The National Building Museum welcomed nearly half a million visitors during fiscal year 2010 (October 1, 2009 to September 30, 2010), making it the busiest year in the Museum’s history. Visitors were attracted by a remarkable array of exhibitions and programs that were informative, provocative, challenging, and entertaining. As always, the Museum succeeded in offering something for anyone with a vested interest in the quality of the built environment, which is to say, everyone.

This annual report offers a brief overview of programming highlights from the most recent fiscal year, and it provides a vehicle for thanking the many people who made it all possible.

Extolling Innovation

The Museum has developed a reputation for presenting unique exhibitions, demonstrating that there are often interesting stories underlying topics that otherwise might be overlooked. House of Cars: Innovation and the Parking Garage, was a case in point. Opening in October of 2009, this exhibition traced the history of parking garages as critical elements of our cityscapes. Parking garages are often reviled as eyesores that force us to confront modern society’s over-reliance on automobiles, but as the exhibition revealed, these structures can be quite attractive and, if thoughtfully designed and planned, can contribute to the development of sustainable communities. House of Cars earned many excellent reviews: the British newspaper The Independent, for instance, described the exhibition as “surprisingly enthralling.”

In September 2010, the Museum opened an exhibition that explored the lasting influence of one of the most innovative architects of the Italian Renaissance. Palladio and His Legacy: A Transatlantic Journey, organized by the Royal Institute of British Architects Trust, London, in association with the Centro Internazionale di Studi di Architettura Andrea Palladio Fondazione; Mrs. Laura M. Bush, and Ambassador Giada Tocci di Saerdegna of Italy enjoy the opening of the exhibition Palladio and His Legacy: A Transatlantic Journey; Photo by Anne McDonough.

Throughout the year, the Museum offered lectures by current innovators through the Spotlight on Design series, which is sponsored by Lafarge, the world leader in construction materials, with additional support from the American Institute of Architects. Featured lecturers included Lawrence Scarpa, whose firm Pugh + Scarpa won the AIA’s Firm of the Year Award in 2010; Ted Flato, of the San Antonio firm Lake|Flato Architects; and landscape architect Mia Lehrer. Another lecture program highlighting innovation was the annual Women of Architecture program, supported by the Beverly Willis Architecture Foundation, which featured Toshiko Mori, architect and professor at the Harvard University Graduate School of Design.

The Museum’s Vincent Scully Prize, which recognizes exemplary practice, scholarship, or criticism in architecture, historic preservation, or urban design, was presented to Christopher Alexander. A longtime professor at the University of California, Berkeley, he also wrote seminal books such as A Pattern Language and The Timeless Way of Building. Professor Alexander joined the ranks of Jane Jacobs, His Highness the Aga Khan, Witold Rybczynski, and other innovators who have received the Scully Prize.
Promoting Civic Engagement

Other awards recognized the contributions of a corporation, a government agency, two nonprofit organizations, and a group of individuals who had worked to improve the quality of the built environment through civic engagement. The Honor Award was presented to three recipients in May 2010. The interdisciplinary design firm Perkins+Will was celebrated for its legacy of socially-relevant design that has promoted human wellbeing over the course of the firm’s 75 year-history. The founders of the New Orleans Habitat Musicians’ Village—Harry Connick, Jr., Branford Marsalis, Ann Marie Wilkins, and Jim Pate—were honored for their creation of a multi-generational village to house musicians in the wake of Hurricane Katrina. Finally, the U.S. Department of Energy Solar Decathlon was recognized for its commitment to educating the next generation of engineers, architects, and builders regarding renewable energy and environmentally responsible systems. In a related initiative, the Museum presented the exhibition U.S. Department of Energy Solar Decathlon 2011 Finalists: A Special Presentation, which gave visitors a preview of the 20 student-designed, solar-powered houses being developed for the next installment of the biannual Solar Decathlon.

In September 2010, the Museum awarded the Henry C. Turner Prize for Innovation in Construction Technology to Engineers Without Borders—USA, for its efforts to engage engineering students in international development projects. The Turner Prize is supported by a generous fund established by the Turner Construction Company in honor of its founder.

Several major educational programs addressed vital civic issues. The annual L’Enfant Lecture on City Planning and Design, for instance, co-presented with the American Planning Association, featured Barry Bergdoll, the Philip Johnson Chief Curator of Architecture and Design at the Museum of Modern Art, who spoke about MoMA’s exhibition Rising
Another annual program, the Charles Atherton Memorial Lecture, was given by architect Daniel Libeskind, who discussed the symbolism and form of commemorative structures and landscapes. His presentation served as the keynote for a major symposium marking the centennial of the U.S. Commission of Fine Arts, which was also the subject of the exhibition A Century of Design: The U.S. Commission of Fine Arts, 1910–2010, a retrospective of key projects illuminating the agency’s role in protecting the physical character of Washington, D.C.

The For the Greener Good series, sponsored by The Home Depot Foundation, continued with programs addressing sustainable schools, “greening the supply chain,” and the health impacts of green building. A panel discussion on “Urban Agriculture” explored how cities can convert vacant land to productive use. Other ongoing programs included the Building in the 21st Century series sponsored by the U.S. Department of Energy and the Smart Growth series presented in association with the U.S. Environmental Protection Agency and the Smart Growth Network.

The Museum’s Industry Council for the Built Environment reached a milestone with the release of its first white paper, Designing for Disaster: Partnering to Mitigate the Impact of Natural Disasters, growing out of the council’s annual meeting, which in 2010 was on Capitol Hill. The paper will also inform the content development for the upcoming exhibition Designing for Disaster, scheduled to open in the fall of 2012.

Engaging Audiences of All Ages and Knowledge Levels

In July 2010, the Museum opened an exhibition that surely counts as a “blockbuster.” LEGO® Architecture: Towering Ambition is a hybrid: part traditional exhibition, featuring 15 enormous models of famous buildings made entirely of LEGO® bricks, and part interactive environment, with a creative area in which children and adults can build their own structures. LEGO® Architecture marks the first time that the Museum has charged an entry fee for an exhibition, and the exhibition has been exceptionally popular.
The Museum also presented *Drawing Toward Home: Designs for Domestic Architecture from Historic New England*. Organized by Historic New England, this show included original drawings of houses and apartment buildings spanning two centuries. Meanwhile, two long-term exhibitions remained on view. *Cityscapes Revealed: Highlights from the Collection* offers a cross-section of items from the Museum’s collection of more than 150,000 items, while *Washington: Symbol and City* describes the physical history of Washington, with a focus on the interrelationship between its identities as a global capital and as a working city.

The Museum offered several family festivals, including the *Festival of the Building Arts*, sponsored by the Associated General Contractors of America, the *Discover Engineering Family Day*, and the *National Cherry Blossom Festival Family Day and Opening Ceremony*. Overall, family programming in fiscal year 2010 attracted nearly 26,000 people.

Youth education remains a cornerstone of the Museum’s programming. Venerable outreach programs such as *CityVision*, *Investigating Where We Live*, and the *Design Apprenticeship Program* prepare teens to become active participants in shaping the future built environment. Younger children enjoy hands-on activities, including *Be a Builder*, which allows them to build an actual house in a Museum classroom. Family *Tool Kits* and the *Amazing Arches* activity offer direct engagement for walk-in visitors with children. Numerous school and scout programs provide focused learning throughout the year, while the successful *Summer Camp* program continues to attract eager participants for an informative and entertaining experience during their breaks from school.

For adult audiences, the Museum reprised the *Architecture 101* series, which introduces lay people to key movements and figures in the history of architecture. In the summer of 2010 we offered lectures on Brutalism and Postmodernism. Complementing these programs, we added self-guided tours featuring local examples of these styles to the array of tours we offer already on the Museum’s website: Greek Revival, Art Deco, and Modernist.

**Reaching Audiences Around the World**

While our attendance figures set new records in fiscal year 2010, the Museum also enjoyed rapidly expanding global reach through the Internet. Nearly 640,000 people visited our website, www.nbm.org, for a total of more than 2 million page views. Additionally, the number of National Building Museum fans on Facebook and following us on Twitter increased significantly, while the value of our press coverage—calculated as the approximate cost of reaching the same circulation through paid advertising—was more than $2 million.

**Moving Forward**

As fiscal year 2010 drew to a close, the Museum was actively working on a strategic plan that will carry the institution through 2015. With each sign that the economic crisis of the past few years is abating, we grow more optimistic about our prospects for the future. We remain cautious in our budgeting and resource management even as we strive to be more ambitious in our plans for future programming. We thank all of our members, fellow trustees, donors, institutional partners, volunteers, staff, and others who made the past year possible, and we look forward to your continuing support.
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Industry Partners sit on the Industry Council for the Built Environment, which engages with the Museum in dialogue about all aspects of the world we build. The Council’s 2010 annual meeting focused on the topic of Designing for Disaster: Partnering to Mitigate the Impact of Natural Disasters and resulted in a white paper summarizing its recommendations. The Council was chaired by Joan Baggett Calambokidis, President, International Masonry Institute, and Harvey M. Bernstein, Vice President, Global Thought Leadership & Business Development, McGraw-Hill Construction.

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Spectrum Printing & Graphics  
Thomas Espy  
Gayner Engineers  
GHT Limited  
Stephen H. Grant  
Anthony W. and Keiko I. Greenberg  
GWGO, Inc./Architects  
Jay Hellman  
Neal Hudson, Kim Heartwell and Tristan Hudson  
Elise Hughes  
Jason Johnston  
Andrew Joskow and Lisa Sockett  
C. M. Kling & Associates, Inc.  
John P. Kyle  
Nels L. Larson  
Lynne Masterson and Sidney Kirschner  
McCarthy Building Companies, Inc.  
Joan Meixner  
Michael Monti  
Ann K. Morales  
Mr. and Mrs. F. Joseph Moravec  
Donald Beekman Myer, FAIA  
Sakura Namioka  
Washington, DC  
New York  
Dorothy Andrake  
Jeff Alpher and Haley Kaufman  
B.J. Adams and Clark Adams  
Marcel Acosta  
Susan C. Bairstow  
Agnes Artemel  
Susan C. Bainwa  
Donald F. Banks  
Thomas M. Ballentine  
Joseph F. Johnston, Jr.  
Ashleigh Gaiditch  
Joanne Gough  
Henry Otto  
Thom L. Pozen  
William Regan  
Sofitel Lafayette Square*  
Jeff B. Speck  
George Stavropoulos  
Janet Stone  
Pauline C. Thompson  
Tianman Construction Corp. of D.C.  
Walker & Dunlop  
Marc Wallace  
Luke Wassums  
Sarah Fairbrother  
Kate Meenan-Weaver and James Waugh  
Scott and Kate Weidenfeller  
The Willard InterContinental Hotel Washington DC*  

$250 to $499  
Anonymous  
Marcel Acosta  
B.J. Adams and Clark Adams  
Jeff Alpher and Haley Kaufman  
Dorothy Andrade  
Honorable and Mrs. Mahlon Apgar, IV  
The Art Seminar Group  
Agnes Artemel  
Susan C. Bainwa  
Donald F. Banks  
Thomas M. Ballentine  
Michael Barnett and Lynn Barnett  
Franklin K. Bernfield and Sharon R. Marsh  
Sally Berk and Sanders H. Berk, MD  
Philip G. Bernstein  

The National Building Museum Launches the Cornerstone Society

This past December, the 30th anniversary of its founding, the National Building Museum launched the Cornerstone Society to recognize those who leave a lasting legacy through a bequest, charitable gift annuity, trust arrangement, or other estate-plan provision to help advance the Museum's mission. The launch of the Society, held in the historic Pension Commissioner's Suite, was hosted by president and executive director Chase W. Rynd at an exclusive luncheon.

Welcoming nearly two dozen members to the Society’s growing ranks, Mr. Rynd thanked members for making a lasting commitment and for being a part of “one of the Museum’s most significant efforts to ensure the relevance and security of its collections, as well as the vitality and quality of its exhibitions and education programs.” Mr. Rynd, a founding member of the Society himself, went on to say that “a new era in private philanthropy …has begun” and that the legacy of the Society’s members will “become the Museum’s legacy as they will inspire future stewards of the built environment.”

The Museum salutes its founding members for their extraordinary support of the building arts and is sincerely grateful for their continued generosity that will benefit generations to come.

If you are interested in investing in the Museum’s future by becoming a member of the Cornerstone Society, please contact Christina Berkemeyer, Director of Individual Giving, at 202.272.2448, ext. 3501, or via email at cberkemeyer@nbm.org.

Join with those who support the Museum and value its unparalleled place in America, as the only cultural organization dedicated to advancing the quality of the built environment by educating people about its impact on their lives.
## 2010 Statement of Financial Activities

Year ended September 30, 2010

### Revenue, gains, and other support

<table>
<thead>
<tr>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>2010 Total</th>
<th>2009 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue, gains, and other support</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions and grants</td>
<td>1,914,829</td>
<td>1,665,403</td>
<td>3,580,232</td>
<td>$3,398,030</td>
</tr>
<tr>
<td>Great Hall events</td>
<td>1,561,147</td>
<td>-</td>
<td>1,561,147</td>
<td>1,711,315</td>
</tr>
<tr>
<td>Museum Shop sales</td>
<td>1,129,163</td>
<td>-</td>
<td>1,129,163</td>
<td>797,413</td>
</tr>
<tr>
<td>Contributed goods and services</td>
<td>966,735</td>
<td>-</td>
<td>966,735</td>
<td>1,129,881</td>
</tr>
<tr>
<td>Investment income</td>
<td>45,640</td>
<td>144,703</td>
<td>-</td>
<td>190,343</td>
</tr>
<tr>
<td>Membership</td>
<td>224,620</td>
<td>-</td>
<td>224,620</td>
<td>222,330</td>
</tr>
<tr>
<td>Other</td>
<td>353,047</td>
<td>-</td>
<td>353,047</td>
<td>312,660</td>
</tr>
<tr>
<td>Fees: Education, Tour, Exhibition</td>
<td>410,061</td>
<td>-</td>
<td>410,061</td>
<td>199,594</td>
</tr>
<tr>
<td>Contribution box</td>
<td>56,612</td>
<td>-</td>
<td>56,612</td>
<td>40,953</td>
</tr>
<tr>
<td>Event income</td>
<td>79,692</td>
<td>-</td>
<td>79,692</td>
<td>68,559</td>
</tr>
<tr>
<td>Net assets released</td>
<td>1,667,986</td>
<td>(1,667,986)</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td>8,409,532</td>
<td>142,120</td>
<td>-</td>
<td>8,551,652</td>
</tr>
</tbody>
</table>

### Expenses

#### Program services

<table>
<thead>
<tr>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>2010 Total</th>
<th>2009 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitions</td>
<td>2,170,233</td>
<td>-</td>
<td>2,170,233</td>
<td>1,921,393</td>
</tr>
<tr>
<td>Education and public programs</td>
<td>1,806,923</td>
<td>-</td>
<td>1,806,923</td>
<td>1,745,810</td>
</tr>
<tr>
<td>Museum Shop</td>
<td>1,090,805</td>
<td>-</td>
<td>1,090,805</td>
<td>847,231</td>
</tr>
<tr>
<td>Communications and marketing</td>
<td>931,270</td>
<td>-</td>
<td>931,270</td>
<td>1,165,842</td>
</tr>
<tr>
<td>Great Hall events</td>
<td>497,045</td>
<td>-</td>
<td>497,045</td>
<td>417,978</td>
</tr>
<tr>
<td>Collections</td>
<td>146,349</td>
<td>-</td>
<td>146,349</td>
<td>118,288</td>
</tr>
<tr>
<td><strong>Total program services</strong></td>
<td>6,642,625</td>
<td>-</td>
<td>6,642,625</td>
<td>6,204,331</td>
</tr>
</tbody>
</table>

#### Supporting services

<table>
<thead>
<tr>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>2010 Total</th>
<th>2009 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundraising</td>
<td>1,206,509</td>
<td>-</td>
<td>1,206,509</td>
<td>1,282,016</td>
</tr>
<tr>
<td>General and administrative</td>
<td>361,132</td>
<td>-</td>
<td>361,132</td>
<td>343,425</td>
</tr>
<tr>
<td>Membership</td>
<td>114,168</td>
<td>-</td>
<td>114,168</td>
<td>118,288</td>
</tr>
<tr>
<td><strong>Total supporting services</strong></td>
<td>1,681,809</td>
<td>-</td>
<td>1,681,809</td>
<td>1,743,729</td>
</tr>
</tbody>
</table>

**TOTAL EXPENSES** | 8,324,434 | - | 8,324,434 | 7,948,060 |

#### Change in net assets

<table>
<thead>
<tr>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>2010 Total</th>
<th>2009 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in net assets</td>
<td>85,098</td>
<td>142,120</td>
<td>-</td>
<td>227,218</td>
</tr>
</tbody>
</table>

**$9,389**

### Statement of Changes in Net Assets

<table>
<thead>
<tr>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net Assets, September 30, 2008</strong></td>
<td>$586,801</td>
<td>$2,576,372</td>
<td>$165,530</td>
</tr>
<tr>
<td><strong>Transfer of Net Assets</strong></td>
<td>-</td>
<td>125,530</td>
<td>(125,530)</td>
</tr>
<tr>
<td><strong>Change in Net Assets</strong></td>
<td>233,243</td>
<td>(223,854)</td>
<td>9,389</td>
</tr>
<tr>
<td><strong>Net Assets, September 30, 2009</strong></td>
<td>820,044</td>
<td>2,478,048</td>
<td>40,000</td>
</tr>
<tr>
<td><strong>Change in Net Assets</strong></td>
<td>85,098</td>
<td>142,120</td>
<td>-</td>
</tr>
<tr>
<td><strong>Net Assets, September 30, 2010</strong></td>
<td>$905,142</td>
<td>$2,620,168</td>
<td>$40,000</td>
</tr>
</tbody>
</table>

The National Building Museum is a non-profit, 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
FISCAL YEAR 2010 AT-A-GLANCE

Total Attendance: 475,867 (a 9% increase from FY09)
Website page views: 2,090,658
Adult education program attendance: 16,128
Youth program attendance: 51,949
Total Revenue: $8,551,652
Total Contributed Income: $4,828,199
Total # and Value of Volunteer Hours: 14,596.25 hours; estimated value $477,881.22 at $32.74 per hour**

**Source: The Independent Sector