

Annual  
Report 2019



National  
Nordic  
Museum



## Letter from the Board President

Dear Members and Friends of the Museum:

The Museum's first full year at its new location was a tremendous success. In addition to our outstanding operational performance, the Museum earned the extraordinary distinction of being named the **National Nordic Museum** by an Act of Congress. Being named a national museum was only the start of a long list of honors received by the Museum in 2019. These included:

- Seattle Business Magazine Skyline Award for Cultural Development of the Year
- American Institute of Architects Northwest and Pacific Region Design Award
- American Institute of Architects Seattle Honor Awards for Washington Architecture
- Mid-Atlantic Association of Museums Buidly Award
- US Green Building Council Leadership in Energy and Environmental Design Gold Certification

Our CEO Eric Nelson was also honored for his role in the project. In 2019 he was named Swedish-American of the Year by the Vasa Order. He was also asked to keynote several prestigious conferences including the Danish Art Foundation's Manifesta event in Copenhagen and the MidAtlantic Association of Museums' Building Museums event in New York.

A very significant achievement included the completion of our \$52M Capital Campaign to construct our award-winning facility. Completing a Capital Campaign only one short year after opening is a monumental achievement for any organization. Our community should feel proud to have created such a landmark.

It is this commitment to excellence that has led to our continuing and growing success. As President of the Board, I look forward to seeing what comes in the year ahead.

Thomas W. Malone  
President, Board of Trustees

## From the CEO

Dear Members and Friends of the Museum:

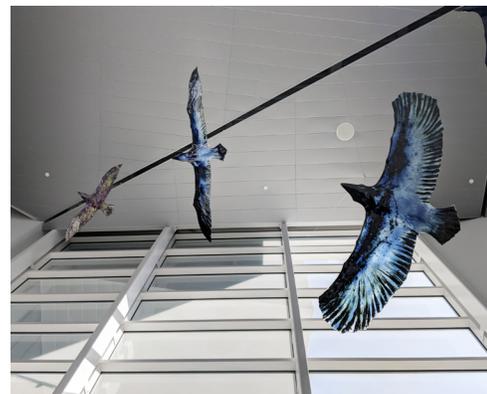
2019 was a year of growth for the Museum, and we increased our prominence both locally and internationally. The year featured our most popular visiting exhibition to date—*The Vikings Begin*—and we closed with a beautiful retrospective of the work of Laurits Andersen Ring. These exhibitions along with a host of compelling programs attracted over 140,000 visitors from across the United States and abroad.

Our Nordic Innovation Summit returned in the spring, which highlighted the region's top tech companies and focused on some of the most significant issues facing the world today. Our always popular Nordic Knitting Conference was a great success, and we reimagined our summer festival with Nordic Sól—an event that showcased the Nordic region's commitment to the Arctic. The event included extraordinary programs for a diverse audience, including an indigenous hip-hop concert and an inspiring Pecha Kucha discussion focusing on environmental issues. In November, we hosted our annual Julefest event, which drew nearly 12,000 visitors to the Museum over a fun-filled weekend of food, original crafts, and entertainment.

In September, we welcomed Leslie Anne Anderson, who joined the National Nordic Museum team as Director of Collections, Exhibitions, and Programs. Her specialization in Danish arts and her work with Denmark's National Gallery and the University of Copenhagen is a great asset to our organization. Her expertise will elevate our collection and exhibition strategy, as well as inform our program endeavors to fulfill our aspirations as a designated national museum.

It is with the extraordinary support of our Members, volunteers, trustees, and staff, along with friends in our community, that we realize such great success year after year. Thank you for helping to make 2019 a monumental year for the National Nordic Museum.

Eric Nelson  
Executive Director/CEO



Top: Glass birds by Faroese artist Tróndur Patursson. Center: Senators Maria Cantwell and Lisa Murkowski presenting the Museum's National designation in April, 2019. Bottom: Eric Nelson receiving the Swedish-American of the Year award in August, 2019.



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nordicmuseum.org



## Financials

### 2019 Performance to 2019 Budget

	2019 Budget	2019 Actuals	Variance
<b>INCOME</b>			
Earned	1,782,830	1,763,649	(19,181)
Contributed	851,820	801,063	(50,757)
Program	217,960	241,245	23,285
Special Event	655,000	770,047	115,047
<b>GROSS PROFIT</b>	<b>3,507,610</b>	<b>3,576,004</b>	<b>68,394</b>
Endowment Distribution	90,407	90,407	0
<b>EXPENSE</b>			
Advertising	58,500	50,881	(7,619)
Overhead	828,817	861,877	33,060
Program	382,617	337,933	(44,684)
Payroll Expenses	2,143,770	2,127,008	(16,762)
Special Event	175,800	258,421	82,621
<b>TOTAL EXPENSE</b>	<b>3,589,504</b>	<b>3,636,120</b>	<b>46,616</b>
<b>ADJUSTED NET</b>	<b>8,513</b>	<b>30,291</b>	<b>21,778</b>

## Fund Development

The Museum completed fundraising for a \$52M capital campaign to construct the new state-of-the-art facility.

### Raised in 2019:

- Significant pledges, including \$2 million gift from Washington's Building for the Arts
- \$190,000 from plaques in East Garden
- Record-setting 2019 Auktion, raising nearly \$600,000

### 2019 Museum Visitors

- 140,000+ people attended Museum events, exhibitions, and other programs
- The Museum received a 95% positive visitor response

## Museum Revenue

In 2019, the Museum experienced high ticket sales despite nearly year-long construction on Market Street.

The Museum became known as a destination space for corporate events, weddings, and other large gatherings. This generated more than \$400,000 in rental funds.

As visitors increased, the Museum Store took off, earning \$340,000 by the end of 2019.

Business partners, such as City Catering, Blue Danube, and Republic Parking, brought in more than \$100,000 in revenue.



Top: Bid cards raised high during the 2019 Auktion's Fund-A-Need. Center: Eric Nelson with Lars Jonsson, our inaugural recipient of the Allan Osberg Distinguished Service Award. Bottom: Our summer 2019 President's Club Brunch

## Special thanks to sponsors, partners, and grantors

4Culture	Chevron	Fjällräven	Mountain Pacific Bank	PCC Community Markets	Stellar
50 Degrees North	City of Seattle	Glacier Fish Company	Neste	Peoples Bank	Rick Steves' Europe
Aalborg Aquavit	Columbia Bank	Highland Park	Norden	Puget Sound Business Journal	Stanton Chase
Alaska Airlines	Consulate General of Finland, Los Angeles	Hotel Ändra	Nordic Innovation House	Ramboll	The Stranger
Alaskan Spray Fisheries, Inc.	CORT	Hurtigruten	Nordic Semiconductor	Rockwell	SWEA
Amazon	Crosscut	Iceland Naturally	The Nordics	Scan   Design Foundation	Swedish Council of America
American Seafoods Company	Embassy of Denmark	Integrated Marine Systems	Nordisk Kulturfond	Seattle Bank	T-Mobile
Arcus	Embassy of Finland, Washington D.C.	KCTS9	Norwegian Consulate General, San Francisco	Seattle Neighborhoods	Trident Seafoods
ArtsFund	Embassy of Sweden, Washington D.C.	Kirtley Cole	Norwegian Embassy	The Seattle Times	Union Bank
Ballard Market	Ericsson	KNKX	The Ocean Harvester	Shutter Spark	Washington State Department of Commerce
The Barbro Osher Foundation	eSmart Systems	Kruger Sheet Metal	Odin Brewing Company	Sjøfartsdirektoratet	
Business Finland	Finn Spark	KUOW	Office of Arts & Culture, Seattle	Norwegian Marine Authority	
Caffe Appassionato		Manning & Napier	Pacific Fisherman	Sons of Norway Foundation	
		Microsoft			

# Programs and Special Events

**“What attracted me to working at the National Nordic Museum is that it offers enduring content for all audiences—the story of Nordic immigration is the story of America.”**

—Leslie Anne Anderson,  
Director of Collections, Exhibitions, and Programs

## 2019 Special Exhibitions

- The Vikings Begin
- Augnhljóð/Øjenlyd/Eyesound
- Bamse!
- Studio 54 and Beyond:  
The Photography of Hasse Persson
- Glacier
- Oleana
- On the Edge of the World:  
Masterworks by Laurits Andersen Ring  
from SMK

## 2019 Programs, Conferences, and Festivals

- Nordic Lights Film Festival
- Mostly Nordic Chamber Music Series
- Nordic Innovation Summit
- Northern Lights Auktion
- Nordic Sól
- Sámi Film Festival
- Nordic Knitting Conference
- Julefest: A Nordic Christmas Celebration
- 212 additional programs throughout the year

## 2019 Collections Highlights: Recent Acquisitions

401 objects entered the permanent collection including:

- 3 prints by Swedish-American artist Birger Sandzén (1871–1954)
- 1785 printing of the Treaty of Amity and Commerce Between Sweden and the United States
- Norwegian-language Bible (1905) acquired by the Duwamish Tribe

