

ANNUAL REPORT

TWO THOUSAND TWENTY THREE

Dear Friends,

As we embark on a new chapter in our journey, I am filled with gratitude for your unwavering support of the North American Bison Discovery Center (formerly the National Buffalo Museum).

Transition isn't always easy, but it presents an opportunity to grow and reimagine what's possible. With your commitment and our community's energy, we are embarking on a transformative journey of rebranding and expanded outreach.

Our master plan was crafted with the needs and aspirations of our community in mind, and as we have begun to execute it, we are blazing a new trail. Your optimism and interest in our growth and development inspired us. The resulting plan reflects countless conversations, insights gleaned from our stakeholders, and a deep understanding of the unique fabric of our community.

The master planning process underscored the value of member engagement. We realize that one way to continue to engage you as members is to make your membership more valuable, enriching your experience with us in meaningful ways. Through thoughtful collaboration and strategic partnerships, we aim to expand our impact, reaching new audiences and enriching the lives of even more individuals. Whether it's through educational workshops, cultural events, or immersive experiences with bison, our goal is to create opportunities for meaningful interactions and lifelong learning.

Diversification and stabilization of funding sources is vital to achieving our goals. While charitable gaming has been a significant support, we need to exercise care not to rely too much on this revenue stream, as doing so is not sustainable long term. Because the intent of charitable gaming is to help a nonprofit supplement its primary purpose, charitable gaming is not meant to serve as primary operating support. As such, we are committed to exploring

alternative avenues for funding to ensure the long-term viability and success of our mission.

But our journey is not just about fundraising; it's about fostering a culture of belonging and participation. I invite you to join us in this endeavor, to lend your time, talents, and passion to our cause as a volunteer. Together, we can make a difference, one hour at a time. Please reach out if you are interested in joining our growing herd.

As a 501(c)(3) nonprofit organization, we are fueled by a shared love for bison and a dedication to their restoration through education. Our small but mighty team works tirelessly to expand our reach. With your help, we can empower them to create innovative programs and unforgettable events that bring joy and inspiration to our community.

Your input, ideas, and support are invaluable as we strive toward our shared vision of a vibrant and thriving community bound together to celebrate the bison and advocate for its ongoing restoration.

Thank you for your steadfast support and friendship. Together, let's craft the next chapter of our narrative—one brimming with hope, resilience, and limitless possibilities.

With gratitude and warmest wishes,

Ilana

P.S. Have you checked out our exciting new member program? If not, turn to page 7 to learn more about it!

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It has been a busy year for the North American Bison Discovery Center (NABDC), formerly known as the National Buffalo Museum. Our board of directors and staff have been working tirelessly to establish a plan to guide our efforts going forward, and I believe we have developed a comprehensive roadmap for the future of this remarkable organization.

We commenced the final stages of the planning process at this time last year. The board met weekly for several weeks to accomplish this monumental task, and it was during our October 2023 board meeting that we approved the master plan. I want to express my gratitude to the board of directors and our exceptional staff for maintaining focus on our objectives and persevering. Additionally, the board has committed to monitoring the progress of the plan on a monthly basis.

We also took steps to formalize our longstanding relationship with the National Buffalo Foundation (NBF). The Center has exhibited NBF's Buffalo Hall of Fame for many years, and began working with them to develop a set of expectations and responsibilities to help guide our ongoing partnership.

In alignment with our master plan, the board has established standing committees to support the ongoing operations of the organization. In addition to our Executive/Finance Committee, the following committees are now in place: Governance, Nomination, and Advancement. Furthermore, we developed a matrix to streamline our decision-making processes, aiding all team members in understanding their roles within the organization's framework.

Finally, I would like to take this opportunity to acknowledge our Executive Director for her dedication to the NABDC. Through her tireless efforts and unwavering commitment, this organization has flourished. I have witnessed the challenges she has faced throughout this year, and I commend her for her passion for the NABDC.

Thank you, Ilana Xinos, for your invaluable contribution to the NABDC. Sincerely,

Judson Seaman President, Board of Directors

BOARD MEMBERS AND STAFF

BOARD MEMBERS

Judson Seaman, President Owner, Quality Auction Services Rapid City, SD

Paul Olson, Vice President Provost, University of Jamestown Jamestown, ND

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Jen Graves Owner, JG Bison Sheridan, WY

Ken Klemm President, National Bison Association Powell, WY

FULL TIME STAFF

Executive Director: Ilana Xinos

Visitor Services & Store Manager: Pat Taylor

Visitor Services Specialist: Joan Foley

PART TIME STAFF

Visitor Services Representatives: **Emily Ackerman** Ivy Cordell Kaylee Hehr

Collections Assistant: Erin Boese

Museum Assistant: Isabel Vaca

Savannah Williamson

Charitable Gaming Dispensing Device Runner:

John Flhard Josh Friebel

Herd Management Staff:

Kyle McLean Wes Newton



INCOME WHERE THE MONEY CAME FROM







BECOMING THE NABDC

Bison have played an important role in shaping the cultural, ecological, and economic landscape of our nation. The North American Bison Discovery Center aims to showcase the rich history and the enduring legacy of bison restoration, from its historical roots to its modern-day significance in sustainable agriculture and ongoing conservation efforts. The Center will be a valuable educational resource and a unique attraction for visitors of all ages and backgrounds.

The Center's Unique Value Proposition

The Center's exhibits will explore the profound significance of bison restoration, delving into the past, present, and future of restoration efforts, highlighting their ecological, cultural, and economic importance.

Global Community Engagement

The Center will invite the public to join a thriving global community passionate about preserving North American bison and supporting responsible ranching. Through live webinars, interactive forums, and virtual events, you'll connect with experts, enthusiasts, and ranchers from around the world, fostering a united commitment to safeguarding these iconic creatures and their habitats.

Immersive & Interactive Experiences

The Center offers a cutting-edge virtual journey, allowing visitors worldwide to immerse themselves in the captivating world of North American bison restoration. Through innovative technology, you'll witness the bison's remarkable resurgence and the vital role of ranching, all from the comfort of your home.

In Depth Educational Insight

Delve deep into the intricacies of bison restoration and ranching through our expertly curated collection of digital exhibits. Unearth the historical, ecological, and cultural significance of bison while gaining a comprehensive understanding of sustainable ranching practices, empowering visitors to become advocates for bison.

All Membership Levels include:

- Free admission
- 10% off in our Discovery Center and Online Stores
- Admit-One Passes to share with friends
- E-newsletters
- Early-bird invitations to virtual programs
- A special members-only gift

Live outside of North Dakota?

All memberships include North American Reciprocal Museum Association benefits providing members access to over 1,100 museums in North America.

Please visit our website to learn about corporate opportunities.

Regular Membership

All new or renewing donors at the \$65 level or up will receive the following member benefits (a \$100 value):

- Free admission for two adults and children under 18 living in the same household.
- Two guest passes to the NABDC.
- 10% discount on NABDC Shop purchases.
- Advance notice of Center programs, and invitations to member only experiences and events, both virtual and in Jamestown.
- Free admission to museums in the North American Reciprocal Museums (NARM) program. You can view the list of museums at https://narmassociation.org/members/.
- A set of notecards with original bison artwork.

Steward Membership

All new and renewing members at the \$300 level or up (either annually or \$25 per month) will be a Steward of the NABDC. In addition to the regular member benefits listed above, members in this category receive the following.

- Your name will appear on our website and in the annual report.
- You will adopt a bison in our herd and will receive a photo of the animal, an exclusive bison gift, and receive advance alerts when NABDC streams live from our pasture.
- A private (virtual or in Jamestown) curator's tour of the museum.



Special thanks to our high-impact donors!

Bank Forward
Diana Robles
Durham Ranch, John Flocchini
Larry & Judi Birger
Lux Concrete, Rod & Tish Lux
Mosquito Park Enterprises, Rod &
Lynette Sather
Sandy & Taylor Barnes

Thank you to the following supporters for joining our herd and being part of this journey!

777 Ranch, Mimi Hillenbrand Aaron Riebe & Sheila Dolan Adam Ulbricht Adams Natural Meats, Mary Adams Alan & Genny Lindberg Amber Dawn Bison, Tim & Pam Schieber Amy Eudy Andrew & Michelle Thompson Ann N. Prackaila Arnold W. Grossman Art Todd & Barb Lang Ashley & Adam Gehlhar Austin Thompson Back Forty Bison, John & Rebecca Roller Back In Time Bison Ranch, LLC, John & Cindy Gedritis

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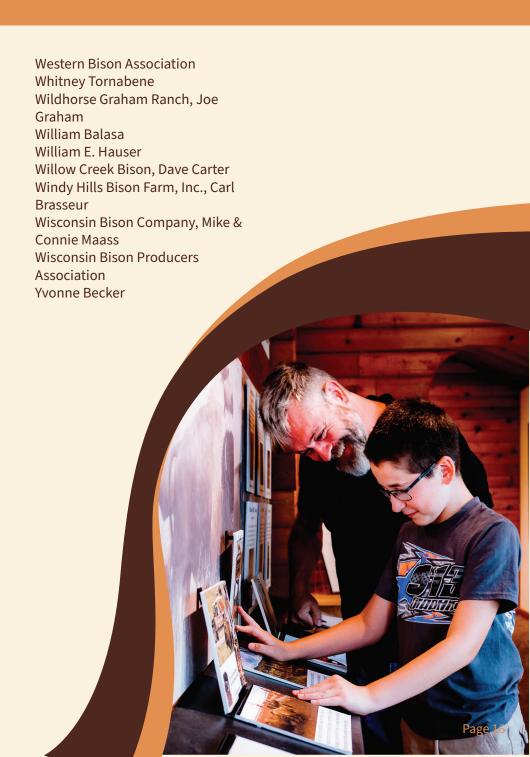
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Stone





REVENUE	
Charitable Gaming Proceeds	. \$985,370
Museum Store (Sales, Purchase discounts)	. \$143,206
Museum (Admission, Educational programs,	
Membership, Penny machine & ATM machine)	\$89,388
Bison Herd	\$15,511
Investments	\$49,118
Support (Grants, Contributions, Fundraising)	\$39,460

TOTAL REVENUE\$1,322,053

EXPENSES

Charitable Gaming	\$575,287
Museum Store	\$80,801
Museum	\$418,682
Bison Herd	\$17,183
Support	\$1,044
TOTAL EXPENSES	\$1,092,997

ASSETS

Current Assets	
Checking/Savings	\$450,217
Investments	\$417,010
Accounts Receivable	\$828
Museum Store Inventory	\$76,241
Undeposited Funds	
Total Current Assets	
Fixed Assets	\$478,164
Total Fixed Assets	
TOTAL ASSETS	
LIABILITIES & EQUITY	
LIABILITIES	
Accounts Payable	\$20.706
Credit Cards	
Other Current Liabilities	
TOTAL LIABILITIES	
	4 10,001
EQUITY	
Opening Balance Equity	\$750.954
Permanent Restricted Net Assets	\$1 906
Unrestricted Net Assets	
Net Income	
TOTAL EQUITY	
IOIAL EQUITION	31,300,233

TOTAL LIABILITIES & EQUITY......\$1,425,272



bisoncenter.org 701-252-8648

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