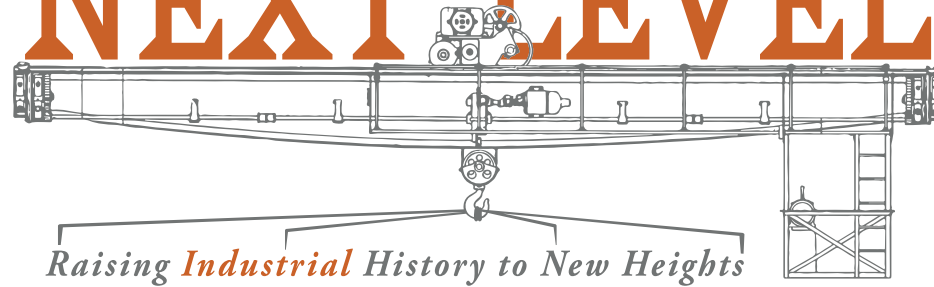


NEXT LEVEL



*Raising **Industrial** History to New Heights*

CAPITAL CAMPAIGN



“ We are continually faced by great opportunities brilliantly disguised as insolvable problems.” – Lee Iacocca



National Museum of Industrial History

NEXT LEVEL

Raising *Industrial* History to New Heights

At the National Museum of Industrial History, we celebrate the legacy and ingenuity of America's workers, innovators, and entrepreneurs by providing the tools to educate the public and inspire tomorrow's inventors and achievers. Our location, collection, and programs provide an unparalleled opportunity for exploring the grit and grandeur of American industry and the people, ideas, and machines that spark progress.

Join us as we lift industrial history to new heights with the Next Level Capital Expansion project. Expansion to the Museum's previously undeveloped 17,000 square foot second floor doubles exhibit space and adds much-needed programmatic workspace and flexible event space. Presenting our premiere artifact and archival collections across a wider array of industrial themes through amplified exhibits, programs, and events throughout the entire museum building will elevate visibility not only for the Museum, but also the Lehigh Valley region as a cradle of industry past, present and future and a desirable destination for today's innovators, residents and tourists alike.

Thank you for your consideration of support. Your contribution will ensure the growth and sustainability of NMIH and its future facing mission. Together, we can continue to educate, engage and inspire.

Sincerely,

A handwritten signature in dark ink, appearing to read "L. Charles Marcon".

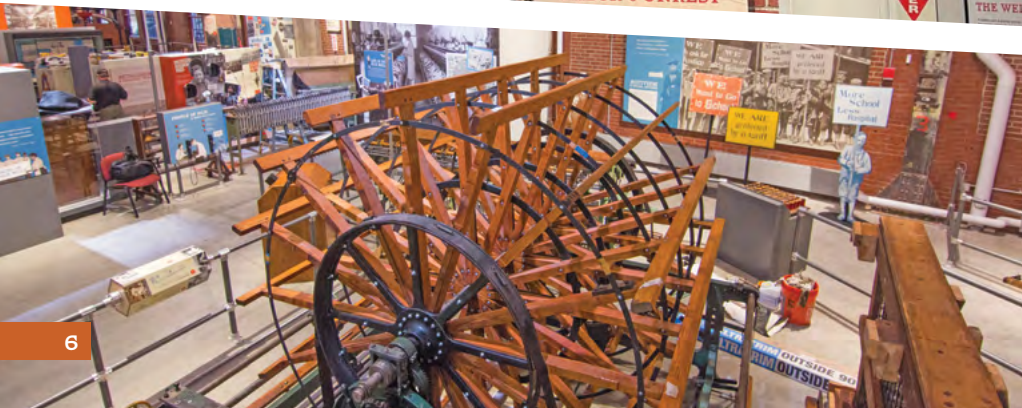
L. Charles Marcon
Campaign Chair





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OUR MISSION

The mission of the National Museum of Industrial History (NMIH) is to educate the public and inspire the visionaries of tomorrow by forging a connection between America's industrial past and the innovations of today.

Located on the 1,800-acre site of the former Bethlehem Steel Plant, NMIH is the historical anchor of the vibrant arts and cultural district that attracts millions to South Bethlehem each year. Housed in the former Bethlehem Steel 1913 Electrical Repair Shop, the Museum's creation was instrumental in the overall development of one of America's most comprehensive and best-preserved industrial landscapes on one of the largest private brownfield sites in the nation. As a Smithsonian Institution affiliate, NMIH showcases a world class collection of artifacts and archival materials including many of the first-made, last-produced, oldest-surviving, and longest-running inventions in U.S. history.

“ Education is at the forefront of our mission as we develop exhibits, programs, and partnerships to inspire the next generation of innovators. ”

— Andria Zaia, President & CEO

AT A GLANCE

Set in the 1913 Electric Repair Shop, a part of the iconic Bethlehem Steel Complex in Bethlehem, Pennsylvania

Open to the public since August 2016

First Smithsonian Affiliate Museum

16,000+ Annual Visitors including 4,000 School Students

Offering Public Programming, Field Trips, Guided and Group Tours, Venue Rental and more

Discounted admission for Youth, Seniors, Veterans, Students and EBT/SNAP Card Holders

Youth 12 and under are free on Sundays

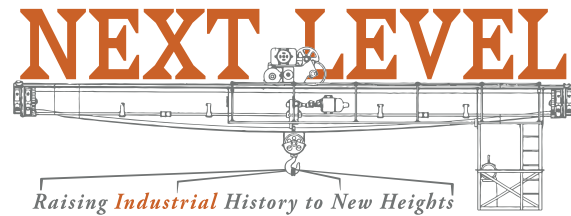
Open Wednesday – Sunday from 10am – 5pm



CAMPAIGN OVERVIEW

NMIH is dedicated to celebrating America's indomitable 'can-do' spirit that drove the nation's industrial progress and its rise to global dominance from the Industrial Revolution through the Machine Age and beyond. In addition to preserving and presenting the stories of America's broader industrial past, NMIH is dedicated to safeguarding the rich heritage of Bethlehem Steel and the workers who built our nation. This iconic institution, once the lifeblood of the Lehigh Valley, played a pivotal role in building America's industrial might.

We proudly embrace the responsibility to honor this legacy, highlighting the contributions of the Lehigh Valley as a powerhouse of innovation, craftsmanship, and resilience that helped shape the nation's infrastructure and economy.



The National Museum of Industrial History is embarking on a capital campaign, the “Next Level,” to fund a much-needed expansion of exhibit and programming space.

Since opening its doors in 2016, NMIH has welcomed an ever-growing number of visitors along with hosting over 4,000 students annually on field trips from schools across the Lehigh Valley and beyond. Yet, the museum's true potential remains untapped as countless invaluable artifacts lie in storage, and many compelling narratives—especially those rooted in the region's rich industrial past—are still waiting to be shared.



Timing is critical. The UNESCO insignia received by Bethlehem's Moravian settlements has put a focus on the cultural and historical assets of the region for the purposes of attracting tourism and capturing its economic potential. Centered on the site of Bethlehem Steel and as the authority on local industrial history, NMIH is the fulcrum of site visitation, providing an essential key to unlocking the potential of the Southside as a premier historic destination.

The goal of this campaign is to raise \$6 million for the completion of the second floor of the museum, for an additional 17,000 square feet of exhibition and programming space.

TIMELINE

2016

NMIH OPENS
TO THE PUBLIC



2020

FOUNDRY PARK
OPENS



STEELWORKERS VETERANS
MEMORIAL MOVED TO NMIH PLAZA



2022

AIR PRODUCTS PAVILION
ADDED TO NMIH PLAZA



2ND FLOOR VERTICAL
ACCESS ACHIEVED
[Elevators & Stairs]

2023

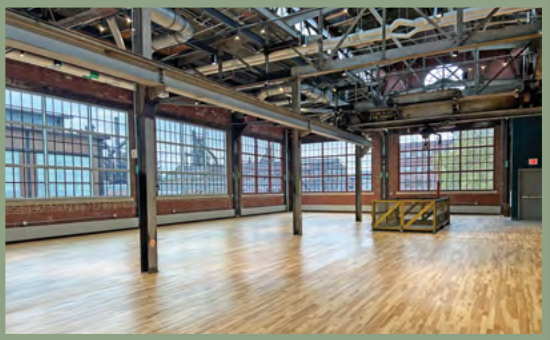
ROOF, WINDOWS &
FAÇADE REPAIRS

2026

NEW/EXPANDED EXHIBIT
INSTALLATION 2 MILLION

2025

2ND FLOOR INFRASTRUCTURE
CONSTRUCTION 4 MILLION



NEXT LEVEL

THE PROJECT

EXHIBIT

Common Threads

Explores the mass production of consumer goods through the massive machines that filled textile factories and the ways it changed the lives of workers of all ages.

EXHIBIT

Automation

Showcases the innovations of the mechanical and electrical roots of computer technology in industry and its impact on virtually every aspect of American society.

EXHIBIT

Hands-On Workspace

Provides an interactive space for creation, skill building, and community engagement through the tactile use of historic equipment.

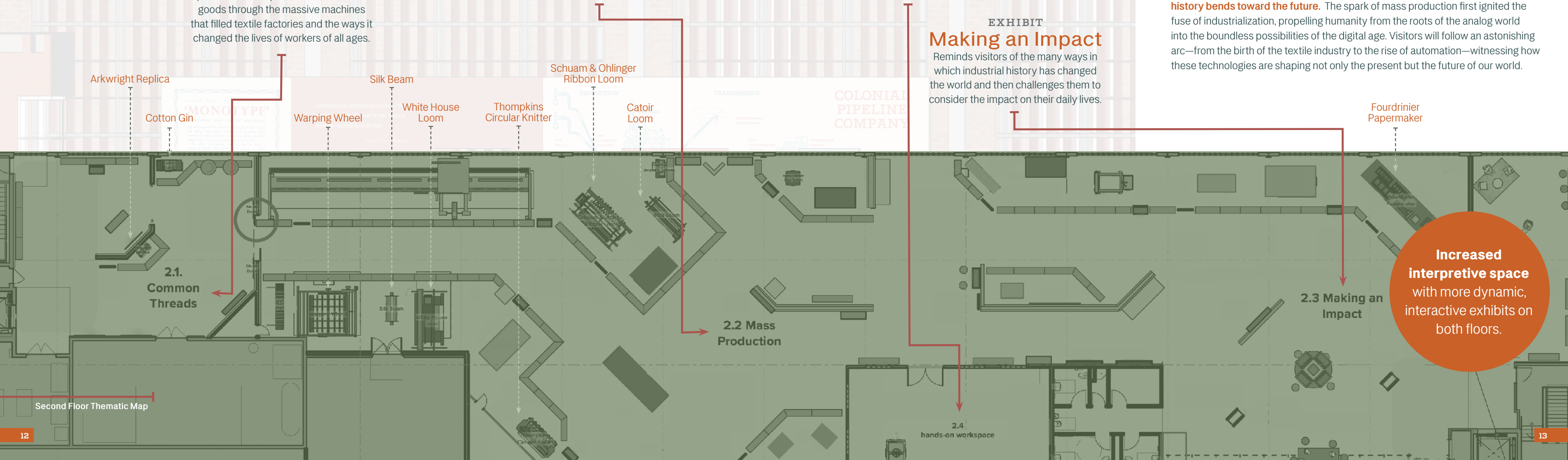
EXHIBIT

Making an Impact

Reminds visitors of the many ways in which industrial history has changed the world and then challenges them to consider the impact on their daily lives.

The reimagined first-floor galleries will immerse guests in the powerful world of energy, resources, and the unyielding strength of iron and steel as the backbone of American industry. Visitors step into a different time, walking among the stories of challenges and determination, where every spark and clang told of progress and promise. It is a landscape that tells the story of human ingenuity, where raw materials have been transformed into the engines of progress.

On the second floor, guests find themselves in a hall of manufacturing, where history bends toward the future. The spark of mass production first ignited the fuse of industrialization, propelling humanity from the roots of the analog world into the boundless possibilities of the digital age. Visitors will follow an astonishing arc—from the birth of the textile industry to the rise of automation—witnessing how these technologies are shaping not only the present but the future of our world.



**Increased
interpretive space**
with more dynamic,
interactive exhibits on
both floors.

Opportunities

With a heritage built on industrial innovation the Lehigh Valley continues to be a magnet for manufacturing and breakthrough technologies with more than \$8 billion in economic output produced by more than 700 manufacturers that employ 35,000 people.

Located geographically within a three-hour drive of two-thirds of the nation's population and in one of the fastest growing regions in Pennsylvania for the 18-to-34 age group, NMIH is uniquely positioned to thrive as the historical anchor of the vibrant South Side Arts District that celebrates and explores industry past, present and future. **Tourism in the Lehigh Valley is booming – with 16.1 million trips in 2024 generating 1.3 billion in revenue.**

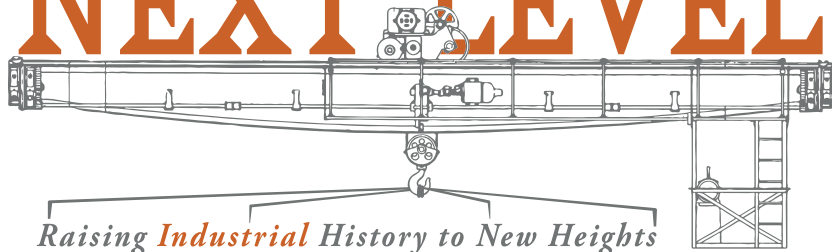
We anticipate increased visibility for both NMIH and the region as a destination due to the recent UNESCO World Heritage Site designation of Bethlehem's Moravian Settlements and the upcoming America250/PA 250 celebrations and World Cup events approaching in 2026.

Enhanced visitor experience with almost 50,000 square feet of indoor and outdoor exhibit space.

Introduce Orientation Theatre to welcome and inform the visitor.



HOW TO GIVE NEXT LEVEL



Support for the NMIH Next Level Capital Campaign can be made in the form of Direct Gifts (Checks, Stock Donation, Electronic Fund Transfer) and Planned Giving.

For more information on contributing or to schedule a meeting with our Leadership Team please contact mpildis@nmih.org, 610-694-6636, or for more details scan the QR Code or visit nmih.org/support/donate/nextlevel



Provide a more robust schedule of demonstrations, workshops, and programs.

Provide expanded school tours and youth programming space.



Create attractive venue for in-house and rental events.



OUR IMPACT



Preservation of Industrial Heritage

One of NMIH's core goals is the preservation of the rich industrial history of the United States and particularly the Lehigh Valley as a cradle of industry. By curating and conserving artifacts, machinery, and stories from the industrial era, the museum serves as a guardian of this important heritage, ensuring that future generations can learn from and appreciate the ingenuity and hard work that built America. The preservation efforts also help underscore the contributions of workers, engineers, and innovators, promoting a deeper understanding of the challenges and triumphs of the industrial age and its lasting impact.



Educating Tomorrow's Innovators

NMIH connects the transformative achievements of America's industrial past to today's technologies, not just as a historical narrative but as a living foundation for the future. Through interactive exhibits and immersive learning experiences, we empower young minds to view industry as a dynamic, evolving field. Our educational focus is to inspire the next generation of creators and problem-solvers, fostering the skills and creativity necessary to shape the workforce of tomorrow.





Fostering Civic Pride

Bethlehem Steel and other companies in the region played a pivotal role in building America's industrial might. NMIH honors this legacy, not just preserving company history but also maintaining the sense of community and collective identity that developed and still lives on in Bethlehem. NMIH serves as a touchpoint for local pride by reflecting the unique heritage of the area, preserving the essence of Bethlehem's post-industrial community and the stories of its workers.



Contributing to Community Vitality

NMIH plays a vital role in the community. As a cultural institution, NMIH helps to improve the quality of life for the people who live here. We work collaboratively with educational institutions and corporate and non-profit partners to provide resources and opportunities. NMIH contributes to the economic vitality of the Lehigh Valley through changing exhibits, programs and special events that raise visibility for the entire region as a vibrant tourist destination.



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Lee A. Butz

CAMPAIGN CHAIR

L. Charles Marcon

CAMPAIGN VICE-CHAIR

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Vice Chairman Emeritus

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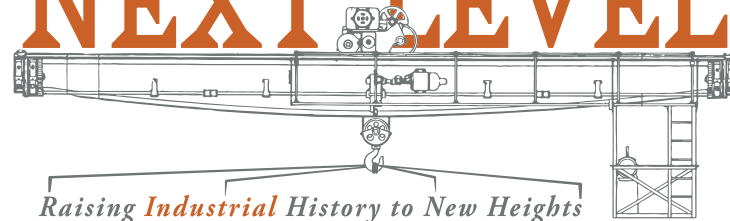
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Photos courtesy of Mario Acerra, Nick Chismar, Glenn Koehler and NMIH.

Your donation to the Next Level Capital Campaign supports second floor construction which includes programming and event space and exhibit design and installation as well as first floor enhancements, and the administrative/operating costs associated with the overall Next Level project.

National Museum of *Industrial* History

NEXT LEVEL



Raising Industrial History to New Heights