that I tell you the Board of Directors of the National Foundation for Women Legislators (NFWL) has voted to endorse S. 959, the *Smithsonian Women's History Museum Act*. Even in these trying times, our organization has dedicated space in 2020 to take the time to celebrate the accomplishments of women and celebrate the centennial of the right to vote. We hope that in the future we can have a space to look back on the accomplishments of the past and find ways to highlight the future contributions women continue to make to this country.

NFWL is dedicated to empowering and inspiring elected women to become thought leaders who shape America's future. We are proud to represent elected women who lead their communities with power and grace. Since 1938, NFWL has served as a forum for elected women from across the country to be empowered through information and experience. As the oldest organization for elected women in America that serves women on the city, county and state levels, we encourage our members to take leadership roles and form connections across the aisle. We know that only by working together, can we achieve our goals. Supporting this initiative is another goal we hope to achieve.

We are very grateful for your historic efforts to create an institution to honor the tremendous role women have played in every major moment throughout the history of our great country. Thank you for your efforts and we wish you success in the passage of S. 959.

Warm regards,

Senator Donna Kim, Hawaii
Chair, National Foundation for Women Legislators



September 15, 2020

The Honorable Susan Collins
United States Senate
413 Dirksen Senate Office Building
Washington, DC 20510

Dear Senator Collins:

The National Coalition for History (NCH) is pleased to endorse the *Smithsonian American Women's History Museum Act* ([S. 959](#)), legislation to establish an American Museum of Women's History (AMWH) as part of the Smithsonian Institution. As we celebrate the 100th anniversary of women's suffrage, the creation of a national museum devoted to women's history is long overdue. We urge the Senate to pass S. 959 before the end of the current session.

NCH is a consortium of more than 50 organizations that advocates and educates on federal legislative and regulatory issues affecting historians, archivists, political scientists, teachers, students, genealogists, and other stakeholders.

The inclusion of "scholars and representatives of organizations that are committed to the study of women's history," on the advisory council will enable the development of quality scholarship and exhibitions. We are also pleased that the new museum's mission includes the creation of educational programs in collaboration with elementary schools, secondary schools, and postsecondary schools. As we move towards increased distance learning and research, it is imperative that a truly national museum be accessible to students across our country.

We appreciate your willingness over the years to work with the historical community to improve planning for the museum as it has moved from a concept to, hopefully soon, a reality.

Best wishes,

Lee White
Executive Director
National Coalition for History



October 19, 2020

Dear Hon. McConnell and Hon. Schumer,

I write to you today, on behalf of the National Conference of Women's Bar Associations ("NCWBA") in support of S.959, the *Smithsonian American Women's Museum Act*. As a champion of women's rights and equal opportunities, the NCWBA stands behind the establishment of a women's museum that is focused on promoting the achievements and contributions of women to our country's history and progress.

Established in 1981, the NCWBA is a unique organization of women's bar associations, for women's bar associations, representing approximately 35,000 women lawyers. The NCWBA's mission is to advocate for equality in the legal profession and in society by mobilizing and uniting women's bar associations to effect change in gender-based processes and laws by providing a national forum for exchanging ideas, best practices, and information vital to the organizational growth and success of women's bar organizations and the legal profession. The NCWBA is dedicated to honoring and recognizing the accomplishments of diverse women attorneys throughout the nation.

More often than not, the history of the United States is told from a skewed male perspective. The NCWBA is of the firm belief that the establishment of the Smithsonian American Women's History Museum in Washington, D.C., is an essential step towards acknowledging and celebrating the many great achievements and contributions of the women of this country. Not only that, but a museum of such stature and focus is critical in educating current and future generations on the significant contributions of this country's women leaders and memorializing their legacy. Therefore, S.959, which has already been voted on and approved by the House of Representatives, has the full support of the National Conference of Women's Bar Associations.

Sincerely,

Nicolette Zachary

Nicolette Zachary
President, The National Conference of Women's Bar Associations



September 30, 2020

The Honorable Mitch McConnell
Senate Majority Leader
The Capitol S-230
Washington, DC 20510

The Honorable Chuck Schumer
Senate Minority Leader
The Capitol S-221
Washington, DC 20510

Dear Leader McConnell and Leader Schumer:

The Women's Business Development Center ('WBDC') is writing you in support of S.959, the *Smithsonian American Women's History Museum Act*. As we celebrate the 100th anniversary of women's suffrage, the creation of a national museum devoted to women's history would honor the brave suffragists who secured the passage of the 19th Amendment and tell the stories of the generations of women who helped build America. The House of Representatives voted to approve the companion bill to S.959 on February 11th, 2020 by a vote of 347-37. We urge the Senate to pass S. 959 before the end of the current session.

The Museum will capture the role and contribution of women throughout our history, and, very importantly, those women will serve as role models for current and future generations. It will also educate women and men on the power of civic engagement and advocacy.

The WBDC is a 501(c)(3) and nationally recognized leader in the field of women's economic development. Founded in 1986 on the concept of inclusive entrepreneurship for women, the mission today still reflects such. During the ensuing years, however, the organization has responded to shifting demographics and community needs, resulting in expanding the mission and focus to serve other underserved populations and communities. The WBDC mission today is to support and accelerate business development and growth, targeting women and serving other underserved communities, in order to strengthen their participation in, and impact on, the economy.

The WBDC appreciates your consideration and support of the passage of the *Smithsonian American Women's Museum Act*.

With gratitude for your public service,

Emilia DiMenco
President and Chief Executive Officer



November 9, 2020

The Honorable Mitch McConnell
Senate Majority Leader
The Capitol S-230
Washington, DC 20510

The Honorable Chuck Schumer
Senate Minority Leader
The Capitol S-221
Washington, DC 20510

Dear Leader McConnell and Leader Schumer,

I am writing in strong support of S.959, the Smithsonian American Women's Museum Act. The Women's Foundation California is a statewide, publicly supported foundation dedicated to achieving racial, economic, and gender justice by centering the experience and expertise of communities most impacted by systemic injustice. As such, we urge you to honor the brave suffragists who never gave up the fight for equality by establishing a national museum in Washington, D.C. to tell the stories of the generations of women who built America and secured the passage of the 19th Amendment. The Women's Suffrage Centennial Commission (WSCC) was created by Congress in 2017 to "ensure a suitable observance of the centennial of the passage and ratification of the 19th Amendment to the Constitution of the United States providing for women's suffrage" and to "develop recommendations for Congress and the President for commemorating the centennial of the passage of the 19th Amendment."

Through the establishment of the Smithsonian American Women's History Museum, we have the opportunity to share the story of the 19th Amendment and to ensure that the legacy of the suffragists is remembered and celebrated for the next 100 years. The House of Representatives voted to approve the companion bill to S.959 on February 11, 2020 by a vote of 347-37. This historic initiative has the support of the Women's Suffrage Centennial Commission, the Smithsonian Institution, and the American people, and with your leadership, we can make history with the passage of S.959. We thank you for your consideration.

Respectfully submitted,

Surina Khan
Women's Foundation California, CEO





Women in Aerospace
 515 2nd Street NE
 Washington, DC 20002
 Phone: 202-547-0229
 Fax: 202-547-6348
www.womeninaerospace.org

October 14, 2020

The Honorable Mitch McConnell
 Senate Majority Leader
 The Capitol S-230
 Washington, DC 20510

The Honorable Chuck Schumer
 Senate Minority Leader
 The Capitol S-221
 Washington, DC 20510

Dear Leader McConnell and Leader Schumer,

This letter confirms that Women in Aerospace (WIA) strongly supports S.959, the *Smithsonian American Women's Museum Act*, a bill to address the need for a museum to recognize, honor and document women's historical achievements and their roles in shaping the country we know today.

This bill, led by Senators Susan Collins (R-ME) and Dianne Feinstein (D-CA), and a bipartisan group of women leaders, is an excellent step in the right direction towards women's equality. It is imperative that we continue to find ways to educate the public on the generations of women who aided in building America, as well as continue to take a vital step towards commemorating all those who demanded equal opportunity and educating future generations about the power of civic engagement.

Through the establishment of the Smithsonian American Women's History Museum, we have the opportunity to share the stories and accomplishments of countless brave women who are behind every historical event in our country. The stories of women's achievement that contributed to the success of our country's aerospace industry alone are too numerous to count (i.e. NASA's Hidden Figures). Such an establishment will ensure that the legacies of American women are remembered and celebrated for generations to come.

Women in Aerospace (WIA) is dedicated to increasing the leadership capabilities and visibility of women in the aerospace community. We acknowledge and promote innovative individuals who strive to advance the aerospace industry as a whole. Our membership, comprised of both women and men, share a passion for a broad spectrum of aerospace issues. To learn more about WIA, visit our website at www.womeninaerospace.org.

The House of Representatives voted to approve the companion bill to S.959 on February 11, 2020 by a vote of 347-37. This historic initiative has the support of WIA, the Smithsonian Institution, and the American people, and with your leadership, we can make history with the passage of S.959. We thank you for your consideration.

Sincerely,

Rebecca Keiser, PhD
 Chair

Annette Summers
 Executive Director



September 15, 2020

The Honorable Mitch McConnell
Senate Majority Leader
The Capitol S-230
Washington, DC 20510

The Honorable Chuck Schumer
Senate Minority Leader
The Capitol S-221
Washington, DC 20510

Dear Leader McConnell and Leader Schumer,

Women In Defense strongly supports S.959, the *Smithsonian Women's Museum Act*. As an organization dedicated to education and professional development, we strongly believe the nation needs a world-class museum of "herstory," where Americans can go to learn about the enormous impact women have had on establishing and enriching the United States.

We believe Americans cannot understand and value women's contributions if they don't know about those contributions. There is no U.S. museum that consolidates and highlights the broad contributions of American women in areas ranging from defense to the arts, from science to engineering, from business to literature, and from agriculture to medicine.

We also strongly support the National Mall as the location for the new museum, because there's no better choice than "America's front yard." Over the course of our nation's history, each generation established museums, monuments, and memorials in the heart of our capital to honor our greatest citizens and accomplishments. Smithsonian museums celebrate history, art, the natural world, and technological marvels earlier generations never imagined, and they act as a magnet for Americans to visit their capital city. Yet, while many of these museums include exhibits that recognize women's contributions, those contributions are secondary to the primary purpose of each respective museum. And the memorials and monuments on the National Mall almost exclusively honor men. Only the Vietnam Nurses Memorial specifically highlights women's contributions, and it was dedicated 11 years after the Vietnam Veterans' Memorial, making it almost an afterthought.

Women's contributions to the United States should never be an afterthought. The United States must recognize and celebrate the work and achievements of the women who helped found this country, who defended and sustained it through war and peace, who helped grow it into an economic powerhouse and rebuild it after economic downturns, and who created some of America's greatest works of art and literature. The House of Representatives voted approval of the companion bill, H.R. 19, on February 11, 2020, 347-37 because representatives know women deserve a prominent place for our stories on the National Mall where Americans honor our greatest heroes and most significant achievements. We need a museum of "herstory" where Americans can learn, share, and understand how women played and continue to play a vital role in creating the world's greatest democracy.

It's time for a "Museum of Herstory" in America's front yard.

Sincerely,



Rachel A. McCaffrey
Executive Director, Women in Defense



August 26, 2020

The Honorable Mitch McConnell
Senate Majority Leader
The Capitol S-230
Washington, DC 20510

The Honorable Chuck Schumer
Senate Minority Leader
The Capitol S-221
Washington, DC 20510

Dear Leader McConnell and Leader Schumer,

We write to you today in support of S.959, the *Smithsonian American Women's Museum Act*. We urge you to honor the brave suffragists who never gave up the fight for equality by establishing a national museum in Washington, D.C. to tell the stories of the generations of women who built America and secured the passage of the 19th Amendment.

The Women's Suffrage Centennial Commission (WSCC) was created by Congress in 2017 to "ensure a suitable observance of the centennial of the passage and ratification of the 19th Amendment to the Constitution of the United States providing for women's suffrage" and to "develop recommendations for Congress and the President for commemorating the centennial of the passage of the 19th Amendment." Led by Chair Susan Combs, Vice Chair Colleen Shogan, and a bipartisan group of women leaders, the WSCC believes that by establishing the Smithsonian American Women's History Museum in Washington, D.C., our country will have taken a vital step towards commemorating the suffragists who demanded equality and educating future generations of learners and changemakers about the power of civic engagement.

Through the establishment of the Smithsonian American Women's History Museum, we have the opportunity to share the story of the 19th Amendment and to ensure that the legacy of the suffragists is remembered and celebrated for the next 100 years. The House of Representatives voted to approve the companion bill to S.959 on February 11, 2020 by a vote of 347-37. This historic initiative has the support of the Women's Suffrage Centennial Commission, the Smithsonian Institution, and the American people, and with your leadership, we can make history with the passage of S.959. We thank you for your consideration.

Sincerely,

Susan Combs
Chair, WSCC

Dr. Colleen Shogan
Vice Chair, WSCC

Where Is the Smithsonian Museum for American Latinos?

Our stories still don't have a permanent home in our nation's capital.

By Ileana Ros-Lehtinen and Ken Salazar

Ms. Ros-Lehtinen and Mr. Salazar are advocates for the National Museum of the American Latino Act in the House of Representatives.

Nov. 15, 2020

The National Mall in Washington is where we inaugurate presidents, march for change and learn about America's history at monuments and the Smithsonian Institution museums. And yet, even as Latinos have helped shape this great nation, our stories don't have a permanent home in our nation's capital.

In 1994, a task force outlined the ways in which the Smithsonian "almost entirely excludes and ignores Latinos in nearly every aspect of its operations." Its report, "Willful Neglect," offered 10 recommendations for improvement, including that it should support the development of a museum on the National Mall dedicated to honoring and preserving over 500 years of American Latino history and culture.

It wasn't until a decade later, in 2003, that community, business and congressional leaders began working with advocates like the Friends of the American Latino Museum to establish just such a Smithsonian museum. They intend for it to complement the others, such as the National Museum of African American History and Culture and the National Museum of the American Indian.

The African American Museum demonstrates just how powerful, and necessary, monuments to all aspects of our history are. In its first two years, over three million people visited. The museum illustrates how the Black experience is a quintessential American story. It also shows that a public-private partnership in funding a museum can be enormously successful — and it's the same model outlined in recently passed federal legislation for a National American Latino Museum.

Latinos are an integral part of the country's economy and prosperity. They work in industries considered essential like meatpacking, poultry, health and elder care services that are among the major reasons Latinos have been disproportionately impacted by the pandemic. They have served in our nation's military, from the Revolutionary War to the present day. They are also innovators, entrepreneurs and political leaders who have championed civil rights and defined public policy.

Too often, these stories are absent from our history books, classrooms and museums. When we don't have a full picture of our history, we lose sight of our nation's identity. A museum dedicated to American Latino history and culture would recognize the generations of Latinos and Latinas who have contributed to this country, and broaden our understanding of what 21st-century America looks like.

The need for this museum cannot be overstated, particularly now. Latinos are the second-largest ethnic and racial group in the country, and yet our diversity and complexity remains misunderstood. This year's presidential election highlighted the significant role that Latino voters play in our democracy and every other aspect of the nation's collective well-being. As pundits try to wrap their minds around the Latino vote, we are reminded that it is through our stories and shared experiences that Americans better understand one another and, ideally, come together.

In 2005, we wrote and co-sponsored the National Museum of the American Latino Act, in the House of Representatives and the Senate, with then-Representative Xavier Becerra, now the attorney general of California, and former Senator Mel Martinez. The act would establish the first-ever national museum of American Latino history.

On July 27, the House of Representatives passed the bill by a unanimous voice vote, with a supermajority of 295 bipartisan co-sponsors. We now stand at a critical moment in our journey.

In the closing weeks of this Congress, the Senate has teed up a golden opportunity to demonstrate their commitment to valuing and accurately representing American history by moving the National American Latino Museum Act out of their chamber and to the president's desk, with a committee hearing scheduled on Tuesday.

We now have a chance to bring the nation together by shedding light on our shared American story. It's far past time to do the right thing, and make an American Latino Museum a reality.

Ileana Ros-Lehtinen (@RosLehtinen), the first Latina elected to Congress, is a former representative for Florida's 27th Congressional District and a member of the Friends of the American Latino Museum's board of directors.

Secretary Ken Salazar (@KenSalazar), a former secretary of the interior in the Obama Administration, is a former Colorado senator. He oversaw the National Museum of the American Latino Commission from 2008 to 2011.

The Times is committed to publishing a diversity of letters to the editor. We'd like to hear what you think about this or any of our articles. Here are some tips. And here's our email: letters@nytimes.com.

Follow The New York Times Opinion section on Facebook, Twitter (@NYTopinion) and Instagram.

**Written Remarks of Jane Abraham, Chairman of the Congressional Commission to
Study the Potential for an American Museum of Women's History
Presentation of Commission Recommendations to Congress
November 16, 2016**

This is a great day for American women.

Hello everyone. Thank you so much for coming out this evening to celebrate what is truly a momentous occasion for all of us at the Commission. For those of you I haven't personally met yet, my name is Jane Abraham and it has been my honor to serve as the Chair of the Congressional Commission on the American Museum of Women's History for these past eighteen months.

I can speak for my fellow Commissioners when I say we are excited to be submitting our bipartisan Report to Congress. We whole-heartedly recommend that a permanent American Museum of Women's History be established here in Washington, D.C.

The Commission's recommendations as to how we will do that represent the accumulated energy and talent of a diverse group of individuals, many of whom are here tonight. We at the Commission could not be prouder of the Report nor could we be more grateful to those who helped us complete it – on time and on budget!

Additionally, it is a real pleasure to get to present the report to our Hill co-sponsors. These women have been working for years, and in some cases decades, to make this Commission happen, and without their efforts, none of us would be here tonight. Before I speak any further on the Commission's process and ultimate recommendations, I would like to turn the floor over to some of them who are here.

Barbara Mikulski: Senator Barbara Mikulski was a crucial supporter of the legislation to establish this Commission, and Senator -- it is your poignant remark that "Women's history is American history" that has been a guiding mantra for this Commission. Thank you Senator, for all that you and your colleagues have done.

Susan Collins: Senator Susan Collins has been leading this effort to establish a women's history museum since 2003, and has been an essential advocate for the Commission's work. Thank you Senator, for all that you and your colleagues have done.

Carolyn Maloney: Representative Carolyn Maloney has tirelessly worked for the past sixteen years to not only get this Commission established, but to rally support for the creation of this museum. She has been on the frontlines of this effort for a long time. Thank you Congresswoman, for all that you and your colleagues have done.

Nancy Pelosi: Leader Nancy Pelosi has been an essential advocate in this effort to establish a women's history museum, and a great source of support throughout the Commission's work. We are honored to have here today to celebrate with us. Thank you Congresswoman, for all that you and your colleagues have done.

Marsha Blackburn: Representative Marsha Blackburn has tirelessly worked over the years to get this Commission established and has been an essential champion for this overall effort. Thank you Congresswoman, for all that you and your colleagues have done.

Thank you to all of our co-sponsors for your encouraging words, and your continued support of this much-needed museum.

As I mentioned earlier, we are so happy to be able to share this night with so many of the people who made this report possible.

18 months ago this Commission began its mission to study the questions posed to us by Congress regarding the creation of a women's history museum. It has been an intense and exciting process for all of us – and I would like to acknowledge my fellow Commissioners at this point and thank each one of them for their dedication to this important work.

(Raise your hand or stand forward as I say your name):

- Mary Boies from New York
- Bridget Bush from Kentucky
- Pat Mitchell from Georgia
- Marilyn Musgrave from Colorado
- Maria Socorro Pesqueira from Illinois
- Emily Rafferty from New York

And I would also like to acknowledge former Commissioner Kathy Wills Wright. Kathy was required to resign from the Commission when she accepted a federal job this past August.

This has been a major team effort, with quite literally hundreds of people from different political backgrounds volunteering their talent and their time to our cause. It is because of their support that our report is a truly thorough, innovative, and bi-partisan one, honoring the diverse perspectives and talents of women from both the past and the present.

I would like to extend a special thanks to the nonprofit group, the National Women's History Museum, who have been the champions of this cause for so many years, who lobbied to get this Commission established, and who provided this Commission with essential funding and years of research in the arena of women's history. I'd like to acknowledge the Board chair, Susan Whiting, as well as all the other board members who are here this evening. I'd also like to acknowledge Joan Wages, the President and CEO of NWHM.

I would like to thank the many academics, historians, and museum professionals who donated countless hours of their time and expertise. They made sure that our approach to women's history was as nuanced and inclusive as possible. I would like to particularly thank those scholars and museum professionals who are here tonight, among them:

- Professor Emeritus Sonya Michel, from University of Maryland
- Page Harrington and Jennifer Krafchik, from the National Woman's Party
- Professor Bonnie Morris, from George Washington University
- Dr. Regina Akers, from the Naval History and Heritage Command

Finally, we are proud to be here tonight to publically submit not only our printed copy of the report but, as far as we know, the first-ever Congressional Commission digital report to Congress – which can be accessed through our website. The innovative and mutli-media approach of this report is intended to represent the nature of the future museum. The American Museum of Women’s History will present stories from the past utilizing contemporary – high tech platforms that will capture the imagination of generations to come.

We are confident that you will find the Report to be a compelling argument that answers the threshold question, should America have a permanent Museum dedicated to women’s history in our nation’s capitol? The answer is a resounding yes!

Highlights of the report include the following conclusions and recommendations:

- First, that the museum should be called the American Museum of Women’s History and that it should be an official part of the Smithsonian Institution
- Second that it be composed of a strong permanent collection and compelling temporary exhibits
- Next, that the museum needs to have a national learning center component
- We also feel that an Academic Advisory Board should be established to provide support for research and guidance
- Next, that the site should be a highly prominent location that is close to other national museums, on or very near to the National Mall, and should be free of charge to visitors
- We also believe that private sector funding can build the museum if the museum is a reasonable size and uses all that modern technology has to offer
- Finally, the Commission acknowledges that museums aren’t built overnight and a 10-year timeline will be required. But we want to get going and we want to get going now! We have had a series of conversations with Smithsonian leadership over the past year. As a result, the Commission proposes that the first critical phase be the creation of an entity called the *American Women’s History Initiative* within the Smithsonian system. This will immediately make women’s history a top priority in the Smithsonian complex, and we hope that this Initiative will be the first essential stepping stone to a permanent museum.

If you look to my left you’ll see a collage of notable women from both the past and present. This mural was created by artists Liberty Blake, and Jann Haworth, and the women featured were submitted by men and women from Salt Lake City. More women will continue to be added, but this mural can provide you with an idea of some of the stories the future museum may tell.

Now, before I let you all go I’d like to give you a brief preview of our microsite.

(TURN TO THE SCREEN) When you visit our homepage, the first thing you'll see is four options on the bottom left hand corner for accessing the Commission's report. If you click 'Read the Report' it will take you directly to the report as embedded in the website. Or, you can choose to download shorter versions of the report by clicking the 'Report Snapshot' or 'Executive Summary'. You can also download a full pdf of the report by clicking on 'Full Report'.

If you continue scrolling down, you'll see our five 'bookmark' tabs. These tabs contain our '19 Reasons Why We Need To Build This Museum' – the number 19 was chosen in tribute to the 19th amendment, which gave women the right to vote nationwide in 1920.

Now, if you keep scrolling, you'll see a link to our virtual reality experience, which I'll get to in a moment, but then you'll see the three video components we created to make the case for our museum. The first is a video message from me as Chair, the second is a terrific video featuring women and men from all over America discussing why we need this museum. This video features many women who are here tonight, including our co-sponsors, Senator Elizabeth Dole, Leader Pelosi, Olympian Benita Fitzgerald Mosley, Dr. Sonya Michel, and NWHM Board Chair Susan Whiting.

The third video was created by a young animator and entrepreneur named Maya Penn, who is here with us this evening with her parents. Maya created a brief video to demonstrate the types of stories we may see in this future museum, and I'd like to play it for you know.

(show two minute video)

Thank you Maya.

We will be playing all three of these videos on a loop for the rest of evening for you to check out and enjoy, and we also have our technician here who can walk you through the website if you wish.

Lastly, we have a surprise for all of you. Downstairs, we have set up a virtual reality studio. What would it be like to step back in time to see a woman involved in the Revolutionary War? Nonny de la Pena and her team at the Emblematic Group have come all the way from California to show you. I want to thank them for their generosity in creating this unique virtual reality experience for our Commission. So please, wander downstairs to room HC-8, put on your google cardboard glasses or virtual reality headset, and have fun!

Thank you all again, for coming this evening. This is an exciting step in a long overdue effort to acknowledge the historical experiences and accomplishments of our nation's daughters – sending a message to all Americans that the stories of women in this country matter.

We sincerely hope that our Congressional Report leads us all on a path to a permanent museum very, very soon.

Thank you.

Executive Summary

The Purpose of the Congressional Commission

On December 19, 2014, H.R. 3979 was passed by Congress. The bill created a congressional commission to study the potential for an American museum of women's history. Specifically, the Commission was tasked to independently examine the threshold question of whether the country needs a museum of this nature in our nation's capital, and if the answer is affirmative, present its conclusions and reasoning on the following:

- Deciding whether or not the future Museum should be part of the Smithsonian Institution;
- Investigating a potential governance and organizational structure for Museum operations;
- Determining the availability and cost of collections;
- Identifying best practices for engaging women in the development and design of the Museum;
- Calculating the impact on other regional women's history museums;
- Finding a location in Washington, D.C.;
- Developing a fundraising feasibility study to support the establishment, operation and maintenance of the Museum through contributions from the private sector;
- Identifying the cost of constructing, operating and maintaining the Museum; and
- Determining a legislative plan of action.

Commission Conclusions and Recommendations

As the Commission draws to its formal conclusion with the presentation of this report, it is the unanimous opinion of the Commission that:

Overall Conclusion

- **America needs and deserves a physical national museum dedicated to showcasing the historical experiences and impact of women in this country.** The future Museum should be called the American Museum of Women's History (AMWH).

Structure and Governance of the Museum

- **The American Museum of Women's History should be an official part of the Smithsonian Institution.** Being a part of the Smithsonian will provide the future Museum with many strategic advantages. The Smithsonian brand and reputation brings credibility to a museum. The Smithsonian gives private donors confidence that their generous support will be used wisely. The Smithsonian already has vast amounts of artifacts related to women's history in its possession. The museums that are part of the Smithsonian Institution are among the most widely visited in the world. And for over 170 years, the Smithsonian has learned through experience how to present potentially controversial exhibits and topics in a fair and balanced way.
- As part of the Smithsonian, the Museum's governance structure would follow the guidelines of all Smithsonian museums via the oversight of the Board of Regents, along with the advice, assistance and support, particularly in the area of fundraising, of a dedicated museum Board of Trustees. **The Smithsonian's Board of Regents would be the ultimate governing body.**
- Similar to all Smithsonian museums and other leading museums in the D.C. region, the American Museum of Women's History must be free of charge to the general public. Special exhibits may or may not require a fee.

Collections, Content and Impact

- **The Museum will be composed of a strong permanent collection, with supplemental exhibits or objects on loan from other museums/archives, including other components of the Smithsonian.** The permanent collection will be derived from a variety of sources, including donations and acquisitions from private collections and individuals. Additionally, the AMWH will create original material to build on the permanent collection, using oral history databases, reproductions, and audio/visual technology to create distinct and multi-sensory experiences for visitors. Through use of digital multimedia tools, the Museum's collections, exhibits, and research will reach and engage audiences across the country and around the world, encouraging future visitors to its physical site.



Former POW's being released in the Philippines, Ruth Bradley is waving. She was an Army nurse, serving in World War II and Korea, earning 34 medals and citations for bravery.

- **The goal of this Museum is to present a wide spectrum of American women's experiences in a way that appeals to a diverse audience.** Potentially controversial topics and exhibits should be presented with consideration of diverse viewpoints, thereby allowing viewers a fuller contextual understanding of the topic, and encouraging them to draw their own conclusions. Many leading museums, presidential libraries and history centers from across the country could serve as successful models of this approach vis-à-vis interactive exhibits, displays, and interactive/decision theaters that allow for audience participation and opinion formulation.

Outreach Efforts and Data Analysis

- **National outreach will be critical to the Museum's success.** During the development stages of the interpretive planning and design process, the AMWH should consider holding stakeholder "focus groups" across the country. These brainstorming sessions can help the development team to capture the breadth of diverse experiences and rich stories across geographical, cultural and economic strata. In addition to these "focus groups," the Commission recommends that an AMWH Interpretive Planning and Design Team work with the AMWH to select and engage women's history scholars who represent the history and subject matter that will inform a well-rounded story of women's history in America.

From these scholarly groups, **the Commission recommends that AMWH create an Academic Advisory Board to help vet the content of the exhibitions and to provide support for additional research and collections identification and acquisition.** This group will meet quarterly throughout the development stages of the exhibition design. The group may expand to include specific content experts as the final design and exhibit narrative are developed.

Once specific plans begin to develop for the physical property, the organizing entity will make sure that leading women architects, landscape architects, builders, etc. play prominent roles in the creation of the living Museum.

- **According to extensive outreach already conducted by the Commission, leaders of other regional museums and archives related to women's history from across the country unanimously agree that a national Museum would promote their efforts to reach a larger audience, rather than hinder or eclipse them.** Particularly with an added research center component, the American Museum of Women's History in Washington, D.C. will serve as a hub or gateway connecting this important constituency within a national framework.

Site Recommendations

- The Commission established a list of 10 key criteria on which to evaluate potential sites. **The top site criteria in priority order are as follows: potential for congressional support; location; private and potentially public funding attractiveness; visitor/tourist traffic attractiveness; and public transportation access.**
- The Commission's study on potential sites is thorough and clearly articulated throughout the report. It is important to emphasize that the site evaluation, however, is based in the current time. **Given that the Commission recommends a ten-year timeline for the completion of the project, it may well be that the ultimate solution will be a site yet to be envisioned. However, the Commission's continuing preference is a highly prominent location close to other museums, on or very close to the National Mall, and part of the Smithsonian system.** The Commission also recognizes that once Congress agrees to provide public land, the final selection of a site will not be a decision made by the Commission, but instead one that will be deferred to Congress and the Smithsonian's Board of Regents.
- As a part of its extensive research, however, the Commission did review dozens of potential sites and then carefully evaluated and visited ten (10). **At the present time, there are three examples of preferred sites for the permanent Museum that meet the Commission's criteria and desire for a prominent location in Washington, D.C.** The Commission would ask Congress and the Board of Regents to consider the following (in no particular priority order):
 - a. **South Monument Site** (currently an open piece of property that would essentially be the mirror site to the new National Museum of African American History and Culture),
 - b. **Northwest U.S. Capitol Site**, located on the northeast side of the U.S. Capitol grounds (also an open piece of property that is the mirror site to the Botanical Gardens), and
 - c. **Smithsonian's Arts and Industries Building**, should Congress and the Smithsonian not move forward in officially designating this site within the next Congress as the future home of a Smithsonian Latino-American museum.

All three of the preferred sites have their own list of strengths and weaknesses, as outlined in the Commission's report. *As noted above, in terms of any serious consideration of the Arts and Industries Building, the Commission is sensitive to interest in the building on behalf of the National Museum of the American Latino Commission and would certainly not wish to move forward should Congress deem the building to be a more suitable site for a future National Museum of the American Latino.*

Fundraising Projections

- It is very important to emphasize that as a Smithsonian entity, **the Commission understands and respects that all private-sector fundraising efforts for the future Museum should be organized and initiated officially through the Smithsonian's Office of Advancement.** This will avoid donor confusion and cross-purpose fundraising within the Smithsonian's institution-wide development efforts.
- **The Commission has determined that a fundraising goal between \$150-\$180 million from the private sector is realistic and attainable for capital expenditures in 2016 dollars as long as the Museum is part of the Smithsonian and has a prominent location.** This conclusion is based upon professional research gathered on other museum and national memorial fundraising efforts, current philanthropic giving trends, and the direct input of over 75 high net worth donors from across the country who have recently indicated a potential interest in supporting the effort.
- **Without public support, both the Commission and the major donor community do not think a national Museum is feasible.** Therefore, the Commission recommends that:
 - a. **The government provide a piece of land free of charge (or provide an existing building, renovated so it is brought up to modern structural code),**
 - b. **Private sector money finances the construction**



Private Minnie Spotted-Wolf - First Native American woman to enlist in the United States Marine Corps.

costs of a world-class Museum of a reasonable size (75,000 to 90,000 square feet),

c. Once the construction is complete and the Museum is open to the public, the government would take over the annual costs of operating and maintaining the Museum. Of course, like all other publicly owned museums, private sector money could/would be raised to offset/augment these operational costs.

Note: The Projected Capital and Operating Budget further outlines the funding of a future reasonably sized Museum based both on a 75,000 square foot Museum plan and a 90,000 square foot Museum plan for a new build, not an existing renovated, structure. See pages 96-97

- The Commission wishes to emphasize that the private sector fundraising goal can only be reached if the federal government donates prominent land or a building, and appropriates funds for the ongoing operations costs, as it does all other Smithsonian museums. **The cost of constructing and opening the future Museum will depend largely upon the site selected and the anticipated square footage.** However, with the projected size of approximately 75,000 - 90,000 square feet, private sector money should be able to build the physical Museum. The eventual size of the Museum, in terms of square footage, must be based on content needs and the amount of funds privately raised. The Commission's goal is that the federal government will not be asked for or be required to fund the capital campaign should the Museum remain within these size limitations. A larger museum footprint, however, may require more funding from both public and private sources.

- **Once the two important funding source components — public and private funding — are finalized, specific budget items such as ongoing operations, collection acquisitions, programming, staffing, facility maintenance, security, and other administrative support services can be better projected.** However, for the purposes of providing Congress with estimated costs, the Commission is using rough order of magnitude estimates (ROMs), per the advice of museum and real estate experts.
- Prior to groundbreaking, a sound financial plan must be developed by the Smithsonian to ensure the required funding for the Museum's capital campaign. **To avoid any financial shortcomings, at least 75% of those capital campaign funds must be pledged prior to any construction.** The job of raising the required funds for the Museum is too significant for one organization to tackle alone, so success will be based upon a cooperative effort. The Commission feels that to successfully raise between \$150 and \$180 million dollars from the private sector in today's market will require an extensive campaign built upon significant gifts within the \$20 million to \$1 million range. This type of fundraising requires extensive outreach by a community of leading citizens with affluence and influence across the country who are accustomed to successfully raising these levels of gifts.

“It is important that this future museum be a living museum—that this museum continually changes, and that it encompasses stories from our past, and our present, and will one day tell stories from our future.”

Jane Abraham, Commission Chair

Action Plan

The Commission recognizes and appreciates that at present, the Smithsonian is at fundraising and managerial capacity and is not in the short term prepared to initiate the planning of a new permanent Museum—especially with significant budgetary outlays for the newly created National Museum of African American History and Culture, substantial capital expenditures for the National Air and Space Museum and the Udvar-Hazy Center, and the partial renovation of the Arts and Industries Building. That being understood, the Commission has received assurances from Smithsonian Secretary David Skorton that the Institution is aware of the need for more women's history in its programming, and that addressing this need should be a priority both in the short term and when considering any long-term planning. Secretary Skorton, when meeting with the Commissioners on August 10, 2016, said, "I would 100% agree that we need more women's history within the Smithsonian and I support some sort of Smithsonian program that supports your efforts with a particular emphasis on quality and scholarship."

Therefore, rather than calling for a final Congressional decision in the near future on establishing a physical AMWH within the Smithsonian, **the Commission recommends focusing on building support for this goal through a 10-year strategic plan composed of three well-defined phases based upon a detailed timeline.** This strategic plan must be comprehensive, defining all parameters of the project to ensure appropriate funding, Smithsonian support, public endorsement, and Congressional action and buy-in.

The First Phase — Action Plan

The First Critical Phase of the plan would require the creation of a Smithsonian-wide initiative called the American Women's History Initiative. The Initiative would, through a coordinated plan across the museums of the Institution, support projects in research, collections and programming to advance and underscore the contributions women have played throughout American history. The Initiative will include detailed planning, fundraising, initial traveling exhibits and public events aiming to bring this decision forward in the context of the upcoming national celebration of the Centennial of Women's Suffrage in 2019-2020. The Commission asks Congress, on behalf of the Smithsonian, to approve an annual \$2-million-line item in new federal funding to go toward the creation and ongoing work of the Initiative. Once the future Museum is open, the Initiative will dissolve and the work of the Smithsonian in the area of women's history will be accomplished not only through the new permanent Museum, but throughout the other Smithsonian museums as well.

The National Women's History Museum (NWHM), a nonprofit organization led by a dedicated staff and volunteers, has been the primary organization behind the effort to build a women's history museum in our nation's capital. Their efforts were instrumental in securing the approval by the U.S. Congress to establish a Congressional Commission. The Commission strongly encourages NWHM to support the Smithsonian's effort to raise private sector dollars to fund (1) the Initiative and then (2) the bricks and mortar museum. Because the Initiative and the eventual Museum will be a part of the Smithsonian, the Commission defers to the Smithsonian on the mechanics for groups such as NWHM to contribute to fundraising. However, the Commission recommends that the roles of any outside groups with respect to fundraising be clearly delineated, such as through a Memorandum of Understanding (MOU) with the Smithsonian.

Once the Initiative is formally established, the Smithsonian should then appoint 12 – 18 leading Americans to serve on an Advisory Council for the Initiative. Following statutory precedents, the Board of Regents will appoint all members of the Advisory Council after consultation with the Congressional Commission. The Commission would hope that the Smithsonian would invite all of the Commissioners to serve on the Advisory Council should they choose to continue. The Commission would encourage the Board of Regents to appoint a diverse Advisory Council to include: women's history scholars/academics, corporate/foundation/high net worth individuals capable of securing large sums of financial support, celebrities, and representatives of other women's history nonprofits from across the country. The Commission would also encourage the Smithsonian to include the chair and one independent board member of the National Women's History Museum (NWHM) selected by the NWHM Board of Directors. Private sector fundraising efforts will supplement the modest federal appropriation to provide the Initiative with adequate funding.

Once the Smithsonian American Women's History Initiative is established, laying the groundwork for the eventual building of a permanent museum of women's history within the Smithsonian family of museums, will take the collective efforts of a number of organizations (corporate, foundations, and nonprofits) and individuals to make the Museum a reality.

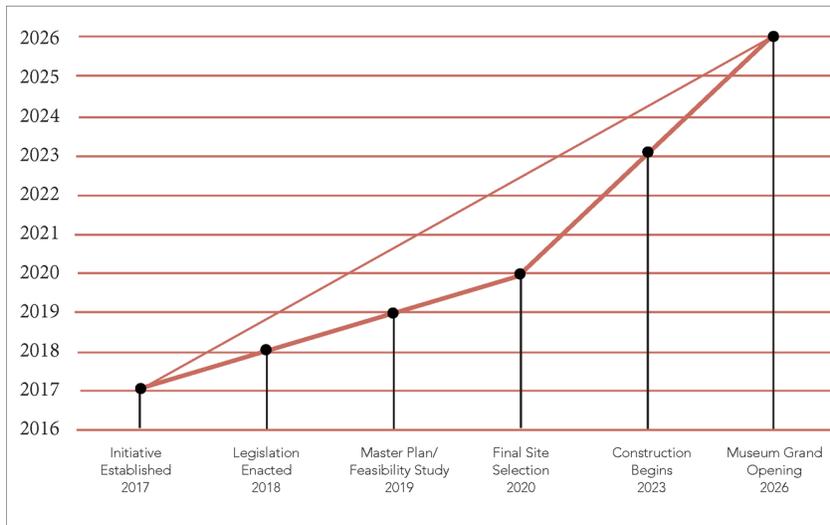
The Second Phase — Action Plan

The **Second Critical Phase** of the plan would involve Congress awarding the Smithsonian a prominent plot of land along (or in the case of the Arts and Industries an existing but renovated building) a long with the designation that the land/building will be the future home of the Smithsonian's 21st museum, the American Museum of Women's History. Upon the enactment of the legislation creating the Museum and offering site options, the Smithsonian will conduct a thorough feasibility study to include site, size, and cost projections. This study will ultimately determine the optimum size of the future Museum. A "soft" capital campaign would begin to raise significant funds to serve as the foundation of the capital campaign once a site is finalized.

The Third Phase — Action Plan

The **Third (and final) Critical Phase** of the plan would require the Smithsonian, in partnership with the private sector, to complete the capital campaign and develop and execute the actual building of the permanent Museum. The end of the Third Phase will include the completion of the building, the pre-opening festivities, and a national celebration of the opening of the Smithsonian's American Museum of Women's History. Open free of charge to the American people and guests from around the world, visitors will celebrate the experiences and contributions of American women to our country's great history for many, many decades to come.

Preliminary Timeline



The American Museum of Women's History

Snapshot Summary of the Congressional Commission's
Purpose, Conclusions and Recommendations
November 16, 2016



The Purpose of the Congressional Commission

On December 19, 2014, H.R. 3979 was passed by Congress. The bill created a congressional commission to study the potential for an American museum of women's history. Specifically, the Commission was tasked to independently examine the threshold question of whether the country needs a museum of this nature in our nation's capital, and if the answer is affirmative, present its conclusions and reasoning on the following:

- Deciding whether or not the future Museum should be part of the Smithsonian Institution;
- Investigating a potential governance and organizational structure for Museum operations;
- Determining the availability and cost of collections;
- Identifying best practices for engaging women in the development and design of the Museum;
- Calculating the impact on other regional women's history museums;
- Finding a location in Washington, D.C.;
- Developing a fundraising feasibility study to support the establishment, operation and maintenance of the Museum through contributions from the private sector;
- Identifying the cost of constructing, operating and maintaining the Museum; and
- Determining a legislative plan of action.

Commission Conclusions and Recommendations

Overall Conclusion

1. America needs and deserves a physical national museum dedicated to showcasing the historical experiences and impact of women in this country.

Structure and Governance of the Museum

2. The American Museum of Women's History needs and deserves to be an official part of the Smithsonian Institution.
3. The Smithsonian's Board of Regents would be the ultimate governing body.
4. The American Museum of Women's History must be free of charge to the general public.

Collections, Content, and Impact

5. The Museum will be composed of a strong permanent collection, with supplemental exhibits or objects on loan from other museums/archives, including other components of the Smithsonian.
6. The goal of this Museum is to present a wide spectrum of American women's experiences in a way that appeals to a diverse audience.

Outreach Efforts and Data Analysis

7. National outreach will be critical to the Museum's success.
8. The Commission recommends that AMWH create an Academic Advisory Board to help vet the content of the exhibitions and to provide support for additional research and collections identification and acquisition.
9. Leaders of other regional museums and archives related to women's history from across the country unanimously agree that a national Museum would promote their efforts to reach a larger audience.



Suffragist in front of White House, 1917

Site Recommendations

10. The Commission's top site criteria in priority order is as follows: potential for congressional support; location; private and potentially public funding attractiveness; visitor/tourist traffic attractiveness; and public transportation access.
11. Given that the Commission recommends a ten-year timeline for the completion of the project, it may well be that the ultimate solution will be a site yet to be envisioned. However, the Commission's continuing preference is a highly prominent location close to other museums, on or very close to the National Mall, and part of the Smithsonian system.
12. At the present time, there are three examples of preferred sites for the permanent Museum that meet the Commission's criteria and desire for a prominent location in Washington, D.C. The Commission would ask Congress and the Board of Regents to consider the following (in no particular priority order):
 - a. **South Monument Site**, currently an open piece of property that would essentially be the mirror site to the new National Museum of African American History and Culture,
 - b. **Northwest U.S. Capitol Site**, located on the north-east side of the U.S. Capitol grounds and also an open piece of property that would essentially be the mirror site to the United States Botanical Gardens, and
 - c. **Smithsonian's Arts and Industries Building**, should Congress and the Smithsonian not move forward in officially designating this site within the next Congress as the future home of a Smithsonian Latino-American museum.

Fundraising Projections

13. As a Smithsonian entity, the Commission understands and respects that all private-sector fundraising efforts for the future Museum should be organized and initiated officially through the Smithsonian's Office of Advancement.
14. The Commission has determined that a fundraising goal between \$150-\$180 million from the private sector is realistic and attainable for capital expenditures in 2016 dollars as long as the Museum is part of the Smithsonian and has a prominent location.

15. Without public support, both the Commission and the major donor community do not think a national Museum is feasible. Therefore, the Commission recommends that:
 - a. The government provide a piece of land free of charge (or provide an existing building, renovated so it is brought up to modern structural code),
 - b. Private sector money finances the construction costs of a world-class Museum of a reasonable size (75,000 to 90,000 square foot),
 - c. Once the construction is complete and the Museum is open to the public, the government would take over the annual costs of operating and maintaining the Museum. Of course, like all other publicly owned museums, private sector money could/would be raised to offset/augment these operational costs.
16. The cost of constructing and opening the future Museum will depend largely upon the site selected and the anticipated square footage. However, with the projected size of approximately 75,000 - 90,000 square feet, private sector money should be able to build the physical Museum. The eventual size of the Museum, in terms of square footage, must be based on the content needs and the amount of funds privately raised. The Commission's goal is that the federal government will not be asked for or be required to fund the capital campaign should the Museum remain within these size limitations. A larger museum footprint, however, may require more funding from both public and private sources.
17. Once the two important funding source components — public and private funding — are finalized, specific budget items such as ongoing operations, collection acquisitions, programming, staffing, facility maintenance, security, and other administrative support services can be better projected.
18. A sound financial plan must be developed by the Smithsonian to ensure the required funding for the Museum's capital campaign. To avoid any financial shortcomings, at least 75% of those capital campaign funds must be pledged prior to any construction.

See back for Commission's Action Plan

Action Plan

The Commission recognizes and appreciates that at present, the Smithsonian is at fundraising and managerial capacity and is not in the short term prepared to initiate the planning of a new permanent Museum. Therefore, the Commission recommends focusing on building support for this goal through a 10-year strategic plan composed of three well-defined phases, based upon a detailed timeline.

First Phase

The **First Critical Phase** of the plan would require the creation of a Smithsonian-wide initiative called the *American Women's History Initiative*. The Commission asks Congress, on behalf of the Smithsonian, to approve an annual \$2-million-line item in new federal funding to go toward the creation and ongoing work of the Initiative. Once the future Museum is open, the Initiative will dissolve and the work of the Smithsonian in the area of women's history will be accomplished not only through the new permanent Museum, but throughout the other Smithsonian museums as well.

The Commission strongly encourages the National Women's History Museum (NWHM) to support the Smithsonian's effort to raise private sector dollars to fund (1) the Initiative and then (2) the bricks and mortar museum. Because the Initiative and the eventual Museum will be a part of the Smithsonian, the

Commission defers to the Smithsonian on the mechanics for groups such as NWHM to contribute to fundraising. However, the Commission recommends that the roles of any outside groups with respect to fundraising be clearly delineated, such as through a Memorandum of Understanding (MOU) with the Smithsonian.

Once the Initiative is formally established, the Smithsonian should then appoint 12 – 18 leading Americans to serve on an Advisory Council for the Initiative.

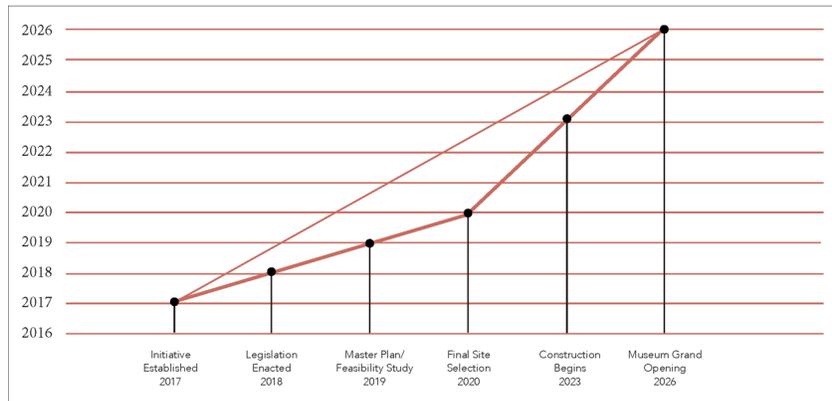
Second Phase

The **Second Critical Phase** of the plan would involve Congress awarding the Smithsonian a prominent plot of land (or in the case of the Arts and Industries Building, an existing but renovated building) along with the designation that the land/building will be the future home of the Smithsonian's 21st museum, the American Museum of Women's History.

Third Phase

The **Third (and final) Critical Phase** of the plan would require the Smithsonian, in partnership with the private sector, to complete the capital campaign and develop and execute the actual building of the permanent Museum.

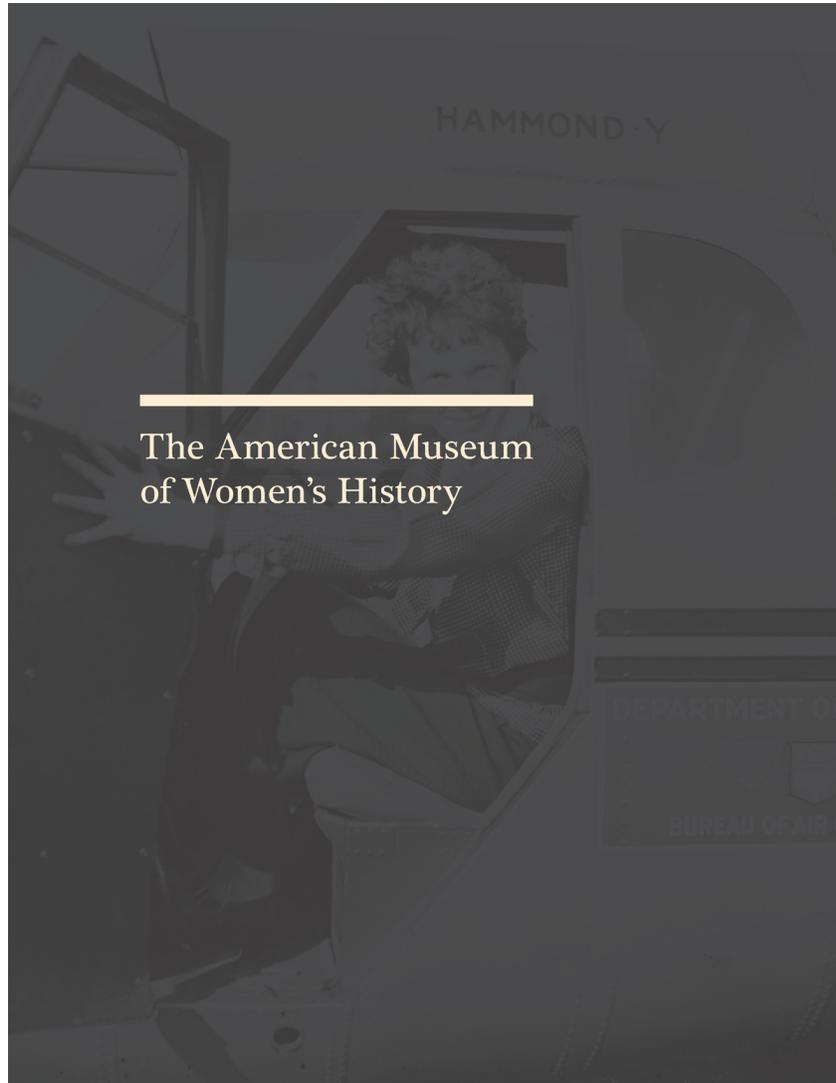
Preliminary Timeline



The American Museum of Women's History

Congressional Commission Report to
the President of the United States and Congress
November 16, 2016





The American Museum
of Women's History

Submitted By

This Report to the President and Congress is respectfully submitted by the members of the Congressional Commission to study the potential creation of an American Museum of Women's History.

Report submitted November 16, 2016



Jane Abraham, Chair, VA



Mary Boies, NY



Bridget Bush, KY



Pat Mitchell, GA



Marilyn Musgrave, CO



Maria Socorro Pesqueira, IL



Emily Rafferty, NY

The Congressional Commission on the American Museum of Women's History

Commissioners



From L to R: Front row – Mary Boies, Maria Socorro Pesqueira, Emily Rafferty, Pat Mitchell.
Back row – Marilyn Musgrave, Kathy Wills Wright*, Bridget Bush, and Jane Abraham, Commission Chair

Bill Co-Sponsors of Legislation Establishing Commission, H.R. 3979 on December 19, 2014



From L to R: Senator Barbara Mikulski, Senator Susan Collins, Representative Marsha Blackburn,
and Representative Carolyn Maloney

* Note: Kathy Wills Wright was required to resign from the Commission on August 1, 2016 due to the accepting of a federal government position

Table of Contents

Executive Summary **07**

We Need To Build This Museum: 19 Reasons **15**

Report on Issues Identified by Congress **25**

A. Structure and Governance of the Museum **27**

B. Collections, Content, and Impact **35**

C. Outreach Efforts and Data Analysis **49**

D. Site Recommendations **57**

E. Fundraising Projections **83**

F. Capital and Operating Budget **95**

Acknowledgements **99**



Zelda Fitzgerald
Philanthropist & Novelist

The American Museum
of Women's History

Executive Summary



Madam C.J. Walker
First Self-Made Woman Millionaire

Executive Summary

The Purpose of the Congressional Commission

On December 19, 2014, H.R. 3979 was passed by Congress. The bill created a congressional commission to study the potential for an American museum of women's history. Specifically, the Commission was tasked to independently examine the threshold question of whether the country needs a museum of this nature in our nation's capital, and if the answer is affirmative, present its conclusions and reasoning on the following:

- Deciding whether or not the future Museum should be part of the Smithsonian Institution;
- Investigating a potential governance and organizational structure for Museum operations;
- Determining the availability and cost of collections;
- Identifying best practices for engaging women in the development and design of the Museum;
- Calculating the impact on other regional women's history museums;
- Finding a location in Washington, D.C.;
- Developing a fundraising feasibility study to support the establishment, operation and maintenance of the Museum through contributions from the private sector;
- Identifying the cost of constructing, operating and maintaining the Museum; and
- Determining a legislative plan of action.

Commission Conclusions and Recommendations

As the Commission draws to its formal conclusion with the presentation of this report, it is the unanimous opinion of the Commission that:

Overall Conclusion

- **America needs and deserves a physical national museum dedicated to showcasing the historical experiences and impact of women in this country.** The future Museum should be called the American Museum of Women's History (AMWH).

Structure and Governance of the Museum

- **The American Museum of Women's History should be an official part of the Smithsonian Institution.** Being a part of the Smithsonian will provide the future Museum with many strategic advantages. The Smithsonian brand and reputation brings credibility to a museum. The Smithsonian gives private donors confidence that their generous support will be used wisely. The Smithsonian already has vast amounts of artifacts related to women's history in its possession. The museums that are part of the Smithsonian Institution are among the most widely visited in the world. And for over 170 years, the Smithsonian has learned through experience how to present potentially controversial exhibits and topics in a fair and balanced way.
- As part of the Smithsonian, the Museum's governance structure would follow the guidelines of all Smithsonian museums via the oversight of the Board of Regents, along with the advice, assistance and support, particularly in the area of fundraising, of a dedicated museum Board of Trustees. **The Smithsonian's Board of Regents would be the ultimate governing body.**
- Similar to all Smithsonian museums and other leading museums in the D.C. region, the American Museum of Women's History must be free of charge to the general public. Special exhibits may or may not require a fee.

Collections, Content and Impact

- **The Museum will be composed of a strong permanent collection, with supplemental exhibits or objects on loan from other museums/archives, including other components of the Smithsonian.** The permanent collection will be derived from a variety of sources, including donations and acquisitions from private collections and individuals. Additionally, the AMWH will create original material to build on the permanent collection, using oral history databases, reproductions, and audio/visual technology to create distinct and multi-sensory experiences for visitors. Through use of digital multimedia tools, the Museum's collections, exhibits, and research will reach and engage audiences across the country and around the world, encouraging future visitors to its physical site.



Former POW's being released in the Philippines, Ruth Bradley is waving. She was an Army nurse, serving in World War II and Korea, earning 34 medals and citations for bravery.

- **The goal of this Museum is to present a wide spectrum of American women's experiences in a way that appeals to a diverse audience.** Potentially controversial topics and exhibits should be presented with consideration of diverse viewpoints, thereby allowing viewers a fuller contextual understanding of the topic, and encouraging them to draw their own conclusions. Many leading museums, presidential libraries and history centers from across the country could serve as successful models of this approach vis-à-vis interactive exhibits, displays, and interactive/decision theaters that allow for audience participation and opinion formulation.

Outreach Efforts and Data Analysis

- **National outreach will be critical to the Museum's success.** During the development stages of the interpretive planning and design process, the AMWH should consider holding stakeholder "focus groups" across the country. These brainstorming sessions can help the development team to capture the breadth of diverse experiences and rich stories across geographical, cultural and economic strata. In addition to these "focus groups," the Commission recommends that an AMWH Interpretive Planning and Design Team work with the AMWH to select and engage women's history scholars who represent the history and subject matter that will inform a well-rounded story of women's history in America.

From these scholarly groups, **the Commission recommends that AMWH create an Academic Advisory Board to help vet the content of the exhibitions and to provide support for additional research and collections identification and acquisition.** This group will meet quarterly throughout the development stages of the exhibition design. The group may expand to include specific content experts as the final design and exhibit narrative are developed.

Once specific plans begin to develop for the physical property, the organizing entity will make sure that leading women architects, landscape architects, builders, etc. play prominent roles in the creation of the living Museum.

- **According to extensive outreach already conducted by the Commission, leaders of other regional museums and archives related to women's history from across the country unanimously agree that a national Museum would promote their efforts to reach a larger audience, rather than hinder or eclipse them.** Particularly with an added research center component, the American Museum of Women's History in Washington, D.C. will serve as a hub or gateway connecting this important constituency within a national framework.

Site Recommendations

- The Commission established a list of 10 key criteria on which to evaluate potential sites. **The top site criteria in priority order are as follows: potential for congressional support; location; private and potentially public funding attractiveness; visitor/tourist traffic attractiveness; and public transportation access.**
- The Commission's study on potential sites is thorough and clearly articulated throughout the report. It is important to emphasize that the site evaluation, however, is based in the current time. **Given that the Commission recommends a ten-year timeline for the completion of the project, it may well be that the ultimate solution will be a site yet to be envisioned. However, the Commission's continuing preference is a highly prominent location close to other museums, on or very close to the National Mall, and part of the Smithsonian system.** The Commission also recognizes that once Congress agrees to provide public land, the final selection of a site will not be a decision made by the Commission, but instead one that will be deferred to Congress and the Smithsonian's Board of Regents.
- As a part of its extensive research, however, the Commission did review dozens of potential sites and then carefully evaluated and visited ten (10). **At the present time, there are three examples of preferred sites for the permanent Museum that meet the Commission's criteria and desire for a prominent location in Washington, D.C.** The Commission would ask Congress and the Board of Regents to consider the following (in no particular priority order):
 - a. **South Monument Site** (currently an open piece of property that would essentially be the mirror site to the new National Museum of African American History and Culture),
 - b. **Northwest U.S. Capitol Site**, located on the northeast side of the U.S. Capitol grounds (also an open piece of property that is the mirror site to the Botanical Gardens), and
 - c. **Smithsonian's Arts and Industries Building**, should Congress and the Smithsonian not move forward in officially designating this site within the next Congress as the future home of a Smithsonian Latino-American museum.

All three of the preferred sites have their own list of strengths and weaknesses, as outlined in the Commission's report. *As noted above, in terms of any serious consideration of the Arts and Industries Building, the Commission is sensitive to interest in the building on behalf of the National Museum of the American Latino Commission and would certainly not wish to move forward should Congress deem the building to be a more suitable site for a future National Museum of the American Latino.*

Fundraising Projections

- It is very important to emphasize that as a Smithsonian entity, **the Commission understands and respects that all private-sector fundraising efforts for the future Museum should be organized and initiated officially through the Smithsonian's Office of Advancement.** This will avoid donor confusion and cross-purpose fundraising within the Smithsonian's institution-wide development efforts.
- **The Commission has determined that a fundraising goal between \$150-\$180 million from the private sector is realistic and attainable for capital expenditures in 2016 dollars as long as the Museum is part of the Smithsonian and has a prominent location.** This conclusion is based upon professional research gathered on other museum and national memorial fundraising efforts, current philanthropic giving trends, and the direct input of over 75 high net worth donors from across the country who have recently indicated a potential interest in supporting the effort.
- **Without public support, both the Commission and the major donor community do not think a national Museum is feasible.** Therefore, the Commission recommends that:
 - a. **The government provide a piece of land free of charge (or provide an existing building, renovated so it is brought up to modern structural code),**
 - b. **Private sector money finances the construction**



Private Minnie Spotted-Wolf - First Native American woman to enlist in the United States Marine Corps.

costs of a world-class Museum of a reasonable size (75,000 to 90,000 square feet),

c. **Once the construction is complete and the Museum is open to the public, the government would take over the annual costs of operating and maintaining the Museum. Of course, like all other publicly owned museums, private sector money could/would be raised to offset/augment these operational costs.**

Note: The Projected Capital and Operating Budget further outlines the funding of a future reasonably sized Museum based both on a 75,000 square foot Museum plan and a 90,000 square foot Museum plan for a new build, not an existing renovated, structure. See pages 96-97

- The Commission wishes to emphasize that the private sector fundraising goal can only be reached if the federal government donates prominent land or a building, and appropriates funds for the ongoing operations costs, as it does all other Smithsonian museums. **The cost of constructing and opening the future Museum will depend largely upon the site selected and the anticipated square footage.** However, with the projected size of approximately 75,000 - 90,000 square feet, private sector money should be able to build the physical Museum. The eventual size of the Museum, in terms of square footage, must be based on content needs and the amount of funds privately raised. The Commission's goal is that the federal government will not be asked for or be required to fund the capital campaign should the Museum remain within these size limitations. A larger museum footprint, however, may require more funding from both public and private sources.

- **Once the two important funding source components — public and private funding — are finalized, specific budget items such as ongoing operations, collection acquisitions, programming, staffing, facility maintenance, security, and other administrative support services can be better projected.** However, for the purposes of providing Congress with estimated costs, the Commission is using rough order of magnitude estimates (ROMs), per the advice of museum and real estate experts.
- Prior to groundbreaking, a sound financial plan must be developed by the Smithsonian to ensure the required funding for the Museum's capital campaign. **To avoid any financial shortcomings, at least 75% of those capital campaign funds must be pledged prior to any construction.** The job of raising the required funds for the Museum is too significant for one organization to tackle alone, so success will be based upon a cooperative effort. The Commission feels that to successfully raise between \$150 and \$180 million dollars from the private sector in today's market will require an extensive campaign built upon significant gifts within the \$20 million to \$1 million range. This type of fundraising requires extensive outreach by a community of leading citizens with affluence and influence across the country who are accustomed to successfully raising these levels of gifts.

“It is important that this future museum be a living museum—that this museum continually changes, and that it encompasses stories from our past, and our present, and will one day tell stories from our future.”

Jane Abraham, Commission Chair

Action Plan

The Commission recognizes and appreciates that at present, the Smithsonian is at fundraising and managerial capacity and is not in the short term prepared to initiate the planning of a new permanent Museum—especially with significant budgetary outlays for the newly created National Museum of African American History and Culture, substantial capital expenditures for the National Air and Space Museum and the Udvar-Hazy Center, and the partial renovation of the Arts and Industries Building. That being understood, the Commission has received assurances from Smithsonian Secretary David Skorton that the Institution is aware of the need for more women's history in its programming, and that addressing this need should be a priority both in the short term and when considering any long-term planning. Secretary Skorton, when meeting with the Commissioners on August 10, 2016, said, "I would 100% agree that we need more women's history within the Smithsonian and I support some sort of Smithsonian program that supports your efforts with a particular emphasis on quality and scholarship."

Therefore, rather than calling for a final Congressional decision in the near future on establishing a physical AMWH within the Smithsonian, **the Commission recommends focusing on building support for this goal through a 10-year strategic plan composed of three well-defined phases based upon a detailed timeline.** This strategic plan must be comprehensive, defining all parameters of the project to ensure appropriate funding, Smithsonian support, public endorsement, and Congressional action and buy-in.

The First Phase — Action Plan

The First Critical Phase of the plan would require the creation of a Smithsonian-wide initiative called the American Women's History Initiative. The Initiative would, through a coordinated plan across the museums of the Institution, support projects in research, collections and programming to advance and underscore the contributions women have played throughout American history. The Initiative will include detailed planning, fundraising, initial traveling exhibits and public events aiming to bring this decision forward in the context of the upcoming national celebration of the Centennial of Women's Suffrage in 2019-2020. The Commission asks Congress, on behalf of the Smithsonian, to approve an annual \$2-million-line item in new federal funding to go toward the creation and ongoing work of the Initiative. Once the future Museum is open, the Initiative will dissolve and the work of the Smithsonian in the area of women's history will be accomplished not only through the new permanent Museum, but throughout the other Smithsonian museums as well.

The National Women's History Museum (NWHM), a nonprofit organization led by a dedicated staff and volunteers, has been the primary organization behind the effort to build a women's history museum in our nation's capital. Their efforts were instrumental in securing the approval by the U.S. Congress to establish a Congressional Commission. The Commission strongly encourages NWHM to support the Smithsonian's effort to raise private sector dollars to fund (1) the Initiative and then (2) the bricks and mortar museum. Because the Initiative and the eventual Museum will be a part of the Smithsonian, the Commission defers to the Smithsonian on the mechanics for groups such as NWHM to contribute to fundraising. However, the Commission recommends that the roles of any outside groups with respect to fundraising be clearly delineated, such as through a Memorandum of Understanding (MOU) with the Smithsonian.

Once the Initiative is formally established, the Smithsonian should then appoint 12 – 18 leading Americans to serve on an Advisory Council for the Initiative. Following statutory precedents, the Board of Regents will appoint all members of the Advisory Council after consultation with the Congressional Commission. The Commission would hope that the Smithsonian would invite all of the Commissioners to serve on the Advisory Council should they choose to continue. The Commission would encourage the Board of Regents to appoint a diverse Advisory Council to include: women's history scholars/academics, corporate/foundation/high net worth individuals capable of securing large sums of financial support, celebrities, and representatives of other women's history nonprofits from across the country. The Commission would also encourage the Smithsonian to include the chair and one independent board member of the National Women's History Museum (NWHM) selected by the NWHM Board of Directors. Private sector fundraising efforts will supplement the modest federal appropriation to provide the Initiative with adequate funding.

Once the Smithsonian American Women's History Initiative is established, laying the groundwork for the eventual building of a permanent museum of women's history within the Smithsonian family of museums, will take the collective efforts of a number of organizations (corporate, foundations, and nonprofits) and individuals to make the Museum a reality.

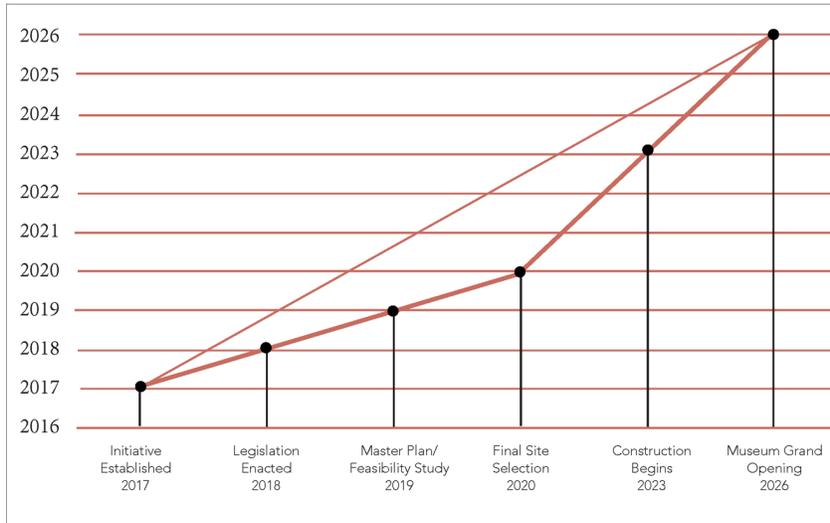
The Second Phase — Action Plan

The **Second Critical Phase** of the plan would involve Congress awarding the Smithsonian a prominent plot of land along (or in the case of the Arts and Industries an existing but renovated building) a long with the designation that the land/building will be the future home of the Smithsonian's 21st museum, the American Museum of Women's History. Upon the enactment of the legislation creating the Museum and offering site options, the Smithsonian will conduct a thorough feasibility study to include site, size, and cost projections. This study will ultimately determine the optimum size of the future Museum. A "soft" capital campaign would begin to raise significant funds to serve as the foundation of the capital campaign once a site is finalized.

The Third Phase — Action Plan

The **Third (and final) Critical Phase** of the plan would require the Smithsonian, in partnership with the private sector, to complete the capital campaign and develop and execute the actual building of the permanent Museum. The end of the Third Phase will include the completion of the building, the pre-opening festivities, and a national celebration of the opening of the Smithsonian's American Museum of Women's History. Open free of charge to the American people and guests from around the world, visitors will celebrate the experiences and contributions of American women to our country's great history for many, many decades to come.

Preliminary Timeline



The American Museum
of Women's History

We Need to Build This Museum: 19 Reasons



Maria Tallchief
Native American
Ballerina

We Need to Build this Museum: 19 Reasons

It's Time

1. There has never been a better time for the American Museum of Women's History.

On May 19, 1919, Congress took a bold step, and with a joint resolution, proposed a constitutional amendment extending the right of suffrage to women.

June 4th, 2019 will mark a momentous 100th anniversary for Congress. On that day, in 1919, Congress passed the 19th Amendment to the United States Constitution, recognizing the importance, the equity, and the power of a woman's right to vote.

On August 18th, 1920, the nation gave its full endorsement of this change, and with the ratification of the 19th Amendment, all American women were guaranteed the right to vote.

The American Museum of Women's History (AMWH) has enormous opportunities ahead in the next few years. There is powerful potential for symbolic references to these centennial celebrations – through congressional approval and support of the Museum by 2019, and with an invitation for the entire nation to join by the summer of 2020.

Plans to mark this centennial celebration are already underway; special events, ribbon cuttings, parades, and educational symposia will take place across the country. The media attention that is sure to follow will only add to the excitement of the celebration. There has never been a better time for an American Museum of Women's History.

2. There has never been a more important time for the American Museum of Women's History.

For the first time, an American woman has become the first female candidate to be nominated for president by a major U.S. political party. Women have obtained greater political power by participating more actively in Congress, in state governments, in city and community leadership roles. They have gained momentum in the corporate arena by becoming leaders in some of the biggest and most successful industries in the world. They go on to volunteer and lead philanthropic organizations while continuing to nurture and raise families.

Now is the time – legislators, corporate leaders, influential women and male, political leaders, as well as everyday Americans, should be talking about women's history. Working within the Smithsonian

Institution system and across the country with regional museums, the AMWH will garner the collective energy to delve deeper, to research, recount, and present how women got to where they are today.

3. U.S. history is not complete without women's history. Absent women's history, only half of the nation's story is being told --women's history is American history.

As Barbara Mikulski, the most senior woman in the U.S. Senate, recently said,

“Women's history is American history. Women have been trailblazers throughout our history, using grit, passion and determination to seize the day and to make a difference. We must not only honor the past — we must learn from it.”

This ideal applies to all Americans, men and women.

Recently, President Obama spoke at the opening of the National Museum of African American History and Culture. We can learn a lot from that museum's successful path, and use his passionate words about American history to help make the American Museum of Women's History's case -- the President said:

“And by knowing this other story, we better understand ourselves and each other. It binds us together. It reaffirms that all of us are American...It is central to the American story, that our glory derives not just from our most obvious triumphs, but how we've wrested triumph from tragedy, and how we've been able to remake ourselves again, and again, and again, in accordance with our highest ideals.”

Critical to American Culture

- 4. Across the board, the American Museum of Women's History will meet an existing and increasing appetite for more information on women's dynamic participation in American history.**

There is already a clear demand for informative entertainment centered on women's history and successful women. Consider the positive reviews and popularity of movies like *A League of Their Own*, which chronicled women's lives during World War II, as well as *Helen Keller*, *Maya Lin: A Strong Clear Vision*, *Jane's Journey*, and *Gloria: In her Own Words*. The PBS biographical documentary series *Makers* has been airing with the largest collection of videos about women -- stories that inspire and transform. More importantly, women are being cast as heads of hospitals, police departments, law offices, and other leadership roles, in a variety of film media.

In addition to films, shows and documentaries, there has been a recent upsurge in advertisements celebrating the strength, diversity, and capabilities of women. Favorite ad campaigns for Dove, Always, and Under Armour, for example, seek to question our cultural understanding of beauty, of what it means to do something "like a girl," and what a girl can or should be able to do. The conversations surrounding women are changing and people seem ever more excited to celebrate and discuss women. The Museum can tap into this excitement with exhibits from American women's distant and recent past, documenting their struggles as well as their achievements.

- 5. The AMWH will educate, inspire, and meet our nation's need for diverse role models for girls as well as boys.**

The Museum will tell the stories of the lives of accomplished women across a range of fields, both those conventionally associated with men — such as politics, science, business and medicine — but also education, volunteerism, culinary arts and home economics that are less recognized, in part because they are associated primarily with women. All are part of the American story, and can serve as role models, helping girls, boys, and young men and women achieve greater success. Exhibits will explain the obstacles these women had to overcome, such as lack of access to higher education, barriers to employment, and prohibitions

against public participation such as voting. Seen in this light, their achievements will strike visitors as all the more remarkable — yet also achievable.

It may seem that telling the story of women will speak to only half of our national audience, but in fact everyone will benefit from a museum that offers a comprehensive history of our country.

Our children — and really, all of our citizens — deserve to hear how women helped create our great nation. Women's history is American history.

- 6. The AMWH will shape the future as it makes the past come alive for present generations, planting the seeds for ideas and personal growth.**

There is nothing like physically being in a museum, standing in the midst of fascinating exhibits and soaking up new knowledge. Think of the faces of the children who see the massive skeletons of dinosaurs for the first time at the American Museum of Natural History in New York, or who climb in the flight simulator at the Smithsonian's Air and Space Museum. Similarly, visiting the American Museum of Women's History and encountering firsthand the objects and settings that have been the stuff of American women's lives and accomplishments will make for memorable experiences and supplement what students have (or have not) learned in their textbooks. It will be like no place else.

**"I am not afraid of storms
for I am learning how to sail
my ship."**

Louisa May Alcott



Mary McLeod Bethune - Pioneering American Educator and Civil Rights Leader

7. The contributions and experiences of American women to American history deserve national celebration and recognition.

In order to educate and inspire, we need to create more visibility for women's achievements and experiences. Women are currently underrepresented in the main sites of public history—textbooks, currency, postage stamps, monuments and the like:

- According to numerous studies, men are mentioned exponentially more often than women in high school history textbooks.
- The only women to have been featured to date on U.S. banknotes – for a brief time – were Martha Washington, on the \$1 bill in the late 1880s, and Pocahontas on the \$20 bill in the 1860s. Similarly, only Sacagawea, Susan B. Anthony, and Helen Keller have appeared on U.S. coins (currency featuring Harriet Tubman will finally appear in the near future).
- The statues in the U.S. Capitol's National Statuary Hall depict 91 men but only 9 women.
- Between 1960 and today, 184 public statues of individual women were installed in the United States, compared to 1,440 statues of men.
- Of the more than 5,000 public outdoor sculptures of individuals in the United States, only 394, or fewer than 8 percent, are of women. Only one of the 44 national memorials managed by the National Park Service (such as the Lincoln Memorial) specifically focuses on women and their achievements—the Belmont-Paul Women's Equality National Monument, which was only recently acquired by the National Park Service in 2016.
- Only 223 women have been featured on U.S. postage stamps compared to an estimated 920 men.

Relevant to Our Times and Impact on Our Future

8. The design of the AMWH will support a mission of innovative and compelling storytelling that is accessible to all.

Because it will be starting from scratch, the AMWH will have the opportunity to adopt the most creative and cutting-edge technologies available – to become a “museum of the future.” It will have virtual-reality exhibits, 3-D storytelling, and interactive, experiential displays that will attract visitors and keep them engaged. Many of the exhibits will be designed for digital export, turning the Museum into a national and international campus that can be reached from anywhere via the internet. Conversely, visitors will be able to contribute their own personal stories, adding to the richness and diversity of the content. Additionally, the bricks-and-mortar research center will include a virtual component, enabling it to webcast and podcast seminars and symposia in an accessible manner.

Pearl Bailey once observed, “You must change in order to survive.” The AMWH will continue to innovate and adopt new technologies as they become available in order to tell our story, so that visitors will want to return to the American Museum of Women’s History over and over again.

9. The AMWH will be unique, relevant, and have an important impact on the future.

Museums are public classrooms, and the notion of an educated citizenry dates back to the founding of our republic. Our public classroom will be encompassing, diverse, and thorough: engaging citizens on topics that vary from the evolution of women’s role in domestic life, to the rise of female entrepreneurs, to women’s role during World War II at the homefront and in the armed services, to outstanding leadership roles today — in a way that is digitally interactive and participatory, but also historically accurate and academically appropriate.

The AMWH will feature stories of women overcoming barriers and meeting the challenges presented in everyday life throughout the decades. This museum will touch on the history of women’s increasing educational opportunities; removal of legal constraints to owning property and voting; and expansion of participation in business, the professions, the military, sports, and the arts. Through it all, we will also focus on those women committed to family and service to others — an often overlooked responsibility shared in common by women who belong to all races, abilities, religions and political persuasions. These stories will resound in a variety of interactive, engaging lessons about civic engagement and responsibility for all visitors. Knowledge gained by everyday

Americans in these arenas will help formulate the way we think, how we make decisions, and how we respond to future opportunities and challenges.

10. The AMWH will focus on American women in their many roles.

Americans need to learn about female CEOs and factory workers, about women rocket scientists and rock stars. Some of the world’s greatest inventions were created by women who are not household names – consider Maria Beaseley, the Philadelphia woman who invented the life raft in 1882. Or Stephanie Kwolek, the Dupont chemist who in 1965 came up with Kevlar, a steel-like fiber used in the bullet-proof vests that protect our police and military forces. Few people know of Marion Donovan, the woman who patented the disposable diaper, called a “Waterproof Boater,” in 1951. Crafting it from a shower curtain, she persuaded Saks Fifth Avenue to stock her first version, then sold the patent on it for \$1 million and used the money to create an entirely disposable model a few years later. As a result, Pampers were born in 1961.

Drawing on their experience both inside and outside the home, these women used their knowledge and ingenuity to come up with inventions that saved money and time as well as lives. Exhibits that highlight such innovations will illuminate the unique links between women and American business as well as science and technology.

11. The AMWH will present difficult subjects in well researched, balanced and inclusive ways.

The Museum will present the history of American women in all its diverse forms. As at any museum, some exhibits may be controversial. Controversy can be a very positive thing – it gets people talking and engages them in debate. It draws people to places like museums to learn more and, by testing and informing their opinions, ultimately serves to strengthen people’s critical thinking skills. Ultimately, this process also strengthens the individual.

At the AMWH, controversial or difficult subjects will always be presented with input from all sides, in well-researched ways. Museums are excellent environments for inviting people to explore more when they are interested in learning more. A large variety of experiential environments can employ different engagement techniques for distinctive and diverse learning styles. Visitors to the Museum will be invited to form their own perceptions, think critically about the subject matter, and draw their own conclusions.

The AMWH will engage with a variety of communities, including artists, politicians, scientists, athletes, and other experts to

develop material for our exhibits, thereby ensuring a diversity of perspectives. The exhibits will consistently present multiple perspectives, sharing stories from all walks of life, focusing on different experiences of American womanhood, from the unknown to the more famous and iconic leaders.

Build Bridges and Share Intellectual Property

12. The AMWH will add to the presentation of our nation's history.

There is no "one" museum that encompasses all of American history, just as there is no one art gallery for all the different types of American art, or one performance hall for all the categories of music in America, or one stadium for every American sport. For all of its excellence, the Smithsonian's existing National Museum of American History cannot alone do justice to all the different experiences and perspectives in American history. Thus, on the National Mall, we currently also have the United States Holocaust Memorial, the National Museum of the American Indian, and the newly opened National Museum of African American History and Culture, with the National Museum of the American Latino on the drawing board.

Similarly, the history of American women is diverse and complicated, and deserves inclusion in this mosaic. Because women are part of every race, class, ethnicity, religion, political affiliation, and region of the country, their stories will never fit into a singular narrative (although that is how they are often presented). One survey respondent put it well: "I live in D.C. where we have the Smithsonian museums as well as the National Museum of Women in the Arts. Yet the American History Museum mainly focuses on women via the First Ladies' inaugural gowns and Julia Child's kitchen, while the art museum focuses on women's art, not history. There is certainly room for more coverage of women's role in history at the museums in D.C." The American Museum of Women's History will present the kind of comprehensive, complex and multi-faceted narrative of women's lives and experiences that this respondent seems to be calling for – one that spans the entire history of this nation.

At the same time, we are fortunate to have a multitude of regional museums telling the story of our nation in multifaceted ways — from presidential libraries to Civil War battlefields, from Monticello's slave quarters to the Rock & Roll Hall of Fame. This galaxy of regional and specialized museums does not detract from the national museums in Washington, D.C.; instead they underscore

“The challenge we now face is to build on the record of the past, to continue accepting new responsibilities and seeking new opportunities to serve.”

Lady Bird Johnson



Margaret Chase Smith - American politician, first woman to be placed in nomination for the presidency at a major party's convention
Photo Credit: Smith College



Hedy Lamarr - Austrian American actress and inventor responsible for the invention of an anti-jamming device for use in radio controlled torpedoes. Her concept of radioactivated signal frequency hopping formed the technical backbone that makes cellular phones.

the depth and breadth of our history. Many states have a women's hall of fame; there's even a national one located in Seneca Falls, N.Y., the birthplace of the American suffrage movement. We believe a comprehensive national museum could serve as a hub for all of them and be located in Washington, D.C.

13. Via its national research center and other digital outlets, the AMWH will help create a nationwide network of museums and other sites around women's history.

Every year, almost 70 million visitors come to Washington, D.C. via plane and train. The National Park Service reports that another 8 million visitors arrive here annually on nearly 200,000 tour buses — most of them school groups. Despite these numbers, we realize that not every American child can afford to come to the nation's capital on a field trip. Thus we plan to make our exhibits available to students worldwide through our "digital campus," possibly using Google Expeditions or Google Museum View with its cardboard viewers. Through relationships built with smaller regional museums all over the country, we will help develop a variety of exhibits on women's history, making the AMWH a digital gateway for students and teachers to travel the galaxy of women's history museums across the nation.

14. The AMWH will develop key partnerships with museums nationwide.

The AMWH will quickly become a centralized hub for critical ongoing discussions about women's history. All will benefit. The AMWH will inspire the sharing of new experiences, research, and untold stories. The AMWH will enable peer institutions to access extensive women's history archives and collections for their own use, lend collections and offer traveling exhibits to local museums, and vice versa. Thus, it will not drain resources away from other institutions, but will instead provide them with vital resources and foster cross-institutional collaborations.

The AMWH will also direct visitors, students and scholars to its collections, serving as a gateway for those who want to learn more. Such relationships will draw attention to smaller, often overlooked local, regional museums and landmarks, enabling them to collectively tell the story of American women nationwide.

15. Top-notch scholarship will be central to the AMWH, in a way that both informs and engages. A Research Center will be a core component of this effort.

An impeccable intellectual foundation is key to any museum. Fortunately, women's history, just a fledging subject 50 years ago, has now become an established academic field, with thousands of professors, researchers and students working in it nationwide. We know that presentation as well as accuracy will be important to get people from every demographic to walk through the doors, so we will work with leading curators and exhibit designers to devise compelling and innovative ways to engage audiences.

Inclusivity is essential for this fuller recounting of American history, and the Museum experience cannot be the exclusive domain of any one perspective, ideology or agenda. Thus we will strive to make all aspects of the Museum as diverse as possible.

The Commissioners will not be determining the exact content of the Museum; instead, its collections will be developed through collaboration between teams of academics, curators and outside experts. In the event that the AMWH becomes part of the Smithsonian family (as is hoped), an additional layer of governance and experience will ensure that a full spectrum of perspectives guide the Museum's collecting standards and policies, preservation efforts, research, archives, programming, and exhibits.

A world-class research center and meeting space for symposia and educational events will allow scholars to advance the state of research in women's history. Having an academic research center embedded in the Museum is central to our success in terms of educational outreach as well as the content of exhibits. As a major historical institution with national and international prominence, we hope to offer fellowships for visiting historians and students from all over the world, as well as link to state-of-the-art research technology to share with large and small museums, colleges, universities and cultural institutions.

Connections and Collaborations in D.C.

16. The Museum will strengthen educational missions city-wide by creating content bridges that reach to other D.C. museums.

The AMWH will tell the story of diversity among the strong women who have led our nation through the centuries. For example, an area of the Museum might be devoted to the leadership of African American women, or Latino or American Indian women in their homes and communities. The AMWH will link to the exhibits in the other Smithsonian museums and advocate visits there to

discover more. In addition, these links can begin on-site digitally with engaging interactivity, and ultimately invite additional research at home through portals into other collections and museums. This helps cultural tourism throughout the city and beyond, and further bonds the collections and relationships between the Smithsonian museums. The AMWH will reinforce inclusivity, not only among the museums in Washington, D.C., but also through the premise that women's history is America's history.

17. The AMWH will be a popular destination for tourists, and its creation makes good business sense for Washington, D.C.

According to the National Park Service, more than 25 million people visit the National Mall every year. Washington D.C. is consistently ranked as one of the top ten cities visited by tourists each year.

According to Destination D.C., last year's visitors to the District of Columbia spent a record-breaking \$7.1 billion on lodging, food, entertainment, shopping and transportation — and attracted one million more domestic visitors than in 2014. Travel and tourism in D.C. supports 74,000 jobs. Adding a major Museum to the mix, especially one that tells the stories of more than half our population in a unique way, will help generate even more jobs, wages, tax revenue, and economic growth.

Working closely with the city will be part of the mission of the AMWH, with the goal of developing marketing, promotional and business opportunities. Financial sponsorships from the community, partnerships, and corporations will create a business model to support rotating temporary exhibits in the Museum.

18. Women make up a majority of our population. The AMWH will have a natural built-in audience of influential decision makers, public advocates and financial supporters.

In 1910, women comprised 48 percent of America's population; a century later, that proportion had risen to 51 percent — today there are more American women than men. Since the 1980s, the majority of American voters have been women, and women now hold more bachelor's degrees than do men. More women are starting businesses in America than men, and more than half of the personal wealth in the United States currently belongs to women.

According to the 2010 Census, there are 157 million women in the United States who, through their own buying power and influence, control an estimated 75 percent of all consumer spending. Corporate America knows who is making buying decisions at every level. Furthermore, as primary caregivers, many women buy on behalf of different generations—themselves, their children,

and their parents. Once their children are grown, the discretionary income of these women increases to such an extent that a woman over 50 may spend up to 2.5 times that of the average woman. To the AMWH, this often-overlooked source of economic power offers an invaluable base for potential funding. Its advancement team will reach out to women for their support, so that they can help make a Museum about their history a reality.

- 19. Location does matter. A prominent site among some of the country's most highly regarded museums in the epicenter of our nation's capital sends an important message to our fellow citizens, especially young people: women matter, and women's history matters.

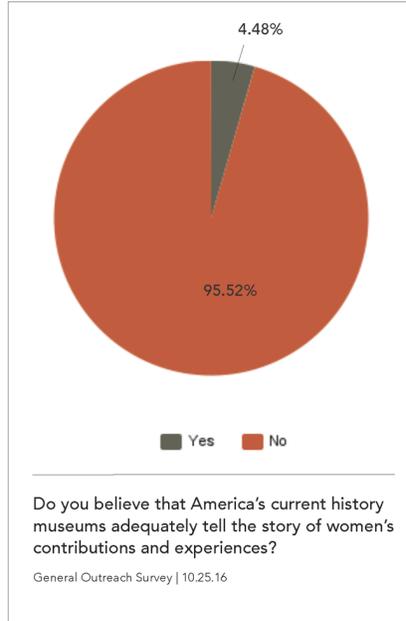
Having the Museum located near other iconic museums and monuments in our nation's capital conveys legitimacy to the notion that women's history is valuable to the nation's memory of its past. The symbolic importance of the Museum's location in Washington, D.C. will be clear to all.

“We must not, in trying to think about how we can make a big difference, ignore the small daily difference we can make which, over time, add up to big differences that we often cannot foresee.”

Marian Wright Edelman

“If you don't remember history, you will repeat history.”

Representative Marsha Blackburn TN



The American Museum of Women's History

Report on Issues Identified by Congress



Barbara McClintock
Scientist

Structure and Governance
of the Museum

Structure and Governance of the Museum

Guiding Principles

The Commission has striven to propose a structure for the future Museum's governance that:

- Recognizes the national significance of the Museum's mission and provides a strong framework for its success and long-term sustainability
- Promotes and protects the Museum's integrity in reflecting and exploring the wide range of experiences and perspectives of women throughout American history
- Incorporates the use of best practices in institutional stewardship, operations, and resource use to advance the goals of transparency, accountability, and effectiveness¹

Background

As with other sections of this report, the Commission's recommendation on structure and governance were informed by the excellent work of prior commissions, particularly the commissions to establish the National Museum of African American History and Culture (NMAAHC) and the National Museum of the American Latino (NMAL) respectively, which are briefly summarized below.

National Museum of the American Latino (NMAL) Report

The Commission on the National Museum of the American Latino produced extensive research analyzing the various types of organizational and governance structures available to museums, ranging from being independent to being part of the Smithsonian Institution. It recommended that: "Congress establish within the Smithsonian Institution a museum to be known as the Smithsonian American Latino Museum."

That Commission recommended that its museum be governed within the Smithsonian's overall Board of Regents structure, including a NMAL-specific Board of Trustees with "designated duties, powers, and authorities." In the recommended structure, NMAL's director would be appointed by the Smithsonian's Secretary with approval of the Board of Trustees.

The NMAL report also recommended that its Board of Trustees be composed of 36 voting members, and to specifically include:

- The Secretary of the Smithsonian Institution

- The Under Secretary for Art, History, and Culture (or equivalent position) of the Smithsonian Institution
- One (1) member of the Board of Regents appointed by the Board of Regents
- One (1) member designated by the Congressional Hispanic Caucus of the U.S. Congress
- One (1) member designated by the Congressional Hispanic Conference
- Initially, 17 individuals appointed by the Board of Regents from a list of nominees recommended by the Board of Trustees

National Museum of African American History & Culture (NMAAHC) Report

NMAAHC evaluated three governance options: (1) a museum within the Smithsonian Institution; (2) an independent federal entity outside the Smithsonian Institution; and (3) a hybrid of independent and federal establishment with connections to federal agencies. Ultimately, the Commission recommended that the National Museum of African American History and Culture be placed under the umbrella of the Smithsonian Institution and be based on a public-private partnership of congressional appropriations and private sector donations, with a significant federal investment.

The NMAAHC Commission also recommended the creation of a museum-specific Board of Trustees with a composition similar to that of the National Museum of the American Indian with 25 voting members, to consist of:

- The Secretary of the Smithsonian Institution
- Eight individuals appointed by the Board of Regents
- Sixteen individuals appointed by Congress
- Board members should be individuals with strong resource-development advocacy, business, academic, and museum credentials and should represent the geographic diversity commensurate with a national museum

Four non-voting members, to consist of:

- Two members of the House of Representatives, one appointed by the Minority Leader and one appointed by the Speaker of the House
- Two members of the Senate, one appointed by the Majority Leader and one appointed by the Minority Leader

Board members would serve three-year terms with a two-consecutive-term limit and a one-year absence before reappointment. The Board would be divided into three cohorts with one-, two- and three-year initial terms to start the rotation of the Board. The Commission recommended that the Board of Trustees have the following standing committees: Administration and Budget, Building and Site Development (until building completion), Collections, External Affairs, Nominating, Program Planning, and Research.

Relationship of Future AMWH with the Smithsonian Institution

The Commission was asked to address the question of whether the future American Museum of Women's History Museum should be part of the Smithsonian.

The Commission recommends that the American Museum of Women's History be created as a physical museum, established as a component of the Smithsonian Institution.

The Commission recognizes that due to its current obligations and responsibilities, the Smithsonian cannot make a definite commitment to take on another museum at this time. Nonetheless, while the timing for establishment of the AMWH with full Smithsonian status may not be immediate, it remains the Commission's eventual goal, for the reasons set forth below.

Congress asked this Commission to consider what relationship with the Smithsonian, if any, a proposed museum should have. To that end, the Commission studied and discussed the pros and cons of the future Museum: (1) being an independent organization with no structured relationship with the Smithsonian; (2) becoming a Smithsonian Affiliate; or 3) becoming a full Smithsonian museum. The considerations in our discussion aligned with the guiding principles listed above.

First, the Commission considered potential for the AMWH to function as a fully independent organization without affiliation with the Smithsonian Institution. In speaking with a range of museum experts, directors, and fund-raisers, the Commission heard some say that this status would maximize the flexibility of the Museum's governing board to direct the development and operations in accordance with its own vision. However, there were numerous drawbacks to this option.

One of those drawbacks includes being completely isolated from the Smithsonian – our nation's core set of history mu-



Virginia Apgar - American obstetrical anesthesiologist

seums – which would suggest that women's history either was not worth national attention or that it is already adequately addressed within the existing museums. Non-Smithsonian status would also seriously reduce the possibility of obtaining any of the prominent sites the Commission was evaluating. Additionally, fundraising would be set back since the Museum would be completely dependent on private resources. Despite the best intentions, the governing board, and thereby the Museum, might over time become identified with a too narrow a conception of American women's history, making it highly vulnerable to criticism from opposing perspectives. Finally, a Museum separate from the Smithsonian would miss out on the economies of scale, the deep professional expertise, and the long institutional experience resident within the Smithsonian. For these reasons, the Commission believes that this is the least desirable structural option.

¹ See the requirements for certification of the American Alliance of Museums



Six Howard University students watch a football game, 1920s Washington, D.C.

Next, the Commission looked at the potential for the AMWH to be an independent organization functioning within the Smithsonian Affiliate program. Our research² found that the Affiliate program is an attractive option for many independent museums across the country. Primarily, it allows the Smithsonian to export some of its expertise and share its collections with affiliate museums across the rest of the country.

Despite the benefits of affiliate status, most of the Commission's concerns with independent status remain unaddressed in this structure. When proposed to our focus groups, many expressed concern that an affiliate relationship would suggest that the American Museum of Women's History is somehow "less-than" other full Smithsonian Museums on or near the National Mall. Because Smithsonian Affiliates do not receive a federal appropriation, many affiliates must charge admission, causing confusion due to the fact that most visitors do not understand what an Affiliate is and equate "Smithsonian" with free admittance. The focus groups unanimously opposed the American Museum of Women's History charging admission, particularly when other museums nearby are supported with tax dollars. As one focus group observed, if the United States can have a National Zoo as part of the Smithsonian, surely it also can and should have an American Museum of Women's History as a full Smithsonian component.

As the third option, the Commission assessed creating and operating the AMWH as a full part of the Smithsonian. The Commission recognizes that this status brings the drawbacks, constraints and reduced flexibility of a large bureaucracy. The Commission also recognizes it requires that official governance powers be vested in the Secretary and Board of Regents, and that the Museum's Executive Director would be an employee of the Smithsonian. In the Commission's view, however, the benefits of full Smithsonian membership far outweigh the drawbacks:

- The creation of an American Museum of Women's History within the Smithsonian would send a message that this subject is worthy of national attention and resources, while acknowledging that existing museums do not sufficiently present this vital part of our national experience.
- The Commission determined that the existing Smithsonian governance structure, supplemented with a dedicated, thoughtfully-organized Board of Trustees, would best ensure that the American Museum of Women's History reflects the broad range of historical experience and viewpoints of women across the country. The Smithsonian's governance structure has stood the test of time; further, its annual federal appropriation process provides a thorough check and balance.

- The Smithsonian imprimatur would provide this new Museum the credibility needed to attract significant private funds that would not otherwise be available.
- The Smithsonian's scholarly and professional expertise would give the American Museum of Women's History the ability to create a world-class museum from the outset.
- Finally, the Commission's evaluation determined that the resolution of this Smithsonian question will significantly impact site selection, which in turn affects the likely number of Museum visitors. The Commission's preferred sites, as a practical matter, would not be possible absent a full Smithsonian relationship. The Commission has concluded then, that these prominent sites -- along with the gravitas and prestige of full Smithsonian status -- best respect and showcase the role women have played, and are playing, in building this nation.

For all of these reasons, the Commission strongly and unanimously recommends the establishment of an American Museum of Women's History as a full component museum of the Smithsonian Institution.

The Commission recognizes that the Smithsonian currently has substantial fundraising and managerial obligations (including significant budgetary outlays for the newly created National Museum of African American History and Culture, major capital expenditures for the National Air and Space Museum and the Udvar-Hazy Center, and the partial renovation of the Arts and Industries Building). In our consultations, the Smithsonian's leaders have made clear that given these responsibilities, they cannot make a definite commitment to take on another museum at this time.

Nonetheless, while the timing may not be immediate, the Commission believes that establishment of an American Museum of Women's History with full Smithsonian status must remain the eventual goal. Furthermore, we are pleased to report that the Commission's consultations with the Smithsonian have led us to identify a tangible next stage of collaboration, which in our view will build a strong foundation for the future AMWH.

The Smithsonian's Women's History Initiative

The Commission will advocate for the Smithsonian to begin developing an *American Women's History Initiative* within its existing organizational structure, with several major aspects:

- Utilizing existing Smithsonian artifacts that represent women's experiences and contributions to America to develop temporary exhibits for display in designated galleries, perhaps including "pop-ups" in the revamped Arts and Industries Building or similar spaces. These exhibits could eventually be moved -- along with other objects -- to the AMWH's permanent site. The Smithsonian would identify and dedicate appropriate curatorial talent to these displays and exhibits, along with related research.
- Development of a specific traveling exhibit as a national focal point to commemorate the upcoming centennial of the 19th Amendment in 2020
- Establishment of an *American Women's History Initiative* Advisory Council and a Women's History Scholars Council to advise and assist the Smithsonian in developing and implementing this initiative, and to also seek additional financial support. The Initiative Advisory Council would be composed of 12-18 individuals (predominantly women), representing a cross-section of perspectives and skills, including any interested members of the Commission, potential major donors, scholars, and others.

The Commission strongly recommends that the Smithsonian establish this initiative as described above. The Commission believes it would serve as a valuable near-term step in the development of the future AMWH, building awareness and additional support for the creation of a permanent Museum.

² Research regarding the Smithsonian Affiliate program included writing to the Board Chairs and interviewing the Executive Directors at Smithsonian Affiliates around the country that are considered to exemplify the best in the Affiliate relationship. In addition, the Commission held numerous meetings with a variety of professionals within the Smithsonian to understand more about the pluses and minuses of being a Smithsonian member vs. an affiliate. Our analysis was streamlined by the pros and cons analysis of the various Smithsonian relationships that the Commission on the National Museum of the American Latino included in its report. See Table #11 on page 39. In addition, the Commission studied the governance structure of the Holocaust Museum as an independent federal entity and met with its Executive Director.

AMWH Board of Trustees

Once the AMWH is officially established, **the Commission recommends that the Smithsonian Secretary and Board of Regents govern the AMWH with the advice, assistance and support of a dedicated Board of Trustees.**

Once the AMWH is formally established as a Museum within the Smithsonian Institution, it will naturally become subject to the Smithsonian's governance structure, including the Board of Regents and its applicable policies, procedures and legal requirements.

The Smithsonian's policies allow and provide guidance for the establishment of a component-specific advisory council that reports to the Board of Regents through the Secretary. Currently, a number of these councils exist within current Smithsonian museums and research centers. The primary duty of each museum's advisory council is to support and empower its respective Director with strategic advice, assistance, and fundraising to achieve the museum's mission. The Commission recommends the creation of such an advisory council for the AMWH, to be known as the Board of Trustees³, along with a non-voting Council of Scholars to serve as a resource to the Board and the Director.

1. Board Size and Composition

The Board of Trustees should be composed of 25 voting members, constituted to advance the Museum's mission, fundraising needs and governance goals along the following lines:

- Four members of the public designated by congressional leaders: one designated by the U.S. Senate Majority Leader, one member designated by the U.S. Senate Minority Leader, one member designated by the Speaker of the U.S. House of Representatives, and one member designated by the House Minority Leader;⁴
- Twenty-one members appointed by the Board of Regents, of whom at least 13 shall be women, to include:
 - o A member of the Board of Regents designated by that Board
 - o Two prominent scholars who have written about the role of women in American history

It is the Commission's hope that many of the dedicated people who served on the *American Women's History Initiative Advisory Council* would be considered for transition to the Museum's initial Board of Trustees.

2. Terms of Service:

- The terms of a member of the Board of Trustees shall consist of three years, except for the initial board.
- Trustees shall serve no more than two terms.
- There will be three cohorts of Trustees appointed by the Regents, with staggered terms. One-third (i.e. seven) of such members shall be appointed each year.
- The initial Board of Trustees shall consist of three cohorts: one-third to have a one-year term; one-third to have a two-year term; and one-third to have a three-year term. The American Women's History Initiative Advisory Council shall recommend individuals to the Board of Regents for the initial membership.

3. Standing Committees

Executive Committee

Building and Site Development (until museum construction or renovation is complete)

Development

The Development Committee will assist in obtaining resources by making meaningful financial contributions, fundraising and/or grant-writing, subject to Smithsonian policies and procedures. The Commission notes that authority to accept gifts is vested in the Secretary and properly delegated to members of the senior staff.

External Affairs

The External Affairs Committee will assist staff and senior management on issues relating to marketing, communications, as well as government and community relations.

Finance

The Finance Committee shall assist the Trustees and the Board of Regents by reviewing and recommending the budgets, financial plans and financial statements of the Museum, providing input on material capital allocations and expenditures, and monitoring the integrity of the Museum's reporting processes, internal control systems, and audit findings.

It will work with the Museum's Director and Financial Officers to assist the Board of Regents to obtain, protect, preserve, invest and manage the Museum's assets consistent with donor intent and restrictions, and shall conduct independent financial reviews.

It will also assist the Director and the Board of Trustees to ensure the accuracy of and file any required disclosures by the legal deadline to the applicable entities, including to the Board of Regents.

Nominating

The Nominating Committee will submit to the Board of Regents the names of individuals it recommends for appointment to the AMWH's Board of Trustees as outlined in the Museum's charter or bylaws, subject to the requirements of the Board of Regents and any statute.

Governance and Ethics

The Governance and Ethics Committee will take steps to ensure that Trustees are aware of, fully understand and fulfill their fiduciary duties of care, loyalty and obedience to the Museum's mission, to state and federal laws, and the requirements of the Board of Regents.

Collections Committee

The Collections Committee shall review and advise on matters relating to the development of collections, collecting plans, accessioning, de-accessioning, and lending. It should also provide advice on the nature of the collections, as well as their maintenance and protection.

Exhibition, Education & Interpretation Committee

The Exhibition, Education & Interpretation Committee shall advise and make recommendations for the development of museum exhibits, traveling exhibits, virtual exhibits, educational programs, and the dissemination of research. It shall draw upon a combination of perspectives, including those from scholars, to ensure that a range of views is respected and that content is not skewed.

Performance & Compensation Review Committee

The Secretary has the ultimate authority to select the Museum's Director and to appraise the Director's performance. The Performance & Compensation Review Committee can appropriately assist the Secretary in that task by annually reviewing the Director's performance and making recommendations to the Secretary. In conducting its review, the Committee should evaluate the Director's performance in adhering to the Mission and Vision statements of the Museum, particularly regarding the need to represent the full range of viewpoints and experiences of American women. The Committee should also assist the Secretary to ensure that any compensation that the Museum pays to high-level employees is reasonable and not excessive, particularly by relying on comparable data. The Secretary and Board of Regents will make final decisions regarding selection and compensation.

4. Written Policies and Procedures

The Board of Trustees, at a minimum, should adopt the following:

- Bylaws, subject to approval by the Board of Regents
- A policy regarding conflicts of interest (real and potential) and disclosure thereof, to be signed by each Trustee and staff member annually
- A policy regarding "disqualified persons," whereby the Board of Trustees and managers will identify disqualified persons and carefully evaluate every transaction between the Museum and a disqualified person, to prohibit self-dealing transactions
- A statement of values and code of ethics
- A "whistleblower" policy
- A mandatory record retention and destruction policy
- A policy setting the length of terms, the number of terms and a procedure for removing Trustees who are unable to fulfill their responsibilities. Privacy and Confidentiality to protect people connected with the Museum (grantees, grant applicants, employees, volunteers) consistent with applicable law, Smithsonian policies and regulations, as well as the Board of Trustees' fiduciary duty

5. American Association of Museum Standards

- The Commission recommends that the Museum adhere to the National Standards & Best Practices of the American Association of Museums (AAM) and seek AAM accreditation

See www.aam-us.org for additional information.

³ Some Smithsonian Advisory Councils are denominated as Board of Trustees and are so characterized in the NMAL and NMAAHC reports

⁴ The Commission's intent is for the Board of Trustees to have equal representation from both major political parties at all times. In the event of a change of party control of either chamber of Congress, therefore, when a term of a congressionally-appointed Trustee is up or the position is vacated, the leader from the same party that appointed the departing Trustee should fill that slot. That is, if the House of Representatives changes control during the term of a Trustee appointed by the Speaker of the House, her successor would be appointed by the House Minority Leader rather than the Speaker of the House, her successor would be appointed by the House Minority Leader rather than the Speaker of the House, or vice versa, as necessary to keep equal the number of congressionally-appointed Trustees from both major parties.

Collections, Content,
and Impact

Collections, Content, and Impact

Introduction

The American Museum of Women's History (AMWH) in Washington, D.C., will be dedicated to collecting and housing the material culture of women's lives on a scale that has never been done before. This material culture, along with other dynamic components of the museum, will present a historical narrative that offers visitors a unique and essential perspective on the American legacy. As the premier museum of women's history in the country, the American Museum of Women's History will shine a national spotlight on the stories that have yet to be told — stories essential to understanding the complex heritage of this country. The museum will demonstrate, through its collection and narrative approach, the richness and diversity of American women's history, a history that will not fit into a single narrative, perspective, or experience.

This section of the report takes preliminary steps to analyze how the future collection of the AMWH should be acquired and maintained, what the content approach should be, and the potential impact AMWH will have on other regional women's history museums. This section was created in partnership with a generous and diverse team of historians, academics, and museum professionals. Throughout the Commission's deliberations, the Commission sought the advice and expertise of this community with particular respect to what the content and narrative approach of this museum might be.

An essential component to the Commission's research was the Scholar Summit hosted in January 2016. Roughly 60 academics, historians and museum professionals braved a major blizzard in Washington, D.C. to discuss complex issues related to collections, content, and the symbolic importance of the American Museum of Women's History. Following the Summit, the Commission continued to work with this community through organized scholar working groups. Each working group was composed of approximately ten individuals, and each working group submitted its own report of recommendations on a variety of topics related to this section of the report. The value of their input on these issues cannot be overstated, and the subsequent paragraphs were conceived and shaped (often directly) through their words and unique perspectives.



Anna May Wong - Considered to be the first Chinese American movie star

A. Identifying a Collection

The importance of a collection, and the process undertaken to acquire it, is a defining component of any museum and was a paramount concern for this Commission. How a collection is acquired, how it is preserved, and the context in which it is presented, defines a museum's role and influence on its audience — as well as its identity and legitimacy in the larger cultural and heritage world.

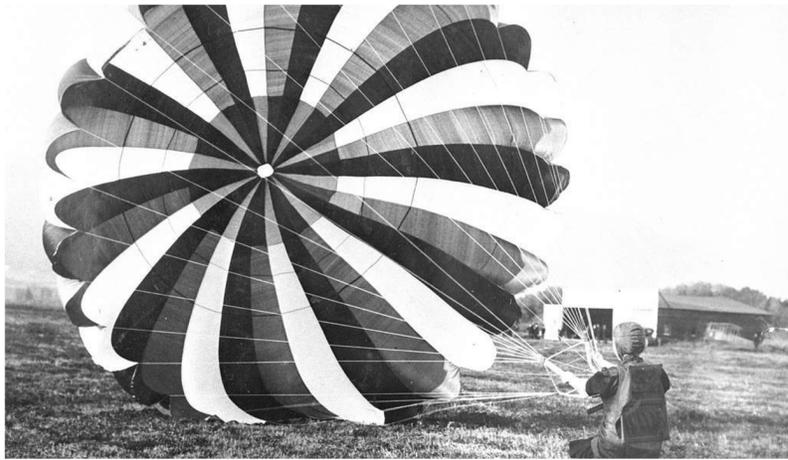
In identifying potential collections for the future American Museum of Women's History, the Commission sought to be open-minded and thorough. The Commission's aim was to gauge the general types of items that could be found in communities across the country, as well as their availability to be eventually loaned or donated to a central, national museum in Washington, D.C. The specific scope of the final collection will be determined by the mission and vision of the future Museum. Thus, the data the Commission has gathered at this stage in the Museum's development is intended to serve as an effective starting point for understanding what the primary collections of the American Museum of Women's History should, or could, entail.

Recommendation

This Commission recommends that the American Museum of Women's History house a sizable permanent collection, congruent with the scope and standards appropriate for a national museum. This permanent collection will serve as the foundation of the museum's exhibition space, supplemented with changing exhibits, featuring items and collections on loan from other institutions.

As the core of the Museum, the permanent collection must be adaptable, reflecting evolving scholarship, technology, and audiences. The development of a strategic Collections Management Policy (CMP) will be a way to ensure this. The CMP of the American Museum of Women's History should be in line with existing national standards and requirements for collections stewardship.

A well-developed CMP will be a solid mechanism to provide public access to the collection through inclusive and comprehensive exhibitions, public programs, and educational resources. Establishing a sustainable collecting agenda that serves the present and future needs of both the public and women's history scholars will make certain that the Museum remains relevant for diverse communities and future generations.



Georgia "Tiny" Broadwick - Pioneering Parachutist

Specifically, the CMP of the future American Museum of Women's History should include a collections plan with a concrete statement on the scope of its collection, and policies on the governance and management of collections, as well as acquisition and accession, incoming and outgoing loans and resource sharing, deaccession and disposition, and long-term preservation. The Collections Management Policy should also take into account the varied types of materials the Museum may acquire.

1. Likely Materials for the Future Collection

This museum will hold a range of items, from recognizable household objects that represent everyday life, to solitary and priceless icons that uniquely demonstrate an event or a movement paramount to women's experiences and contributions to this country.

The Commission's various research projects, along with the reports submitted to the Commission by its scholar groups, indicated that the future collections of the American Museum of Women's History, both permanent and temporary, would likely be composed of the following materials:

- a) Documents – papers of individuals, records of organizations or entities
- b) Textiles – clothing, costumes, protest banners, etc.
- c) Photographic materials, including slides and negatives
- d) Fine Arts – painting, sculpture, architecture, music, etc.
- e) Drawings, political cartoons
- f) Decorative Arts
- g) Posters and other graphic material
- h) Books, pamphlets and other printed material
- i) Ephemera: playbills, tickets, invitations, buttons, etc.
- j) Scrapbooks
- k) Digital materials and records
- l) Artifacts
- m) Oral histories – audio, video, transcriptions and project records

2. Collection Sources

The Commission conducted several research projects to gauge the availability of a collection for a future American Museum of



Clipper building ship in WWII

Women's History. Outreach for this endeavor was far-reaching, and included engagement with museum directors, curators, scholars, collectors, archivists and private individuals from across the country. Data was received primarily through interviews, focus groups, and online questionnaires and surveys.

The collections of the American Museum of Women's History (both permanent and temporary) will be derived from a variety of sources: other heritage institutions, private collections, and individuals; from galleries, major archives, and national parks, to small town historical societies and family attics. This variety will lend itself to the creation of a dynamic and diverse collection, one that will tell the story of American women on both a large, national scale, as well as a personal and individual one.

Existing Institutions: Museums, Archives, and Private Collections

Since women constitute half of the nation's population, American women's history exists virtually everywhere, in almost every

current museum or archive — even if it is not often recognized or interpreted as such. Indeed, the sheer amount of historical material the Commission discovered in existing institutions that could be used to tell the story of American women was staggering. Some of this material exists in institutions that explicitly identify with the field of women’s history, but much of it exists in those that do not. The Commission’s research emphasized the fact that while items relating to women’s history are plentiful, nowhere in the country is American women’s history centralized, or told in an all-encompassing way.

A huge amount of historical material already exists in the collections of government institutions like the Smithsonian, National Archives, Library of Congress, and the National Park Service (although much of it is in storage). If the American Museum of Women’s History becomes an official part of the Smithsonian, as is recommended by this Commission, a key benefit will be access to these vast collections and archives.

Loaning Policy Research

There are additional existing museums, archives, and collections across the country dedicated to explicitly conserving and honoring American women’s history. One of the Commission’s first major tasks was to reach out to these significant institutions, as they could be a vital source for loaned or donated items. The Commission developed and distributed a questionnaire to the directors and curators of these major women’s history archives or collections (including some under the authority of the government) in March 2016. The questionnaire primarily focused on two concerns: the loaning policies of these institutions and the potential interest or willingness of these institutions to consider loaning — or even permanently donating — items to a future American Museum of Women’s History in Washington, D.C.

The institutions that participated in the questionnaire represented key establishments from across the country. They included university archives, historic houses, traditional museums, government collections, and national parks. Some of these institutions focused on a particular time period or subject within the scope of American women’s history (such as the Suffrage Movement or the First Ladies), while others focused on an individual woman’s life and work. A few of the participants were not strictly women’s history museums or collections, but possessed enough significant items in the field that their inclusion was pertinent.

Results

One hundred percent (100%) of the 16 institutions that participated in the survey expressed willingness to loan to the future American Museum of Women’s History, as long as the AMWH met certain museum best-practice standards.

According to respondents, these standards would be based on the Museum’s:

- Collections Management Policy
- Collections Care/Conservation Policy
- Security (strong security, fire suppression systems)
- Exhibition Space/Gallery Conditions (proper temperature/humidity controls, approved lighting system, UV filters on cases)

Possibility of Permanently Donating Items to the American Museum of Women’s History’s Collection

Response	Percentage
No Possibility	57%
Maybe	31%
No Response	6%
Other	6%

Almost all respondents stated that the Museum would need to submit a completed standards facilities report that demonstrated it followed best practices before the respondent’s institution would agree to loan. In addition, 18 percent of respondents explicitly stated that they would only loan to institutions they felt were relevant in subject matter to their own, while 6 percent said they currently judge loans on a case-by-case basis and so could not give specifics on their policies. The majority of respondents definitively stated that there was no possibility of permanently donating items to another institution. However, there were several outliers (see above).

The respondents who selected ‘Maybe’ clarified their answer with the following caveats:

- “We may consider the transfer of objects to the Museum which staff considers to be outside our current collecting policy.”
- Would depend on the “financial requirements for the maintenance of the collection, interest in regional accessibility.”
- Would depend on “the interest of the original owners and in regional accessibility.”)

- Only if there was a "deed of gift stipulation."
- One respondent simply said that it very rarely happens but that they would not rule it out completely.

The respondents who selected 'Other' clarified that while they would not donate any of their current collection permanently to the American Museum of Women's History, they would consider making duplicates of some items that could be made available as permanent donations.

Observation

The data clearly indicate that these institutions could be a useful resource for temporary items and exhibits, but should not be relied upon to contribute to the American Museum of Women's History's permanent collection, except in very rare cases. Therefore, a permanent collection would need to be built from other resources.

Other Institutions

In addition to this outreach targeting major women's history repositories, the Commission also identified over 1,500 smaller scale museums, historical societies, and state houses across the country with items or collections that could be relevant to the AMWH. The result of the study was a discovery of diverse and intriguing items, often not explicitly labeled or recognized as women's history, but easily connected to the subject.

Institutions on the list include:

Valley Center History Museum
in Valley Center, California

Peoria Riverfront Museum
in Peoria, Illinois.

The Alexander and Baldwin Sugar Museum
in Kahului, Hawaii

Mansfield Female College Museum
in Mansfield, Louisiana

World Chess Hall of Fame
in St. Louis, Missouri

African American Museum of Iowa
in Cedar Rapids, Iowa

Warwick Historical Society
in Warwick, New York

Sunnyslope Historical Society and Museum
in Phoenix, Arizona

Kentucky Coal Mining Museum
in Benham, Kentucky

The Vintage Hair Museum
in French Lick, Indiana

Observation

While this list was too vast for any kind of additional outreach during the Commission's deliberation, it should serve as a starting point and indicator of the type and variety of items that are available in the multitude of institutions across America. This list should also serve as a reminder that the crafting of the future collection of the American Museum of Women's History must be creative, and borrow not just from the obvious museums and archives but from imaginative sources as well. A strong collection could easily be compiled from items loaned or donated from a number of these smaller institutions.

Individual Donations

A wealth of historical material also exists among private individuals, in the form of family heirlooms, antiques, and hand-me-downs. Many of these private individuals or collectors may have already donated items to existing repositories, but there are likely still hidden collections in the private sector awaiting a proper and prominent home, ones that would very much be suitable for the American Museum of Women's History.

The Commission's General Outreach Survey distributed to members of the public contained a specific question designed to gauge the availability and types of items in private hands. This question also measured the interest of those individuals to donate their items specifically to the American Museum of Women's History.

At last count, the Commission received 415 responses from individuals indicating that they had items they would like to donate. Most of the items listed span the late 19th and 20th centuries, and typically represent daily life on a local and regional level.

The significant focus on everyday life that the future American Museum of Women's History will likely have, especially in regard to the historical changes in women's roles and experiences at a local level, renders these items important and well worth considering in the future.

Observation:

The Commission did not have the financial resources to professionally assess any of these items individually in a way that similar Congressional museum commissions were able to do. However, these results indicate that this is likely a fruitful source of historical material, and therefore should be considered in the future, when the Museum is at a stage to take more definitive steps in creating its collection.

3. Creating Non-Traditional Collections

While the future American Museum of Women's History will rely especially on existing repositories of historical material, the Museum will also create its own material to build its collection. With the standard resources available to a national museum, the AMWH will foster oral history projects and databases, create reproductions that encourage unique interaction with exhibits, and utilize a variety of mediums, such as audio and visual technology, to create distinct and multi-sensory experiences for visitors. In the Commission's General Outreach Survey, over **88%** of respondents expressed a desire for AMWH to include diverse interactive learning experiences in addition to traditional ways of displaying objects. This approach will also allow the museum to address topics and events where a wealth of historical material may not yet exist, which is often the case in women's history.

Conclusion

This research is preliminary, and more exhaustive efforts will clearly need to be undertaken as the Museum moves closer to becoming a reality. With that in consideration, the results of this initial data indicate that there are a multitude of resources from which an American women's history collection could be created and, more importantly, there is interest from collectors, other museums and individuals alike to help contribute to that collection's creation. Note: further data from the General Outreach Survey appears in the outreach section of this report.

B. On Content

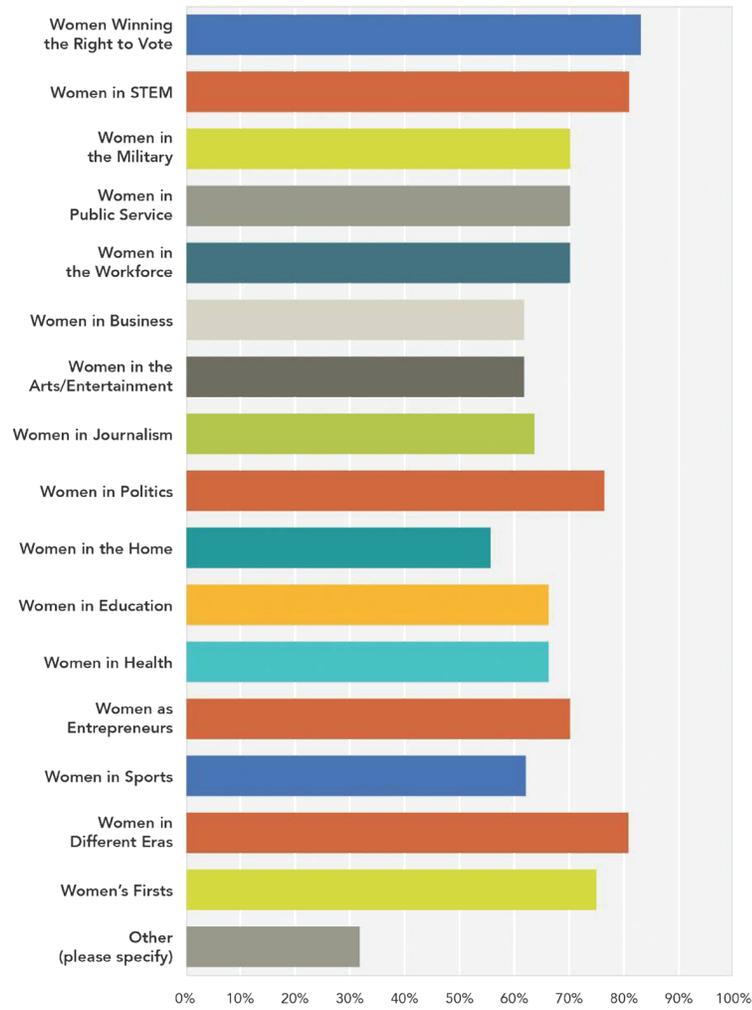
Through its combination of temporary exhibits and its permanent collection, the Museum will be comprehensive, innovative, and inclusive. All exhibits should emphasize the diversity of women's experiences and how those differing experiences framed their understanding of their own roles, their interests, and relationships to their families, communities and the larger world. Exhibits should illuminate both the things that set women apart from one other while also highlighting the points of interaction, demonstrating opportunities for cooperation and moments of conflict.

The mode through which these stories are communicated to the public should be diverse as well. The exhibits of the American Museum of Women's History will engage with audiences, young and old, in such a way as to demonstrate the power and complexity of these stories through the use of various media. Visitors will see female inventors and entrepreneurs, temperance advocates and suffrage seekers – women who gained notoriety as bootleggers and bank robbers and those who earned the nation's respect as preachers, home economists, physicians, astronauts, athletes, artists, bankers and college presidents. They will watch footage of women who opposed war and marched for peace, and those who enlisted as WACS and WAVES and piloted planes as WASPS. They will learn about the lives and contributions of distinct barrier-breaking women, as well as the experiences of the nameless



Harriet Tubman - American abolitionist, humanitarian, and an armed scout and spy for the United States Army during the American Civil War. Ms. Tubman will replace Andrew Jackson on America's \$20 bill.

What themes, topics, periods of American history would you like to see highlighted in a women's history museum?



women who worked in America's factories, fields and homesteads. The AMWH will speak of the struggles and hardships women have faced throughout history, while also telling moving and inspirational tales of courage and triumph to inspire the next generation of girls and boys.

The Commission has refrained from making a laundry list of topics that should be covered in the future museum, as the history of American women is so rich and varied that any kind of list would seem restricting rather than descriptive and useful. However, in its General Outreach Survey, the Commission did ask the public for specific subjects that they would like to see in the future museum. The top four most popular topics were:

- Women Winning the Right to Vote: **83.43%**
- Women in Science and Technology: **81.36%**
- Women in Different Eras (Women in the West, Jazz Age, Colonial Period, etc.): **81.2%**
- Women in Politics: **76.59%**

These results could serve as an initial barometer on what potential audiences (both in-person and virtual visitors) are interested in seeing at the American Museum of Women's History, but should not be treated as definitive.

Incorporating such diverse experiences under the umbrella category of women will be challenging, but it will be critical that this Museum recognize and respect the differences and diversity among women both in the past and present. The AMWH will necessarily turn to scholars and formally engage museum professionals with expertise in women's history to achieve this goal.

Over the past 30 years, the study of women's history has been transformed from a little noticed field to a well-recognized, comprehensive and growing arena, with its own journals, conferences, organizations and leaders. The wealth of knowledge and research available in this field will be a key resource for an institute of AMWH's stature and ambition. Historians, curators, and educators working at the American Museum of Women's History must also collaborate with historians beyond its walls — including colleagues in other humanities institutions — to create engaging content for Museum visitors. In this collaboration, the AMWH will create innovative exhibits and collections, and become a source of leadership for American women's history research and interpretation nationwide.

Congress asked the Commission to investigate the potential impact that the American Museum of Women's History could have on regional museums across the country. Ideally, a national museum would not displace smaller institutions but instead would enter into a partnership that is supportive rather than competitive.

C. Impact on Regional Museums

Indeed, from the Commission's perspective, collaboration with other women's history museums would only enhance the national collection's impact and elevate the level of interest in American women's history nationally. The Commission understands however, that the process to create a strong relationship between the future American Museum of Women's History and other regional women's history museums must be deliberate and strategic in order to be successful.

The Commission approached this issue by turning to a variety of invested communities: the directors and curators of existing women's history museums, academics and historians working in the women's history field, as well as general members of the public. The Commission received its feedback through one-on-one interviews, focus groups, scholar reports, and surveys.

When asked about this topic in the General Outreach Survey, **more than 98%** of those polled stated that they believed an American Museum of Women's History located in Washington, D.C. would have an overall positive impact on regional women's history museums. The general sentiment of their comments was that increased awareness of American women's history through a national museum would only increase curiosity and enthusiasm for other women's history institutions across the country. Many other comments, though, emphasized a need for deliberate partnerships in order to ensure that regional women's history museums are highlighted rather than eclipsed. This overwhelming response was a useful indicator of how the general public perceives the role of an American Museum of Women's History in comparison with regional museums — essentially, as the centralized heart of a nation-wide network and a mechanism to give a national voice to the work being done by local and regional museums.

The Commission next turned to academics and museum professionals working in the women's history field. When the topic of impact was brought up during the Scholar Summit in January 2016, the response largely echoed the sentiments of the General Outreach Survey. There was a clear mandate from this group of academics and museum professionals that a national museum on American women's history would be an opportunity to promote rather than hinder the ongoing scholarship, research, and education being conducted in the field of women's history.

Following the Summit, this group of scholars further addressed this topic in the final set of recommendations they submitted to the Commission in May 2016.

Some excerpts:

"A national museum would set the pace for regional or local museums without replicating their local stories. We need an American Museum of Women's History to tell the whole story." (Scholar Working Group I)

"The vision for an American Museum of Women's History and the efforts made by regional, local and other museums are not mutually exclusive but rather potentially inter-connected and mutually reinforcing. The national museum will not compete with smaller institutions but instead will enter into a dynamic partnership that can support them. A national exhibit on women's suffrage, for example, will only encourage more foot traffic to the National Women's Hall of Fame in Seneca Falls, New York or the nearby Belmont-Paul Women's Equality Monument in Washington, D.C." (Scholar Working Group I)

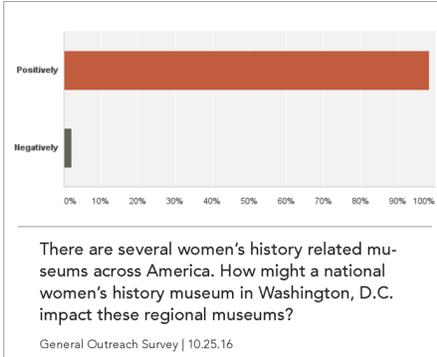
"The need to preserve history as it is happening today is crucial as original records continue to disappear every day. The American Museum of Women's History will have the ability to, and the responsibility for, bringing together the vast network of existing women's history museums, and sites and archives under the umbrella of "national history." (Scholar Working Group III)

"The national museum will spearhead the collection of material and artifacts that shed light on American women's experiences across time and space. It will centralize the preservation of materials and information on women's history, allowing it to serve as a resource for regional museums via loans and traveling exhibits to complement their own holdings and offerings. It will also spark interest in local women's history sites by generating awareness of such places and helping visitors locate the stories they tell within a broader narrative." (Scholar Working Group I)

Other input touched on how this Museum, if structured correctly, could benefit a multitude of communities, not just other women's history museums:

"The Museum's fundamental structures should foster an institutional culture in which scholars, wherever they are based – campuses, other museums, policy institutes and elsewhere – can contribute actively to the fulfilling of the Museum's mission, while Museum staff should be supported in efforts to engage meaningfully with other institutions not only in/ around the planning of special events or exhibits, but in the course of their everyday work." (Scholar Working Group III)

In addition to these formal scholar reports, the Commission held one-on-one conversations with past and present directors of prominent women's history sites and museums. These individuals represented museums and institutions from across the country, including the National Woman's Party (formerly the Sewall-Belmont



House and Museum), the Women's Rights National Historic Park, and the Rosie the Riveter WWII Home Front National Historical Park. The Commission spoke and collaborated with additional staff from these institutions, along with leaders from the National Women's History Project, the Maryland Women's Heritage Center, the former Women's Museum in Dallas (now closed), and the National Collaborative of Women's Historic Sites. Some of these individuals also served on the Commission's official scholar working groups, while others helped us independently with outreach. All made themselves continuously available for questions and additional input throughout the Commission's deliberation.

No one in these conversations was opposed to creating an American Museum of Women's History. Instead, all were interested in the idea and wanted to help make it a reality. Indeed, one quote from a director of another women's history museum -- "A rising tide lifts all boats" -- was echoed by others and became a sort of mantra during the Commission's outreach efforts. That being said, it was emphasized again and again that strong collaboration between institutions would not necessarily happen naturally, and deliberate planning and resources (financial and otherwise) must be provided in order to make these partnerships truly successful.

Recommendation: A Research and Education Center Component

The Commission recommends that the future American Museum of Women's History include a research and education center to serve as a centralized, national resource on American women's history for different communities across the country.

Over the course of the Commission's outreach with scholars and museum directors, this idea of a research center was continuously put forward as a way to ensure that the AMWH supports other

institutions and individuals outside its own walls and that its exhibitions reflect up-to-date and cutting edge research and scholarship. A research center would also increase the utility of the Museum itself by expanding the resources it offers K-12 teachers, scholars, historians, organizations and members of the public.

The Commission envisions this research and education center in broad terms, acknowledging that further specifics will be determined closer to the Museum's opening. However, the Commission does recommend a center that will centralize interdisciplinary scholarship, materials, and archives from other institutions on a scale befitting a national museum. It should include communal spaces for group learning as well as individual study, and present digitally accessible databases that feature library resources and subscriptions from relevant journals and professional organizations. The future Board of Trustees of the Museum should also consider developing fellowship and grant programs to foster scholarship and ongoing interest in the American women's history field.

In addition to these general recommendations, the Commission would also suggest this center include an interactive "decision theatre" where subjects relating to U.S. history could be discussed and debated. This component would allow for thought-provoking discussions to occur separate from exhibition space, where "What Would You Have Done?" scenarios could be posed to visitors to help them engage with complex topics and contribute to the conversation as well as formulate their own conclusions. The Commission envisions this to be similar to existing "decision centers" in institutions like the George W. Bush Presidential Library and Museum in Dallas, Texas and the Harry S. Truman Library and Museum in Independence, Missouri.

A research and education center grounded in a museum will lead to mutual enhancement of both the research and exhibits. Research conducted in the center should influence future exhibits, while those exhibits will help that research come alive for visitors through the use of original artifacts, 3D models, interactive displays, and other immersive experiences.

When the question of a research center was posed in the Commission's General Outreach Survey, more than 90% of the public supported it. Comments in the survey described a potential research center as a way to link universities, organizations, historians, and the public, and as an opportunity to showcase women's history in an additional forum other than exhibits. The Commission also asked one of the three scholar working groups to specifically address the benefits

of an ideal research/education center, as they perceived it.

Some excerpts from Scholar Working Group II

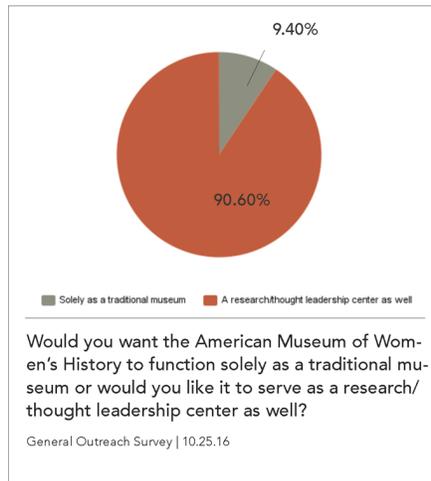
"This research center will result in the American Museum of Women's History becoming a source of leadership, innovation, and inspiration for women's history nationwide."

"(The research center should) serve as a place where academic and public historians collaborate, a "maker-space" that supports creative new work in women's history projects and scholarship, digital humanities, artistic endeavors, STEM partnerships, and other innovations."

"The AMWH collections can help new generations of researchers learn how to use artifactual as well as archival evidence, and the research that flows from that work can in turn inspire and inform exhibitions and museum programs."

"Museum exhibitions benefit from rigorous research, aided when historians based in the academy are well-versed in the use of visual and material culture and have the opportunity to conduct research in collections."

The testimony given by this scholar group demonstrates the benefits that a research and education center could have on multiple communities beyond the American Museum of



Women's History. It also suggests a number of ways that the center will enable the AMWH to address the rich and dynamic nature of American women's history in ways that are multi-faceted and go beyond exhibition space.

Conclusion

The feedback the Commission received from the various communities on the question of the impact on regional museums indicated that there is a perceived responsibility on the part of the American Museum of Women's History to collaborate and elevate the work being done by other women's history museums. The Commission's findings suggest that as long as the structure of the AMWH is consciously designed in a way to foster this collaboration, there should be no question that an American Museum of Women's History would benefit rather than hinder other regional museums. Strong and active partnerships between a centralized national museum and regional museums would, in fact, be mutually beneficial. The innovative work being done by other individuals and institutions will help the AMWH remain a dynamic and evolving national museum, while the resources and national reach of the AMWH will help support and maintain the work being done in these regional communities. A research and learning center as described above and recommended by this Commission is a key step to ensuring the success of these partnerships.

As stated within this report, a collaborative dynamic must be structured into the "DNA" of the Museum from an early stage in order to be continuously successful. It was in this spirit that the Commission worked with other women's history institutions and organizations throughout the compilation of this report. The Commission wanted to set a precedent for how the American Museum of Women's History should continue to interact and collaborate with existing leaders who have already spent so much time developing, preserving, and promoting women's history. An American Museum of Women's History will only make their voices louder.

Collections, Content, and Impact Recap

Over the course of the past 18 months, the Commission consulted with many communities to gauge potential collection sources and materials available to the future American Museum of Women's History. The Commission spoke with the leaders of other women's history museums and collections, scholars from across the country, authors, private collectors, and members of the general public. The Commission's communication with these groups led to its ultimate recommendations and findings: that the Museum should be composed of a strong permanent collection, with supplemental exhibits or objects on loan from other museums and archives. The permanent collection will be derived from a variety of sources, including the Smithsonian's own extensive

acquisitions as well as donations from private collections and individuals. Additionally, the AMWH will create original material to build on the permanent collection, utilizing oral history databases, reproductions, and audio/visual technology to create distinct and multi-sensory experiences for visitors.

This Museum will be unique in its ambition to document the full spectrum of American women's experiences on a national scale and in a way that appeals to a diversity of audiences. This approach means that the Museum must be comprehensive, innovative, and inclusive. All exhibits, both permanent and temporary, should emphasize the diversity of women's experiences and how that diversity framed their understanding and relationship with the rest of the world. Ongoing engagement with academics, historians, and other leaders in the field will be essential in ensuring the credibility and effectiveness of this goal. With this in mind, the Commission recommends a research and education center as a way to solidify the AMWH's role as a 'gateway' or 'hub' connecting other regional institutions, scholars, and students within a national framework. This research and education center will not only promote the work being done by others in the field, but will be a fruitful resource for the development of AMWH's ongoing exhibits, ensuring that the Museum is up to date with ongoing scholarship and museum methodology.

Note on additional research material:

In addition to their final reports, several members of the Commission's scholar working groups developed three sample exhibit outlines to demonstrate to the Commissioners the type of material and content that the American Museum of Women's History could potentially present to the public. A sample high school syllabus connected to the Museum was submitted as well. These materials should prove useful for the future Museum as it begins developing its programming and exhibition plans. These materials are available upon request.

“Courage is the most important of all the virtues, because without courage you can't practice any other virtue consistently. You can practice any virtue erratically, but nothing consistently without courage.”

Maya Angelou



Helen Keller - Author, political activist, and lecturer; first deaf-blind person to earn a bachelor of arts degree

Outreach Efforts and
Data Analysis

Outreach Efforts and Data Analysis

Summary of Outreach Efforts

Women make up roughly 51% of the population. As such, they belong to virtually every community, every constituency that exists in this country. Their experiences and perspectives are as varied as the experiences and perspectives of all Americans. In recognition of this variety, it was important to the Commission to have active engagement with diverse communities of women throughout the compilation of this report. Given that it will be the heritage of women from all these different backgrounds that will be recognized and represented in the future museum, their input was vital.

The Commission hosted multiple focus groups, screenings, and meet-and-greets with women across America. The Commission created surveys and conducted interviews with women of all ages, ethnicities, professions and ideologies from cities and towns across the United States. These efforts provided the Commission with opportunities for direct engagement with members of the general public. The goal with this engagement was to better understand how specific communities would want their heritage and unique experiences represented in the American Museum of Women's History (AMWH). It was also important to engage with those who were skeptical or uncertain about the idea of this museum — listening to their perspectives helped enrich the Commission's understanding of the issues at stake in creating this museum, and how those issues and concerns must be addressed as the Museum develops.

Throughout this entire process, the Commissioners provided multiple outlets for various organizations and individuals to engage with. Through its web site, social media and local events, the Commission endeavored to make its work a joint effort with thousands of interested individuals from across the country. This Museum will be their triumph as much as it will be the Commission's.

Focus Group Events

Over the course of the last year, the Commission conducted multiple informal focus groups across the country. These events were typically hosted by one or two Commissioners and focused on receiving input from specific communities — women from assorted industries and professions, and many ideologies, regions and ethnic backgrounds attended. Individuals who attended these events ranged from prominent leaders in the community to young women just entering college. Discussions were hosted in Los Angeles, New York City, Louisville, Chicago, and Washington, D.C., along with several other towns and cities.

The feedback received from these meetings was insightful and encouraging. By and large, women were excited about the idea of a centralized museum dedicated to women's history. A pressing topic among all these groups was the importance of representing all American women. They felt that the future Museum must recognize how the historical experiences of women differed depending on a variety of factors; race, class, and ethnicity among them. The Museum should also consider, according to the focus groups, the ways women differed in ideology and perspective, and that issues that could be deemed political or controversial should be addressed in a way that considered multiple perspectives and experiences.

In general, the focus groups also agreed that this Museum should be located in Washington, D.C. As the symbolic heart of our nation's heritage, a Washington, D.C. location would guarantee both credibility and visitors to the Museum. Several groups also emphasized the importance of having the information in the museum presented in a way that was accessible and engaging to the general public, utilizing cutting-edge technology to tell the dynamic stories of the past. The focus groups also discussed this Museum in terms of what it would mean to young girls and succeeding generations of women; that the American Museum of Women's History must be developed with future generations in mind. The Commission also discussed the type of topics Museum visitors 10 or 20 years from now might be interested in seeing. Other comments emphasized the importance of ensuring that specific professions or livelihoods were represented: women in the arts, technology, caregivers, etc. These focus groups in general enriched the Commission's overall understanding of different communities' relationship to and investment in the idea of this Museum, and the theoretical and methodological challenges that must be addressed in the future as the Museum develops.

Additional Community Outreach

In addition to these focus groups, the Commission held several other outreach events. In October 2015, for example, the Commission partnered with Focus Features to host an exclusive screening of the film *Suffragette*. The event provided an opportunity for hundreds of attendees to learn about the Commission's work in conjunction with outside efforts to honor and promote women's history. Other events included informal dinners or networking affairs where various individuals, representing a range of communities, were able to learn and contribute their insight into the work of the Commission.

The Commissioners also made a concerted effort to attend outreach events coordinated or hosted by other history organizations. Doing so enabled the Commission to connect with prominent leaders in the women's history field, and further promote its own work to those most invested in this cause. Such efforts fostered multiple collaborations and partnerships between the Commission and other groups. These collaborations enhanced the effectiveness of the final report and, if continued, can only benefit the future Museum.

As the group that has led the effort to create a women's history museum in Washington, D.C. for the past 16 years, continuous communication with the nonprofit organization known as the National Women's History Museum (NWHM) was essential. Not only did NWHM provide the indispensable funding for the Commission, it also made available the varied research NWHM has accumulated in the past 10-15 years. The Commission met with NWHM on a regularly scheduled basis throughout its deliberations to discuss work, while further engagement and promotion occurred through multiple events (some of which were hosted by NWHM, while others were hosted by the Commission). NWHM was indisputably a paramount resource, providing continuous context and support for the Commission's research and deliberation.

“Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has.”

Margaret Mead

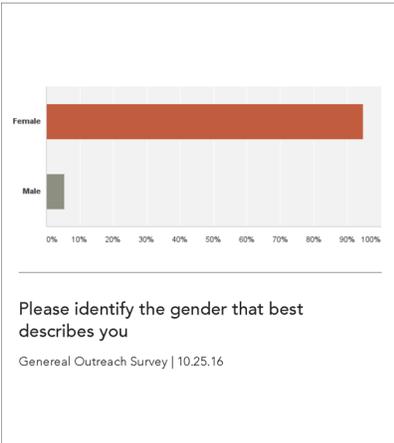
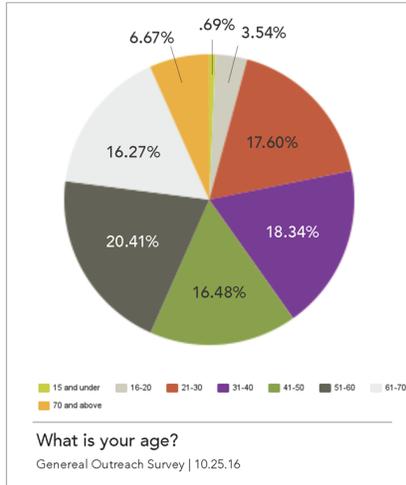


Janis Joplin - American singer considered one of the premier female blues vocalists of the 60s

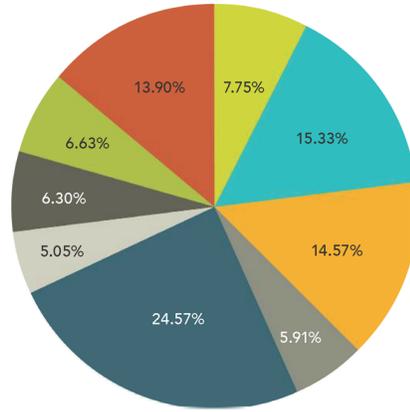
Virtual Public Outreach

Despite best efforts to hold as many face-to-face events as possible, it was not feasible for the Commission to engage in-person with all of the organizations and individuals that it would have liked. To remedy this, the Commission created multiple online platforms to increase its accessibility, particularly to remote communities. The Commission wanted to ensure that any interested or curious individual who wanted to contact, or learn more about who the Commission was, was able to do so in a quick and accessible manner. The official website of the American Museum of Women's History Congressional Commission launched in September 2015 (www.amwh.us), and several social media platforms (specifically, Facebook, Twitter, and Instagram) were created shortly afterward. The Commission's website and corresponding social media pages are updated regularly with information on what the Commission is doing, along with frequent requests for public input.

One of the best ways the public contributed to the Commission's work was by participating in its General Outreach Survey. At the time of this writing, close to 6,000 individuals have participated in the survey. Participants were asked comprehensive questions on key issues related to the museum, such as what topics should be covered, what factors were important in selecting a location, the different types of collections that should be included, etc. The input received through this online survey provided a helpful barometer for the general public's feelings on topics pertinent to the AMWH's development.



Mary Pickford - Silent Film Actress and Co-Founder of United Artists Studios



In which region of the United States do you live?

- 1. New England (Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut): 7.75%
- 2. Middle Atlantic (New York, New Jersey, Pennsylvania): 15.33%
- 3. East North Central (Ohio, Indiana, Illinois, Michigan, Wisconsin): 14.57%
- 4. West North Central (Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas): 5.91%
- 5. South Atlantic (Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida): 24.57%
- 6. East South Central (Kentucky, Tennessee, Alabama, Mississippi): 5.05%
- 7. West South Central (Arkansas, Louisiana, Oklahoma, Texas): 6.30%
- 8. Mountain (Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada): 6.63%
- 9. Pacific (Washington, Oregon, California, Alaska, Hawaii): 13.90%

General Outreach Survey | 10.25.16

Academic/Historian Engagement

The Commission collaborated with academics, historians, and museum professionals to specifically develop the content and collections section of this report. Engagement with this community officially began in January 2016, when the Commission hosted a Scholar Summit in Washington, D.C. Sixty (60) academics, historians, and museum professionals gathered together to discuss complex issues related to collections, content, and the symbolic importance of the American Museum of Women's History, with additional individuals participating via video conference. Following the Summit, the Commission continued to work with academics, historians, and museum professionals through organized working groups, composed of roughly 10-11 individuals each. These working groups submitted suggestions to the Commission that contributed to the ultimate recommendations in this report.

Regional Museum Engagement

In addition to collaboration with individual scholars and historians, the Commission also sought input from the leaders and staff of existing museums. The intention was to better understand the experiences and wisdom gained from similar museum projects, and to initiate dialogue with prominent and insightful museum leaders that could continue beyond the submission of the Commission's report.

One research project focused on interviewing the founders of various museums and compiling a "lessons learned" report based on their insight. Leaders who helped create and sustain museums or memorials like the National Museum of Women in the Arts, the National Law Enforcement Officers Memorial Fund, the New York Historical Society, and Mount Vernon all generously participated in the project. The Commission also put together four case studies on four different museums whose subject matter or developmental history was comparable to AMWH. These case studies provided further context to the challenges faced by museums in today's economic and cultural market, and helped the Commission examine its own situation with a more informed and practical eye.

Additional outreach included interviewing leaders of Smithsonian Affiliates as part of the governance research. The input from these various affiliates helped the Commission determine the government structure best suited for the future American Museum of Women's History. The Commission also had ongoing communication with the directors and/or curatorial staff of multiple museums, heritage sites, and non-profits dedicated to women's history. Communication with these entities ranged from seeking their direct input on the development of AMWH, interviewing

them with regard to their experiences with their own institutions, or collaborating with them on events/co-promotional opportunities. Organizations like the National Women's History Project, the National Coalition for History, and the National Woman's Party (formerly the Sewall-Belmont House and Museum) were a continual source of research and outreach support for the Commission throughout the 18 months of our deliberations.

Communications with Government Entities

The Commission also sought the counsel and perspectives of multiple government agencies invested in the development of the AMWH and/or the heritage and architectural geography of Washington, D.C. In addition to regular meetings with Congressional sponsors, committees, and other supporters on the Hill, the Commission met and worked with the National Park Service, the National Capital Planning Commission, the Commission of Fine Arts, and the Smithsonian. Engagement with these groups culminated in a working session hosted at the National Building Museum, where members from each one of these government entities were represented. Communication with these entities helped the Commission gauge the political, financial and geographic issues associated with creating a new museum in Washington, D.C. The resources and counsel they provided were essential in creating the final report.

“We need a place to collect all of the missing stories about women's contributions to our history.”

Susan Whiting, Chair, National Women's History Museum

Outreach Recap

Over the past eighteen months, the Commission has engaged with a range of communities in an effort to create a final commission report that is thorough and representative of all those invested in the creation of an American Museum of Women's History. The outreach efforts aimed to both promote the work of the Commission as well as solicit input from organizations and individual members of the public. The Commission hosted focus groups, screenings, dinners, and one-on-one interviews, while also creating multiple virtual outreach platforms. If an individual wanted to contact or learn more about the Commission, there were several ways to do so.

The communities the Commission engaged with were vast and diverse, representing women of different ages, ethnicities, ideologies, professions, and regions. As the population on whose heritage this museum will be based, it was important that the Commission received as much of their input as was possible. The Commission also made a point to engage and collaborate with different organizations and government entities as a way to enhance its knowledge of the work that's already been done, as

well as to better understand the current political, cultural, and fiscal landscape.

One of these organizations was the National Women's History Museum, with which the Commission had extensive conversations and from which the Commission received extensive research. These considerable efforts were essential for not only the development of the final Commission report, but also for introducing the idea of this museum to multiple communities — and initiating an ongoing conversation that will be indispensable to the successful creation of a national museum dedicated to women's history.

“The work of today is the history of tomorrow, and we are its makers.”

Juliette Gordon Low - Founder of the Girl Scouts of the USA in 1912



Girl Scouts of the USA, 1913

Site Recommendations

Site Recommendations

Site Selection

Introduction

Congress charged the Commission with ascertaining potential locations for an American Museum of Women's History (AMWH) in Washington, D.C. and its environs. The Commission selected AECOM, a global premier planning, design and environmental analysis firm, to assist in this important study. AECOM has over three decades of experience identifying appropriate sites in the Washington, D.C. area and securing approvals for important projects on and near the National Mall, including iconic museum projects, long-range plans, and site-specific designs.

The Commission first established a core set of criteria in order to evaluate potential sites. The criteria, in order of priority, are as follows:

Likelihood of Congressional Support: Congressional support and legislative approval to develop the site

Location/Prominence: Proximity to the National Mall, museums, and other public attractions

Prospective Funding: Ability of the site or building to attract and receive federal or private funding

Visitation: Ability to attract a high number of visitors via high pedestrian traffic areas

Transportation Access: Site or building access via public transportation (Metrorail, bus) and public parking

Construction Affordability: Construction, demolition, relocation, and other related development costs

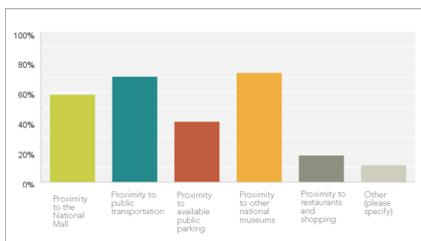
Space Allocation: Ability of the site or building to meet the Commission's recommended programmatic and space allocation needs (75,000-90,000 sq. feet)

Signature Architecture: Site architecture is consistent with the museum's theme

Flexibility: Ability to adapt to changes in museum space needs over time

Size: Ability of site or building to accommodate initial and future development

The Commission then undertook the study of potential sites by identifying 25 potential properties within the Washington, D.C. area. The properties focused primarily on federal lands, including property that could utilize private development partners through a public-private partnership (PPP) model. The Commission also considered the potential to use space within existing private properties.



What factors might you consider important in selecting the site for the American Museum of Women's History in Washington, D.C.?

General Outreach Survey | 10.25.16

After consultation with the National Capital Planning Commission (NCPC), the U.S. Commission of Fine Arts (CFA), the U.S. General Services Administration (GSA), the Department of the Interior, the National Park Service, the District of Columbia's Office of Planning, and the Smithsonian Institution, the Commission narrowed its evaluation to 10 sites for deeper consideration. These sites are all within the city's Monumental Core and generally within five blocks of the National Mall. The ten (10) sites that the Commission selected for further analysis were the following:

- South Monument Site (14th Street & Independence Avenue)
- Northwest U.S. Capitol Site (1st Street & Pennsylvania Avenue)
- Arts and Industries Building
- Cotton Annex Building & Site
- Maryland Avenue Site
- Banneker Overlook Site
- DOE Forrestal Building
- FBI Hoover Building
- DOE Forrestal Building Cafeteria
- GSA Regional Office Building

The Commissioners physically inspected all 10 properties. Research collected for these sites included property ownership, parcel or building size, and proximity to transit, as well as other characteristics.

The Commission then selected three (3) preferred sites based on its understanding of the potential of each site to support the overall anticipated mission, goals, and needs of a future museum, as well as some of the attractive characteristics of the initial 25 properties. Therefore, the Commission recommends the below three (3) sites as the most appropriate locations at the present for a museum dedicated to American women's history due to their location, prominence, historic character, congressional support, and potential availability. They are: (A) the South Monument Site, (B) the Northwest U.S. Capitol Site, and (C) the Arts and Industries Building.

Note: The Commission would like to stress, however, that these properties are based on today's assessment. As the planning and eventual building stages of a national museum will most likely take place over a period of a decade, new sites may rise to the occasion as further investigation is completed in an ever-changing city landscape.



Jane Addams - American settlement activist/reformer, social worker, public philosopher, sociologist, author, and leader in women's suffrage and world peace

Urban Context

Understanding the historic development of Washington, D.C. and the role of planning within the nation's capital is important in determining an appropriate site for the future AMWH. The District of Columbia serves as the federal seat of government and is the physical embodiment of the nation's values and history. From its creation, the physical manifestation of the new nation's democratic form of government has remained largely intact; a series of plans have sought to adapt and reinforce this vision for Washington. Among the documents that have shaped the form and identity of the District are the following:

The L'Enfant Plan of 1791

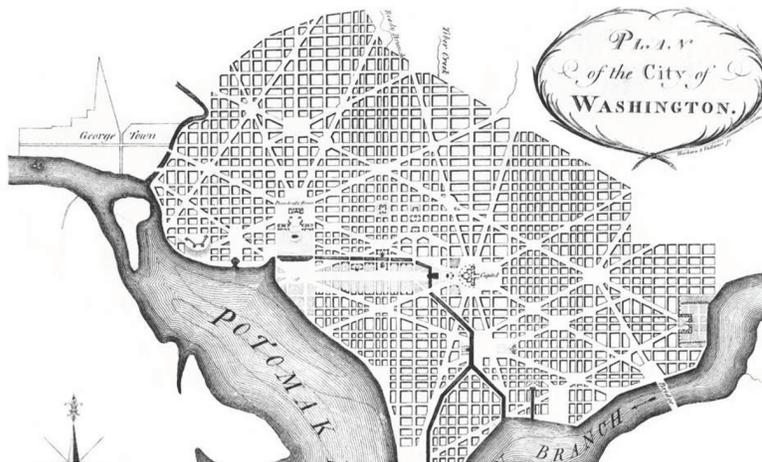
Pierre L'Enfant's 1791 Plan of the City of Washington was intended to be a model for American city planning and a symbol of democracy. Tasked with laying out a new city, Pierre L'Enfant sought to create a "magnificent city, worthy of the nation, free of its colonial origins, and bold in its assertion of a new identity." L'Enfant envisioned a city which would embody the ideals of federalism and democracy while emphasizing monumental corridors and magnificent views to and from public buildings. This original design is the source of the District's four quadrants, scenic avenues, and overlaid grid system, as well as the symbolic locations of the U.S. Capitol, The White House, and the National Mall.

The McMillan Plan of 1902

In 1901, the Senate Park Commission, formed by the U.S. Senate, began studying Washington, D.C. and cities throughout Europe in search of ways to revitalize the national capital. The publication of the commission's findings in 1902 became known as the McMillan Plan, and set in motion the process for highlighting L'Enfant's original designs and emphasizing a new monumental core around an expanded National Mall. The monumentality of the Mall, as framed by national museums, is a result of this planning effort, and the AMWH should contribute to this civic space by showcasing the contributions of American women throughout the nation's history.

The Height of Buildings Act of 1910

Washington D.C.'s Height of Buildings Act limits building height to the width of the roadway right of way plus 20 feet to a maximum of 130 feet, with an exception of 160 feet along Pennsylvania Avenue. This limitation has resulted in the unique horizontal quality of Washington. The AMWH must balance its space needs with this vertical height limit.



Extending the Legacy: Planning America's Capital for the 21st Century

In 1997, the National Capital Planning Commission released a document that proposed to re-center the city around the Capitol Building and promoted further investment throughout the District's neighborhoods. This long-range plan calls for additional development along the avenues radiating from this central point, and aims to eliminate redundant vehicle infrastructure and improve green spaces and livability. The AMWH has the potential to reinforce the city's Monumental Core and increase activity along one of its key corridors.

Memorials and Museums Master Plan

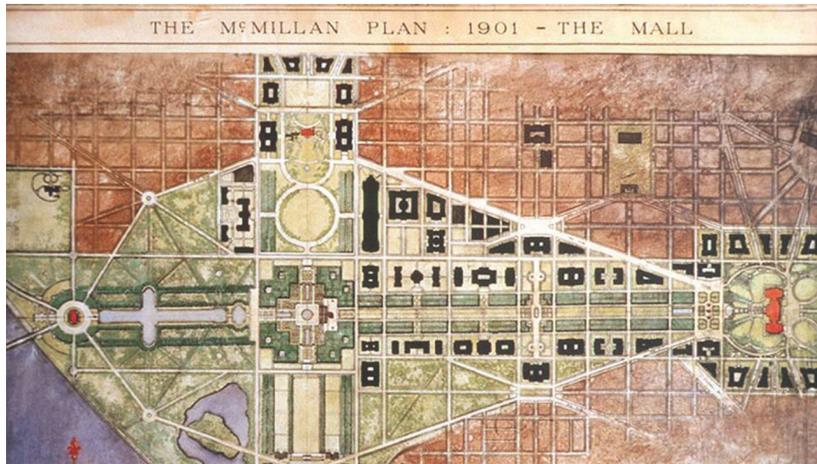
The Memorials and Museums Master Plan was released in 2001 as a guide for uniting national memorials and museums with local vibrancy to create a more dynamic city. This plan also provides a directory of appropriate and available locations for museum sites or memorials, with suggestions on which sites may be more readily available. This plan guided the early stages of the site selection process for the AMWH.

Monumental Core Framework Plan

The 2009 Monumental Core Framework Plan focused on improving the areas adjacent to the National Mall by encouraging cultural attractions (such as museums), enhancing open spaces, and promoting sustainability. The future location of the AMWH within the Monumental Core must consider both the legacy and visions of the past, as well as the needs and opportunities of the future.

National Park Service (NPS) National Mall Plan

The National Mall Plan in 2010 laid out a framework for ensuring that the National Mall continues to function efficiently and flexibly as a symbol of the U.S. government and as the setting for numerous Smithsonian museums. This plan also seeks to create a common understanding of the extent and identity of the National Mall, which is described as running from the U.S. Capitol to the Lincoln Memorial, as well as extending to the Jefferson Memorial, Franklin Roosevelt Memorial, and the Tidal Basin. If situated on one of the sites along or adjacent to the National Mall, the AMWH should fit sensitively within this cohesive civic space.



Precedents

During the research phase, the Commission considered several other museums in the Washington, D.C. area to serve as examples of various sizes and locations. Most prominent of these were those belonging to the Smithsonian Institution museum complex along the National Mall, including the new National Museum of African American History and Culture (NMAAHC). The Commission also reviewed existing museums relevant to women's history, such as the National Museum of Women in the Arts. The locations and context of these existing museums are summarized in Table 1 on the right.

National Air and Space Museum: The National Air and Space Museum (NASM) was initially established in 1946 as the National Air Museum and opened in 1976. The NASM is the Smithsonian Institution's largest and most popular museum.

National Museum of African American History and Culture: NMAAHC is the newest museum on the National Mall. Its recent construction provides insight into the development process in the current fiscal and regulatory environment.

National Museum of Natural History: This museum is one of the Smithsonian Institution's oldest and most popular sites. It sits prominently on the Mall and receives a large number of annual visitors.

National Museum of American History: Another popular Smithsonian Institution museum on the National Mall, this facility opened in 1964 and receives large visitation numbers every year.

United States Holocaust Memorial Museum: Opened in 1993, this museum is not part of the Smithsonian Institution, but sits to the south of the National Mall on 14th Street.

National Museum of the American Indian: This Smithsonian Institution museum opened in 2004 on the National Mall.

Newseum: This for-profit museum stands on Pennsylvania Avenue between the Capitol and the White House. The building itself also includes a restaurant and apartments.

National Building Museum: This private museum is located several blocks north of the National Mall on F Street, and offers a large gathering and event space along with exhibition rooms.

Freer Gallery of Art: The Freer Gallery is one of the Smithsonian's two galleries housing Asian art. It is located on the south side of the National Mall next to the Smithsonian Castle.

Arthur M. Sackler Gallery: The Sackler Gallery is the Smithsonian's other gallery housing Asian art. It is also located on the south side of the National Mall next to the Smithsonian Castle.

National Postal Museum: The National Postal Museum houses a library research center and is one of the largest philatelic and postal history collections. The National Postal Museum is located on 2 Massachusetts Avenue across from Union Station.

Smithsonian American Art Museum: This museum is located on 8th and F Streets in the center of downtown, four blocks from the National Mall. It also houses the National Portrait Gallery.

National Museum of Women in the Arts: The National Museum of Women in the Arts is the only major museum in the world solely dedicated to celebrating women's achievements in the visual, performing, and literary arts. Founded in 1987 by a generous benefactor, it is an independent nonprofit museum located at 12 Street and New York Avenue.

International Spy Museum: The International Spy Museum is a private museum currently located on F Street in the downtown area near the Smithsonian American Art Museum and National Portrait Gallery.

Hirshhorn Museum: The Hirshhorn Museum is the Smithsonian Institution's primary museum for contemporary art. It is located on the National Mall between the Arts and Industries Building and the National Air and Space Museum.

National Law Enforcement Museum (Future): The National Law Enforcement Museum is currently under construction on E Street.

Smithsonian National Portrait Gallery: The National Portrait Gallery sits inside of the American Art Museum downtown.

“I urge everyone to stand up and be counted. Let's get this museum done soon. There have been a lot of years spent looking at this. Now it is time for action.”

Senator Elizabeth Dole, NC

Table 1: Museums in Washington D.C.

Museum	Annual Visitors (Estimated)	Official Smithsonian Museum	Ownership	Year Open	Admission Fee
National Air and Space Museum	5.8 Million ¹ (2016)	Yes	Public	1976 ²	Free
National Museum of African American History and Culture	N/A	Yes	Public	2016	Free
National Museum of Natural History	5.4 Million (2016)	Yes	Public	1910	Free
National Museum of American History	2.9 Million (2016)	Yes	Public	1964	Free
United States Holocaust Memorial Museum	1.7 Million ³ (2015)	No	Public/Private	1993	Free
National Museum of the American Indian	795,000 (2016)	Yes	Public	2004	Free
Newseum	714,000 (2011)	No	Private	2008	\$22.95 ⁴
National Building Museum	400,000 (2011)	No	Private	1985	\$10.00
Freer Gallery of Art	10,000 (2016)	Yes	Public	1923	Free
Arthur M. Sackler Gallery	142,000 (2016)	Yes	Public	1987	Free
National Postal Museum	263,000 (2016)	Yes	Public	1993	Free
Smithsonian American Art Museum	838,000 (2016)	Yes	Public	1980	Free
National Museum of Women in the Arts	131,200	No	Private	1987	\$10.00
International Spy Museum	600,000 (estimate)	No	Private	2002	\$21.95
Hirshhorn Museum	453,000 (2016)	Yes	Public	1974	Free
National Law Enforcement Museum (Future)	Projected Opening: 2018 ⁵	No	Private	2018	N/A
Smithsonian National Portrait Gallery	838,000 ⁶	Yes	Public	1962	Free

¹Data derived from:

• Visitor data provided by Smithsonian Institution as of August 2016

• Congressional Research Service - Jacob R. Straus, Analyst on the Congress

• GuideStart USA Inc.

²All opening dates taken from museums' official websites

³Jewish Virtual Library

⁴All admission fees are for general admission, adult

⁵ Scripps Howard Foundation Wire

⁶ The Smithsonian Institute combines the visitation statistics of the National Portrait Gallery and the Smithsonian American Art Museum, since they are both housed in the Donald W. Reynolds Center for American Art and Portraiture.

Programmatic Considerations

While the site selection study focused primarily on determining an appropriate location for a physical museum, potential programmatic considerations were also included. The Smithsonian Institution's Latino Center and the NMAAHC temporary exhibits offer examples of programmatic work conducted prior to establishing a permanent physical location.

The Smithsonian Institution's Latino Center was created in 1997 to encourage a more visible Latino presence within the existing organization. The Center is not currently consolidated at one physical location; instead, it works programmatically with Smithsonian museums and research centers to ensure that the contributions of the Latino community are represented in exhibits, research endeavors, and educational programs. As part of this effort, designated curatorial staff are placed within specific institutions to support this program. A similar approach could be adapted to the future AMWH to ensure that the contributions of women in history are portrayed throughout the Smithsonian Institution's museums, research, and educational programs.

Prior to its opening in September 2016, NMAAHC had a temporary physical presence at a gallery in the National Museum of American History. This gallery offered a preview of the museum's collection, with information included on the forthcoming permanent new museum. This method could be used for the future AMWH by creating a temporary exhibit within another museum or structure until a permanent facility is established.

Site Assessment and Evaluation

The Commission took several steps in the analysis and deliberation process that led to the proposal of three (3) potential and premium museum sites. These steps are outlined in the following pages.

“How can we empower women if we don't even recognize them?”

Representative Carolyn B. Maloney, NY



Eleanor Roosevelt - American Politician, diplomat, and activist

Initial Site Identification (Step One)

The Commission considered a wide variety of potential sites for locating the future AMWH in Washington, D.C. and its environs. As previously mentioned, the Commission initially evaluated 25 properties for their potential suitability. The 25 properties included in this evaluation represented buildings and sites on which multiple agencies provided input. (Figure 1)



Figure 1: Map of Initial 25 Properties Considered

Source: AECOM, Google Earth

- | | |
|-------------------------------------|--|
| 1. South Monument Site | 14. U.S. Department of Agriculture |
| 2. Northwest U.S. Capitol Site | 15. Wilbur Cohen Building |
| 3. Arts and Industries Building | 16. U.S. Department of Agriculture |
| 4. Cotton Annex Building & Site | 17. Yates Building |
| 5. Maryland Avenue Site | 18. Print Annex |
| 6. Banneker Overlook Site | 19. Liberty Loan Building |
| 7. DOE Forrestal Building | 20. U.S. Department of Interior South |
| 8. FBI Hoover Building | 21. Corcoran Gallery of Art |
| 9. DOE Forrestal Building Cafeteria | 22. National Museum of Women in the Arts |
| 10. GSA Regional Office Building | 23. Former Webster School Site |
| 11. FAA Orville Wright Building | 24. U.S. Department of Labor |
| 12. L'Enfant Plaza | 25. IRS Building (Portion) |
| 13. U.S. Postal Service | |

Preliminary Site Evaluation (Step Two)

The Commission considered the future AMWH's programmatic needs, as well as the constraints and opportunities of each location in order to narrow the search. The Commission eventually developed a list of ten properties that have the best potential to meet the future AMWH's needs and attract visitors. The basic information regarding the size of the site or building; the location's proximity to museums and transit; and the occupancy status of the site or building are represented in Table 2.

Table 2: Assessment of 10 Shortlisted Properties

Site	Size	Existing Structure	Occupied	Proximity to Museums	Access to Transit
1. South Monument Site (14 th St. & Independence Ave.)	1.4 acres	No	No	1 block	2 blocks from Metrorail
2. Northwest U.S. Capitol Site (1 st Street & Penn. Ave.)	5.1 acres	No	No	2 blocks	6 blocks from Metrorail
3. Arts & Industries Building	100,000 SF	Yes	No	On Mall	3 blocks from Metrorail
4. Cotton Annex Building/Site	11,300 SF 2.9 acres	No	No	3 blocks	2 blocks from Metrorail
5. Maryland Ave. Site	0.2 acres	No	No	1-2 blocks	1 block from Metrorail
6. Banneker Overlook Site	4.7 acres	No	No	6-7 blocks	1 block from Metrorail
7. DOE Forrestal Building	10.4 acres	Yes	Yes	2-3 blocks	2 blocks from Metrorail
8. FBI Hoover Building	6.6 acres	Yes	Yes	3-4 blocks	1 block from Metrorail
9. DOE Forrestal Cafeteria Building	84,000 SF	Yes	Yes	2-3 blocks	2 blocks from Metrorail
10. GSA Regional Office Building	845,000 SF	Yes	Yes	3-4 blocks	1 block from Metrorail

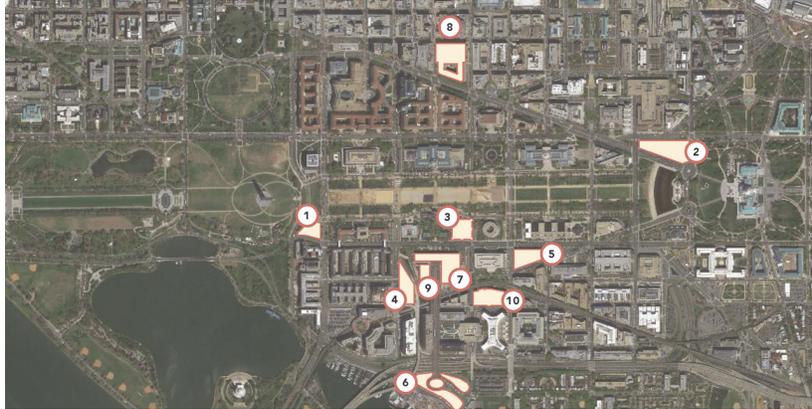


Figure 2: Map of 10 Shortlisted Sites

1. **South Monument Site (14th Street & Independence Avenue):** The intersection of 14th Street, SW and Independence Avenue serves as a primary gateway to the National Mall, and, as such, this site at the northwest corner of the intersection is highly visible and accessible. The 1.4-acre site on the Washington Monument grounds is open space and under the jurisdiction of the National Park Service.
2. **Northwest U.S. Capitol Site (1st Street & Pennsylvania Avenue):** This 5.1-acre open space on the U.S. Capitol Grounds offers the opportunity for a new, museum-specific building. The prominent site is adjacent to the National Mall and its museum complex, near Union Station, and accessible to Metrorail.
3. **Arts and Industries Building:** This historic structure of approximately 100,000 square feet under the jurisdiction of the Smithsonian Institution is well situated along the National Mall in the heart of the museum complex. The future AMWH would need to adapt this National Historic Landmark to meet contemporary museum needs.
4. **Cotton Annex Building & Site:** GSA has declared the Cotton Annex building (11,300 square feet) and its associated 2.9-acre property as excess, making it available for redevelopment. The building and site, located at 12th Street SW between Independence and D Street SW, are accessible but not highly visible from the National Mall and many visitor destinations.
5. **Maryland Avenue Site:** GSA has previously declared the 0.2-acre open space parcel at the northeast corner of the intersection of 7th Street SW and Maryland Avenue as excess. This small site is located within close proximity of the National Mall and visitor destinations and is easily accessible.
6. **Banneker Overlook Site:** This 4.7-acre site, under National Park Service jurisdiction, at the terminus of 10th Street SW is removed from the National Mall and other visitor destinations. This open space is surrounded by roadways and is near new development currently under construction.
7. **DOE Forrestal Building:** Also currently occupied by the Department of Energy, this 10.4 acre site represents a long-term redevelopment opportunity that could potentially incorporate the AMWH in the future. The redevelopment of the site at 10th Street SW and Independence Avenue could re-establish the L'Enfant Plan roadway and open space network, which could create new parcels available for a potential museum.
8. **FBI Hoover Building:** The redevelopment of this 6.6 acres along Pennsylvania Avenue is currently underway through GSA's bidding process. The redevelopment program could include space for the AMWH in the future.
9. **DOE Forrestal Building Cafeteria:** Currently occupied by the Department of Energy, the Forrestal Building Cafeteria along 10th Street SW is a low-rise building of 84,000 square feet. The structure is accessible and near the National Mall and other visitor attractions, but has limited visibility due to its low profile and location south of the Forrestal Building.
10. **GSA Regional Office Building:** This 845,000 square foot building, currently occupied by GSA, offers the potential for future redevelopment at this 4th Street SW location. Such a program could include space for the AMWH.

Evaluation Criteria

After the Commission developed a set of criteria to effectively evaluate potential locations for the future AMWH, it then evaluated each of the potential locations for the future AMWH against that criteria. The three best-rated locations, the Northwest U.S. Capitol Site, the Arts and Industries Building, and the South Monument Site scored very highly on location prominence, visitation, and transportation access.

The Cotton Annex Building & Site (North lot) and the Maryland Avenue Site both scored moderately well on these same three criteria. Although the Banneker Overlook Site scored relatively well overall, it scored poorly on location prominence and visitation. As

a result, the Commission did not advance analysis of this site. Similarly, the Commission dismissed the four lowest-scoring sites from further consideration.

Based on the criteria and the potential feasibility of the sites, the Commission selected five locations for detailed site analysis: the South Monument Site, the Northwest U.S. Capitol Site, the Arts and Industries Building, the Cotton Annex Building & Site (North lot), and the Maryland Avenue Site. Ultimately, these sites were reduced to three: the South Monument Site, the Northwest U.S. Capitol Site, and the Arts and Industries Building.

Site Name	Likelihood of Congressional Support	Location/Prominence	Prospective Funding	Visitation	Transportation Access	Construction Affordability	Space Allocation	Signature Architecture	Flexibility	Size	Total Score
South Monument Site	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	27
Northwest U.S. Capitol Site	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	26
Arts & Industries Building	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	25
Cotton Annex Building & Site	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	19
Maryland Avenue Site	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	17
Banneker Overlook Site	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	17
DOE Forrestal Building	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	16
FBI Building	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	15
DOE Forrestal Building Cafeteria	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	14
GSA Regional Office Building	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	13

Potential to Fulfill Criteria
 ★★★ High ★★★ Moderate ★★★ Low

Figure 3: Evaluation of 10 Shortlisted Sites

Detailed Site Analysis (Step Three)

The Commission examined the three preferred locations carefully to determine their relative feasibility for the future AMWH. This detailed analysis also considered the potential allocation of space within each site based on established museum practices

Space Allocation

The Commission developed a range of allocations of building space needed in order to establish the future AMWH. The variety of space needs suggested ranges from 75,000-90,000 square feet of space to be utilized on- and off-site. This allocation attempts to accommodate public spaces (lobby, shop, cafeteria, visitor services, etc.) and exhibit spaces (galleries, archives, temporary exhibits), both of which are accessible to visitors, entirely on site. Portions of non-publicly accessible areas, which include exhibit support (collection storage and prep space) as well as building support (offices, meeting rooms, staff facilities and operations), would be housed off-site.

A. Detailed Summary Site Analysis: South Monument Site

Location: This high-profile site is located on the National Mall at 14th Street and Independence Avenue SW and is the mirror site to the National Museum of African American History and Culture (NMAAHC) in the shadow of the Washington Monument. It is two blocks from the Smithsonian (Blue/Orange/ Silver) Metrorail station.

Availability of Appropriate Museum Space: Because the site is undeveloped open space, a build-to-suit facility is possible. The location on the Washington Monument grounds will inform the overall scale and design of the future AMWH. The location and accompanying setbacks may require substantial portions of the programming be underground in order to minimize visual impacts on the Washington Monument.

Surrounding Context: The site is within two blocks of the U.S. Holocaust Memorial Museum. It is also close to the National Museum of American History, and the Freer Gallery of Art. The AMWH would be viewed as part of the National Mall's museum complex in this location.

Jurisdiction and Partnerships: The property is under the jurisdiction of the National Park Service. Due to the potential adverse impact on the Washington Monument, it is anticipated that the NPS would likely oppose the location of the AMWH on this site. Therefore, Congressional authorization would be needed. Congressional or private funding would be required and a development partner would likely be prohibited.

Zoning: The site is unzoned.

Notes: Setback standards limit the potential development of the site.



Figure 4: South Monument Site

Source: Google Earth

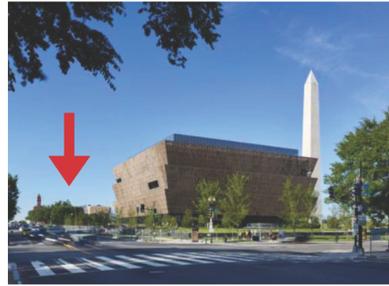


Figure 5: Looking South along 14th Street

Source: National Museum of African American History & Culture

The South Monument Site is also on the National Mall, specifically at the base of the Washington Monument on the southeast side. While this site mirrors the location of the NMAAHC on the northeast side of the Monument, it is substantially smaller because of the asymmetry of the National Mall itself. The site is highly visible from several busy streets and is readily accessible to pedestrians visiting the Washington Monument or the Holocaust Museum, which is just down 14th Street. This site (along with the NMAAHC site) was identified on the 1901 McMillan Plan as a potential site for a government building. The plot of land is 1.36 acres and is owned by the National Park Service.

The South Monument Site sits at a primary gateway to Washington and the National Mall. From points south, 14th Street is a major access point to the city, opening up at Independence Avenue. From the National Mall's museum complex to the east, this site would serve as a pivot point from museum facilities to open space.

As the site lies south of the NMAAHC, it would extend the central museum complex west of 14th Street along Constitution Avenue. Establishing the future AMWH at the South Monument Site would restore balance to the National Mall by extending the museums in parallel across 14th Street along Independence Avenue.

In the short term, a temporary exhibit would likely need to be housed off-site at another museum, such as the National Museum of American History. This would be the same approach used by the NMAAHC prior to the building of a permanent museum.

Site Advantages

- Prominent site worthy of important museum
- No existing structure; space can be built to suit, new structure reflecting women's history

The South Monument Site is a highly prominent site at the gateway to Washington and the National Mall. The site's visibility conveys the importance of the subject matter. Additionally, it is in line with the central museum complex of the Smithsonian Institution, also advancing the future AMWH as an important and relevant institution.

Because the South Monument Site is currently open space, the site offers the potential for a signature architectural structure that reflects women's history. No existing structure would need retrofitting. Similarly, a new building could be designed specifically to meet the needs of the AMWH.

Site Challenges

- Setback limits would require that much of the museum be underground
- Potential opposition due to historic character of site

The South Monument Site presents some challenges. The setbacks limit the extent of the potential building footprint. This is particularly noticeable with regard to setbacks from the center line of the National Mall, which substantially restricts the extent of the northern building facade.

Although the site is currently open space, a new structure would likely need to have much of its space underground in order to fit within the context of other museums along the National Mall. The height of the building would be limited, requiring excavation of the site to house facilities in multiple stories underground. Such construction is generally more expensive than above-ground construction.

The site is part of the Washington Monument grounds and a component of multiple historic properties. Numerous organizations and agencies, including the National Park Service, might oppose this site for the AMWH based on historic preservation concerns. The open space of the site is a key element of its historic character; changes brought about by the establishment of the future AMWH might, in the opinion of some, result in an adverse effect on historic properties.

Ownership/Governance Implications

The site is under the jurisdiction of the National Park Service.

“I may be compelled to face danger, but never fear it, and while our soldiers can stand and fight, I can stand and feed and nurse them.”

Clara Barton, Founder, American Red Cross



Figure 6: Looking Northwest from 14th Street and Independence Avenue SW
Source: Library of Congress

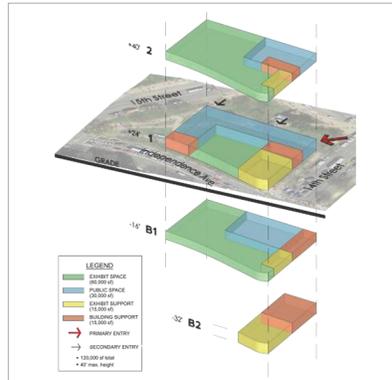


Figure 7: Example spatial allocation for South Monument Site
Source: AECCM



Figure 8: Looking Northwest from 14th Street and Independence Avenue SW with Outline of Potential Museum
Source: AECCM

**B. Detailed Summary Site Analysis:
The Northwest U.S. Capitol Site**

Location: This site is located at the northwest intersection of 1st Street NW and Pennsylvania Avenue NW, on the U.S. Capitol grounds and is the mirror site to the Botanical Gardens. The site is adjacent to the U.S. Capitol and the National Gallery of Art; the National Museum of the American Indian and the Smithsonian Institution museum complex are also two blocks away and within sight. This site is approximately six blocks from Union Station and its Maryland Area Regional Commuter (MARC), Virginia Railway Express (VRE), and Amtrak stations.

Availability of Appropriate Museum Space: Because the site is undeveloped open space, a build-to-suit facility is possible. The location on the U.S. Capitol grounds and proximity to other structures, including the U.S. Botanical Garden, may inform the size and scale of the building. Also, I-395 runs underneath the western portion of the site, potentially limiting underground capacity.

Surrounding Context: The site lies at the foot of the U.S. Capitol and is directly adjacent to the National Gallery of Art. It is also close to the National Museum of the American Indian and the National Air and Space Museum. The future AMWH would be viewed as part of the National Mall's museum complex. The building is approximately six blocks from Union Station, which serves as a major tourist and transit hub.

Jurisdiction and Partnerships: The property is under the jurisdiction of the Architect of the Capitol. The U.S. Congress would need to authorize the site for this use.

Zoning: The site is unzoned.

Notes: The site is located at the foot of the U.S. Capitol but has potential constraints due to the underground roadway, adjacent buildings, and proximity to the National Mall.

By placing the AMWH on the U.S. Capitol grounds, the relative proximity to this national legislative body would offer a visible thematic connection to the role and importance of women in government and would signify Congress's recognition of the history and achievements of women in the United States.

In the short term, a temporary exhibit would likely need to be housed off-site at another museum, such as the National Museum of American History, in a situation similar to what was done by the NMAAHC.



Figure 9: Location Map for Northwest U.S. Capitol Site
Source: Google Earth

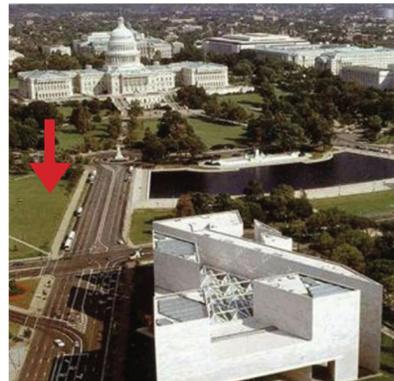


Figure 10: View of Northwest U.S. Capitol Site from the West overlooking National Gallery East Wing
Source: thecityreview.com



Georgia O'Keeffe - American Artist recognized as the "Mother of American modernism"

Site Advantages

- Prominent site worthy of the AMWH
- Thematic link to U.S. Congress
- Proximity to National Mall and its museum complex
- No existing structure; space can be built to suit, new structure reflecting women's history

A museum at this site would benefit from the draw of visitors to the U.S. Capitol and to the nearby National Gallery and Smithsonian Institution museums, and would serve as a transition from the Capitol to the National Mall and its flanking museum complex.

Because the Northwest U.S. Capitol Site is currently open space, the site offers the potential for a signature architectural structure that reflects women's history within the context of the U.S. Capitol grounds and the National Mall. No existing structure would need retrofitting. A new building could be designed specifically to meet the needs of the future AMWH.

Site Challenges

- Presence of I-395 tunnel limits site area
- Potential opposition due to historic character of site

The Northwest U.S. Capitol Site presents some challenges. The potential building site would likely be limited in size so as to be comparable in scale with the existing structure of the opposite U.S. Botanical Garden and the underground presence of the I-395 tunnel on the western side of the site. With regard to I-395, construction would likely be limited to the area east of the tunnel.

Although the site is currently open space, a new structure would likely need to be constructed in such a way that would fit within the context of other buildings within the U.S. Capitol grounds and along the National Mall. The mass of the building would likely be limited in order not to detract from the U.S. Capitol or the U.S. Botanical Gardens, requiring at least a portion of the structure to be underground. Such construction is generally more expensive than above-ground construction.

The site is on the U.S. Capitol grounds and is a component of multiple historic properties. Numerous organizations and agencies may likely oppose this site for the AMWH based on historic preservation concerns. The open space of the site is part of its historic character; it may be argued that changes brought about by the establishment of the future AMWH in that location might result in an adverse effect on historic properties.

Ownership/Governance Implications

The site is under the jurisdiction of Architect of the Capitol. Congressional authorization for the site would be required.



Daisy Gatson Bates - American civil rights activist, publisher, journalist, and lecturer who played a leading role in the Little Rock Integration Crisis of 1957



Figure 11: View of Northwest U.S. Capitol Site from the East
Source: AECOM

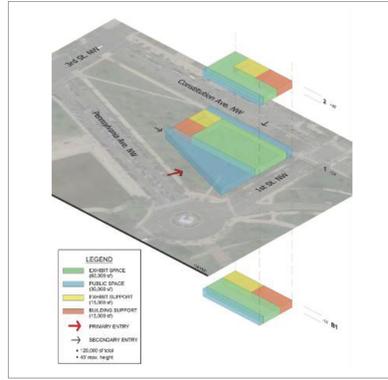


Figure 12: Example spatial allocation for Northwest U.S. Capitol Site
Source: AECOM



Figure 13: View of Northwest U.S. Capitol Site from the East
Source: Architect of the Capitol

**C. Detailed Summary Site Analysis:
Arts and Industries Building**

Location: The centrally located site is located within the Smithsonian Institution complex on Independence Ave at 9th Street SW. It is three blocks from the Smithsonian (Blue/Orange/Silver) and L'Enfant Plaza (Blue/Orange/ Silver/Green/Yellow) Metrorail stations.

Availability of Appropriate Museum Space: The existing building on the site provides a physical footprint and the AMWH would need to retrofit the existing building. Because the current structure features non-standard spaces, the interior layout may present design challenges and/or unique opportunities.

Surrounding Context: The site is adjacent to the Smithsonian Castle and the Hirshhorn Museum, and is within five blocks of the National Gallery of Art and all Smithsonian Institution museums. The future AMWH would be viewed as a key part of the National Mall's museum complex. Due to its central location on the National Mall, the site is unparalleled in its visibility and prominence.

Jurisdiction and Partnerships: The building is under the jurisdiction of the Smithsonian Institution; coordination with the organization would be needed. Congressional authorization (and Congressional or private funding) would be needed for AMWH to obtain use of the facility.

Zoning: This site is unzoned.

Notes. The building's historic status and structural design present challenges to its use as a museum. As noted previously, in terms of any serious consideration of the Arts and Industries Building, the Commission is particularly sensitive to the interest in the building on behalf of the National Museum of the American Latino Commission and would certainly and respectfully not wish to move forward should Congress deem the building to be a more suitable site for a future National Museum of the American Latino and therefore award our Commission colleagues this particular site. It is our understanding that various Latino groups are currently engaged in conversations with the Smithsonian's Latino Center Initiative to create a temporary gallery in the Arts and Industries Building over the short-term to showcase Latino American exhibits.

The Arts and Industries Building, often called the "Mother of the Smithsonian," was built in 1881 as the first exhibition building. Designed as a large open structure with abundant windows to allow light into every space, the Arts and Industries Building has been closed for twelve years and has recently undergone a \$55 million renovation to replace the roof and windows and stabilize the outside masonry. The 100,000 -130,000 square foot Victorian structure is a National Historic Landmark and was considered the latest in exposition hall design in the 19th century. Intriguingly, a sculpture designed by Caspar Buber, entitled Columbia Protecting Science and Industry, was constructed above the main entrance on the north side of the building. It is the only statue of a woman that adorns any of the Smithsonian Institution buildings.



Figure 14: Location Map for Arts and Industries Building
Source: Google Earth

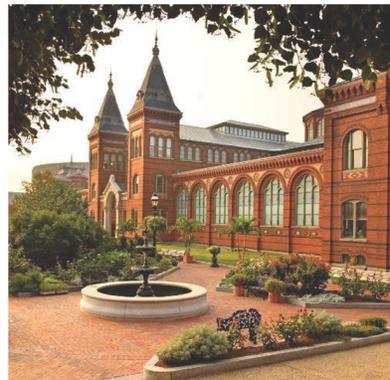


Figure 15: Looking East along Jefferson Drive
Source: Smithsonian Institution



Two factory workers strike in 1909

The Arts and Industries Building is currently an underutilized building in need of improvement. In August 2016, the Smithsonian Institution announced plans to use the space for temporary exhibits. The establishment of the AMWH at this location represents an opportunity to both house a museum and breathe new life into an iconic historic building. The building's historic role as the mother of the museums along the National Mall would emphasize the stature of the AMWH Museum. It would also help reinvigorate the adjacent Quadrangle by providing another attraction to draw visitors. Furthermore, as the Smithsonian Institution moves forward to implement its South Mall Campus Master Plan, the use of the Arts and Industries Building as a new museum would support the effort to restore and rehabilitate historic properties.

Residing within the Arts and Industries Building would place the AMWH in the line of major museum attractions in Washington. The Arts and Industries Building location would encourage visitors to enter the AMWH Museum as part of their Washington experience, similar to other high-profile museums along the National Mall.

One option for the Arts and Industries Building would be to establish a temporary exhibit of AMWH within the structure, which would help the Museum begin and indicate its future home at the site. This would effectively emphasize the long-term use of the building for the AMWH and acquaint visitors to its purpose and exhibits.

Site Advantages

- Prominent site worthy of a significant museum
- Impressive structure with historic architecture
- Interior space can be occupied and phased over time
- Current status is vacant, and the Commission is not aware of any future definitive plans for tenancy

Note: In August 2016, the Smithsonian announced the hiring of a Director who will collaborate and develop a future plan for the Arts and Industries Building.

The Arts and Industries Building offers a preeminent location along the National Mall. With its location near the Smithsonian Institution Castle and other cultural institutions, the Arts and Industries Building would convey the importance of the AMWH. The Arts and Industries Building itself is a National Historic Landmark with a noteworthy architectural style.

The current structure has a footprint of approximately 100,000 square feet, with additional space available in the mezzanine areas. As a result, the space could be rehabilitated in phases to fit the needs and budget of the AMWH. Currently, the building has no permanent tenant; the tenancy of the AMWH within the Arts and Industries Building would offer an approach to invigorate and maintain this currently underutilized structure.

Site Challenges

- Historic elements of building may make museum-quality interior spaces and exhibitions difficult to achieve (adaptation would be needed)
- National Historic Landmark status of the building constrains potential changes

The Arts and Industries Building is not without complications. Currently, the heating and cooling (HVAC) system does not meet the standards of the American Association of Museums. Furthermore, its status as a National Historic Landmark means that the building cannot undergo extensive changes, including changes to its interior and HVAC system; achieving the climate control standards of the American Association of Museums may prove difficult.

As a result of the HVAC system, the future AMWH could experience challenges in offering some exhibits. For a permanent installation, the system could limit the types of exhibits. Other museums may be reluctant to loan materials due to concerns about the HVAC system. In order to address this situation, one solution would be to create a series of enclosed rooms to create targeted climate-controlled areas.

The Arts and Industries Building contains two high-ceilinged primary axes, with smaller areas extending to the corners of the building. This configuration may not accommodate museum needs in the most efficient way. Again, because the structure is a National Historic Landmark, many elements of the building must remain, potentially including its layout.

Ownership/Governance Implications

The Arts and Industries Building is under the jurisdiction of the Smithsonian Institution. In order to become a tenant in the building, the future AMWH would most likely require being an official part of the Smithsonian Institution.



Figure 16: Historic Photo of Arts and Industries Building
Source: Smithsonian Institution

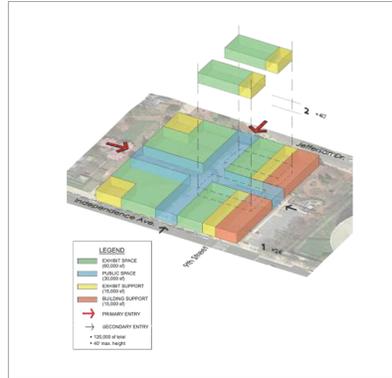


Figure 17: Example spatial allocation for Arts and Industries Building
Source: AECOM



Figure 18: Musée d'Orsay in Paris. An example of using an existing-structure for an updated museum
Source: Jeff Kramer, Wikimedia Commons



Figure 19: Interior of Arts and Industries Building
Source: Smithsonian Institution

Site Recommendations Recap

Based on the analysis above, the Commission recommends the [South Monument Site](#), the [Northwest U.S. Capitol Site](#), and the [Arts and Industries Building](#) be considered as viable locations for the future AMWH. The Commission believes that at the present time these sites offer the best combination of prominence, accessibility, and feasibility.

The [South Monument Site](#) presents an adaptable open space at the gateway to Washington's Monumental Core that would restore balance to the buildings along the National Mall. The anticipated size of the museum would allow for a context-sensitive original design.

The [Northwest U.S. Capitol Site](#) offers a prominent location on the grounds of the U.S. Capitol that would underscore the role of women in history and their advancement in government roles. The museum would act as a bridge between the Capitol and the National Mall and museum complex. A new building could be constructed to meet the specific needs of a museum.

In the heart of the National Mall, the [Arts and Industries Building](#) would transform a vacant historic structure with a 21st century museum. The reuse of the facility would also support the Smithsonian Institution's master planning efforts and would help reinvigorate the Quadrangle. As the first museum along the National Mall, this underutilized gem is considered the "mother" of museums along the National Mall, making it a befitting location for a museum devoted to women's history.

Each of these sites is highly visible and accessible, and would be a worthy location for telling the story of American women's history.

“A large part of women’s history is about everyday life. Women, as we know, have been for centuries relegated to the home and to the family, and that’s so taken for granted. We don’t think that the things that they used - the skillets, pressure cookers, drying racks - are worth saving, but those things tell a story about women’s lives and experiences.”

Sonya Michel, Ph.D., Professor Emeritus, University of Maryland



Photo: Wilma Rudolph at finish line during track meet in Madison Square Garden, 1961, Library of Congress

Wilma Rudolph is the first American woman to win three gold medals in track and field; she was considered the fastest woman in the world during the early 50s/60s

Fundraising Projections

Fundraising Projections

Fundraising Plan

Congress asked the Commission to:

Develop a fundraising plan to support the establishment, operation and maintenance of the Museum through contributions from the public. In developing this fundraising plan, the Commission shall also consider the role, if any, of the National Women's History Museum (a nonprofit, educational organization described in section 501(c)(3) of the Internal Revenue Code of 1986 that was incorporated in 1996 and dedicated for the purpose of establishing a women's history museum) in raising funds for the construction of the Museum. It shall also consider issues relating to funding the operations and maintenance of the Museum in perpetuity without reliance on appropriations of Federal funds.

- (Senate Report 113-290- National Women's History Museum Commission Act)

The Commission contracted a well-respected and established national fundraising consulting firm, Odell, Simms and Lynch (OSL) to create a feasibility study and fundraising plan for the future Museum. OSL (www.odellsimms.com) has a successful history of working for congressional commissions, museums, memorials, and national parks from across the country, developing and executing multimillion-dollar capital campaigns. On behalf of the American Museum of Women's History Congressional Commission, OSL conducted interviews with high net worth individuals, business leaders, non-profit executives, scholars, government workers, and cultural leaders to seek their input on, and interest in, raising private funds to support a future Museum.

Principal Findings

The Congressional Commission worked closely with OSL to investigate how, and to what degree, a museum focused on women's history on a national scale might be financed. The Commission considered formulas such as:

- 100% privately funded,
- A combination of private and public funds, or
- 100% publicly funded.

The Commission, with the counsel of OSL, concluded that a museum requiring hundreds of millions of dollars to build, operate, and maintain, is not possible without a combination of private and public money. This conclusion was also determined by the Commission's unanimous view that a national museum of

women's history in Washington, D.C. must be built in a prominent location, alongside or near comparable museums on the National Mall. The future Museum must also be first-class in structure, size, appearance, and content. Additionally, in order to sustain its business model and remain relevant and accessible to future generations, the Museum must be free of charge to the public. Therefore, the Commission has concluded that the Museum cannot become a reality without some form of public support.

While some might find this conclusion disappointing, the Commission's findings also left room for encouragement. The feasibility study indicated that raising \$150-\$180 million in private funds, which may or may not include an endowment as it depends upon the final square footage of the future Museum, is a reasonable and attainable goal in today's philanthropic market. OSL's first-hand knowledge of comparable projects, along with additional data gathered from capital campaigns on the National Mall and other urban centers, supports these results.

The feasibility of the Museum will depend on the future Museum securing a prominent site, recruiting influential leaders, and developing dynamic content that focuses on the diversity of the past in a context that also considers the future. In more detail, this \$150-180 million figure should cover the cost of designing and constructing the building and galleries, the first year of operations and maintenance, as well as an endowment of \$30 million (with an estimated square footage of 75,000). Should the square footage rise to 90,000 or more, an endowment would need to be raised at a later date. Raising this high threshold amount will be completely dependent on major multi-million dollar gifts from corporations, individuals, and foundations. Interviews with potential major donors indicated that their decisions would largely be based on the degree to which the government supports this project, especially in providing a suitable location.

Without public support, both the Commission and the major donor community do not think a national museum is feasible. Therefore, this report recommends that:

- The government provide a piece of land free of charge (or provide an existing building renovated so it is brought up to modern structural code),
- Private sector money finance the construction of a world-class museum of a reasonable size
- Once the construction is complete and the Museum is open to the public, the government would take over the annual costs of operating and maintaining the Museum moving forward. Of course, like all other publicly owned Smithsonian museums, private sector money would also be raised to offset/augment these operational costs via a split funding campaign.

Feasibility Study Overview

While a campaign of this magnitude is never easy, the recommendations outlined in the sections below provide an initial fundraising strategy to demonstrate how the future American Museum of Women's History (AMWH) could raise the majority of necessary funds via private sources.

As part of the research for the study, the Commission asked OSL to explore how three prominent site options would affect fundraising for AMWH. After analyzing those scenarios, OSL developed a series of recommendations based on interviews with high net worth individuals, business leaders, nonprofit executives, government workers, and cultural leaders, coupled with historical data collected during OSL's 40 plus years of strategic fundraising experience and knowledge of current market conditions.

The future Museum's success depends on early support, and initial benefactors will receive special recognition opportunities. This support will be symbolically important, demonstrating to future generations the passion and respect donors had for American women's experiences and contributions.

Program Plan

OSL asked the interviewees what they thought the primary focus of the Museum should be. While responses varied, all participants remarked that the Museum should focus on the history of women and not solely on contemporary women's studies. Some individuals suggested that it would be a good idea to include international women in the Museum's narrative as well. A number of participants also felt strongly that the Museum should discuss the different roles and influences women have had in different religions and cultures. Others suggested that the Museum should incorporate virtual interviews, similar to the Shoah Museum (www.memorialdelashoah.org). All participants agreed, however, that the Museum needs to be interactive and cutting edge, with a focus on educating school-age children.

Fundraising Potential

AMWH's fundraising success depends on a formalized relationship between the future AMWH and the Smithsonian. The Commission will request from Congress nominal seed money (outside of the funds already allotted to the Smithsonian) to allow the Smithsonian to create an American Women's History Initiative and to fund, build, and curate an initial gallery with an inaugural exhibit in or on Smithsonian property during Phase 1 (18-24 months).

Note: The Commission estimates that an official Initiative within the Smithsonian costs \$2 million to \$3 million annually depending upon the number of full-time employees. As a point of reference, the Smithsonian's Latino Center/Initiative estimates a budget of \$2.775 million for FY16 and \$3.132 million for FY17. The fund requirements to create and run the programmatic portions of a women's history initiative are above and beyond the \$150-\$180 million estimated to build the future Museum.

While the Commission has identified several potential sites suitable for a permanent museum, Phase 1 of the project does not require a final site determination. The relationship with the Smithsonian will, however, allow the future AMWH to set up operations via an initiative and begin the fundraising strategy and foundation process with a specific focus on securing 8-figure lead gifts, even without a definite final location.

The ideal development and fundraising model for the future AMWH would replicate the countless campaigns already completed where collaboration between public and private sector organizations were established as formal partnerships. This approach, which combines the best practices for raising money, establishing reputation, and creating a public/private partnership for the Museum, has significant precedent. The National Museum of African American History and Culture, as well as other museums and memorials, started building public awareness by utilizing gallery space in existing Smithsonian museums.

The future AMWH's priorities during this 18-24 month Phase 1 period will be on: a) securing lead gifts and b) recruiting leadership. Efforts will be made to target top-tier prospects, identified by the Smithsonian Office of Advancement, with a capacity and propensity for AMWH's ultimate goal. Strong leadership will also be crucial to the early success of the future AMWH.

Governance and Leadership

Once a formalized relationship with the Smithsonian has been established, Museum leadership will then need to establish a transition Advisory Council. This Council will move the effort into focusing on a more formalized recruitment of leadership, one based on the execution of a fundraising campaign.

Below is a general overview of the transition Advisory Council's members' roles and responsibilities with regard to fundraising:

- Set an example through a financial commitment - not just through annual dues, but also through significant campaign leadership.
- Attend leadership and committee meetings.
- Endorse the fundraising plan.
- Recruit other donors and leadership.

- Assist in the identification, cultivation, solicitation, and stewardship of prospects.
- Accept the assignment of scheduling prospect visits and participating on the solicitation team where appropriate.
- Consult regularly with the development team.
- Host briefings or meetings in home, place of business or where appropriate.
- Attend and participate in special events, leadership briefings, public relations activities, etc.
- Serve as a spokesperson and advocate at-large for the organization.

Once the permanent Museum is underway, the Initiative's Advisory Council will transition into the permanent Museum's Board of Trustees, reporting to the Board of Regents.

Strong Branding and Marketing Materials

When introducing a new fundraising campaign, it is critical that all marketing materials provide a clear and consistent message and mission. The future AMWH must develop this compelling and concise message, and utilize it in all of its fundraising and promotional material.

In addition to a strong case statement and two-page overview, the future AMWH will need to create customized cultivation materials that will gauge a specific prospect's interest in the project and, ultimately, secure a major gift. Some examples of documents are listed below:

Letters of Intent: Mainly requested by corporate foundations and private foundations. These will be utilized as introductory pieces to gauge prospects' interest, present a specific opportunity, and to request an in-person meeting or opportunity to submit a formal proposal.

Concept Papers: Customized documents created to provide prospects with opportunities for partnerships without giving levels attached. Usually submitted after a first meeting, concept papers are "teasers" that are crafted with the prospect's business and philanthropic interests in mind. They outline what a partnership could look like and what benefits are available. Concept papers are meant to be "working documents" in which OSL works directly with the potential donor to fine-tune the piece into a formal proposal.

Proposals: Submitted after several meetings or conversations have taken place and when there is a clear interest expressed by the prospect. At this point, OSL will know what opportunities the prospects are interested in and what benefits they expect in return. The proposal will have a specific "ask" amount or levels of giving included.

Sponsorship Opportunities: Included in a proposal, but can also be used as stand-alone pieces to gauge prospects'

interest. Based on sponsorship opportunities available, OSL will plan to match prospects with opportunities that it believes will be of particular interest to those organizations or individuals. These pieces will be used as an introduction to secure further conversations.

A Short Video and Web-Based Segments: Designed to inform and educate the market; should be created as a part of overall marketing and communications.

Diverse Campaign with Multiple Fundraising Activities

A campaign of this magnitude must include numerous avenues of giving. In addition to corporate, foundation, and high net worth community giving, the future AMWH must also raise money through social media and direct mail. Some examples of diverse fundraising activities are:

High-Level Networking: Using the already completed interviews as a baseline, AMWH will identify and evaluate new prospects and work with leadership to determine the best approach for each individual or organization.

Sponsorship/Naming Opportunities: AMWH will establish naming opportunities that will attract top prospects. Recognition benefits will be particularly important to corporations, as they will want to see a return on their investment. Whether it is through marketing or tangible items, sponsorship opportunities and recognition benefits will be customized to meet the needs of specific prospects.

Challenge Grants: AMWH will work with donors that have an interest in using their gift or pledge as a challenge to others. Not only does this help leverage additional funds, but it also provides the donor with recognition for the total amount raised through their challenge. AMWH will target prospects that have a history of making challenge grants and will encourage other donors to make challenge grants as well.

Peer-to-Peer Asks: Prospects are more likely to give to a project when they personally know someone involved. AMWH will capitalize on the relationships with top prospects that the Commission and the new Museum/transition board members have by crafting peer-to-peer asks.

Letter Campaigns: AMWH will conduct letter campaigns in the name of specific board members in order to make personalized introductions to key prospects. Given that an introductory letter can easily be duplicated, this strategy is most effective when reaching out to several contacts.

Cultivation Events: AMWH will engage priority prospects by



Suffragist in front of White House, 1917

setting up cultivation events. These events will help potential donors get to know the organization and enable OSL to make deeper connections with them. A commissioner, board member, or fundraising committee member should host most of these events with 12-15 potential donors present.

Direct Mail: A direct mail membership program will build awareness of the Museum and attract many low-dollar contributions. These donors will not be a priority for the building campaign, but it is an important investment for cultivating wide-range support and attracting attendees.

Social Media: AMWH will test social media as a source of fundraising. Social media fundraising is the next big frontier as is proven through other recently successful campaigns.

The Commission, with OSL's counsel, anticipates that, of the \$150-\$180 million in private funds needed, approximately 62% will come from private individuals, 30% will come from foundations and corporations, and broad-based direct marketing and social media sources will secure the last 8%.

“I have worked on this idea for over a decade. I've always felt that when young girls come to Washington D.C., and young boys for that matter, that they would get a far more complete understanding of America's history if there was a women's history museum.”

Senator Susan Collins, ME

The American Museum of Women’s History Capital Campaign Approach

Based on the information and data collected from the market assessment, overwhelming support from interviewees, and the general societal demand for a museum uniquely focused on women’s history, the Commission projects a goal of \$150-\$180 million as realistic and attainable. OSL’s experience in conducting other campaigns of similar size and scope also verifies these results. The projected timetables for the options listed above spans 4-10 years. The success of any of these options is dependent upon congressional support, in a situation in which the public and private sectors work together to not only raise funds, but to execute a high-profile marketing and communications campaign.

Our final assessment is based on a number of factors, including the following:

1. OSL has decades of experience working on campaigns with fundraising goals of \$100 to \$300 million or more. They based part of their recommendations on past campaigns with locations on, off, or near the National Mall as verification for this campaign’s goal. These other projects include: the National WWII Museum, the Martin Luther King Jr. Memorial, the American Veterans Disabled for Life Memorial, the National 9/11 Pentagon Memorial, the Statue of Liberty, Ellis Island, and the National Museum of African American History and Culture. OSL has also raised \$120 million for the National Museum of the American Civil War at Gettysburg, in cooperation with the National Park Service. These successful campaigns demonstrate that OSL clearly understands the dynamics of working with the government. The expertise gained through these experiences will be an important factor throughout in persuading members of Congress that OSL and the teams affiliated with the AMWH Congressional Commission have the ability and track record to complete a major campaign on this scale.

“I think it is one of the most fortunate things in my life that I have come in contact with this movement to win freedom for all the women of the United States.”

Lucy Burns

2. Based on interviews with potential major prospects, along with OSL’s master file of qualified, major-donor prospects who have the capacity to fund a campaign of this magnitude, the Commission and OSL suggest an initial fundraising goal pyramid as follows:

Fundraising Goal Pyramid	Million
Two (2) donors at \$20 million	\$40
Two (2) donors at \$10 million	\$20
Ten (10) donors at \$5 million	\$50
Twenty-five (25) donors at \$ 1 million	\$25
Twenty-five (25) donors at \$500,000	\$12.5
Fifty (50) donors at \$100,000	\$5
250 gifts at \$25,000 to \$50,000 (using \$37,500 as average)	\$9,375
500 gifts at \$10,000	\$5
Gifts under \$10,000, Direct Mail and Digital Media campaigns	\$15
Total:	\$181 +

Note: The above-mentioned goals, the Commission feels, is further validated when considering the success of the recently opened National Museum of African American History and Culture. On September 23, 2016, the National Museum of African American History and Culture took out a full-page ad in The New York Times thanking their founding donors for their support over the past decade. They specifically listed: three \$20 million donors, five \$10 million donors, sixty-two \$5 million donors, twenty-three \$2 million donors and forty-six \$1 million donors – for a total private sector contribution of \$512 million. This fundraising success was largely dependent on initial support from the Smithsonian, beginning in 1989, which led to a highly engaged national advocacy campaign, celebrity representation, and steady support from the powerful Congressional Black Caucus. Therefore, the Commission felt more comfortable with a reasonable and “doable” goal of \$180 million.

Fundraising Role of the National Women's History Museum

To date, the National Women's History Museum (NWHM), a nonprofit organization led by dedicated staff and volunteers, has been the primary organization behind the effort to build a women's history museum in our nation's capital. Their efforts were instrumental in securing the approval by the U.S. Congress to establish a Congressional Commission. Because federal funding was not allocated to the Commission (unlike the Commissions on the National Museum of the American Latino and the National Museum of African American History and Culture), NWHM also committed the necessary operating funds to produce the Commission's report to the President and Congress. The Commission could not have performed its work without NWHM's \$809,098 grant, and again thanks NWHM for its contribution to the Commission and to the national women's history museum effort in general.

The job of raising the required funds for the Museum is too significant for one organization to tackle alone, so success will require a cooperative effort. The Commission feels that to successfully raise between \$150 and \$180 million dollars from the private sector in today's market will require an extensive campaign built upon significant gifts within the \$1 million to \$20 million range. This type of fundraising requires extensive outreach by a community of leading citizens with affluence and influence across the country who are accustomed to successfully securing gifts that represent the highest level of philanthropic giving in America.

As the Commission looks to the establishment of a *Smithsonian Women's History Initiative*, thereby laying the groundwork for the eventual building of a permanent museum of women's history within the Smithsonian family of museums, it will take the collective efforts of a number of organizations (corporate, foundations, and nonprofits) and individuals to make the museum a reality. NWHM should be part of that effort to raise private sector dollars to fund (1) the Initiative and then (2) the bricks and mortar museum. Because the Initiative, (and, the Commission hopes, the eventual museum) will be a part of the Smithsonian, the Commission defers to the Smithsonian on the mechanics for groups such as NWHM to contribute to fundraising. However, the Commission recommends that the roles of any outside groups with respect to fundraising be clearly delineated, such as through a Memorandum of Understanding (MOU) with the Smithsonian.

NWHM's real strength is in lower donor levels through grass roots outreach. The Commission notes that NWHM has also recently contracted several fundraising consultants that are well-regarded within the nonprofit fundraising arena.

In addition, NWHM's 20 years of knowledge and experience in creating online and classroom educational material on women's history could benefit the future Museum. Therefore, the Commission recommends NWHM consider continuing the effort to build a national museum by encouraging its large social media following (over 400,000 Facebook followers to-date) to donate to the Smithsonian's American Women's History Initiative, and the Commission further recommends the Smithsonian formalize their assistance through an MOU. Beyond financially sponsoring initiative programs and exhibits, NWHM could also lend its support by making available to the Smithsonian its extensive archives of virtual exhibits, in addition to continuing to raise awareness of the need for a permanent women's history museum in Washington, D.C. The future Museum will succeed only if the many interested and dedicated partners in this field work in a collaborative and multi-faceted effort.

“The Museum will not only show us how women made history, it will also teach us how women can make progress.”

Representative Nancy Pelosi, CA
Minority Leader, U.S. House of Representatives

Fundraising Recap

The campaign to raise funding and support for the future American Museum of Women's History will succeed if given the proper opportunity. The recommendations made in this report are based on a thorough and comprehensive case assessment and feasibility study conducted by OSL. The projected outcomes summarized in this initial report are based on information and data collected from recent interviews with leading Americans. Additional extensive research conducted by OSL also reinforces those findings.

On behalf of the Commission, OSL has created a database of 322 individual /corporate/ foundation major donors in priority order. OSL compiled many of these fundraising prospects through in-person discussions conducted within the last five months. All of these discussions focused on gauging prospects' interest on the specific idea of creating an American Museum of Women's History in Washington, D.C.

The American public is ready and able to support a project of this size and scope. However, a number of crucial factors will determine how this project should next proceed, particularly with regard to fundraising. Considerations of costs, timeframe, sites, competing projects, alliances, and the role of the federal government all play a part in determining how this campaign should operate moving forward to ensure a successful outcome. Ultimately, success will be dependent on strong campaign leadership, concise and consistent branding, a sophisticated pool of prospects, use of multi-faceted fundraising tools, and a prominent site location.

The future AMWH must also be the result of a public-private partnership. This arrangement may be formalized in ways similar to other projects on and off the National Mall. Previous campaigns have demonstrated that a successful public-private partnership is possible, particularly for projects located in Washington, D.C. and of such national importance that there is an expectation from the public that the government should invest or contribute toward its success.

There are encouraging trends with regard to the evolving power and influence of the group most invested in this Museum – women. According to the Chronicle of Philanthropy, data collected in June 2016 revealed that:

- Women control 51 percent of the personal wealth in this country,
- Women hold 52 percent of the professional and management positions in the job market,
- The projected personal wealth of women will be \$22 trillion in 2020,

- 40 percent of households with children have women as the primary "breadwinner" – which is up 11 percent from 1960,
- 24 percent of married women now earn more than their husbands,
- There are over 145 women billionaires worldwide, and
- 70 percent of inherited wealth in the next two generations will go to women.

These numbers should only continue to grow, creating a stronger and ever-evolving donor pool for this Museum's effort. Furthermore, responses given by both men and women in OSL's study indicate overwhelming support for a national museum dedicated to women's history in America. This demand to create an institution that explicitly honors and highlights the experiences of women and their impact on society should help make the campaign a priority for Congress.

The Commission has addressed the key criteria necessary to determine the feasibility of successfully conducting a campaign of this size, scope, and mission. As mentioned previously in this report, the Commission is also working to engage and create a formalized partnership with the Smithsonian. The opportunity to move forward immediately, through a phased approach, will enable the future AMWH to raise funds, recruit leadership, and create the organizational structure needed to move the Museum from concept to reality. The Commission has addressed many of the issues confronting the challenges associated with a campaign of this magnitude and has already taken steps to bring together the principal players who can accelerate the realization of this Museum.

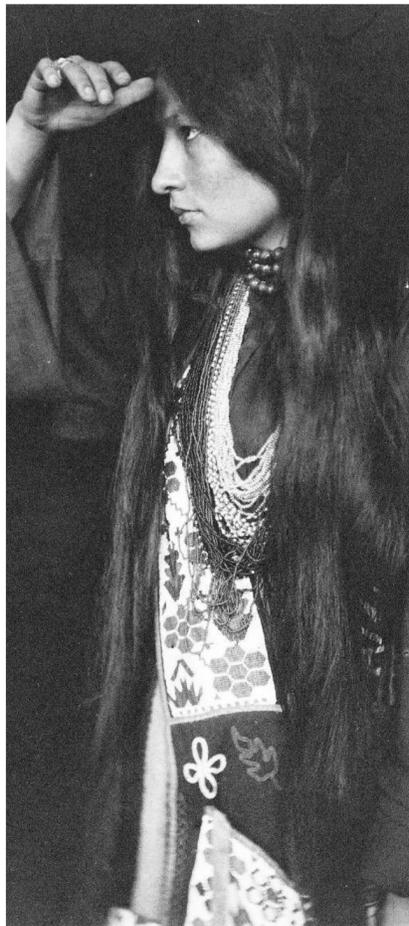
Finally, the Commission has already tapped into a wealth of potential prospects for future leadership and major financial support. Major components of the required infrastructure are now in place. The next step is to work with the leadership in government to act on our findings and recommendations.

Independent Fundraising Assessment

Congress required of the Commission that an independent professional assessment of the fundraising plan be conducted. Whisnant Strategies, a Washington, D.C. based philanthropic advisory firm was retained by the American Museum of Women's History Congressional Commission to review and assess the fundraising plan which was conducted and submitted by Odell, Simms and Lynch (OSL) and agreed to by the Commission. Mr. Stephen Whisnant reported the following:

"In brief, Whisnant Strategies believes that OSL has provided a thorough and realistic assessment of what 'possibilities' exist for a future museum of this size and scope, given a competitive landscape in the National Capital Region for supporting and advancing museum projects. The report cites that private support will be critical—absolutely necessary—to make this museum a reality; the assessment provides an outline of sophisticated and timely development approaches which will be important to implement the future Museum's effort to guide the first phase of what will be an ambitious capital campaign. Our assessment agrees that the amount cited, which includes building an endowment from the beginning, is a realistic goal. The following notes underscore their findings, and include a few important items to review and consider as the Commission advances its important work:

- The plan states that the recruitment of leadership and the securing of lead gifts will be the critical 'benchmark' to monitor progress and determine if a successful plan can be achieved. The plan should consider clarifying the categories of important leadership roles: a) Campaign Leadership, which might include an illustrious group of Honorary Campaign Members, b) Board of Directors for the Museum and c) Advisory Board, which needs to include 'notable' scholars, business leaders and/or civic leaders who validate and contribute substantively to the content and program pieces of the Museum. The outline of 'roles and responsibilities' cited is a thorough and excellent set of criteria of active involvement. A question that would provide greater clarity as a later time might answer the question 'Is this a role for Campaign Leadership, members of the Board of Directors, or both?'
- The section on 'Multiple Fundraising Activities' is both realistic and comprehensive and will allow both the volunteer leadership, and the full-time professional staff to establish internal goals, monitor progress and report to key stakeholders. Subsection (2) might consider including an effort to establish 'honoring mini-campaigns' whereby the staff and volunteer leadership identifies and designates a person of great stature to honor and have a fundraising plan created around them so they can be recognized within the Museum. This effort will allow several attractive spaces within the Museum to generate significant financial support and garner additional attention and interest in the Museum's fundraising plan.



Zikala-Sa - Sioux writer, editor, musician, teacher and political activist

- The plan, again, outlines the correct ingredients of a vibrant and successful campaign and it is suggested that the plan might benefit from incorporating and projecting specific goals/ benchmarks within the suggested timeline, for example, Goal for Phase I, including some established benchmarks throughout the suggested four- to ten-year time period. The future Museum effort will need to continue to explore and determine if there are additional supporting funds outside of the private sector funders to achieve the fundraising goals.
- The plan calls for an ambitious fundraising goal. However, the tiered giving levels appear to be reasonable and consistent with similar national museum projects.
- Overall, this plan provides a good road map and analysis for the Commission to advance the dialogue and exploration for the establishment of the future Museum. It provides all the right areas that will need time and attention, and, given the breadth and depth of this plan, it is realistic for this time period, for this region and for this particular cause. The wealth of prospects needed to meet this campaign goal is realistic from our professional perspective. Our assessment does urge the future Museum effort leadership, working independently with their board and advisors, and with OSL, to continue to evaluate and explore a number of issues, which will relate to the implementation of Phase I. These include, but may not be limited to:
 - a. Securing the early necessary funds to implement Phase I; identify and advance some seed/angel investors to provide the necessary funds to kick start this important fundraising plan.
 - b. Focusing on assembling the right materials and ancillary products to advance the case and tell the story of why this future Museum is so important at this time in our history as a nation.
 - c. Reviewing, outlining and determining the type of professional fundraising staff that will be needed to implement this first phase, in what is a very competitive market for successful professionals.

In conclusion, the plan provides exactly the type of information that the Commission needs to build its case and to advance this future Museum. The goals and timeline are ambitious, but a project of this importance and scope necessitates that it be so. This plan should be a strong complement to its argument to advance this future Museum so one day it will be a landmark for the region, and the world at large. "

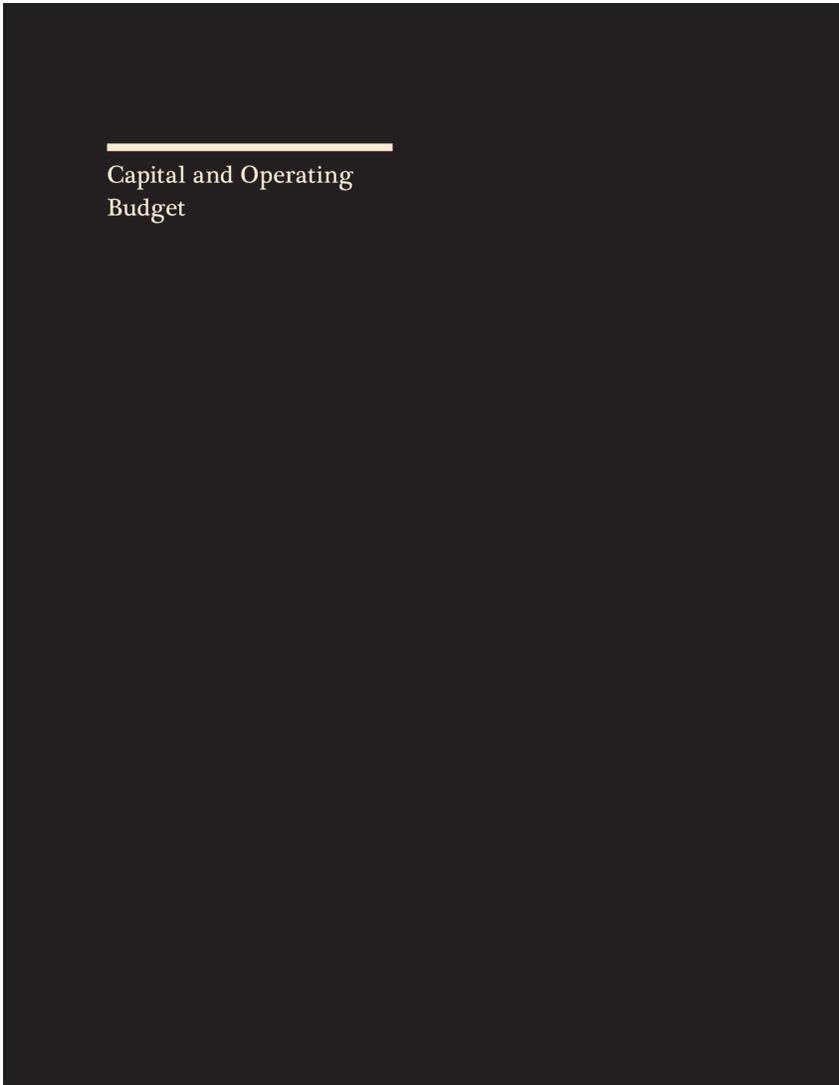
– This statement was respectfully submitted by
Stephen Whisnant, October 2016

**“When people keep telling
you that you can't do a thing,
you kind of like to try it.”**

Senator Margaret Chase Smith, ME



New York Suffrage Parade, 1917



Capital and Operating
Budget

The American Museum of Women's History

Rough Order of Magnitude Based on 75,000 sq. feet

Capital and Operating Budget

Capital Budget			
	s.f.	cost per s.f.	Total
Hard Costs:			
Building*	75,000	\$1,200	\$90,000,000
Exhibition	25,000	\$1,000	\$25,000,000
			Total Hard Costs \$115,000,000
* Includes FFE (furniture, fixtures & equipment), café, retail fit-out			
Soft Cost:			
Architect/Eng	15% of Building		\$13,500,000
Exhibit Design	18% of Exhibition		\$4,500,000
			Total Soft Costs \$18,000,000
Pre-Opening Operational Costs:			
	Marketing/PR/Website		\$3,000,000
	Staffing		\$4,000,000
	Travel Exhibit(s)		\$5,000,000
	Fundraising/Events		\$3,000,000
			Total Pre-Opening Operational Costs \$15,000,000
Total Capital Budget			\$148,000,000

Timing of Cash Flow (assume 4 year project)	
Year 1	
25% of Architect/Design Fees	\$4,500,000
Travel Exhibit(s)	\$5,000,000
Staffing	\$500,000
Fundraising	\$500,000
Total year 1	\$10,500,000
Year 2	
25% of Architect/Design Fees	\$4,500,000
20% of Hard Costs	\$23,000,000
Staffing	\$500,000
Fundraising	\$750,000
Total year 2	\$28,750,000
Year 3	
25% of Architect/Design Fees	\$4,500,000
40% of Hard Costs	\$46,000,000
Marketing/PR/Website	\$1,000,000
Staffing	\$1,000,000
Fundraising	\$1,000,000
Total year 3	\$53,500,000
Year 4	
25% of Architect/Design Fees	\$4,500,000
40% of Hard Costs	\$46,000,000
Marketing/PR/Website	\$2,000,000
Staffing	\$2,000,000
Fundraising	\$750,000
Total year 4	\$55,250,000
Total years 1-4	\$148,000,000

Operating Budget	
Assumptions:	
75,000 s.f. building	
600,000 annual guests	
uses: exhibits, retail, café, special events	
Annual estimated operating costs*:	
Staffing	\$8,000,000
Facility Costs (maintenance, utility, cleaning, etc.)	\$4,000,000
Exhibit Costs (maintenance, supplies, AV)	\$3,000,000
General and Admin Costs (HR, Finance, Office)	\$3,000,000
Marketing/PR/Sales/Digital Media	\$2,000,000
Total Operating Costs	\$20,000,000
Potential Earned Income Opportunities**:	
Retail \$2.5 net per person	\$1,500,000
Café \$3 net per person	\$1,800,000
IMAX Opportunity \$9 on 50% of guests	\$2,700,000
Interactive or upcharge (simulator, eg)--\$9 on 50% of guests	\$2,700,000
Special Event rentals	\$3,000,000
Total Potential Earned Income Opportunities	\$11,700,000
* Operating costs would decrease if size of building is lowered	
** Assumes no general admission charge	

The American Museum of Women's History

Rough Order of Magnitude Based on 90,000 sq. feet

Capital and Operating Budget

Capital Budget			
	s.f.	cost per s.f.	Total
Hard Costs:			
Building*	90,000	\$1,200	\$108,000,000
Exhibition	35,000	\$1,000	\$35,000,000
			Total Hard Costs \$143,000,000
* includes FFE (furniture, fixtures, equipment), café, retail fit-out			
Soft Cost:			
Architect/Eng	15% of Building		\$16,200,000
Exhibit Design	18% of Exhibition		\$6,300,000
			Total Soft Costs \$22,500,000
Pre-Opening Operational Costs:			
	Marketing/PR/Website		\$3,000,000
	Staffing		\$4,000,000
	Travel Exhibit(s)		\$5,000,000
	Fundraising/Events		\$3,000,000
			Total Pre-Opening Operational Costs \$15,000,000
Total Capital Budget			\$180,500,000

Timing of Cash Flow (assume 4 year project)	
Year 1	
25% of Architect/Design Fees	\$5,625,000
Travel Exhibit(s)	\$5,000,000
Staffing	\$500,000
Fundraising	\$500,000
Total year 1	\$11,625,000
Year 2	
25% of Architect/Design Fees	\$5,625,000
20% of Hard Costs	\$28,600,000
Staffing	\$500,000
Fundraising	\$750,000
Total year 2	\$35,475,000
Year 3	
25% of Architect/Design Fees	\$5,625,000
40% of Hard Costs	\$57,200,000
Marketing/PR/Website	\$1,000,000
Staffing	\$1,000,000
Fundraising	\$1,000,000
Total year 3	\$65,825,000
Year 4	
25% of Architect/Design Fees	\$5,625,000
40% of Hard Costs	\$57,200,000
Marketing/PR/Website	\$2,000,000
Staffing	\$2,000,000
Fundraising	\$750,000
Total year 4	\$67,575,000
Total years 1-4	\$180,500,000

Operating Budget	
Assumptions:	
90,000 s.f. building	
600,000 annual guests	
uses: exhibits, retail, café, special events	
Annual estimated operating costs*:	
Staffing	\$8,000,000
Facility Costs (maintenance, utility, cleaning, etc.)	\$4,000,000
Exhibit Costs (maintenance, supplies, AV)	\$3,000,000
General and Admin Costs (HR, Finance, Office)	\$3,000,000
Marketing/PR/Sales/Digital Media	\$2,000,000
Total Operating Costs	\$20,000,000
Potential Earned Income Opportunities**:	
Retail \$2.5 net per person	\$1,500,000
Café \$3 net per person	\$1,800,000
IMAX Opportunity \$9 on 50% of guests	\$2,700,000
Interactive or upcharge (simulator, eg)-\$9 on 50% of guests	\$2,700,000
Special Event rentals	\$3,000,000
Total Potential Earned Income Opportunities	\$11,700,000
* Operating costs would decrease if size of building is lowered	
**Assumes no general admission charge	

The American Museum
of Women's History

Acknowledgements



Chien-Shung Wu
Experimental Physicist

Acknowledgements

The Commissioners wish to thank the following individuals and organizations for their tireless work on behalf of creating this Congressional Commission Report to the President and Congress on an American Museum of Women's History. We are deeply indebted for their generous counsel, expert advice, and hard work, without which this report would not have been possible.

Staff

Wendy S. Pangburn
Executive Director

Hilary McGraw
Director of Research

Irene Schindler
Director of Government Affairs

Deanna S. Sibbald
Chief Operating Officer

Susan Medick
Director of Finance

Marie O'Connor
Digital Content Coordinator

Molly Hall-Harvey
Executive Assistant

Daniella Amell
Intern

Caroline Dove
Intern

Angela Phillips
Intern

Eryn Rogers
Intern

Taylor Sheldon
Intern

Allison Sweeney
Intern

Lily Tyndall
Intern

Consultants

ABC Imaging

AECOM
Alan Harwood
Claire Sale
Claire Bedat

Anne Davis Burns Communications
Anne Davis Burns

Cavanaugh Press
Mark Leizear

Dani Mackey Communications
Danielle Mackey

David Rosenberg Consulting
David Rosenberg

Digital Recollections
Rick Reinsch

Dupont Studios, Inc.
Zachary Kidd
Bianca Bratton
Kayode Kendall
Lauren Herron

Emblematic Group
Nonny de la Peña
Jonathan Yomayuzza
Cedric Gamelin

Gallagher & Associates
Patrick Gallagher
Thora S. R. Colot
Gretchen Coss
Kristina Escala
Cybelle Jones

Mary Kate Cary

Maya's Ideas LLC
Maya Penn

Media Theory

James Kimer
Sam Aman
Anne Marie Mulligan

Odell, Simms, & Lynch

Anthony J. Lynch
Eleanor Worthy
Brianna Price
Elizabeth Bayer

Savills Studley

Rick Barnett

Stephen Whisnant Strategies, LLC

Stephen H. Whisnant

VJR Inc.

Vincent Ricardel

Si

Nancy Cotton
Mar Gonzalez Franco
Historic Deerfield
Andrew Hu
Dj Crawford Kelly
Peter M Kelly
Marcy Magiera
Jacquelyn Morie
Liz Ondaatje
David Ondaatje
Aaron Fulkka
Toby Sloane
Amy Sloane Pinel

Academics, Historians, and Museum Advisors

Regina T. Akers*, Ph.D.
Naval History and Heritage Command

Catherine Allgor, Ph.D.
The Huntington Library, Art Collections
and Botanical Gardens

Diana M. Bailey*
Maryland Women's Heritage Center

Hazel M. Ballard
National Museum of American History,
Smithsonian

Katherine Benton-Cohen, Ph.D.
Georgetown University

Theresa Berger
University of California, Berkeley

Allida Black, Ph.D.
The Allenswood Group, LLC

Sara J. Bloomfield
United States Holocaust Memorial
Museum

Eileen Boris*, Ph.D.
University of California, Santa Barbara

Dea H. Boster*, Ph.D.
Columbus State Community College

A'Lelia Bundles*
Madam C.J. Walker Biographer & Great-
great-grand-daughter

Jane Turner Censer, Ph.D.
George Mason University

Erin D. Chapman, Ph.D.
The George Washington University

Kyle E. Ciani*, Ph.D.
Illinois State University

Stephanie Cole, Ph.D.
University of Texas at Arlington

Michelle Delaney*
Smithsonian Institution

Debbie Ann Doyle, Ph.D.
American Historical Association

Elizabeth Escobedo*, Ph.D.
University of Denver

Ruth Fairbanks*, Ph.D.
Indiana State University

Susan Ferentinos*, Ph.D.
Public History Consultant

Craig Floyd
National Law Enforcement Officers
Memorial Fund

Tanisha C. Ford, Ph.D.
University of Delaware

Vanessa Northington Gamble, Ph.D.
The George Washington University

Claire Guadiani, Ph.D.

Tiffany M. Gill*, Ph.D.
University of Delaware
Association of Black Women Historians

Janet Golden*, Ph.D.
Rutgers University, Camden

Cassandra Good*, Ph.D.
Papers of James Monroe
University of Mary Washington

Alice Greenwald
National September 11 Memorial
& Museum

Jim Grossman, Ph.D.
American Historical Association

Page Harrington*
National Woman's Party

Judy Hart
Rosie the Riveter WWII Home Front
National Historical Park
Women's Rights National Historical Park

Mary Hawkesworth, Ph.D.
Rutgers University

Ramona Houston, Ph.D.
Kalirah, Inc.

Nora Hoffman-White
National Woman's Party

Heather Huyck, Ph.D.
National Collaborative for Women's
History Sites

Nicole Ivy*, Ph.D.
American Alliance of Museums

Jessica Konigsberg
National Woman's Party

Jennifer Krafchik*
National Woman's Party

Alan Kraut*, Ph.D.
American University

Chrissy Lau*, Ph.D.
Cornell University

Sarah Leavitt*, Ph.D.
The National Building Museum

Talitha Lefloria, Ph.D.
University of Virginia

Molly Murphy MacGregor
National Women's History Project

Linda Mahoney
Maryland Women's Heritage Center

Joyce Malcolm, Ph.D.
George Mason University

Cindi Malinick
Girl Scouts of the USA

Michelle McClellan*, Ph.D.
University of Michigan

Lorraine Krall McCrary*, Ph.D.
Wabash College

Debra Michals*, Ph.D.
Merrimack College

Sonya Michel*, Ph.D.
University of Maryland, College Park

Marla R. Miller*, Ph.D.
University of Massachusetts Amherst

Kelsey Millay
National Woman's Party

Louise Mirrer
New York Historical Society

Maria E. Montoya, Ph.D.
New York University

Patricia Mooney-Melvin*, Ph.D.
Loyola University Chicago

Bonnie Morris, Ph.D.
The George Washington University

Karen Mulhauser
Mulhauser and Associates

Pamela S. Nadell, Ph.D.
American University
Association of Jewish Studies

Academics, Historians, and Museum Advisors (Cont.)

Lori Osborne*

Evanston Women's History Project

Valerie Paley, Ph.D.

Center for Women's History
New York Historical Society

Karin Roseblatt, Ph.D.

University of Maryland

Fath Davis Ruffins*

National Museum of American History
Smithsonian Institution

Vicki L. Ruiz, Ph.D.

University of California, Irvine

Virginia Sapiro, Ph.D.

Boston University

Jennifer Scanlon*, Ph.D.

Bowdoin College

Katrin Schultheiss, Ph.D.

The George Washington University

Marjorie J. Spruill, Ph.D.

University of South Carolina

Susan Fisher Sterling

National Museum of Women in the Arts

Susan Strasser, Ph.D.

University of Delaware

Philippa Strum, Ph.D.

Woodrow Wilson International Center
for Scholars

Curt Viebranz

George Washington's Mount Vernon

Britta Waldschmidt-Nelson, Ph.D.

German Historical Institute

Francille Rusan Wilson*, Ph.D.

University of Southern California
Association of Black Women Historians

Leandra Zarnow*, Ph.D.

University of Houston

*Also participated in Scholar
Working Groups

“Let me tell you what I think of bicycling. I think it has done more to emancipate women than anything else in the world. It gives women a feeling of freedom and self-reliance. I stand and rejoice every time I see a woman ride by on a wheel... the picture of free, untrammelled womanhood.”

Susan B. Anthony



Photo: Two women stop during a bicycle ride around the Schenectady area, c. 1900, the Larry Hart Collections, the Schenectady County Historical Society

Smithsonian

Honorable David J. Skorton
Secretary of the Smithsonian Institution

Richard Kurin, Ph.D.
Acting Provost/Under Secretary for
Museums and Research

John Gray
Director of the National Museum
of American History

Nell Payne
Director of the Smithsonian's Office of
Government Relations

Greg Bettwy
Acting Chief of Staff

Harold Closter
Director of Smithsonian Affiliations

National Women's History Museum

Board

Susan Whiting, Chair
Catherine Allgor, Ph.D.
Molly Bordonaro
Jon S. Bouker
Susan Danish
Gretchen Green, MD, MMS
Cynthia Hardy Young, J.D.
Elana Pianko-Ginsburg
Cheri Kaufman
Susan Scanlan
Julie Smolyansky
Mari Snyder Johnson
Ann E.W. Stone
Wilma L. Vaught, Brigadier General,
USAF (Ret.)
Joan Walker

Staff

Joan Bradley Wages, President & CEO
Sarah Brutschy
Dawn Chronister
Grace Farraj
Patty Hernandez
Nikki Marcel

Elizabeth Maurer
Jeanette Patrick
Laura Rheintgen
Becky L. Schergens
LaTonya Seawright
Melissa Williams

Government Relations Advisors

Laurie Fenton Ambrose
Rick Barnett
Larry Burton
Linda Earley Chastang
Katie Cullen
June DeHart
Juanita Duggan
Michael Ferrel
Alan Fleischmann
Peggy Hudson
Lisa Nelson
Sheila Ross

Site Advisors

District of Columbia Office of Planning
U.S. Commission of Fine Arts
Government Services Administration
(GSA)
National Capital Planning Commission
National Park Service

Special Thanks

Elizabeth Bartle
Liberty Blake
Honorable Marsha Blackburn
A'Lelia Bundles
Kate Campbell Stevenson
Honorable Susan Collins
Honorable Elizabeth Dole
Amina Dickerson
The late Gary Glasberg
Mimi Glasberg
Martha Hackett
Marjory Hardy Sheldon
Page Harrington
Jann Haworth
Honorable Heidi Heitkamp
Aaron Luber
Honorable Carolyn Maloney
Honorable Mitch McConnell
Sonya Michel, Ph.D.
Honorable Barbara Mikulski
Marla R. Miller, Ph.D.
Honorable Susan Molinari
Benita Fitzgerald Mosley
Honorable Eleanor Holmes Norton
Honorable Nancy Pelosi
Maya Penn
Jane MacCallum Preziosi
Honorable Harry Reid
Honorable Rosie Rios
Honorable Paul Ryan
Katie Suarez
Di Bagley Stovall
Lou Stovall
Louisa Thomas
Isaac Viorst
Toby Viorst
Penny Yao
Susan Whiting
Grace Woodward

Special Thanks

American Alliance of Museums
 Arab Gulf State Institute in Washington
 Archives and Special Collections,
 Newcomb College Institute of Tulane
 University
 Arthur and Elizabeth Schlesinger Library
 on the History of Women in America,
 Harvard University
 Atlantic Council
 Autry Museum of the American West
 Comcast Corporation
 Concerned Women for America
 Daughters of the American Revolution
 First Ladies National Historic Site
 Focus Features
 Frances Willard House Museum &
 Archives
 Gibson, Dunn & Crutcher LLP
 Google Inc.
 Lung Cancer Alliance
 McBride Real Estate Services, Inc.
 National Archives and Records Adminis-
 tration
 National Archives for Black Women's
 History, Mary McLeod Bethune Council
 House National Historic Site
 National Coalition of History
 The National Susan B. Anthony Muse-
 um & House
 National Woman's Party (formerly the
 Sewall-Belmont House and Museum)
 National Women's History Project
 The Prudence Crandall Museum
 Sallie Bingham Center for Women's
 History and Culture, Duke University
 Special Collections and University Ar-
 chives, Rutgers University Libraries

Special Collections, Smith College
 Women and Leadership Archives,
 Loyola University Chicago
 Women's Policy Inc.
 Women's Museum of California
 Woodrow Wilson International Center
 for Scholars

The Commission also extends its thanks
 to the thousands of women and men
 across the country who participated in
 the General Outreach Survey.

The American Museum
of Women's History



Thank you.



American Women's History Museum

Addendum – Projections on Museum Capital and Operating Costing

November 12, 2020

One of the questions that often comes up when legislators consider Congressional legislation proposing the creation of an American Women's History Museum is ... what the cost might be of both building a museum and then when it is completed, the cost of maintaining it.

When considering the answer to this important question, the Commission learned the following:

The actual costs of building and maintaining a museum has many variables on which the financial numbers will be based. These variables include, but are not limited to:

- the timing/year of when the project will start and finish,
- the final location selected,
- the square footage,
- the architectural design,
- the building materials used,
- the renovation of an existing building or a new construction, etc.

But most important to the cost projections is the vision of museum's story. Costing will highly depend upon the pre-determined story that the museum plans to tell and the types of exhibits that will be displayed. As an example, the Smithsonian's Air and Space Museum required significant square footage due to the size of the aircraft on display. The Smithsonian's Postal Museum required a much smaller footprint understandable.

Below were the projections outlined in the Commission report on page 86 and 87 in November 2016. They are the product of well-documented research provided by Gallagher & Associates, an internationally recognized museum planning and design firm with offices in Washington, DC, New York, Portland and Singapore.

The figures below are still relevant and can be used as guidelines based on the projected square footage of a future museum. Typically, there is a variable of 10-15% due to unexpected construction challenges (i.e. closing of production due to a pandemic, environment challenges that may be discovered with regard to the site, and other unanticipated occurrences.

The statistics below outline two sample scenarios. The first is a costing scenario based on 75,000 sq. foot building. The second is based on a 90,000 sq. foot building.

Capital Budget for a 75,000 Building		
s.f. cost per s.f. Total		
Hard Costs:		
Building*	75,000	\$1,200 \$90,000,000
Exhibition 25,000	\$1,000	\$25,000,000
		Total Hard Costs \$115,000,000
* Includes FFE (furniture, fixtures & equipment), café, retail fit-out		
Soft Cost:		
Architect/Eng	15% of Building	\$13,500,000
Exhibit Design	18% of Exhibition	\$4,500,000
		Total Soft Costs \$18,000,000
Pre-Opening Operational Costs:		
	Marketing/PR/Website	\$3,000,000
	Staffing	\$4,000,000
	Travel/Exhibit(s)	\$5,000,000
	Fundraising/Events	\$3,000,000
		Total Pre-Opening Operational Costs \$15,000,000
Total Capital Budget \$148,000,000		
Timing of Cash Flow (assume 4-year project)		
Year 1	25% of Architect/Design Fees	\$4,500,000
	Travel Exhibit(s)	\$5,000,000
	Staffing	\$500,000
	Fundraising	\$500,000
		Total year 1 \$10,500,000
Year 2	25% of Architect/Design Fees	\$4,500,000
	20% of Hard Costs	\$23,000,000
	Staffing	\$500,000
	Fundraising	\$750,000
		Total year 2 \$28,750,000
Year 3	25% of Architect/Design Fees	\$4,500,000
	40% of Hard Costs	\$46,000,000
	Marketing/PR/Website	\$1,000,000
	Staffing	\$1,000,000
	Fundraising	\$1,000,000
		Total year 3 \$53,500,000
Year 4	25% of Architect/Design Fees	\$4,500,000
	40% of Hard Costs	\$46,000,000
	Marketing/PR/Website	\$2,000,000
	Staffing	\$2,000,000
	Fundraising	\$750,000
		Total year 4 \$55,250,000
Total years 1-4 \$148,000,000		

**Operating Budget
for a 75 sq foot
Building**

Assumptions:

75,000 s.f. building
600,000 annual guests
uses: exhibits, retail, café, special events

Annual estimated operating costs*:

Staffing	\$8,000,000
Facility Costs (maintenance, utility, cleaning, etc.)	\$4,000,000
Exhibit Costs (maintenance, supplies, AV)	\$3,000,000
General and Admin Costs (HR, Finance, Office)	\$3,000,000
Marketing/PR/Sales/Digital Media	\$2,000,000
Total Operating Costs	\$20,000,000

Potential Earned Income Opportunities:**

Retail	\$2.5 net per person	\$1,500,000
Café	\$3 net per person	\$1,800,000
IMAX Opportunity	\$9 on 50% of guests	\$2,700,000
Interactive or upcharge (simulator, eg)	-\$9 on 50% of guests	\$2,700,000
Special Event rentals		\$3,000,000
Total Potential Earned Income Opportunities		\$11,700,000

* Operating costs would decrease if size of building is lowered

**Assumes no general admission charge

Capital Budget for a 90,000 sq.ft. Building			
		s.f. cost per s.f. Total	
Hard Costs:			
Building*	90,000	\$1,200	\$108,000,000
Exhibition	35,000	\$1,000	\$35,000,000
Total Hard Costs			\$143,000,000
* includes FFE (furniture, fixtures, equipment), café, retail fit-out			
Soft Cost:			
Architect/Eng	15% of Building		\$16,200,000
Exhibit Design	18% of Exhibition		\$6,300,000
Total Soft Costs			\$22,500,000
Pre-Opening Operational Costs:			
Marketing/PR/Website		\$3,000,000	
Staffing		\$4,000,000	
Travel/Exhibit(s)		\$5,000,000	
Fundraising/Events		\$3,000,000	
Total Pre-Opening Operational Costs			\$15,000,000
Total Capital Budget			\$180,500,000

Year 1	
25% of Architect/Design Fees	\$5,625,000
Travel Exhibit(s)	\$5,000,000
Staffing	\$500,000
Fundraising	\$500,000
Total year 1	\$11,625,000
Year 2	
25% of Architect/Design Fees	\$5,625,000
20% of Hard Costs	\$28,600,000
Staffing	\$500,000
Fundraising	\$750,000
Total year 2	\$35,475,000
Year 3	
25% of Architect/Design Fees	\$5,625,000
40% of Hard Costs	\$57,200,000
Marketing/PR/Website	\$1,000,000
Staffing	\$1,000,000
Fundraising	\$1,000,000
Total year 3	\$65,825,000
Year 4	
25% of Architect/Design Fees	\$5,625,000
40% of Hard Costs	\$57,200,000
Marketing/PR/Website	\$2,000,000
Staffing	\$2,000,000
Fundraising	\$750,000
Total year 4	\$67,575,000
Total years 1-4 \$180,500,000	

Operating Budget for a 90,000 sq. foot Building		
Assumptions:		
	90,000 s.f. building	
	600,000 annual guests	
	uses: exhibits, retail, café, special events	
Annual estimated operating costs*:		
Staffing		\$8,000,000
Facility Costs (maintenance, utility, cleaning, etc.)		\$4,000,000
Exhibit Costs (maintenance, supplies, AV)		\$3,000,000
General and Admin Costs (HR, Finance, Office)		\$3,000,000
Marketing/PR/Sales/Digital Media		<u>\$2,000,000</u>
	Total Operating Costs	\$20,000,000
Potential Earned Income Opportunities**:		
Retail	\$2.5 net per person	\$1,500,000
Café	\$3 net per person	\$1,800,000
IMAX Opportunity	\$9 on 50% of guests	\$2,700,000
Interactive or upcharge (simulator, eg)–\$9 on 50% of guests		\$2,700,000
Special Event rentals		<u>\$3,000,000</u>
	Total Potential Earned Income Opportunities	\$11,700,000

* Operating costs would decrease if size of building is lowered



The American Museum
of Women's History

November 12, 2020

**Update from the Commissioners of the
2016 U.S. Congressional Commission to study the potential for an
American Museum of Women's History**

**What was the Congressional Commission on The American Museum of Women's
History (AMWH)?**

- The Commission on the American Museum of Women's History was created and appointed by Congress to independently study and make recommendations for a future national museum dedicated to women's history in Washington, D.C.
- Thanks to the bi-partisan Congressional co-sponsorship of Senators Mikulski (D-MD) and Collins (ME-R) and Representatives Maloney (D-NY) and Blackburn (R-TN) the Commission was formally established in December 2014 via HR 3979.
- On November 16, 2016, the Congressional Commission on AMWH submitted their official and final report to the President and to Congress. The occasion was marked with formal presentations on Capitol Hill with the bill co-sponsors and Congressional leaders, followed by an evening reception attended by the Commission's generous supporters and contributors, as well as other members of the public.

Who were the appointed Commissioners?

The eight members of the Commission were appointed by Congressional Leadership, specifically: Speaker John Boehner, Leader Nancy Pelosi, Senator Harry Reid and Senator Mitch McConnell.

The appointed members of this bipartisan Commission were:

Jane Abraham (Chair) (VA)	Honorable Marilyn Musgrave (CO)
Mary McInnis Boies (NY)	Maria Socorro Pesqueira (IL)
Bridget Bush (KY)	Emily Rafferty (NY)
Pat Mitchell (GA)	Kathy Wills Wright (VA) ¹

What were the primary recommendations made by the Commission with regard to a future women's history museum?

The Commission submitted the following recommendations, among others, to Congress:

- America needs and deserves a physical national museum dedicated to showcasing the historical experiences and impact of women in this country.
- The American Museum of Women's History needs and deserves to be an official part of the Smithsonian Institution.
- The Smithsonian's Board of Regents should be the ultimate governing body.
- Visits to The American Museum of Women's History must be free of charge to the general public.
- The Museum should be composed of a strong permanent collection, with supplemental exhibits or objects on loan from other museums/archives, including other components of the Smithsonian.
- The Commission recommended that AMWH create an Academic Advisory Board to help vet the content of the exhibitions and to provide support for additional research and collections identification and acquisition.
- The top site criteria in priority order were as follows: potential for Congressional support; location; private and public funding attractiveness; visitor/tourist traffic attractiveness; and public transportation access.
- The Commission determined that initially a fundraising goal (for a 75,000 – 90,000 sq. foot museum) between \$150-\$180 million from the private sector was very realistic and attainable for capital expenditures in 2016 dollars as long

¹ Kathy Wills Wright resigned shortly before the submission of the final Commission report due to the acceptance of a federal government position, but her contributions to the Commission's work remain immeasurable.

Pictures: Left--Commission Chair Jane Abraham and Commissioner Marilyn Musgrave present the Commission report to Speaker Paul Ryan, Center--the eight Commissioners pose for their official portrait, Right--Boy Scouts pose with Representative Carolyn Maloney (NY) while they volunteered their time and energy in hand-delivering the final Commission report to Congressional offices.

as the museum is part of the Smithsonian and has a prominent location. The Congressional legislation required the Commission to seek the opinion of two professional fundraising firms to make sure that these fundraising goals were doable. Both Odell Sims & Lynch and Stephen Whisnant Strategies agreed that the fundraising goals were realistic.

The exact fundraising goal of an eventual museum would need to be updated once a location and/or building has been secured and exact size/square footage, building design and materials used have been decided upon. The Commission was confident that ample private sector money could be raised, particularly due to the success of the fundraising campaign demonstrated by the National Museum of African American History and Culture.

What was Next for the Commission and the Museum Effort after the Submission of the 2016 Report to Congress?

While the immediate task of studying the potential for a women's history museum had been completed, the Commissioners remained committed to making a permanent museum a reality. They, therefore, continued to work with private sector leaders, members of Congress and the Smithsonian leadership to keep the momentum of the effort going.

The Commission recommended that the initial pathway to a standalone women's history museum with the Smithsonian was to first establish a Women's History Initiative within the Smithsonian Institute, as outlined in the Action Plan in the Commission's final report. This Smithsonian Initiative would begin the process of recruiting talent and developing exhibitions within existing Smithsonian museums that will then act as a base upon which to build an eventual physical museum. This was the crucial first step towards creating a women's history museum of national prominence. Members of the Commission were fully committed to do their part and to work side-by-side with the Smithsonian leadership to see this process through.

The leadership of the Smithsonian not only welcomed the concept of a Smithsonian Initiative, they embraced it in order to inspire the understanding and inclusion of the contributions of women in every facet of the nation's history.

- **Overarching goal of the Initiative:** The American Women's History Initiative was designed to build the Smithsonian's capacity to explore and present American women's history by enhancing its collections, adding scholarly and curatorial expertise, developing exhibitions, educational and public programs, publications and media products, and expanding fellowship, internship and other training opportunities. The Initiative would be a pan-institutional one, involving most of the Smithsonian's museums, research and educational programs, and also reach across the United States through its network of affiliated museums, its traveling

exhibition program, its media outlets, and its partnership with universities, schools and other educational institutions.

The Initiative would be overseen by the senior leadership of the Smithsonian and aided by an American Women's History Advisory Council appointed by the Board of Regents.

- **Resources available at the Smithsonian:** Tens of thousands of objects that tell of women's roles and achievements in American history now fill the Smithsonian. Early on in the Smithsonian's history, numerous items like household objects, personal belongings, arts and crafts were collected often with little regard for the individual women who made and used them or the complex, nuanced and significant stories they told. The Smithsonian's collection of First Ladies gowns was established in 1912. Until the passage of the Nineteenth Amendment, Smithsonian curators did not think documentation of women's broader achievements or pursuit of their civil rights was particularly important. At that time, the Smithsonian acquired several items associated with Susan B. Anthony and others from National American Woman Suffrage Association. In subsequent decades, the Smithsonian collected additional materials associated with the achievements of American women, but it really wasn't until the 1960's and 1970's that focused attention was given to chronicling the lives, contributions, struggles, and thoughts of American women in the arts, history, sciences and technology. Artifacts, scientific instruments, artworks, portraits, military uniforms, photographs and other materials were acquired documenting such important historical figures as Eleanor Roosevelt, aviator Amelia Earhart, and astronomer Maria Mitchell, among others.

Over the past two decades, the Smithsonian has acquired such iconic items as the hymnal of Harriett Tubman and recordings of Maya Angelo, the academy awards of Katherine Hepburn and costume of Celia Cruz, the kitchen of Julia Child and sculpture of Maya Lin, the archives of computer engineer Grace Murray Hopper and flight suit of Sally Ride, the Supreme Court robes of Sandra Day O'Connor and campaign paraphernalia of Hillary Clinton. Attendant scholarship, influenced by the growth of woman's studies in academia, exhibitions, publications, activities associated with Women's History Month, web pages, blogs, compilations of women's history resources, and archives have grown. While the growth of collections, research and activity has been impressive, there are many gaps in the collection, literally many "hidden figures" in American history to research and explore, and much to do in disseminating awareness and knowledge about women's history across the nation.

In 2017, the Commissioners proudly raised the first \$3 million from private sources to serve as the seed money to get the Initiative off the ground at the Smithsonian.

In 2018, The Smithsonian officially launched the American Women's History Initiative—*Because Of Her Story*. <https://womenshistory.si.edu/>.

The following are details on the success to date of the Initiative:

- The initiative is one of the country's most ambitious undertakings to research, collect, document, display, and share the compelling story of women. It is inclusive, highlighting the stories of those who identify as women and those who were designated female but self-identify differently.
- The Initiative has established an internal pool of funds focused on Programs and Education, Digital Projects & Audience Development, Collections Care, and Acquisitions and Exhibitions.
- The Initiative has hired six curators who are focused on American women's history and three additional curators are expected to be hired in 2021.
- In addition, the Initiative has put resources towards internships. In 2019 the Initiative launched the *Because of Her Story* Cohort Internship Program which is an eight-week paid internship experience and hosted a cohort of thirteen undergraduate and graduate student interns at the Smithsonian.
- The Initiative has also been involved in the creation of world-class exhibitions.
 - Votes for Women: A Portrait of Persistence, at the National Portrait Gallery
 - Creating Icons; How We Remember Woman Suffrage
 - Girlhood! (It's Complicated), at the National Museum of American History. (Opened in October 2019). The exhibition will go on a United States tour in 2022.
- Through a strategic partnership with Wikipedia, the Initiative has trained the Smithsonian Affiliates to work with volunteers to include local women's history resources in American Women's History Initiative nationwide campaigns and has had great success in getting Smithsonian resources into the hands of the public.
- For the last two years, the American Women's History Initiative, was funded at \$2 million per year. Congress increased the Initiative funding by \$3 million for a total of \$5 million in FY 2020.

The Smithsonian Women's History Initiative as a Springboard to a Standalone Smithsonian Institution museum:

The goals of the Smithsonian Women's History Initiative were to: (1) encourage among civic leaders, scholars, educators, students and the general public a curiosity about, understanding of, and inclusion of the contributions of women in every facet of the nation's history so as to inspire and support outstanding achievement by women in the nation's future; (2) build the Smithsonian's capacity to explore and present American women's history by enhancing collections, adding scholarly and curatorial expertise, developing exhibitions, educational and public programs, publications and media products, and expanding fellowship, internship and other training opportunities; and (3) utilize the Smithsonian's outreach vehicles and networks to involve affiliated museums, schools, universities and other partners in the effort. The Smithsonian has achieved these goals.

The success of the Smithsonian's Women's History Initiative, in fact, has been tremendous. The theme of the Initiative, *Because of Her Story*, has been overwhelming particularly in the year of 2020 while Americans celebrated the 100th anniversary of American women being granted the right to vote. The continued success very much displays America's thirst for learning more and more of these untold stories.

What needs to happen now in Congress?

Since the submission of the report in November 2016, many new faces have been sworn into serve in the U.S. House of Representatives and the U.S. Senate. As a result, new legislation (H.R. 1980) was introduced by Rep. Carolyn Maloney (D-NY). The bill focused on the establishment of a comprehensive women's history museum within the Smithsonian Institution. The Walker Amendment was then added in the House Rules Committee by voice vote on November 12, 2019. The Walker Amendment stated: *Ensuring Diversity of Political Viewpoints in Exhibits and Programs. In carrying out its duties, the council shall ensure that the exhibits and programs of the museum reflect the diversity of political viewpoints held by women of the United States on the events and issues relating to the history of women in the United States.*

H.R. 1980, as amended, was then favorably reported to the House for floor consideration.

On February 11, 2020 by an overwhelming vote of 374-32, H.R. 1980 passed the House of Representatives. <https://www.congress.gov/bill/116th-congress/house-bill/1980/text>

Now it is up to the U.S. Senate to move this effort forward.

Proposed by Senator Susan Collins (R-ME), the U.S. Senate now (November 2020) is considering bill S. 959, a similar bill to the House bill.
<https://www.congress.gov/bill/116th-congress/senate-bill/959/all-info>

Conclusion:

The Commissioners strongly encourage that the U.S. Senate immediately (and enthusiastically) pass this bill and put into law the creation of a Smithsonian museum, in a prominent location in Washington, DC, that honors the fascinating stories of American women.

Too many stories of how women in America changed the course of history have gone unnoticed. These stories deserve to be told. And the Smithsonian is the right Institution to tell these stories.

The Commissioners are confident that private funds can be raised to match the government's contribution. Over fifty-one percent (51%) of the American population is female. In the next 10-15 years, women will be in possession of owning over 75% of inherited wealth in this country. A great wealth transfer is coming, and women will emerge as the biggest beneficiaries. Approximately \$30 trillion in wealth is set to change hands in the next 3 – 4 decades. For the mission of building a women's history museum within the Smithsonian, the money will be there.

Women belong to all political parties and practice every religion. Women represent every race and color. There isn't a person on earth that doesn't have or had a mother. Women are CEOs, wives, sisters, members of Congress, stay-at-home-moms, community organizers, soldiers, artists, factory workers, teachers, scientists, athletes and postal workers. Women are everywhere. Women are America. When empowered, women can do anything. Just give women a chance.

Thank you for your consideration of our recommendation:

Jane Abraham (Chair) (VA), Commission Chair
Honorable Marilyn Musgrave (CO), Commissioner
Mary McInnis Boies (NY), Commissioner
Maria Socorro Pesqueira (IL), Commissioner
Bridget Bush (KY), Commissioner
Emily Rafferty (NY), Commissioner
Pat Mitchell (GA), Commissioner
Kathy Wills Wright (VA), Commissioner
Wendy Pangburn, Commission Executive Director

Where Can You Read the Full 2016 Commission Report?

To read the complete 2016 Commission report and learn more about the Commission's ongoing work, please visit www.amwh.us/report/.

Where Can You Learn more about the Smithsonian's Women's History Initiative and *Because of Her Story* campaign? Visit <https://womenshistory.si.edu/>

The Commission on the
American Women's History
Museum
4516- 47th Street NW
Washington, DC USA 20016
+202-237-0281

Congressional Commission on The American Museum of Women's History

21 Dupont Circle NW, Suite 700
Washington, DC 20036
Telephone: 202.677.0797
www.amwh.us

November 16, 2016

To the President, Members of Congress and the American People:

The American Museum of Women's History will tell the stories, celebrate the accomplishments, and illuminate American women's history in ways that will inspire and inform people of all ages and all walks of life. Our history is not a piece of American history. It is American history.

The Museum will be designed to be a "Gateway," connecting and enhancing the full spectrum of American women's history. Along with new, exciting exhibitions — both permanent and rotating — the Museum will link, literally and figuratively, to the stories and experiences documented in history museums spread across the country. The American people enjoy world-class museums nationwide, and this museum will collaborate with them to bring the best stories and experiences to visitors.

Women now constitute 51 percent of our population. Since the 1960s, the majority of American voters have been women. More women than men now hold bachelor's degrees. The very nature of the way women live — how their work, contributions and participation have evolved in this country — makes their history vital and distinct. Women's stories, activities, ideas and innovations, personal and professional experiences are all integral to every aspect of our country's history. Whether in art and design, space and spies, war and peace, or leadership and service — women have blazed a trail in every area currently documented by our great national museums. To tell the story of American women is to tell the story of America.

Women have played significant, and until now, somewhat underrepresented roles in every part of our nation's past. Simply put, the Museum will celebrate achievement. Most Americans know of women like Abigail Adams, Susan B. Anthony and Rosa Parks and the stories of how they led the movements for greater freedom and equality. But few can name the myriad adventurers, explorers and innovators in media, law, fine arts, sports, business, and science and technology, who happened to be women — and the Museum's goal will be to make those women household names. The Museum will also celebrate the role of millions of nameless women who devoted their lives to the essential and evolving nature of the family and community.

The Museum will document the social, cultural and political changes that impacted women's lives and were, in some instances, shaped and led by women. Through exhibitions and interactive presentations, live forums, events and educational programs, the Museum will both enhance and elevate the understanding of the full story of America, from its beginnings to its rapidly changing present and its dynamic future.

The Museum will build a comprehensive collection of exhibitions and experiences, one created with seriousness of purpose and intellectual honesty. To do so, the Museum will rely heavily on the expert guidance of an intellectually diverse committee of academics, curators and museum professionals. The Museum will showcase their contributions through its collaborative research center.

Pearl Bailey once said, "You must change in order to survive." The Museum will recognize the rapidly-evolving ways in which today's audiences are engaging with storytelling and content; in order to stay current, the Museum will continuously adapt to the newest digital technologies. The Museum will be an interactive, multi-media experience, optimizing the latest technologies to tell stories and to design spaces for live performance and programs — utilizing the most innovative means of involving and inspiring visitors for generations to come.

The Commission envisions the Museum to be a physical complex of mixed-use platforms offering opportunities for earned income as well as donations, and for multi-layered experiences for visitors. The curatorial focus will be amplified by a physical design that also reflects the unique experiences of women.

The Museum will do all of this while elevating a history of service to others and a focus on family. The Museum believes these two values — community service and family — transcend age, race, socio-economic status, religion and geography, and are deeply inspirational to people of all backgrounds. They are a key part of the story of almost every American woman, and have shaped the complex narrative not only of American women's history but of all of American history.

The Museum cannot wait to start telling that story — to all Americans.

The Commission especially wants to thank the National Museum of Women's History for generously funding the Commission's work.

Thank you for your consideration of this Congressional Commission report.

Jane Abraham



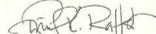
Commission Chair

Pat Mitchell



Commissioner

Emily Rafferty



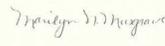
Commissioner

Mary Boies



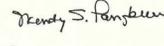
Commissioner

Marilyn Musgrave



Commissioner

Wendy S. Pangburn



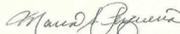
Executive Director

Bridget Bush



Commissioner

Maria Socorro Pesqueira



Commissioner

Note: Special thanks to former Commissioner Kathy Wills Wight, who upon acceptance of a position with the federal government, was required by federal statute to resign as Commissioner on August 1, 2016.

3M Company

3M Corporate Headquarters

3M Headquarters
3M Center
St. Paul, MN 55144-1000

November 17, 2020

The Honorable Roy Blunt
Chair
U.S. Senate Committee on Rules and Administration
305 Russell SOB
Washington, D.C. 20510

The Honorable Amy Klobuchar
Ranking Member
U.S. Senate Committee on Rules and Administration
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of 3M to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27, 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McCsally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 *"Willful Neglect"* report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by President George W. Bush.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican-American segregation in California was the precedent for the landmark Supreme Court case.

3M Company

3M Corporate Headquarters

3M Headquarters
3M Center
St. Paul, MN 55144-1000**Population Size and Growth**

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

As a proud Mexican American, it has been a lifelong dream to one day participate in the grand opening of the National American Latino Museum. I am also delighted to share that our Latino Resource Network leadership and members enthusiastically encourage you to support the National American Latino Museum Act before the Rules Committee. The history of Hispanic/Latinos in the United States has not been told, and therefore our contributions to this great nation have not been fully appreciated. A National Mall without an American Latino Museum does not represent the full tapestry of our country and fails to acknowledge millions of citizens that make up "We the people" of this democracy. Hispanic/Latinos helped build this nation, died for our freedoms and will continue to rise to every challenge that United States of America may face. The American Latino Museum will be a celebrated collection of these contributions and all the contributions of the future.

As 3M's Chief Diversity Officer, I am pleased to share that 3M has partnered with the Smithsonian for many years, including in the advancement of the National Museum of the American Indian and the founding of the National Museum of African American History and Culture. Just last year, we invested \$250,000 in sponsoring the first Smithsonian Latino Gallery in recognition of the momentum we're gaining in establishing a standalone National American Latino Museum. We are committed to investing in education and historical accounts that are informed by diverse perspectives. We know that a highly enlightened society will create a more just and equitable tomorrow.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to us if we can be of further assistance.

Sincerely yours,
Ann M. Anaya,
Chief Diversity Officer
3M

Marco Ortiz
Chair of the Latino Resource Network
3M

Marlene Lopez Ibarra
Co-Chair of the Latino Resource Network
3M

CC: Sen. Robert Menendez (NJ)
CC: Sen. John Cornyn (TX)



November 12th, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of the Acevedo Foundation to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of

the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

Encouraged by the need to empower Latinx communities in the US, the Acevedo Foundation partners with influential non-profits to collaborate on initiatives that are instrumental in advancing Latinx recognition. As president of the Acevedo Foundation, I am proud to participate in this initiative that advocates for the representation of our Latino community. As an entrepreneur and philanthropist, I've dedicated my efforts so that young generations are proud of who they are and see themselves represented in our country authentically. It is our community driving growth in so many areas of the American economy and we deserve to have our history told for all generations to come.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,

Beatriz Acevedo
President, Acevedo Foundation
Co-founder & CEO, SUMA Wealth

CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)



November 9, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of LA Collab to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino

Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

As a born and raised proud American and Latina who grew up in New Jersey's public school system, the history of Latinos for the last 500 years was non-existent in my education. Later in my adult life I started to yearn to learn about my ancestor's history and learned about the great contributions of Latinos to America, self-teaching myself and subsequently my non Latino American friends, through reading books. Having a museum where future generations of Americans and visitors from all over the world can learn about American Latino history would be a great and important step in correcting our erasure and sharing our great contributions.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,

Ivette Rodriguez
Founder & CCO

Venice, CA 90291
310.614.9674
Co-Founder


CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)

November 12, 2020

Dear Senator Blunt,

On behalf of AJC, the global Jewish advocacy organization, and its Belfer Institute for Latino and Latin American Affairs (BILLA), we write to encourage your support for S.1267, the National Museum of the American Latino Act. This bipartisan legislation, introduced by Senators Menendez, Cornyn, Cortez Masto, Capito, Feinstein, Rubio, Portman, Booker, and McSally, would establish a Smithsonian National Museum of the American Latino on the National Mall, dedicated to honoring the contributions of this important community throughout our nation's history.

The major impact that Latinos have had on the course of U.S. history is a relatively unknown story. Very few people are aware of the role Hispanics have played in several key events since the War of Independence. The establishment of a National Museum of the American Latino will provide visitors with the opportunity to learn about Latino contributions to life, art, history, and culture in the United States, and serve as a gateway for additional programming and exhibitions at other Smithsonian sites and U.S. museums.

As Latinos continue to enrich the fabric of American society through their countless contributions as leaders, innovators, entrepreneurs, and members of our Armed Forces, it is time to officially recognize their positive impact and vital presence in forging this great nation. Therefore, we encourage you to cosponsor this important legislation.

Thank you for your consideration of our views on this important matter.

Respectfully,



Dina Siegel Vann
Director

The Arthur and Rochelle Belfer Institute for
Latino and Latin American Affairs



Arizona Latino Legislative Caucus

Sen. Tony Navarrete, D-Phoenix (District 30), caucus co-chair
 Rep. César Chávez, D-Phoenix (District 29), caucus co-chair
 Rep. Raquel Terán, D-Phoenix (District 30), caucus secretary
 Rep. Lorenzo Sierra D-Avondale (District 19), caucus treasurer

November 13, 2020

Chairman Roy Blunt
 Senate Rules Committee
 U.S. Senate
 305 Russell SOB
 Washington, D.C. 20510

Ranking Member Amy Klobuchar
 Senate Rules Committee
 U.S. Senate
 305 Dirksen SOB
 Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

We are writing to you on behalf of the Arizona Legislative Latino Caucus to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

The 2020 election saw record Latino voter turnout in Arizona, and unprecedented engagement from volunteers in Latino communities, especially young people, many voting and getting involved civically for the first time. Their voices have made an indelible impact on Arizona.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,

Rep. Cesar Chavez, D-Phoenix (District 29), Arizona Legislative Latino caucus co-chair

A handwritten signature in black ink, appearing to be 'C. Chavez', written on a light-colored, textured background.

Sen. Tony Navarette, D-Phoenix (District 30), Arizona Legislative Latino caucus co-chair

A handwritten signature in black ink, appearing to be 'Tony Navarette', written on a light-colored, textured background.

CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)



November 13, 2020

Chairman Roy Blunt
 Senate Rules Committee
 U.S. Senate
 305 Russell SOB
 Washington, D.C. 20510

Dear Chairman Blunt,

I am writing to you on behalf of Azteca Enterprises, Inc. to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th, 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a completer and more accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before Brown v Board of Education there was Mendez v Westminster—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

As a Latino Texas business owner for the past thirty-one years, I am compelled to join the voices that call for the acknowledgement and representation of Latino history for future generations in the time-honored Smithsonian fashion of creating a museum.

Thank you for your support of this important legislation and our nation’s history. We stand ready to support this historic endeavor from the bill’s ultimate authorization to the work required to open those doors on America’s front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,



Luis Spinola
President/CEO
Azteca Enterprises, Inc.

CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)



November 6, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of Bienvenido to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:





Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican-American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

Bienvenido is one of the premier Hispanic outreach organizations. The museum should be at the top of every Senate member's agenda to show gratitude personally and on behalf all Americans for the contribution Hispanics have made to this great nation.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn. Please do not hesitate to reach out to me if I can be of further assistance.

Respectfully,

Bienvenido Leadership

CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)



November 16, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of Casa de Esperanza: National Latin@ Network for Healthy Families and Communities to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the **National American Latino Museum Act** before the Rules Committee and urge you to support its approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on July 27, 2020.

It is important for the Senate to take advantage of this opportunity to approve the bill before the end of this legislative session. Due to the fact that an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), and Tillis (NC), have already signed onto the bill, it is clear that this legacy initiative has broad support and that now is the time for the Senate to take action and make this museum a reality.

Latino history is a very important aspect of the rich fabric of American history. As the largest ethnic group in the country, with significant ties to the founding of this nation dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the unique American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by President George W. Bush.

Having contributed positively to every aspect of American society, including health, science, business, faith, education, the military, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history.

It is critical for Latinos to see themselves in all aspects of our society and establishing the National American Latino Museum Act would provide a necessary step for recognition and for a greater understanding and appreciation of the contributions of the Latino population. Below is a brief summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to United States History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population, Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four children under 18 is of Hispanic/Latino descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans were born in the United States.

Thriving Business Community

- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

Casa de Esperanza was founded in 1982 in Minnesota to provide emergency shelter and support services for women and children experiencing domestic violence. Additionally, in 2009 Casa de Esperanza launched the National Latin@ Network for Healthy Families and Communities, which is a national resource center that provides training & technical assistance, research, and national policy advocacy focused on addressing and preventing gender based violence, primarily in Latino and immigrant communities. Our organization is proud to serve on the Steering Committee of the National Task Force to End Sexual and Domestic Violence, as well as serve on the Board of the National Hispanic Leadership Agenda. We serve as a bridge in efforts to support healthy families and communities across many different policy areas, to ensure that all individuals, families, and communities can thrive.

From our experience, we know that Latinos are deeply connected to and involved in community engagement initiatives and are committed to strengthening families, which are at the core of our American society. Through both our prevention work, direct services, and research efforts we

recognize the importance of moving beyond a one-size-fits all approach to instead lift up the importance of culturally responsive approaches from a strengths-based perspective in order to harness protective factors and community assets to work for positive change.

Based on our prevention work with Latino youth as peer educators, Casa de Esperanza has seen the importance of supporting the self-esteem and confidence of youth so that they can overcome adversity and make positive contributions in their own lives and that of their communities. We know that many victims feel shame and feel unseen because of the trauma and violence they have experienced, but with trauma-informed and culturally supportive services they are able to overcome the violence to become survivors and to thrive and help work toward greater prevention efforts.

The National American Latino museum would allow for rich and diverse stories to be told and highlighted, recognizing how many Latinos and Latinas have overcome adversity and have made significant contributions to society and to the growth and development of this nation. We know that when individuals get to see themselves reflected in the many positive contributions of their communities, it does wonders for their self-esteem and feelings of belonging, and is a further motivator to "seguir adelante," to keep moving forward in succeeding and contributing to their communities and the nation.

Thank you for your support of this important legislation and for further uplifting our nation's rich and diverse history. We stand ready to support this historic endeavor, from the bill's ultimate authorization to the work required to open the doors to this new and enriching museum on America's front lawn.

Please do not hesitate to reach out to us if we can be of further assistance.

Sincerely yours,



Rosemarie Hidalgo, J.D.

Senior Director of Public Policy

Casa de Esperanza: National Latin@ Network for Healthy Families and Communities

540 Fairview Ave. N St. Paul, MN 55104

Tel: 651-646-5553



CONGRESSIONAL HISPANIC CAUCUS
116TH CONGRESS

November 17, 2020

LEADERSHIP

Rep. Joaquin Castro (TX-20)
Chair

Rep. Ruben Gallego (AZ-07)
First Vice-Chair

Rep. Nanette Diaz Barragan (CA-44)
Second Vice-Chair

Rep. Adriano Espaillat (NY-13)
Whip

Rep. Veronica Escobar (TX-16)
Freshman Representative

MEMBERS

Rep. Pete Aguilar (CA-31)
Rep. Salud Carbajal (CA-24)
Rep. Tony Cardenas (CA-29)
Rep. Gilbert R. Cisneros, Jr. (CA-39)
Rep. Lou Correa (CA-46)
Sen. Catherine Cortez Masto (NV)
Rep. Jim Costa (CA-16)
Rep. Henry Cuellar (TX-28)
Rep. Antonio Delgado (NY-19)
Rep. Sylvia R. Garcia (TX-29)
Rep. Jesús G. "Chuy" Garcia (IL-04)
Rep. Jimmy Gomez (CA-34)
Rep. Vicente Gonzalez (TX-15)
Rep. Raúl M. Grijalva (AZ-03)
Rep. Mike Levin (CA-49)
Rep. Ben Ray Lujan (NM-03)
Sen. Bob Menendez (NJ)
Rep. Debbie Mucarsel-Powell (FL-26)
Rep. Grace F. Napolitano (CA-32)
Rep. Alexandria Ocasio-Cortez (NY-14)
Rep. Lucille Roybal-Allard (CA-40)
Rep. Raul Ruiz, M.D. (CA-36)
Rep. Gregorio Kilili Camacho Sablan (MP)
Rep. Linda T. Sánchez (CA-38)
Rep. Michael F.Q. San Nicolas (Guam)
Rep. José E. Serrano (NY-15)
Rep. Albio Sires (NJ-08)
Rep. Darren Soto (FL-09)
Rep. Xochitl Torres Small (NM-02)
Rep. Norma J. Torres (CA-35)
Rep. Lori Trahan (MA-03)
Rep. Juan Vargas (CA-51)
Rep. Filemon Vela (TX-34)
Rep. Nydia M. Velázquez (NY-07)

The Honorable Roy Blunt
Chairman
Committee on Rules and Administration
United States Senate
Washington, D.C. 20510

The Honorable Amy Klobuchar
Ranking Member
Committee on Rules and Administration
United States Senate
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar:

As members of the Congressional Hispanic Caucus (CHC), we have dedicated ourselves to uplifting Latino communities and recognizing their countless contributions to the United States. We thank you for holding a Senate Rules Committee hearing on S. 1267, the National Museum of the American Latino Act, and we urge the Committee to expeditiously vote on this important legislation before the end of the 116th Congress.

We firmly believe that establishing a Museum of the American Latino is of the utmost importance. Many generations of American Latinos have roots that predate the founding of our nation. Today, the U.S. Census Bureau estimates that nearly 60 million Americans identify as Latino, a number that continues to grow significantly each year. Latinos represent the largest and second-fastest growing ethnic group in our country, and their political, economic, and cultural might can no longer be ignored. Our place at the table has now been set.

While many may think the historical contributions of Latinos are confined to states like California, Texas, or Florida, that is a common mistake and misconception. It was through treaties, revolutions, and the normalization of trade relations that led many Latino families to settle in communities in states like Missouri and Minnesota, shaping them into what they are today. Mexican workers helped lay rail lines in the Kansas City-area in the 1800s, and Latino soldiers stationed at Richards Gebaur Air Force Base after World War II helped build up communities like Kansas City, Belton, and Carthage. The migrant farmworkers from Mexico and Texas, who affectionately tried to assimilate in

their new communities by calling themselves “Minnesotanos,” were an integral part of the state’s agricultural economy and helped feed the region. Stories like these, which are often hidden or overlooked, make clear that Latino history runs deep in every corner of the United States.

From serving in every American military engagement from the American Revolution to the Wars in Iraq and Afghanistan, to the fight for worker and civil rights, Latinos have been on the frontlines of American history since the founding of our nation and it is past time that we recognize their rightful place in it. To obscure these experiences is to render our history as a nation incomplete. Simply put, Latino history is American history.

That is why we believe S. 1267, the National Museum of the American Latino Act, represents an opportunity to help get this history right. This endeavor can help build a bridge of understanding between a community that has often been vilified, demeaned, and often misunderstood, yet represents a history that is as American as apple pie. It will finally bring due recognition to the countless contributions that American Latinos have made in protecting our freedoms and communities, building one of the greatest economies the world has ever seen, and pushing our country to be a more open and inclusive place for all.

As you know, S. 1267 will begin the process of establishing a Latino Museum on the National Mall. A Board of Trustees, comprised of diverse representatives from our communities, will help guide efforts of planning, design, and execution of construction, and will present these recommendations to the Smithsonian Board of Regents for final approval. The bill authorizes the Smithsonian to conduct a campaign to raise half the funds through private means, while Congress appropriates the rest, which is the same successful funding formula used to establish previous Smithsonian museums. And, most importantly, the legislation would create educational programs with schools and grant programs to help cultivate new generations of talent to ensure the preservation of Latino history for generations to come.

It is no secret that this project has been a top priority for the CHC. We are here today because of a decades-long fight that began in the 1990s when Latino activists fought for greater historical representation and employment inclusion within the Smithsonian Institution. In 2020, we can report that some progress has been made, but it is not enough. Hundreds of years of history cannot be contained within one exhibit or gallery. The time is now for a dedicated museum on the National Mall that will share the stories, art, contributions, and culture of American Latinos with the world.

We thank you, once again, for holding a hearing on S. 1267 and urge you to favorably move this legislation out of Committee and to the Senate floor. We stand ready to work with you to finally turn this dream into a reality.

Sincerely,



Joaquin Castro
Chair
Congressional Hispanic Caucus



Ruben Gallego
First Vice-Chair
Congressional Hispanic Caucus



Nanette Diaz Barragan
Second Vice-Chair
Congressional Hispanic Caucus



Adriano Espaillat
Whip
Congressional Hispanic Caucus



Veronica Escobar
Freshman Representative
Congressional Hispanic Caucus



José E. Serrano
Member of Congress
Congressional Hispanic Caucus



Tony Cárdenas
Member of Congress
Congressional Hispanic Caucus



Pete Aguilar
Member of Congress
Congressional Hispanic Caucus



Lou Correa
Member of Congress
Congressional Hispanic Caucus



Juan Vargas
Member of Congress
Congressional Hispanic Caucus



Sylvia R. García
Member of Congress
Congressional Hispanic Caucus



Nydia M. Velázquez
Member of Congress
Congressional Hispanic Caucus



Filemon Vela
Member of Congress
Congressional Hispanic Caucus



Henry Cuellar
Member of Congress
Congressional Hispanic Caucus



Grace F. Napolitano
Member of Congress
Congressional Hispanic Caucus



Vicente Gonzalez
Member of Congress
Congressional Hispanic Caucus



Norma J. Torres
Member of Congress
Congressional Hispanic Caucus



Alexandria Ocasio-Cortez
Member of Congress
Congressional Hispanic Caucus



Linda T. Sánchez
Member of Congress
Congressional Hispanic Caucus



Salud O. Carbajal
Member of Congress
Congressional Hispanic Caucus



Albio Sires
Member of Congress
Congressional Hispanic Caucus



Jesús G. "Chuy" García
Member of Congress
Congressional Hispanic Caucus



Mike Levin
Member of Congress
Congressional Hispanic Caucus



Lucille Roybal-Allard
Member of Congress
Congressional Hispanic Caucus



Raul Ruiz, M.D.
Member of Congress
Congressional Hispanic Caucus



Gilbert R. Cisneros, Jr.
Member of Congress
Congressional Hispanic Caucus



Raúl M. Grijalva
Member of Congress
Congressional Hispanic Caucus



Jimmy Gomez
Member of Congress
Congressional Hispanic Caucus



Darren Soto
Member of Congress
Congressional Hispanic Caucus

CC:
Senate Majority Leader Mitch McConnell
Senate Minority Leader Chuck Schumer



November 16, 2020

Honorable Lincoln Diaz-Balart
Chairman
Rep. Henry Cuellar (TX-28)
Vice-Chairman
Rep. Mario Diaz-Balart (FL-25)
Vice-Chairman
John Hoel, Altria Client Services
Treasurer
Emilio X. Gonzalez, Verizon
Secretary
Heather Kennedy, *The Home Depot*
Chair of Governance Committee

Congressional Board Members
Senator Robert Menendez (NJ)
Senator Rick Scott (FL)
Rep. Bill Flores (TX-17)
Rep. Jennifer Gonzalez-Colon (PR)
Rep. William Hurd (TX-23)
Rep. Devin Nunes (CA-22)
Rep. Albio Sires (NJ-08)
Rep. Darren Soto (FL-09)

Corporate Board Members
Honorable Ileana Ros-Lehtinen
Akin Gump
Silvia R. Aldana
PG&E Corporation
LaKeitha Anderson
RAI Services
Joesdis Avila
Ford Motor Company
Maria Luisa Boyce
UPS
Sara Decker
Walmart
Ray Dempsey Jr.
BP America
Omar Franco
Becker & Pollakoff
Leo Munoz
Comcast|NBC Universal|Telemundo
Isaac Reyes
Target
Ilia Rodriguez
Accenture
Mariela Romero
Univision Communications, Inc.
Peter Villegas
The Coca-Cola Company

Pro-Bono General Counsel
Frank Cruz-Alvarez
Strook, Hardy & Bacon, LLP

734 15th Street NW, Suite 450
Washington, DC 20005
www.chli.org

We Prepare, Connect, and Honor Leaders.

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell Senate Office Building
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen Senate Office Building
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of the Congressional Hispanic Leadership Institute (CHLI) to express our support for the creation of the National Museum of the American Latino in the Smithsonian Institution on the National Mall in Washington, D.C. (S.1267).

The Congressional Hispanic Leadership Institute is the premier organization founded by Members of Congress to advance the Hispanic Community's Economic Progress with a focus on Social Responsibility and Global Competitiveness. Founded in 2003, CHLI is a 501(c)3 non-profit and non-partisan organization. CHLI is dedicated to fostering a broad awareness of the diversity of thought, heritage, interests, and views of Americans of Hispanic and Portuguese descent.

In the spirit of our vision: Advancing the Hispanic Community's Diversity of Thought, we acknowledge the many extraordinary contributions to the United States of Americans of Hispanic heritage. Hispanic Americans have enriched our nation throughout the generations.

We believe it to be just and appropriate that the story of Hispanic Americans be present on the National Mall, where great American stories are shared.

Thank you for your support of this important legislation. CHLI looks forward to doing our part to further the legislation's admirable goals.

Thank you for your kind consideration.

Cordially,

Lincoln Diaz-Balart
Chairman

CC: Sen. Robert Menendez (N.J.)
CC: Sen. John Cornyn (TX)

CITY PROJECTS, LLC

November 16, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

It is with much pride that we write in firm support of the National Museum of the American Latino Act and urge you to commit to bringing this extraordinary legislation to the Senate Rules Committee for approval before the end of this legislative session. In doing so, you will demonstrate your commitment to our nation's understanding of our collective history, arts and culture.

As award-winning Los Angeles-based Latino filmmakers and producers, our work has long focused on creating authentic, rich content that brings awareness and understanding of Latinos to not only the national public at large, but to an almost all-white, male media industry, which has historically and perpetually excluded and misrepresented our community.

"Liberal" Hollywood has failed to provide Latino creatives - in front and behind the camera - with access and opportunity. It is seen in the history of the Academy Awards. In 90 years of the Oscars, only 6 Latinos have won the statuette. Moreover, according to a 2019 UCLA Hollywood Diversity report, Latinos account for only 6.2% of roles in broadcast scripted shows and only 5.2% in films, compared to 63.3% and 77% held by their white counterparts, respectively. This lack of representation reflects a deeper problem of the ongoing reluctance and ignorance of the industry to hire Latinos in key roles: systemic institutional racism.

Across all media, Latinos have long been depicted as foreigners and outsiders who have "infested" and "invaded" this country. We have been called drug dealers, rapists, murderers, and everything else that is wrong with America.

These stereotypes and false narratives, along with gross underrepresentation, have shaped people's impressions about us, becoming more engulfed in the struggle to distinguish media from reality. People tend to connect the dots between what they watch and what stereotypes they hold. This has created a societal atmosphere that permits demonization and racist actions against not only Latinos, but Dreamers, Mexicans, and immigrants from what some may consider "shithole countries".

Consequently, far-right extremists and white supremacists (with guns) have become emboldened to keep their place of dominance in society and prepare for a race war. They have incited intolerance, hate and bias against "non-real Americans" - us - almost 40% of the nation. From El Paso, TX to Pittsburgh, PA to Poway, CA, fearful white men have turned to mass murder in service of hatred against Latino immigrants, Jews and others they perceive as threats to the white race.

Representation matters now more than ever given this era of deep division and domestic terrorism. If the erasure of Latinos from the American consciousness continues and we remain invisible, we will continue to be targets of hate. We cannot continue to feel we are living under siege in our home country.

America needs healing. America needs unification. America needs equality now.

One way to help Americans understand each other is through our trusted national institutions, such as museums, which have the unique ability to build connections among different communities and people. Museums are the keepers of our stories and hold the materials that society deems important of our existence, and that we do not want forgotten. Museums prevent cultures from disappearing and provide a forum to debate contemporary issues of identity and politics. This is especially important for Latino youth who often do not see themselves reflected in mainstream culture, and continue to face the challenges of socioeconomic, geographic, educational and racial disparities.

Our stories must be told. Our history must be taught.

A Smithsonian National American Latino Museum will allow a historically marginalized group to have representation - and a voice - to the unique, authentic stories we know and experience, stories which have been largely ignored in our nation's history books. Stories such as the 1970 National Chicano Moratorium when 20,000 Chicanos in East Los Angeles peacefully marched against the disproportionate number of Chicano youths dying in Vietnam. 1,500 police shot tear gas canisters into the crowd of families and children, killing prominent *Los Angeles Times* journalist and KMEX-TV News Director Ruben Salazar. The event was a watershed moment for the Chicano community as it laid the foundation for the development of generations of Latino activists, thinkers, educators and policymakers. Yet, few institutions nationwide teach this seminal moment.

A Smithsonian National American Latino Museum will provide the opportunity for visitors to see the real portrayals of Latinos in all of their complexities, and view us - immigrants included - as hard-working, important contributors to our economy, military, arts and culture.

We must remember that our founders told us to "form a more perfect union." Therefore, we must bridge the economic and social divides by creating a more inclusive society. A Smithsonian National American Latino Museum will help do that, while celebrating our long, proud history in this country, and highlighting our common humanity.

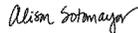
Our history is American history. Let us inform and inspire future generations - Latinos and all people - about our shared world and support the passing of the National Museum of the American Latino Act.

Respectfully,

Phillip Rodriguez (Director)



Alison Sotomayor (Producer)



P.O. BOX 86738 LOS ANGELES, CA 90086



PETER R. VILLEGAS
VICE PRESIDENT & HEAD
OFFICE OF LATIN AFFAIRS

ADDRESS REPLY TO:
3 Park Plaza Suite 600
Irvine, CA, 92614
949-383-8645
pvillegas@coca-cola.com

November 13, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of *Coca-Cola* to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th, 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum.

In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush.**

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,

A handwritten signature in black ink, appearing to read "P. Villegas". The signature is written in a cursive style with a large, circular flourish at the end.

Peter R. Villegas
Vice President & Head,
Office of Latin Affairs

CC: Sen. Robert Menendez (NJ)
CC: Sen. John Cornyn (TX)

ALBERTO R. GONZALES

November 16, 2020

Chairman Roy Blunt
Senate Rules Committee
U. S. Senate
305 Russell SOB
Washington, DC 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U. S. Senate
305 Dirksen SOB
Washington, DC 20510

Re: National American Latino Museum Act

Dear Chairman Blunt and Ranking Member Klobuchar,

I write to urge your support for the National American Latino Museum Act which establishes the framework for the National American Latino Museum on the National Mall. I understand that this bill needs to come before the Rules Committee, and I urge you to move this bill forward toward passage. As you know, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan co-sponsors on July 27, 2020.

I understand the Senate has an opportunity to approve this bill before the end of the legislative session. There is an impressive bipartisan coalition of 45 co-sponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC), who have already signed onto the bill. This legacy initiative has broad support, and it is time for the Senate to act and make this museum a reality.

Latinos have played a significant role in the history and development of our country. Our diversity makes America unique and strong. We have already honored the sacrifices and contributions of African Americans and the work of Latinos deserves similar recognition. My story is the American story. That the son of a cotton picker with a second grade education could rise to become the only lawyer in our nation's history to serve as both White House Counsel and Attorney General of the United States is just

269

one of many examples of the promise of our great country. There are countless stories like mine, and they deserve telling.

I urge your support. Please feel free to reach out to me at (703) 635-9335, or arg@argonzales.com if I can be of assistance or provide additional information. Thank you.

Respectfully,

A handwritten signature in black ink, appearing to read 'A. R. Gonzales', written in a cursive style.

Alberto R. Gonzales

Cc: Senator Robert Menendez (NJ)

Senator John Cornyn (TX)



November 16, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of the Hispanic Alliance for Career Enhancement (HACE) to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more

complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

HACE is a national nonprofit organization dedicated to the employment, development, and advancement of current and aspiring Latino professionals. Founded in 1982, HACE's mission is to positively impact the American workplace by cultivating the pipeline of Latino talent and providing Latino professionals the insight, access, and support to be successful in their careers.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,



Patricia Mota
President & CEO

CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)



Hispanic Association on Corporate Responsibility

November 16, 2020

Coalition Members

American GI Forum of the
U.S.

ASPIRA Association, Inc.

Congressional Hispanic
Caucus Institute

Congressional Hispanic
Leadership Institute

Cuban American National
Council

Hispanic Association of
Colleges and Universities

League of United Latin
American Citizens

MANA, A National Latina
Organization

Prospanica

SER-Jobs for Progress
National, Inc.

Society of Hispanic
Professional Engineers

UnidosUS

U.S. Hispanic Chamber of
Commerce

U.S. Hispanic Leadership
Institute

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

The Hispanic Association on Corporate Responsibility (HACR), the nation's leading coalition-based organization whose mission is to advance Hispanic inclusion in Corporate America, writes to express our support for the National Museum of the American Latino Act. This legislation passed the U.S. House of Representatives by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27, 2020. We thank you for bringing this legislation before the U.S. Senate Rules Committee. We urge the committee and the full Senate to pass this bill.

The National Museum of the American Latino Act has 45 bipartisan Senate cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), and Tillis (NC). We believe the time is now for the Senate to act and make this museum a reality so that the full American story can be shared for the benefit of all Americans, in a future permanent museum.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 *"Willful Neglect"* report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the

1220 L Street N.W. • Suite 701 • Washington, D.C. 20005
Tel (202) 682-4012 • www.hacr.org



Hispanic Association on Corporate Responsibility

Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Coalition Members

American GI Forum of the U.S.
 ASPIRA Association, Inc.
 Congressional Hispanic Caucus Institute
 Congressional Hispanic Leadership Institute
 Cuban American National Council
 Hispanic Association of Colleges and Universities
 League of United Latin American Citizens
 MANA, A National Latina Organization
 Prospanica
 SER-Jobs for Progress National, Inc.
 Society of Hispanic Professional Engineers
 UnidosUS
 U.S. Hispanic Chamber of Commerce
 U.S. Hispanic Leadership Institute

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business and Economic Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.
- With over \$2.3 trillion in 2018 gross domestic product, American Latinos are the eight largest economy in the world.

Founded in 1986, HACR is the nation's leading corporate advocacy organization representing 14 national Hispanic organizations in the United States and Puerto Rico. Our mission is to advance the inclusion of Hispanics in Corporate America in the areas of Employment, Procurement, Philanthropy, and Governance. Through our corporate leadership advancement programs, Symposium best practice conferences, research initiatives, and public communications, HACR is illuminating *The Power of Hispanic Inclusion*[™] throughout Corporate America.



Hispanic Association on Corporate Responsibility

Thank you for your support of this important and historic legislation. Our organization, coalition members, and millions of constituents stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to make a future American Latino Museum a reality on the National Mall in Washington, DC.

Coalition Members

- American GI Forum of the U.S.
- ASPIRA Association, Inc.
- Congressional Hispanic Caucus Institute
- Congressional Hispanic Leadership Institute
- Cuban American National Council
- Hispanic Association of Colleges and Universities
- League of United Latin American Citizens
- MANA, A National Latina Organization
- Prospanica
- SER-Jobs for Progress National, Inc.
- Society of Hispanic Professional Engineers
- UnidosUS
- U.S. Hispanic Chamber of Commerce
- U.S. Hispanic Leadership Institute

Please do not hesitate to reach out to us if we can be of further assistance.

Sincerely,

Cid Wilson
HACR President & CEO
cwilson@hacr.org

Mary Ann Gomez Orta
HACR Board Chair
mgomezorta@chli.org



HENSEL PHELPS

Plan. Build. Manage.

1600 Tysons Boulevard
Suite 800
Tysons Corner, VA 22102
703.720.4900

November 12, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of Hensel Phelps Construction Co. (Hensel Phelps) to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th, 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.



HENSEL PHELPS

Plan. Build. Manage.

1600 Tysons Boulevard
Suite 800
Tysons Corner, VA 22102
703.720.4900

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

As one of the nation's largest general contractors, the men and women of the Latino community have helped create the culture that makes Hensel Phelps one of the best in the industry. The Latino individuals that have been employed by Hensel Phelps over the years are hardworking, dedicated to perfecting their craft and have bolstered the culture of *Delivering Excellence in all we do*. Having the opportunity to create a landmark project dedicated to the rich Latino history would be the perfect homage to pay respect to those individuals.



HENSEL PHELPS
Plan. Build. Manage.

1600 Tysons Boulevard
Suite 800
Tysons Corner, VA 22102
703.720.4900

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,

A handwritten signature in blue ink, appearing to read 'Will A. Thompson, III'.

William A. Thompson, III
Vice President and District Manager
Hensel Phelps

CC: Sen. Robert Menendez (NJ)
CC: Sen. John Cornyn (TX)



Janine J. Smith

VP and Deputy General Counsel
Global Government Relations
Strategic Risk Management

E: jsmith1@hersheys.com

P: 202 847 4334

M: 202-247-6734

November 11, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

On behalf of The Hershey Company, I write to express our support for expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and hope the Committee will support the bill and help shepherd it through final approval in the Senate. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th, 2020.

The Senate has an opportunity to approve this bill before the end of this Congress. With an impressive bipartisan coalition of 45 cosponsors already signed onto the bill, it is clear that this initiative has broad Senate support. Now is the time to make the museum a reality.

Latino history is American history. As the largest ethnic group in the country, it is critical that we have an American Latino Museum on the iconic National Mall to present this critical aspect of the American story. Unfortunately, by its own admission in its 1994 "Willful Neglect" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. The creation of a National American Latino Museum was among 10 recommendations in the report and will go a long way to rectifying this wrong.

The Hershey Company's legacy is rooted in doing well by doing good. This was the mission of our founder, Milton Hershey, who built a company on the values of integrity, excellence, togetherness and making a difference. It is in the spirit of these values that we add our voice to support the passage of the National American Latino Museum Act.

Thank you for your support of this important legislation and our nation's history.

Please contact me directly if I can answer any questions or be of further assistance.

Sincerely,

Janine J. Smith
Vice President and Deputy General Counsel, Global Government Relations and Strategic Risk Management

CC: Sen. Robert Menendez (NJ)
CC: Sen. John Cornyn (TX)

The Hershey Company

1120 G Street NW, Suite 425 • Washington, DC 20005

Yale *Center for the Study of Race, Indigeneity,
and Transnational Migration*

November 16, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

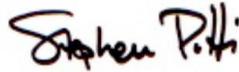
We write as historians of Latino communities in the United States to thank you for bringing the National American Latino Museum Act before the Rules Committee. We hope that you will support approval of this important legislation.

We believe that accurate recognition of Latino history is critical to the twenty-first century United States, and that the Smithsonian should take the lead in assuring that educators, policymakers, and others understand the involvement and perspectives, and the visions and contributions, of Latinos.

A new Smithsonian museum on the National Mall should engage broad audiences, collect historical artifacts and stories, gather teachers and researchers, host students of all ages, foreground artistic expressions, and sponsor well-informed public discussions on pressing topics. The museum should be polyphonic, representing many perspectives and experiences, and it should be ambitious, tracing communities from past centuries into our contemporary moment. We feel sure that it will also be grounded in scholarship, drawing from thousands of recent publications that have documented these histories.

The United States must preserve and share ever more accurate stories of its past, and the Smithsonian must play a central role in educating the public about Latinos in American history. We urge the Senate to support the National American Latino Museum Act, and we thank the bipartisan set of Senate co-sponsors who are now working to make this museum a reality.

Sincerely, and on behalf of the group below,



Stephen Pitti
Professor of History and Director of the RITM Center
Yale University

STEPHEN J. PITTI
Director of RITM
Professor of American Studies and History
35 Broadway
New Haven CT 06511
T 203 432-5116
F 203 432-0626
ritm@yale.edu
ritm.yale.edu

1. Grisel Y. Acosta, Associate Professor, City University of New York - BCC
2. Michael Damien Aguirre, Postdoctoral Fellow, Harvard University
3. Jose Alamillo, Professor, California State University Channel Islands
4. C.J. Alvarez, Assistant Professor, University of Texas at Austin
5. Allison Amend, Professor, Lehman College
6. Mike Amezcua, Assistant Professor of History, Georgetown University
7. Lauren Araiza, Associate Professor, Denison University
8. José Aranda, Associate Professor, Rice University
9. Gabriela F. Arredondo, Associate Professor and Chair, UC Santa Cruz
10. Eric Avila, Professor, UCLA
11. Dorothy Baca, Professor, University of New Mexico
12. Octavio Barajas, Professor, College of the Sequoias
13. Llana Barber, Associate Professor, State University of New York at Old Westbury
14. Philis M. Barragán Goetz, Assistant Professor, Texas A&M University - San Antonio
15. Lee Bebout, Professor, Arizona State University
16. Daniel Becerra, Assistant Professor, Brigham Young University
17. Brian Behnken, Associate Professor, Iowa State University
18. Maylei Blackwell, Associate Professor, UCLA
19. Eladio Bobadilla, Assistant Professor, University of Kentucky
20. Eddie Bonilla, Postdoctoral Fellow, University of Pittsburgh
21. Rick Bonus, Professor and Chair, University of Washington
22. Ralph William Boone, Lecturer, Lehman College (CUNY)
23. Allyson Brantley, Assistant Professor, University of La Verne
24. Laura Briggs, Professor, University of Massachusetts
25. Michael Bustamante, Assistant Professor, Florida International University
26. Katherine Bynum, Assistant Professor, Arizona State University
27. Geraldo Cadava, Associate Professor, Northwestern University
28. Albert M. Camarillo, Leon Sloss Jr. Memorial Professor, Stanford University
29. JoAnn Canales, Scholar in Residence Emerita, Council of Graduate Schools
30. Ginetta E.B. Candelario, Professor, Smith College
31. Julio Capo Jr., Associate Professor and Deputy Director of the Wolfsonian Public Humanities Lab, Florida International University
32. Matt Caprioli, Lecturer, Lehman College (CUNY)
33. Genevieve Carpio, Assistant Professor, UCLA
34. Maria Raquel Casas, Associate Professor, University of Nevada, Las Vegas

35. Antonia I. Castañeda, Professor Emeritus, St. Mary's University
36. Melissa Castillo Planas, Assistant Professor, Lehman College
37. Eliana Castro, Assistant Professor, University of Vermont
38. Maria Elena Cepeda, Professor, Williams College
39. Jaime Chahin, Professor and Dean of Applied Arts, Texas State University
40. Robert Chao Romero, Professor, UCLA
41. Ben Chappell, Associate Professor, University of Kansas
42. John R. Chavez, Professor, Southern Methodist University
43. Marisela R. Chávez, Professor, California State University, Dominguez Hills
44. Miroslava Chavez-Garcia, Professor, UC Santa Barbara
45. Deborah Cohen, Associate Professor, University of Missouri - St. Louis
46. Eduardo Contreras, Associate Professor, Hunter College and The Graduate Center (CUNY)
47. Cary Cordova, Associate Professor, University of Texas at Austin
48. Raúl Coronado, Associate Professor, UC Berkeley
49. Maria Cotera, Associate Professor, University of Texas at Austin
50. Jorge E. Cuéllar, Assistant Professor, Dartmouth College
51. Arlene Davila, Professor and Director, New York University
52. Jesús F. de la Teja, Regents' Professor Emeritus, Texas State University
53. Maritza De La Trinidad, Associate Professor, University of Texas Rio Grande Valley
54. George Diaz, Associate Professor, University of Texas Rio Grande Valley
55. Maggie Elmore, Assistant Professor, Sam Houston State University
56. Cindy Ermus, Assistant Professor, University of Texas at San Antonio
57. Stacey Engels, Adjunct Lecturer, Lehman College (CUNY)
58. Sandra I. Enriquez, Assistant Professor, University of Missouri-Kansas City
59. Edward Escobar, Emeritus Associate Professor, Arizona State University
60. Elizabeth R. Escobedo, Associate Professor, University of Denver
61. Jesus Jesse Esparza, Assistant Professor, Texas Southern University
62. Dionne Espinoza, Professor, California State University Los Angeles
63. Eileen J. Findlay, Professor, American University
64. Lori Flores, Associate Professor, Stony Brook University (SUNY)
65. Neil Foley, Robert and Nancy Dedman Endowed Chair in History, Southern Methodist University

66. Vanessa Fonseca-Chávez, Assistant Professor, Arizona State University
67. Claire F. Fox, Professor, University of Iowa
68. Benjamin Francis-Fallon, Professor, Western Carolina University
69. Alicia Gaspar de Alba, Professor, UCLA
70. Lorena Gauthereau, Lecturer and Manager, University of Houston
71. Maia Gil'Adi, Assistant Professor, University of Massachusetts Lowell
72. Mark A. Goldberg, Associate Professor, University of Houston
73. Trinidad Gonzales, President, Refusing to Forget
74. David-James Gonzales, Assistant Professor, Brigham Young University
75. Cynthia I. Gonzales, Associate Professor, Texas State University
76. Jerry Gonzalez, Associate Professor, University of Texas at San Antonio
77. John Morán González, J. Frank Dobie Regents Professor, University of Texas at Austin
78. Dr. Tiffany Gonzalez, Postdoctoral Fellow, Tulane University
79. Gabriela Gonzalez, Associate Professor, University of Texas at San Antonio
80. Adam Goodman, Assistant Professor, University of Illinois at Chicago
81. Sarah Zenaida Gould, Interim Executive Director, Mexican American Civil Rights Institute
82. Lillian Guerra, Professor, University of Florida
83. Frank Guridy, Professor, Columbia University
84. Ramón A. Gutiérrez, Professor, University of Chicago
85. Romeo Guzman, Professor, Claremont Graduate University
86. Lisbeth Haas, Professor Emeritus, UC Santa Cruz
87. Michelle Habell-Pallan, Professor, University of Washington
88. Ian Haney-Lopez, Chief Justice Earl Warren Professor, UC Berkeley
89. Lori Harris, Dean, University of Cincinnati
90. Brett Hendrickson, Professor, Lafayette College
91. Sonia Hernandez, Associate Professor, Texas A&M University
92. Ray Hernández-Durán, Professor, University of New Mexico
93. Brian Eugenio Herrera, Associate Professor, Princeton University
94. Torrie Hester, Associate Professor, Saint Louis University
95. Felipe Hinojosa, Professor, Texas A&M University
96. Jesse Hoffnung-Garskof, Professor, University of Michigan

97. Luis G. Hoyos, Emeritus Professor of Architecture, California State Polytechnic University Pomona
98. Michael D Innis Jimenez, Professor, University of Alabama
99. Ylce Irizarry, Associate Professor, University of South Florida
100. Karl Jacoby, Allan Nevins Professor, Columbia University
101. Benjamin H. Johnson, Professor, Loyola University Chicago
102. Gaye Theresa Johnson, Associate Professor, UCLA
103. Ana M. Juarez, Associate Professor, Texas State University
104. S. Deborah Kang, Anne Stark and Chester Watson Associate Professor, University of Texas at Dallas
105. Sonia Kania, Associate Professor, University of Texas at Arlington
106. Kris Klein Hernández, Postdoctoral Associate, Yale University
107. Max Krochmal, Associate Professor, Texas Christian University
108. Marisol Lebrón, Assistant Professor, University of Texas at Austin
109. Priscilla Leiva, Assistant Professor, Loyola Marymount University
110. Gerardo Licon, Assistant Professor, University of Wisconsin Eau Claire
111. Julian Lim, Associate Professor, Arizona State University
112. Rick Lopez, Professor, Amherst College
113. Troy Lovata, Professor, University of New Mexico
114. Mireya Loza, Visiting Assistant Professor, Georgetown University
115. Rosina Lozano, Associate Professor, Princeton University
116. Kelly Lytle Hernandez, Professor and The Thomas E. Lifka Endowed Chair of History, UCLA
117. Arturo Madrid, Professor Emeritus, Trinity University
118. Cecilia Márquez, Assistant Professor, Duke University
119. Benjamin Marquez, Professor, University of Wisconsin
120. Dr. Valerie A. Martinez, History Program Head and Assistant Professor, Our Lady of the Lake University
121. Veronica Martinez-Matsuda, Associate Professor, Cornell University
122. Juliana Martínez, Assistant Professor, American University
123. Katherine Massoth, Assistant Professor, University of New Mexico
124. Timothy Matovina, Professor, University of Notre Dame
125. Joseph McElligott, Lecturer, Lehman College

126. John Mckiernan-Gonzalez, Director of the Center for the Study of the Southwest and Associate Professor, Texas State University
127. Natalie Mendoza, Assistant Professor, University of Colorado Boulder
128. April Merleaux, Visiting Assistant Professor, Williams College
129. Ana Raquel Minian, Associate Professor, Stanford University
130. Nancy Raquel Mirabal, Associate Professor, University of Maryland, College Park
131. Nancy Raquel Mirabal, Associate Professor, University of Maryland, College Park
132. Anthony Mora, Associate Professor and Director, University of Michigan
133. Monica Muñoz Martinez, Associate Professor, University of Texas at Austin
134. Laura K. Muñoz, Assistant Professor, University of Nebraska-Lincoln
135. Erin Murrah-Mandril, Assistant Professor, University of Texas at Arlington
136. Anna Nogar, Associate Professor, University of New Mexico
137. Chon Noriega, Distinguished Professor, UCLA
138. Mark Ocegueda, Assistant Professor, Brown University
139. Amy A. Oliver, Associate Professor, American University
140. Jessica Ordaz, Assistant Professor, University of Colorado Boulder
141. Lorena Oropeza, Professor, UC Davis
142. Cynthia Orozco, Professor, Eastern New Mexico University Ruidoso
143. Mark Overmyer-Velazquez, Professor and University Campus Director, University of Connecticut-Hartford
144. Christian Paiz, Assistant Professor, UC Berkeley
145. Jimmy Patiño, Associate Professor, University of Minnesota
146. Monica Perales, Associate Professor, University of Houston
147. Emma Perez, Professor/Research Social Scientist, University of Arizona
148. Bernadette Perez, Assistant Professor, UC Berkeley
149. Carolyn Pinedo-Turnovsky, Associate Professor, University of Washington
150. Patricia Portales, Professor, San Antonio College
151. Gerald Poyo, Professor, St. Mary's University - San Antonio
152. Estevan Rael-Gálvez, Ph.D., Independent Scholar, Creative Strategies 360°
153. Marla Ramírez, Assistant Professor, University of Wisconsin-Madison
154. Raúl A. Ramos, Associate Professor, University of Houston
155. Dr. Lisa Y. Ramos, Associate Professor, Alamo Colleges: San Antonio College
156. Ana Ramos-Zayas, Professor, Yale University

157. Raymond W. Rast, Associate Professor, Gonzaga University
158. Pedro A. Regalado, Junior Fellow, Harvard University
159. Joaquin Rivaya-Martinez, Associate Professor, Texas State University
160. Petra Rivera-Rideau, Assistant Professor, Wellesley College
161. Alberto Rodriguez, Associate Professor, Texas A&M University-Kingsville
162. Iliana Yamileth Rodriguez, Postdoctoral Fellow, Emory University
163. Ana Patricia Rodríguez, Associate Professor, University of Maryland, College Park
164. Ileana M. Rodríguez-Silva, Associate Professor, University of Washington
165. Dr. Samantha Rodriguez, Professor, Houston Community College
166. Anadelia Romo, Associate Professor, Texas State University
167. Oliver A. Rosales, Professor, Bakersfield College
168. Dr. Steven Rosales, Associate Professor, University of Arkansas
169. Lilia Raquel Rosas, Lecturer, University of Texas at Austin
170. Karen Roybal, Assistant Professor, Colorado College
171. Vicki L. Ruiz, Distinguished Professor Emerita, University of California, Irvine
172. Jason Ruiz, Associate Professor, University of Notre Dame
173. Elsa Ruiz, Lecturer, University of Texas at San Antonio
174. Lilliana Saldaña, Associate Professor, University of Texas at San Antonio
175. María Josefina Saldaña-Portillo, Professor, New York University
176. Cristina Salinas, Associate Professor, University of Texas at Arlington
177. George J. Sanchez, Professor, University of Southern California
178. Edgar Sandoval, Predoctoral Bolin Fellow, Williams College
179. A. K. Sandoval-Strausz, Associate Professor, Penn State University
180. Aldo Lauria Santiago, Professor, Rutgers University
181. John Phillip Santos, University Distinguished Scholar, University of Texas at San Antonio
182. Alicia Schmidt Camacho, Professor, Yale University
183. Gretchen Selcke, Director, Vanderbilt University
184. José Luis Serrano Nájera, Assistant Professor, University of New Mexico
185. Kristie Soares, Assistant Professor, University of Colorado Boulder
186. Priscilla Solis Ybarra, Associate Professor, University of North Texas
187. Rachel St. John, Associate Professor, UC Davis
188. Alexandra Minna Stern, Professor, University of Michigan

189. Camille Suárez, Assistant Professor, California State University Los Angeles
190. Tomás F. Summers Sandoval Jr., Professor, Pomona College
191. Lorrin Thomas, Associate Professor, Rutgers University - Camden
192. Eliseo Torres, Professor, University of New Mexico
193. Michelle Tovar, Associate Director of Education - Latino Initiatives, Holocaust Museum Houston
194. Michael L. Trujillo, Associate Chair, University of New Mexico
195. Luis Urrieta, Professor, University of Texas at Austin
196. Francisco Uviña-Contreras, Senior Lecturer, University of New Mexico
197. Robert O. Valdez, RWJF Professor, University of New Mexico
198. Louie Dean Valencia, Assistant Professor, Texas State University
199. Angela Valenzuela, Professor, University of Texas at Austin
200. Omar Valerio-Jiménez, Associate Professor, University of Texas at San Antonio
201. Elena Valdez, Reference Librarian, Santa Fe Public Library
202. Irene Vasquez, Professor and Chair, University of New Mexico
203. David Vazquez, Associate Professor, American University
204. Larisa Veloz, Professor, University of Texas, El Paso
205. Aimee Villarreal, Associate Professor, Our Lady of the Lake University
206. Sarah D. Wald, Associate Professor, University of Oregon
207. Julie M. Weise, Associate Professor, University of Oregon
208. Elliott Young, Professor, Lewis & Clark College
209. Emilio Zamora, Professor, University of Texas at Austin
210. Candace Zepeda, Professor, Our Lady of the Lake University

CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)



Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

November 15, 2020

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Senator Blunt,

Dear Chairman Blunt & Ranking Member Klobuchar,

I am writing to you to express my support and commitment to understanding and exhibiting the impact of Latinos on American history as presented on our National Mall in Washington, D.C. I am encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to furthermore support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on July 27, 2020.

The Senate has an opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

I believe the prestigious Smithsonian establishments that highlight the experiences of all American history should include a space dedicated to the achievements and history of the Latino community. The Latino community is made up of diverse, meaningful, and rich history and culture that deserve a place for stories to be told. America is in a critical juncture where education, especially through our American Smithsonian institutions, are a key step towards eliminating prejudice and ignorance and promoting understanding. I urge support for the National American Latino Museum Act and thank you for your support of this important legislation and our nation's history.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "Willful Neglect" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by President George W. Bush.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. I find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history.

Sincerely yours,

Mario Rodriguez
Chairman, Hispanic 100

Hispanic Heritage FOUNDATION

November 16, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of the Hispanic Heritage Foundation to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. After all, our Latinx stories are American stories.

We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and respectfully urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th, 2020. As an organization that was started by the Reagan White House in 1988, we are proud to be part of an effort that both sides of the aisle seem to value.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

As I mentioned, Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history.

Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before Brown v Board of Education there was Mendez v Westminster—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,



CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)



November 13, 2020

Chairman Roy Blunt
Senate Rules Committee
U. S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U. S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt & Ranking Member Klobuchar,

We are writing to you on behalf of the Hispanic Lobbyists Association to express our support and commitment to understanding and exhibiting the impact of Latinos on American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to furthermore support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on July 27, 2020.

The Senate has an opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

The Hispanic Lobbyists Association's mission is to advance and empower Latino government relations and public affairs professionals. We strongly believe in the importance of diversifying our profession so that it reflects the changing face of America. In a very similar manner, we believe the prestigious Smithsonian establishments that highlight the experiences of *all* American history should include a space dedicated to the achievements and history of the Latino community. The Latino community is made up of diverse, meaningful, and rich history and culture that deserve a place for stories to be told. America is in a critical juncture where education, especially through our American Smithsonian institutions, are a key step towards eliminating prejudice and ignorance and promoting understanding. We therefore urge support for the National American Latino Museum Act and thank you for your support of this important legislation and our nation's history.

We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history.

Please do not hesitate to reach out to us if we can be of further assistance.

Respectfully,

The Hispanic Lobbyists Association Board of Directors

CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)



November 19, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of the Hispanic National Bar Association to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has

proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before Brown v Board of Education there was Mendez v Westminster—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

At HNBA, the largest national association of Latinx legal professionals, our mission is to empower and create opportunities for the Latinx community in the legal field and beyond. We are dedicated to advocating for issues valued by the nearly 60 million people of Hispanic descent living here in the U.S. The establishment of a Smithsonian American Latino Museum on the National Mall that uplifts Latino stories and teaches visitors about the abundant Latino contributions to American society is one of those crucial issues. We look forward to the day when the rich heritage and accomplishments of the Latinx community are finally valued and acknowledged in the heart of the nation's capital.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,

A handwritten signature in blue ink, appearing to read "Elia Diaz-Yaeger", with a large flourish at the end.

Elia Diaz-Yaeger
National President, Hispanic National Bar Association

CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)

JacksonLewis

Jackson Lewis P.C.
 One Biscayne Tower
 2 South Biscayne Blvd, Suite 3500
 Miami FL 33131
 (305) 577-7600 Main
 (305) 373-4466 Fax
jacksonlewis.com

MY DIRECT DIAL IS: (305) 577-7617
 MY EMAIL ADDRESS IS PEDRO.TORRES-DIAZ@JACKSONLEWIS.COM

November 16, 2020

Chairman Roy Blunt
 Senate Rules Committee
 U.S. Senate
 305 Russell SOB
 Washington, D.C. 20510

Ranking Member Amy Klobuchar
 Senate Rules Committee
 U.S. Senate
 305 Dirksen SOB
 Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on my personal capacity to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

As a Past President of the Hispanic National Bar Association, I am keenly aware of the issues of concern to the Latino community, but most importantly, I am also aware of the invaluable contributions this community has made to the core foundations of this country. The establishment of this Museum will go a long way to finally and deservedly recognize those contributions.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

JacksonLewis

November 16, 2020
Letter in Support of National American Latino Museum
Page 3

Sincerely yours,

Pedro J. Torres-Diaz

Pedro J. Torres-Diaz

CC: Sen. Robert Menendez (NJ)
CC: Sen. John Cornyn (TX)



November 17, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of the Latino Community Foundation, California's sole philanthropic organization dedicated to unleashing the civic and economic power of Latinos in the state, to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring a National American Latino Museum to our nation's capital and urge you to go one step further to make this dream a reality.

The Senate has the perfect opportunity to establish a National American Latino Museum before the end of this year. With an impressive bipartisan coalition of 45 senators, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already committed to the creation of this museum, it is clear that this legacy initiative has broad support and now is time for the Senate to make this museum a priority.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.



Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before Brown v Board of Education there was Mendez v Westminster—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

For the Latino Community Foundation, it is imperative that our community's history is told in the nation's capital. California's Latino community has played a pivotal role in this nation's founding, present and future. From farmworkers and entrepreneurs to students and advocates, our community has played an integral role in this country's political, economic, and social fabric. A National American Latino Museum would signal to this country and the world that our contributions matter, and that they have mattered for centuries.

Thank you for your support of this important initiative and our nation's history. We stand ready to support this historic endeavor.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,





Christian Arana
Policy Director
Latino Community Foundation
San Francisco, CA

CC: Sen. Robert Menendez (NJ)
CC: Sen. John Cornyn (TX)





Date November 17, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

As a Latina advocate, I have been appalled by the lack of understanding about our role within American society, even by members of our own community. This, in my opinion, is due in part to the fact that the many contributions of the Latino community have been both ignored and omitted from American history and from our educational system. It is time for our future generations, Latino and otherwise, to learn to understand, value, and respect our culture, and for Latinos to take their righteous place in the culture of the country we call our own.

Thank you for your support of this important legislation and our nation’s history. We stand ready to support this historic endeavor from the bill’s ultimate authorization to the work required to open those doors on America’s front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,



Elianne Ramos

CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)

November 20, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

It is with tremendous pride that our community of Latinx media, sports and entertainment actors, content creators, athletes, business leaders and executives write to express our enthusiastic support for the National American Latino Museum Act, and your efforts to bring this critical legislation before the Senate Rules Committee for approval before the end of this legislative session.

As people working across film, television, publishing, music and sports, we recognize the power in media and culture to influence and educate. In recent years, we as Latinos have experienced the complexity of emotions that come from seeing ourselves in entertainment – whether it's the comfort of noticing the nuances of our traditions on screen, the joy when one of our artists breaks another record with their music video on YouTube, or the crushing weight of harmful stereotypes and mischaracterizations of our families on the evening news.

These images and narratives matter. They feed into our biases and influence the way people experience and interact with the world around them. Our communities in particular have seen just how dangerous media is in fueling harmful rhetoric and violent acts against us.

For many of us, this is personal. It continues to impact our work daily as we confront dangerous stereotypes in our scripts, offensive comments in our boardrooms, and challenge narrow opinions of our community that stifle our creativity when trying to build projects that authentically reflect us.

The same is true of representation in cultural institutions.

As stated in a recent New York Times Op-ed, “While we are everywhere in this country, from big cities to small towns, Latinos are largely missing from American media and culture, which makes us vulnerable”. Our community is largely misunderstood because we are absent.

And we are absent because we are misunderstood.

We are not a monolith. We are a dynamic community with roots in over 20 countries, each with different and distinct cultures, languages, flavors and traditions. With a population of over 60 million people, we make up the largest ethnic minority group in the country and are projected to make up 30% of the US population by 2060. We are entrepreneurs, scientists, frontline workers, educators, artists, and CEO’s. We will continue to be meaningful contributors to the future of this country, just as much as we have contributed to its history.

Latino history is American history, and it’s time we move out of the shadows of invisibility and acknowledge the impact our communities have had on the fabric of our country. By its own admission, the Smithsonian Institution has drastically underrepresented American Latinos in its collections department, despite our accomplishments and contributions to so many aspects of American society and culture, including medicine, business, arts, science, sports, politics, and technology, among others.

Art and culture have the ability to connect, inspire and create empathy. Opening the doors of the American Latino Museum on the iconic National Mall will create meaningful impact for generations to come. This long-overdue museum is not only necessary to address the underrepresentation of American Latinos, but to accelerate a true, authentic telling of the American story in our museums

and beyond. We are excited to uncover countless untold stories and share our beautiful cultures with the millions of people who visit the Smithsonian Institutions annually.

Your efforts to pass this critical legislation is inextricably linked to our ability to our work and the future of our industries. Together, we have the opportunity to move society forward and begin to heal the racial and ethnic tensions that we see in our classrooms, businesses, and neighborhoods.

This is the time to take swift and necessary action to create a more empathetic world where all are respected, appreciated and understood. We stand ready to support this historic endeavor and to work alongside you to open this powerful museum on America's front lawn.

Sincerely,

1. Aimee Garcia, Actress, Writer, Producer, Scrappy Heart Productions
2. Albert Fernandez, Member, Latinos In Media & Arts Coalition (LIMA)
3. Alberto Barboza, Director, NHFA
4. Alberto Ferreras, Filmmaker, The New Yorkian, LLC
5. Alex Fumero, Writer/Producer, Key Rat, Inc.
6. Alex Gutierrez Coordinator, Project 150, WarnerMedia
7. Alexander Almogabar Zahn, Manager, Original Independent Film, Netflix
8. Alexandra Kondracke, Co-Founder, The Latinx House
9. Alexandra Meneses, Producer, SAG/AFTRA
10. Alexis Garcia, EVP, Film Group Endeavor Content
11. Alison A. Sotomayor, Filmmaker/Producer, Moxie Media Productions
12. America Ferrera, Actor/Director/Producer/Activist, Co-founder She Se Puede & Harness
13. Ana Valdez, Executive President, Latino Donor Collaborative
14. Andres Rodriguez, V.P., Arenas Entertainment
15. Andrew Hevia, Executive Producer, Fabula
16. Angelina DeSousa
17. Anthony Ramos, Actor, Singer and Songwriter
18. Axel Caballero, VP, Artistic and Cultural Innovations, Warner Media
19. Beatriz Acevedo, CEO/Co-Founder, SUMA Wealth
20. Ben DeJesus, Director / Producer, NGL Collective / NGL Studios

21. Benjamin Lopez, Exec Director, National Association of Latino Independent Producers
22. Berto Colón, Actor
23. Brian Robau, Director, Audition B
24. Briann Benali, AAE, The MRKT
25. Bruno Del Granado, Agent, Creative Artists Agency (CAA)
26. Carla Vionette Santiago, Founder, STORi
27. Carlos Aguilar, Editorial Director, Quantasy
28. Ceci Fernandez, Jefa, instaMiniSeries
29. Christian Vera, TV Broadcaster, RightThisMinute
30. Christine Benitez, SVP, Global Brand Strategy & Multicultural Marketing, Paramount Pictures
31. Christy Haubegger, EVP, WarnerMedia
32. Claudia Lyon, EVP, Talent and Casting, CBS Entertainment
33. Cris Abrego, CEO, EndemolShine
34. Cristina Costantini, Filmmaker, Director of Mucho Mucho Amor
35. Crystal F. Caicedo, Agent, CAA
36. Dakota Ortiz, Director of Social Impact, Endeavor
37. Daphne Ortiz, Publicist, Statement PR
38. Dennis Pastorizo, TV Host, LATV Network
39. Diego Najera, Director, Narrative Film Participant
40. Elsa Collins, Co-Founder, She Se Puede
41. Emilio Estefan, CEO, Estefan Enterprises
42. Emma Ramos, Actress/Writer, MS Productions
43. Eva Longoria, Actress/Activist
44. Feliz Ramirez, Actress, Feliz Is Inc
45. Felix Sanchez, Co-Founder, National Hispanic Foundation for the Arts
46. Flavio Morales, Executive, Vice President, Endemol Shine Latino
47. Francia Raisal, Actress
48. Frankie Negron, Owner, Frankie Negron Music
49. Froy Gutierrez, Actor and Musician
50. Gina Rodriguez, Actress and Producer
51. Gloria Calderon Kellett, Exec Producer & Showrunner, Glonation Studios @ Amazon
52. Gloria M. Estefan, Singer- Songwriter, Estefan Enterprises, Inc.
53. Greta Fuentes, Director of Development, MACRO

54. Henry Kelly, Actor, National Hispanic Media Coalition
55. Ivan De Paz, Talent Manager, DePaz Management
56. Ivette Rodriguez, Founder & President, AEM Marketing Inc.
57. Jaime Davila, President, Campanario
58. Jandiz Estrada Cardoso, Sr. Director Talent Content & Inclusion, NBCUniversal
59. Jencarlos Canela, Actor, Singer and Songwriter
60. Jerry Rojas Galarraga, EVP, Film & TV - Awards and Events, Shelter PR
61. Joel M. Gonzales, President, Nosotros
62. John Leguizamo, Actor / Artist, Board Member, Friends of the American Latino Museum
63. John Stromme, Creative Director, The MRKT
64. Jorge Patrick Thomson, Development Assistant, 20th Century Fox
65. Joshua Lopez, CEO, Lopez and Associates, LLC.
66. Judy Reyes, Actor/Producer, Sound of Gol
67. Julianne Escobedo Shepherd, Editor-in-Chief, Jezebel
68. Kareem Tabsch, Filmmaker, O Cinema
69. Karen Crawford, Vice President/Creative Director, Blood & Chocolate, Inc.
70. Karina Ortiz, Actress, SAG-AFTRA
71. Karla Pita Loo, Chief Development Officer, TV Academy Foundation
72. Karla Souza, Actress
73. Lia Gotz, Programming Admin, Apple TV+
74. Lin-Manuel Miranda, Singer and Actor
75. Lindsey Villarreal, Writer, Film and Television
76. Lisa Oropeza, Owner, Ever Gold Agency
77. Lisa Vidal, Actor, Fierce Latinas
78. Luis A. Miranda Jr., Founding Partner, MirRam Group
79. Luis Fonsi, Singer
80. Lynn Hirshfield, SVP, Participant Media
81. Marcela Davison Avilés, Executive Producer and Founder, The Chapultepec Group LLC
82. Margie Moreno, International Creative Lead, You Tube
83. Mariana Atencio, Journalist, Co-Founder, GoLike
84. Maritza Medina, Latinx Strategist & Storyteller
85. Maylen Calienes, Founder, Latino Filmmakers Network
86. Mayte Michelle Rodriguez, Actress
87. Melina Lizette, Producer

88. Melissa Fumero, Actor/Activist, Smokin' Productions, Inc.
89. Michael Cimino, Actor
90. Michael Fuhlhage, Associate Professor, Wayne State University
91. Michael Gutierrez, Assistant, Hemingson Entertainment
92. Miranda Pacheco, Producer, Freelance
93. Mirna Couto, Co Founder, GoLike
94. Monica Ramirez, President, The Latinx House
95. Monica Villarreal, Talent Manager & Producer, Authentic Talent & Literary Management
96. Natalie Morales, Actress
97. Natalie Moran, Agent, Creative Artists Agency
98. Norma Manzanares, VP of Strategy & Marketing, Pivot Media
99. Olga Segura, Vice President, The Latinx House
100. Panchi Simeto, Creative Executive, Marc Platt Productions
101. Pete Corona, Manager, Original Series Netflix, Inc
102. Phillip Rodriguez, Filmmaker, City Projects
103. Quinn Rodriguez, Universal Television
104. Ramón Rodríguez, Actor / Director
105. Raul Castillo, Actor
106. Ray Jimenez, Talent Manager & Producer, Zero Gravity Management
107. Rebecca "Becky G" Gomez, Actress, Singer and Activist
108. Robert Rodriguez, Director, Troublemaker Studios
109. Rosal Colón-Rolón, Actress, Pregones Theater
110. Rosario Dawson, Co-Founder, Voto Latino
111. Rosie Perez, Actor/Activist, LatinX Hollywood
112. Ruben Garcia, Co-Head, Cultural Business Strategy Group Creative Artists Agency
113. Santiago Marcos, Coordinator, Stampede Ventures
114. Sasha Calle, Artist, SC
115. Shakira Barrera, Organizer, Chavalos De Aqui Y Alla
116. Steven Canals, Creator/Director/Executive Producer, POSE (FX Networks)
117. Susana Pastrana, Marketing Manager, The MRKT
118. Susana Reyes, Vice President, The MRKT
119. Tony Mojena, Manager and Producer, Tony Mojena Entertainment
120. Tony Taccone, Director and Writer, Free Lance
121. Tracy Brennan, Agent, Creative Artists Agency (CAA)

- 122. Venessa Fraguio, Senior Vice President, The MRKT
- 123. Victor M. Dueñas, Writer/Director, Patches Entertainment
- 124. Wilmer Valderrama, Actor & Activist
- 125. Yadira Guevara Prip, President, YERB INC
- 126. Yvaniza Abaunza, Impact Campaign Consumer, Abaunza Group



November 17, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of the Latino Business Action Network to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th, 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McCally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- According to the Stanford Latino Entrepreneurship Initiative research—which the Latino Business Action Network funds—over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

The Latino Business Action Network (LBAN) is a national 501 (c)(3) nonprofit organization with the purpose of strengthening the United States by improving the lives of Latinos. LBAN empowers Latino entrepreneurs to grow their businesses through research, education, and national ecosystem development through its collaboration with Stanford University called the Stanford Latino Entrepreneurship Initiative. What LBAN has accomplished is the most mobilized collective of scaled U.S. Latinx entrepreneurs in U.S. history. We refer to this effort as an #AmericanEconomicImpertive. We are harnessing this distinct base to shift a national narrative of Latinx driving our American economy. Our stories must be shared prominently across all demographics to all Americans. Indubitably, your support for the approval of the National American Latino Museum Act would symbolize historical action that would preserve our Latinx contributions for generations to come.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,



Mark L. Madrid, LBAN CEO
 CC: Sen. Robert Menendez (NJ)
 CC: Sen. John Cornyn (TX)



November 16, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell Senate Office Building
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen Senate Office Building
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of the League of Minority Voters to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th, 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by President George W. Bush.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has

DocuSign Envelope ID: 4EFF295C-B7A8-4E11-8474-11B6FA1BECA6

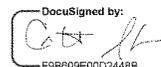
proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

The League of Minority Voters is a 501c3 not-for-profit organization seeking to empower the grassroots within minority communities through education and training. We are fighting for the advancement of minority voters' rights within the electoral process through education, empowerment, and bringing a voice to the issues that uniquely impact communities of color. Our organization is dedicated to empowering minority voices in community and government, as well as serving as a liaison between communities of colors, policy leaders and institutions.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,

DocuSigned by:

F9B609E0D2448B...

Cristina Antelo

Chairwoman, National Board of Directors

CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)



League of United Latin American Citizens

**NATIONAL
PRESIDENT**
Domingo Garcia

**CHIEF EXECUTIVE
OFFICER** Study
Benavides

NATIONAL OFFICERS
Roger C. Rocha, Jr.
Immediate Past
President
Pablo A. Martinez

Treasurer
Richard Estrada, III
Youth President
Andres Rodriguez
VP for Young Adults
Ella R. Mendoza
VP for Elderly
Eddie Valdes Ramos
VP for Women
Joel-Lehi Organista
VP for Youth
Richard Estrada
VP for Farwest
Jose Javier Lopez
VP for Midwest
Balina Cardona
VP for Northeast
Ivonne Quiñones Lanzo
VP for Southeast
Linda Chavez
VP for Southwest

STATE DIRECTORS

John Arnold, PhD
Arizona
Rey Hernandez
Arkansas
Yvonne Gonzalez
Duncan
California
Sonny Subia
Colorado
Jesse Garcia
District of Columbia
Mari Corugedo
Florida
Maggie Rivera
Illinois
Susan Larsen
Indiana
Nicolas Salazar
Iowa
Mafaf Rivera
Kansas
Maria Rivera Brown
Massachusetts
James Fukuda
New Jersey
Fred Baca
New Mexico
Anreo Cardona
New York
Alicia Pagan
Ohio
Jennie Rivera
Puerto Rico
Rudy Rosales
Texas
Yensia Timoteo
Utah
Bob Garcia
Virginia
Dianna Perez
Washington
Lape Martinez
Wisconsin

(2019-2020 v4)

November 17, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

We are writing to you on behalf of the League of United Latin American Citizens to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is the time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "Willful Neglect" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics, and more, the Latino community has proudly enriched our nation's competitiveness, culture, and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history.

It is past time we have a museum that honors Latinos' contributions to the United States and a place where our children can learn about their heritage and also about our impact and influence in our nation's history. We would also be remiss not to mention the important role Latinos have played in defending our nation by direct military service throughout our history. Having a Museum dedicated to the Latino community would honor those sacrifices as well as ensuring our people have a rightful place in our national mall.

Page 2: LULAC Support National American Latino Museum Act

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if we can be of further assistance.

Sincerely yours,



Domingo Garcia
LULAC National President



Sindy M. Benavides
LULAC Chief Executive Officer



November 17, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of Luz Collective, Inc. to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before Brown v Board of Education there was Mendez v Westminster—this case regarding Mexican-American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

As a digital media company that exists to center Latina stories and narratives in mainstream media, we have intimate knowledge of how underrepresentation in the media landscape affects the socialization of the Latino community. It's harmful and detrimental to the development of self to see your community's contributions to the success of this country be either excluded or grossly misrepresented in historical and media narratives.

We are hopeful that your support of this important legislation and our nation's history will finally get us to a place that does justice to the Latino community's contributions to this country that we all call home. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,


Lucy Flores
CEO & Co-Founder, Luz Collective
luzcollective.com

CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)



ERIC GARCETTI
MAYOR

September 30, 2019

Speaker Nancy Pelosi
United States House of Representatives
1236 Longworth House Office Building
Washington, D.C. 20515

Majority Leader Mitch McConnell
United States Senate
317 Russell Senate Office Building
Washington, D.C. 20510

RE: Support for the National Museum of the American Latino Act

Dear Speaker Pelosi and Leader McConnell,

I write to you in strong support of the National Museum of the American Latino Act (H.R. 2420, S. 1267), a bill that would take major steps to celebrate the important history and contributions of Latinos in our national institutions.

Too many Americans are not aware of the long and storied history of Latinos in our country. This history includes contributions to civil rights, the arts and sciences, and business. Establishing a museum to honor this history would be especially meaningful to the City of Los Angeles, a city which boasts a long history of Latino culture and heritage.

The National Museum of the American Latino Act will begin the planning stages for the museum so we can make this long overdue museum a reality. Eight years after the Commission to investigate the potential for an American Latino Museum completed its work, this bill is the necessary next step. It puts this museum on the National Mall among all of the other landmark Smithsonian museums that tell the story of our great nation to millions of visitors each year. This institution must be the next addition to what



320

is known as our "nation's front yard." Thank you for considering this important legislation.

Sincerely,



ERIC GARCETTI
Mayor of Los Angeles





November 17, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Re: Support for a National Museum of the American Latino

Dear Chairman Blunt and Ranking Member Klobuchar:

I am writing to you as a Republican, Cuban-American and board member of the "Friends of the American Latino Museum" to express my support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27, 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National

MERIDIAN DESIGN ASSOCIATES, ARCHITECTS, A Professional Corporation

1140 Broadway New York, NY 10001 T 212.431.8643 F 212.431.8775 meridiandesign.com

Date Wednesday, November 18, 2020
Subject Re: Support for a National Museum of the American Latino

Page 2 of 2

Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before Brown v Board of Education there was Mendez v Westminster—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

Thank you for your support of this important legislation and our nation's history. I stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely,
Antonio Argibay AIA, LEED AP



CC: Sen. Robert Menendez (NJ)
CC: Sen. John Cornyn (TX)

Office of Cultural Affairs
Freedom Tower, 600 Biscayne Blvd.
Miami, Florida 33132



Natalia Crujeiras
Executive Director
305-237-7755
ncrujeir@mdc.edu

November 17, 2020

Senator Amy Klobuchar
Ranking Member
Senate Rules Committee, U.S. Senate
305 Dirksen SOB, Washington, D.C. 20510

Dear Ranking Member Klobuchar,

I am writing to you on behalf of Miami Dade College to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. Miami Dade College is the largest and most diverse institution of higher education in America with students hailing from 167 countries. It awards more degrees to Latinos than any other college or university in the nation.

We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th, 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital

that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

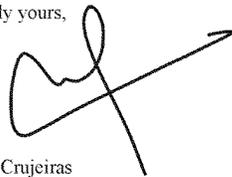
- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

Thank you for your support of this important legislation and our nation’s history. We stand ready to support this historic endeavor from the bill’s ultimate authorization to the work required to open those doors on America’s front lawn.

Sincerely yours,



Natalia Crujeiras
Executive Director, Cultural Affairs, Miami Dade College

CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)

Office of Cultural Affairs
Freedom Tower, 600 Biscayne Blvd.
Miami, Florida 33132



Natalia Crujeiras
Executive Director
305-237-7755
ncrujeir@mdc.edu

November 17, 2020

Senator Roy Blunt
Chair
Senate Rules Committee
U.S. Senate
305 Russell SOB, Washington, D.C. 20510

Dear Chairman Blunt,

I am writing to you on behalf of Miami Dade College to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. Miami Dade College is the largest and most diverse institution of higher education in America with students hailing from 167 countries. It awards more degrees to Latinos than any other college or university in the nation.

We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th, 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital

that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

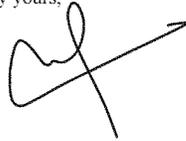
- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Sincerely yours,



Natalia Crujeiras

Executive Director, Cultural Affairs, Miami Dade College

CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)

MOLERA  ALVAREZ
A GOVERNMENT & PUBLIC AFFAIRS FIRM

November 17, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you to express my support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Phone: (602) 279-9925

5343 N. 16th St. Suite 240
Phoenix, AZ 85016

Fax: (602) 279-9935

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

As a Latina from Arizona who has lived in Washington, D.C. I know the power the Latino Museum will have to help raise consciousness and mutual understanding between Latinos and diverse groups of Americans, as well as helping Latino Americans better understand and appreciate themselves. During this time of racial reckoning, it is important to lift up the stories of Americans of all stripes. The damage we cause to our nation by not doing this hurts us all, in ways both overt and insidious. And the benefits we will realize by empowering the Latino community will be felt in every aspect of society – from health to safety, economic development, education, the arts, and civic engagement.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,



CC: Sen. Robert Menendez (NJ)
CC: Sen. John Cornyn (TX)



MOLERA ALVAREZ

 A GOVERNMENT & PUBLIC AFFAIRS FIRM

November 16, 2020

Chairman Roy Blunt
 Senate Rules Committee
 U.S. Senate
 305 Russell SOB
 Washington, D.C. 20510

Ranking Member Amy Klobuchar
 Senate Rules Committee
 U.S. Senate
 305 Dirksen SOB
 Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you to express my support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. I currently sit as a Commissioner for the State of Arizona's Commission on the Arts and I am encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "Willful Neglect" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Phone: (602) 279-9925

5343 N. 16th St. Suite 240
 Phoenix, AZ 85016

Fax: (602) 279-9935

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before Brown v Board of Education there was Mendez v Westminster—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

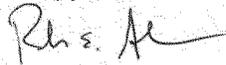
- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned.
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

Apart from serving on the Arizona Commission on the Arts, I am also on the Board of the National Assembly of State Arts Agencies and serve as a Trustee of the Phoenix Art Museum. I know how important it is for our communities to have a museum where they can go experience and learn the history of our country, including the contributions of Latino Americans and that is why we need to create the American Latino Museum because that is a part of our nation's history that is currently not being reflected or shared appropriately.

Thank you for your support of this important legislation and our nation's history. I stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,



Ruben E. Alvarez

CC: Sen. Robert Menendez (NJ)
CC: Sen. John Cornyn (TX)



November 16, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

On behalf of the National Alliance for Hispanic Health, and the 15 million persons served by our community-based organization members, I am honored to express our strongest support and commitment to a Smithsonian National American Latino Museum on National Mall in Washington, D.C. It cannot be overstated the importance of the proposed museum to expanding our nation's understanding of American history and the inextricable contribution of Latino history and culture, including contributions in health and science, to the American story.

We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors this Congressional session. The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn. Thank you for your support of this important legislation and our nation's history.

Sincerely,

Jane L. Delgado, Ph.D., M.S.
President and CEO
National Alliance for Hispanic Health

cc: Sen. Robert Menendez (NJ)
Sen. John Cornyn (TX)

Board of Directors: Lourdes Baezconde-Garbanati, Ph.D., M.P.H., Chairperson, Alhambra, CA • John A. Cuellar, J.D., Vice Chairperson, Dallas, TX • Sheila E. Raviv, M.A., Secretary, Scottsdale, AZ • Don Liebenritt, J.D., Treasurer, Sarasota, FL • Michael J. Astrue, J.D., Belmont, MA • Javier García, M.B.A., Madrid, Spain • Marcela Manjarrez-Hawn, M.A., St. Louis, MO • Lester Martínez-López, M.D., M.P.H., Valrico, FL • Mark B. McClellan, M.D., Ph.D., M.P.A., Durham, NC • Emad Rizk, M.D., Chicago, IL • Amanda Spivey, J.D., San Francisco, CA • Cynthia A. Telles, Ph.D., Los Angeles, CA • Gail Wilensky, Ph.D., Washington, D.C.
President and Chief Executive Officer: Jane L. Delgado, Ph.D., M.S.



November 17, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of The National Latino Evangelical Coalition (NALEC) to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more

complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

The National Latino Evangelical Coalition (NALEC) is immensely proud of the contributions of Latinos and Latinas from all walks of life. Hispanic Americans have a long history of contributing to the richness of the American mosaic. A museum that honors that history and legacy is an initiative that will yield an immeasurable impact on future generations. Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn. Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,
Gabriel Salguero

Rev. Dr. Gabriel Salguero
President, National Latino Evangelical Coalition

CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)



PRESIDENT EMERITUS
Hon. Edward R. Roybal¹
RETIRED

PRESIDENT
Hon. Ricardo Lara
California Insurance
Commissioner

FIRST VICE PRESIDENT
Hon. Elizabeth "Liz" Archuleta
Supervisor,
Cocoonino County, AZ

SECOND VICE PRESIDENT
Hon. Lobby Navarro
School Board Member,
Miami Dade County
Public Schools District 7, FL

SECRETARY
Hon. Tadeo A. De La Hoya
Board Member,
Gadsden Elementary
School District, AZ

TREASURER
Hon. E. Junior Maldonado
County Clerk,
Hudson County, NJ

November 13, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell Senate Office Building
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen Senate Office Building
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar:

I write behalf of the National Association of Latino Elected and Appointed Officials (NALEO) to express our support and commitment to expanding our nation's understanding of American history by creating the National American Latino Museum within the Smithsonian Institution. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. The legislation's companion bill passed the House by unanimous consent with more than 290 bipartisan cosponsors on Monday, July 27, 2020.

The Senate has an ideal opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McCally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill, it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the nation's second largest population group in the country, with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome more than 20 million visitors each year to learn the American story. Unfortunately, by its own admission in its 1994 "Willful Neglect" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by President George W. Bush.

Having contributed to every aspect of American society, including the military, health, science, business, faith, arts, sports, politics and more. The Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Chairman Blunt and Ranking Member Klobuchar
November 13, 2020
Page 2

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the nation is Santa Fe, New Mexico - Spanish settlement.
- Before *Brown v. Board of Education* there was *Mendez v. Westminster* - this case regarding Mexican American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At more than 60 million people making up 18.5% of the U.S. population, Latinos are the nation's second largest population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, more than one in four children under 18 is of Latino descent.
- Latinos are projected to become 30% of the population by 2060.
- 65% of all U.S. Latinos are native born.

Thriving Business Community

- Latinos are opening the most small businesses.
- With a total of 4.7 million Latino-owned businesses in the country, one in four new businesses is Latino-owned.
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the country.

NALEO has long supported the creation of the Museum of the American Latino. This would create the platform to share the role that Latinos have played in the nation's political development and history and contributions to the nation's leadership. Soon after NALEO was founded, we identified just over 3,000 Latinos in elected office. Today there are nearly 7,000 in 46 states, Democrats, Republicans and Independents, and at all levels of government. Their stories need to be told, acknowledged, and celebrated as well - the museum would make the possible.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

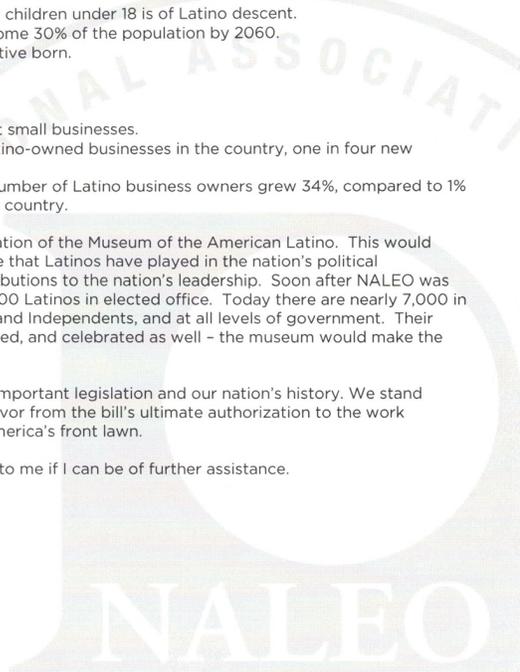
Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely,



Arturo Vargas
Chief Executive Officer

CC: Sen. Robert Menendez (NJ)
CC: Sen. John Cornyn (TX)





November 15, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
BOARD OF DIRECTORS 305 Russell SOB
CHAIR Washington, D.C. 20510

Margie Moreno Ranking Member Amy Klobuchar

VICE CO-CHAIR Senate Rules Committee
U.S. Senate

Karla Pita Loor 305 Dirksen SOB

VICE CO-CHAIR Washington, D.C. 20510

Barbara Matos

SECRETARY

Marcos Vergara del Carril

TREASURER

Robert Cruz

MEMBERS

Jairo Alvarado

Julie Ann Crommett

Alexander Zahn

I am writing to you on behalf of The National Association of Latino Independent Producers, NALIP, to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "Willful Neglect" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino

3415 S Sepulveda Blvd, #1100
Los Angeles, CA 90034

5840 Uplander Way, Suite 100
Culver City CA 90230

Ph: 310-470-1061 / Fax: 310-470-1091
www.nalip.org

Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

As one of the most prestigious Latino media organizations, NALIP's core mission has been to accelerate the pipeline of Latino content creators and decision makers in the entertainment and media ecosystem. For over twenty years, the recognition, normalization and acceptance of Latino contributions in the arts and creative space has been a vital component of our work. Latino history is American history. A National American Latino Museum on the iconic National Mall can preserve such rich history for generations to come.

3415 S Sepulveda Blvd, #1100
Los Angeles, CA 90034

5840 Uplander Way, Suite 100
Culver City CA 90230

Ph: 310-470-1061 / Fax: 310-470-1091
www.nalip.org

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Respectfully yours,



Benjamin Lopez
Executive Director

3415 S Sepulveda Blvd, #1100
Los Angeles, CA 90034

5840 Uplander Way, Suite 100
Culver City CA 90230

Ph: 310-470-1061 / Fax: 310-470-1091
www.nalip.org


BOARD OF DIRECTORS

Nereida Correa, MD, MPH
CHAIRWOMAN
Associate Clinical Professor of Obstetrics
Gynecology & Women's Health
Albert Einstein College of Medicine
CEO, Eastchester Medical Associates, PC
Bronx, NY

Elena Rios, MD, MSPH, FACP
PRESIDENT & CEO
National Hispanic Medical Association
Washington, DC

Gilbert Burgos, MD, MPH
CHAIRMAN ELECT
Executive Director of Medical Affairs
Eli Lilly/Hershey
Brewery, IN

Diana Ramos, MD, MPH, FACCQ
SECRETARY
Assistant Clinical Professor
Keck School of Medicine of USC
Los Angeles, CA

Bert Johansson, MD, PhD
PEDIATRIC
Pediatric Clinical Care
El Paso Children's Hospital
El Paso, TX

Judith Flores, MD, FAAP, CHQM
MEDICINE
Department of Ambulatory Care
Coney Island Hospital
Brooklyn, NY

Maria Carrasco, MD, MPH
Regional Physician Lead on Cultural Competence
Kaiser Permanente
Pasadena, CA

Minerva Campos, MD, MPH
Washington, DC

Carlos Corral, MD, FACS
DIRECTOR
El Paso Cardiac Vascular & Thoracic Surgery, P.A.
El Paso, TX

Ricardo Cortes, MD
DIRECTOR, Endocrinology, Diabetes and Metabolism
University of Arizona College of Medicine
Phoenix, AZ

Francisco Fernandez, MD
FOUNDING DEAN, Professor Emeritus
Department of Psychiatry
University of Texas Rio Grande Valley School of Medicine
Hartgen, TX

Maria M. Garcia, MD, MPH, FACP
PROFESSOR OF MEDICINE
University of Massachusetts Medical School
UMass Memorial Medical Center
Burlington, MA

Pilar Guerrero, MD, FACP
ASSISTANT PROFESSOR
Rush Medical College
Chicago, IL

Elizabeth Lee-Roy, MD, MPH
PARTNER
Eastchester Medical Associates, PC
Bronx, NY

Sylvia P. Prociado, MD
INTERNAL
Huntington Hospital
Pasadena, CA

Claudia H. Zamora, MPA
FOUNDER & CEO, Zenon Consulting Group
Washington, DC

Pamela Montano Arango, MD
CHAIRWOMAN, Council of Young Physicians
New York, NY

Kella Muñoz, MD
CHAIRWOMAN, Council of Residents
Baltimore, MD

Donald Rodriguez
PRESIDENT, Latino Medical Student Association
Chicago, IL

ADVISORY COUNCIL

Richard H. Carrasco, MD, MPH, FACS
17th U.S. Surgeon General (2002-2006)
Chief of Health Innovation, Canyon Ranch
Distinguished Professor
Mel & Enid Zuckerman College of Public Health
MEZCOHP, University of Arizona
Tucson, AZ

Henry Cisneros
Chairman
CityView
San Antonio, TX

Ronald Estrada
Vice President
National Community Empowerment
Urbansun
Washington, DC

Linda Griego
President & CEO
Geige Enterprises, Inc.
Los Angeles, CA

Paloma Hernandez, MPH, MS
President & CEO
Utah Health Plan, Inc.
Broom, NY

Yasmine Weisler, MBA
Former CEO, Central Region
United Health Care
Chicago, IL

November 17, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of the National Hispanic Medical Association to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McCrory (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "Willful Neglect" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before Brown v Board of Education there was Mendez v Westminster—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

NHMA is the nation's leading Latino health resource and advocacy organization. The organization's work involves expansion of Hispanic access to quality health care in the United States. Through its mission to empower Hispanic physicians who work to improve health conditions in underserved communities, NHMA represents the interests of more than 50,000 Latino physician members from all 50 U.S. states and territories

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely,



Elena Rios, MD, MSPH, FACP
President & CEO
National Hispanic Medical Association

CC: Sen. Robert Menendez (NJ)
CC: Sen. John Cornyn (TX)

November 16, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of myself, to express my support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. As a Latina, a mother, a school board member and equity and inclusion trainer, I am encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more

complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before Brown v Board of Education there was Mendez v Westminster—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

Personally, I can share that Latino history was not taught to me in school. Growing up there was little access to celebrations for Latino leaders or their contributions. I did not learn about even the most famous Latinos in our county until I went to college. Today, my children's experience hasn't been much different. In fact, it has been worse as they have been forced to watch our current President and leaders call people like us criminals while also putting kids like them in cages. Having a National American Latino Museum on the National Mall would bring a new focus to the many positive contributions Latinos have made to this country while also working to combat harmful stereotypes. For families and children like mine, the Museum will provide a sense of pride, by connecting them even more to this country they love. For families and children not like mine, they will have the opportunity to learn about a different culture which may even help change some hearts and minds.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

343

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,
Nikkie Whaley

CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)



NATIONAL LATINO FARMERS & RANCHERS TRADE ASSOCIATION
 1029 Vermont Avenue, NW, Suite 601
 Washington, DC 20005
 202-628-8833 ▼ Fax: 202-393-1816

November 9, 2020

Chairman Roy Blunt
 Senate Rules Committee
 U.S. Senate
 305 Russell SOB
 Washington, D.C. 20510

Ranking Member Amy Klobuchar
 Senate Rules Committee
 U.S. Senate
 305 Dirksen SOB
 Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of **National Latino Farmers & Ranchers Trade Association (NLFRFTA)** we hereby express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Comyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian

institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 “Willful Neglect” report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by President George W. Bush.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation’s competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

As the largest and ONLY Latino farm and ranching organization in the United States, representing over 75,000 small farmers and ranchers, and farmworkers, NLFRTA, founded in 2005, has a unique, long and proud history of advocating on behalf of rural land-based communities. We believe that our historic contribution to the agricultural sector needs to be recognized and a major reason why the museum is so meaningful to our organization and our total commitment and support.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,

A handwritten signature in black ink that reads "Rudy Arredondo". The signature is written in a cursive style with a large, stylized initial "R".

Rudy Arredondo
President/CEO

CC: Sen. Robert Menendez (NJ)
CC: Sen. John Cornyn (TX)



November 16, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

On behalf of the National Urban League and our 90 affiliates across 36 states and the District of Columbia, I write to express our support for the *National American Latino Museum Act* and thank you for working to advance its final passage in the United States Senate. On Monday, July 27, 2020 the House passed this legislation's companion bill by unanimous consent with over 290 bipartisan cosponsors providing the Senate with an historic opportunity to make this museum a reality before the end of this legislative session. The bill's coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), and Tillis (NC), have shored up broad bipartisan support in the Senate and paved the way for swift action on this legacy initiative.

Latino history is American history. As the largest ethnic group in the country, the Latino community has contributed positively to every aspect of American society impacting the areas of military, health, science, business, faith, arts, sports, politics and more. Latinos in the United States have proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Yet in 1994, in its "*Willful Neglect*" report, the Smithsonian Institution admitted to drastically underrepresenting the contributions of American Latinos in its collections. To advance equity and inclusion in its portrayal of American life, the Smithsonian recommended the creation of a National American Latino Museum which ultimately helped lead us to today's historic vote.

An American Latino Museum on the iconic National Mall would welcome over 20 million tourists and residents each year to celebrate the American story with a complete and accurate telling of the history and experiences of the American Latino. We urge you to support this important legislation and thank you in advance for your efforts to ensure its final passage in the United States Senate.

Sincerely yours,

Marc H. Morial
President and CEO
National Urban League



November 13, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of Omega Contracting, Inc. to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th, 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations.

Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

As a Latino, Texas business owner, I am compelled to join the voices that call for the acknowledgement and representation of Latino history for future generations in this time-honored Smithsonian fashion.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,



Luis Spinola
President/CEO
Omega Contracting, Inc.

CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)

JORGE A. PLASENCIA
2153 Coral Way, Miami, Florida 33145
786-347-4700

November 12, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has

proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before Brown v Board of Education there was Mendez v Westminster—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

As a proud Cuban American and Floridian, and as the co-founder of Republica Havas, Amigos For Kids, and the Congressional Hispanic Leadership Institute, and a former board chair of UnidosUS, I thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,

Jorge A. Plasencia

CC: Sen. Robert Menendez (NJ) Sen. John Cornyn (TX)

November 14th, 2020

Letter of support for the National American Latino Museum Act

Chairman Roy Blunt
 Senate Rules Committee
 U.S. Senate
 305 Russell SOB
 Washington, D.C. 20510

Ranking Member Amy Klobuchar
 Senate Rules Committee
 U.S. Senate
 305 Dirksen SOB
 Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

On behalf of The Republican National Hispanic Assembly, I am writing to you to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you know, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th, 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (W.V.), McSally (AZ), Portman (O.H.), Rubio (F.L.), Tillis (N.C.) already signed onto the bill, it is clear that this legacy initiative has broad support and now its time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many

Republican National Hispanic Assembly
 ☎ 202-838-8105

✉ www.rnhanational.org
 📧 chairman@rnhanational.org

📍 1420 N Street NW, Suite 102
 Washington, DC 20005

November 14th, 2020

prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its admission in its 1994 "Willful Neglect" report, the Smithsonian Institution has drastically underrepresented American Latinos' contributions in its collections. Among the ten recommendations in that report was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**. Having contributed positively to every aspect of American society and impacting military, health, science, business, faith, arts, sports, politics, and more, the Latino community has proudly enriched our nation's competitiveness, culture, and prosperity throughout the generations. Therefore, we find it vital to proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico – a Spanish settlement.
- Before Brown v Board of Education, there was Mendez v Westminster – this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 are of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanic Americans are born in the United States.

Republican National Hispanic Assembly
 ☎ 202-838-8105

✉ www.rhnanational.org
 📧 chairman@rhnanational.org

📍 1420 N Street NW, Suite 102
 Washington, DC 20005

November 14th, 2020

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the U.S.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

The Republican National Hispanic Assembly and its members fully support this important historic effort to establish the American Latino Museum. We believe this amazing initiative is a reflection of our Latino contributions and culture, in addition to being a proud representation of Latino history to impact our communities for generations to come positively.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn. Please do not hesitate to reach out to me if I can be of further assistance.

Respectfully,
Republican National Hispanic Assembly

Betty Cardenas
National Chairwoman

Elisa Slider
National Vice Chairwoman

Orlando Salazar
National 2nd Vice Chairwoman

Rey Torres
National Treasurer

Michelle Martinez
National Secretary

Sam Gomez
Finance Chair

Genaro Pedroarias
National Congressional Liaison

Republican National Hispanic Assembly
☎ 202-838-8105

✉ www.rhnational.org
📧 chairman@rhnational.org

📍 1420 N Street NW, Suite 102
Washington, DC 20005

November 14th, 2020

Mairen Torres
National Assistant Secretary

Abraham Lopez
National Committeeman

Lydia Gutierrez
National Committeewoman

Bob Spindell
National Midwestern Regional Director

Gabriel Montalvo
National Eastern Regional Director

Aaron Ruiz
National Southern Regional Director

Monica Yelin
National Western Regional Director

Edward Crespo
**National Social Media
Communications Director**

Robert Cross
National Publisher

Fabian Shepard
Kansas State Chairman

Michelle Candelaria
Arizona Chairwoman

Anthony Cabassa
California Chairman

Santiago Avila Jr.
Florida Chairman

Jesus Solorio
Illinois Chairman

Richard Aguilar
Minnesota Chairman

Kriss Marquez
Nevada Chairwoman

Ariel Rivera Diaz
New York Chairman

Charles Lopez
North Carolina Chairman

Carmen Crenshaw
Texas Chairwoman

Jo-Ann Chase
Virginia Chairwoman

Benancio Garcia
Washington State Chairman

Mario Herrera
Wisconsin State Chairman

November 14th, 2020

Alberto Escudero
Puerto Rico State Chair

Doug Deason
Honorary Board member & Special Advisor to the Chair

Massey Villarreal
Special Advisor to the Chair

Rick Figueroa
National Business Director

Jesus Marquez
National Political Director

Sylvia Guzman
National Policy Advisor

Pastor Johnny Perez
National Evangelical Pastor

Araceli Villanueva
National Catholic Outreach Director

Dan Gibbs
National Prayer Director

Including all RNHA's County & City Chairs

About The Republican National Hispanic Assembly:

The Republican National Hispanic Assembly is an American political organization founded in 1967 which seeks to promote Hispanic-American issues and interests within the Republican Party, and the Party's interests and candidates within the Hispanic-American population. The group is an outgrowth of the Spanish Speaking Advisory Committee of the Republican National Committee, which itself was created as a response to successful efforts to attract Hispanic-American voters to the presidential candidacy of Richard Nixon.

CC:

Donald J. Trump, President of the United States of America

Mike Pence, Vice President of the United States of America

Sen. Robert Menendez (NJ)

Sen. John Cornyn (TX)

Dr. Andrea Ramirez, Director of Hispanic Engagement for the Office of Public Liaison

Republican National Hispanic Assembly
☎ 202-838-8105

✉ www.rnhanational.org
📧 chairman@rnhanational.org

📍 1420 N Street NW, Suite 102
Washington, DC 20005



Rosa J. Correa
56 Clover Hill Avenue
Bridgeport, CT 06606
Ph: 203.913.9489
rosajcorrea@gmail.com

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you to express my support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history.

Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

Prior to my retirement, I enjoyed a diverse and successful career of over 40 years in government, profit, and non-profit sector. Most notably, I was engaged as a volunteer with numerous recognitions. I count the appointment as commissioner of the National Museum of the American Latino among the most significant since our work encompassed all the dreams and aspirations that as Latinos we have been preparing for decades. I have seen first-hand the impact museums have on children, and all children deserve to experience the complete history that the National Museum of the American Latino will provide.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,

Rosa J. Correa
Former National Museum of the American Latino Commissioner

CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)

November 17, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar:

I am writing to you as a Peruvian born, American citizen and Board Member of the "Friends of the American Latino Museum" to express my support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27, 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate

a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before Brown v Board of Education there was Mendez v Westminster—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

Thank you for your support of this important legislation and our nation’s history. I stand ready to support this historic endeavor from the bill’s ultimate authorization to the work required to open those doors on America’s front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely,

Sergio Fernandez de Cordova de Veyga

CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)



November 9, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of SHPE to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill, it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country, with arguably the oldest ties to the founding of this nation - dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican-American segregation in California was the precedent for the landmark Supreme Court case

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018
- Today, one in four (25%) children under 18 is of Hispanic descent
- Hispanics are projected to become 30% of the population by 2060
- 65% of all Hispanics Americans are born in the United States

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

SHPE changes lives by empowering the Hispanic community to realize its fullest potential and to impact the world through STEM awareness, access, support, and development.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,



Raquel Tamez, CEO of SHPE
CC: Sen. Robert Menendez (NJ)
CC: Sen. John Cornyn (TX)
CC: Estuardo V. Rodriguez Jr.



Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of The Latino Coalition to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McCally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "Willful Neglect" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino





Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before Brown v Board of Education there was Mendez v Westminster—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned





- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

The Latino Coalition looks forward to the opportunity the Museum presents for all generations of our community to view and take pride in the contributions made in the past, and the history that continues to be made by Latinos to our great country.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,

Hector V. Barreto
Chairman

CC: Sen. Robert Menendez (NJ)
CC: Sen. John Cornyn (TX)





Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you as a proud Hispanic-American immigrant, a naturalized U.S. citizen, the chef and owner of the ThinkFoodGroup collective of more than 25 restaurants nationwide, and the founder of the disaster relief organization World Central Kitchen to express my support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. I am encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:



Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before *Brown v Board of Education* there was *Mendez v Westminster*—this case regarding Mexican-American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population, Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

When I first arrived in Washington, D.C. in 1993, one of the first guests in my newly-opened restaurant Jaleo on the corner of 7th and E Street NW was the late Senator Daniel Patrick Moynihan. Over the course of a friendship forged over the following years, Senator Moynihan taught me something that resonates with me in every decision I've made since as a business owner and a humanitarian, and as a father, husband, and proud citizen: "If you love America, America will always love you back."

Latinos love America, contribute to America, improve America, and defend America. I urge you to support the approval of the National American Latino Museum Act, so that we can continue working together to one day open the doors of this necessary commemoration of Latinos' love for America and the love that America has in return.

Sincerely yours,

Chef José Andrés

CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)



November 17, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of T-Mobile to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27, 2020.

At T-Mobile, we value the diversity of our customers and employees and have strived to build a company that reflects all the communities we serve. We are committed to diversity and inclusion of all the people that make up the fabric of America, especially on our National Mall. The establishment of the Smithsonian National American Latino Museum on "America's front yard" is a vital step towards promoting cultural understanding and creating institutions that tell *all* our collective stories. We look forward to the day where all Americans can visit this museum and learn about the rich American Latino culture and its vast contributions to American society.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before Brown v Board of Education there was Mendez v Westminster—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,



Tony Russo
Vice President, Federal Legislative Affairs
T-Mobile USA

CC: Sen. Robert Menendez (NJ)

CC: Sen. John Cornyn (TX)



HEADQUARTERS
Raul Yzaguirre Building
1126 16th Street NW, Suite 600
Washington, DC 20036-4845

☎ 202.785.1670
📠 202.776.1792
🌐 unidosus.org

November 12, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of UnidosUS, *previously known as NCLR (National Council of La Raza)*, to express our support and commitment for expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to favorably report out the bill for floor consideration. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th, 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

UnidosUS is the nation's largest Hispanic civil rights and advocacy organization. Through its unique combination of expert research, advocacy, programs, and an [Affiliate Network](#) of nearly 300 community-based organizations across the United States and Puerto Rico, UnidosUS simultaneously challenges the social, economic, and political barriers that affect Latinos at the national and local levels. For more than 50 years, UnidosUS has united communities and different groups seeking common ground through collaboration, and that share a desire to make our country stronger.

For more than a quarter century, UnidosUS has been supporting the efforts to have a museum dedicated to the history of Latinos in America. In the 1990s, then- NCLR President and CEO Raul Yzaguirre chaired the Smithsonian's blue-ribbon Task Force on Latino Issues calling for a National

1

American Latino Museum on the National Mall. The Task Force report, [Willful Neglect](#), revealed that Latinos were the most underrepresented in staff, leadership, exhibits, and collections across all of the Smithsonian museums. According to the report:

“The failure of the Smithsonian to reflect and represent [Latino] contributions is twice damaging,” the report indicates. “It denies Latinos their right to feel recognized and valued as part of their country’s heritage. At the same time, it perpetuates among the general population the inaccurate belief that Latinos contributed little to our country’s development of culture, rather than reflecting the multicultural history and accomplishments of the United States.”

The report stated ten recommendations for the Smithsonian to equitably include Latinos throughout the Institution’s facilities and programs, including a museum. In 1997, leaders created the [Smithsonian Latino Center](#) to ensure “that the contributions of the Latino community in the arts, history, national culture and scientific achievement are explored, presented, celebrated and preserved.” Later in 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by President George W. Bush.

Congress has a unique opportunity now to build on this quarter-century of work to support an American Latino Museum on the iconic National Mall dedicated to highlight the history and contributions of American Latinos in building this great nation.

The current heightened national public discourse on racial justice highlights the continuing need for all Americans to have a better understanding of the nation’s largest ethnic minority — more than 59 million strong. Latinos’ roots in our country run deep. Latinos have fought in all its wars, helped built its cities, competed at the highest levels in business, academia, and government and broken new ground in science, medicine, and the law. Latino history is American history. Embracing and sharing our nation’s history only serves to inspire and bring us closer together

Thank you for your support of this important legislation and our nation’s history. We stand ready to support this historic endeavor from the bill’s ultimate authorization to the work required to open those doors on America’s front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,

A handwritten signature in black ink that reads "Janet Murguía". The signature is written in a cursive, flowing style.

Janet Murguía
President and CEO



November 16, 2020

Sen. Roy Blunt
Chair
Senate Rules Committee
Washington, DC

Sen. Amy Klobuchar
Ranking Member
Senate Rules Committee
Washington, DC

Re: HEARING TO REVIEW S.1267, NATIONAL MUSEUM OF THE AMERICAN LATINO ACT

Dear Sen. Blunt and Sen. Klobuchar,

I am writing to encourage you and the entire Senate to fully support the passage of S.1267, the National Museum of the American Latino Act.

For many decades now I have gone to our nation's capital to support the creation of a national museum that would tell the full story of American history; that would celebrate the creative achievements of the Latino community and that would honor the great sacrifices of the Latino members of our armed forces.

This past Sunday the New York Times featured a major story highlighting how the Museum of Fine Arts Houston had just opened a new building that incorporated American Latino artists into their collection, and for the first time, gave major visibility to their work. I celebrate and applaud what Houston has done and I cite them as an excellent example of what the Smithsonian can do for the entire nation once they are authorized to do so.

Just as the Smithsonian has the Hirshhorn Museum when the nation has dozens of modern art museums; and just as they have a National Museum of American History when the nation has thousands of American history museums and societies; so too should the Smithsonian have an American Latino museum when the nation has only a handful of such museums, most of them struggling to stay afloat.

The Times article made me proud of progress made and also cognizant of the long road ahead and the many steps needed in order to establish on The National Mall a state-of-the-art museum that combines cultural history, art and respect for American Latino heroes.

I urge the Senate to seize the moment and pass S.1267 so that the journey of creating the bricks and mortar museum can begin. Americans need to know each other better, America needs its citizens to learn each other's stories, each's contributions and sacrifices – that is how we can and will weave the fabric of America tight and strong.

Sincerely,



Luis R. Cancel
Executive Director

www.vaearts.org

VAEA New Rochelle Arts, 595 Main Street, New Rochelle, NY 10801

The Venezuelan American Endowment for the Arts, 25 Broadway, 9th Floor, New York, NY 10004

Phone: 917 285 VAEA (8232) | Instagram & Twitter: @VAEArts | facebook.com/vaearts

Art

South of the Border, Now Center Stage

The opening of a new building at the Museum of Fine Arts, Houston, puts Latin American and Latino artists on the global map.

By HILASH M. SHEETS

From the perspective of the artist Arnaldo Muñoz, whose parents emigrated to the United States from Mexico, Chicano art — the affirming political expression of Mexican-American experience — is “born overlooked,” she said, despite its home in America’s West and Southwest for more than a century.

“There haven’t been a lot of people in the museum world that have taken an investment to this vastly underrepresented area of art history,” she said.

Ms. Muñoz’s own site-specific installations, which pay tribute to Mexican home altars, or *ofrendas*, did not easily find collectors, and as a result many never survived. But next Saturday, when the Museum of Fine Arts, Houston, unveils its new building for students and contemporary art, visitors will discover her mirrored altars.

“Disrupting Migration” reflects the experience of working-class immigrants, particularly women involved in immigration, and acquisitions of Latin American and Latino artists, many of whom are rarely shown in this country. In a city where Hispanics now approach 45 percent of the population, the Museum of Fine Arts, Houston, has spent more than \$10 million over the last five decades to build research and collections and research center reflecting the city’s position as a gateway between north and south. “It allows us as Latinos or Latino artists to be seen within the broader understanding of world art,” Ms. Muñoz said, using the gender-neutral abbreviation “Latin.”

The museum’s efforts were led by its curator of Latin American art, Mart Carrott, former spokeswoman and then vice president of the organization. The architect, James Holt Schuchman, designed the new building with a focus on research and display.

Latin American and Latino work represent 21 percent of the art on display there, shown in lively exchange with European and American art, photography, prints and drawings, design and craft.

Visitors will encounter a familiar city by the Argentine Sylvia Kacelnik, the artist’s installation of flaming light boxes in connection with her son’s suicide. James Turrell and Tony Skauna, pioneering site-specific artists, by the Venezuelan artist Grego another a dramatic, colorful “Law Line, Space” that includes a calligraphic painting by Erik Marden and a kinetic sculpture by the meditative Swiss artist Jean Tinguely.

“There’s a seamless transition from the gallery of European and American modern art to Brazilian Concrete art from Brazilian artist Mira Schendel,” Gary Thayer, the museum director, said, noting that many leading artists in Latin America in the mid-20th century came from Europe or went to school in Paris at the Bauhaus in Germany. Here, in the only permanent collection gallery in North America devoted to Brazilian, Argentinean, Uruguayan and Venezuelan modernists, “Mart Carrott has created a canon,” he said.

Since arriving at the museum in 2005, when she established the International Center for the Arts of the Americas, the first research center devoted to Latin American and Latino art, Ms. Ramírez has tracked down significant works, sometimes on chert or under beds, from some 20 countries south of the border and by artists of Latin American descent in the United States.

“We have met an artist who were not that well known in the U.S. or who didn’t have a market presence, but we know how important they were for art history because we had the research component,” said Ms. Ramírez, who directs the center and its digital archive, which has some 20,000 registered users worldwide. The museum was an early champion of Grego (Central Collection), Liza Clark, Helen Andrus and Joaquín Torres-García, now widely recognized by collectors and other institutions.

From the standpoint of scholarship and museum presentation, Edward Sullivan, deputy director of the Institute of Fine Arts, said the Museum of Fine Arts, Houston, had “renewed the museum’s institutional mission for the exhibition and provision of access to Latin American art.”

The field has grown vastly. Its strong players include the Biennio Museum of Art in Austin (where Ms. Ramírez got her start), the Los Angeles County Museum of Art, Tate Modern in London and the Museum of Modern Art in New York, which inspired and now showstopping the work, which inspired and now showstopping the work, which inspired and now showstopping the work.



◀ Fanny Sautin

Born in 1928 in Bogotá, Colombia, educated in London and based in New York since 1971, Fanny Sautin uses large-scale geometric forms in paintings that synthesize the Cubist abstract movement led by Pablo Picasso and other field concepts by Edward Kelly, Kenneth Saito and Frank Stella. “She’s a very interesting figure who has never really covered the museum,” said Ms. Ramírez, who found the large-scale painting “Acrylic No. 7” from 1971, left, hanging on the wall of the Southwood Manhattan apartment and is now exhibiting her work for the first time. Exploring color, rhythm and movement through vertical bands of varying tones, the painting hangs in the main gallery “Color into Light,” which includes works by Kelly, José Galán, Hans Holbein and the Venetian Carlo Crivelli.



◀ Elsa Granello

Virtually unknown outside Venezuela, where she spent her life (1924-84), Elsa Granello was largely self-taught and a pioneer of incorporating industrial refuse as an art material. “She had an international career and was shown at the Venice Biennale, but history neglected her by not understanding of few people,” said Ms. Ramírez, who is showing several of the artist’s one-woman art on wood with automobile parts. In “The Sun Has Set” (1964), a car headlight takes on the anthropomorphic quality of a giant eye. It is regarded with Constructive sculptures by the Bauhaus’s László Moholy-Nagy and works by members of Joaquín Torres-García artist’s Uruguayan version of the Bauhaus. At left, her “Orbitals” from 1944.



◀ Camilo Ostrowski

Born in Mexico in 1925, Camilo Ostrowski received his M.F.A. in Los Angeles, where he is based, and spent work exploring the possibility of the migrant experience. In “Temporary Storage,” the “Bolognino” (from Manuel Mota’s “Canto” 2017), left, the artist recalls the first voyage. Drawers are depicted by the Young Administration, design protections provided under the Deferred Action for Childhood Arrivals, or DACA. Ms. Ostrowski gained access to permission Ms. Muñoz left behind, including his book, TV, clothing and books. The artist found them with ease — just as immigrants’ transport belongings across the border — and secured the migration’s mass and social context. “The pre-Columbian structure embodies the value of the status of these migrants,” said Ms. Ramírez, who shows her acquisition as a dialogue with Ms. Muñoz’s “Disrupting Migration.”



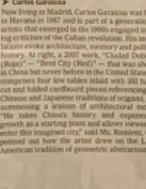
◀ Arnaldo Muñoz

Born in 1943 in Santa Clara, Cuba, in a family that was exiled to Mexico, Ms. Muñoz emerged in the 1970s in “New York” and “Chicano art movement.” Though many of her works are ephemeral, Ms. Ramírez was happy to learn the artist had large-scale “Transparent Migration” (2019), right, originally commissioned for an exhibition at the Los Angeles County Museum of Art. The mirrored artwork, containing a small group and the artist’s face wedding masks, is flanked by Murugan’s car as a symbol of immigrant resistance.



◀ Teresa Margulies

Born in Mexico, where she was born in 1963 and trained as a forensic pathologist, Teresa Margulies tackles difficult subject matter related to violence from drug trafficking, mostly against women. Her piece “Last Breath” (2003), shown at left, is composed of 600 untreated bricks made from soil collected from Ciudad Juárez, where the corpses of mostly abused women were found. “It is a cemetery for these women and a memorial to their lives,” said Ms. Ramírez, who has not exhibited the Margulies work in more than a decade. The bricks are installed as a wall in the gallery “Collection,” with photographs by Carrie Mae Weems and a neon sign painting by Mark Bradford.



◀ Carlos Garaicoa

Now living in Madrid, Carlos Garaicoa was born in Havana in 1967 and is part of a generation of artists that emerged in the 1990s engaged in interrogating the Cuban revolution. His installations evoke architecture, memory and political history. At right, a 2007 work, “Cubaid, Dadaida (Baja)” — “First City (High)” — that was shown in China for never before in the United States. It comprises four low tables inlaid with 900 hand-cut and folded cardboard pieces referencing the Chinese and Japanese traditions of origami, and representing a fusion of architectural motifs. He uses China’s history and exponential growth as a starting point and allows viewers to enter the “imagined city,” said Ms. Ramírez, who pointed out how the artist drew on the Latin American tradition of geometric abstraction.



◀ Carlos Garaicoa

Now living in Madrid, Carlos Garaicoa was born in Havana in 1967 and is part of a generation of artists that emerged in the 1990s engaged in interrogating the Cuban revolution. His installations evoke architecture, memory and political history. At right, a 2007 work, “Cubaid, Dadaida (Baja)” — “First City (High)” — that was shown in China for never before in the United States. It comprises four low tables inlaid with 900 hand-cut and folded cardboard pieces referencing the Chinese and Japanese traditions of origami, and representing a fusion of architectural motifs. He uses China’s history and exponential growth as a starting point and allows viewers to enter the “imagined city,” said Ms. Ramírez, who pointed out how the artist drew on the Latin American tradition of geometric abstraction.



1300 L ST NW, SUITE 975, WASHINGTON, DC 20005
WWW.VOTOLATINO.ORG
[@VOTOLATINO.ORG](https://twitter.com/VOTOLATINO.ORG)

November 17, 2020

Chairman Roy Blunt
 Senate Rules Committee
 U.S. Senate
 305 Russell SOB
 Washington, D.C. 20510

Ranking Member Amy Klobuchar
 Senate Rules Committee
 U.S. Senate
 305 Dirksen SOB
 Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of Voto Latino to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th, 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 "*Willful Neglect*" report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.
- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before Brown v Board of Education there was Mendez v Westminster—this case regarding Mexican- American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

Voto Latino works every day to educate, engage and empower Latinos across the country to register to vote and take an active role in American democracy. In this way, we recognize, honor and emphasize the legacy of Latino people in the United States of America. That mission would be shared by a future American Latino Museum. Voto Latino unequivocally supports the construction of this museum and urges you to support it as well.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,



Maria Teresa Kumar
Voto Latino, CEO and President

CC: Sen. Robert Menendez (NJ)
CC: Sen. John Cornyn (TX)



November 13th, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of We Are All Human Foundation to express our support and commitment to expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C. We are encouraged by your actions to bring the National American Latino Museum Act before the Rules Committee and urge you to go one step further to support approval. As you are aware, the legislation's companion bill passed the House by unanimous consent with over 290 bipartisan cosponsors on Monday, July 27th 2020.

The Senate has the perfect opportunity to approve this bill before the end of this legislative session. With an impressive bipartisan coalition of 45 cosponsors, including Senators Cornyn (TX), Capito (WV), McSally (AZ), Portman (OH), Rubio (FL), Tillis (NC) already signed onto the bill it is clear that this legacy initiative has broad support and now is time for the Senate to take action and make this museum a reality.

Latino history is American history. As the largest ethnic group in the country with arguably the oldest ties to the founding of this nation, dating back more than 500 years, it is critical that we have an American Latino Museum on the iconic National Mall and join the many prestigious Smithsonian institutions that welcome over 20 million tourists and residents each year to present the American story. Unfortunately, by its own admission in its 1994 *"Willful Neglect"* report, the Smithsonian Institution has drastically underrepresented the contributions of American Latinos in its collections. Among the 10 recommendations in that report, was the creation of a National American Latino Museum. In 2004, the campaign kicked off with the introduction of the National Museum of the American Latino Commission Act, which passed in 2008 and was signed into law by **President George W. Bush**.

Having contributed positively to every aspect of American society and impacting the areas of military, health, science, business, faith, arts, sports, politics and more, the Latino community has proudly enriched our nation's competitiveness, culture and prosperity throughout the generations. Therefore, we find it vital that we proudly share our incredible stories and celebrate a more complete and accurate telling of American history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Essential to Our History

- Latinos have fought in every American war dating back to before the Revolutionary War, making significant contributions, including 60 Hispanic Medal of Honor recipients.
- The oldest city in our nation is St. Augustine, Florida - a Spanish settlement.





- The oldest capital city in the U.S. today is Santa Fe, New Mexico—a Spanish settlement.
- Before Brown v Board of Education there was Mendez v Westminster—this case regarding Mexican-American segregation in California was the precedent for the landmark Supreme Court case.

Population Size and Growth

- At over 60 million people making up 18.5% of the U.S. population (African Americans are 12%), Latinos are the largest diverse population segment and account for over 50% of total population growth from 2008 to 2018.
- Today, one in four (25%) children under 18 is of Hispanic descent.
- Hispanics are projected to become 30% of the population by 2060.
- 65% of all Hispanics Americans are born in the United States.

Thriving Business Community

- Latinos are opening more small businesses than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses in the U.S. are Latino-owned
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.

[We Are All Human](#) is a foundation dedicated to advancing the agenda of equality, diversity and inclusion. The We Are All Human Foundation is a registered 501(c)3 nonprofit devoted to these ideals. Made up of an experienced group of marketers and sustainability activists with backgrounds from the United Nations, global affairs, media and the corporate world, our team is committed to making change through collective action.

Thank you for your support of this important legislation and our nation's history. We stand ready to support this historic endeavor from the bill's ultimate authorization to the work required to open those doors on America's front lawn.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'C. Romo Edelman', is written over a light blue horizontal line.

Claudia Romo Edelman



CC: Sen. Robert Menendez (NJ)
CC: Sen. John Cornyn (TX)



The Walt Disney Company

November 17, 2020

Chairman Roy Blunt
Senate Rules Committee
U.S. Senate
305 Russell SOB
Washington, D.C. 20510

Ranking Member Amy Klobuchar
Senate Rules Committee
U.S. Senate
305 Dirksen SOB
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

I am writing to you on behalf of The Walt Disney Company (Disney) to express our support for the National American Latino Museum Act and for the creation of the National American Latino Museum on the National Mall in Washington, D.C. As longstanding supporters of the Smithsonian Latino Center and corporate benefactors of the First Latino Gallery at the National Museum of American History, The Walt Disney Company actively supports celebrating the important role Latinos have played in our country's history.

We thank you for addressing this important issue at the Rules Committee and urge prompt Senate approval of the legislation, which passed the House on July 27th by unanimous consent with over 290 bipartisan cosponsors. As you know, there are not many legislative days left in this Congress, but we hope the Senate can join the House given the broad bipartisan coalition of 45 cosponsors.

The National American Latino Museum would be an overdue addition to the Smithsonian Institution's efforts to tell the American story. More than two decades ago, in a report acknowledging shortcomings in its approach to telling the story of America's Latino community and heritage, the Smithsonian recommended the creation of a National American Latino Museum. As the largest ethnic group in the country, and with a connection dating back more than 500 years, Latino history is American history.

Latinos have contributed positively to every aspect of American society. At Disney, we are of course familiar with the tremendous contributions of Latinos to American art and culture. As a few small examples, we have been pleased in the last few years to be able to bring stories like *Coco* to global audiences, to work with Lin-Manuel Miranda in bringing the groundbreaking *Hamilton* musical to homes across America, and to work with Steven Spielberg to bring an updated *West Side Story*, with a truly diverse cast, to theaters next year. As a company whose success is

rooted in the power of storytelling, we recognize that a permanent destination on the National Mall will play a critical role in honoring the stories of patriotic service, business leadership, scientific and artistic contributions of the Latino community.

We support the National Museum of the American Latino Act and hope that you would give full consideration of its role in establishing a museum in the Smithsonian Institution.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Richard Bates", with a long horizontal flourish extending to the right.

Richard Bates,
Senior Vice President, Government Relations
The Walt Disney Company

copy: Sen. Robert Menendez (NJ)
Sen. John Cornyn (TX)



100 Brandywine Blvd, 3rd Floor
Newtown, PA 18940-4000
Main (215) 269-2100
Fax (215) 269-2349

November 17, 2020

The Honorable Roy Blunt
Chairman
Senate Committee on Rules and Administration
U.S. Senate
305 Russell Senate Office Building
Washington, D.C. 20510

The Honorable Amy Klobuchar
Ranking Member
Senate Committee Rules and Administration
U.S. Senate
305 Russell Senate Office Building
Washington, D.C. 20510

Dear Chairman Blunt and Ranking Member Klobuchar,

On behalf of Waste Management, Inc., the leading provider of comprehensive waste management environmental services in North America, I'm writing to express our support for S. 1267, the National Museum of the American Latino Act, expanding our nation's understanding of American history as presented on our National Mall in Washington, D.C.

Waste Management employs nearly 42,000 in the United States; 23% of our employees have Hispanic and Latino backgrounds. Supporting the National American Latino Museum aligns with Waste Management's "People First" culture. In 2019, Waste Management launched a new Culture and Engagement Department as well as a Commitments & Values ambassador program to promote cultural competency, communications, and engagement across our workforce. We have set out to achieve ethnic diversity in each segment of our workforce, with emphasis on leadership, that is greater than or equal to that of the U.S. workforce standards. Beyond our own workforce, Waste Management engages with Latino communities across the country through our support for city livability initiatives, environmental conservation, and community safety and outreach programs.

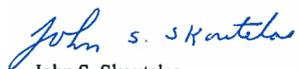
Latino history is American history. The Smithsonian Institution represents to its 20 million annual visitors a collective vision of America, a mirror through which Americans of all backgrounds should be able to see themselves. The Smithsonian itself has acknowledged, however, that so far it has underrepresented the Latino experience in its collections. S. 1267 presents a rare opportunity to correct this oversight and to ensure that Latino achievements, contributions, and struggles are chronicled in our national memory.

The Honorable Roy Blunt
The Honorable Amy Klobuchar
Page Two
November 17, 2020

We at Waste Management are grateful to Senators Bob Menendez, John Cornyn, and 43 more Senate cosponsors for their leadership in supporting this legislation. Waste Management is proud to support the National American Latino Museum to mark American Latinos' centuries' worth of contributions to our national identity.

Please do not hesitate to reach out to me if I can be of further assistance.

Sincerely yours,



John S. Skoutelas,
VP and National Director of Government Affairs
Waste Management

cc: Sen. Robert Menendez (NJ)

cc: Sen. John Cornyn (TX)

Senate Committee on Rules and Administration

Hearing to Review S.959, Smithsonian American Women's History Museum Act; and S.1267,

National Museum of the American Latino Act

November 17, 2020

Questions for the Record

Secretary Lonnie G. Bunch IIIChairman Blunt

- 1. Based on your experience funding and building NMAAHC, realistically, when should Congress start to appropriate funds for a new museum to enable it to fundraise and guarantee its overall success?**

It is imperative that prior to passage of any authorizing legislation, Congress and the Smithsonian Institution develop a plan for the scope, size, and timing of any necessary appropriations. Disconnects between an authorization for a new museum and the Institution's resources would create very significant challenges for the Smithsonian, including risking closures for current facilities in need of renovations. In addition, it is important that in the creation of a new museum and in order to assist with fundraising, total federal funding is needed upfront and not received as partial funding year after year.

- 2. At our last hearing, almost exactly a year ago, you stated that if there's one thing you know how to do, it's build a national museum. What should this Committee and Congress be aware of as we consider new museum proposals?**

Before even considering any new museum there is much we have to do in order to explore and gauge the public's expectations. This means a significant amount of working in scoping out the appropriate size, programming, new technology, and collections for a new museum. We must contemplate the needs of housing staff and collections for a museum and determine if those needs can be met on site. Resources should be made available very early on in the process to hire planning, collections, and development staff. In order to best plan for the project and to raise funds effectively, there should be a defined plan for when to expect capital funding provided through appropriations, and, if there are matching requirements, it would be better to have federal support up front to enable us to leverage that support in making philanthropic requests. Board development should also be an early priority, with careful thought being given to the composition of the advisory board and the potential for a scholarly advisory group in addition to the board. There must also be a suitable location for a new museum. Congress and this committee should know that the Smithsonian is challenged by the significant financial strain posed by our existing, aging infrastructure. Additionally, due to the current pandemic, there are new needs for changes to that infrastructure and technological requirements. All these considerations must be incorporated into any discussion related to the design, construction, and operation of future museums.

Additionally, we must consider the impact that any physical expansion will have on the Smithsonian Institution at large, which is currently under significant financial strain from maintaining existing programs and deteriorating infrastructure. At this time, insufficient resources exist to ensure all of our existing infrastructure can remain operational into the future.

The work the Smithsonian is already doing to tell these stories:

- 3. Secretary Bunch, you have stated that the “Smithsonian Women’s History Initiative is a commitment that the Smithsonian makes, regardless of what happens in the future, that the Smithsonian will ensure these stories are told in a way that is meaningful and accessible.” Can you update the Committee on these efforts?**

The Smithsonian launched the American Women’s History Initiative—*Because Of Her Story*—in 2018. The initiative is one of the country’s most ambitious undertakings to research, collect, document, display, and share the compelling story of women. It is inclusive, highlighting the stories of those who identify as women.

The Initiative has established an internal pool of funds focused on Programs and Education, Digital Projects & Audience Development, and Collections Care, and Acquisitions and Exhibitions. These funds support Smithsonian projects focused on telling more diverse stories of women and girls in America. Our fiscal year 2021 pool, once it is appropriated, will focus on virtual programs, education outreach, and new acquisitions, while the digital pool fund will make collections about women and girls more discoverable online.

The American Women’s History Initiative has also hired six curators who are focused on American women’s history and we expect to hire three additional curators this fiscal year. These hires are important because curators are essential to building our collections. In addition, we have allocated resources towards internships. In 2019 we launched the eight-week paid *Because of Her Story* Cohort Internship Program and hosted a cohort of thirteen undergraduate and graduate student interns at the Smithsonian.

The Initiative published its first book in October 2019, *Smithsonian American Women: Remarkable Objects and Stories of Strength, Ingenuity and Vision from the National Collection*. Featuring over 135 essays from 95 Smithsonian authors across 16 museums and archives, the book offers a panoramic look at women’s history through the Smithsonian’s incomparable collections. In one year, the book sold more than 7,000 copies.

The Initiative has also been involved in the creation of world-class exhibitions. The exhibition *Votes for Women: A Portrait of Persistence*, at the National Portrait Gallery from March 2019 – January 2020, outlined the 80-year plus movement for women to obtain the right to vote as part of the larger struggle for equality that continues today. *Girlhood! (It’s Complicated)*, which opened at the National Museum of American History in October 2020, explores how girls have

been on the front lines of social and cultural change and engages in timely conversations about youth movements and women's history. The exhibition will go on a United States tour in 2023.

The American Women's History Initiative's digital efforts have been aimed at increasing trusted online sources about American women's historical contributions, audience engagement, and the gender balance. Through a strategic partnership with Wikipedia, the Initiative has trained Smithsonian Affiliates to work with volunteers to include local women's history resources in some of the American Women's History Initiative nationwide campaigns. The collaboration has had great success getting Smithsonian resources into the hands of the public. Thus far, the Initiative has hosted 12 edit-a-thons with seven external partners, resulting in the generation of over 2 million views of Smithsonian content.

Finally, the American Women's History Initiative hosts an annual symposium series, "American Women of Science: Recovering History, Defining the Future," as part of its efforts to increase the presence of women's history online and by publishing new resources about American women and girls on the web and social media.

4. Secretary Bunch, as you know best, it takes many, many years to establish a new museum from start to finish. Can you expand on how the Smithsonian's Latino Center is ensuring the Latino experience is represented in the Smithsonian's existing museums today?

Since 1997, the Latino Center has made a concerted effort to expand representation of Latino Americans at the Smithsonian. A few current examples include:

- The Latino Museum Studies Program, established before the Latino Center in 1994, brings 12 graduate students for an immersive experience in museum practice each year. Thirteen program alumni currently work at the Smithsonian. They are among a total of 325 alumni, many of whom are working in other museums and cultural institutions, as well as in the academy (museum-adjacent scholars).
- Since 2010, the Smithsonian has added 12 Latino content experts through the Latino Curatorial Initiative. These experts drive research, organize exhibitions, build collections, create public and educational programs, inform online web-based/digital content, publish, and mentor Smithsonian interns and fellows. In 2018, the Initiative won the American Alliance of Museum's prestigious Diversity, Equity, Accessibility and Inclusion Award, and is now considered best practice in the museum field.
- At the Smithsonian American Art Museum, the deputy chief curator and curator of Latino art has built the largest collection of U. S. Latino art for any of the major art museums in the country. The collection grew from 553 objects in 2010 to 1,179 as of August 2020. We are continuing to accession important objects into this collection.

- *¡Pleibol! In the Barrios and the Big Leagues*, opening next April at the National Museum of American History, demonstrates the historic role baseball has played as a social and cultural force within Latino communities across the nation for over a century, and how Latinos have influenced and changed the game. A traveling version of the exhibition produced through our Traveling Exhibition Service will tour the U.S. at the same time in places like Pueblo, Colorado and Saginaw, Michigan.

The Latino Initiatives Pool of federal funds managed by the Smithsonian Latino Center, provide support to Smithsonian museums and research centers for research, collections, exhibitions, conservation, educational content, and professional development programs that further the understanding and appreciation of U.S. Latino contributions in the areas of science, history, art, and culture. Since 1995, over 400 Smithsonian programs and projects have received funding from the pool, totaling over \$32.6 million. In fiscal year 2020, the Pool distributed \$1.6 million in support of 27 projects across the Smithsonian. These projects included five upcoming exhibitions and programs, eight collecting and archive initiatives, nine educational and access initiatives, and five research programs, among other areas of support. The Latino Initiatives Pool also provided \$864,000 to the Latino Curatorial Initiative, enabling Smithsonian museums to hire curators, archivists, curatorial assistants, and other professionals.

Currently, we are building the Molina Family Latino Gallery at the National Museum of American History and installing its inaugural exhibition, *¡Presente! A Latino History of the United States*. When it opens in spring 2022, this 4,500-foot exhibition space will be the first national Latino gallery on the National Mall and the leading interpretive gallery devoted to exploring the richness and diversity of Latino history, culture, and identity in the United States. This unique gallery will offer exciting temporary exhibitions and engaging educational and cultural programs over the course of ten years, making it an integral part of the Smithsonian. The Latino Initiatives Pool provided \$2.5 million to the Molina Family Latino Gallery.

5. Secretary Bunch, what does the future of the Latino center look like in 5, 10, 15 years? What is the Smithsonian's long-term plan to ensure these important stories continue to be told in a prominent way?

The Smithsonian Latino Center will continue operations, supporting: 1) pan-institutional research, exhibitions, collections and archives, public and educational programs, and web-based content about the U.S. Latino experience; 2) internship and fellowship programs designed to advance the academic achievement and professional development of emerging Latino museum professionals; and 3) programming and operations of the Molina Family Latino Gallery at the National Museum of American History, opening in 2022. In 15 years, the Smithsonian Latino Center will celebrate its 38th anniversary.

- 6. Secretary Bunch, what are the parallels between the path the NMAAHC took and the current status of the Latino Center and Latino Initiatives Pool? Similarly, are there parallels between the NMAAHC process and the Women's History Initiative? Are there any notable differences?**

Unlike the Smithsonian Latino Center, the National Museum of African American History and Culture never had a Center associated with it or a pool of federal funds dedicated to supporting African American history at the Smithsonian. The Latino Center has worked pan-institutionally since 1997 to increase Latino content, scholarship and representation at the Smithsonian. The Women's History Initiative which was launched in 2018 does not have an associated Center, but also uses federal funds to increase pan-institutional programming, including virtual, exhibitions and other activities related to women's history. Both the Latino Center and the Women's History Initiative have advisory boards which is similar to the advisory council that was established prior to the passage of the legislation creating the National Museum of African American History and Culture.

One other parallel is that prior to the construction of the National Museum of African American History and Culture (legislation was already passed establishing the Museum), the Museum created a temporary pre-building exhibition on Monticello that was housed in prominent gallery space at the National Museum of American History. Currently, we are building the Molina Family Latino Gallery at the National Museum of American History and installing its inaugural exhibition, *¡Presente! A Latino History of the United States*. This exhibition is slated to open in the Spring of 2022.

Similarly, the Women's History Initiative has also been involved in the creation of world-class exhibitions. The exhibition *Votes for Women: A Portrait of Persistence*, at the National Portrait Gallery from March 2019 – January 2020, outlined the 80-year plus movement for women to obtain the right to vote as part of the larger struggle for equality that continues today. *Girlhood! (It's Complicated)*, which opened at the National Museum of American History in October 2020, explores how girls have been on the front lines of social and cultural change and engages in timely conversations about youth movements and women's history.

Senator Hyde-Smith

- 1. As a cosponsor of the Smithsonian American Women's History Museum Act, I am excited that the Committee is holding a hearing to consider this bill. It is important that we recognize the contributions of women across the country from different backgrounds, ethnicities, careers, politics, and social statuses. A museum dedicated to**

women will not only highlight the achievements of strong women leaders, but it will help demonstrate to young women that anything is possible. Because of this, it is important that the new museum accurately and equally represents the achievements and viewpoints from a diverse group of women. How will the Smithsonian and the Commission ensure that a diverse group of women and their viewpoints, including conservatives, will be equally and fairly represented in future exhibits and programming at the American Women's History Museum?

The Smithsonian, as a non-political and non-partisan entity, strives to be balanced and inclusive of all diverse viewpoints in the presentation of exhibitions and programming. The Smithsonian is dedicated to telling America's story through the lenses of all Americans and embraces political diversity. Our work is created through rigorous academic scholarship and is validated by the oversight of Congress and the insight of the American public. Our Board of Regents and the board that will be established for each of the new museum will be diverse and will assure that all points of view are taken into account in the creation of exhibitions, virtual content and programming. Our current and on-going collection activities also represent diverse points of view with the goal of telling the complete and unvarnished truth. These collections inform exhibitions, research, public programming and publication.

2. Who is involved in making the decisions for women's history programs, projects, and exhibits featured at current Smithsonian Institutions? What existing structures are in place to ensure the diverse range of experiences and viewpoints of women are adequately and fairly reflected in current programs and exhibits?

The Secretary is responsible for all of the content that is made available to the public by the Smithsonian. There are many people involved in these decisions but ultimately the decision on curatorial content is delegated to the director of the Museum or program. The directors seek counsel of curatorial staff who have content expertise in the subject matter. Curators, archivists, exhibit designers, and museum experts all assist in the process which often draws on outside scholarly expertise to ensure that diverse perspectives are being represented. There are multiple layers of internal review prior to exhibitions being fabricated. Staff of the Women's History Initiative work in concert with staff of the museums and programs in the creation of exhibitions, publications, and public programming and answer to the Under Secretary for Museums and Culture.

The House passed versions of the Latino Museum and Women's History Museum legislation had a provision added through an amendment to ensure diversity of political viewpoints in exhibits and programs.

We believe the provision to be unnecessary as we are a non-political/non-partisan entity and strive to be balanced in our exhibitions and programming and that it could have a negative impact on curatorial discretion. The independence of curators and the academic freedom afforded by the Smithsonian is essential to preserve. We are ultimately accountable to Congress and believe that the robust oversight of Congressional committees is more than sufficient to ensure that we appropriately serve the public interests.

Senate Committee on Rules and Administration
Hearing to Review S.959, Smithsonian American Women's History Museum Act:
and S.1267, National Museum of the American Latino Act
November 17, 2020
Questions for the Record
Mrs. Jane Abraham

Chairman Blunt

1. Fundraising Forecast

Mrs. Abraham, can you give the Committee a fundraising forecast for a future National Women's History Museum? How confident are you in the prospective museum's supporter's ability to raise half the cost of the museum?

I am very confident that half of the cost of the museum can be raised in the private sector. Of course, the amount needed will be dependent on the many variables that will determine cost such as the timing/year of when the project will start and finish, the final location selected, the total square footage, the complexity of the architectural & exhibition design (including quantity and depth of media experiences), the building and fabrication methods/material, the renovation of an existing building or new construction, content/scriptwriting/research and copyrighting needs.

The Commission determined that there was a strong appetite in the private sector to financially support an American Museum of Women's History. This conclusion was based on a thorough and comprehensive case assessment and feasibility study conducted by Odell, Simms, Lynch, Inc. (OSL), a reputable nonprofit fundraising firm located in Northern, Virginia and verified by Whisnant Strategies, another reputable fundraising firm located in Washington, DC. The projected outcomes summarized in our report were based on information and data collected from interviews with leading philanthropic institutions and individuals that potentially might donate to such a project. I believe that the appetite for this museum has grown at a high trajectory over the last four years and would expect that much more than we contemplated in 2016 can and will be raised for this project as long as there is a strong public-private partnership.

The funds already raised for the American Women's History Initiative in the Smithsonian show us that there is wide support amongst foundations, corporations and individuals – women and men. Additionally, there are encouraging trends with regard to the evolving power and influence of women in America, who we anticipate would be particularly supportive of a Museum.

For this project, the money will be there.

2. Site issues with the proposed American Women's History Museum

Mrs. Abraham, arguably one of the most challenging parts of building a new museum is selecting an appropriate location. This task is made even more difficult due to the extremely limited space left on the National Mall. What kind of a location would you be comfortable with for a Smithsonian Women's History Museum?

Our Commission established a list of 10 key criteria on which to evaluate potential sites. The top site criteria in priority order were as follows: potential for congressional support; location; private and potentially public funding attractiveness; visitor/tourist traffic attractiveness; and public transportation access. Given that the Commission recommended a ten-year timeline for the completion of the project, it acknowledged that the ultimate site might be one not envisioned by the Commission. However, the Commission made a strong recommendation for a highly prominent location close to other museums, on or very close to the National Mall, and part of the Smithsonian system. The commission acknowledged that once Congress agreed to provide public land, the final selection of the site would be deferred to Congress and the Smithsonian's Board of Regents.

Senator Hyde-Smith

As a cosponsor of the Smithsonian American Women's History Museum Act, I am excited that the Committee is holding a hearing to consider this bill. It is important that we recognize the contributions of women across the country from different backgrounds, ethnicities, careers, politics, and social statuses. A museum dedicated to women will not only highlight the achievements of strong women leaders, but it will help demonstrate to young women that anything is possible. Because of this, it is important that the new museum accurately and equally represents the achievements and viewpoints from a diverse group of women.

1. How will the Smithsonian and the Commission ensure that a diverse group of women and their viewpoints, including conservatives, will be equally and fairly represented in future exhibits and programming at the American Women's History Museum?

I agree with you wholeheartedly. I can assure you that this was a topic our commissioners discussed frequently. We represented different backgrounds and political philosophies. Women are very diverse. We have different views on social, cultural, and economic issues. We have a variety of opinions on military, health

and safety issues. In fact, the various viewpoints in all of these areas were represented by our commissioners. It was our diversity and ability to listen and care about each other's viewpoints that ultimately allowed us to unanimously support our report; that made us committed that this museum would represent ALL VIEWPOINTS ON ALL ISSUES.

In the Findings Section of the bill, there is language to ensure that the museum must recognize diverse perspectives on women's history. Additionally, the bill includes amendment language that was included in the House companion bill (which passed with broad bipartisan support), introduced by Rep. Walker (R-NC), under the council section, ensuring diversity of political viewpoints in exhibits and programs.

2. Who is involved in making the decisions for women's history programs, projects, and exhibits featured at current Smithsonian Institutions? What existing structures are in place to ensure the diverse range of experiences and viewpoints of women are adequately and fairly reflected in current programs and exhibits?

I cannot address the current decision-making structure of the Smithsonian. This is outside my purview. However, I can say that the Commission believed that the Smithsonian was the right place to house this new museum and they would be the best institution to present historical content in a fair and balanced way.

The bill before you establishes a council of 25 voting members, including four members appointed by Congress (one appointed by each member of House and Senate leadership), which will help to ensure both sides of the political spectrum have a seat at the table and that all content that is presented in the museum has all perspectives represented, including conservative viewpoints.

Senate Committee on Rules and Administration
Hearing to Review S.959, Smithsonian American Women's History Museum Act;
and S.1267, National Museum of the American Latino Act
November 17, 2020
Questions for the Record
Mr. Danny Vargas

Chairman Blunt

1. Fundraising Forecast

Mr. Vargas, you served on the Congressional Commission to study the creation of an American Latino Museum which stated in its report to Congress that “no federal funding would be necessary for the first six years upon establishment of the museum.” The report also stated that it budgeted \$75 million for fundraising to meet its \$300 million private funding goal. When do you envision fundraising beginning? Where would the \$75 million for fundraising come from?

Answer:

The Commission did its best to prepare a report based on the available information at the time, which was limited and based on very few similar templates. We first met in September 2009, just five months after the NMAAHC selected its architectural firm and six years after the signing of the bill to create it. Also, as a separate entity, not affiliated with the Smithsonian Institution in any way, the Commission’s assumptions could not be imposed on the Smithsonian. Also, Secretary Bunch has made it clear in recent hearings in both the Senate and House, that federal appropriations are vital to success. However, having said that, I would argue that fundraising has already begun as the “Friends” organization, has spent years establishing contacts and relationships with potential funders, including many who donated to the NMAAHC, and seek to match, if not surpass, those donations made. We have complete confidence that private funding should begin flowing soon after the bill becomes law (e.g., within a few months). Additionally, as indicated in the Commission report, while capital construction costs may not start until a few years after the commencement of the project, fundraising/development efforts are expected to launch in year one.

In terms of the \$75 million budgeted for fundraising, it is common to anticipate about 25% of a fundraising goal to be needed for the effort. Both the House and Senate version of the bill allow for appropriated funds to be used for this activity (see text below). It will be up to the Smithsonian to define the process by which it will raise funds from non-federal sources, whether it is part of a centralized

process or specific to the American Latino Museum or establishing a formal relationship with an outside entity like the “Friends” organization, or any combination of the above.

Use Of Funds For Fundraising.—Amounts appropriated pursuant to the authorization under this section may be used to conduct fundraising in support of the Museum from private sources.

2. Site issues with the proposed Museum of the American Latino

Mr. Vargas, knowing the limitations of what the National Mall has to offer, what kind of a location would you be comfortable with for a National Museum of the American Latino?

Answer:

Both the House and Senate bills identified four possible sites on the National Mall (see text below). There are 11 Smithsonian Institution museums and galleries on the National Mall, including the NMAAHC. We believe it is not only fitting, but critical, that the National Museum of the American Latino (NMAL) also find a home on one of the viable locations on the National Mall since it is so essential for a full and complete understanding of the American story. While we may not all agree on the location of the NMAL, we believe we must approve this legislation now and allow the Smithsonian to conduct its study to determine the best location.

SITES FOR CONSIDERATION.—In designating a site under subparagraph (A), the Board of Regents shall select from among the following sites in the District of Columbia:

(i) The Arts and Industries Building of the Smithsonian Institution, located on the National Mall at 900 Jefferson Drive, Southwest, Washington, District of Columbia.

(ii) A vacant area bounded by Independence Avenue, Jefferson Drive, Raoul Wallenberg Place, and 14th Street Southwest, currently under the jurisdiction of the National Park Service.

(iii) The area bounded by 3rd Street and 1st Street, Northwest and Constitution Avenue and Pennsylvania Avenue, Northwest, as measured from curb to curb, currently under the jurisdiction of the Architect of the Capitol.

(iv) The facility and grounds on the National Mall between 12th and 14th Streets, Southwest, and Jefferson Drive and Independence Avenue, Southwest, currently under the jurisdiction of the Department of Agriculture.

(v) Any other appropriate location as identified by the Board of Trustees or Board of Regents.

Senate Committee on Rules and Administration

Hearing to Review S.959, Smithsonian American Women's History Museum Act;
and S.1267, National Museum of the American Latino Act

November 17, 2020

Questions for the Record

Ms. CiCi Rojas

Chairman Blunt

1. Fundraising Forecast

Ms. Rojas, are you confident in the Friends of the National Museum of the American Latino and other grassroots organizations' ability to privately finance half the cost of the museum?

- The Friends of the American Latino Museum has been working for close to 16 years on this initiative and along the way corporate America has taken notice and following many of their support of the African American Museum of History and Culture they have expressed their interest in financially supporting the American Latino Museum. We are confident that among our corporate partners such as Target, Coca-Cola, NBC Telemundo, Univision, AT&T/Warner Media and many more we will have the seed funds on day one to begin the aggressive fundraising as laid out in the 2011 Commission report.
- The National Museum of the American Latino Commission hired a consultant who surveyed a group of wealthy Latinos and concluded that it was feasible to fundraise the private funds. At that time, the National Museum of African American History and Culture had just selected its architectural firm; it hadn't done any curating or cost analysis. The first several years were assumed to be focused on planning. It was also assumed that there would be a cooperation between the Smithsonian and private sector fundraising efforts that isn't in place yet for the National Museum of the American Latino.
- The National Museum of African American History and Culture was successful in doing so.
- An outside organization will be tracking the Commission's fundraising efforts. Section 11(c) on both the House and Senate bills states "Amounts appropriated pursuant to the authorization under this section may be used to conduct fundraising in support of the Museum from private sources."
- We need to spend money to make money.

2. Site issues with the proposed Museum of the American Latino

Ms. Rojas, knowing the limitations of what the National Mall has to offer, can you describe the ideal museum location for you and your colleagues at the Latino Coalition and Friends of the National Museum of the American Latino?

- The National Museum of the American Latino must be on the National Mall. Pre-pandemic, over 24 million visitors walk through all of our museums each year. We are confident that those numbers will return and visitors should see the full American story. We belong among all of the other institutions that purport to tell the American story.
- The House bill, which was passed by unanimous consent in July 2020, identifies four sites:
 - The Arts and Industries Building of the Smithsonian Institution, located on the National Mall at 900 Jefferson Drive, Southwest, Washington, District of Columbia.
 - A vacant area bounded by Independence Avenue, Jefferson Drive, Raoul Wallenberg Place, and 14th Street South¹¹ west, currently under the jurisdiction of the National Park Service.
 - The area bounded by 3rd Street and 1st Street, Northwest and Constitution Avenue and Pennsylvania Avenue, Northwest, as measured from curb to curb, currently under the jurisdiction of the Architect of the Capitol.
 - The facility and grounds on the National Mall between 12th and 14th Streets, Southwest, and Jefferson Drive and Independence Avenue, Southwest, currently under the jurisdiction of the Department of Agriculture.
- There are 17 Smithsonian facilities in Washington, D.C. Of those 17 facilities, 11 are located on the National Mall. Smithsonian presence on the National Mall is critical.

Senate Committee on Rules and Administration
 Hearing to Review S.959, Smithsonian American Women's History Museum Act;
 and S.1267, National Museum of the American Latino Act
 November 17, 2020
 Questions for the Record
Mrs. Eva Longoria Bastón

Chairman Blunt

1. The work the Smithsonian is already doing to tell these stories:
 Mrs. Longoria Bastón, you served with Mr. Vargas on the Congressional Commission to study the creation of an American Latino Museum within the Smithsonian and like Mr. Vargas and Ms. Rojas you have been advocating for a Latino museum for many years. What is your assessment of the work the Smithsonian is currently doing to tell the story of the American Latino?

The Smithsonian Institution has made steps towards more accurately reflecting the stories of American Latinos since the Task Force on Latino Issues' May 1994 report, "Willful Neglect." Credit is due to Congress, which has supported the Latino Initiatives pool, as well as the hardworking curators, programs and education staff, and activists that have fought for our stories to be included.

Their accomplishments include adding 12 Latino content experts to the Smithsonian's staff, and growing the collection of Latino art from 553 objects in 2010 to 1,179 in 2020. These are important, if overdue, steps that move us away from "willful neglect" and towards better integration of Latino experiences, contributions, and perspectives in each of our museums.

But, ultimately, 1,179 objects are not nearly enough to tell the complete story of Latinos' contributions to our shared history. They are not adequate or accurate representation of a diverse community that makes up 18% of Americans.

The creation of the Museum of the American Latino would offer us the opportunity to triple that number of objects. That's not just important works of art or centuries-old documents, but undiscovered treasures that could change our understanding of the past. Given the chance to see them presented in an honored context, everyday Americans will contribute personal belongings that we thought lost to history – heirlooms that can fill in gaps in the historical record, humanize the past, and change the way we see ourselves and our country.

2. Fundraising Forecast

Are you confident in the Friends of the National Museum of the American Latino and other grassroots organizations' ability to privately finance half the cost of the museum?

Yes. When I served on the Commission on the National Museum of the American Latino, we envisioned a 50-50 cost share between federal funds and privately raised funds.

There's a surplus of enthusiasm for this project among the Latino community – which is also a major economic power, including our growing business community. Latino households earned more than \$1 trillion in 2017. The Latino GDP is more than \$2 trillion, and we are the third-fastest growing economy in the world – just behind India and China.

Additionally, Latinos are American demographics that private sector funds are interested in supporting, and many philanthropies' missions would align with the missions of the museums.

If and when Congress passes this legislation, I am confident that Latinos and other donors will step forward to support the cause.

3. Site issues with the proposed Museum of the American Latino

Mrs. Longoria Bastón, you wrote in your testimony that “to establish this museum on that national mall the place where we inaugurate our presidents, honor our veterans, exercise our freedom of speech, and conduct the business of our nation in Congress – would send the message that we belong among our nation's most important monuments. That we value the experience and contributions of Latinos to the great American experiment.” Knowing the limited site options on the National Mall, can you describe a location that you would be happy with for a National Museum of the American Latino?

Our Commission studied nine potential locations for the museum, taking into account location, ability to execute the Museum's programming, development costs, access, availability, size, and environmental impact. After much deliberation, we agreed that the Capitol Site is the best option for the National Museum of the American Latino.

The Capitol Site is located between Pennsylvania and Constitution Avenues, and 1st and 3rd Streets, NW. The Museum would sit north of the Capitol Reflecting Pool, near the Capitol Building and the National Gallery of Art.

The Capitol Site is the most significant open site remaining on Capitol grounds and would be able to accommodate a 252,000 square foot, state-of-the-art building. It has ample outdoor space for recreation, easy access to public transport, and has the potential to serve as the pedestrian gateway between Washington, D.C.

The National Capital Planning Commission has also provided a statement endorsing the Capitol Site as an appropriate site for the museum.

