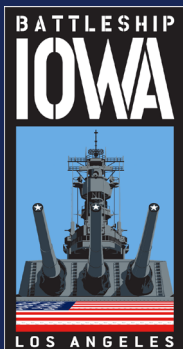


BATTLESHIP **IOWA** MUSEUM



2017

ANNUAL REPORT

ABOUT PACIFIC



Celebrating Freedom and the American Spirit
by Connecting America's Past with its Future

Photo of LA Fleet Week by Port of Los Angeles

The Battleship IOWA Museum tells the story of battleships in the development of the modern world through educational experiences, demonstrating the use of sea power in international diplomacy. For more than 75 years, throughout WWII, the Korean War, and the Cold War, the USS Iowa (BB-61) has served our nation and her allies

by safeguarding democracy and promoting diplomacy. Today, we bring Battleship IOWA to life through our innovative programs utilizing technologies of the future such as our award-winning mobile app, augmented reality, and virtual reality experiences.

Since her arrival in Los Angeles Harbor, Battleship IOWA has welcomed more

than 1.2 million visitors to "Celebrate the American Spirit." Battleship IOWA is a community anchor for STEM and History-related educational programs, veterans job-skill growth, and community economic development, to name a few of her accomplishments since her arrival in 2012.

BATTLESHIP CENTER

VISION

Celebrating freedom and the American spirit by connecting America's past with its future.

MISSION

Through educational experiences, the Battleship IOWA Museum tells the story of the development of sea power in implementing modern world international diplomacy.

WHY IT MATTERS

We promote civic responsibility, an appreciation of public service, and educate the public on the role of the sea services to influence American culture into the future.

CORE PILLARS

Education

The PBC utilizes the in-situ environment of Battleship IOWA to address national deficiencies and spur interest in STEM, history, civics, and leadership through innovative education and museum programs.

Veterans

Since 2012, over 150,000 veterans have been impacted by our programs aboard Battleship IOWA. Military veterans make up 50% of our crew and benefit tremendously through improved job skills, camaradery, and a sense of family.

Community

Battleship IOWA is a community anchor on the LA Waterfront generating tourism and economic activity resulting in a better quality of life for local residents.



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Dear Friend and Supporter of the Pacific Battleship Center:

We're very proud that 2017 marked our sixth year since arriving at the L.A. Waterfront. In six short years, we have seen the community transform into a tourism destination and embrace the Battleship IOWA as a permanent fixture for education, veterans, and community events.

We have welcomed over 425,000 guests between museum visitation and LA Fleet Week to celebrate the American spirit. Each of these guests gained an understanding on civic responsibility, an appreciation of public service, and increased awareness on the importance of sea services to influence American culture into the future.

Our programs are focused on youth, veterans, and the general public. In 2017, 14,753 students participated in programming at the Battleship IOWA. This programming focused on core fundamentals related to STEM education and provided a high-level view on the importance of international trade and the U.S. Navy. Our programs address National education deficiencies and spur interest in STEM, U.S. History, Civics, and leadership through innovative in-situ and museum programs.

In 2017, we began planning to transition into the National Museum of the Surface Navy. We have had early meetings with the U.S. Navy and are in the budgeting phase in the transition. We expect to begin the high-level visioning of the new museum in late 2018 and will look to support from our existing generous supporters. As with the Battleship IOWA Museum, we are not expecting federal or government funding to support this transition. Your support is critical to tell the story of our surface Navy warriors.

As we worked on our ten-year strategic plan, we were able to articulate what the ship has come to mean to the veteran population. The IOWA is a safe and secure place that provides veterans with a sense of family, community, purpose, and comradery amongst a crew that understands and shares like interests. The result is a renewed sense of self-worth and a skill set that provides a less challenging transition to civilian life. In 2018, we will continue our exploration of our veterans' programs and plan to include a peer-to-peer component to help those in need.

I am most proud of the crew of your Battleship IOWA Museum. These amazing men and women are committed to preserving the legacy of the U.S. Navy and the ship for future generations. They take on impossible projects and make them possible through creative innovation and hard work. They continue their amazing work with the new Lost at Sea exhibit in partnership with Dr. Robert Ballard and AltaSea, with major funding from the Confidence Foundation. As well as an enlisted Galley exhibit by Navy Supply Corps Foundation, and our new virtual reality experiences funded by Crail-Johnson Foundation. If you haven't had a chance to explore the IOWA recently, we encourage you to return to see what is new!

In closing, thank you for your continued support and commitment to future generations. You have made it possible for tens of thousands of students to gain an understanding of the American spirit, helped numerous veterans rebuild their self-confidence, and bring alive the LA Waterfront for the local community and visitors from around the world.

Kind Regards,

Jonathan Williams
President & CEO

OUTCOMES AND ACCOMPLISHMENTS

COMMUNITY ENGAGEMENT



245,000 total visitors to the Battleship IOWA Museum, including 4,000 from the State of Iowa.



Hosted numerous community events including Memorial Day, Veterans Day, Movies Under the Guns, 2nd Annual LA Fleet Week which hosted more than 180,000 attendees, and an exclusive concert on our pier featuring Brad Paisley & Jon Fogerty.



As part of our Community Giving Program, we donated more than 2,000 tour tickets to local organizations to support their fundraising efforts.

SHIP MAINTENANCE

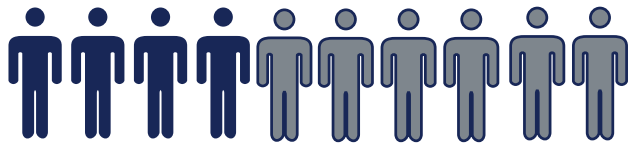
- ⚓ Initiated new efforts to raise funds for mooring lines replacement.
- ⚓ Continued to make progress on the deck replacement and coatings project, and the refurbishment of 3rd deck to prepare for Lost at Sea exhibit.
- ⚓ Developed ship-wide LED lighting retrofit project with plans to initiate replacement of more than 10,000 fluorescent tubes in 4,272 existing lighting fixtures aboard the ship in 2018.



OUTCOMES AND

VOLUNTEERISM / WORKFORCE DEVELOPMENT / SENIORS & VETERANS

In 2017, our volunteers contributed 63,286 hours with a value of \$1,836,560.



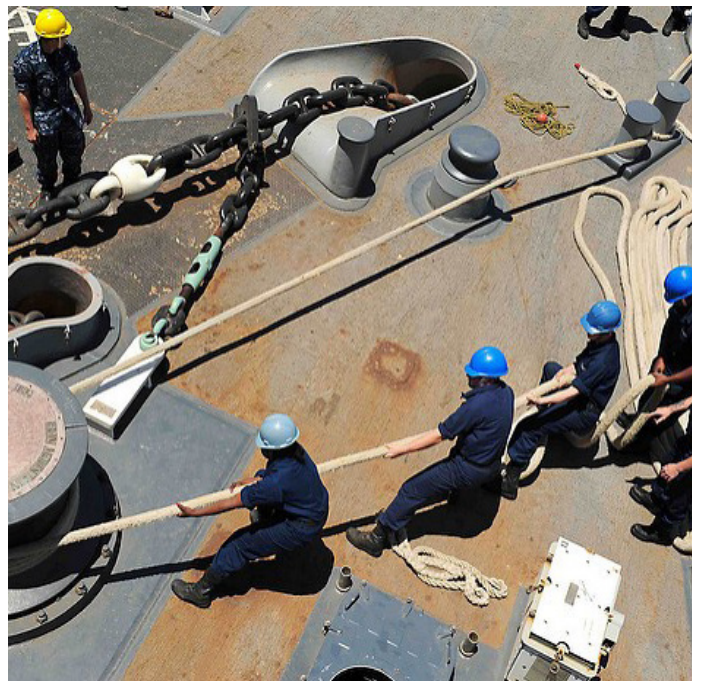
40%

of volunteers are veterans who benefit through improved job skills, comradery, and sense of belonging.



56%

of volunteers are over the age of 55, giving them an opportunity to socialize and give back to their community.



ACCOMPLISHMENTS

EDUCATION AND CIVIC RESPONSIBILITY



🚢 9,412 students (4th through 6th grade) participated in the “Day of Discovery” STEM program, in partnership with LAUSD, and sponsored by the Andeavor Foundation.



🚢 Over 12,000 students visited from schools located outside of LAUSD system to participate in tours focused on the historic role Battleship IOWA has played on the world scene from WWII through the Cold War.

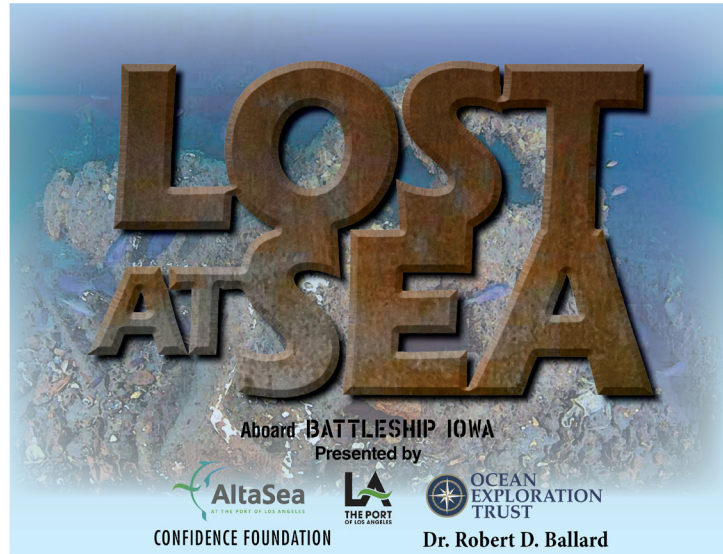


🚢 In July, the Education Department hosted a week-long, STEM-focused day camp, offering campers numerous activities related to daily sailor assignments on board Battleship IOWA.



🚢 3,645 participants in Camp Battleship’s third full year of operation. Camp Battleship is an overnight, educational program designed for youth groups.

🚢 Over 24,000 Veterans impacted by our programs annually, with more than 150,000 veterans having been welcomed aboard since opening in 2012.



PROJECT UPDATES

“Lost at Sea” is an exhibit and educational experience being developed in partnership with Dr. Robert Ballard, AltaSea at the Port of Los Angeles, and the Ocean Exploration Trust to bring guests into the depths of our oceans and connect them to the personal impact of ocean science, shipwreck discovery and exploration. Threads of science, technology,

engineering, art, math and history (STEAM-H) are interwoven with personal stories of sacrifice to create a dynamic experience through the use of innovation and technology. Lost at Sea creates a human connection between exploration, history and shipwrecks through the expeditions of Dr. Robert Ballard, the deep-sea explorer

famous for discovering the site of the Titanic. This effort is comprised of approximately 5,000 square feet of dedicated exhibit space that includes an exhibit hall, interactive theater room, ocean exploration gallery, future discovery lab, and an art gallery. Lost at Sea is planned to open in Fall of 2018.

ADRIFT AT SEA

Against the tug of the ocean tides, mooring lines are the difference between being secure at port or adrift at sea. These lines help secure the ship to her berth at the Los Angeles Waterfront, thus allowing visitors from around the world to admire her splendor and amazing story. After careful assessment, this year we came to the conclusion that the mooring lines that held Battleship IOWA were in dire need of replacement. To ensure that Battleship IOWA continues its mission, we sought to raise \$60,000 to replace our mooring lines which will initiate replacement in 2018 and continue to fund the maintenance of the lines.



HULL PRESERVATION

In 2017, the Maintenance crew initiated and started the execution of the wind and waterline (WWL) hull preservation project which included multiple moves of the cofferdam. Approximately 6-7 feet of hull is treated per move. Equipment was ordered to upgrade the cathodic protection system to suppress hull corrosion and will be installed in 2018.

LED LIGHTING RETROFIT PROJECT

The lighting system aboard Battleship Iowa represented the best available technology of the early 1980's. Unfortunately, this technology became too difficult to support as we approached the ship's 35th year of existence. As a customer of the Los Angeles Department of Water and Power, Battleship Iowa was afforded the opportunity to take advantage of the department's Commercial Lighting Incentive Program (CLIP) which provides full value rebate monies for the purchase and installation of energy efficient lighting systems and will initiate the replacement of more than 10,000 tube fixtures on board the ship in 2018.



MEDIA ENGAGEMENT



2,980 social media posts; Battleship IOWA was named one of the top 10 Must-Visit Museums in California. More than \$1,000,000+ in earned media value.



Facebook page with more than 470,000 followers, and an average monthly reach of 464,629 people and 640,000 post engagements.



Twitter handle @ussiowa has 5,210 followers with more than 700,000 impressions.



PacificBattleship.com and LABattleship.com had a combined 889,886 visitors, a 45% increase over the previous year [2016] with an average session-duration of 2 minutes, 32 seconds.



46,769 weekly email subscribers that receive our information and bulletins.



Mobile tour application (IOWA app) for 2017 had 22,765 downloads with the average visitor using the application for 70 minutes at the museum, and 59% continuing to interact with the app one week later.

REVENUE & EXPENSES

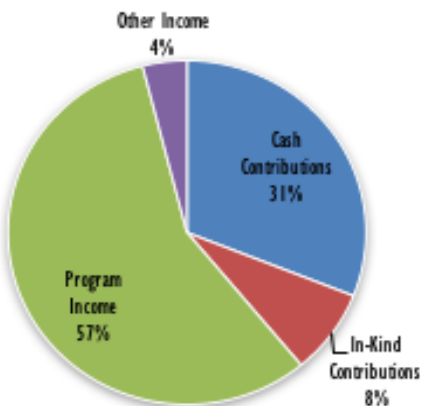
January 1, 2017 thru December 31, 2017

Pacific Battleship Center
Statement of Activities
Year ended December 31, 2017

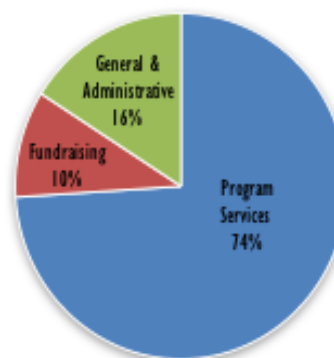
	Unrestricted	Temporarily restricted	Total
Revenues and other support:			
Admissions	\$ 2,383,338	\$ -	\$ 2,383,338
Contributions	586,482	845,625	1,432,107
Donated goods and services	351,303	-	351,303
Commissions	193,971	-	193,971
Other income	177,943	-	177,943
Total revenues	3,693,037	845,625	4,538,662
Net assets released from restriction	1,006,980	(1,006,980)	-
Total revenues and other support	4,700,017	(161,355)	4,538,662
Expenses:			
Program services (including \$314,427 of donated goods and services)	3,064,949	-	3,064,949
General and administrative (including \$7,045 of donated professional services)	408,962	-	408,962
Fundraising	674,621	-	674,621
Subtotal expenses	4,148,532	-	4,148,532
Change in net assets, before depreciation	551,485	(161,355)	390,130
Depreciation	(702,339)	-	(702,339)
Change in net assets	(150,854)	(161,355)	(312,209)
Net assets, beginning of year	2,995,629	1,018,470	4,014,099
Net assets, end of year	\$ 2,844,775	\$ 857,115	\$ 3,701,890

Audited Financials available on our website.

Non-Profit Revenue



Expenses



2017 DONORS

Alphabetical Order | Greater than \$250 lifetime aggregate with donations in 2017

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