



Engaging Places, LLC, is a design and strategy firm that connects people and historic places. We help leaders make better decisions about the visitor experience, historical interpretation, and financial sustainability. We translate mission and vision into measurable visitor impact and organizational performance by focusing on outcomes—what visitors will know, feel, and do. We use the latest research, practical frameworks, and field-tested tools for planning, evaluation, and decision-making.

Our projects range from community museums to national institutions. We not only meet the professional standards of the American Alliance of Museums, American Association for State and Local History, American Historical Association, National Association for Interpretation, and the Secretary of the Interior, but also anticipate where the field is going— sharing our insights with museum and historic sites leaders on our blog, EngagingPlaces.net.

Areas of Expertise

Strategy & Planning

- Strategic and business planning
- Governance development and transitions
- Non-profit financial management

Organizational Capacity

- Staff training and development
- Facilitation and consensus building

Visitor Experience & Interpretation

- Assessments and evaluation
- Interpretive planning and design
- Community engagement

Collections & Resources

- Museum collections management
- Fundraising and membership development

Clients Include Museums, Historic Sites, & Government Agencies Across the US

Agecroft Hall and Gardens (Virginia)
Aiken-Rhett House (South Carolina)
American Association for State and Local History
Andrew Jackson's Hermitage (Tennessee)
Arroyo Seco Parkway National Scenic Byway (Calif.)
Bethesda Historical Society (Maryland)
Betsy Ross House (Pennsylvania)
Caramoor (New York)
Cliveden (Pennsylvania)
Dana Thomas House (Illinois)
Gamble House (California)
Henry Ford's Fair Lane (Michigan)
Haas-Lilienthal House (California)
Historic Annapolis (Maryland)
James Madison's Montpelier (Virginia)

Jefferson Patterson Park and Museum (Maryland)
John Dickinson Plantation (Delaware)
Mercer Museum (Pennsylvania)
Molly Brown House Museum (Colorado)
National Air and Space Museum (DC)
National Japanese American Historical Society (Calif.)
National Road Museum (Maryland)
Pennsylvania State Museum
Preservation Society of Newport County (Rhode Island)
Rancho Los Cerritos (California)
Sewall-Belmont House and Museum (DC)
Taliesin West (Arizona)
Thomas Jefferson's Monticello (Virginia)
Touro Synagogue (Rhode Island)
Virginia State Capitol

To discuss a project or explore next steps, contact us or visit EngagingPlaces.net

Max A. van Balgooy, President • Mary A. van Balgooy, Vice President
Incorporated 2011 in the State of Maryland as a Limited Liability Corporation
General liability insurance provided by The Hartford

A DESIGN AND STRATEGY FIRM THAT CONNECTS PEOPLE TO HISTORIC PLACES

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