

Oct. 7, 2024

Mr. Sam Eskenazi
Director
Coalition for the National Museum of the American People

Dear Mr. Eskenazi:

As President and CEO of Destination DC, the official destination marketing organization for Washington, DC, I encourage your efforts to establish the National Museum of the American People. Thank you for sharing with us your work to create the museum as a compelling storytelling institution, bringing to life the first words of our Constitution, "We the People," and telling the monumental story of how the American people were shaped.

Washington, DC's museums are a major draw for visitors. As we understand it, the mission of this museum will foster a sense of national identity and belonging for all visitors. It will bring to life into our original national motto, *E Pluribus Unum!* – "From many, we are one!" – showcasing the diverse journeys and experiences of our ancestors. It will serve as a memorial to the people who helped build this nation, while representing ethnic and minority groups' immigration and migration stories.

In addition to the cultural and historical impact, we look forward to the museum's planned civics education for students, visitors and people across the nation. With an anticipated 3 to 5 million visitors annually, the NMAP may become a notable attraction in Washington, DC. As you seek a location, we encourage your goals to ensure the museum will be Metro accessible and is housed in a world-class facility.

The creation of the National Museum of the American People can further solidify Washington, DC's reputation as a destination for historical, cultural and civic enrichment. We hope it will celebrate America's diversity and contribute to Washington, DC's ability to welcome people from all over the world and from all backgrounds.

Sincerely,



Elliott L. Ferguson, II
President & CEO, Destination DC