

**MOIAS**

MUSEUM OF ARTS & SCIENCES

**2013-2014**

# annual report

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NIKKI MASTANDO, Mastando Media

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# executive director report



MOAS Executive Director, Andrew Sandall, with members of the Smithsonian Jazz Masterworks Orchestra at our 4th Annual Septembers with the Smithsonian concert.

When looking back over the past year it is hard not to concentrate on the first two major projects that opened to the public in 2014. For most of my tenure as Executive Director of the Museum we have been under construction with large sections of the building closed to the public, so being able to finally share our hard work and efforts with our visitors has made this past year a memorable one.

The project to rebuild our damaged West Wing, funded by FEMA Division of Emergency Management, the Volusia County Echo Program and the Museum, was split into two projects. The first saw the original Planetarium moved from the rear of the building to its new location right between the Root Auditorium and Train Station. Thinking back on the project meetings that preceded the actual construction work, I remember the many discussions regarding the best position of the Planetarium, with suggestions ranging from making it a stand-alone building in the existing parking lot, to pushing it onto the back of the auditorium and even adding it onto the end of the new West Wing at the rear of the building again. Where it finally ended up seems a natural fit, filling in an existing grass-covered gap between spaces that just sat with no real use or plan for development. In reality it was a real 'lightbulb' moment in the planning meeting when, using building plans and tracing paper, we realized the diameter of the dome we would be adding would fit

perfectly into that space while giving us room for a new lobby and entrance.

Opening to the public in August, the Planetarium was an instant hit with visitors. Although we kept many details of the project under wraps, including the amazing new technology we had been adding to revolutionize the shows and programs, the first preview shows generated nothing but positive comments. Most attendees were quick to point out that they had no idea what a big difference there would be. The new technology allowed us to present shows we could never dream about holding in our old facility. Visitors could now pick from over 30 presentations a week – more than double the amount we were offering before.

Immediately next door to the new Planetarium we were working on another project that has dramatically transformed the Museum. Very generously funded by the Root Family we were fully enclosing and air conditioning the Root Train Station to turn the space into a dedicated railroad exhibit within the Root Family Museum. Working closely with family members, we were able to make this a much more welcoming space and one that was safe and secure for our collections to come out of storage and be on display for the public to see, in many cases for the first time. It also created a much better environment for the magnificent 'Hiawatha' and 'Silver Holly' railcars, which were painstakingly restored as part of the project.

Of course this year also saw a very visible project moving forward as the Cici and Hyatt Brown Museum of Art continued to grow and reach its final stages of completion. The "topping off ceremony", where the final beam was put in place and the building's skeletal frame was deemed complete, ended the first construction phase and saw the new Museum starting to take the appearance that is now a familiar sight to anyone driving past on Nova Road.

The work we have been undertaking this year has meant that much of our site has been under construction and inaccessible to visitors, but is laying down the foundation for a bright future and a truly modern museum experience. Once completed we will have undertaken a near \$25 million program of rebuilding and expansion that will have resulted in around 60,000 square feet either renovated or added to our campus in a five year period. This work is vital for our future as the largest multi-disciplinary museum in the state. We now have new temporary exhibit galleries which allow us to bring collections out from storage on a more regular basis while also allowing us to host traveling exhibits showcasing objects and stories from across the world. All of these spaces have been designed to be easily transformed into high quality special event spaces of all sizes, providing rental locations for community groups and organizations to use while bringing in crucial income to allow us to continue our mission-based work.

It is only through the support of our members, sponsors and donors that we are able to continue this work and maintain the reputation of the Museum of Arts & Sciences as a true cultural gem. By focusing on our local community and its needs, we strongly believe that the work we are currently undertaking will cement our position as one of the finest museums in the southeast and one that Daytona Beach and Volusia County can be proud of.

- Andrew Sandall,  
MOAS Executive Director

# Board of Trustees Report

It has been an honor and a privilege to have served as President of the Museum's Board of Trustees for one of Florida's most distinguished institutions.

It was a very exciting year at the Museum of Arts & Sciences. We are sincerely appreciative of the support of our members, sponsors, and donors. We, the Museum, continue to ensure their contributions are used wisely.

This past fiscal 2013-2014 year we have overseen the beginning of the complete rebuild of the flood damaged West Wing and have ensured that all exhibits have a proper place during the construction phase. In addition, we had a very successful Passport to Japan fundraising party, a farewell to the West Wing "Leave Your Mark" party, and our new state-of-the-art Planetarium opened. We also began a Planned Giving program with a brochure titled, "What Is Your Legacy?" which has brought us many good comments and successes thus far.

While some projects came to completion, we are also looking to the future and the opening of another showpiece on the Museum's campus. The Cici and Hyatt Brown Museum of Art, an extraordinary facility with a Cracker-style architecture which is due to open in February 2015.

The past years have been challenging for all non-profit institutions. The Museum Trustees have worked diligently and have given generously of their time, talent, and resources. Of course, a special thank you goes to the volunteers who have always been an integral part of our daily activities and events.

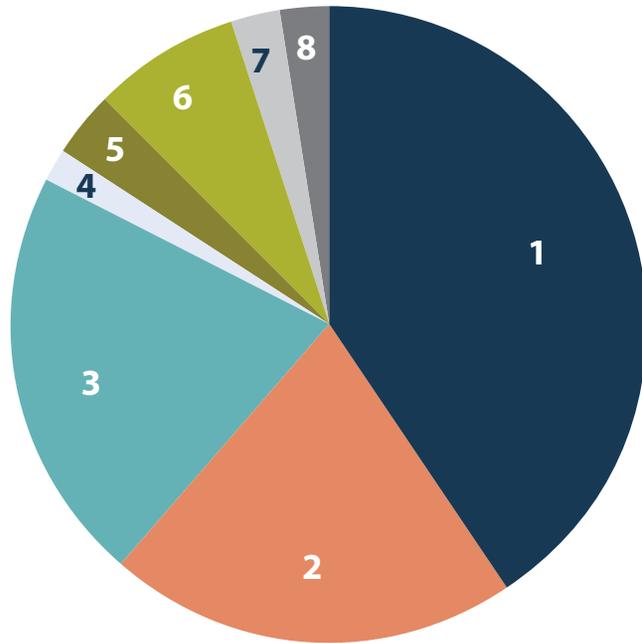
Our Museum is indeed a unique organization and we have a strong commitment to the community. As we look to the future, the Board of Trustees is committed to the development of new partnerships that will continue to drive the Museum's mission forward. Each member of the board is committed to his or her role to the governance of this institution and ensuring its continued dedication to art, science, and history for many years to come.

I thank each of you for your support of the Museum for its past, present, and future and express my sincere gratitude for the continued support of our Board of Trustees.

- Carol Lively-Platig,  
Board of Trustees, President

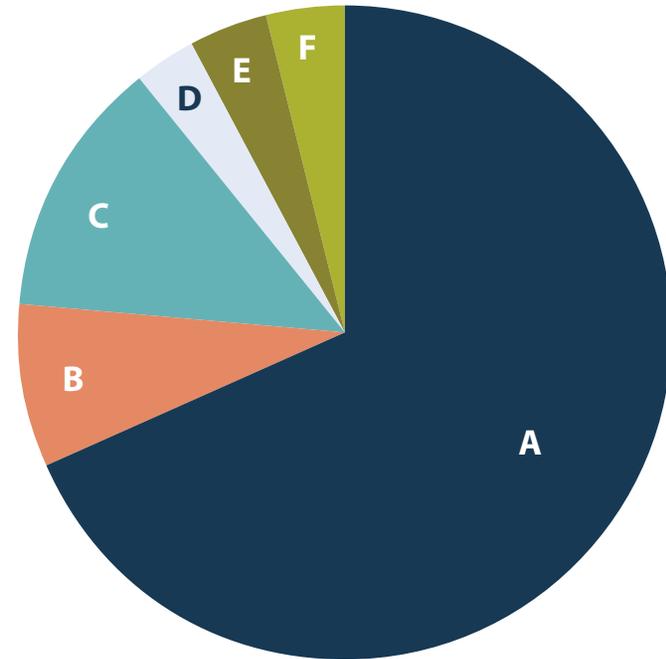
# fiscal year 2013-2014 operating summary

Income: \$5,701,247



1) Federal, state, local and foundation grants	\$2,317,561	41%
2) Individual contributions	1,188,499	21%
3) Corporate contributions	1,208,985	21%
4) In-kind contributions	89,355	2%
5) Benefits and fundraisers	187,024	3%
6) Membership, admissions and programs	431,779	7%
7) Investment income	149,838	3%
8) Other revenue (store, publications, rentals, etc.)	128,206	2%
	<u>\$5,701,247</u>	<u>100%</u>

Expenses: \$2,571,583



A) Exhibits and educational programs	\$1,760,107	68%
B) Dow Museum and Gamble Place operations	209,535	8%
C) Marketing and development	329,647	13%
D) Management and general services	75,153	3%
E) Museum store and catering inventory, supplies	101,686	4%
F) Guild expenses	95,455	4%
	<u>\$2,571,583</u>	<u>100%</u>

# exhibitions



*Wilderness*, K. Harrington, 20th century, oil and collage on canvas

The 2013-2014 fiscal year brought with it many changes to the MOAS campus and more temporary relocations for several of its collections. With the West Wing under construction, a handful of collections were given new homes. The Cuban Foundation Museum was moved to the Ford Gallery and the African artifacts were moved to the North Wing corridor. Although traveling exhibit space was limited, the Museum still presented some beautiful work to be enjoyed by visitors.

This year, MOAS collaborated with the Orange County Regional History Center, Orlando, as well as with outstanding and generous collectors. The Museum displayed many works from the Cici and Hyatt Brown collection as a preview to what will reside in the new Cici and Hyatt Brown Museum of Art.

## A Treasury of Indian Miniature Paintings

Mar. 18 – Oct. 31, 2013

This was an important display from the MOAS collection of academic works of

book and scroll illustrations from early India and even earlier Persia.

## Highwaymen: African-American Folk Artists of Florida

Sept. 6 – Nov. 10, 2013

Richly evocative and expressive landscapes prized as part of the history of Florida's landscape painting as well as for their recordings of Florida's once pristine lands. This exhibition included artworks from the MOAS Collection and works on loan from the Orange County Regional History Center.

## Women in Art

Apr. 1, 2013 – Feb. 9, 2014

Artworks were selected from the collection of Cici and Hyatt Brown. They highlighted a little-known aspect of the breadth of this collection with rare scenes of Florida life by women artists whose sensitivity to the colors and forms of nature breathed new life into the distant past. This was the first in the Museum's series of preview exhibitions highlighting the Cici and Hyatt Brown collection.

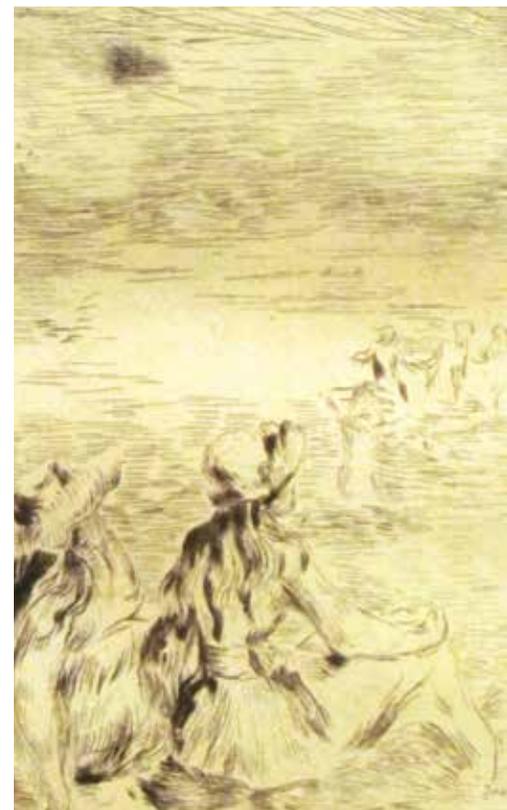


## Napoleon: Empire and Heritage

Nov. 16, 2013 – Mar. 9, 2014

Coming to power in 1799 as First Consul of France, Napoleon molded his new regime

on the glories of ancient Rome, using its symbolism to propagate this power; some of his most influential achievements were in the decorative arts. This exhibition was filled with reference to the period through a plethora of *objets d'art*



*Sur la Plage*, A Berneval, Pierre Auguste Renoir, 20th century, Etching

and images that speak to us of the classical world.

## Great Impressions: The Intaglio Process

Nov. 15, 2013 – Mar. 9, 2014

This fascinating exhibition of printed material from the MOAS Collection contained a wide range of representative examples from the 17th through 20th centuries; their ideological concepts and artistry captured on handmade paper and expressed through etching, wood and metal engraving. Artists included Rembrandt, Piranesi, Audubon, Hogarth, Manet, Renoir and Dali, the enfant terrible of surrealism.



Live green brain coral (*Goniastrea* sp.), under water. James Nicholson, NOAA/NOS/NCCOS Center for Coastal Environmental Health & Biomolecular Research, Fort Johnson Marine Lab, Charleston, SC, USA. Fifth Prize, 2011 Olympus BioScapes Digital Imaging Competition®

### Olympus BioScapes

Feb. – May 2014

A dynamic program designed to honor the world's most exciting, beautiful and significant life science images, as captured through light microscopes. These fascinating photos tell important stories that shed light on the living universe, showing the intimate structures and dynamic processes of life in ways we cannot ordinarily see.

### Images of Historic St. Augustine

Feb. 15 – Sept. 16, 2014

Images of Historic St. Augustine was the second of the Museum's series of preview exhibits for the new Cici and Hyatt Brown Museum of Art. This exhibit focused on the different ways that artists represented America's oldest city.

### Contemporary Paintings from the MOAS Collection

Fall 2014 – Spring 2015

A fascinating yet little known grouping of contemporary art in a variety of sizes and media from the MOAS collection. Artists include Antoinette Slick, Hiram Williams and James Rosenquist as well as David Swoyer, whose study in mixed media on paper is both a serious and delightful fantasy.

During this fiscal year, and in conjunction with these exhibitions and with reference to the collections, the curatorial division presented workshops on the arts, decorative arts, and social history to 1,900 members of the community, including college students.

## 2013-14 EVENTS

October 26, 2013  
**Night of the Paranormal**  
Attendance - 165

December 10, 2013  
**Annual Meeting, Dinner and Awards Presentation**  
Attendance - 85

January 18, 2014  
**Family Art Festival Day**  
Attendance - 210

March 22, 2014  
**Passport to Japan**  
Attendance - 158

April 11, 2014  
**Leave Your Mark on the West Wing Party**  
Attendance - 150

April 26, 2014  
**MOAS Member Appreciation Day**  
Attendance - 25

August 21, 2014  
**MOAS Planetarium Opening Renaissance Society Reception**  
Attendance - 90

September 20, 2014  
**Florida Natural History Family Festival**  
Attendance - 349

September 26, 2014  
**Septembers with the Smithsonian, Renaissance Society Reception with Smithsonian Jazz Masterworks Orchestra (SJMO)**  
Attendance - 64

September 27, 2014  
**Septembers with the Smithsonian, Smithsonian Jazz Masterworks Orchestra Saturday Matinée Concert**  
Attendance - 68

September 27, 2014  
**Septembers with the Smithsonian, Smithsonian Jazz Masterworks Orchestra Concert**  
Attendance - 206

Left: MOAS President Carol Lively Platig and Executive Director Andrew Sandall, Passport to Japan; Top Right: Yoshiko Carlton on Japanese Koto, Passport to Japan; Bottom Right: Bonsai Demonstration by Schleys Bonsai and Supplies, Passport to Japan



# grants & development



Rendering of the new Cici and Hyatt Brown Museum of Art at the Museum of Arts & Sciences.

This year, MOAS experienced the tangible realization of several longtime dreams coming true as four concurrent construction projects and dynamic programs brought new life to the growing Museum campus, thanks to the generosity of longtime friends and the heartfelt support of our wonderful community.

Since the auspicious groundbreaking event on Nova Road in May of 2013, the remainder of the year and the whole of 2014 were defined by the dramatic rising of the Museum's newest and grandest expansion in recent years – the 26,000 square foot **Cici and Hyatt Brown Museum of Art**. The new facility, made possible by a generous gift of \$14 million

by Cici and Hyatt Brown, opened in early 2015 and now will house a collection of 2,600 works of Florida art, which are being donated by the Browns over the next few years. It is the most extensive collection of its kind known anywhere in the world.

The new Museum will include a large, permanent lobby gallery with a mezzanine, which showcases the collection's signature pieces, along with six smaller changing galleries, conference and education rooms, a café with outdoor seating and a gift shop. Conference rooms and meeting and event spaces are also available to the public for rental. A new **Brown Museum Endowment** has been established to ensure the ongoing operation of the new Museum for generations to come.

Sponsored by a generous \$1.2 million donation from the Root Family, the Museum undertook the enclosure of the previously open-air train station along with the restoration of the historic Silver Holly and Hiawatha railcars, which are part of the **Root Family Museum**. Original artifacts are now displayed in context with the railcars and can be enjoyed by visitors whatever the weather. The reinterpretation of the space gives new insight into the lives of the Root Family as early American industrialists.

The Museum has also been hard at work this year overseeing the implementation of **West Wing Reconstruction** grant funds, namely a FEMA Flood Mitigation Grant of \$4,379,816 awarded at the end of 2011-2012 fiscal year, and a \$1,600,000 Volusia County ECHO Grant that was awarded in 2010. In August of 2013, the Museum broke ground on the long-awaited reconstruction of the badly damaged West Wing after the flood of 2009. In August of 2014, the first phase of the reconstruction came to an end as we opened our new state-of-the-art Planetarium, which has been extremely well received with four times the visitation compared to the old planetarium. Reconstruction of the remaining original West Wing is well underway and is scheduled to reopen in fall/winter 2015.

Alongside these exciting capital expansion projects, new Museum programs have also been in development. **PNC Bank** awarded MOAS a \$20,000 grant through PNC Foundation's Grow Up Great Initiative in support of a new hands-on children's exhibition, "We've Got Rhythm! Instruments from Around the World." The exhibit, designed for our youngest visitors from toddlers to age 5, will open in the Summer of 2015 in the Museum's Early Learning Center of the Williams Children's Museum.

The Museum received - for the third year in a row - a **VISIT FLORIDA Small Business Grant**. MOAS was awarded \$5,000 in marketing funds to assist in promoting its annual Septembers with the Smithsonian education series to a much broader Central Florida market. Through these VISIT FLORIDA funds over three years, the Museum has been able to extend its advertising reach and procure additional newspaper, cable TV, radio and online advertising. With the assistance of these grants, our Septembers with the Smithsonian events featuring the Smithsonian Jazz Masterworks Orchestra have seen record-breaking sellouts.

MOAS is grateful for its continuing partnership with the **GE Volunteers Foundation**, which through its Florida Atlantic Coast Chapter, secured \$3,500 this year to assist with ongoing exhibit design and construction in the Museum's Charles and Linda Williams Children's Wing. These funds together with funding and support from other community business partners will be used to create fun and exciting hands-on exhibits for visitors of all ages.

MOAS was awarded an \$80,580 **Volusia County Community Cultural Grant** to support the Museum's general operations for the 2013-2014 fiscal year. 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 has been crucial to the Museum's continued growth and overall success. The Museum also received \$34,828 in operating support from the **State of Florida Division of Cultural Resources General Program Support Grant**.

# gifts

MOAS would like to extend a special thanks to the many individuals, organizations and businesses who contributed to capital expansion initiatives, endowment campaigns, annual appeals and program sponsorships, and donated valuable services this fiscal year.

## Donations of \$15,000 and Up

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Ms. Susan Wright  
Ms. Lola K. Yellen  
Ms. Marie E. Yost  
Mr. and Mrs. Zach Zacharias  
Dr. John Zak & Dr. Kathleen Doughney

In addition to these donations, MOAS would also like to thank all those who supported the Museum through a general membership, by contributing to the collections, and by attending our programs, special events and fundraisers. Any questions or inquiries related to contributions should be directed to Jessi Smith in the development office at 386-255-0285 or [jessi@moas.org](mailto:jessi@moas.org).

# building and grounds



## Museum of Arts and Sciences

The Garden Club of the Halifax Country continues their efforts in maintaining the Museum's sensory garden and flower beds with an array of colors, smells and textures to enhance the beauty of our natural surroundings. Their care and hard work help make the garden welcoming for all visitors.

The Kim A. Klancke, M.D., and Marsha L. Klancke Environmental Educational Complex is routinely cleared of debris to ensure the safety of all our visitors.

The Abraham and Dorothy Frischer Sculpture Garden located on the south side of the Museum is maintained regularly. School groups enjoy this area as an educational component to their visit and as a location to gather for lunch or breakout sessions.

Inside the Museum, routine maintenance

and inspections of all air-conditioning and heating systems throughout the Museum's 100,000 square feet have been completed and recorded for the fiscal year ending September 30, 2014.

The new Planetarium opened August 2014. This new state-of-the-art facility is housed in a beautifully designed building that offers another point of entry to the Museum, perfect for after-hours special events. With 94 new seats, improved wheelchair accessibility and a sophisticated 40 ft. diameter dome structure and sound system, the entire planetarium experience has been changed for visitors as they engage in the wonders of the universe. The new Planetarium features a brand new OmniStar digital projector and a custom wide-angled circular lens known as a 'fisheye'. The combination of these two features displays the solar system in a whole new light and allows us to bring a new dimension to the already popular

shows. The new building is equipped with new air-conditioning and heating systems and energy efficient and cost effective LED lighting.

The West Wing construction project broke ground in April 2014 and continues to progress towards its projected opening of Fall 2015. The new West Wing will be equipped with new air-conditioning and heating systems as well as energy efficient and cost effective LED lighting throughout.



## Gamble Place

In the 2013-2014 fiscal year, Cracker Creek took over the process of booking tours at Gamble Place and the days open were scaled back to Fridays and Saturdays. Internal maintenance and restoration of the homes is maintained by the Museum. The curatorial team continues to uphold the historic pieces within the homes while

maintaining and preserving the buildings' historical integrity and aesthetic appeal. Scheduled programming and lectures have continued to result in increased visitor and community participation.

The grounds and nature trail are cleared of debris on a rotating schedule. Building maintenance is routinely done to provide a pleasant and safe environment for all our visitors.



## Dow Museum of Historic Houses

To ensure the safety and preservation of the property, bricks and walkways are cleaned and maintained regularly. General maintenance of the homes is regular for the preservation and production of the homes themselves and the artifacts found within. The Dow Museum of Historic Houses was sold in November 2014.

## RENTALS

Over 600 attendees attending 7 events were welcomed to the Museum through its rental program. The Museum offers space in Root Hall and the Auditorium as well as in the Tusawilla Preserve and the lobby area for corporations, non-profits, organizations and individuals to host meetings and special events.

Root Auditorium offers seating for 266, a 620 square foot stage and audio/visual equipment for concerts, performances and presentations. The Museum's catering kitchen includes warming ovens, dishwashers, refrigeration, ice machine and prep area.

# educational programming



*Radiology Exhibit, Charles and Linda Williams Children's Museum*

**Education programs abound for all interests at the Museum of Arts & Sciences. Science, history, and art are just some of the subjects that are explored. MOAS has developed programs to fit community needs ranging from public and private schools, church groups, adult education, homeschoolers, and underserved children. The Education Department has developed and maintained programs that enhance understanding of the Museum's vast collections.**

## **Tours**

Tours have always been an important part of the Education Departments program. School groups can choose between an array of programs from gallery tours, planetarium shows, stage shows and hands-on classes. This past year, school groups came from five different counties, allowing us to serve just over 7,000 students from all age levels. Adult tours are also an important component of the Museum's education function. Senior groups, travel clubs, church organizations, and many others visited the Museum for customized tour packages. In 2014, over 2,100 adults toured the Museum exhibits with docents or a curator.

## **Partnerships**

Truly, one of the Education Department's greatest partnerships for the last 10

years has been with the General Electric (GE) Volunteers under the leadership of Jim Kotas. Their dedication and commitment to the Museum and science education is indescribable. Last year they acquired a \$15,000 grant for the Children's Museum exhibits through the GE international grant program. In addition, GE Volunteers have been invaluable in repairing and maintaining the Children's Museum exhibits. They have also helped to maintain, repair and construct outreach exhibits for our Family Science Night program.

The Smithsonian Affiliate program under the direction of Alma Douglas from the Smithsonian Institution has been an invaluable partner providing speakers, curriculum support, and exhibit support. The Education Department also maintains other support partnerships with many area schools such as Burns Science Tech Charter School, Turie T. Small, and many others.



## **Children's Museum**

The Children's Museum is an important component in the tour package offered to tour groups and regular visitors as well. This year the Education Department oversaw renovations to various parts of the Children's Museum. New carpeting was installed in certain areas as well as renovations to the walls which had carpeting removed and were remodeled.

Several new exhibits were installed including a bee exhibit funded by the Halifax River Country Garden Club. Also installed was an exhibit demonstrating erosion, a computer exhibit illustrating the art of drawing portraits and finally an exhibit that demonstrates Bernoulli's principal.

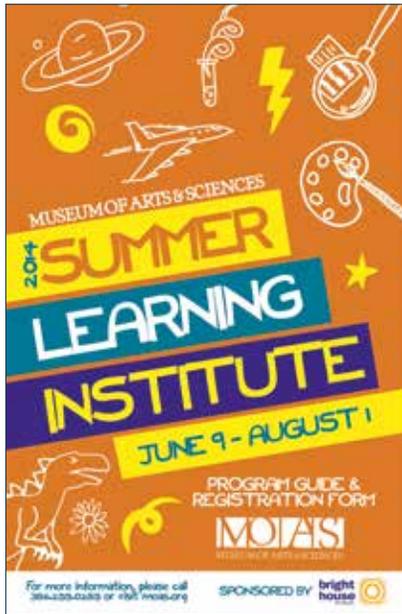
Other important exhibits underwent extensive renovation. Radiology Associates contributed funds for renovations to their radiology exhibit. This included new touch screen computers and improving the radiology dark room. Other donated funds provided new carpet for the interactive pizza exhibit. PNC Bank donated money through a grant to create a new exhibit based on music and rhythm designed for our youngest audience of preschoolers.

## **Outreach**

The Education Department had a banner year in outreach to the public. The Museum's Family Science Nights continued to be the most popular program. This year we served over 22 different schools both private and public. These paid outreach programs generate approximately \$445.00 in revenue per visit. Science outreach programs allow us to educate approximately 4,000 students and families members. Other outreach programs include approximately 20 adult history programs on various topics which are presented to Rotary clubs, senior groups, and other clubs and organizations. Outreach has always been an important community function and has allowed us to reach approximately 5,200 students and family members.

## **Special Programs**

The Education Department has continued to provide special



educational programming on various museum topics. One of the Museum's most successful events has been the annual Natural History Festival tied to the Museum's September with the Smithsonian Program. Held on the third Saturday of September, the Museum showcases its natural history collection of fossils, mollusks, minerals, and many other specimens. The event features guest speakers and other displays from local natural history clubs like the Florida Fossil Hunters Club from Orlando. This club sets up temporary displays showcasing hundreds of Florida fossils specimens for the public to learn about. The 2014 Natural History Festival featured keynote speaker Craig Saffoe, Curator of Great Cats from the Smithsonian Zoo. The 2014 festival attracted over 350 visitors to the event.

Afternoon with Florida History has been a popular quarterly event featuring a wide variety of Florida history topics from the

Civil War in Florida to the local history of Beach Street. This popular program features local history re-enactor Joseph Vetter and many other local historians. Last year the four quarterly adult programs reached over 350 visitors.

Night of the Paranormal has been a long standing event with the Museum. Last year's spooky event featured speakers and vendors from all over Central Florida. Topics included UFO's, ghost hunters, psychics and skeptics as well. Award winning author of *Weird Florida*, Charlie Carlson hosted the event and has been a key person in the annual events success. This year's 2014 Night of the Paranormal saw just over 150 visitors.

### Summer Camp (SLI)

The summer camp or Summer Learning Institute is the Education Department's largest and most profitable program. The 2014 program featured over 35 classes focusing on art, science and history for children ages 4-13 years old. During the 2014 Summer Learning Institute the Museum saw a near record with 513 students attending classes. More than half the classes were filled to capacity, like *Lego King*, *Claymation Movie Making*, *Time Traveler*, *Digging Dinosaurs*, and many others. Donors such as Bright House Networks, Florida Power and Light, Daytona Beach Kennel Club, Stuart L. Sixma, First V.P. Wealth Management Morgan Stanley Wealth Management and Thomas J. Yuschok, M.D. Radiology Associates Imaging Centers contributed to scholarships. These important monetary contributions amounted in over 35 scholarships to children in need, allowing them to attend the Summer Learning Institute at free or a reduced cost.

*For the last 42 years, generations of audience members have been immersed in the wonders of the Universe through the MOAS Planetarium. This unique and "stellar" facility has been an essential part of MOAS, helping to underscore the term "science," in the Museum of Arts & Sciences name. On March 30th, 2014, the Museum closed one chapter with the final show in its existing planetarium and began a new chapter with construction of an elite new astronomy facility.*

The Museum of Arts & Sciences opened its new state-of-the-art Planetarium to the public on Saturday, August 23, 2014. Powered by the cutting edge OmniStar digital projector, the planetarium features new live interactive show programming, full-dome HD movies and an extended schedule.

The Planetarium's new projector not only displays a beautiful and realistic night sky, but also enables the Museum to explore the entire Universe and keep

up-to-date on the most current research taking place from just one fisheye lens – a far cry from the Planetarium's early days. A SkyLase projector continues our laser music shows on the second Saturday of each month. A new 40-foot dome made of perforated aluminum significantly improves sound and visual quality and can be enjoyed from comfortable new seating.

The Planetarium construction was made possible by FEMA funding and a generous Volusia County ECHO grant, obtained subsequent to 2009 flooding. Located between the Root Auditorium and the Train Station in the Root Family Museum, the new facility provides a waiting/exhibit area for the Planetarium as well as an accessible entrance from inside and outside the building.



# marketing and public relations



The Museum of Arts & Sciences continues to take advantage of the countless communication tools that are at its fingertips and continues to look for creative ways to market messaging to the communities it serves. These include traditional media, such as print, radio, cable and outdoor as well as emerging media such as interactive, mobile and social. The Museum chooses the best and most cost efficient and effective tools to convey messages to targeted communities – including, but not limited to members, sponsors and patrons, visitors and potential visitors – which include local residents and in-state and out-of-state visitors, schools and more.

## MOAS Publications

The MOAS website ([www.moas.org](http://www.moas.org)) is the most far-reaching and widely used communication tool that can reach diverse audiences throughout multiple markets. The website is used by visitors to learn about upcoming exhibits, calendar events

and museum information. Although website visits for the Museum are down this year at 97,258 visits – a ten percent drop over last year, visits to the Museum website have increased tremendously throughout several channels. Mobile traffic saw a steady increase to 29,075 from 23,678 the previous period. Google organic search is one of the greatest sources of generating website traffic. This year was no exception with an increase to 47,270 visits, as opposed to the next resource, which is directly by typing the url – this generated 21,168 visits. Google Adwords, sponsored by Google Grants, generated 4,042 visits with 144,824 impressions. These search terms and ads are managed by the MOAS Marketing and Public Relations Department. Other search engines, such as Bing, AOL, Yahoo, the Daytona Beach Area Convention and Visitors Bureau website, and Facebook all ranked in the top 15 in the number of visitors driven to [www.moas.org](http://www.moas.org). Facebook traffic to the website increased tremendously with 744 visits over previous year's 71 visits.

Arts & Sciences magazine is a key communication tool that is sent to all MOAS members and is distributed at the Museum, select resorts and the Daytona Beach Area Convention & Visitors Bureau. Over 6,000 copies of the publication are distributed quarterly. This year, a

variety of new advertisers as well as yearly advertisers, were included in the publication. This helps to supplement the production and distribution costs.

The Museum of Arts & Sciences eNewsletter is sent out to over 9,500 subscribers each month. Over the past year the number of subscribers has increased by 5% with an average open rate of 26.9% and an average click rate of 8% - consistent with the previous year.

Each year, MOAS produces a number of collateral pieces to promote the Museum, membership and sponsorship opportunities. The Major Sponsor brochure, for example, helps generate participants in the program and is produced annually. The Marketing and Public Relations department also creates invitations and programs for all Museum sponsored events as well as promotional signage to be used in the Museum lobby, on [www.moas.org](http://www.moas.org) and on social media sites.

## Advertising and Press

Advertising and press, both locally and regionally, are vital to generate awareness, interest and visits. Both are important to overall growth in each coming year.

Two forms of communications are used in complementary and supplementary ways to ensure the most effective mix. Exhibition and event-focused messaging performs the best and garners the strongest results. New and exciting events and exhibits on the MOAS campus contribute to the greatest amount of press and continued interest. Two examples of this include the opening of the new state-of-the-art Planetarium and the 4th Annual Septembers with the Smithsonian. The opening of the new Planetarium contributed a lot of media interest including the Daytona Beach News-Journal, the Hometown News, and WNDB, a local news radio station. The Planetarium continues experience a growing attendance with the promotion of 31 shows weekly, monthly laser concerts, special programming,

and school field trips. A detailed media campaign was executed for Septembers with the Smithsonian including Florida Travel & Lifestyles magazine, the Daytona Beach News-Journal, FL Humanities Council eNewsletter, WROD Radio, and Bright House Networks. Septembers with the Smithsonian marketing efforts were benefitted with financial assistance from VISIT FLORIDA. Both campaigns featured Google AdWords and social media engagement.

## Print and Online Ads

Throughout the year, MOAS created over 35 different print and online ads placed with over 16 publications – ranging from Travel Host magazine to Florida Travel and Lifestyles. In addition, trade advertising appeared in publications of the Daytona Cubs, Peabody Auditorium and the Daytona Beach Symphony Society. To supplement exhibit specific ads – the ad campaign “Come See What’s New” was developed to drive attention to the exciting developments at the Museum including the Planetarium, Root Family Museum Train Station, Cici and Hyatt Brown Museum of Art and the West Wing.

## Radio and Cable Ads

Bright House Networks advertising for Septembers with the Smithsonian appeared on channels such as National Geographic, HGTV, FOOD, Travel, AMC, and CNBC. The campaign reached audiences across the entire 1-4 corridor drive market from Daytona Beach to Tampa/St. Petersburg.

## Social Media

Facebook marketing and advertising ([www.facebook.com/moasdaytona](http://www.facebook.com/moasdaytona)) is an increasingly high-performing and cost effective tool in the Museum's media mix. The platform continued to grow with a 7% increase in “Likes”. An increase in weekly posts as well as an increase in graphic content, including posts promoting educational programs, lectures, exhibits and special events has contributed in an overall increase of engagement and organic reach.

# septembers with the smithsonian

This year, the Museum hosted its fourth annual Septembers with the Smithsonian. The nationally recognized month-long series of events, lectures and presentations which coincide with Smithsonian magazine's Museum Day Live!, and is designed to bring the Smithsonian Institution's programming to the community. This September's activities received financial assistance from VISIT FLORIDA.

This year, the series of events kicked off with a visit from Holly Keris, Chief Curator at the Cummer Museum of Art and Gardens, who discussed the unique beauty of the American landscape in the Museum's Dow Collection of American Art. Visitors learned how artists painted scenes of an untouched wilderness, and how they celebrated distinct natural wonders.

The MOAS Natural History Festival was a great success with talks by many area experts. Craig Saffoe, Curator of Great Cats and Animal Care Sciences National Zoological Park at the Smithsonian

Institution, gave his audience a unique view into life as a curator of Great Cats. Chuck Meide, Underwater Archaeologist from Smithsonian Affiliate, the St. Augustine Lighthouse Museum, rounded out the event with a discussion on the history and methods of shipwreck archaeology and an overview of some of the most significant shipwrecks excavated in Florida waters.

The month came to a conclusion with an exciting night of jazz music. The Smithsonian Jazz Masterworks Orchestra gave us another outstanding performance with this year's presentation of "The Legacy of Sidney Bechet" which highlighted familiar tunes from the great New Orleans soprano sax player, Sidney Bechet. The Saturday evening event sold out in record time which gave us the opportunity to put on a Saturday matinee concert that was well received. Additionally, MOAS Renaissance Society members enjoyed an evening of jazz with a special SJMO performance and reception.



*Swingin' with the Smithsonian, digital ad*

## collections



*1400 Miles From 74th Street, Bryce Hammond, Oil and Ink on Canvas*

**During the 2013 - 2014, fiscal year MOAS accepted 97 items worthy of addition to the collections, gifted by generous donors. These range from paintings and sculptures to books.**

Renowned photographer, Jack Mitchell, donated paintings and sculptures from his collection. Artists represented in the collection include Jimmy Ernst, Lowell Nesbitt, James Rosenquist, Claes Oldenburg, Robert Indiana, Robert Rauschenberg, Andy Warhol and Jean Cocteau.

Chauncey Lowe donated a 12th century Chinese "100 Rib" jar.

Dean Alvarez donated a fossil of a Mesosaurus, dated a 280 million BC.

Mariano Sanchez and Kay Robinson Sanchez donated a book and a print by the Cuban artist, Viredo Espinosa.



Members of the Guild of the Museum of Arts & Sciences enjoy a successful fundraising event at the Annual Festival of Trees.

The 52nd year of the MOAS Guild has been a year of success. Guild membership has increased to 186 with a returning board of 24 officers and committee chairs. Our success this year is demonstrated by a record high in volunteer hours with 7,921 recorded, an incredible fundraising profit of \$77,989.48, and a continuing high attendance at all Guild and Museum events.

We are happy to announce that our major fundraising events from this past year saw tremendous success. The Halifax Art Festival showed a profit of over \$35,000, with 262 artists and over 30,000 guests attending. Continuing our tradition of “giving back” during the holidays, over 60 Guild members contributed 411

pounds of food to local food banks. The annual Festival of Trees showed a profit of \$12,264 with 24 participating restaurants and 215 guests in attendance. The 4th Annual Children’s Golf Classic has 76 golfers and raised over \$7,500 for the Charles and Linda Williams Children’s Museum. Other sold out programs held included a Spring Luncheon, Casino Night, five Artful Interludes and a Fall Fashion show.

The Guild of MOAS is a major fundraiser for the Museum of Arts and Sciences and has proven itself to be both a very hardworking group of volunteers as well as a fun loving social group. We look forward to a successful 2014-2015 year.

**At this past year’s Annual Meeting, the Museum recognized those who have made some of the most significant contributions to this year’s efforts with the following awards.**

The MOAS Marge Sigerson Volunteer of the Year Award, recognizing exceptional volunteerism with MOAS, was presented to Fredrika Paulig.

The MOAS Award of Distinction, offered in honor of longtime support and outstanding service to the Museum, was presented to Gene and Diane Rogers.

The Henry Saltzman Award is the highest recognition awarded annually by the Board of Trustees of the Museum of Arts and Sciences in appreciation of extraordinary efforts toward enriching the educational and cultural climate of Volusia County.

The Museum recognized Bill Voges, CEO of the Root Company. Mr. Voges is a longtime friend of the Museum of Arts and Sciences, a past board president of the MOAS Board of Trustees, and an avid supporter of the cultural heritage of Daytona Beach and Volusia County. He exemplifies the positive impact of organizational leadership and philanthropy in our community through efforts with many charitable and community organizations, preferring to work “behind the scenes”. He established the Robert L. Voges Memorial Fund at the Volusia/Flagler County YMCA, which provides camperships to deserving

children. To date, 28 children have been able to attend Camp Winona through his memorial fund. Mr. Voges has been pivotal in orchestrating the close, familial relationship between the Museum and the Root Company and was instrumental in bringing the Root Collection to the Museum during the early development of the Root Wing. Most recently, he played a key role during the \$1.2 million restoration of the Root train cars and the reopening of the refurbished train station, and he will continue to oversee the ongoing reinterpretation of and improvements to the Root Family Museum in the coming year. We thank Mr. Voges for all he does for the Museum and our community.

We thank all of our award recipients for their continued dedication and support of the Museum of Arts and Sciences in this exciting time of expansion, along with our community as a whole.



The Museum’s Henry Saltzman Award Winner, Bill Voges, CEO of the Root Company with MOAS Executive Director, Andrew Sandall



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