



MOIAS

MUSEUM OF ARTS & SCIENCES
In Association with the Smithsonian Institution

2015-16 ANNUAL REPORT

FROM THE EXECUTIVE DIRECTOR



DEAR FRIENDS,

The fiscal 2015-2016 year began with the conclusion of one of the Museum's largest construction projects to date. The highly anticipated opening of the West Wing occurred in October 2015 and was the last phase in a multi-phase construction project that also included the Planetarium. The work that went into reimagining this beautiful new section of the Museum was very much behind closed doors. In comparison to the Cici and Hyatt Brown Museum of Art, which was a very public project that rose from the ground on the side of Nova Road, the West Wing was tucked in the back of the MOAS campus, hidden away behind a temporary wall. If you did not know any better, you would not have been able to guess that the beautiful contemporary space that we all enjoy now was tirelessly being worked through 18 months of construction.

The completion of the West Wing meant that it was the first time since 2009 that the entire Museum had been open for visitation. The new wing also meant that all of our collections could finally return to permanent

homes, opening up a myriad of locations for temporary exhibits.

The Root Family Museum celebrated the 100 year anniversary of the original design of the iconic Coca-Cola bottle on November 16, 2015. The bottle was added to the Museum's collection and can now be found front and center in a newly designed wall of bottles. The original bottle is one of only two of its kind in the world, and the only one that is currently on display. We are very proud to have such an important piece of American history for visitors to enjoy right here in Daytona Beach.

Since the opening of the new Planetarium back in 2014, attendance has increased dramatically. Through the use of elevated technology, the Museum has been able to present shows on a variety of different subject matters including dark matter, constellations, and various planets. The installation of a new laser projector in December 2015 has only contributed to the increase in the attendance of our Second Saturday Laser Rock Concerts. With newly engineered red, green, and blue laser diodes, laser shows can be enjoyed with much more vibrant colors and spectacular clarity. The addition of the new projector

also brought with it several new laser shows including Laser Pop and Laser County.

The Cici and Hyatt Brown Museum of Art celebrated its first anniversary in February 2016 with over 23,000 guests visiting throughout the first year of operation. It was also announced that within a year's time we had met the initial goal of \$15 million dollars raised to support the Museum's annual operation and maintenance costs.

The Museum has gone through a great deal of internal growth and change throughout the past fiscal year. Perhaps one of the biggest changes has been the introduction of many new staff members to the MOAS team. With the debut of Chief Curator and Gary R. Libby Curator of Art, Ruth Grim; Director of Development, Stephanie Mason-Teague; and Director of Sales & Special Events, Alex Middleton, a core portion of the Museum's staff has changed. The energy of our new staff members has revitalized the team and has been an integral component of continuing to propel the Museum forward in growth.

An area of focus this fiscal year has been the Museum's five year strategic plan. With the help of focus groups made up of core Museum constituents like employees, board members, museum members, and members of the community, we were able to compile information based on a series of questions that were presented. The information gathered will be used to help dictate the next five years of how the Museum will work and the areas that will receive an increase or decrease in focus. The strategic plan is an important component in continuing to change and grow internally and externally to be the Museum that our constituents want us, and need us, to be.

We look forward to another prosperous year as we continue to share our love of art, science, and history with the community. ■

GRANTS & DEVELOPMENT

The Cici and Hyatt Brown Museum of Art has enjoyed one full year of visitors. In December 2015, the Museum Courtyard was dedicated with the Florida Hospital naming sponsorship, and the Education Room was dedicated with the Consolidated Tomoka naming sponsorship. In March 2016, the Conference Room was dedicated with the Chris and Charlie Lydecker naming sponsorship. In July 2016, Mr. Thomas Zane pledged a Special Exhibit Gallery naming rights sponsorship and the name of himself and his late wife. Including the gallery naming sponsorships by the France Family, A. Worley Brown and Family, and the many individuals and organizations that donated to the fund, the Museum is happy to announce that it has met its goal of \$15 million for the Brown Museum Endowment campaign. The endowment will ensure the ongoing operation of the new facility for generations to come and includes funding support of long-term capital improvement and major replacement needs for the facility.

Each year the Museum's Major Sponsors Program provides significant support for the daily operations of the Museum. In 2015-2016, over 35 individuals and corporations generously donated to the program. Other important programs included the Summer Learning Institute children's programs, fundraisers like the annual Passport to Polynesia gala, and special events such as the very popular Smithsonian Jazz Masterworks Orchestra concert, membership in the Renaissance Society, the Museum's endowments, and its planned and match giving programs are other significant programs that received financial support from the community.

MOAS is grateful to the Museum Guild, its community of volunteers, and the continued partnership with the GE Volunteers for the many hours of service received last year. More than 200 individuals donated over 14,000 hours to MOAS. The donated hours of service

represent thousands of dollars in funding support for the Museum that allow it to offer a personal experience to visitors.

County and State funding make up another important funding source for the Museum. MOAS was awarded a \$73,388 Volusia County Community Cultural Grant to support the Museum's general operations for the 2015-2016 fiscal year. The Museum also received \$72,679 in operating support from the State of Florida Division of Cultural Resources General Program Support Grant. These funds, which the Museum applies for annually, support in part many of its key artistic, technical, and administrative staff positions as well as marketing of its exhibitions and programs. Over the years, the Volusia County Community Cultural Grant and the State of Florida Division of Cultural Resources Grant have been crucial to the Museum's continued growth and overall success. Thanks in part to the approval of \$400,000 in Volusia County ECHO Grant funds, MOAS continues the Guest Services Expansion project to renovate the existing Lobby to better serve its visitors.

All of these important funding and giving initiatives are vital to the Museum's sustainability. We thank the community for its generosity which allows us to continue to provide a world-class museum experience. ■



COLLECTIONS

During the 2015-2016 fiscal year, the Museum accessioned 465 objects into its collection. The most significant donations included a gift of Florida paintings from Cici and Hyatt Brown. Some of these paintings are currently on display at the Cici and Hyatt Brown Museum of Arts. Another significant donation was a 16th century olive jar. The olive jar was found locally around 40 years ago at a construction site in Ormond Beach and is a very rare find.

This fiscal year we also welcomed the new Chief Curator and Gary R. Libby Curator of Art, Ruth Grim. She will be responsible for management and oversight of the Museum's curatorial department, including the production, installation and development of the Museum collections and temporary exhibits brought in for display. ■

2015 - 2016 Attendance & Outreach

- 78,021**
Annual visitation
- 510**
Summer Learning Institute participants
- 14,408**
Hours donated by volunteers
- 130,031**
Website Views
- 1,227**
Public Lectures and Gallery Tours, Adult Lifelong Learning
- 690**
Adult Group Tours
- 8,297**
Special Events, Family Days, Enrichment Programs, Open Houses
- 8,796**
School Field Trips/Tours
- 35**
Preschool Children's Hands-On Programs
- 2,466**
Outreach
- 5,845**
Events Rentals

Impact by Numbers

EXHIBITS AND PUBLIC PROGRAMS

The Museum offers a variety of public programs through both the Education and Curatorial Departments that range from children and family classes and events, to adult education lectures, tours, and events.

Over 75,000 visitors enjoyed the Museum's variety of permanent exhibitions throughout the year as well as changing exhibits including *Midway: Portrait of a Daytona Beach Neighborhood*, which focused on the photography of Gordon Parks that captured life at Bethune-Cookman College, as well as a Daytona Beach neighborhood that was known as Midway. Two new exhibits themed around the art and history of Florida were exhibited

within the Cici and Hyatt Brown Museum of Art and focused on underlying themes of women painting in Florida, and the Seminole tribe and the Florida Everglades.

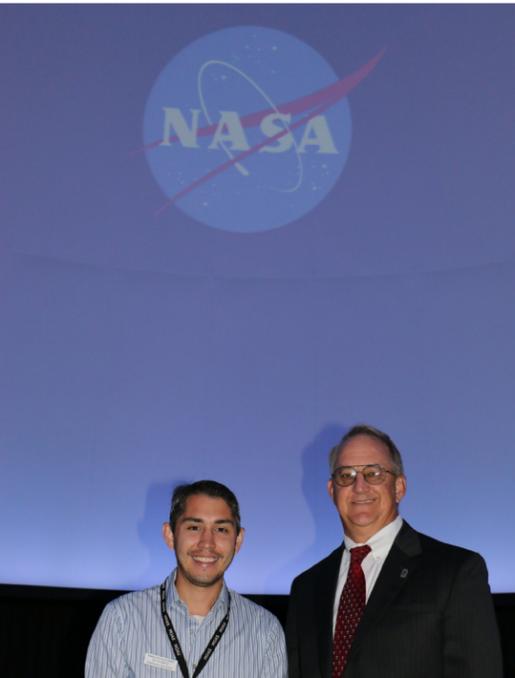
The opening of the new West Wing in October 2015 was a milestone for the Museum as it marked the first time since 2009 that the entire Museum had been open for visitation. The new wing also meant that all of our collections could return to their permanent homes, opening up many new locations for temporary exhibitions. The Cuban Museum, the Gillespy Gallery containing sub-Saharan African artifacts, the Marzullo Gallery showcasing a collection of weaponry from around the world, the Prehistory of Florida Gallery, home to the Giant Ground Sloth skeleton, and the Karshan Center of Graphic Art, a temporary exhibit gallery all reside within the newly constructed West Wing.

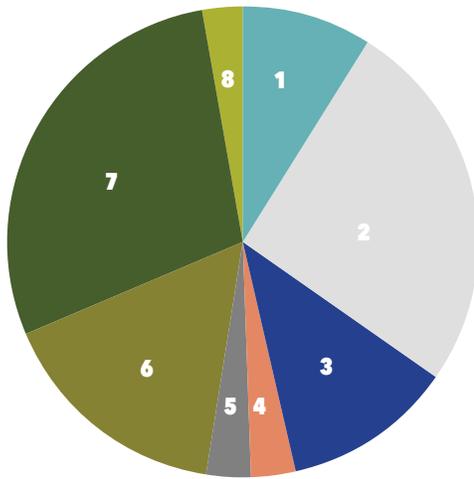
Signature events and programs such as MOAS History Con, LEGO® Day, MOAS Space Day, Family Craft Day, Natural History Day, and the introduction of Family Art Classes have become popular events for families to attend. Adult program including the popular Porch Talk's at Gamble Place, the Lunch and Learn series, the Afternoon with Florida History program, and Meet Me in the Gallery lectures and tours are an important component to the Education Department's mission and are successful in showcasing the details of the temporary and permanent exhibits that are found within the Museum.

The Summer Learning Institute, one of the Museum's longest running educational programs, has continued to grow and thrive this year with over 500 students in attendance in the 32 different classes offered, including our first satellite location in DeLand. This year

also marked the return of our summer camp travel program after a 10 year absence. The week-long outreach class brought students to the visit the Marine Science Center, as well as Washington Oaks State Park, Ponce Inlet, Green Springs, and Canaveral National Seashore.

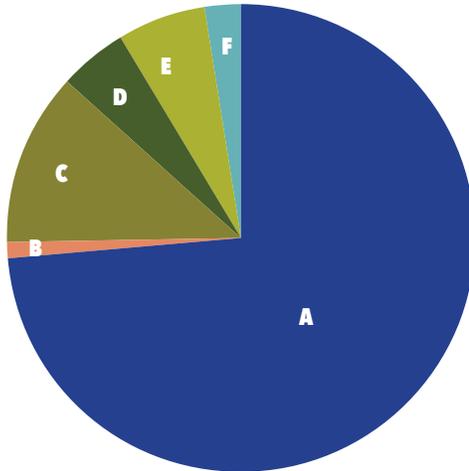
School field trips and outreach programs continue to remain a large part of the Education Department. During the school year, the Museum hosts and average of 8,200 school children that participate in live planetarium shows, interactive stage shows, the Children's Museum, gallery tours, and nature tours. The school outreach program has provided the Education Department with the opportunity to extend their reach to out in the community where they exhibit hands-on science stations and the portable planetarium after-hours at local and regional schools. ■





INCOME: \$4,893,142

1) Federal, state, local and foundation grants	\$156,853	9%
1b) Volusia County ECHO *	\$282,589	
2) Individual contributions**	\$1,270,408	26%
3) Corporate contributions	\$567,158	11%
4) In-kind contributions	\$150,375	3%
5) Benefits and fundraisers	\$153,865	3%
6) Membership, admissions and programs	\$776,284	16%
7) Investment income	\$1,402,264	29%
8) Other revenue (store, publications, rentals, etc.)	\$133,346	3%
	\$4,893,142	100%



EXPENSES: \$4,223,117

A) Exhibits and educational programs	\$3,112,742	73%
B) Gamble Place operations	\$51,002	1%
C) Marketing and Development	\$504,871	12%
D) Management and general services	\$191,805	5%
E) Museum store and retail inventory, supplies	\$266,592	7%
F) Guild Expenses	\$96,105	2%
	\$4,223,117	100%

**This year, the Museum received funds from the completed West Wing Reconstruction Project, which was funded by in part by Volusia County ECHO grant dollars, as well as funds for the Guest Services Lobby project which began in 2016 and will be completed in 2017.*

***In addition to revenues from individual donors, major sponsors, appeals and other stable annual giving programs, endowment pledges for the Cici and Hyatt Brown Museum of Art that were made in 2014-2015 continue to be fulfilled.*

