On November 17, 2017, Museum of the Bible opened its doors, inviting all to experience the Bible like never before! In our first year, one million people entered the museum through the Gutenberg Gates, absorbing the Bible’s history, experiencing its narratives and feeling its impact through exhibits, programs and initiatives. This Impact Report highlights the achievements of the museum’s first year of operation and the incredible responses we have received from guests from all over the world. We also share some exciting news from a new archaeological dig in Israel and give a taste of the worldwide impact of the museum!

I am thrilled to lead our wonderful staff as we invite millions more to engage with the Bible in the coming years. We are so thankful for your support of Museum of the Bible. Because of you, the museum will continue engaging people with one of the most beloved, controversial and influential books of all time, the Bible.

Sincerely,

Ken McKenzie
CEO, Museum of the Bible
ATTENDANCE

From November 17, 2017, to November 17, 2018, one million people visited Museum of the Bible!

By the Numbers:

- 1,000,000 guests to the museum
- Over 150 organizations, representing 57,000 individuals, held events at Museum of the Bible
- 164 performances in the World Stage Theater

Overall Ratings Based on Reviews:

4.7 Google  
4.5 Trip Advisor  
4.5 Yelp
Media impact in all areas of mass communication outlets (print, digital, social) is crucial to building awareness for the museum.

Museum of the Bible has been recognized as:

- Best New Attractions for 2017 (#4) / USA Today
- Best Renovation of 2017 / Washington Business Journal
- Spiritual Destination All Christians Should Visit (#6) / Crosswalk
- Reasons 2017 was a Great Year (#1) / Christian Post

*Over 350 media representatives confirmed onsite for Grand Opening events.*

Stories mentioning Museum of the Bible have been featured in over 2,000 different media outlets including:

- Today
- CBS This Morning
- Associated Press
- CNN
- Religion News Service
- C-SPAN
- USA Today
- Jerusalem Post
- NBC Nightly News
- PBS NewsHour
- Washington Post
- Fox News Sunday
- NPR
- Houston Chronicle
- Philanthropy Magazine
- Washington Business Journal

*Over 10 BILLION global media impressions*
Social Media:

Museum of the Bible has 1.2 million Facebook followers, surpassing other museums in Washington, D.C.

The museum’s Facebook following ranks among the top museums in the world just behind the Louvre, the Metropolitan Museum of Art, the Museum of Modern Art and the British Museum.

You can follow Museum of the Bible on all five major social media platforms.
IMPACT ON THE HUMAN HEART

Over the past year, we have heard from countless guests who have told unique and transformative stories regarding their visit to Museum of the Bible. Please enjoy their experiences in their own words.

“Whatever your faith background, this is a visit that simply will not disappoint. Of the many museums I have ever toured, this ranks right near the top. The stunning variety and interactivity of displays and artifacts, not to mention the depth of thought and feeling conveyed in them, will leave a distinct impression.”

-BEN, PENNSYLVANIA

“A great experience. The museum is a thorough insight into the historical details of the Bible. Spent a day-and-a-half perusing the six floors of the museum. Having a family membership was well worth it, enabling early admission, step ahead of the crowd. Very enjoyable, will return in the very near future.”

-JOY, ALABAMA
“In April of this year I had the pleasure of visiting the museum. During our visit we watched the screening of the New Testament. The reason I am writing to you is to explain my disbelief and appreciation. My daughter who was diagnosed with autism sat through the screening with her mouth wide open in awe. Since birth it has been very difficult to attend church with her. She cannot sit through a mass without stimming or screaming from her sensory issues. During your viewing, I watched my daughter for the first time in complete peace. Since then, she has been fascinated with Jesus.”

- NICOLE, NEW YORK

“A museum of biblical proportions.”

- ERIC, COLORADO

“Beautiful museum with appeal to many different audiences...secular and non-secular alike.”

- BAO ANH, MARYLAND
“We spent two days and should have added a third. The Smithsonian museums seemed tired and outdated compared to the innovative means of presenting the information Museum of the Bible used. The changing ceiling as you walk in, the elevators change inside to prepare you for the floor you pushed! The average person doesn’t realize the Bible’s influence on our culture. Don’t miss this on a trip to D.C.”

- JAMES, IDAHO

“I was very impressed with this museum, clearly underestimating the effort that went into creating a comprehensive, inclusive and dynamic experience. This museum is as good or better than most of the Smithsonian museums and National Galleries of Art in quality, subject matter and variety of presentation. The architecture, design of the spaces and variety of displays are state of the art.”

- JON, CALIFORNIA
MUSEUM OF THE BIBLE “PLAYS BALL” WITH THE WASHINGTON NATIONALS

In the spring of 2018, Museum of the Bible became the headline sponsor for the Washington National’s “Faith Day” as a way to show appreciation for the Washington, D.C., community and have a little summer fun with Major League Baseball fans. As a sponsor, Museum of the Bible had the opportunity to engage with the game attendees and personally invite them to visit the museum. The sponsorship also included an advertising rotation on the stadium’s jumbotron, which was seen by thousands of people during the 81 home games over the course of the 2018 season. Additionally, a 20 percent discount ticket coupon was available to all friends of the museum throughout the season.
Archaeologists sponsored by Museum of the Bible broke ground in 2017 in Tel Shimron. This joint project of Wheaton College and Tel Aviv University is the first archaeological dig at the site of this ancient city in northern Israel. Surprisingly the dig has gone beyond archaeological discoveries and impacted the diverse communities living adjacent to the site.

“When we met with the Israel Nature and Parks Authority, they were eager to work with us,” explains Daniel Master, the co-director of the archaeological site. “They connected us to the Jezreel Valley Regional Council who introduced us to community members in the towns of Timrat and Nahalal. These communities have embraced the project as their own.”

Prior to the arrival of volunteers to work on the site, members of the team hosted more than 450 local school children. “The Israeli community around Tel Shimron, both Jewish and Arab, wanted this excavation as much as we did,” said Master.

The people of the nearby Timrat generously donated two buildings within sight of Tel Shimron that will provide a secure location to store and study the findings from the dig efforts. These buildings will serve as an archaeological research facility for the Tel Shimron excavations for years to come.

The dig is designed to enable students from outside of Israel to participate. These young people are given the opportunity to work at a real dig site. “We’re finding as these kids get the dirt of Israel under their fingernails that they are becoming more engaged with the Bible,” explains Master.
IMPACT ON FAMILY

Since the opening, Museum of the Bible has received notes from families expressing their excitement about the museum. From the Courageous Pages Children’s Experience to the interactive technology and family-friendly activities, the museum strives to provide an opportunity for family members of all ages to engage with the Bible.

“I really like that they have a lot of interactivity and audio-visual exhibits to keep kids engaged and have a kid’s area and videos.”
- STEPHEN, VIRGINIA

“My son and I decided to use a free morning on our trip to D.C. to stop in at the museum and the visit greatly exceeded both of our expectations! My son is 11 and he really enjoyed the museum, great mix of areas for kids and adults alike. Recommend for families. We’re planning to go back and take his sisters!”
- ANDREW, GEORGIA

“Such a well-done museum; it was interactive and visually stunning. It was memorable and my 5-year-old can’t wait to go back. The Stories of the Bible floor was definitely the biggest hit!”
- CARISSA, MARYLAND
"This place was amazing. It made the Bible come alive. My boys are 11 years old and didn’t want to leave. Wish we could have had a whole day here."

- STACEY, MISSOURI
IMPACT ON LEARNING FOR ALL AGES

Museum of the Bible’s mission is to engage all people with the Bible. We accomplish this by sharing the history, narrative and impact of the Bible through a number of educational opportunities available to children, teens and adults.

SPEAKER SERIES RAMPS UP AT MUSEUM

Over 2,000 individuals attended one or more of the 12 Speaker Series events in the museum’s first year. Featured speakers included artist Makoto Fujimura, TV personality Kathie Lee Gifford and archaeologists and biblical scholars Drs. Carol and Eric Meyers as well as numerous highly respected scholars. Attendees have enjoyed the in-depth discussion of topics including the Bible and America’s Founders, the performance of the Bible in Renaissance Florence and discussions on religious freedom, the arts and creativity.

K-12 PROGRAM FULL LAUNCH

Following a successful pilot program in spring 2018, Museum of the Bible hosted several programs for students in kindergarten through the 12th grade. Program topics include Life in First-Century Nazareth, Archaeology and the Bible, Billy Graham and the Cold War and many more!

“This truly makes the Bible come alive and having a guide who can ask the kids questions and drive home all the points makes it such a unique learning experience!”

- Participant in Life in First-Century Nazareth Program

Top: Kathie Lee Gifford  |  Bottom: The Art of the Gospels by Makoto Fujimura
Museum of the Bible certainly had an exciting and busy first year! From our ribbon cutting and grand opening on November 17 and 18, 2017 guests engaged with the Bible through our permanent exhibitions, state-of-the-art attractions and an amazing slate of temporary exhibitions. *Amazing Grace The Musical* thrilled audiences with its compelling tale of a beloved hymn. Guests virtually flew over iconic monuments of the nation’s capital in Washington Revelations. And *Explore! A Virtual Reality Tour of the Lands of the Bible* opened in August offering guests an exciting tour of over 25 of the most famous biblical sites.

Our inaugural temporary exhibitions explored the Bible’s history and impact. *In the Valley of David and Goliath*, on loan from the Bible Lands Museum, Jerusalem, featured artifacts from an archaeological site in the Elah Valley, the site of David and Goliath’s showdown. *The Stations of the Cross* portrayed the last hours of Jesus’s life, through the magnificent work of Gib Singleton. Rare Jewish books from the collections of important libraries were highlighted in *Amsterdam: A City of Jewish Books*. *Christmas Illuminated* highlighted the Christmas story as depicted in rare illuminated manuscripts from the Bavarian State Library. *The Art of the Gospels* showcased
the work of Makoto Fujimura, as he revisited the legacy of illumination and explored the Bible as a source of creative inspiration. *The Living Dead* surveyed themes from the book of Ecclesiastes through artworks spanning from the 16th to the 18th centuries. *Amazing Grace: How Sweet the Sound* traced how John Newton’s famous hymn, “Amazing Grace” reached depths far beyond any Newton would have imagined.

Museum of the Bible also hosted *Jerusalem and Rome: Cultures in Context from the First Century CE*, from the Institute of Archaeology of the Hebrew University of Jerusalem. *Noblewomen and the Bible: Seven Stories from the House of Stolberg* introduced seven women from one of Germany’s oldest dynasties. *Sacred Drama* was the first exhibition of its kind in the United States and explored how theatrical performances of the Bible were used to shape future citizens of Renaissance Florence. *Billy Graham: Pilgrim Preacher*, in partnership with the Billy Graham Library, followed the career and biblical engagement of the famous evangelist. *Lost and Found: The Return of Manuscript 18* told the story of how Museum of the Bible-sponsored research led to the discovery that a manuscript in its collection had been stolen from the University of Athens. Our last exhibition of our first year was *The Wiedmann Bible*, the world’s longest illustrated Bible featuring 3,333 stunning images.

It has been an amazing first year for Museum of the Bible! And our excitement continues to grow as we look forward to all we can accomplish in 2019.
2018 FINANCES

Museum of the Bible  Fiscal Year: July 1, 2017 - June 30, 2018
Audited financial statements are available upon request.

USES OF INCOME
$142 Million

- $58 million  Program expenses
- $14 million  Management and general expenses
- $9 million  Fundraising expenses
- $3 million  Publications and curriculum
- $55 million  Construction in progress and other capital asset purchases
- $3 million  Other balance sheet changes
JOIN US
Support the mission of inviting all people to engage with the Bible by donating to Museum of the Bible. Join us and your donation will have a direct impact on museum guests and people all over the world as we help them connect and engage with the history, narrative and impact of the Bible!

museumofthebible.org/support
(866) 430-MOTB (6682)
WE INVITE ALL PEOPLE to engage WITH THE BIBLE

museumoftheBible.org