



MOAS

MUSEUM OF ARTS & SCIENCES
In Association with the Smithsonian Institution

2020 ANNUAL REPORT

FROM THE EXECUTIVE DIRECTOR



DEAR FRIENDS,

It will come as no surprise to anyone that 2020 was a year like no other. We were faced and continue to be faced with trials and tribulations that will forever shape our futures as we deal with the very real possibility that the normal we all once knew will never fully return.

At the beginning of March 2020, it became obvious that the worldwide issues with COVID-19 were impacting us here in the United States as well, and there were particular concerns about hosting large group gatherings. We quickly moved to postpone any Museum events in March and April of 2020. As advice from the state of Florida was continuing to rapidly change we continued to adjust our plans to adapt until on March 17, 2020 we announced that the MOAS campus would be closing to the public until further notice.

We understood that it was vital for the Museum to stay connected to our members and our community during the closure, continuing to provide a resource that offered fun, entertaining, and educational content to be enjoyed while at home.

One of the first videos that we produced and released on our social media channels was a Sky Tonight video, presented by our Curator of Astronomy, Seth Mayo, which offered the chance to experience our most popular planetarium show remotely. To this day we still produce and release this video every Monday at 10:00am on our social media channels. It has become an online program that is very much looked forward to and has developed a group of very enthusiastic viewers.

During a time when we were all asked to stay closed to home, we did not want the

exploration of our world to stop. We started to create free content to take our community on virtual journeys led by our Senior Curator of Education and History, Zach Zacharias. He traveled all over Volusia County, visiting the site of the historic Florida Bar Lighthouse, the Old Dixie Highway, and Scott Springs in Ocala to produce videos taking viewers to some lesser-known historic sites in our own backyard.

It was inspirational to see the ways our staff got creative to help provide engaging content for our members and followers on social media. Our Director of Community Relations, Kristen Alford, took us on a virtual trip to her beloved New Orleans as we enjoyed a step-by-step tutorial to make authentic beignets. This video proved so popular that Kristen ended up creating a whole series of bake-along videos that we called the MOAS Summer Baking Series. She taught us how to whip up soft pretzels, mixed berry pie, shark attack cupcakes, and even a dirt cake complete with gummy worms!

Our desire to continue to cultivate creativity was not confined to the kitchen. Education Associate, Nicole Messervy has a craft video for every occasion. We celebrated Cino de Mayo by making party pinata poppers and crafted 3D fish, a bee hotel, pinhole cameras, t-shirt tote bags, and so much more.

We knew that our members and visitors were missing exploring the Museum, so we continued to bring the Museum to their homes. We created a two-part tour of The World of Frida exhibit that we knew many people throughout the community were looking forward to seeing in person but never had the chance once we had to close our doors. We walked you through the inside of the Silver Holly Train Car in the Root Family Museum, strolling through the various

bedrooms, living areas, and the upstairs observation deck that most people do not get the chance to see up close. We learned about various fossils that are a part of the Museum's collection, talked about paintings on display at the Cici and Hyatt Brown Museum of Art, and even brought to you several of our favorite spots within the Museum to enjoy a few story times for our younger followers.

During the span of two months when the Museum was closed, we produced almost 100 videos and over 600 social media posts that reached over 350,000 people.

Following guidance from the state of Florida, we reopened our doors on May 18, 2020 after two months of remaining closed. Handwashing stations are now clearly marked and hand sanitation dispensers have been placed throughout the entire museum. We also recognize how truly blessed we are and that after all of our recent construction projects, we had built two Museums that were about as perfect as they could be to safely practice social distancing while visiting. Between the wide and open exhibit and galley spaces, the doorless entry ways, and the easy to sanitize surfaces, we remain confident that being at the Museum is a safe way to spend the day.

As 2020 comes to a close things continue to change and evolve daily. We are so fortunate to be open to the public and to have large, open public spaces to provide our visitors with a safe environment to enjoy the Museum's exhibits. No matter what the future holds, we will continue to adapt, making lemonade from lemons, while cultivating curiosity, inspiring, and promoting lifelong learning in art, science, and history.



COLLECTIONS

During the 2020 calendar year the Museum accessioned 24 items into the collection. One significant piece was a Timucuan vessel (2020.04.001) donated by Roger Beall. The vessel was found by his father Jesse in a sand pit in Enterprise in the late 1960s. The pot was dated by the University of Florida at Gainesville to have been made 2000 B.C.

A fun piece that was donated was a sewing machine (2020.03.001) made by the American Sewing Machine Company in 1876 and decorated with an eagle, U.S. shield, and trophy of arms to celebrate the American Centennial. This decoration is not normally seen on these machines. It was donated by Debbie Smith of DeLand.

EXHIBITS AND PUBLIC PROGRAMS

The Museum's exhibit and public program started off strong in 2020 and was shaping up to be an outstanding year. An exhibit on loan from the Smithsonian Institution opened towards the end of January called *Billie Holiday at Sugar Hill: Photographs by Jerry Dantzig*. This beautiful photo exhibit offered a vivid and intimate photographic portrait of one of the 20th century's most iconic musical figures: the consummate jazz and blues singer Billie Holiday (1915-1959).

In January we also hosted our annual Asbury Short Film Concert which was a sold out event in only its second year at MOAS.

During the month of February we celebrated International Day of Women and Girls in Science with lectures by several expert female scientific speakers and presentors from various disciplines including Dame Jocelyn Bell Burnell, a groundbreaking British astronomer.

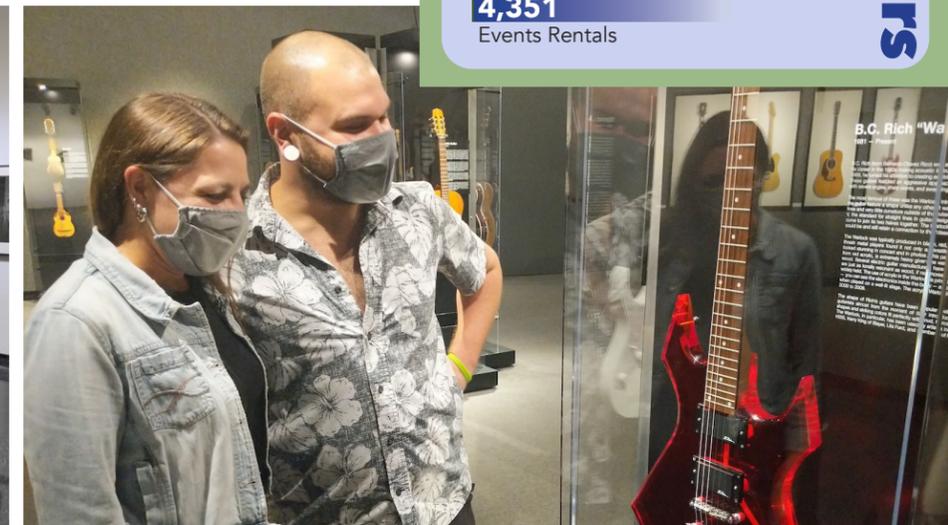
Towards the end of February we opened *The World of Frida* exhibit, on loan from the Bedford Gallery, at the Leshar Center for the Arts. This exhibited celebrated the culture, style, and persona of visionary painter Frida

Kahlo with over 100 works in all types of media by various contemporary artists.

In March when we closed to the public due to COVID-19, we aimed to still allow the public to experience these exhibits, only virtually. We filmed walk-throughs of the *Billie Holiday* and *The World of Frida* exhibits as we still were unsure of when we would be reopening to the public. Once we reopened in May, we were fortunate to be able to keep the *Billie Holiday* exhibit open into August, but sadly *The World of Frida* exhibit had to continue on to its next scheduled location.

In the fall of 2020, we started to slowly bring back small in person programs in concert with virtual programs and lectures.

We welcomed the *Medieval to Metal: The Art & Evolution of The GUITAR* exhibit in September which explored all aspects of the world's most popular instrument including the artistry, history, design, and cultural influence. We arranged socially distanced tour times for our Museum members and filmed several video tours and lectures highlighting several styles of guitar on display.



2020 Attendance and Outreach

- 52,776**
Annual visitation
- 113**
Summer Learning Institute participants
- 7,456.50**
Hours donated by volunteers
- 145,527**
Website Views
- 443**
Public Lectures and Gallery Tours, Adult Lifelong Learning
- 363**
Adult Group Tours
- 3,122**
Special Events, Family Days, Enrichment Programs, Open Houses
- 1,926**
School Field Trips/Tours
- 2,017**
Outreach
- 4,351**
Events Rentals

Impact by Numbers

INCOME: \$6,807,564

1) Federal, state, local and foundation grants	\$127,493	2%
2) Individual contributions*	\$972,593	14%
3) Corporate contributions	\$188,519	3%
4) In-kind contributions	\$280,093	4%
5) Benefits and fundraisers	\$27,397	1%
6) Membership, admissions and programs	\$321,694	5%
7) Investment income	\$4,637,555	67%
8) Other revenue (store, publications, rentals, etc.)	\$252,220	4%
	\$6,807,564	100%

EXPENSES: \$2,871,994

A) Exhibits and educational programs	\$1,441,817	50%
B) Gamble Place operations	\$31,735	1%
C) Marketing and Development	\$545,986	18%
D) Management and general services	\$517,697	17%
E) Museum store and retail inventory, supplies	\$288,762	10%
F) Guild Expenses	\$105,997	4%
	\$2,871,994	100%

**In addition to revenues from individual donors, major sponsors, appeals and other stable annual giving programs, endowment pledges were received for the new MOAS Endowment campaign.*

