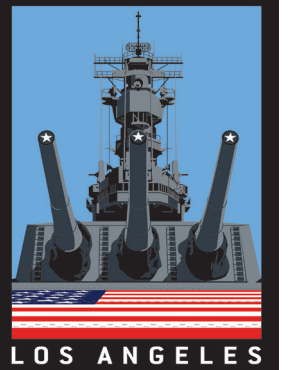


ANNUAL REPORT

2019



BATTLESHIP
IOWA



Anthony R. Smith
Photography

ABOUT PACIFIC BATTLESHIP CENTER



The Pacific Battleship Center (PBC) – Battleship IOWA tells the story of battleships in the development of the modern world through educational experiences and by demonstrating the historical 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 by combining technologies like our award-winning app and augmented- and virtual-reality experiences with friendly, knowledgeable tour guides. Since her arrival in Los Angeles Harbor, Battleship IOWA has

welcomed nearly two 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.

ABOUT PBC

VISION & MISSION

The Pacific Battleship Center (PBC) celebrates the American spirit through the preservation and interpretation of the Battleship IOWA.

In sharing the accomplishments and sacrifices of American patriots and engaging visitors in unique and exciting ways, PBC brings the ship to life by connecting the past with the present and future.

WHY IT MATTERS

We promote civic responsibility and an appreciation of public service, as well as educate the public about 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 education deficiencies and spark interest in STEM, history, civics, and leadership through innovative education and museum programs.

Veterans

Since 2012, more than 150,000 veterans have been impacted by our programs aboard Battleship IOWA. Military veterans make up a significant portion of our crew and benefit tremendously from improved job skills, camaraderie, and a sense of family.

Community

Battleship IOWA is a community anchor on the LA Waterfront, generating tourism and economic activity in our local towns, resulting in a better quality of life for residents, many of whom are small business owners.



November 2019

Dear Friends & Supporters of the Pacific Battleship Center:

What an incredible 7th year it's been at Battleship IOWA. Our crew continues to accomplish challenging tasks with limited resources to keep an important piece of American history alive. If you have toured the ship, you know how these walls speak!

James E. Sefton, Professor of History at California State University Northridge, wrote a wonderful paper on why Battleship IOWA matters. It is posted on our website and we invite you to read it at: pacificbattleship.com/learn-the-history. He writes:

"A battleship is not merely a 900-foot long space full of passageways and compartments where 3,000 sailors fought our wars. And sometimes died. It is also the space where they lived. To visit a battleship museum is to be invited into a sailor's home – his home beyond the Golden Gate, as it were. Simply to stand in a crew's washroom and reflect on the process of showering is to appreciate the effects of war on the most mundane aspects of life."

For the majority of students who visit the USS Iowa each year, it is their first time stepping aboard a ship, visiting the ocean, and experiencing history "up close." Their eyes light up when they realize what it means to serve one's country to protect freedom and democracy. These epiphanies inspire 20,000 students and the 250,000 people who visit the battleship each year to appreciate the world they live in and the life they have been given. Your support has made this possible.

From day one in 2012 when we came together to preserve this historic ship and bring her to the L.A. Waterfront, this crew has demonstrated that the word "impossible" just isn't part of our culture or vocabulary. We've proven what we're made of and what we're capable of, and the impact a historic naval ship can have on our veterans, youth, and community. We're ready for the next step... our transition to become the National Museum of the Surface Navy at Battleship IOWA.

As we head into the next evolution of what may seem "impossible" to some, please remember those early days and what we've accomplished. And remember that you are part of this legacy – a part of history that is vital today and to future generations.

On behalf of our entire crew, thank you for your commitment, your generosity, and your belief that our iconic ship is worth preserving and sharing her story with the world.

Sincerely,

Jonathan Williams
President & CEO

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U.S.S. IOWA

2019 OUTCOMES & ACCOMPLISHMENTS

COMMUNITY ENGAGEMENT



Welcomed nearly 300,000 total visitors to the Battleship IOWA Museum, including 3,574 from the State of Iowa.

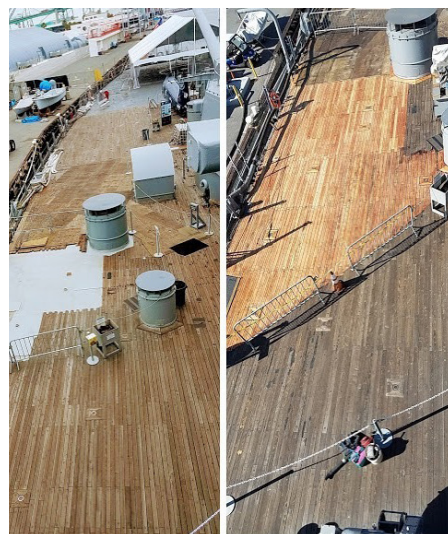


Hosted 22 community events, including Memorial Day, Movies Under the Guns, the 4th Annual LA Fleet Week®, and a Veterans Day Film Festival.



Donated more than 4,330 complimentary tour tickets through our Community Giving Program to local organizations and schools to support their fundraising efforts.

SHIP MAINTENANCE



- ⚓ Progressed with restoration of decking on starboard side of deck near aft brow
- ⚓ Cleaned and refurbished spaces to facilitate the opening of our new “Gun Tour” that explores areas never before open to the public
- ⚓ Two mooring fender extensions were added to the hull
- ⚓ External and internal cathodic protection checked and logged and repairs/replacements made
- ⚓ Fantail restoration commenced

OUTCOMES AND

ONE SHIP, ONE CREW

In 2019, our volunteers contributed 54,690 hours valued at \$1,637,965 dollars.



43% of active volunteers are veterans who benefit from improved job skills, camaraderie, and sense of belonging.



61% of our active volunteers are over the age of 55, giving them the opportunity to engage in their community by doing important work that values their experience.



USS IOWA ACCOMPLISHMENTS

EDUCATION & CIVIC RESPONSIBILITY

3,359 students (4th - 6th grade) participated in our “Day of Discovery” STEM program, in partnership with LAUSD, and sponsored by Marathon Petroleum Corp.



3,383 participants took part in our Camp Battleship overnight program, offering scout troops and youth groups the chance to spend the night on a historic battleship and experience what life was like for sailors on board.

Over 25,000 veterans impacted by our programs annually, with more than 200,000 veterans having been welcomed aboard since our opening in 2012.



Over 6,700 youth visited from schools located outside the LAUSD system to participate in interactive tours focused on the historic role of Battleship IOWA from WWII through the end of the Cold War.

PROJECT UPDATES

GALLERY ALFA ROMEO TANGO



The second exhibition held in Battleship IOWA's fine arts gallery, Alfa Romeo Tango, entitled "Coral Sea: The Unsung Battle of the South Pacific," featured 2- and 3-dimensional media works by Kio Griffith.

Griffith, whose mother is Japanese, highlighted both sides of this game-changing battle, which saw carriers and aircraft as the dominant forces for the first time and forever shifted the way in which wars are fought.

Opening March 21, 2020: "Unforgotten" a series of relentlessly detailed drawings and paintings of naval vessels by artist and Navy veteran JD Smith.

STEAM AT SEA

Battleship IOWA's "STEAM At Sea" program kicked off in 2019 and served over 1,100 students. This study of the evolution of seafaring vessels and their roles in American history gives participating students the chance

to develop skills like chronological thinking and historical analysis, creating a better understanding of cause and effect. The program includes Next Generation Science Standards-aligned activities that show real-life applications of STEM, and how they benefit our society as a whole, along with activities that demonstrate simple machines, depth measurement, water



displacement/buoyancy, hydrodynamics, ventilation, navigation, distance- calculation, and the parabolic path. It also includes an interactive digital arts component. Activities are focused on leadership, teamwork, camaraderie and skill-building in a unique, waterfront environment.

VETERANS REINTEGRATION CENTER

Battleship USS IOWA is known to the public as a museum, but it is much more than that. The ship is natural platform for veterans and patriotic civilians to come together as a community, and we continued to broaden that community in 2019. With help from our sponsors Phillips 66, Wells Fargo, Timkin, and Johnny Carson Foundation, our aim for 2020 is to expand our veterans programming even further by creating a hub for veterans. This virtual gathering place will feature resources to help veterans find opportunities for further education, jobs, financial advice, health services, and guidance for navigating the VA. In addition, we will include a calendar of events where veterans can find interactions with their peers. The final component will be a Veterans Affairs Manager, who can give personalized assistance to our veterans.

MEDIA ENGAGEMENT



4,391 social media posts. Battleship IOWA was named one of the top 5 “must-visit” museums in California. More than \$1,000,000+ in earned media value.



Facebook page with more than 456,000 followers, an average monthly reach of 191,271 people, and an average rating of 4.7 out of 5 stars.



Twitter handle @ussiowa has 5,743 followers, 179 posts, and 1,960 engagements.



PacificBattleship.com had a total of 651,409 visitors for 2019, with an average session duration time of 41 minutes.



56,046 weekly email subscribers receive our information and bulletins.



Mobile tour application (IOWA app) for 2019 had 23,970 downloads with the average visitor using the application for 64 minutes at the museum.

U.S.S. IOWA

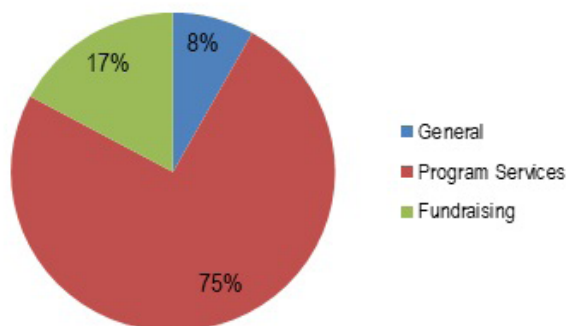
REVENUE & EXPENSES

January 1, 2019 - December 31, 2019

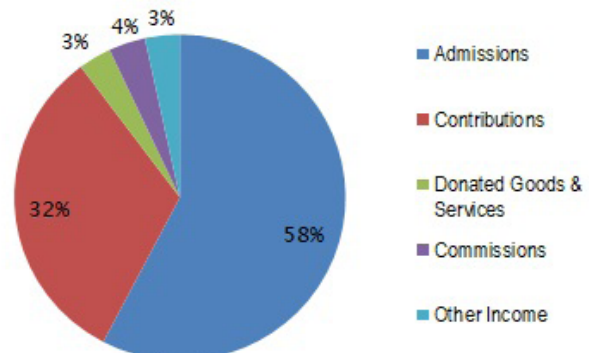
PACIFIC BATTLESHIP CENTER STATEMENT OF ACTIVITIES

<i>For the year ended December 31, 2019</i>	Without donor restrictions	With donor restrictions	Total
Revenues and other support:			
Admissions	\$ 2,488,131	\$ -	\$ 2,488,131
Contributions	770,797	616,208	1,387,005
Donated goods and services	139,015	-	139,015
Commissions	154,473	-	154,473
Other income	146,551	-	146,551
Total revenues	3,698,967	616,208	4,315,175
Net assets released from restriction:			
Satisfaction of program restrictions	580,830	(580,830)	-
Total net assets released from restrictions	580,830	(580,830)	-
Total revenues and other support	4,279,797	35,378	4,315,175
Expenses:			
Program services	3,512,349	-	3,512,349
General and administrative	382,783	-	382,783
Fundraising	805,964	-	805,964
Total expenses	4,701,096	-	4,701,096
Change in net assets	(421,299)	35,378	(385,921)
Net assets, beginning of year	3,231,834	360,718	3,592,552
Net assets, end of year	\$ 2,810,535	\$ 396,096	\$ 3,206,631

Expenses



Non-Profit Revenue



Audited Financial Statements available on PacificBattleship.com

MAJOR DONORS

Donations Totaling \$1000+ in 2019 (Cash & Gift In-Kind)

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David B. Smith	June Stephens	Ross O'Brien
Donald Dressel	Kenneth T and Eileen L Norris	San Pedro Chamber of Commerce
Donald Norton	Foundation	San Pedro Fish Market
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Coming in 2020:

We just launched our PLANK OWNER program for the

National Museum of the Surface Navy at

Battleship IOWA on the L.A. Waterfront!

Watch for further developments next year.

Learn more at:

SurfaceNavyMuseum.org