

A memorial at the base of Capitol Hill to honor DWIGHT D. EISENHOWER

He was the general who hated war, the president who promoted peace. As a man, he left us with a legacy of love, for people, and for democracy.

- Stephen E. Ambrose

FROM A VISION...

In 1999, Congress authorized a national memorial to honor Dwight D. Eisenhower and his unique achievements in service to America. The Eisenhower Memorial Commission is charged with the planning and execution of this vision for a new national presidential memorial.



Eisenhower was one of the true giants of the mid-20th century. His leadership, integrity and love for democracy endeared him to the world. His influence even today is profound. Former Secretary of State Colin Powell evaluated Ike's career in these words:

As Supreme Commander of Allied Forces in World War II, as Chief of Staff of the U.S. Army, as President of Columbia University, as the military commander of NATO forces, and as President of the United States, Dwight David Eisenhower established a legacy of great service to American society and to its democratic principles...and as the last American president born in the 19th century, he was able to provide this nation with a transitional guiding vision for the last half of the 20th century, a vision that is still compelling today.

With a preeminent four-acre site across Independence Avenue from the National Air and Space Museum and a superb design team led by Frank Gehry, the Commission's task now is to bring Eisenhower, his legacy, and his vision to life in a compelling memorial concept.

TO A PLAN...

The Commission is dedicated to creating a memorial that is inviting, challenging, and inspiring. To that end the Commission selected a premier site with a direct view of the U.S. Capitol, across from the National Mall. It is surrounded by institutions directly linked to Ike's policies and programs, creating a thematic backdrop for the memorial. The outstanding site, one of the top ten for any memorial or museum in D.C., was approved in 2006.



DWIGHT D. EISENHOWER MEMORIAL COMMISSION

1629 K Street, NW Suite 801 Washington, D.C. 20006 Tel: (202) 296-0004 Fax: (202) 296-6464 www.eisenhowermemorial.gov

In January 2010, world-renowned architect and Eisenhower Memorial lead designer Frank Gehry began the design process. Mr. Gehry and his team were selected through a competitive selection process managed by the U.S. General Services Administration. The team includes a landscape architect, lighting designer, and information designer. They are tasked with designing a landscaped, plaza-style memorial for the 21st century that will welcome and engage tourists, school groups, American, and international visitors alike with a particular focus on the many school children who visit Washington, D.C., annually.

Just think — if only 10 percent of visitors at the National Air and Space Museum, and the National Museum of the American Indian, walk across the street to the National Eisenhower Memorial, it will have 800,000 visitors each year to learn about Ike! The memorial's location is one of the most openly accessible in Washington, D.C., only one block from a major Metro station and along a heavily traveled pedestrian route. A National Park Service Ranger will be dedicated to the site to assist visitors and provide in-person interpretation.

The memorial's audience will reach beyond its physical boundaries with cutting-edge mobile and web-based technology providing an interactive experience both on and off-site. This "E-Memorial" will not only enhance the memorial experience, it will also link visitors with nationwide resources on Ike, represented by the six Eisenhower legacy organizations. The data and expertise of the Eisenhower Presidential Library in Kansas, with the support of the National Archives, is projected to play a key role in developing the content and context of the E-Memorial.

The Eisenhower Memorial Commission is planning a major fundraising campaign to supplement federal funding. The informal estimate of the fundraising goal is \$25-\$35 million and will be finalized in conjunction with the final construction estimate and the federal funding received.

As plans for the memorial's construction and the fundraising campaign are finalized, the Commission is building a team of committed volunteer leaders to make this memorial a reality. To organize an effective campaign and achieve maximum success, we will bring together influential figures from the political, business, and media communities to lead the effort. The Commission's highest priority at this time is the recruitment of this campaign leadership team.

TO REALITY:

Campaign advisors, leaders, and donors are needed today to launch the fundraising campaign and to set the pace for all Americans who hold Dwight D. Eisenhower, his values, and his legacy in high esteem. In honoring Eisenhower, we are inspired to a greater sense of citizenship and reminded of our love and gratitude for democracy. **This memorial will not only tell the story of Eisenhower, the Kansas boy who became a great soldier, a U.S. President, and a world leader, but also reflect the story of America — its proud history, bright future, and enduring ideals.**