

PROPOSED FREEDOM HOUSE 1315 DUKE STREET INTERIM MUSEUM PRESERVATION PROPOSAL

In order to keep Freedom House publicly accessible, and in order to increase the public visitation and experience of Freedom House which is an important part of the City's historic fabric, on a pilot basis, the following draft plan is proposed by City staff. This proposed plan is contingent upon future consideration and approval by City Council.

The Proposal elements are:

1. The museum would remain publicly accessible.
2. The Office of Historic Alexandria would operate a museum on the first floor and basement of Freedom House.
3. Public hours would be increased and determined based on visitor demand and availability of Office of Historic Alexandria staff and volunteers.
4. The Office of Historic Alexandria would plan and undertake special programming at Freedom House consistent with the purpose and history of this museum.
5. Programming would be primarily produced by the Office of Historic Alexandria's Black History Museum staff.
6. The Black History Museum staff resources and expertise would be used to help curate an expanded Freedom House museum experience.
7. Admission revenues and net event revenues generated at the Freedom House Museum would be dedicated to improving the Freedom House Museum experience (exhibits, displays, educational materials, etc.). For special events, Northern Virginia Urban League in-kind assistance may be needed.
8. VisitAlexandria would promote the Freedom House Museum to visitors.
9. The Board of the Northern Virginia Urban League would actively partner with interested community and regional stakeholders in developing and executing a capital fundraising campaign to repay the mortgage, bring the building to desired standards, and to start building an endowment for the Freedom House facility. A timetable for fundraising and for reporting to the City of fundraising goals and progress would be developed and implemented.
10. In exchange for the expanded Museum space and access, the City of Alexandria would pay the monthly \$6,000 mortgage on the property and a portion of utility and operating costs of up to \$1,000 for nine months of 2018. This totals to a \$63,000 proposed financial commitment.

11. These monthly mortgage payments would constitute a loan to the Northern Virginia Urban League payable through a planned capital campaign to substantially reduce or entirely repay the current mortgage on the Freedom House property.
12. **NEW** The loan would be interest free for the first 36 months and then interest at a 2% annual rate would be applicable on any outstanding loan balance
13. **NEW** In the event that 72 months after the first loan amount is made to the Northern Virginia Urban League, if any outstanding loan balance remains, then loan repayment would be due to the City and amortized over the subsequent 60 months.
14. **NEW** Notwithstanding these loan repayment terms, the City at a future date may determine in its sole discretion to accept in kind services to the Alexandria community from the Northern Virginia Urban League, or could accept in kind use of space at 1315 Duke Street as a method to partially or fully amortize the loan's repayment.
15. The Northern Virginia Urban League would maintain responsibility for Freedom House facilities capital and operational maintenance including custodial services.
16. The City would employ outside experts to conduct a thorough facilities assessment of the entire building and its systems. The study would be undertaken starting in February 2018, in order for the City and the Northern Virginia Urban League to fully understand Freedom House's short, medium and long-term capital investment needs.
17. The City's planned management of the Freedom House Museum would be considered a nine-month pilot program potentially to be replaced by November 1, 2018 by a long-term sustainable plan agreed to by the Northern Virginia Urban League and the City of Alexandria.
18. The Northern Virginia Urban League and the City Office of Historic Alexandria would designate a lead staff person to coordinate matters between the League and the City.

City of Alexandria
2/5/18