

NATIONAL BUILDING MUSEUM ANNUAL REPORT 2008



FISCAL YEAR 2008 AT-A-GLANCE **(October 2007 through September 2008)**

Total Attendance: 406,796

Web site hits: 1,909,648

Public program attendance: 18,916

School program attendance: 24,227

Estimated media impressions: 163,824,079*

Total Revenue: \$9,519,662

Total Contributed Income: \$5,631,216

Total Number and Value of Volunteer Hours: 11,488 hours; estimated value \$345,798 or \$30.10 per hour**

*Media impressions are calculated based on a publication's circulation rates and indicate the potential readership for any given news article.

**Source: The Independent Sector

Message from the Chair and the Executive Director

Managing Our Most Important Asset

As the National Building Museum's fiscal year 2008 was coming to a close in October, the global economy, which had been gradually sliding downhill, fell off a cliff. Suddenly, longstanding assumptions about society crumbled, as did the public's faith in many venerable institutions. Yet from this daunting situation there has emerged a broad resolve to seek meaningful solutions.

To that end, the mission of the National Building Museum has never been more vital. The Museum is, after all, one of the most important stewards of our nation's greatest tangible asset: the built environment. Bridges and parks, schools and airports, office buildings and houses—these are the components of a diverse portfolio that continues to serve society's needs regardless of the vicissitudes of financial markets. Increasingly, government officials, business people, and the general public are recognizing that this vast and complex asset must be protected, carefully managed, and continuously reinvented in order to ensure its long-term viability.

During fiscal year 2008, the Museum, through its exhibitions, education programs, publications, and awards programs, continued to shape the public's understanding of the past, present, and future of our buildings and communities.

A Thoroughly Modern Museum

Over the past fiscal year, the Museum reexamined a seminal movement in architecture and design: 20th-century Modernism. The cornerstones of this exploration were a pair of exhibitions about two of the movement's most creative figures: Marcel Breuer and Eero Saarinen. Featuring large-scale models of landmarks like Breuer's Whitney Museum of American Art and Saarinen's Gateway Arch, the exhibitions revealed that these architects—though both deceased for decades—continue to exert a powerful influence on contemporary design.

As a counterpoint to the focus on Modernism, the exhibition *Lasting Foundations: The Art of Architecture in Africa* explored the long and seamless history of vernacular building across that continent. The visually-rich exhibition included original works of architectural sculpture, handicrafts, photographs, and film.

Ongoing exhibitions included *Cityscapes Revealed: Highlights from the Collection*; *Washington: Symbol and City*; and the phenomenally popular *Building Zone* gallery, where young children learn about the built environment through hands-on activities.



above: Children explore the green Project Playhouse™ in the Museum's interactive exhibition the Building Zone. Photo by Peter Cutts.

right: Coordinating Curator Susan Piedmont-Palladino gives a tour of the exhibition Marcel Breuer: Architecture and Design during an opening reception for Museum members. Photo by Peter Cutts.

cover: The exhibition Eero Saarinen: Shaping the Future included models of many of Saarinen's most famous projects, including the St. Louis Gateway Arch and Dulles International Airport. Photo by Peter Cutts.



Green is Still Good

For years, the Museum has been an advocate and resource for sustainable, or green, design, and 2008 was no exception. This past year, thanks to the support of The Home Depot Foundation, the Museum once again presented the critically-acclaimed program series *For the Greener Good: Conversations That Will Change the World*, and launched a project to make the Museum's galleries and institutional practices greener.

Other education programs included the venerable *Spotlight on Design* lecture series, which featured the latest Pritzker Prize laureate, Jean Nouvel, among others. The annual *L'Enfant Lecture*, held in Chicago this past year, was given by California architect Teddy Cruz, who spoke about the need to diminish geographical boundaries and other barriers to improving design and planning.

The Museum's highly-regarded youth and family education programs once again actively engaged youngsters in meaningful exploration of the built environment. Family events such as the *Festival of the Building Arts* and *Discover Engineering Family Day* drew a total of 26,125 people, while school programs attracted 14% more participants than in fiscal year 2007.

Honoring Leaders in the Built Environment

In June, the Museum presented its 2008 *Honor Award* to The Associated General Contractors of America (AGC) and its nationwide network of 96 chapters. As the nation's largest and oldest construction trade association, AGC has actively shaped the building industry while promoting excellence and safety. The award gala raised more than \$1.2 million for the Museum's exhibitions and programming.

In December 2007, the ninth *Vincent Scully Prize* was presented to Richard Moe, president of the National Trust for Historic Preservation, in recognition of his leadership in expanding public understanding of the importance of protecting and celebrating our built heritage.

Due to a scheduling change, the *Henry C. Turner Prize for Innovation in Construction Technology* was awarded twice during fiscal year 2008. In October 2007, Frank Gehry of Gehry Partners and Dennis Shelden of Gehry Technologies were recognized for pushing the boundaries of construction and engineering to create some of the world's most distinctive buildings. In September 2008, the award was presented to Dr. Charles H. Thornton, an engineer, for his role as the founder of the ACE Mentor program, which introduces high school students to careers in the design and building industries.

Enhancing Our Intellectual Capital

Thanks to the generosity of Beverly Willis, a founding trustee of the Museum, and other generous donors, we opened the renovated Beverly Willis Library in March 2008. The new library provides improved facilities for research, meetings, and presentations. We wasted no time in taking advantage of this facility as we welcomed our first two fellows—thanks to the support of The American Institute of Architects and Cynthia and Charles Field—who spent the summer conducting research that advanced the mission of the Museum.

As always, the Museum board and staff are indebted to the members, corporate sponsors, and many other contributors who made all of our activities possible. Despite the economic challenges that face us all, we look forward to another productive, creative, and informative year.



above left: The National Building Museum honored the Associated General Contractors of America and its network of chapters during a black-tie gala in the Great Hall. Photo by Paul Morigi.

above middle: A young visitor learns about the building industry during the 2008 Festival of the Building Arts. Photo by Jenn Michaelree.

above top: Panelists discuss pressing sustainability issues during the Museum's ongoing lecture series For the Greener Good: Conversations that Will Change the World. Photo by Peter Cutts.

above: Ken Grunley of Grunley Construction and his wife, Ginny, with Beverly Willis during the opening reception of the renovated and expanded Beverly Willis Library. Photo by Anne McDonough.

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top right: A Museum volunteer teaches a lesson during a session of the Design Apprenticeship Program.
 Photo by Museum staff.

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 Mr. and Mrs. John T. Kenney
 Michael and Christine Huskisson
 Catherine and W.T. Ingold
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 Andrew Joskow
 Michael A. Joy
 Kasteel Construction
 Jerome A. Conlon
 Construction Labor Research Council
 David E. Cooper
 Jerome M. Cooper
 Alan Cotzin
 Patricia and Donald Coupard
 Warren and Claire Cox
 Cox Graae + Spack Architects
 Crawford Roll-Lite Door Sales, LLC
 DC Maxcuters
 R.R. Dawson Bridge, LLC
 Lisa Delplace and Chris McGahey
 Design Collective, Inc.
 Barbara B. and Timothy Downs
 Duany Plater-Zyberk & Co.
 Michael Dunagan
 Ginny Dyson

George Cameron Eaton
 Einhorn Yaffee Prescott
 Joan Eisenstodt and Joel Levy
 Eugene R. Eisman and
 Charlene Currie
 Emerick Construction Company
 EnviroHomeDesign
 EPS Printing Solutions
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 Rosalie Fanale
 Frances Ferguson
 Lindsay Field
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 Patrick Gallagher
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 Mark Giuliani/
 Giuliani Assoc. Architects
 Bobby Gladstein
 Raymond D. Grabb and
 Ellen Hahn Grabb
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 Harvard Jolly Architects PA
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 Lars Etzkorn
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 & Tristen Hudson
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In honor of Larry P. Kirkland
 Claudia Kirkland
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In honor of Richard Moe
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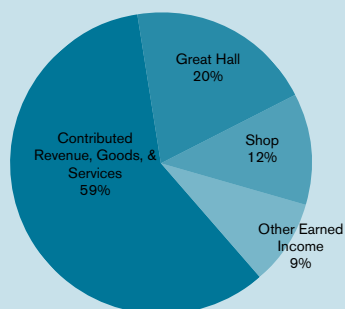
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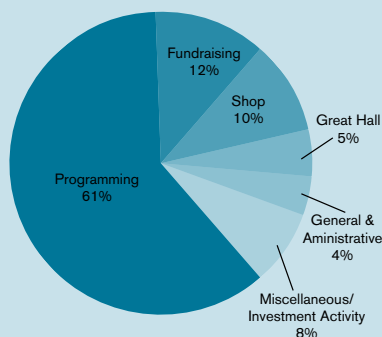
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 Steve Willertz
 Lisa Williford
 Lynn Wilson
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 Lany Yud
In honor of David Schwarz
 Vicki, Ed, and Madi Bass
In honor of the National Building Museum volunteers
 Michael Higdon
In memory of Brenda Derby and Jeffrey Wilde
 Anonymous
 Sharon Ross
 Deborah Wallower
In memory of Richard Nagelhout
 Alvin and Eloise Andrus
 Pat and Milt Cerny
 Mary Nagelhout
 Suzy H. North
 Sarah Sykora
In memory of Agnes White
 Janet Garbutt

2008 Statement of Financial Activities

Year ended September 30, 2008



FY '08 Sources of Support and Revenue



FY '08 Expenses

The National Building Museum is a nonprofit, educational institution designated under section 501(c)(3) of the Internal Revenue Code. This financial report is based on an independently audited financial statement. For a copy of the complete financial statement please write to: Accounting Department, National Building Museum, 401 F Street, NW, Washington, D.C. 20001, or call 202.272.2448.

The National Building Museum makes all financial records available to its outside auditors and attests to their accuracy and completeness. Additionally, the Museum attests that it maintains adequate internal accounting controls and uses sound accounting policies.

Chase W. Rynd
President and Executive Director

	Unrestricted	Temporarily Restricted	Permanently Restricted	2008 Total	2007 Total
Revenue, gains, and other support					
Contributions and grants	2,361,683	1,879,787	-	4,241,470	4,049,422
Great Hall events	1,940,992	-	-	1,940,992	1,849,490
Museum Shop sales	1,109,209	-	-	1,109,209	1,247,090
Contributed Goods & Services	1,064,627	-	-	1,064,627	1,039,665
Investment income	77,236	131,575	-	208,811	387,433
Membership	267,785	-	-	267,785	299,100
Other	324,069	-	-	324,069	254,459
Education program fees	241,540	-	-	241,540	193,462
Contribution box	57,334	-	-	57,334	70,657
Event Income	63,825	-	-	63,825	56,005
Net assets released from restrictions	1,804,957	(1,804,957)	-	-	-
TOTAL REVENUE	9,313,257	206,405	-	9,519,662	9,466,783
Expenses					
Program services					
Exhibitions	2,563,025	-	-	2,563,025	2,473,478
Education and public programs	2,080,604	-	-	2,080,604	2,004,236
Museum Shop	1,015,961	-	-	1,015,961	1,100,488
Communications & Marketing	1,042,009	-	-	1,042,009	1,030,770
Great Hall events	500,868	-	-	500,868	472,056
Collections	251,213	-	-	251,213	261,370
Total program services	7,453,680	-	-	7,453,680	7,342,398
Supporting services					
Fundraising	1,226,391	-	-	1,226,391	1,136,720
General and administrative	376,407	-	-	376,407	419,472
Membership	122,358	-	-	122,358	151,272
Total supporting services	1,725,156	-	-	1,725,156	1,707,464
Total expenses	9,178,836	-	-	9,178,836	9,049,862
Loss on investments	267,342	508,895	-	776,237	-
Total expenses and losses	9,446,178	508,895	-	9,955,073	9,049,862
Change in net assets	\$(132,921)	\$(302,490)	-	\$(435,411)	\$396,921

Statement of Changes in Net Assets

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Net Assets , September 30, 2006	\$737,823	\$1,971,515	\$657,855	\$3,367,193
Change in Net Assets	(18,101)	407,347	7,675	396,921
Net Assets , September 30, 2007	\$719,722	\$2,378,862	\$665,530	\$3,764,114
Transfer of Net Assets	-	500,000	(500,000)	-
Change in Net Assets	(132,921)	(302,490)	-	(435,411)
Net Assets , September 30, 2008	\$586,801	\$2,576,372	\$165,530	\$3,328,703