

## From the CEO

When we opened the doors to our beautiful new museum in May 2018, we set a goal of 120,000 visitors in the first year—an ambitious goal of nearly double any previous year. Now that we've completed our first year of operation, I am thrilled to tell you that we had 182,000 visitors over the past 12 months.

In keeping with our mission of sharing Nordic culture, ideas, and innovation with people of all ages and backgrounds, we've more than tripled our membership since year end 2017, and we've also attracted tens of thousands of new visitors who had never had any previous connection with the Museum.

Our exhibitions and programming have risen to these new opportunities. From our opening survey of contemporary Nordic art, to the extraordinary collection of early Viking artifacts from Uppsala University, to our current showcase of thought-provoking images from legendary Swedish photographer Hasse Persson, our temporary gallery has brought exciting exhibitions to our community. Our lectures, concerts, films, classes, and children's programming have never been stronger. Our curatorial and oral history initiatives are widely recognized. And cutting-edge efforts—like our high-tech Nordic Innovation Summit and our Interwoven program exploring issues of identity and culture among families of Nordic and Native American heritage—demonstrate our commitment to expand the Museum's role to be a true community resource and gathering center.

In addition to our exhibition and program success, I'm equally proud of our operational success. Our 2018 budget performance was very strong, our membership continues to grow at a rapid pace, and our overall financial footing has never been stronger.

None of this would have been possible without the extraordinary support from our members, volunteers, donors, and supporters, and the tireless efforts of our incredible staff. Special thanks to our Board for all their contributions, and particularly outgoing board president Irma Goertzen and new board president Tom Malone for their leadership.

Thank you for your support, and here's to even greater success in the years to come!



Eric Nelson,  
CEO & Executive Director

## National Nordic Museum Financials

	2017 Actuals	2018 Actuals	2019 Budget
<b>OPERATIONAL GROWTH</b>			
<b>REVENUE</b>			
Earned Revenue	627,621	1,842,818	1,944,068
Contributed Revenue	596,255	762,080	851,820
Program Revenue	131,307	112,638	217,960
Special Events	606,789	870,335	655,000
COGS (Cost of Goods Sold)	(97,239)	(173,725)	(161,238)
<b>GROSS PROFIT</b>	<b>1,864,733</b>	<b>3,414,146</b>	<b>3,507,610</b>
Endowment Distribution	94,340	92,020	90,407
<b>EXPENSE</b>			
Advertising & Communication	36,879	32,014	58,500
Overhead and Rent	491,856	962,252	828,817
Programs/Exhibitions/Collections/ Membership Benefits	206,986	380,194	382,617
Payroll	1,040,134	1,382,613	2,143,770
Special Events	153,421	440,042	175,800
<b>TOTAL EXPENSE</b>	<b>1,929,276</b>	<b>3,197,115</b>	<b>3,589,504</b>
<b>NET INCOME</b>	<b>29,797</b>	<b>309,051</b>	<b>8,513</b>



## Grand Opening

With the Grand Opening on May 5, 2018, the Museum proudly unveiled its new, state-of-the-art facility to the public. In the following months, the Museum has experienced steady growth, attention, and acclaim both nationally and internationally. Attendance at our programs and events has increased dramatically, and Museum attendance has more than doubled. Much of this recent growth is from individuals and families who did not have any previous association with the Museum, which proves our increased relevance to our community. With each new visitor and membership, the National Nordic Museum is increasing our reach and our ability to share Nordic culture, values, and ideas with new and diverse audiences of all ages and backgrounds.

Our Grand Opening festivities welcomed over 15,000 visitors with a week of celebratory dinners, concerts, dances, community events, exhibition previews, and our first annual tech conference. Among the special guests were the Crown Princess of Denmark, the President of Iceland, ambassadors from all five Nordic countries, as well as many other international and local dignitaries, special guests, and friends.

### Grand Opening by the numbers:

**15,000** Visitors on May 5–6

**1,746** Members who attended gallery previews

**30** Performing musical artist groups

**1** Princesses in attendance

### 2018 by the numbers:

**79,525** Visitors to the galleries

**61,736** Guests at events

**38,686** Visitors to *The Vikings Begin*

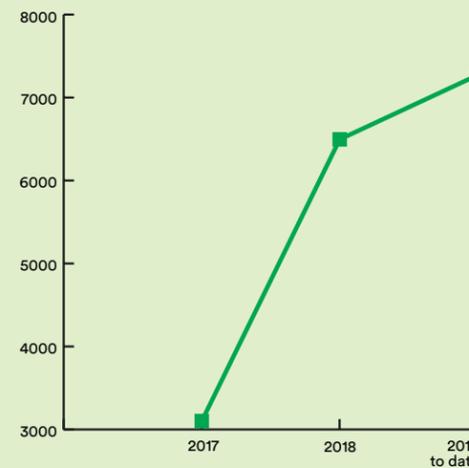
**2,992** Guests who participated in tours

## Development

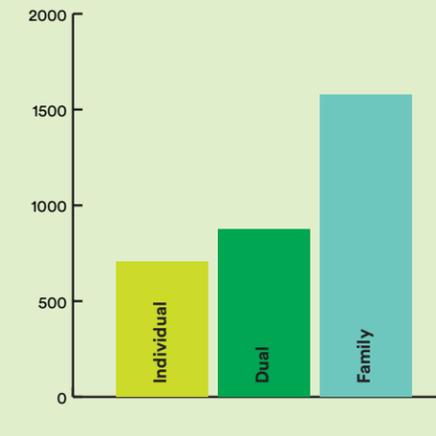
The Museum broke records across the board in 2018, increasing Museum membership by over 3,000 new accounts. We also broke records in donations and gifts, and brought the Capital Campaign to near conclusion.

### Membership

#### Members



#### New Members in 2018



## Capital Campaign

The Museum is proud to have raised nearly \$50 million for our Capital Campaign thanks to the generous support of donors from around the world. The Museum's plaque program has been a successful fundraising initiative for the Capital Campaign, raising over \$1 million from 590 individuals since 2016. The National Nordic Museum receives funding from a wide range of funders, both national and international, with awards ranging from \$500 to \$5M. These funds assist the Museum in fulfilling its mission of engaging visitors of all ages and backgrounds by sharing Nordic arts, culture, and history through a wide variety of exhibitions and programs.



### 2018 Accomplishments: Capital Campaign/Endowment

- Total Capital Campaign Funds Raised as of 12/31/2018: \$49.8M
- Total Number of Capital Campaign Gifts as of 12/31/2018: 2,400 gifts from 1,500+ donors
- Total Public Campaign Plaque Gifts as of 12/31/2018: \$1.1M

## Collections

The Museum began 2018 with a truly massive undertaking—by packing and moving the approximately 77,800 items in the Museum's collection. Staff and volunteers worked countless hours to ensure the safe care and transport of these priceless artifacts, as well as their installation in their new, purpose-built collections care facilities. One of the most challenging artifact moves was of the Finnish-style sauna, built between 1914 and 1918, that was on display in the old Museum's garden. Thanks to specialized help from several community organizations and laborers, the sauna was hoisted by crane and driven by flatbed truck to its current location in the new Museum's East Garden.

New acquisitions were also a highlight in 2018. Among these are 30 glass birds by Faroese artist

Tróndur Patursson which create an art installation in Fjord Hall, and the new Sami boy's tunic. The Museum's collection grew substantially in the past year, totaling 78,728 items by the end of 2018. In addition, the Museum was awarded a collections care grant from 4Culture to fund the restoration of two special collections volumes: a logbook used by a captain of a Foss tugboat as well as a folio of Danish language newspapers.

In addition, two grants funded the new "Interwoven" oral history program, which collected a dozen oral history interviews of persons with mixed Nordic and Native American heritages. The program grew to include the Interwoven Symposium, which brought together panelists to discuss their Interwoven interviews and broader themes relevant to the project.

### Fun Facts

**78,728** = Items in the Museum's collection

**500+** = Items on display in the core exhibition

**100+** = Items in the core exhibition on loan from international collections

**2,000+** = Items available digitally via the Online Collections Portal



## Programs & Special Events

Continuing the success of the grand opening festivities, the Museum produced a record number of programs and special events in 2018, exceeding attendance and revenue projections across the board. Highlights included new events like a travel-inspired auction, as well as the return of long-standing community favorites like Julefest and our summer festival. In addition, the Museum engaged hundreds of preschool-aged children at monthly Nordic Stories and educated thousands of school-aged children for field trips and tours. We developed a docent program with highly specialized training for interested volunteers who could graduate to become knowledgeable tour guides for large groups of visitors.

### Viking Days

- Fun Facts**
- Volunteers cooked over 5,000 Swedish pancakes
  - Guests ate over 2,000 lefse dogs
  - Over 40 costumed Viking reenactors brought history to life with lively demonstrations

### Night at the Nordic

With our grand opening taking center stage, this year our fundraising auction was moved to the autumn, and was a perfect opportunity to break in our beautiful Osberg Great Hall. Hosted by Rick Steves of Rick Steves' Europe, over 200 Museum friends and supporters joined us for a special, travel-inspired auction to raise funds for our programs, exhibits, and daily operations.

### Julefest

- Fun Facts**
- Volunteers cooked over 8,000 aebleskiver
  - Guests ate over 2,500 lefse dogs
  - The Valhalla Beer Garden went through 8 kegs of beer and 3 kegs of glögg

In addition, we produced numerous other programs and events, featuring international speakers, skilled artists and authors, and industry leaders. 2018 ended on one final high note: In December, the President of Finland named Museum CEO and Executive Director Eric Nelson a Knight of the Order of the White Rose of Finland in recognition of his efforts to position the Museum as national and international hub for Nordic culture and values.



## 2018 Exhibitions

In the seven short months the Museum was open to the public in 2018, we featured five incredible temporary exhibitions, with subject matter ranging from contemporary art to historic artifacts.

**Northern Exposure: Contemporary Nordic Arts Revealed**  
May 5–September 16, 2018

**Fridtjof Nansen**  
May 5–August 5, 2018

**Fintiaanit**  
August 17–November 25, 2018

**The Vikings Begin**  
October 20, 2018–April 28, 2019

In the Museum's most popular exhibition to date, *The Vikings Begin* presented artifacts and replicas together with video reenactments and moving text to tell the stories of the very earliest Vikings of Scandinavia. The exhibition was based on the latest findings of Viking-era graves and artifacts by Uppsala University in Sweden.

**EyeSound**  
November 20, 2018–March 31, 2019

## Volunteers

Our success in 2018 could not have been possible without such a strong and reliable network of volunteers. Whether at festivals and programs or simply during daily operations, our volunteers play a vital role in keeping the Museum running and making us such a popular destination. Our volunteers are often the first people guests encounter, and their warmth, humor, and guiding presence set the tone for the thousands of visitors we see each week. The National Nordic Museum wants to say "thank you" to each and every volunteer for their incredible hard work. With your help, we look forward to continually expanding on our events, classes, and daily offerings while we share the Nordic spirit with generations to come.



## Special thanks to sponsors, partners, and grantors

4Culture	Ericsson	Norden	Seattle Reykjavik Sister Cities Association
50 Degrees North Nordic	Finlandia Foundation	Nordic Council of Ministers	Society of American Archivists
Arcus	Glacier Fish Company	The Nordics	SWEA
Alaska Airlines	Highland Park	The Ocean Harvester	Swedish Council of America
Aleutian Spray Fisheries, Inc.	Hotel Ändra	Odin Brewing Company	The Seattle Public Library
American Scandinavian Foundation	Humanities Washington	Office of Arts & Culture–Seattle	The Seattle Times
American Seafoods Company	Hurtigruten	Pacific Fisherman	Shutter Spark
ArtsFund	Iceland Naturally	Pacific Lutheran University	Rick Steves' Europe
Association of King County Historical Organizations	Iceland 100	Pacific Sámi Searvi	Stimson Marina
Ballard Market	Integrated Marine Systems	Puget Sound Business Journal	Trident Seafoods
The Barbro Osher Foundation	Krogstad Aquavit	Scan Design Foundation	Union Bank
Chevron	Kirtley Cole	Seattle Bergen Sister Cities Association	University of Washington Scandinavian Department
Embassy of Denmark	Lucky Envelope Brewing	Seattle International Film Festival	Viking Cruises
Embassy of Finland	KEXP	Seattle Neighborhoods	Washington Museum Association
Embassy of Iceland	KUOW		
Embassy of Norway	Mountain Pacific Bank		
Embassy of Sweden	Music Export Denmark		
	Music Export Finland		
	Nordisk Kulturfond		

# National Nordic Museum Town Hall 2019



## Dear members and supporters of the National Nordic Museum,

On behalf of the entire Board, I want to thank you for your ongoing interest in and support for the Museum.

This is my first year as Board President, so I want to express my heartfelt appreciation to our incredibly committed Board, who contribute their time, talent, energy and creativity on behalf of the Museum. I particularly want to thank Irma Goertzen, who led the Board so capably over the past 8 years, and Margaret Wright, her immediate predecessor.

The last year has been unlike any other in the Museum's history. From our Grand Opening with national, international, and local dignitaries, to shattering all expectations for attendance and visibility, to being named the National Nordic Museum by Congress and the President, we have so much to be thankful for this past year.

Hardly a day passes that I do not hear from someone who has visited our new Museum, seen our exhibits, and is in awe of what we have achieved.

None of this would have been possible without the vision of our founders and the incredible support we receive from our Members, volunteers, and supporters. I want to pay special tribute to our CEO Eric Nelson for his leadership, and the entire staff of the Museum for their tireless efforts, long hours, and commitment.

We have accomplished so much, and yet there is so much more that we want to do. We want to hear from you—your observations, your ideas, and your hopes for the future of our wonderful National Nordic Museum.

Sincerely,

*Tom Malone*

Tom Malone  
President, Board of Trustees