



How we plan, design, and construct  
the world between our buildings

WHERE. Local, national, international. Towns, cities, neighborhoods, schools, networks. Green from grey and brown, Preserving and changing.

**PLACES**

**PEOPLE**

WHO. Gathering to change their communities. Carrying the legacy of experience to the next generation. Learning, exchanging, conserving, rethinking.

HOW. Policies, planning, innovations. New technologies and time-honored techniques. The traditional and the unconventional.

**KNOWLEDGE**

**TIME**

WHEN. This moment, right now. Change is already here. Approaches that honor the past, address the present, plan for the future. Ongoing processes that create healthy places.

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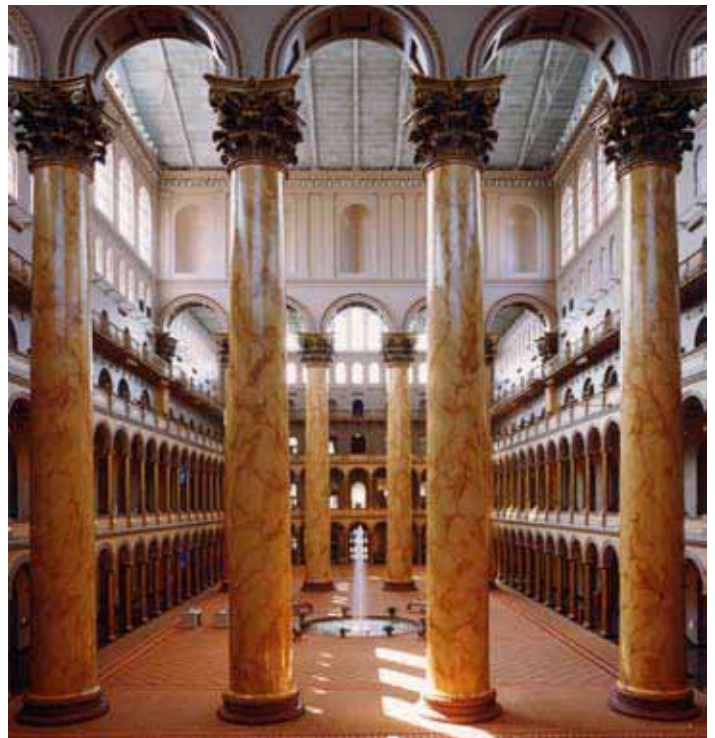


The Fifth Street entrance of the National Building Museum features a modest lawn and walkway. Photo by F.T. Eyre

## ABOUT THE NATIONAL BUILDING MUSEUM

The National Building Museum is the only museum in the country dedicated to all aspects of architecture, landscape architecture, design, engineering, construction, real estate development, and urban planning. In the quarter century since its establishment, the National Building Museum has consistently engaged its audience in a dialogue about the rich history of the built environment: the creation of communities, the design of buildings, the work of contemporary designers, and the emergence of innovative materials and new technologies.

The National Building Museum is a prominent national venue for insightful public discussion about how buildings and communities are shaped. Our educational programming for all ages offers a vital forum for the exchange of ideas about issues such as sustainability and the revitalization of urban centers. Each exhibition at the National Building Museum is complemented by a full range of programs, developed to educate school children, professionals, policy-makers, and the general public about the impact of the built environment in their lives.



The Great Hall of the National Building Museum. © Hoachlander Davis Photography



Visitors in the Great Hall for the Museum's Greenovation Expo. Photo by F.T. Eyre

## THE NATIONAL BUILDING MUSEUM'S SUSTAINABILITY PROGRAMS

Since it opened its doors in 1985, the National Building Museum has illuminated the delicate relationship between the built and the natural environment. Climate change, increased energy costs, and depletion of natural resources have long been central issues within the building industry. In fact, the built environment is the single largest producer of greenhouse emissions in the world. The National Building Museum recognizes that it has an extraordinary opportunity and responsibility to educate and inspire the public, building professionals, and policy-makers about sustainable design and construction through its exhibitions, programs, and publications.

In the past five years alone, the Museum has produced two major exhibitions on sustainability, and in October 2008 we will unveil a third: *Green Community*.

*Big & Green: Toward Sustainable Architecture in the 21st Century* opened at the Museum in 2003 and examined sustainable technologies in large-scale structures such as sports stadia and office buildings.



*Big & Green: Toward Sustainable Architecture in the 21st Century* was the Museum's first "green" exhibition, in 2003.  
Photo by Allan Sprecher

This exhibition was followed by a look at sustainability in the home in *The Green House: New Directions in Sustainable Architecture and Design* in 2006. During the 13 months that *The Green House* was on view in Washington, D.C., over 133,000 visitors saw the exhibition.

The National Building Museum also examines sustainable design, building and development through educational programs for the public. A record 18,000 people participated in educational programs related to *The Green House*, such as *Greenovation: An Expo for Home* and a symposium entitled *Sustainable Design: New Directions for Affordable Housing*. The Museum's popular series, *For the Greener Good*, addresses broad domestic and international green themes and policies. *Can the Suburbs Kill You? Measuring the Health Effects of Urban Sprawl*, *Gone Fission: Can the Nuclear Industry Help Save the Environment?* and *Abu Dhabi: City of the Future?* are just a few of the programs presented in 2008. Another important lecture series is *Smart Growth*, a free lunchtime discussion about local smart growth projects and planning activities.

The Museum's sustainability initiatives extend beyond public education and programs. Operationally, the institution has undertaken a long-range plan to green its processes and reduce its environmental impact. For instance, we have begun implementing a three-year effort to produce all printed materials with Forest Stewardship Council Certified vendors and manufacturers using recycled and non-toxic products. We are also building our exhibitions with green materials, including bamboo flooring and low-VOC paints.

All of these efforts have established the National Building Museum as the leading cultural institution in the nation examining issues of sustainability within the built environment. The Museum's pivotal position enables us to educate and inspire millions of people about the extraordinary opportunities for planning, designing, and constructing our buildings and communities for a healthier future.



Members mingle at the opening of *The Green House*. Photo by F.T. Eyre

## GREEN COMMUNITY

Opening to the public on October 23, 2008, and on view through October 25, 2009, *Green Community* is the first exhibition in the United States to explore the complex process of creating and sustaining healthy communities. Building upon the success of the Museum's two previous exhibitions on sustainability, which focused on building types, *Green Community* examines the interrelated decisions and designs that make places greener. *Green Community* looks at how we plan, design, and construct the world between our buildings, offering an array of example communities large and small where citizens, leaders, and design professionals are working together for a more sustainable future.

In a political and social climate that emphasizes the inevitability and urgency of global warming, *Green Community* presents a positive perspective on places that have embraced sustainable planning now. *Green Community* includes a range of visionary designs, from modestly scaled community projects and adaptation of traditional techniques to ambitious cities of the future, demonstrating that greening is possible within current community frameworks and among different cultures.

*Green Community* will communicate the wide range of possibilities for sustainable communities through vivid displays, film, and multimedia:

**More than 20 communities and dozens of approaches to planning, designing, and developing green places.**

**Traditional techniques alongside innovations, historical perspectives alongside new approaches, small communities alongside large cities.**

**A floor plan that emphasizes the visitor's choice of what to explore next, locating exhibits in clusters and emphasizing curved pathways, reinforcing the non-hierarchical, community-focused nature of the exhibition.**

**A broad range of educational programming will engage professionals, the public, and youth. An aggressive media and marketing outreach campaign will leverage the web and partnerships with industry, associations, and others to achieve maximum exposure.**



The interior of the *Green Community* gallery space. Rendering by Matter Architecture Practice

## EXHIBITION THEMES

What makes a community? And what makes a community green? These two questions are central themes for *Green Community*, an exciting new exhibition at the National Building Museum that examines the extraordinary variety, technology, and design principles of sustainable communities from around the world.

Sustainability is not new. Our ancestors didn't use words like "sustainable development" or "smart growth," but they knew that a healthy city was sited where the air was clean, the water supply fresh, the soil fertile, and the sun reliable. Living in cooperation with nature was a matter of survival...and it still is.

Sustainability is a process. Some of the communities presented have already developed their designs, others are just getting started, but all have made a commitment to ongoing stewardship and a constant renewal of the balance between human activities and nature.

Community choices make a big difference. Although individual environmental choices—from which light bulbs a homeowner uses to which materials a designer chooses—can improve sustainability over time, choices made by entire communities can have a profound impact across entire ecological systems. Visitors will come away from the exhibition with ideas for broad-scale change in their own communities, and options for working together to make a difference.

## PROJECT HIGHLIGHTS

*Green Community* will present dozens of examples of communities that are taking positive steps toward making human settlements more sustainable. Highlights of these examples include the following:

### **HIGHLANDS' GARDEN VILLAGE, DENVER, COLORADO: GREENING OF A BELOVED PLACE**

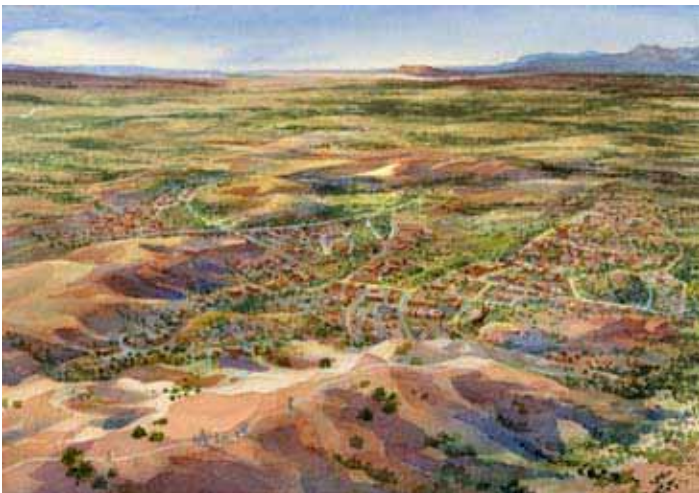
A community landmark, this 1890 park once included a botanic garden, zoo, amusement park, and theater, all of which had fallen into disuse after the park's closure in 1994. Now, Highlands' Garden Village, developed by Jonathan Rose Companies, has been reborn as a lively and eco-friendly redevelopment containing mixed



uses and offering housing and homeownership choices for people of all incomes. The historic theater and other park landmarks were retained, as well as gardens and mature trees, maintaining the community's identity and character.

### MASDAR CITY, ABU DHABI, UNITED ARAB EMIRATES: A 21ST CENTURY CITY

In 2008, groundbreaking ceremonies for Abu Dhabi's newest city kicked off a commitment to create a zero-carbon footprint in a highly urban setting. When it is completed in 2018, Masdar City will be car-free, offering a range of transit options and walkable, cycle-friendly streets. Shaded walkways and streetside canals will provide natural cooling of sidewalks in this hot desert climate. The planning team is being led by Foster + Partners with the Abu Dhabi Future Energy Company.



### GALISTEO BASIN, NEW MEXICO: HUMAN HABITAT, HABITAT FOR ALL

Located 15 miles southeast of Santa Fe, Galisteo Basin Preserve is a fragile and ecologically significant area celebrated for its spectacular scenery. To protect this 12,800-acre habitat, Commonweal Conservancy has purchased the entire preserve with plans to integrate a 300-acre compact village into a site where 96 percent of the land is protected in perpetuity by conservation easements.

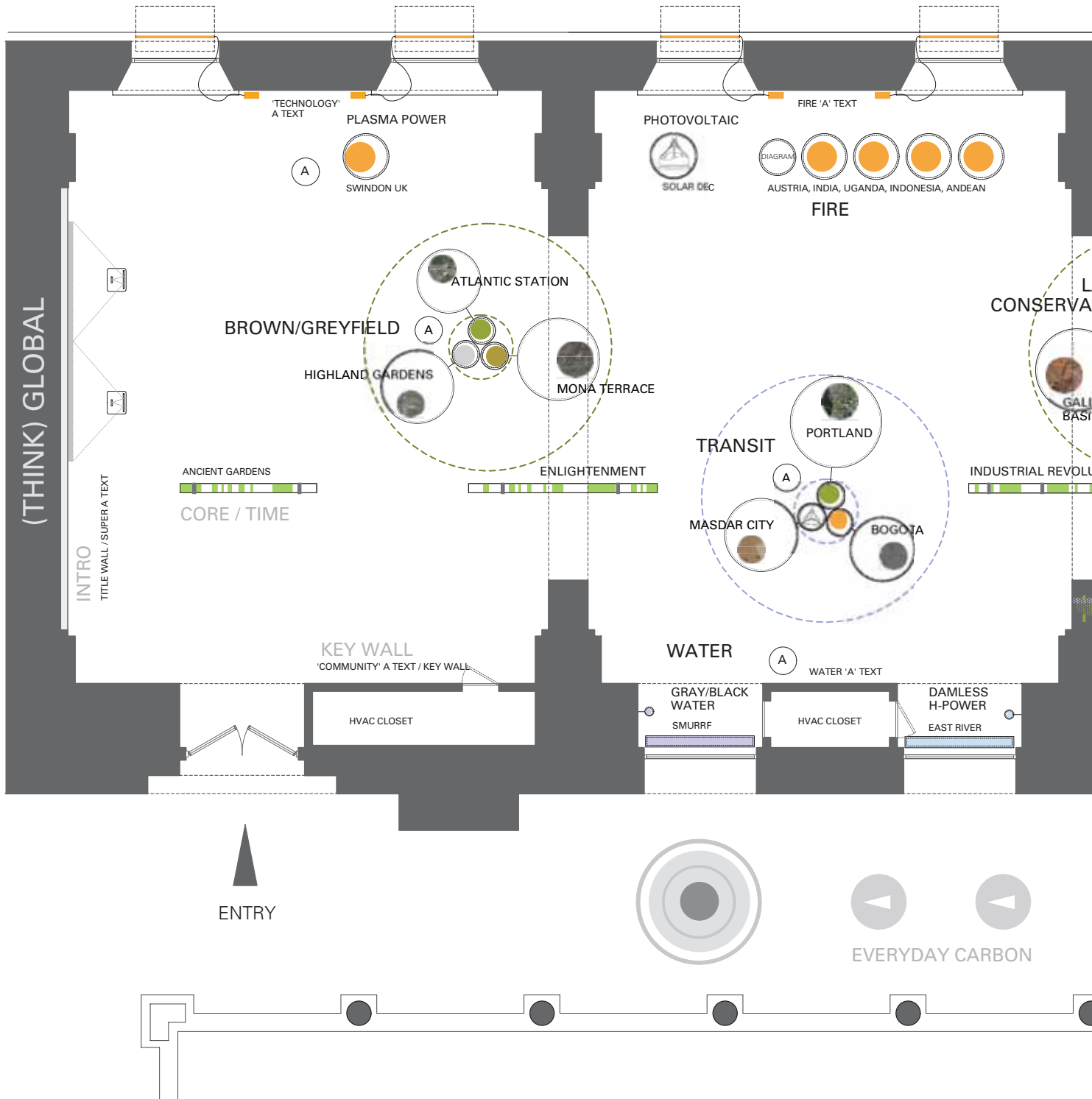


### GREENSBURG, KANSAS: REBUILDING GREENER

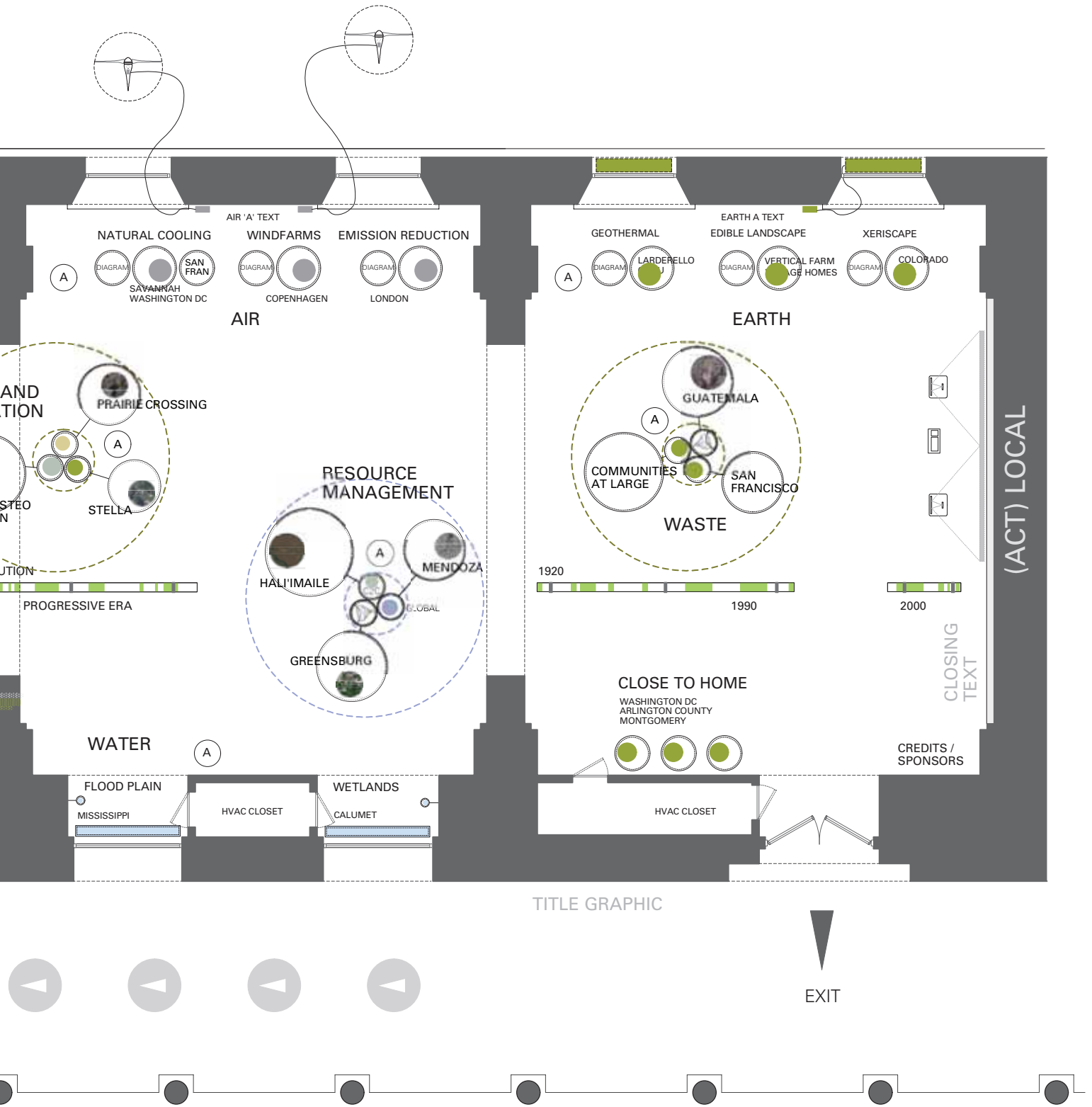
Greensburg's past and future have been defined by the uncertain elements of wind and water. Once a water stop for stagecoaches and steam engine trains, home to the world's largest hand-dug well, and located within a flood plain, the town was nearly leveled by a 2007 tornado that left less than 10 percent of the town's buildings standing. Working with BNIM Architects, this community of 1,400 is taking the opportunity to redefine its very core, adopting a resolution that all new buildings will meet LEED Platinum standards, and committing to a town center that is dense and pedestrian-friendly. Integrated flood control practices and natural storm water management systems acknowledge Greensburg's age-old, tenuous relationship with the source of its prosperity.

**Top:** A rendering of Masdar City, Abu Dhabi, United Arab Emirates. © BNIM Architects, 2007. **Middle:** Galisteo Basin, New Mexico will be surrounded by preserved land in an effort to live in harmony with the earth. Illustrative watercolor by Elizabeth Day **Bottom:** Rendering of new town center in Greensburg, Kansas. © BNIM Architects

# FLOORPLAN



① PLAN: BASE  
1/4" = 1'-0"



## EXHIBITION DETAILS AND PROJECT LISTING

The exhibition will be organized around two orienting questions: What kind of community is green, and how can we make communities green? Visitors to the exhibition will experience the vastly different conclusions each community has determined for itself based on its history, resources, and plans for the future. Films and multimedia punctuate the exhibition with broader perspectives and interesting “factoids” along the way, providing visitors with a dynamic and inspiring experience.

### PART I: WHAT KIND OF COMMUNITY IS GREEN?

#### BROWNFIELD AND GREYFIELD SITE REDEVELOPMENT

##### HIGHLANDS' GARDEN VILLAGE, DENVER, COLORADO

A greyfield redevelopment project reinvigorated the former site of a locally beloved 100-year old amusement park into a vibrant mixed-use, mixed-income community.

##### ATLANTIC STATION, ATLANTA, GEORGIA

Previously a brownfield steel mill site, Atlantic Station is now a walkable and mass-transit oriented community. The Centers for Disease Control is studying Atlantic Station to examine the health effects of living and working in a community where walking and transit use are prevalent.



Illustrated site plan for Highlands Garden Village in Denver, Colorado. © Jonathan Rose Companies

### **MONA TERRACE, MUSKEGON HEIGHTS, MICHIGAN**

The site of a former brownfield waste water treatment plant is now being planned as a New Urbanist mixed-use development in this community of 12,000 people.

## **TRANSIT-ORIENTED DEVELOPMENT**

### **PORTLAND, OREGON**

This Pacific Northwest city has a thirty-year history of growth management, mixed use, and transit-oriented development, with mass-transit options including streetcars, light rail, and buses, all of which are also bicycle-friendly.

### **BOGOTÁ, COLOMBIA**

An ongoing city commitment encourages and builds community through the creation of parks and boulevards exclusively for pedestrian interaction and use in this city of over 7 million residents.

### **MASDAR CITY, ABU DHABI, UNITED ARAB EMIRATES**

A new carbon-free and car-free city is planned to offer its residents a range of mass-transit options, and city streets designed to be walkable in a hot desert climate.

## **LAND CONSERVATION**

### **GALISTEO BASIN, NEW MEXICO**

After developing a small mixed-use settlement of 300 acres on a 12,800 site, the remaining land in the Galisteo Basin Preserve will be placed under conservation easements to protect this ecologically significant area from future development.

### **PRAIRIE CROSSING, GRAYSLAKE, ILLINOIS**

A mixed-use community developed within the 5,800-acre publicly and privately held Liberty Prairie Reserve that includes tallgrass prairie, wetlands, and forest, and is home to 14 endangered species.



Aerial trams are just one of Portland, Oregon's many public transportation options. Photo by Cacophony, 2007

## STELLA, MISSOURI

This community of fewer than 200 people is coming together to envision and plan for a sustainable future in the face of impending growth and potential sprawl.

## RESOURCEFULNESS

### GREENSBURG, KANSAS

This town plans to rebuild green after a devastating 2007 tornado demolished all but 10 percent of its buildings. The town plan draws upon the natural resources of water, wind, and the land to sustain the community's future.

### HALI'IMAILE, MAUI, HAWAII

A new community builds on traditional wisdom and settlement patterns, intent on becoming a new model for coastal development in Maui and other places of limited natural resources, through the example of its "cradle to cradle" approach to self-sustainability.

## MENDOZA, ARGENTINA

This Andean city depends upon mountain snow melt for its irrigation, with water traveling to the city via a traditional system of canals. This example demonstrates both the wisdom of traditional techniques and the vulnerability of communities to climate change.

## WASTE

### CHILDREN'S GARDEN, GUATEMALA CITY, GUATEMALA

A newly designed and built multi-use park at the site of the city's largest garbage dump, Children's Garden is a stimulating, nurturing, and healthy respite of beauty and nature for the children of the community that lives and works there.

## CLOSE TO HOME

From green roofs to sustainable growth, three communities in the Washington, D.C. metropolitan area are showcased including the District, Arlington, Virginia, and Montgomery County, Maryland.



A community meeting in Stella, Missouri. © Sabine Martin.

## PART II. HOW CAN WE MAKE COMMUNITIES GREEN?

### EARTH

Projects demonstrating urban agriculture, geothermal energy, and xeriscaping include:

**CENTER FOR URBAN AGRICULTURE, SEATTLE,  
WASHINGTON (PROPOSED) BY MITHUN**

**VILLAGE HOMES, DAVIS CALIFORNIA**

**CALIFORNIA UNIVERSITY OF PENNSYLVANIA**

**XERISCAPE COLORADO DEMONSTRATION  
GARDENS, BOULDER COLORADO**

### AIR

Wind farms, use of trees for natural cooling, and projects to reduce pollutant emissions include:

**MIDDELGRUNDEN WIND COOPERATIVE, COPENHAGEN, DENMARK**

**SAVANNAH, GEORGIA**

**SAN FRANCISCO URBAN FOREST MAP**

**"BIKE STARKVILLE" SIDEWALK AND BIKE PATH  
PROJECT, STARKVILLE, MISSISSIPPI**

### FIRE

Approaches to solar energy include:

**SOLAR DECATHLON, WASHINGTON, DC (FILM)**

**SOLAR PHOTOVOLTAICS IN COMMUNITIES  
AROUND THE WORLD (PHOTO ESSAY)**

### WATER

Water recycling projects, flood plain management, and damless hydropower are featured through:

**SMURFF, SANTA MONICA, CALIFORNIA**

**THE MISSISSIPPI RIVER AND COMMUNITIES OF  
DAVENPORT, IOWA AND NEW ORLEANS, LOUISIANA**

**CALUMET, CHICAGO, ILLINOIS**

**THE EAST RIVER, NEW YORK, NEW YORK**



The streets of Savannah, Georgia are lined with huge trees to help keep the community cool and pedestrian-friendly.



The University of Maryland's "LEAFHouse" took second place in the 2007 Solar Decathlon. © Kaye Evans-Lutterodt / Solar Decathlon.

## FILMS AND INTERACTIVE MEDIA

### WASTE AND RE-USE (FILM)

This 3-minute film examines green communities that are not linked to a particular place, but rather to a shared set of ideals and lifestyle choices surrounding consumption and waste. Communities "at-large," such as Freegans, Critical Mass Participants, Swap Shoppers, Scrap Artists, and Guerilla Gardeners will be highlighted.

### SOLAR DECATHLON, WASHINGTON, D.C. (FILM)

This short film examines the communities formed around the tri-annual Solar Decathlon competition, during which teams of students from universities around the globe come together on the National Mall to build their designs for innovative houses powered by the sun's energy.

### FOOTPRINT HALLWAY (INTERACTIVE)

The corridor that visitors walk down on their way to the *Green Community* exhibition's formal entrance presents an opportunity for an interactive installation that primes visitors in the themes and subjects of the exhibit. This installation will offer visitors interesting ideas and artifacts related to sustainability, human health, and ecology, presented in a sometimes whimsical and always thought-provoking way.

### FRONT AND REAR SPACE (INTERACTIVE "WINDOWS")

The wall space at the entrance of the gallery establishes a link to the past and educates visitors in a direct way about their present impact on the environment. The anticipated visitor flow through the space dictates that multiple people will be able to use the interactive at the same time.

An interactive installation on the wall at the rear of the gallery provides an opportunity for visitors to actively respond to what they have just experienced. This installation will allow visitors to express how they may change their behavior in order to reduce their impact on the environment.



Engaged students during a school program at the National Building Museum. Photo by Museum Staff

## EDUCATIONAL PROGRAMS

Five years before the National Building Museum opened its first exhibition, the Museum began a robust educational program for youth and adults.

Today thousands of visitors annually participate in education programs at the Museum. In 2007 alone, more than 55,000 people attended the Museum's nearly 200 youth and adult educational programs.

In conjunction with the *Green Community* exhibition, the Museum is developing educational programs for all ages to learn about sustainability and the built environment. Highlights of *Green Community* educational programming include:

### SYMPOSIA

In fall 2009 and spring 2010, half day symposia will be sponsored in collaboration with the American Planning Association. Each symposium will explore national issues of planning and sustainability.

### HEALTHY COMMUNITIES LECTURE SERIES

This lecture series will examine the past, present, and future of healthy communities. Topics include:

#### WATER KNOWS NO BOUNDARIES

Ecologists, landscape architects, and government officials will discuss practical solutions to cleaning up watersheds large and small that cross multiple municipalities, focusing on the Chesapeake Bay.

#### BROWNFIELD TO GREEN FUTURE

Environmentalists, developers, and landscape architects will describe how a once-polluted and toxic site can become a usable space: a park, a playground, even a residential area.

#### CREATING HEALTHY HOMES

Dr. Howard Frumkin, director of the National Center for Environmental Health, Agency for Toxic Substances and Disease Registry at the Centers for Disease Control, discusses the revolutionary new community of Atlantic Station.

## ALL ABOARD!

Planners and city officials for Portland, Oregon; Denver, Colorado; and Salt Lake City, Utah will discuss their efforts to reduce traffic congestion, improve air quality, and create walkable, healthy communities through transit-oriented development.

## HOW DO YOU SPEND A TRILLION DOLLARS?

In 2009 the federal government will begin debating the nation's transportation priorities for the next six years, estimated to be more than 1 trillion dollars. What is the role of public-private partnerships? How do we repair an aging infrastructure? Do we continue to build more highways? Representatives from state departments of transportation, transit experts, and corporations will discuss the future of transportation in America.

## GREEN AND AFFORDABLE HOMES

Green developer Jonathan Rose discusses his firm's Highlands' Garden Village project: a walkable, transit oriented development in Denver, Colorado that is featured in the exhibition.



An audience member asks a question during a *For the Greener Good* program.  
Photo by Peter Cutts

## TOURS

Tours in the Washington, D.C. area will highlight greening efforts close to home for many Museum visitors.

### GREEN ROOF TOURS

These behind-the-scenes tours will give visitors an up-close look at green-roofed buildings in the Greater Washington area. When possible, these tours will be recorded and posted on the museum's website for broader access to the public.

### WHAT MAKES A GREEN COMMUNITY?

The public recognizes good planning, but often lacks the vocabulary of specific tools that create livable and sustainable spaces. These tours will highlight regional examples of green planning such as pedestrian-friendly communities, landscaping elements that capture stormwater run-off, traffic reduction and activating sidewalks. When possible, these tours will be recorded and posted on the museum's website, along with site maps for self-guided tours.

## SMART GROWTH LECTURE SERIES

This monthly lecture series explores development strategies that preserve communities and protect the environment. Presented with the U.S. Environmental Protection Agency and Smart Growth Network.

## STUDENT COMPETITION

The Museum is planning a nationwide competition with accredited schools of architecture and urban design and the Association of Collegiate Schools of Architecture. The challenge will be to create a sustainable development on a local grey field in their community and incorporate planners, architects, and landscape architects in training. *Architectural Record* will feature the competition winners in its magazine. National finalists will present their concepts at the Museum.



Students work together in the Be a Green Builder program. Photo by Museum Staff

## SCHOOL PROGRAMS

### GREEN CITY BY DESIGN

Students in grades 5 through 9 are introduced to the variety of forces and people that shape communities. They identify and prioritize real problems a city faces, such as traffic, pollution, waste disposal, and zoning issues. While designing their own model city out of colorful supplies and recycled materials, students come to understand the complexity of issues associated with planning a modern city and learn how they can contribute to improving the quality of life in their community.

### BE A GREEN BUILDER

Students in grades 5 through 9 act as carpenters and use real tools to assemble an 8' x 11' house from the ground up. While building, they learn about the hidden features that support buildings: foundations, wall frames, and trusses. A variety of building materials are presented and discussed throughout the program to introduce students to sustainable building choices. Students weigh the pros and cons of building materials and explore how to select a material based upon factors such as environmentally friendly properties, strength, durability, appearance, cost, and availability.

## TEACHER WORKSHOPS

### ENVIRONMENTAL EDUCATION: TEACHING YOUR STUDENTS HOW TO GO GREEN AT SCHOOL AND AT HOME!

A hands-on teacher workshop that investigates how to incorporate sustainable design and environmental issues into classroom curriculum and national and state standards of learning. The workshop will offer educators an opportunity to learn by doing, as they take on the role of architect, engineer, and city planner. Teachers learn simple steps they can take with their students to create a more sustainable and environmentally friendly classroom and school.

### WHY TEACH ABOUT SUSTAINABLE DESIGN AND ENVIRONMENTAL ISSUES?

Environmental education offers teachers and students an opportunity to learn about a topic that cuts across traditional subject lines and can have a large impact on their everyday lives. Teaching students about sustainable design engages them in real life problem solving through thought-provoking activities.

## FAMILY PROGRAMMING

The National Building Museum will introduce the concepts explored in *Green Community* to its families through various hands-on activities. We will be partnering with community organizations to offer a “green” city walk so that families can explore nature within the city, and a springtime community clean-up with engaging environmental family activities throughout. The Museum’s youngest visitors (ages 2-6) can explore sustainability through storytelling as part of the *Book of the Month* series in the

*Building Zone* exhibition. The Museum will also explore posting an online activity on how to create mini-green roofs out of shoeboxes, soil, and grass seed.

## NATIONAL OUTREACH

Building on the success of the Museum’s *Bridge Basics Program Kit*, which includes curricula, materials, and posters for use in the classroom, the Museum’s education department will create a second kit focusing on sustainability.



The Museum’s *Bridge Basics Program Kit* for Grades 5-9. Photo by F.T. Eyre

## MARKETING AND COMMUNICATIONS PLAN

The National Building Museum has introduced millions of people around the country and the world to the complex issues of sustainable design, construction, and planning over the past decade. The Museum's marketing and communications mix includes extensive public and media relations campaigns to demonstrate the crucial links between climate change, environmental and energy policy, the new green economy, and building sustainably. The Museum's expertise on sustainability has attracted the attention of major news outlets including the *Washington Post*, the *New York Times*, the *San Francisco Chronicle*, *Newsweek*, NPR, and *CBS Sunday Morning*.

## OUTREACH TO PROFESSIONALS

The Museum has also developed extensive outreach networks within its three major audience sectors: building professionals, policy-makers, and the general public. With support and partnerships of all major design, construction, and planning associations including the American Institute of Architects, the American Planning Association, the American Society of Civil Engineers, and the American Society of Landscape Architects to name just a few, the Museum effectively communicates and markets

to almost every professional in the building industry. As sustainability has become a matter of practice within the professional marketplace, the Museum is the leading cultural forum for the tens of millions of architects, engineers, planners, developers, and designers in America. The Museum leverages its relationships with these groups and trade publications like McGraw-Hill Construction for advertising, direct-mail marketing, and special network benefits to drive awareness and visitorship.

## OUTREACH TO GOVERNMENT

As concerns over climate change, energy consumption, and resource depletion have increasingly affected national public policy, the Museum has also established an outreach campaign to members of



Congress and federal agencies like the U.S. Department of Energy and the U.S. Environmental Protection Agency. The Museum's external affairs plan focuses considerable attention on sharing the knowledge of sustainable design and building with policy-makers. In the past, this outreach has ranged from briefings on the Hill to private exhibition tours for legislators. The Museum has also targeted marketing and advertising to this sector, including placement in *Roll Call* and National Public Radio.

## OUTREACH TO THE PUBLIC

The Museum's Congressional mandate to inform and inspire Americans about their built environment drives our marketing and communications strategy for the general public. For consumers and citizens, sustainability has become one of the most important issues of our time, and the Museum presents a unique vision and context to individuals: How they live and make decisions about their own homes and communities will affect generations to come. The Museum has been effective at communicating and marketing this message to the public. National, regional, and international media have thoughtfully covered the Museum's sustainability exhibitions and education programs. The Museum's website shares extensive content and multimedia resources with online visitors. The result is approximately 190 million impressions since *The Green House* opened.

Furthermore, the Museum's advertising targets specific general public audiences, such as tourists to the nation's capital or green consumers in regional markets. The Museum is also focused on a long-term plan of delivering its knowledge and expertise to those who are unable to travel to its physical location. Producing educational and interactive resources for our website and with media partners assures dissemination and marketing wherever computers are available. Consequently, visitorship to the Museum's website has increased by 1500 percent over the past 3 years.

## MUSEUM VISITORS AT A GLANCE

**GENDER:** 55 percent male, 45 percent female

**EDUCATION:** 9 percent have attended graduate school

**HOUSEHOLD INCOME:** 5 percent have income of \$60,000+

**NATIONAL SCOPE:** 11 percent of visitors live outside the Washington, D.C. metropolitan area

**SPENDING:** Museum visitors represent an annual \$1 billion in home improvement and remodeling spending

**ON-LINE VISITORS:** Over 2.5 million visitors browse the Museum's website annually

## OUR MARKETING AND COMMUNICATIONS PLAN FOR GREEN COMMUNITY INCLUDES AGGRESSIVE OUTREACH INTO TEN REGIONAL MARKETS:

THE DC/MARYLAND/VIRGINIA REGION

PHILADELPHIA

PITTSBURGH

NEW YORK METROPOLITAN AREA

BOSTON METROPOLITAN AREA

CHICAGO

SAN FRANCISCO

LOS ANGELES

ATLANTA

FLORIDA

## MEDIA STRATEGY

Many media angles are being developed for *Green Community* and will be presented to print, radio, and broadcast journalists nationwide:

**Industry angles designed to appeal to planners, architects, landscape architects, and builders**

**Youth/family angles with the themes, "Inherit the Earth" and "The Future Is Knee High"**

**Teen and college student angles focused on the theme "You Can Do Better,"**

**General angles encouraging participation and focused on the theme "The Big Picture."**

## ADVERTISING STRATEGY

A mix of advertising will be placed in metropolitan newspapers, industry publications, environmental media, and tourism publications. Additionally, the Museum intends to launch a PSA program on the radio and on television in concert with *Green Community*. Online advertising will include Google Adwords, Utne

Reader, Mother Jones, and a variety of environmental websites. A Metro train and transit advertising program will also be a key part of the Museum's advertising strategy. A three-stage, targeted campaign is being planned for the duration of the exhibition that includes:

**September through November: General Audience Awareness Advertising**

**December through March: Government and Policy Awareness Advertising**

**March through June: Tourism and Travel Advertising**

## PARTNERSHIPS

The Museum has built strong affiliations with many corporations, foundations, and trade associations and will leverage these alliances to promote the exhibition, public programs, and core sustainability messages for the duration of *Green Community*.

McGraw-Hill Construction is the official media sponsor of *Green Community* and is collaborating with the Museum to develop targeted advertising, digital-media, and communications plans within *Architectural Record*, *Engineering News Record*, and *GreenSource Magazine*.





First Lady Laura Bush and Michelle Kaufmann inside *The Green House*. Photo by Museum Staff

## SPONSORSHIP LEVELS AND BENEFITS

In order for the National Building Museum to present the exhibition and its related programming, community investment in this project is vital. The Museum reaches out to individuals, government agencies, corporations, associations, and foundations to reach its \$1.2 million goal for *Green Community*. This will enable the Museum and its partners to achieve the goals set forth in this proposal in their entirety.

The Museum has a successful track record of raising funds in this range including its most recent exhibition on sustainability, *The Green House* (2006–07). As you will note below, the Museum credits its current sponsors and continues to seek contributors who want to educate the public about sustainability issues and align themselves with environmental stewardship.

Sponsors gain recognition and exposure in conjunction with *Green Community* for one full year onsite at the National Building Museum in Washington, D.C., which is conveniently located on the red-line metro at Judiciary Square, near the National Mall and the Capitol. High level sponsors receive recognition on the traveling exhibition that will tour the country from 2010–2012.

The Museum has a reputation for building creative partnerships with sponsors to meet an organization's business and marketing objectives. The Museum looks forward to confirming sponsorship agreements in advance of the opening in October 2008 in order to provide inclusion on press and marketing materials, which are often created weeks in advance.

Contact Melinda Hungerman, Corporate and Association Relations Manager, to discuss sponsorship opportunities for *Green Community* at 202-272-2448, extension 3208, or, via email, at [mhungerman@nbm.org](mailto:mhungerman@nbm.org).

**NOTE: EACH SPONSORSHIP LEVEL INCLUDES  
THE LOWER LEVEL BENEFIT CATEGORIES**

## **LEAD: \$150,000**

Prominent crediting and logo as Lead Sponsor on all exhibition materials, including indoor and outdoor banners, opening reception invitation, installation credit panels, mass transit signage in the Washington, DC metropolitan area, exhibition brochures, PR materials, and the Museum web site (over 2.5 million hits annually)

Opportunity for company representative to speak at opening reception

Special recognition as Lead Sponsor of a VIP opening reception including government officials, the diplomatic corps, industry professionals, and national civic leaders

Credit as Lead Sponsor in national media advertising including PSA's, press kits, and exhibition advertising in area newspapers including *The Washington Post*

Two complimentary uses of the Museum's "Great Hall" for private company events

Complimentary Corporate Table for 10 guests at the annual black tie Honor Award Gala in 2009

Corporate Museum "Salute Day" for employees and clients, offering family activities, private tours, and lectures

Invitations for exhibition opening reception

Invitations to sustainability-focused public programs and lectures throughout the exhibition run

Lead Sponsor of private dinner with Museum's executive director, curatorial staff, and targeted guest list from your company and the Museum

Profile about your company in the Museum's magazine *Blueprints*

Five complimentary copies of the *Green Community* catalogue

## **MAJOR: \$100,000**

Recognition with logo as Major Sponsor on exhibition materials, including indoor banners, opening reception invitation, installation credit panels, exhibition brochures, press releases, and the Museum web site

Listing as a sponsor throughout 2009-2010 U.S. national tour

Opportunity to explore exclusive promotional opportunities

One complimentary use of the Museum's "Great Hall" for a private company event

Additional use of the Museum's formal Pension Commissioners Suite for a private event

## **PATRON: \$50,000**

Recognition with logo as Patron and corporate logo on exhibition materials, including indoor banners, opening reception invitation, installation credit panels, exhibition brochures, press releases, and the Museum web site

Sponsorship of specific public programs component

Three private, curator-led tours of exhibition for employees and clients

Complimentary tickets to related educational programming

## SUPPORTER: \$25,000

Recognition listing as Supporter on exhibition materials including: installation credit panels, exhibition brochures, press releases, and the Museum web site

Corporate logo on Museum's web site with reciprocal link to company site

One use of the Auditorium for company event

Up to five private tours of exhibition for employees or clients

Three complimentary copies of the *Green Community* catalogue

## CONTRIBUTOR: \$10,000

Recognition listing as Contributor on exhibition materials including: installation credit panels, exhibition brochures, opening reception invitation, press releases, and the Museum web site

One use of the Pension Commissioner's Suite for company event

One copy of the *Green Community* catalogue

Two tickets to the VIP dinner for sponsors

Tickets to opening events



A young visitor enjoys himself during one of the Museum's family festivals. Photo by Peter Cutts

## SPONSORS AS OF MAY 07, 2008

### PRESENTING SPONSOR

American Planning Association

### MAJOR SPONSOR

Discovery Communications

U.S. Department of Energy

### PATRON

The Tower Companies

U.S. Green Building Council

### SUPPORTER

BFC Partners

National Endowment for the Arts

### CONTRIBUTOR

ARUP

FXFOWLE Architects

### OFFICIAL MEDIA SPONSOR

McGraw-Hill Construction

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Government of the District of  
Columbia

National Endowment for the  
Arts

National Endowment for the  
Humanities

U.S. Commission of Fine Arts

U.S. Department of Energy

U.S. Department of Housing  
& Urban Development

U.S. Department of Labor

U.S. Environmental Protection  
Agency/Energy Star

#### ASSOCIATIONS

The American Institute of  
Architects

American Planning Association

American Society of Civil  
Engineers

American Society of Interior  
Designers

American Society of Landscape  
Architects

Associated Builders and  
Contractors, Inc.

The Associated General  
Contractors of America

Construction Industry Round Table

National Association of Home Builders

NATIONAL ASSOCIATION OF REALTORS®

National Society of Professional Engineers

Portland Cement Association

U.S. Green Building Council

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Andersen Corporation

Autodesk

Bank of America

Benjamin Moore Paints

Bentley Systems

Bosch Home Appliances

Clark Construction Group, LLC

Fannie Mae

Freddie Mac

Hanley Wood

Lafarge

Masco Corporation

McGraw-Hill Construction

This Old House Ventures, Inc.

Turner Construction Company

United Technologies Corporation

#### **FOUNDATIONS**

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Hearst Foundations

The Home Depot Foundation

The Morris and Gwendolyn Cafritz Foundation

National Housing Endowment

Oak Hill Fund

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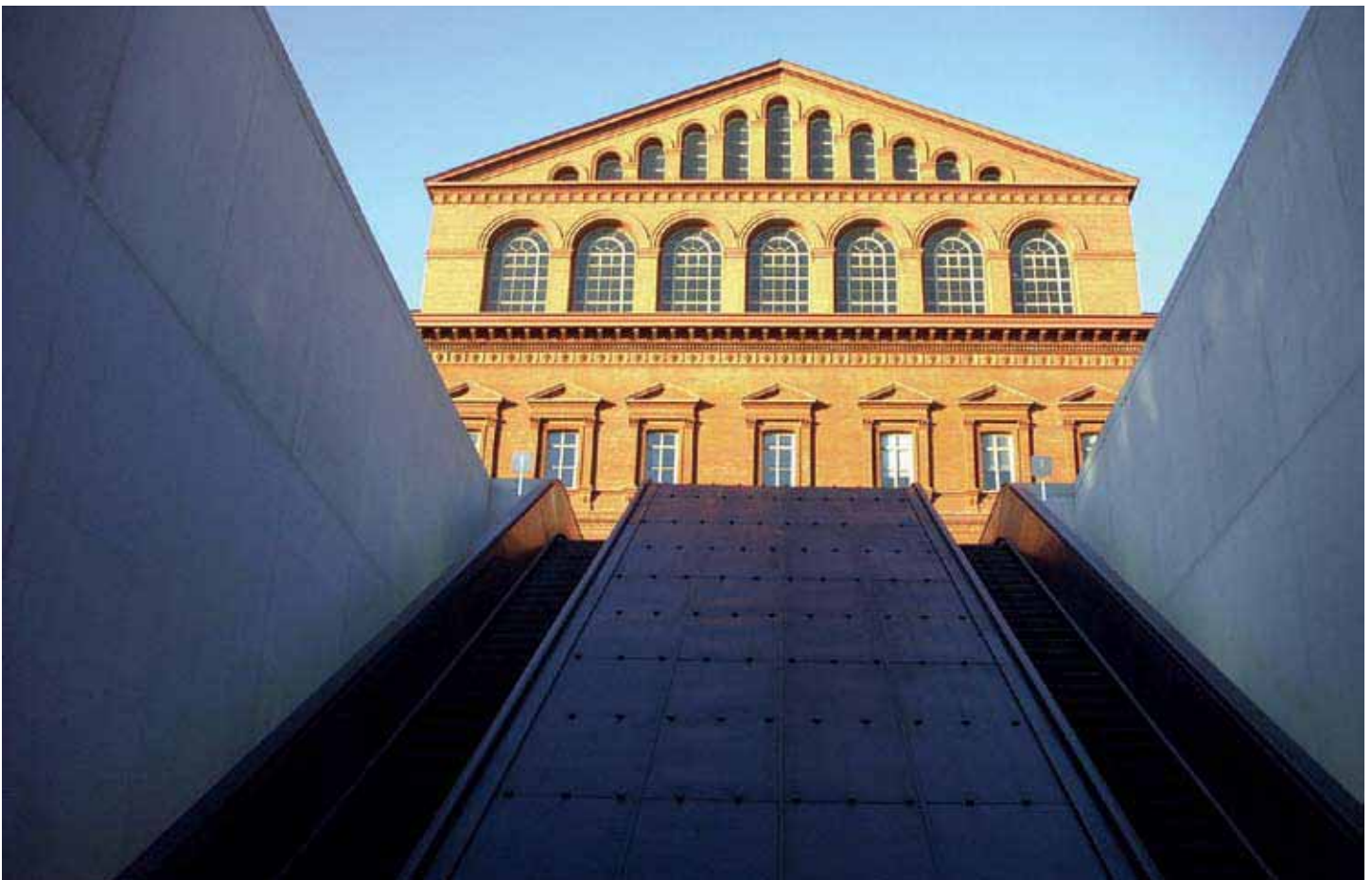
NATIONAL  
BUILDING  
MUSEUM



For more information  
on participation in *Green  
Community*, please contact:

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Corporate and Association  
Relations Manager  
National Building Museum  
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Washington, DC 20001

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View of the National Building Museum from the Judiciary Square metro station. © Michael Kingsley