

THE NATIONAL RAILROAD HALL OF FAME



2008 PROGRESS HIGHLIGHTS

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The Honorable Jack Quinn, President, Erie Community College, Buffalo, New York
William Withuhn, Curator of Transportation, The Smithsonian Inst., Washington, DC

National Railroad Hall of Fame
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DUE DILIGENCE ON CONCEPT VISION COMPLETE

January

- A Board of Directors working session considered projections of the Market Analysis-Economic Impact Study conducted by the Museums and Attractions branch of Economics Research Associates, Los Angeles. Directors thoroughly reviewed project feasibility, sustainability, and business plan assumptions.
- In furtherance of its goal to maximize the Hall of Fame's downtown development potential, the Board met with Normal City Manager Mark Peterson to discuss Normal's highly successful Uptown redevelopment, which includes a \$6 million Children's Museum as well as retail, residential, and civic space.
- Project update meetings were held with U.S. House of Representatives staff, and federal fiscal 2009 appropriations documents were submitted.

February

FUNDRAISING COUNSEL SELECTED

- With the concept vision and economic impact analysis complete, activities for the remainder of 2008 took on a new focus — laying the groundwork for a successful national fundraising campaign through the completion of a philanthropic feasibility study.
- Campbell & Company was chosen from among eight contending firms to provide counsel for a national philanthropic feasibility study. Campbell is a national firm with over thirty years experience in advancement planning, fundraising, marketing communications, and executive search counsel to nonprofit organizations.
- An investor luncheon and press conference unveiled BRC Imagination Arts' concept vision, economic impact projections, and plans to locate the Hall of Fame in a downtown tourist district adjacent to existing visitor attractions.

March – April

PHILANTHROPIC FEASIBILITY STUDY LAUNCHED

- The Campaign Planning Committee which would oversee the study held their kick-off meeting, developed campaign strategy, discussed points for the prospectus, and suggested contacts to expand the national volunteer base.
- Communications included a briefing for all Hall of Fame donors at the Orpheum Theater and update meetings for U.S. Senate office staff and City Council members.
- 2007 Hall of Fame Inductees Max and Thelma Biegert were honored for restoration of the Grand Canyon Railway in a presentation ceremony at Williams, Arizona.

May – July

DONOR PROSPECT RESEARCH COMPLETED

- The computer hardware and software necessary to support research and manage a national donor base were installed in May, paving the way for Phase I donor prospect research. Completed in July, this phase identified individuals with major gift capacity of \$100,000 or more. Drawing from a broad range of rail industry and Galesburg natives from around the country, over 5,200 prospects were scanned using Wealth Engine, an on-line donor research tool.
- Research results were mapped to identify cities with at least 40 major donor prospects. These cities will be targeted for "leadership briefings," presentations conducted as part of the philanthropic feasibility study to gauge fundraising potential.
- Phase II of donor prospect research began in July and is ongoing. This phase develops complete profiles for donors with major gift capacity.
- The Hall of Fame exhibited to over 1,500 attendees at the American Short Line and Regional Railroad Association annual meeting in San Antonio, Texas.

August – December

NATIONAL OUTREACH EFFORTS UNDERWAY

- The last five months of the year centered on national outreach — press opportunities, appearances at industry meetings, and creation of an elite rail advisory group. All activities were strategically selected to maximize building national support.
- Bill Greenwood, retired Chief Operating Officer of the Burlington Northern, volunteered to lead national rail industry outreach efforts at an August strategy session in Galesburg.
- In September, the Hall of Fame was featured in *The Insider*, the newsletter of the Association of American Railroads, with distribution to over 5,000 rail industry executives. In December, planning began with the Managing Editor of *Private Varnish*, the magazine of private rail car owners, for a February 2009 feature story on the Hall of Fame and inductee Jarvis Langdon.
- The Hall of Fame exhibited to the American Association of Private Rail Car Owners' annual meeting in San Pedro, California; to The Lexington Group in Transportation History, the nation's premiere group of rail historians, at their annual meeting in Sacramento; and to over 1,800 registrants at the annual Expo of the Intermodal Association of North America, National Industrial Transportation League, and Transportation Intermediaries Association in Ft. Lauderdale.
- Progress update discussions were held with National Advisory Board Members in August and with the Galesburg City Council in October.
- In accordance with the project's ongoing core mission, nomination biographies of 2008 Hall of Fame nominees were presented for Board of Directors approval in December.