

BROWNFIELDS LEADERSHIP CIRCLE

MAKING CONNECTIONS HAPPEN FOR THE BROWNFIELDS INDUSTRY

The industry knows that brownfields redevelopment can be a big part of the nation's drive toward a more sustainable and prosperous future. The [National Brownfields Coalition](#) is the one and only advocacy organization that provides Congress with information that connects the dots between brownfields redevelopment and the priority issues that face the nation.

We know that the brownfields industry has a great story to tell, because:

<i>Brownfields Redevelopment Produces:</i>	○ <i>Jobs and economic development</i>
	○ <i>Sustainability and smart growth</i>
	○ <i>Community revitalization – overcoming vacancy and blight</i>
	○ <i>Improved public health and environment</i>
	○ <i>Fiscal health for cities and towns</i>

It's a simple message, but it needs to be told and retold, packaged and repackaged – success stories, impact numbers, lessons learned, turn-arounds, and ugly ducklings turned into swans. We don't have to exaggerate or mislead or engage in arm-twisting – our projects sell themselves. The National Brownfields Coalition is the vehicle, the conduit, the connector for selling brownfields to Congress.

Diverse Support - A sampling of our members reveals representation of the varied objectives and sectors that are served by brownfields redevelopment: local government/US Conference of Mayors; sustainability and smart growth/Smart Growth America; economic development/NAIOP; green infrastructure/Trust for Public Land; and community development/LISC. Further, we have involved numerous local governments, non-profits, and state brownfields associations in helping get the message out.

112th Congress - With the new Congress there are key opportunities, but also some potential pitfalls. The good news is that brownfields has always been a bi-partisan issue, one of the relatively few areas where Republicans and Democrats have been able to work together. The bad news is that Congress is looking for non-essential programs to cut or even eliminate entirely. With so many new members, congressional education on brownfields is essential.

The Coalition's priorities for the 112th Congress are as follows:

- Reauthorization of the EPA Brownfields Program, with a series of program improvements to increase the productivity of the EPA funds;
- Appropriations support for the EPA Brownfields Program, and the HUD BEDI, HUD 108, and Sustainable Community programs;

- Renewal and improvement of the Remediation Tax Expensing Program;
- Improved tie-ins between brownfields and other incentive programs, such as New Markets Tax Credits, and the Energy Department's Clean Energy Loan Guarantee Program.

Become a Member - Benefits of sponsoring the Brownfields Leadership Circle include (in each case there is greater prominence for higher levels of support):

1. Listing and recognition of your business in our monthly Brownfields Policy and Research Newsletter (circulation over 5,000). The newsletter will also provide a link to your website (Platinum, Gold, and Silver);
2. Recognition when Coalition staff makes presentations at workshops and conferences. Note staff made ten presentations at conferences in 2010 (Platinum and Gold);
3. Listing and recognition at any Brownfields Coalition events, such as the recent (and very well attended) breakfast event at the National Brownfields Conference in Philadelphia (Platinum, Gold, and Silver);
4. Listing and recognition of your business or organization on our [brownfields website](#) with a link to your website (all levels);
5. Quarterly conference calls to keep your organization up-to-date on congressional issues pertinent to brownfields (all levels);
6. Identification of your organization as a progressive industry leader - an organization that sees the benefit to the industry of governmental policies that promote brownfields redevelopment (all levels).

This just in: Congress maintains the FY 11 budget for the EPA Brownfields Program, despite cuts in virtually every other environmental and community development program. Why? Because the Coalition made the case. We coordinated a letter-writing campaign targeting Appropriations Committee members and it paid off.

The Coalition will happily accept donations at any level. We have linked the publicity and exposure benefits (1-4 above) to the following minimum levels of support:

- Platinum Level - \$2,000 and higher
- Gold Level - \$1,000 – \$1,999
- Silver - \$500 – \$999
- Bronze – \$100 - \$499

This is a unique opportunity for your organization to be recognized by brownfields stakeholders as a leader on the issues that will determine the future of the critically-important work of turning around sites and neighborhoods, even entire cities and regions.

For more information about this exciting opportunity, contact Evans Paull, 202-329-4282, ev@redevelopmenteconomics.com

BROWNFIELDS LEADERSHIP CIRCLE

Name: _____

Organization: _____

Organization address: _____

Email: _____

Telephone – land line: _____

Telephone – mobile: _____

Category

() Platinum (\$2,000 and up)

() Gold (\$1,000 - \$1,999)

() Silver (\$500 - \$999)

() Bronze (\$100 - \$499)

Your contribution: _____

Please send checks made out to:

National Brownfields Coalition

Ref: Brownfields Leadership Circle

EIN: 90-0636590

Addressed to

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THANK YOU!!!