



ANNUAL REPORT 2022



VISION & MISSION

The National Museum of the Surface Navy tells the story of the Surface Navy in order to raise America's awareness of the importance of the United States Surface Naval Forces' role in international relations, free trade, humanitarian assistance, and technological innovation, not just in the past but today and into the future.

The first and only national museum dedicated to the men and women of the Surface Navy will open aboard Battleship USS Iowa in Los Angeles, CA at America's Port on October 13, 2025.

OUTCOMES & ACCOMPLISHMENTS

EDUCATION

113,948

Total Visitors

8,123

Visitors From the State of Iowa

8,562

Youth Participated in Day & Overnight Programs Including STEM

VETERANS

241,053

Total Veterans West Social Media Reach
(FB & Instagram)

6,806

Total Virtual & In-Person Direct Services
(Personal & Organization)

1,440

On-Site Groups & Program Services
(experiences, support, and camaraderie)

COMMUNITY

8

First Responder Training Days

3,447

Attendees at 19 Events Open
to the Community

775

Donated Tickets to Community
Organizations.

LA ★ FLEET ★ WEEK

65,000+ Event Visitors on the LA Waterfront **70+** Community Events Held Across Los Angeles

ACCOMPLISHMENTS

- 1 Significant milestones achieved for the NMSN, including conceptual design by world renowned firm Applied Minds, infrastructure upgrades, and space preparation.
- 2 Hosted five separate engagements with White House Cabinet members, including welcoming the fifth U.S. President to come aboard USS IOWA.
- 3 Program impact returned to near pre-pandemic engagement levels, including in-person STEM programming, Camp Battleship overnights, disaster response and preparedness planning, LA Fleet Week, and more. Veterans West and VPAN, programs reached milestone of most serviceable cases in LA County for VPAN and established Skillbridge transition programming.

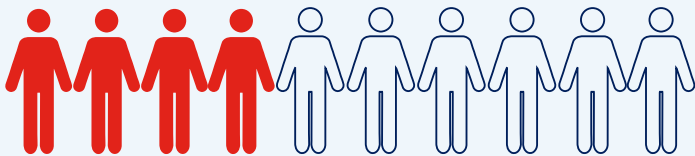
SHIP MAINTENANCE

- Presented at annual Historic Naval Ships Association as qualified experts in hull maintenance and preservation techniques.
- Designed and built shoreside maintenance facility to support operations projects aboard and on the pier.
- Performed numerous space-preparation projects for the NMSN, including clearing 10,000 square feet of bunk space and modernizing power systems to support technology infrastructure.



ONE SHIP, ONE CREW

47,202 HOURS CONTRIBUTED BY **635** VOLUNTEERS - VALUED AT **\$1,413,704**



43%

Of active volunteers are veterans who benefit from improved job skills, camaraderie, and a 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.

FINANCIAL SUMMARY

REVENUE **\$5,499,084**

OPERATING EXPENSES:

Program Expenses \$4,516,869

General and Administrative \$495,248

Fundraising \$1,023,458

Total Expenses **\$6,035,575**

Net Income **(\$536,491)**

Add back Depreciation \$760,501

Income Before Depreciation **\$224,010**

BALANCE SHEET

Assets \$7,231,032

Liabilities \$3,386,605

Financial Summary represents audited financial figures. Our audited financial statements are available at pacificbattleship.com/our-story/financial-information/

LEADERSHIP & DONORS

16 National Leadership Council members

6 Chairman's Flag Council members

15 Governance Board members

29 President's Advisory Board members

5,070 Unique donors during 2022

For a full list of our Leadership, please visit:

pacificbattleship.com/our-story/board-of-directors/

For a list of Major Donors, please visit:

pacificbattleship.com/our-story/financial-information

OUTREACH IMPACT

440,508 FACEBOOK FOLLOWERS; REACH = **3,940,935**

6,453 TWITTER FOLLOWERS **25,555** INSTAGRAM FOLLOWERS; REACH = **287,608**

2.81M GOOGLE MAPS VIEWS **4.8** GOOGLE RATING **★★★★★** TRIPADVISOR RATING

261K UNIQUE VISITORS VISITED **338K** TIMES **752K** WEBSITE VISITORS **46,852** E-BLAST AUDIENCE

13,008 YOUTUBE SUBSCRIBERS

PLANK OWNERS

MORE THAN **9,857** ARE REGISTERED AS PLANK OWNERS OF THE NATIONAL MUSEUM OF THE SURFACE NAVY

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- [YouTube.com/user/USSIowaMuseum](https://www.youtube.com/user/USSIowaMuseum)
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