

November 9, 2007

The Presidio Trust
34 Graham St.
P.O. Box 29052
San Francisco, CA 94129-0052
Attention: Michael Boland, Director of Planning, Park Projects and Programs

RE: PHA Proposal for the History Center at the Golden Gate

Dear Mr. Boland:

I am pleased to transmit the proposal of the Presidio Historical Association (PHA) for a History Center at the Golden Gate (HCGG) in response to the Trust's August 2007 Request for Proposals of Cultural Institutions at the Presidio Main Post.

The History Center has advantages that will sharply distinguish it from cultural institutions described in other proposals you have received.

1. The History Center can be BOTH a much-needed "anchor" for the combined Presidio Trust-NPS "Presidio Park", and a visitor "portal" for the HCGG and the entire park. It can attract visitors to the Park, be the first point of contact with the park by incorporating a Park visitor center, can advise visitors of park layout, as well as encourage visitors to explore the history of the Presidio and the U.S. in the galleries inside.
2. The HCGG will complement the National Historic Landmark District surrounding it, in ways that no other institution could. The District's historic buildings will stimulate interest in the Presidio and U.S. history presented in the HCGG. And the HCGG will stimulate interest in the surrounding buildings and sites and in the "Presidio people" who made history. (For example, the names of Arguello, Vallejo, Sherman, Sheridan, Letterman, Halleck, Pershing, Arnold and Stilwell will be transformed from street and place names into the names of people who shaped the Bay Area and the U.S. into what it is today.)
3. History engages the broadest segments of the public, young and old, native or foreign-born, resident or visitor, unschooled or highly-educated. (Other institutions are likely to appeal to a narrower segment of the public.) After

engaging that public in the HCGG, and after understanding its offering of history's insights, visitors will be better informed historically in their roles as voters, public office-holders and citizens.

4. With its teaching, learning and research potential the History Center can complement, extend and enhance the critical work of schools, colleges and universities. Similarly, it can be a portal to other Bay Area history museums whose focus on city, state local or other specialized history will complement the U.S. history presented in the HCGG.

5. The History Center will be uniquely able to carry out part of the Presidio Trust's legislative and administrative mandates for preserving and presenting history. (These mandates arise from the Trust legislation, the Secretary of Interior's guidance for National Historic Landmark Districts and the NAPA Report, and other legal authorities.)

It seems unlikely that other cultural institutions proposed in the Trust's RFP process could provide similar benefits.

The concept of a History Center within the Main Post Historic District draws support from throughout the community. Thoughts of a few community and academic leaders are attached as *Annex A*.

Because the History Center concept is in some ways a nascent one, it will require the support, good will and co-operation of the Trust to reach maturity. It will especially need the Trust's good-will in giving conditional approval with sufficient time periods to permit the prompt establishment of the HCGG Foundation and the assembling of funds. The Trust's involvement is necessary if one the largest potential sources of project funding is to be pursued, that is, mitigation funds from the Doyle Drive project. There are other sources of major grants that can be pursued only with the Trust's participation. The PHA is prepared to commit every resource it has available to work with the Trust in a joint effort to make the History Center a reality in the Presidio Main Post.

If there are any questions or omissions, the PHA would welcome a chance to promptly supply any and all additional information that might be useful.

Sincerely,

Gary Widman
President

Encl. \$5,000.00 Earnest Money Deposit
Annex A – Comments on a History Center
Annex B – Transmittal Information
Proposal
Attachments