

**THE NATIONAL
WWI MUSEUM
AND MEMORIAL**
2016 ANNUAL REPORT



LD WAR

REACHING NEW HEIGHTS IN 2016 ■■■■■■■■■■

Friends,

The stories of honor, courage and sacrifice emanating from World War I never ceases to amaze.

While these stories remain ever-present in the permanent gallery exhibitions at the National World War I Museum and Memorial, the special exhibitions hosted by the Museum – both self-curated and traveling exhibitions – provide significant learning opportunities throughout the year.

Of the many special exhibitions hosted in 2016, the Museum curated an exhibition focusing on two of the most costly battles in human history – the Second Battle of the Somme and Verdun – called *They Shall Not Pass / 1916*. The exhibition shared deeply personal and affecting stories, including describing the advance preparations by the British prior to the initial assault at the Somme. Over a period of nearly two weeks, the British launched approximately 1.5 million artillery shells at German positions. That's an average of one shell with the capacity to destroy a house being launched every 2.5 seconds for nearly two straight weeks. Consider what it must have been like for the German soldiers enduring this unprecedented barrage. Understandably, we see why the term "shell shock" stems from World War I.

As the centennial commemoration of the Great War continues, examining these aspects of the war and arriving at an understanding of the conflict's monumental effect on human history is at the core of the Museum's mission.

We are pleased to report that, for the third consecutive year, the Museum broke several records on the strength of these efforts. In 2016, the Museum achieved the following:

- Record for attendance (309,288)
- Record for educational content participations (1,104,672)
- Record for website traffic (1,388,575 page views)
- Record for social media impressions (21,640,399)
- Third-consecutive year ranked among top 25 museums in the nation (TripAdvisor)

This is but a small sampling of the Museum's work in 2016. Unquestionably, these achievements resulted from collaborative efforts with other organizations as well as from the support of our donors, volunteers and members.

Remembering, interpreting and understanding the Great War and its enduring impact remains our goal – not only from an institutional standpoint, but also to position the Museum to deliver this information to millions of people around the world.

If you've supported the Museum in the past, we graciously thank you for driving us to another unprecedented year. If you haven't engaged the Museum, we invite you to take the opportunity to join us as the global spotlight continues to shine on the National World War I Museum and Memorial and Kansas City during the Great War centennial commemoration.

SINCERELY,



Dr. Matthew Naylor, Ph.D. | President & CEO
National World War I Museum and Memorial



Mark Jorgensen | Board of Trustees Chairman
National World War I Museum and Memorial

SHOWCASING THE GREAT WAR

Museum Exhibitions

The Museum curated or hosted eight special exhibitions in 2016 featuring objects and documents from countries throughout the world.

EXHIBIT HALL + MEMORY HALL



THEY SHALL NOT PASS | 1916

Mud and mayhem, death and destruction, staggering unnecessary losses. All aptly describe the two pivotal battles of 1916, the Somme and Verdun, which were showcased in this Exhibit Hall special exhibition curated by the Museum.

THE Volunteers AMERICANS JOIN WORLD WAR I

THE VOLUNTEERS:

Americans Join World War I, 1914-1919

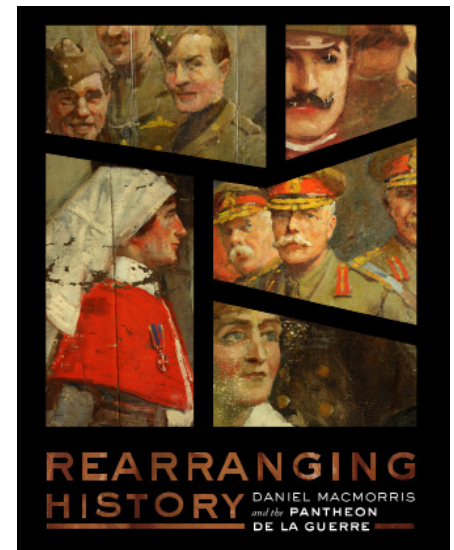
This Memory Hall special exhibition produced in cooperation with the American Field Service shared inspirational stories of American volunteer organizations contributing to the well-being and welfare of not only American military personnel, but also to peoples in the war-torn countries around the globe.

CONTINUED EXHIBITIONS



SAND TO SNOW: Global War 1915

Curated by the Museum, this Exhibit Hall exhibition examined the global aspect of the Great War from Europe to Africa to Asia and the Near East. Featuring objects and documents from more than 20 countries, *Sand to Snow* was the most encompassing special exhibition in the Museum's history.



REARRANGING HISTORY

Daniel MacMorris and the Panthéon de la Guerre

What happened to the world's largest painting? The Memory Hall exhibition curated by the Museum explored Kansas City artist Daniel MacMorris' efforts to acquire the *Panthéon de la Guerre*, the steps he took to reshape the famous work of art and the vast fragments he left behind – the majority having never been seen in public since the *Panthéon's* last showing in its entirety in 1940.

ELLIS GALLERY



WACHT IM OSTEN:

German Encounters with the East in World War I

Wacht im Osten [English translation: "Watch in the East"] explored encounters between the German soldier and the land and people he found himself trying to understand in the western territory of the Russian Empire (Poland, Lithuania, Belarus) in the spring and summer of 1915.



IMAGES OF THE GREAT WAR:

European Offensives 1914-1916

World War I brought radical changes in society, art and culture. The exhibition, organized by the Anne S.K. Brown Military Collection of Brown University, focused on the art and events of the first two years of the Great War featuring artists from eight different countries.



THE SECOND BATTLEFIELD

Nurses in the First World War

This exhibition of predominantly French WWI artwork from the Spencer Museum of Art aligned with the quasi-myths of wartime nursing as described by author Christine Hallett: the courageous voluntary aid detachment, the romantic nurse and the "nurse-as-heroine."



THE WORLD REMEMBERS

The Museum was the sole American participant in this international education project whose purpose is to remember and honor the combatants who perished during each year of the war by displaying their names in more than 100 locations throughout Europe and North America.

LEARNING ACROSS THE WORLD

Digital Museum |||||

Individuals from 186 countries across the world accessed the Museum's digital content in 2016.

ONLINE EXHIBITIONS

WAR FARE:

A Culinary Exploration of World War I

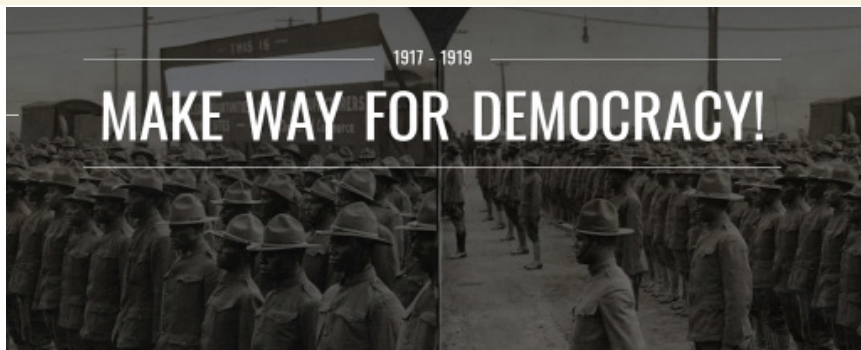
It unites us, divides us and is one of the most effective weapons in war: the control (and cooking) of food. The online exhibition includes photographs, music, posters and even delicious vintage recipes updated for the modern era.

THE CHRISTMAS TRUCE, WINTER 1914

On Christmas Eve of 1914, along parts of the Western and Eastern fronts in Europe, a spontaneous truce was observed among weary, entrenched combatants of World War I. Was this a miracle? Was it a myth? These questions and more are explored in this online exhibition.

HOME BEFORE THE LEAVES FALL

Presented in collaboration with the Google Cultural Institute, this online exhibition chronicling the assassination of Archduke Franz Ferdinand, the July Crisis and the opening months of the Great War allows visitors to engage with the material as a curated story or choose individual pieces to examine further with high resolution imagery and zoom capability.



MAKE WAY FOR DEMOCRACY!

In an era of federal segregation, many African Americans felt fighting in WWI in conjunction of the American rallying cry of champions of the rights of mankind rang hollow. Created in partnership with the Google Cultural Institute, the exhibition portrays the lives of African Americans during the war through a series of rare images, documents and objects.

EDUCATION RESOURCES



UNDERSTANDING THE GREAT WAR

The Museum has partnered with the United States World War I Centennial Commission, Library of Congress, National History Day, HISTORY®, National Archives, MacArthur Memorial, Aberdeen Proving Ground, The Great War YouTube Channel and more to create a searchable education resource archive and bimonthly newsletter to bring the best education resources into every classroom, resulting in more than 475,000 participations in its first year.

Through a variety of available educational resources, the Museum set a record with **1,104,672** participations.

RAISING AWARENESS

Education Programs



Museum programs advanced the organization's mission to educate the public about the Great War's enduring impact.



2016 SYMPOSIUMS 1916 | Total War & The Impact of WWI on the Nursing Profession

More than 700 attendees participated in the Museum symposiums in 2016. 1916 | Total War focused on global socio-political tensions created by WWI, while a partnership with the University of Kansas School of Nursing produced the opportunity for continuing education credits for professional nurses.

IN THE KNOW

The regular series featured a diverse group of subjects throughout the year, including military medicine in WWI, illustrated sheet music, in-depth examinations of Museum special exhibitions, morale in the American Expeditionary Forces in the war and much more.

OPERATION SERIES

In its third year, the popular series showcases connections between WWI and the modern era. In 2016, programs attracted more than 700 guests and focused on fashion (Operation: Undressed), food (Operation: War Fare) and wines of the Western Front (Operation: Vin).

WW1USA AMATEUR RADIO

In partnership with amateur radio clubs, special event station WW1USA operated on four dates in 2016 and has cumulatively logged contacts with more than 12,500 amateurs in all 50 United States, 11 of 12 Canadian Provinces, and in 60 countries worldwide.

MRS. WILSON'S KNITTING CIRCLE

The ongoing program had more than 100 participants in 2016 as the knitting community gathered on Saturday mornings to knit and share stories. Many hand-crafted items were donated to an area veteran's hospital.

In 2016, 27,234 people attended Museum Education events, an increase of 454% compared to 2013.

FAMILY FRIENDLY EVENTS

People of all ages enjoyed the variety of Museum programs in 2016. Through the Day in the Life series with the Living History Volunteer Corps, more than 4,300 individuals experienced a taste of life from the World War I era. Via the Story Time and interactive Hands-on History program more than 2,400 participants learned about the Great War.



18,633 individuals visited the Museum on school field trips in 2016, nearly a 3% increase from 2015.



KANSAS CITY'S FRONT PORCH

Community Activities |||||

Thousands of individuals gathered at the Museum for special events in 2016.

MEMORIAL DAY WEEKEND



The Museum offered free admission all weekend to veterans and active duty military personnel and half-price admission to the public. More than 30,000 people visited the grounds throughout the weekend. The Memorial Day ceremony featured remarks from Congressman Emanuel Cleaver II, Mayor Sly James, a keynote address by former Chairman of the Joint Chiefs of Staff General (Ret.) Richard Myers, performances by the American Legion Band and an honor guard presentation from Whiteman Air Force Base.

TAPS AT THE TOWER



In its third year, more than 2,000 people attended the deeply moving ceremonial event from June 19-25 to hear Taps played at the base of the Liberty Memorial Tower.

VETERANS DAY WEEKEND

Admission was free for veterans and active duty military personnel as well as half-price for the public throughout the weekend. Weekend activities included a Flightless Honor Flight for WWII and Korean War veterans, a donation drive with Red Racks Thrift Stores/Disabled American Veterans, an informational display from the Society of the Fifth Division, a Veterans Pen celebration with the Veterans Voices Writing Project, a concert from renowned folk singer John McCutcheon and more. The Veterans Day ceremony featured remarks from Congressman Emanuel Cleaver II, Missouri State Senator Ryan Silvey, Mayor Sly James and a keynote address from Col. Norma J. Bradford.



ANNIVERSARY WEEK

The Museum said thank you to Kansas City area residents and supporters by offering free admission to the public for a week to commemorate the 10-year anniversary of the museum expansion opening in December 2006. More than 5,400 guests visited during the week, which featured special programs and activities.

WWI DOUBLE RACE

More than 300 runners participated in the inaugural WWI Double Road Race 8k with proceeds benefiting the Museum. A unique event, the race features a 5K followed by a recovery period and then a 3K followed by a Kids Cup race.

KC GAMES FOR GOOD

The Kansas City Plaza Rotary Club held KC Games for Good on the grounds of the Museum for the second consecutive year. The free family festival featured the Kansas City Kite Club, a Kids Scavenger Hunt, appearances by Sluggerrr and KC Wolf, face painting and exhibits by a number of civic and community service organizations.

FEAST OF FOUNTAINS

The Museum partnered with the Kansas City Parks Department, Feast Magazine and the Food Truck Mafia to host a free public event benefitting the City of Fountains Foundation featuring live entertainment, activities and some of the city's most popular food trucks.



CONNECTING WITH THE COMMUNITY

Partnerships |||||

The Museum teamed with more than 150 organizations worldwide in 2016, highlighting the enduring impact of the Great War.



SPORTING KC/THE SOCCER LOT

In its fourth year, the Museum partnered with Sporting KC and The Soccer Lot for the Truce Tournament and watch party on Dec. 26 with more than 300 people from the region participating.



THE MODERNISTS

The Museum launched its young friends group in 2016 to enormous success. Members participated in a series of diverse events with a range of partners, from the group's launch party presented in partnership with Sporting KC to a presidential debate watch party to a Union Cemetery tour.

ALLIANCE FRANÇAISE DE KANSAS CITY

The two organizations partnered for several programs during the course of the year, including film screenings, presentations and more.

FOLK ALLIANCE INTERNATIONAL

The Museum hosted artist-in-residence Joe Crookston, who created a live performance based on letters from the museum archives by Florence Hemphill.

KANSAS CITY BALLET

The founder of Pilates used his internship during WWI to refine his system of exercise, so the organizations collaborated on a summer *Pilates in the Park* program with teachers from the Kansas City Ballet leading the program.

KC FRINGE FESTIVAL

U.S. veteran Logan Black shared his experiences as a specialized dog handler in the Al Anbar province during Operation Iraqi Freedom in this powerful one-man performance presented in partnership with the KC Fringe Festival.

THE NATIONAL ARCHIVES AT KANSAS CITY

The organizations partnered on several events, including programs examining the challenges awaiting the new U.S. president with Pulitzer Prize-winning author David Shipler, the humanitarian nature of Herbert Hoover and a conversation with the last living Doolittle Raider Dick Cole.

PARK UNIVERSITY

The organizations partnered on several events, including programs examining the challenges awaiting the new U.S. president with Pulitzer Prize-winning author David Shipler, a look at WWI Medal of Honor recipient George Robb and a conversation with the last living Doolittle Raider Dick Cole.



LEGOLAND

More than 200 children participated in a series of demonstrations with LEGO Master Builder Joe Nunnink from Kansas City's LEGOLand as he demonstrated how to build WWI-era airplanes.



DOOLITTLE RAIDER

A partnership with Park University, The National Archives at Kansas City, The Harry S. Truman Library and Museum and The Truman Center at UMKC yielded a powerful program with Dr. Dennis R. Okerstrom and the last surviving Doolittle Raider, 102-year old Dick Cole, on the 75th anniversary of the attack on Pearl Harbor.

HARRIMAN-JEWELL SERIES

The organizations collaborated on a panel conversation featuring star Mezzo-Soprano Joyce DiDonato as she discussed her project, *In War and Peace - Harmony Through Music* with Alvin Brooks, Joanne Katz, and Dr. Matthew Naylor.



SURGING MOMENTUM

2016 Museum Highlights

Records fell by the wayside for the third consecutive year as the Museum enjoyed national and international exposure.

MEDIA PLACEMENTS

During the course of the year, media outlets from nine countries and 42 different states filed 1,513 stories about the Museum accounting for 1.33 billion media impressions. Highlights included being featured as a category on *Jeopardy!* and appearances in outlets such as the *Chicago Tribune*, the *New York Times*, *Money* magazine and *USA Today*.



JEOPARDY! CLUE CREW MEMBER JIMMY MCGUIRE

AWARDS & RECOGNITION

Among the 35,000-plus museums in the U.S., TripAdvisor ranked the Museum among the top 25 in the country for the third consecutive year (No. 23). For the 10th straight year, TripAdvisor rated the Museum as the No. 1 attraction in Kansas City. The Museum received a Merit Award from the American Association for State and Local History and was honored by local publications Ingram's magazine, the *Pitch* and *KC Parent* as a favorite museum in the area.

ATTENDANCE

The Museum served more than 525,000 guests in 2016. Visitors from across the world propelled the Museum to breaking its attendance record for the third consecutive year. Attendance increased nine percent to 309,288 compared to 2015. An additional 216,925 individuals participated in activities held on the Museum's exterior campus grounds.



EDWARD JONES RESEARCH CENTER

In 2016, 3,321 guests visited the Edward Jones Research Center, a 61 percent increase from 2015.

**PATRONS FROM 70 COUNTRIES AND
six CONTINENTS VISITED THE MUSEUM IN 2016**

RANKED AS THE NUMBER 23 MUSEUM IN THE NATION AND AS THE NO. 1 ATTRACTION IN *Kansas City* BY TRIPADVISOR

NIGHT AT THE TOWER

More than 500 people attended the second annual Night at the Tower fundraising event, raising more than \$350,000 in support for the Museum – an increase of 84% percent compared to 2015. The honorary chairmen were the Dunn Family and JE Dunn employees with Trudy and Jack Gabriel serving as event chairmen.



ACQUISITIONS

In 2016, the Museum had 174 accessions, which can contain a single object or thousands of individual items. Highlights include a diary/autograph book entitled *The Daily Life of a Nurse*, from the service of Florence Edith Hemphill, Army Nurse Corps; a uniform, decorations and photographs from the service of William Wellman, American flyer with the French and Americans and later the director of the first Academy Award recipient for Best Film (*Wings*); a German ersatz clothing made in 1918 primarily of recycled woven paper for men's wear; uniforms from the 1917 Russian Revolution and a sizable donation from Stanford University's Hoover Institution Archives featuring German, French, British and Russian items.

WEBSITE

The Museum enjoyed its highest traffic year ever with 1,388,575 pageviews, 556,075 visits and 425,406 unique visitors – all improvements of more than 20 percent compared to 2015. Additionally, the Museum set its record for the highest traffic week in history from Dec. 4-10 with 30,340 pageviews.

SOCIAL MEDIA

In 2016, the Museum increased its Facebook audience by 36 percent to 63,399, while increasing impressions by eight percent to 18,785,900. Twitter followers increased 55 percent to 23,067, while the 2,854,499 impressions recorded were a 17 percent increase from 2015. On Instagram, the Museum increased its followers by 115 percent to 1,564.

HOSTING EVENTS AND GROUPS

The Museum welcomed 30,222 guests in conjunction with hosting events and groups in 2016.

COLLECTIONS DATABASE

The Museum added 4,030 records to its searchable database in 2016, raising the total to nearly 30,000 records. During the year, more than 16,500 individuals from 105 countries viewed more than 205,000 pages within the online database.

COMMEMORATIVE OPPORTUNITIES

Individuals supported the Museum in a variety of ways, including contributing \$50,988 toward the Walk of Honor and Centennial Flag Program Presented by Edward Jones.



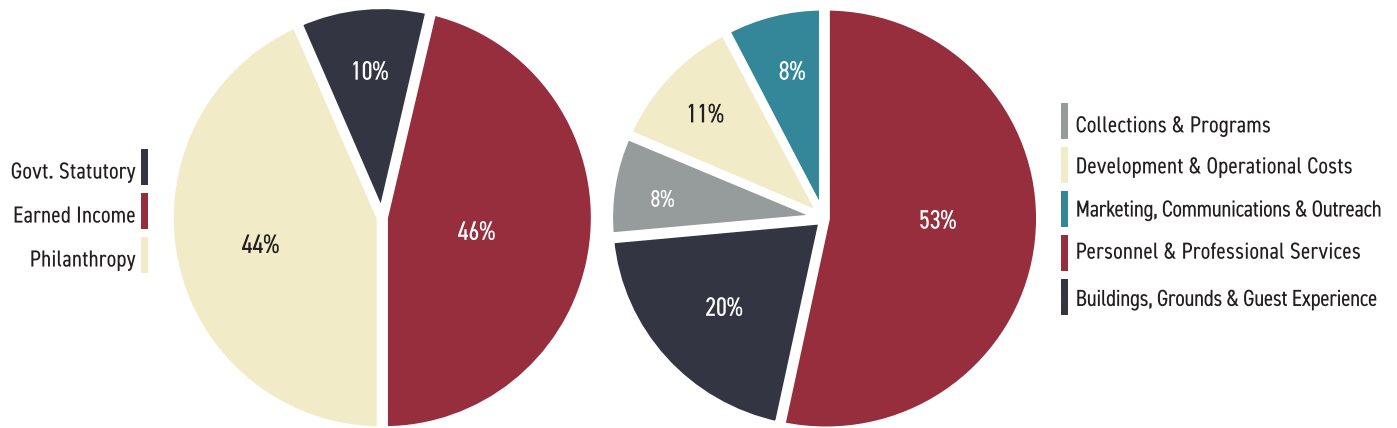
MUSEUM STORE

The Museum set its all-time record with \$660,892 in sales during the year – an increase of nearly 15 percent over 2015.

YOUR SUPPORT MADE THE DIFFERENCE

Financials

The National World War I Museum and Memorial is a large campus of beautiful parklands, world-class buildings and the world’s most comprehensive World War I collection. Without question, it’s an icon of Kansas City. Serving more than 500,000 people directly in 2016 plus hundreds of thousands more through the organization’s digital initiatives, the Museum’s reach is incredibly broad. In 2016, the Museum ended the year in the black. This is a result of stronger giving from donors, increased attendance and managing expenses.



WHERE THE MONEY COMES FROM

During 2016, 46 percent of income came from admissions, sales at the Museum store, Over There Café, events, space rental and other earned income such as investment earnings. Another 44 percent was given by generous donors – individuals, businesses and foundations who have a passion for missions that matter and chose to support the Museum. Through a partnership, Kansas City Parks and Recreation contributed 10 percent of the Museum’s income to manage the Museum, Memorial and grounds.

HOW YOUR SUPPORT IS USED

Much of the Museum’s income is used for delivering exceptional experiences to visitors. This includes: care of the grounds, upkeep of the facilities and guest amenities (20 percent); personnel and professional services (53 percent); expanding/caring for the collection and providing exceptional programming and events (8 percent); educating and informing the public about the Museum’s mission and events (8 percent); and development of new partnerships and operational costs (11 percent).

OUR PLEDGE TO YOU

Gifts of all sizes are needed to support the work of the Museum. With no federal funding, the Museum relies on members, supporters and corporate and foundation partners to invest in this mission to make a difference. The Museum promises to use your gift as intended to further advance its mission as America’s leading Museum and Memorial dedicated to interpreting, understanding and remembering the Great War and its enduring impact.

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