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 Buildy 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

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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

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Financials

2019 Performance to 2019 Budget

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

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.

Special thanks to sponsors, partners, and grantors

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

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
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
• Aúgnhíðr/Ojanlyd/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