What is OLMSTED 200?

April 26, 2022 marks the bicentennial of the birth of Frederick Law Olmsted -- author, journalist, city planner, landscape architect, public official, and creative genius who transformed the modern American landscape.

Olmsted 200 will be a coordinated national and local celebration, engaging wide and inclusive audiences in examining the foundational principles of Olmsted’s democratic vision, values, and resilient designs.

The Bicentennial will bring together, in a loose and creative coalition, landscape architects, city planners, historians, journalists, policy makers, public health professionals, and community leaders and advocates to explore the many ways in which Olmsted’s values are relevant to 21st century America.

What are the principal goals of Olmsted 200?

- Renewed appreciation of Frederick Law Olmsted and the firm’s contributions to American life, culture and landscape – with an emphasis on both the physical manifestations and planning principles behind them.
• Enhanced appreciation by the American people of the value to their lives of parks, open space and civic space
• Stimulation of a national conversation, via local and national events and public policy initiatives, about the need for universal access to parks, recreation and open space – and their ongoing stewardship – in all American communities, especially those currently underserved.

Olmsted Legacy Values – universal access to parks; health benefits of recreation and open space; importance of ongoing stewardship.

Olmsted 200 will reach beyond disciplinary experts and landscape designers (although they are important audiences) to the people whose daily lives are touched by Olmsted’s work.

Through grass roots activities across the country, as well as orchestrated national efforts, Olmsted 200 will extend and stimulate a national conversation begun during the centennial of the National Park Service examining parks in new ways. It seeks to:

• foster public understanding and appreciation of the benefit of urban greenspace and historic Olmsted parks
• engage the next generation in parks through recreation, education, and volunteerism
• advance regional and city planning that welcomes community participation and collaboration
• identify parks as places for innovation and community engagement
• expand usage and engagement of parks by broader and more diverse populations
• expand economic development and job creation in and around urban parks
• foster public-private partnerships to support parks
• incorporate the ongoing stewardship of green spaces as a key element in city and regional planning

How Will This Bicentennial Be Organized?

The National Association for Olmsted Parks will lead and coordinate the celebration working with the American Society of Landscape Architects, The Garden Club of America, the Olmsted National Historic Site, the City Parks Alliance, National Recreation and Park Association, and The Cultural Landscape Foundation. An Honorary Committee of distinguished and diverse citizens will help advance and promote the Bicentennial from 2020 – 2022.

Recruitment of additional planning partners is underway: American Public Health Association, National Park Foundation, American Planning Association, Trust for Public Land, National Trust for Historic Preservation, Landscape Architecture Foundation.

What is planned for Olmsted 200?

The focus of Olmsted 200 will be three fold: public education, advocacy, and outreach. There will be a coordinated array of national and local programming.
• **FLO 200 Website** - Comprehensive searchable calendar of all national and local events and activities; interactive map of all Olmsted projects -- FIND YOUR OLMSTED PARK; virtual reality explorations of Olmsted Parks and other parks around the country; Park Memories project; personal reflections about life events in Parks; #Olmsted200 hashtag focus on Instagram and Twitter.

• **Olmsted 200 Toolkit** – with sharable graphics and logos for all events; ideas for community-based activities, including Model Proclamation and suggestions for local recreational, educational and advocacy activities.

• **Kick off in US Capitol** – April 2021 – one year before the actual birthday, showcasing Olmsted’s work in 45 out of the 50 states and the US Capitol Grounds; advocacy for park funding and maintenance. Awarding of Congressional Gold Medal posthumously to FLO (pending passage of necessary legislation).

• **April 26, 2022**—High profile coordinated birthday celebrations in Central Park & Parks around the County designed to draw attention to the importance of universal access to parks.

• **Major Media/PR outreach** – including speakers’ program and op eds written by Olmsted experts regarding the relevance of Olmsted’s values and principles.

• **National Conferences** on the application of Olmsted values and principles to our times.

**What is the budget for Olmsted 200?**

The provisional budget for Olmsted 200 is $1.9 million. NAOP is serving as the Managing Partner of Olmsted 200 and NAOP president, Dede Petri, is meeting with friends and donors around the country. The scale of the celebration will depend upon the success of this fundraising. Planning partners have created Communications, Advocacy and Fundraising Working Groups and will meet regularly until the Bicentennial conclusion.

**Can I start planning now? How can I keep up with what is happening?**

Parks and interested organizations are urged to be thinking about Olmsted 200 now. **But please be advised. No substantial Bicentennial activity will begin until the fall of 2020.**

It is imperative to develop uniform and consistent branding and messaging **before** Olmsted 200 unfolds.

The first priority will be creation of the Olmsted 200 website, toolkit and branding tools. We expect to make these important tools available in September. At that time, we will also begin regular call-ins and updates on Bicentennial plans. This timetable is designed to ensure a thoughtful and organized roll out.
In the interim, watch the NAOP website and sign up for Olmsted 200 updates there. We also earnestly hope that you will help us identify individuals, foundations and corporations interested in supporting our exciting plans.

If you have ideas or questions, kindly contact Dede Petri, petridede@naop.org, or 202-680-0396 (cell).

**How can I support Olmsted 200?**

All donations should go to National Association for Olmsted Parks, Attention: Olmsted 200. Donations will support program administration and the activities outlined above.

Thank you!

*Olmsted 200/1-24-2020*