Message from the Chair and the Executive Director

The National Building Museum reached an exciting milestone during fiscal year 2011 (October 1, 2010 to September 30, 2011), attracting more than half a million annual visitors for the first time in its history. In fact, we dramatically surpassed that benchmark, with attendance of 581,421 people. There was a pleasant and consistent hum throughout the Museum as steady crowds came to enjoy our exhibitions, educational programs, and special events.

The excellent attendance figures were especially encouraging in the context of the Museum’s decision to begin charging a modest admission fee for exhibitions during the summer of 2011. Although entrance to the building—including the Museum Shop, café, and historic building tours—is still free, we now charge $8 for adults and $5 for children, students, and seniors to visit our exhibitions. This fee was implemented as a result of the ongoing economic challenges that many cultural institutions are facing, including cutbacks in government funding. For instance, although the Museum is a private, nonprofit entity, it has long received a significant grant through the National Capital Arts and Cultural Affairs program. This federal program was established to provide crucial operating support to qualifying cultural organizations in the nation’s capital. The program still exists, but funding levels were dramatically reduced in 2011. Combined with diminishing support from other traditional areas of giving, the Museum experienced a sudden and substantial reduction in projected funding midway into our fiscal year. The admission fee helped to offset these reduced revenues. The implementation of the new admissions policy went smoothly, and so far, visitors have reacted positively.

During this past year, the Museum also adopted a new strategic plan, which has served as a valuable guide, helping us to assess our priorities and maximize our resources at a time when all cultural institutions face fund raising challenges. The section headings below reflect the key content areas we identified as priorities in the plan. This report provides an overview of the Museum’s myriad activities and achievements and serves as a vehicle for thanking the many individuals, corporations, associations, and agencies that make our work possible.

Recognizing Design Achievement and Innovation

Opening in October 2010, Designing Tomorrow: America’s World’s Fairs of the 1930s was the first comprehensive exhibition about the architecture and design of the six world’s fairs held in the U.S. during the Great Depression. Featuring a stunning array of photographs, models, memorabilia, and even a replica of a working robot that was a star attraction of one of the fairs, Designing Tomorrow revealed how these events introduced modernism to American audiences while also helping to shape uniquely American interpretations of the movement. The exhibition catalogue is available through the Museum Shop.
In March 2011, the Museum opened *Walls Speak: The Narrative Art of Hildreth Meière*, organized by the Regina A. Quick Center for the Arts at St. Bonaventure University. Meière was a talented muralist and mosaicist who collaborated with Bertram Grosvenor Goodhue and other prominent architects of the early to mid-20th century. Her works were not only beautiful, but also noteworthy as integral architectural elements of significant buildings such as the Nebraska State Capitol and the National Academy of Sciences headquarters in Washington, D.C.

The Museum continued its popular *Spotlight on Design* lecture series, which attracts talented designers to speak about their work. Esteemed architects Peter Bohlin and Cesar Pelli, the up-and-coming Spanish firm of Nieto Sobejano Arquitectos, and landscape architect Andrea Cochran were some of 2011’s presenters. The series is sponsored by Lafarge, with additional support from the American Institute of Architects and media sponsor *Architectural Record*.

Other public programs in fiscal year 2011 included the annual *Women of Architecture* program, presented in collaboration with the Beverly Willis Architecture Foundation, which featured New York architect Annabelle Selldorf. The Museum also continued its popular *Architecture 101* lecture series, which introduces the general public to key movements and figures in architectural history. During the summer of 2011, lecturers discussed “The Glass Box,” “Gothic Revival,” and “Frank Lloyd Wright: The Prairie Style.”

Each year, the Museum presents several prominent awards to individuals, companies, and organizations that have had a positive impact on the built environment. We presented the 12th *Vincent Scully Prize* to Adele Chatfield-Taylor, president of the American Academy in Rome, for her efforts to encourage excellence in design, planning, and preservation. We awarded the *Henry C. Turner Prize for Innovation in Construction Technology* to Caterpillar Inc. for its incorporation of advanced technologies that facilitate efficient, high-quality construction. In a departure from tradition, the annual Honor Award gala was organized not around a single honoree or small group, but as a celebration of the 25th anniversary of the award, with many past recipients in attendance.

**Advancing the Cause of Sustainability**

The National Building Museum has long been at the forefront of the sustainability movement. In 2011, that leadership continued via the *Intelligent Cities* initiative, a project in partnership with TIME and IBM and funded by the Rockefeller Foundation. This initiative explores the intersection of information technology and urban design, with the goal of making cities more livable, attractive, and sustainable. A major public event of the initiative was the *Intelligent Cities Forum*, held at the Museum on June 6, 2011, and simultaneously broadcast online. Drawing on data gleaned from public responses to infographics developed by the Museum and published in *TIME*, the program addressed the implications of information technology for the design of communities at various scales. One of our curators edited a book based on the forum and incorporating original essays, which was published in early fiscal year 2012.
The Museum continued to offer several lecture series devoted to sustainability and related topics, including *For the Greener Good*, presented with The Home Depot Foundation; the *Smart Growth* series, presented in partnership with the U.S. Environmental Protection Agency; and *Building in the 21st Century*, supported by the U.S. Department of Energy. The Museum launched its new *Green Community* national curriculum kit this fiscal year, introducing students in grades 5 through 8 to issues in urban design, conceived from an environmentally conscious perspective.

**Increasing Awareness and Understanding of the Built Environment**

We opened the exhibition *LEGO® Architecture: Towering Ambition* in 2010, and it proved to be so popular that we extended it into 2012. This educational and highly interactive exhibition has significantly boosted the Museum’s family attendance. While providing a unique learning environment for youngsters, it also engages adults through impressive, large-scale models of famous buildings around the world. The *LEGO®* show complements the ongoing *Building Zone* interactive exhibition for younger children.

Families flocked to the Museum’s three major festivals during fiscal year 2011: the *Big Build: A Hands-on Festival of Tools, Trucks, and Building Arts* (formerly known as the *Festival of the Building Arts*), *Discover Engineering Family Day*, and *National Cherry Blossom Festival Family Day*. These three events drew a total of more than 28,000 visitors. In addition, the fifth annual National Building Museum Summer Camp, which gives children entering grades 3-5 opportunities to develop their creativity through various design challenges, drew record attendance.

The Museum strives to attract and engage diverse constituencies. In fiscal year 2011, we launched a redesigned www.nbm.org, which is the Museum’s most significant form of communication, to improve the Museum’s branding and reflect its commitment to design excellence. The Museum’s website has been accessed 2 million times in FY11.

Press coverage in outlets ranging from *USA Today* to the BBC helped publicize the Museum’s programming. The Museum also benefited from $348,000 in advertising through partnerships with media organizations and the Washington Metropolitan Area Transit Authority (Metro trains and buses).
Although the Museum’s mission is national—indeed, international—in scope, the institution is firmly rooted in Washington, D.C., and remains committed to issues of importance to the metropolitan region. The long-term exhibition Washington: Symbol and City, for instance, explores the planning, design, and development of Washington as a global capital and as a community with its own unique identity and physical culture.

Many of the Museum’s public programs, while dealing with broad topics in planning and urbanism, serve as platforms for discussion of local concerns. The 2011 Charles Atherton Memorial Lecture, for example, featured Danish architect and author Jan Gehl, who spoke about his ideas for making American cities more walkable and sustainable, while drawing specific lessons for Washington. In addition, historian and critic Wytold Rybczynski lectured about the history of city planning in a way that directly informed our understanding of the capital’s evolution.

The Museum’s acclaimed outreach programs for teens, including CityVision and the Design Apprentice Program, use Washington as a laboratory for explorations in community engagement. In July 2011, we opened an exhibition organized by the students participating in the Investigating Where We Live program in which they presented their photographs, writing, and artworks interpreting the built environment of the H Street Corridor and the neighborhoods of Bloomingdale and Mount Pleasant.

Gratitude

The National Building Museum remains a vibrant and influential force for advancing the quality of the built environment. Despite ongoing challenges arising from a difficult economy, we have achieved a great deal over the past year. More than 580,000 visitors came through our doors—they learned, they exchanged ideas, and they were entertained. We are proud that the Museum consistently ranks among the favorite Washington cultural destinations of locals and out-of-towners alike.

We thank all of our members, fellow trustees, donors, institutional partners, volunteers, staff, and others whose support is so vital to the success of the National Building Museum. We look forward to your continuing involvement in fiscal year 2012 and beyond.

Michael J. Glosserman
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The National Building Museum values diversity in the workplace and is an Equal Opportunity Employer. Former board members and staff who served during the fiscal year 2011 are noted in italics.

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Guests attending the opening reception for Designing Tomorrow: America’s World’s Fairs of the 1930s.  
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Kelly Malloy
Anthony Margadonna
Anita S. Martin
Molly McCoy
Sarah McLaughy
Riane McWain
Kate Meenan-Waugh
Liz Mettner
Kerrie Messelbeck
Katie Michel
Barbara Miller
Elizabeth Miller
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Justin Morgan
Vikki Morris
Amanda Murray
An Nguyen
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Elspeth Nunn
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Amber Ovitt
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Matthew Parker
Suzette Paulino
John Peterson
Ria Pile
Miriam Polan
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Natalie Rance
Amira Rasayon
Kelby Rasmussen
Marilyn Reis
Harriet Reiss
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Kathryn Ross
Mark Rozario
Ellen Ruina
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Christine Saum
William Sawicki
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Wendy Schumacher
Don Schwab
Dianne Schwager
Nicole Scordalakes
Ralph Scott
Robert Scott
Eric Selbst
Seymour Selig
Amy Selvaggio
Jerry Shapiro
Leonard Shapiro
Heidi Shoemaker
Surrell Silverman
Brianne Smith
Jennifer Sneed
Lori Steenhok
Alanna Stewart
Peter Szegedy-Maszak
Cecil Talbott
Amy Tarce
John Telesco
Toussaint Tingling-Clemmons
Lou Tonore
Kim Toufектis
Carole Toulousy-Michel
Mary Ann Troanovitch
Alexandra (Ali) Underhill
Jaime Van Mourik
Raksha Vasudevani
Debra Venable
Emily Volz
Jean Walker
Deborah Wallower
Rich Walsh
Rona Walters
Kenneth Walton
Lesa Warrick
Tanya Washington-Stern
Jack Wennersten
Ruth Ellen Wennersten
Allison Wertz
Evan Wheeler
Kelsey White
Mark Wilkerson
Kim Williams
Portia Williams
Lauren Wilson
Ryan Winfield
Elizabeth Yoder

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Shelagh Cole
Cathy Frankel
Hank Griffith
Stephanie Hess
Sarah Leavitt
Deborah Sorensen

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Mark Davis
Michael Dunagan
Sophia Greenbaum
Bettann Kyle
Richard Lukas
Katherine Miller
Katherine Potsoky
Christie Senft
Shar Taylor
Prema Winn

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Lara Marks Finder
Mary Hendrickse
Ellen Jacknain
Paul Killmer
Patricia Kraich
Scott Kratz
Joanne Seelig
Elizabeth Wilkie
Lauren Wilson
Timothy Wright

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Sean Bell
Caroline Bowman
Katherine Broadhurst
Stephanie Dabek
Patrick Desmond
Allison Feigen
Reema Ghazi
Kerry Ingram
Tara Owens
Lindsey Pitman
Julia Andrade Rocha
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Britthee Ulmer
Holly Wieneke
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The Museum is governed by a prestigious and active Board of Trustees, seen here at one of their quarterly meetings.

Photo by Museum staff

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Shelagh Cole
Cathy Frankel
Hank Griffith
Stephanie Hess
Sarah Leavitt
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Industry Partners

Industry Partners are the leading institutional supporters of the National Building Museum, providing annual contributions at the $15,000 level and above. 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 2011 annual meeting focused on “Performance in the Built Environment: Design, Technology and Resiliency.” The Council was chaired by Greg Bentley, chief executive officer, Bentley Systems, Inc. and Harvey M. Bernstein, vice president, Industry Insights and Alliances, McGraw-Hill Construction.

The Museum is grateful to the following organizations for their leadership gifts in fiscal year 2011:

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- American Society of Landscape Architects
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As a private, nonprofit institution, the National Building Museum relies on the generous support of its donors to realize its mission. In fiscal year 2011, the Museum raised a combined total of $6,165,910 in cash, pledges, and contributed income from individuals, foundations, corporations, associations, and government entities. This support took a variety of forms including grants, sponsorships, memberships, volunteer hours, and visitor donations. The Museum’s Board of Trustees and staff are grateful to all who provided the financial support that enables the Museum to raise awareness of and appreciation for the built environment.

The following donors made gifts of $250 or more during the 2011 fiscal year (October 1, 2010 through September 30, 2011). While space limitations do not permit listing gifts of less than this amount, the Museum extends its sincere thanks to all donors.

- The donor’s total giving includes contributed goods and services

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# 2011 Statement of Financial Activities

## Year ended September 30, 2011

## Revenue and Support

<table>
<thead>
<tr>
<th>Description</th>
<th>2011 Total</th>
<th>2010 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions and grants</td>
<td>$1,538,664</td>
<td>$1,401,493</td>
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<tr>
<td>Contributed goods and services</td>
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<td>$2,940,157</td>
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<td>Great Hall events</td>
<td>$1,806,706</td>
<td>$1,561,147</td>
</tr>
<tr>
<td>Museum Shop sales</td>
<td>$1,176,013</td>
<td>$1,129,163</td>
</tr>
<tr>
<td>Fees: Education, Tour, Exhibition</td>
<td>$788,822</td>
<td>$410,061</td>
</tr>
<tr>
<td>Membership</td>
<td>$252,112</td>
<td>$224,620</td>
</tr>
<tr>
<td>Event income</td>
<td>$58,725</td>
<td>$79,692</td>
</tr>
<tr>
<td>Contribution box</td>
<td>$55,727</td>
<td>$56,612</td>
</tr>
<tr>
<td>Rental Income and Other</td>
<td>$354,952</td>
<td>$353,047</td>
</tr>
</tbody>
</table>
| Net assets released from restrictions | (1,193,527) | (1,193,527) |}

**TOTAL REVENUE AND SUPPORT**: $10,143,162

## Expenses

### Program Services

<table>
<thead>
<tr>
<th>Description</th>
<th>2011 Total</th>
<th>2010 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitions</td>
<td>$1,833,246</td>
<td>$2,170,233</td>
</tr>
<tr>
<td>Education and public programs</td>
<td>$3,852,049</td>
<td>$1,806,923</td>
</tr>
<tr>
<td>Museum Shop</td>
<td>$1,121,276</td>
<td>$1,090,805</td>
</tr>
<tr>
<td>Communications and marketing</td>
<td>$1,210,603</td>
<td>$931,270</td>
</tr>
<tr>
<td>Great Hall events</td>
<td>$563,899</td>
<td>$497,045</td>
</tr>
<tr>
<td>Collections</td>
<td>$144,893</td>
<td>$146,349</td>
</tr>
</tbody>
</table>

**Total program expenses**: $8,725,966

### Supporting Services

<table>
<thead>
<tr>
<th>Description</th>
<th>2011 Total</th>
<th>2010 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>General and administrative</td>
<td>$361,204</td>
<td>$361,132</td>
</tr>
<tr>
<td>Membership</td>
<td>$120,807</td>
<td>$114,168</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$1,281,145</td>
<td>$1,206,509</td>
</tr>
</tbody>
</table>

**Total supporting expenses**: $1,763,156

**TOTAL EXPENSES**: $10,489,122

## Changes in Net Assets from Operations

<table>
<thead>
<tr>
<th>Description</th>
<th>2011 Total</th>
<th>2010 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Changes in investment income</td>
<td>$50,284</td>
<td>$190,343</td>
</tr>
<tr>
<td>Changes in net assets</td>
<td>(295,676)</td>
<td>(227,218)</td>
</tr>
</tbody>
</table>

**Net Assets, Beginning of Year**: $905,142

**Net Assets, End of Year**: $609,466

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The National Building Museum is a non-profit, education 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, DC, 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.

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Chase W. Rynd  
President and Executive Director
Fiscal Year 2011 at-a-glance

Total attendance: 581,421 (a 22% increase from FY10)
Website page views: 2,127,764
Adult education program attendance: 8,259
Youth education program attendance: 68,096
Total revenue: $10,407,747
Total contributed income: $6,165,910
Total # and value of volunteer hours: 13,216 hours; estimated value $433,353 at $32.79 per hour**

**Source: The Independent Sector