



Sunset San Francisco Idea House



San Francisco Idea House
Mission District, 25th Street @ Alabama

Patricia Block proposed and secured a \$2 million joint venture with [Sunset Magazine](#) for Meridian Builders & Developers, Inc.

Sunset selected Meridian to build their magazine relaunching [Sunset San Francisco Idea House](#). The project, for which Patty also secured over \$750K in green building supplier and service sponsorships/ contributions, resulted in one of the [world's 12 greenest homes](#) (video)

“You can’t put a price tag on that!” said former VP with Ogilvy PR, about the market visibility, television, print, and online coverage achieved for Meridian.

Marketing and Business Development Best Practices



Patty Block, Founder & Principal, [Block Consulting](#), shares marketing best practices

- [Connect With Your Target Audience](#)
- [Effectively Market Your Company](#)
- [Direct Mailing: Close the Loop](#)
- [How to Hire a Marketing Professional](#)
- [Why the Green Building Niche Is Important](#)



Former Mayor Gavin Newsom's San Francisco Idea House Walkthrough

“We have 27 sites located throughout the city where we’re actually analyzing wind potential,” said Gavin Newsom, while serving as Mayor of San Francisco, about the Idea House’s inspiration for the San Francisco Urban Wind Task Force. Newsom currently serves as Lieutenant Governor of California

- 10 weekends of Idea House tours and tens of thousands of visitors!
- Two *Sunset Magazine* cover stories, circulation >1 million
 - [“Inside Our Greenest Idea House”](#)
 - [“Ideas to Steal! Our Greenest House Ever”](#)
- Former [San Francisco Mayor](#) Gavin Newsom’s Idea House Walkthrough, CNET TV. The home’s 45-foot wind turbine inspired Mayor Newsom to launch an Urban Wind Task Force and leverage the city’s natural energy-producing winds.
- [“Urban Wind Task Force”](#) - Mayor Gavin Newsom’s Press Conference
- [“Living Green”](#) - TV broadcast on *View from the Bay*, San Francisco, KGO, Ch. 7, featuring Idea House's luxurious and energy-saving features
- [“Urban Green: Sunset’s Idea House Brings Energy Efficiency to Living in the City,”](#) *The Mercury News*
- [“Sunset SF Idea House is Open!”](#) Design Public blog