

Vesterheim Facts

- **MISSION:** Building community and creating experiences inspired by Norwegian-American stories and folk art.
- **MUSEUM BUILDING HOURS:** May 1 through October 31, open daily from 9:00 a.m. to 5:00 p.m. November 1 through April 30, open daily from 10:00 a.m. to 4:00 p.m. Closed New Year's Day, Easter, Thanksgiving, and Christmas.
- **ADMISSION FEES:** Adults: \$12, Children ages 7-18: \$5, and Seniors 65+: \$10. Group rates are available.
- **COLLECTIONS:** 33,000 artifacts; 11,000 books; 14,000 archival photographs and documents.
- **EXHIBITIONS:** Vesterheim tells the story of Norwegians in America throughout core exhibitions that showcase all types of artifacts, from the very humble to the very elaborate – including folk art, fine art, silverwork, furnishings, and tools. The museum also has gallery spaces for changing exhibitions onsite and a number of traveling exhibits that are available for loan to other organizations. The website vesterheim.org features online exhibitions and a Virtual Gallery with close-up images of pieces from the collection.
- **FOLK ART SCHOOL:** Since 1967, Vesterheim has offered onsite classes in rosemaling, woodworking, metalworking, textile arts, food, language, heritage, and more. There have been 95 visiting instructors from Norway and over 150 American instructors. In 2020, the school added online classes, and continues to offer over 200 programs each year, both onsite and online, with students from all 50 states, Washington D.C., the territory of Puerto Rico; and 21 countries. Vesterheim also offers a folk art instructor apprentice program.
- **EDUCATIONAL PROGRAMS:** Vesterheim hosts tours and programs for hundreds of students (from pre-school through college) each year as part of school curriculum or after-school programs.
- **MUSEUM STORE:** Vesterheim's store offers a wide selection of Scandinavian items and folk-art supplies.
- **DIGITAL:** Over 140,000 people from over 100 countries visit vesterheim.org each year, including people from every state in the U.S. and every Canadian province. Vesterheim's social media channels reach over 400,000 people around the world. Vesterheim has active accounts on Facebook, Instagram, YouTube, and Pinterest.
- **TOURS TO NORWAY:** For over 50 years, Vesterheim has offered tours to Norway, now scheduling 2 to 3 different trips each year focused on history and folk art.
- **ANNUAL EVENTS:** *Syttende Mai* (Norwegian Constitution Day) on May 17; Nordic Fest the last full weekend in July; and Norwegian Christmas the first Saturday in December. Plus many onsite and online programs throughout the year.
- **OUTREACH:** Staff assistance to about 300 people annually who request help on the identification and care of artifacts; frequent public programs by staff; publications including *Vesterheim* magazine, books, and educational materials.
- **GOVERNANCE:** A Board of Trustees from around the country, with H.M. King Harald V of Norway as Honorary Chair.
- **STAFF AND VOLUNTEERS:** 48 staff members; over 200 volunteers (guides, office assistants, etc.) contributing over 1,750 hours of service per year.
- **FINANCIAL:** Operates on an annual budget of approximately \$3,000,000. For figures showing Vesterheim's endowment, assets, and investments, visit vesterheim.org/about.
- **VISITATION:** Averages 14,000 visitors per year from 50 states and 35 countries; 70% are from more than 60 miles outside Decorah; almost half are of non-Scandinavian backgrounds.
- **MEMBERSHIP:** Around 5,000 households from all 50 states and 9 countries. The full-color magazine, *Vesterheim*, is sent to all members twice a year; the *Rosemaling Letter* is sent to approximately 750 members three times a year.
- **CAMPUS:** A one-acre site that includes the museum's Main Building; Heritage Park of 12 historic structures; Vesterheim Commons, an event center and collection viewing space; a collections study center housing 9,000 artifacts; an education center; a store; and an administrative building.
- **ACCREDITATION:** Accredited by American Alliance of Museums; honorary member Association of Norwegian Museums of Art and Culture.
- **ECONOMIC IMPACT:** Over \$5 million to the Decorah area.