

Economic Impact of the Dwight D. Eisenhower Memorial

Prepared for:
Eisenhower Memorial Commission

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Executive Summary

The Eisenhower Memorial planned for a 4-acre site bisected by Maryland Avenue between 6th and 4th Streets SW in Washington DC will generate \$30.1 million in visitor spending annually in the District of Columbia. This is spending that would not have been attracted to the District in the absence of the Eisenhower Memorial and it excludes spending by District residents. This new visitor spending would generate \$39.1 million to the District Gross State Product annually. This spending and the resulting 47 jobs it would support in the District would also generate new wage income (personal earnings) totaling \$4.009 million; these are jobs and wages to be realized by District residents.

There are also economic benefits for the District of Columbia generated during the Memorial's construction period. The annual value of goods and services generated to the benefit of the City's economy as a result of hard and soft construction costs associated with the Eisenhower Memorial will range from \$124 to \$142 million and more than 200 new jobs will be supported during the construction period.

The Eisenhower Memorial is being planned to commemorate Dwight D. Eisenhower's service to the United States as a military commander and President. Selected in 2005, its site immediately south of the National Air and Space Museum and three blocks from the US Capitol ranks in the top 20 Prime Sites identified in the Museums and Memorials Master Plan adopted by the National Capital Planning Commission. Frank Gehry was selected as the Memorial's architect in 2009 after a GSA Design Excellence competition and his design has been going through a series of review and approval steps since then. Dedication of the Memorial is planned for 2016.

The Eisenhower Memorial project consists of a 4-acre Eisenhower Square along whose outer edge is a system of tall masonry columns supporting metal tapestries depicting scenes from Eisenhower's life in Kansas; a central Memorial featuring Eisenhower as General and as President; a tree-lined pedestrian walk with views of the Capitol; a promenade between the Memorial and the US Department of Education to the south; a 200-300 seat overlook at the center of the promenade; a National Park Service Contact Station containing an information center, bookshop, and restroom; and an alcove for buses. An E-Memorial is being designed to provide visitors with a downloadable virtual tour.

Museums and memorials usually attract their highest number of visitors in their first year. The Eisenhower Memorial will follow that pattern as it becomes the Washington area's newest attraction in 2016. Visitation normally stabilizes at a slightly lower level. Visitor spending estimates in this report are based on the assumed stabilized third year of visitation. The Eisenhower Memorial is estimated to attract almost 1.2 million day-trip or overnight visitors per year – not including visitors who are residents of the District of Columbia or people who work in the District but live in its suburbs and would be present at or near the site with or without the Eisenhower Memorial.

The Eisenhower Memorial has the potential to add significant visitor spending to the District's economy, can serve as a building block for the proposed Southwest Eco-District plan, an attraction to draw visitors northward from the revitalized waterfront, and a key component of a restored Maryland Avenue with pedestrian views and vistas.

Stephen S. Fuller, Ph.D.

Dwight Schar Faculty Chair and University Professor
Director, Center for Regional Analysis, School of Public Policy
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Professor Fuller joined the faculty at George Mason University in 1994 as Professor of Public Policy and Regional Development. He served as Director of the Ph.D. Program in Public Policy from July 1998 to June 2000 and from July 2001 to July 2002. In September 2001, the GMU Board of Visitors appointed him University Professor and in July 2002 he was named to the Dwight Schar Faculty Chair and Director of the Center for Regional Analysis.

Prior to joining the George Mason University faculty, he served on the faculty at George Washington University for twenty-five years, including nine as Chairman of the Department of Urban Planning and Real Estate Development and one as Director of Doctoral Programs for the School of Business and Public Management.

Dr. Fuller received a B.A. in Economics from Rutgers University (1962) and his Doctorate in Regional Planning and Economic Development (1969) from Cornell University. He has authored more than 800 articles, papers, and reports in the field of urban and regional economic development including monthly reports on the Washington metropolitan area (since 2/91) and Fairfax County economies (6/97 to 6/09).

Professor Fuller served on the Governor's Advisory Board of Economists under Governors Kaine, Warner, Allen and Wilder. In 2003, he was a member of the Governor Warner's Tax Reform Working Group. He also is a member of the CFO Advisory Group of the District of Columbia. Additionally, he served on the Board of Directors of Tompkins Builders Inc., a DC-based company, from 2004 to 2012, and currently serves on the Boards of the Global Environment and Technology Foundation and Northfield Mt. Hermon School in Massachusetts. In 2007, he was appointed by Cardinal Bank as its Chief Economist.

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Agnès Artemel has more than 30 years of experience in conducting market and feasibility studies, many focused on the hospitality and tourism industries. In association with Dr. Fuller, she has conducted visitor studies for a number of major new museums, including the National Museum of the United States Marine Corps at Quantico, and the proposed Cold War Museum, Museum of American Diplomacy, and American Wartime Museum.

Her professional work also encompasses analyses related to land use and economic development. She has prepared economic development strategies for local and state governments and for small area economic development organizations. She assists developers and builders with community outreach to facilitate obtaining public approvals. She has been a panel member analyzing market feasibility for several Urban Land Institute Technical Assistance Panels for cities in the US.

Prior to founding Artemel & Associates, Inc., a woman-owned firm registered with the Virginia Department of Minority Business Enterprise, she was Executive Director of the Eisenhower Avenue Public Private Partnership in Alexandria, Virginia and the Alexandria Building Industry Association. Prior employers include Electronic Data Systems Corporation, Hagler Bailly & Company, Resource Planning Associates, and Hammer Siler George Associates.

Ms. Artemel is active in civic affairs, and served for 6 years as a Director of the Alexandria Economic Development Partnership and 5 years as a Director of the city's Industrial Development Authority. She has a Master's Degree in Urban and Regional Planning from the George Washington University.