

# ANNUAL REPORT 2018





# ABOUT PACIFIC



The Pacific Battleship Center (PBC) Battleship IOWA Museum tells the story of battleships in the development of the modern world through educational experiences, and 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) served our nation and her allies by safeguarding democracy and promoting diplomacy. Today, we bring Battleship IOWA to life by combining modern technologies like our award-winning mobile app and augmented- and virtual-reality experiences, with our friendly and 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.

# BATTLESHIP CENTER

## VISION & MISSION

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

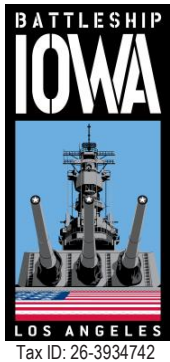
The PBC utilizes the in-situ environment of Battleship IOWA to address national education deficiencies and spark interest in STEM, history, civics, and leadership through innovative education and museum programs.

### 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.



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Dear Friends & Supporters of the Pacific Battleship Center:

It's astonishing that the USS *Iowa* has now been at the Port of Los Angeles for six years. Since we opened to the public on July 4, 2012, Battleship IOWA's crew has seen the LA Waterfront begin its transformation into a premier tourist destination and embrace the museum as a community anchor for STEM and history-related educational programs, veterans' job-skill growth, and local economic development.

Battleship IOWA's historic service as a leading US Navy warship embodies the foundation of the American Spirit: individuality, self-reliance, national unity, overwhelming strength, civic responsibility, and technological innovation. Our mission is focused on three core pillars: *Education, Veterans, and Community*.

2018 was another landmark year for the USS *Iowa*. The Pacific Battleship Center has now welcomed more than 2 million visitors on board to "Celebrate the American Spirit," and we finalized our plans to transition to the National Museum of the Surface Navy at Battleship IOWA with the U.S. Navy. **We expect to officially announce our transition in January 2019 followed by capital campaign development activities.** We also announced our newest education program, STEAM at Sea, which will begin serving students from the Inglewood Unified School District next year.

We are proud to see the progress of our strategic plan and, with the implementation of the Veterans Reintegration Center aboard Battleship IOWA next year, we hope to enhance IOWA as a safe and secure place that provides veterans with a sense of family, community, purpose, and camaraderie among a crew that understands and shares their interests. These veterans benefit from a renewed sense of self-worth and build skills that provide a smoother transition back to civilian life.

Finally, I am most grateful to the Battleship IOWA crew. These amazing men and women are committed to preserving the legacy of the U.S. Navy and the ship for future generations. The crew is always volunteering for seemingly impossible projects and brings them to life through creative innovation and determination. Highlights of our crew's efforts in 2018 include completion of our newest exhibits: Lost at Sea: The Explorations of Dr. Robert Ballard, art gallery Alfa Romeo Tango, and the Galley Exhibit.

In closing, thank you for your continued support and commitment to the restoration and preservation of Battleship IOWA for future generations. You have made it possible for thousands of youth to gain an understanding of the American spirit, helped numerous veterans transition back to civilian life, and bringing the LA Waterfront to life for members of the local community and thousands of visitors worldwide.

Kind regards,

Jonathan Williams  
President & CEO



**Pacific Battleship Center** / 250 S. Harbor Blvd. / San Pedro, CA 90731 / 877.446.9261



# 2018 OUTCOMES & ACCOMPLISHMENTS

## COMMUNITY ENGAGEMENT



Welcomed more than 240,000 total visitors to the Battleship IOWA Museum, including 3,600 from the State of Iowa.



Hosted 20 community events, including Memorial Day, Veterans Day, Movies Under the Guns, the 3rd Annual LA Fleet Week®, and the exclusive red-carpet premiere of Tom Clancy's Jack Ryan presented by Amazon Prime Video.



Donated more than 2,700 complimentary tour tickets through our Community Giving Program to local organizations and schools to support their fundraising efforts.

## SHIP MAINTENANCE

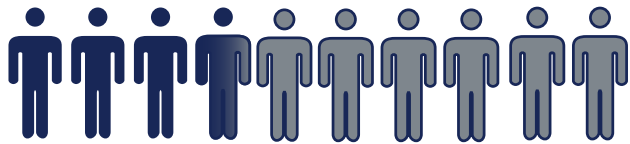


- ⚓ Completed construction and production of 3rd deck exhibit spaces
- ⚓ Repaired water leaks throughout the ship, including around drains and air vents
- ⚓ Continued necessary hull maintenance
- ⚓ Progressed with replacement of wood decking
- ⚓ Replaced mooring lines

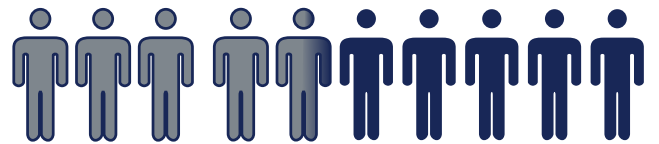
# OUTCOMES AND

## ONE SHIP, ONE CREW

In 2018, our volunteers contributed 60,861 hours valued at \$1,822,787 dollars.



**36%** of active volunteers are veterans who benefit from improved job skills, camaraderie, and sense of belonging.



**51%** 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.



# U.S.S. IOWA ACCOMPLISHMENTS

## EDUCATION & CIVIC RESPONSIBILITY

5,392 students (4th - 6th grade) participated in our “Day of Discovery” STEM program, in partnership with LAUSD, and sponsored by Marathon Petroleum Corp.



3,066 youth participated 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 175,000 veterans having been welcomed aboard since opening in 2012.



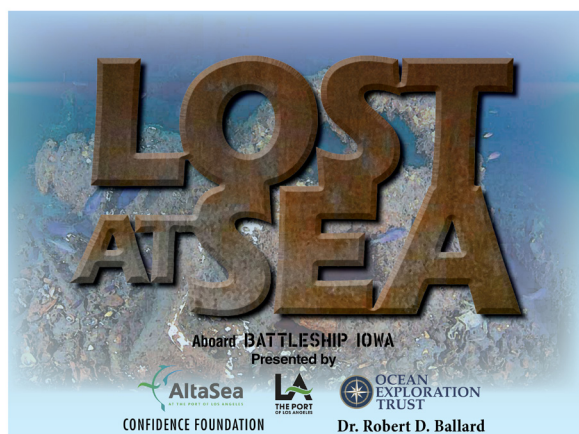
Over 17,000 youth visited from schools located outside the LAUSD system to participate in interactive tours focused on the historic role of Battleship IOWA from WWII through the end of the Cold War.



# PROJECT UPDATES

## LOST AT SEA

In October 2018, the Battleship IOWA Museum proudly unveiled the new, state-of-the-art exhibit “Lost at Sea: The Explorations of Dr. Robert Ballard,” in partnership with AltaSea at the Port of Los Angeles, and the Ocean Exploration Trust. This educational experience brings guests into the depths of our oceans and connects them to the impact of ocean science, shipwreck discoveries, and exploration. Threads of science, technology, engineering, art, mathematics, and history are interwoven with personal stories of sacrifice to create a dynamic experience through the use of innovative and modern technology.



## STEAM AT SEA

During the Fall of 2018, Battleship IOWA finalized its partnership with the Inglewood Unified School District to use Battleship IOWA as a “floating classroom.” The STEAM at Sea pilot education program is funded by Norris Foundation and is designed to incorporate an arts component, to provide an exceptional educational experience rarely available in this or any other region of our country. In addition, the study of the evolution of seafaring vessels and their role in American history will give participating students the chance to develop skills of chronological thinking and historical analysis, giving them a better understanding of cause and effect. The program will include 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, and showcases the ocean’s depths and rewards of STEM subjects. Activities are focused on leadership, teamwork, camaraderie and skill-building in a unique, waterfront environment. STEAM at Sea is set to kick off in the first quarter of 2019, and we anticipate growing the program to serve low-income students throughout Southern California.





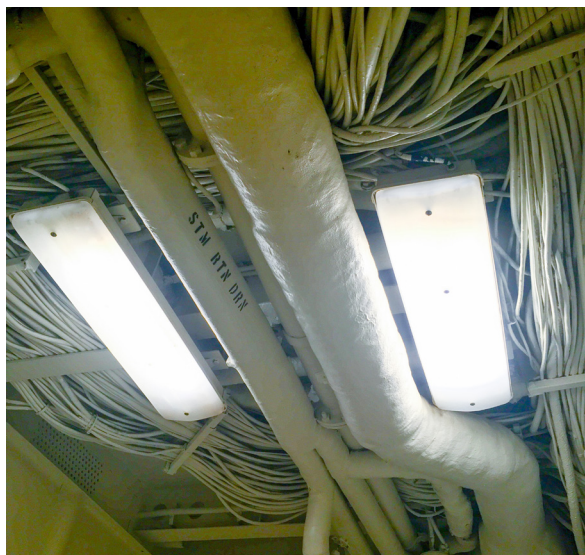
## GALLERY ALFA ROMEO TANGO

This year, the PBC opened the world's only fine arts gallery on a battleship, Gallery Alfa Romeo Tango. The naming of the new exhibition space is from the National Alliance Treaty Organization (NATO) phonetic alphabet spelling of the word, "ART." Located on the third deck near the "Lost at Sea" exhibit, this unique exhibit space is co-curated by celebrated Los Angeles-based artist, Ben Jackel, who opened the first show of impressive stoneware sculptures in his series, "USS Indianapolis and other Tales from the Sea." Alfa Romeo Tango houses temporary art exhibitions, with the intention to rotate new exhibits regularly.



## VETERANS REINTEGRATION CENTER

In 2018, the Battleship IOWA crew began implementation of establishing PBC as a comprehensive Veterans Reintegration Center (VRC) by formally announcing its partnership with the National Veterans Transition Services, Inc. (NVTSI) to bring Operation SkillBridge to veterans in Greater Los Angeles. The program's REBOOT Workshop™ is the nation's only reverse-boot camp that addresses the psychological aspects of transitioning from the military to civilian mindset by combining cognitive behavioral education with real-world career transitioning. Ultimately, the VRC will provide an all-inclusive environment for successful transition and reintegration for Post-9/11 veterans. Thousands of veterans and their families that settle into Los Angeles County each year need job training, employment and supportive services, and we are honored to help drive this effort, as it encompasses all three of our mission-driven pillars by assisting our veterans in the community through education and supportive services.



## LED LIGHTING RETROFIT

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 75th year of existence. As a customer of the Los Angeles Department of Water and Power (LADWP), Battleship IOWA was the first to be awarded the department's new Commercial Lighting Incentive Program (CLIP), which provided full value, monetary rebates for the purchase and installation of energy-efficient lighting systems. In 2018, through the generosity of LADWP, Battleship IOWA completed the replacement of more than 10,000 tube fixtures on the ship.

# MEDIA ENGAGEMENT



Instagram account @battleshipiowa had 12,299 followers in 2018, a 22% increase from 2017. There were 208 posts with a total engagement of 85,400.



Facebook page had a total of 481,797 likes. There were 345 posts with an average monthly reach of 296,687 people. We have an average rating of 4.7 out of 5, based on 4,642 reviews.



Twitter handle @ussiowa has 5,240 followers with 157 posts and 3,063 engagements in 2018.



PacificBattleship.com and LABattleship.com had a combined visitor total of 820,792, of whom 751,397 were unique users.



47,445 weekly email subscribers receive our information and newsletters.



Mobile tour application (IOWA app) for 2018 had 18,964 downloads with the average visitor using the application for 67 minutes at the museum, and 65% continuing to interact with the app one week later.



# U.S.S. IOWA

## REVENUE & EXPENSES

January 1, 2018 - December 31, 2018

	Jan - Dec 18
Ordinary Income/Expense	
Income	
4000 · Revenue from direct contributions	1,324,449.94
4100 · Donated goods & service revenue	44,082.94
4200 · Investments	31.70
4300 · LADWP CLIP	354,439.51
4500 · Program income	2,466,287.46
4600 · Other Types of Income	82,339.10
49900 · Uncategorized Income	0.00
Total Income	4,271,630.65
Gross Profit	4,271,630.65
Expense	
5000 · Ship Ops - Management	94,927.97
5010 · Ship Ops - Maintenance	1,013,236.18
5020 · Ship Ops - Housekeeping	84,422.44
5100 · Ticketing	244,030.72
5200 · Museum/Curatorial	132,307.48
5300 · Security	137,446.23
5400 · Education	325,275.31
5500 · Events	111,767.51
5600 · Tour	250,791.24
5700 · Sales	150,187.58
5800 · Photo	152,987.79
6000 · Fundraising	699,115.65
6100 · Memberships	46,287.67
69800 · Uncategorized Expenses	0.00
7000 · General & Admin/OH	165,010.98
7100 · IT	222,360.56
7200 · Accounting	165,358.27
7300 · Board & Executives	1,223.33
7400 · Marketing	240,449.49
7500 · Volunteer	143,783.60
Total Expense	4,380,970.00
Net Ordinary Income	-109,339.35
Net Income	-109,339.35

Audited Financial Statements available on [Pacific Battleship.com](http://Pacific Battleship.com)

# MAJOR DONORS

## Donations Totaling \$1000+ in 2018 (Cash & Gift In-Kind)

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[LinkedIn.com/company/uss-iowa-museum](https://www.linkedin.com/company/uss-iowa-museum)



## Coming in 2019:

Watch for an announcement in January regarding our transition to become the National Museum of the Surface Navy at Battleship IOWA on the L.A. Waterfront!

Learn more at:

[SurfaceNavyMuseum.org](https://SurfaceNavyMuseum.org)