



MOIAS

MUSEUM OF ARTS & SCIENCES
In Association with the Smithsonian Institution

2019 ANNUAL REPORT

FROM THE EXECUTIVE DIRECTOR



DEAR FRIENDS,

2019 is the first year since I arrived at the Museum as Executive Director that I can tell you that we did not take on any new construction projects. However, we did have another large undertaking with the official announcement of the MOAS Endowment in April 2019. With the goal of raising funds to safeguard to the Museum in an economic environment that has made reliable State funding for arts and culture a thing of the past, it was understood that creating a sizeable endowment would be essential in securing the Museum's long-term future. Based on the successful model of the endowment created for the Cici and Hyatt Brown Museum of art, a goal of \$10 million to be raised over a 12-month time period was set. Since then, this goal has been far surpassed and we have our eyes set on larger goals for the future.

One area of focus for 2019 was to continue to provide our MOAS members with unique activities and adventures through our

member travel program. In 2019 we took our members to Bok Tower Gardens and the Florida Natural Grove House, the Harn Museum of Art and Florida Museum of Natural History in Gainesville, to the Kennedy Space Center for lunch with an astronaut, and even left the state for a couple of days to see the sights in Savannah, Georgia. These quarterly membership trips have been a great way to get to know our members better, as well as a great way for our members to make new friends and meet likeminded travel companions.

We counted ourselves fortunate to escape the 2019 hurricane season without major damage to the Museum's buildings, although, the period of a week in September 2019 while we all watched and waiting in anticipating as Hurricane Dorian made its slow crawl through the Caribbean with Florida seemingly always in its sights was a nerve wrecking experience. While we certainly did not experience the worst-case scenario from this story, we did have another large tree fall at the back of Tusawilla Preserve from the high winds,

crashing through the boardwalk and leading to the closure of a small section there. While the majority of the boardwalk remains open for exploration, we hope to have this section repaired early in the New Year now that it is safe to work back there again.

While there may have not been physical construction projects taking place on the MOAS campus this year, we have moved on in leaps and bounds in transforming the Museum's financial situation for the future. In that way this was perhaps one of our most transformative years in my tenure here, as we have begun to build the MOAS Endowment that will help secure the Museum for future generations to come and well beyond our time here. Moving into 2020 we will continue to strive to make the Museum of Arts & Sciences a community proud premiere cultural organization.

operation of the facility and will provide necessary funding for long-term capital improvement needs for years to come.

In September 2019 it was announced that the the Museum's Planetarium would be named for Nancy and Lowell Lohman after their \$2.5 million gift towards the Museum's endowment.

To close out 2019, it was announced in December that the Museum had received a \$1.3 million donation from L. Gale Lemerand. The area of the Museum that was known as the West Wing will now be forever known as the L. Gale Lemerand Wing.

EXHIBITS AND PUBLIC PROGRAMS

The Museum's exhibit and program calendar is put together with the community in mind. Carefully developing a schedule of programs that range from child and family classes and events to adult lectures, tours, and social events.

In 2019 over 160,000 visitors toured the Museum's collections throughout the year as well as the changing exhibitions which included *My Hero! Contemporary Art & Superhero Action*, on loan from the Bedford Gallery at the Leshner Center for the Arts; *Garden of the Heart's Desire: Selections from the Golzar Collection of Persian Textiles*, on loan from the private collection of Mahin Ghanbari; *To Choose Our Destiny: The Lasting Legacy of the Apollo 11 Moon Landing*, in collaboration with the Kennedy Space Center Visitor Complex, celebrated the 50th anniversary of the momentous Apollo 11 Moon mission; *Synchronicity: Selections from Beau Arts of Central Florida* which featured contemporary art work from local artists throughout Central Florida; and *Personal to Political: Celebrating the African American Artists of Paulson Fontaine Press*, on loan from the Bedford Gallery at the Leshner Center for the Arts, and featured works by African American artists who have helped to shape the contemporary art conversation in the Bay Area and beyond.

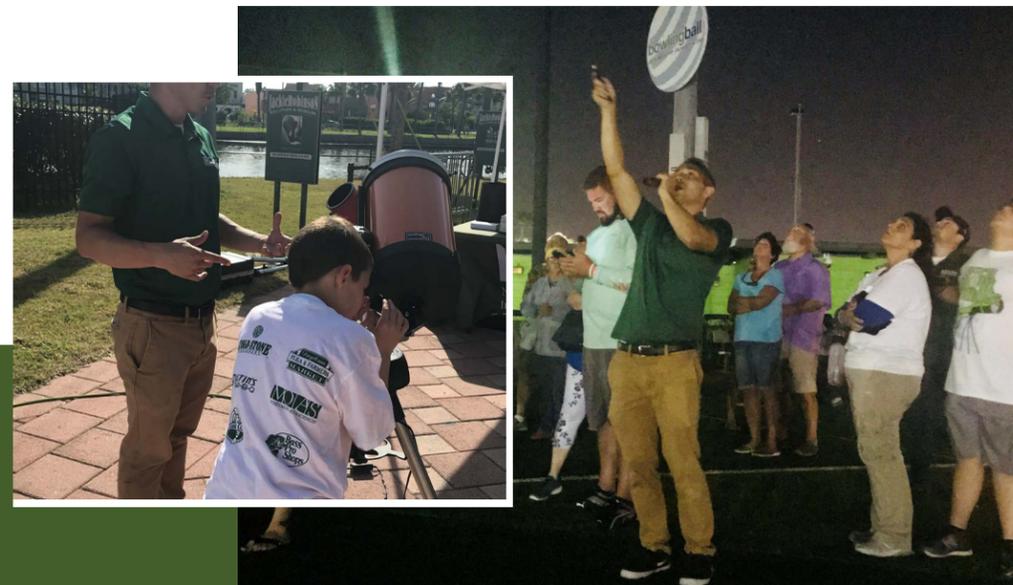
Over 7,000 individuals participated in the Museum's off-site adult, child, and family art,

science, and history programs at schools, community centers, active adult communities, civic clubs, and area festivals.

The Museum takes pride in providing guests with many opportunities to view the Museum and expand their learning opportunities. In 2019, 15,000 guests attended a special event, exhibit preview, convention, or another one of the many events held at the Museum such as MOAS History Con, Space Day, Family Craft Days, the Natural History Festival, and the Fall Family Festival.

The Museum's member-only trips, ranging from one-day trips to overnight adventures, remain popular. These trips are wonderful opportunities to meet like-minded people and to visit other cultural organizations throughout the state of Florida.

The Museum has always been a proud supporter of our local minor league baseball team, the Daytona Tortugas. In April 2019 we brought a taste of the Museum to the ballpark during the first ever Astronomy Night at the Ballpark. Our talented planetarium staff were in attendane with hands-on activities for guests to partake in, including safe viewing of the sun through a special solar telescope. Following the game, we took our telescopes out onto the outfield to conduct a live star show by using a laser pointer to guide an engaged audience around the night sky.



COLLECTIONS

During the 2019 fiscal year, 23 objects were accessioned in the MOAS collection. One of the most interesting pieces that was given to the Museum was from Preston Root. He donated a green flag from the 1957 Indianapolis 500. The flag was presented to Chapman S. Root (owner) and Pat O'Conner (driver) for getting the pole position in the 1958 Indianapolis 500. This is the actual green flag waved on Pat O'Conner's qualifying run. He had a four lap average of 143.948 MPH and a total time of 4:10:09 seconds earning the number one starting position in the 41st Indy 500. The race was eventually won by Sam Hanks. Pat O'Conner finished 8th. This flag can be seen on display in the Root Family Museum at MOAS.

2019 Attendance and Outreach

- 161,695**
Annual visitation
- 632**
Summer Learning Institute participants
- 17,879**
Hours donated by volunteers
- 190,834**
Website Views
- 1,620**
Public Lectures and Gallery Tours, Adult Lifelong Learning
- 741**
Adult Group Tours
- 16,370**
Special Events, Family Days, Enrichment Programs, Open Houses
- 8,655**
School Field Trips/Tours
- 7,288**
Outreach
- 12,694**
Events Rentals

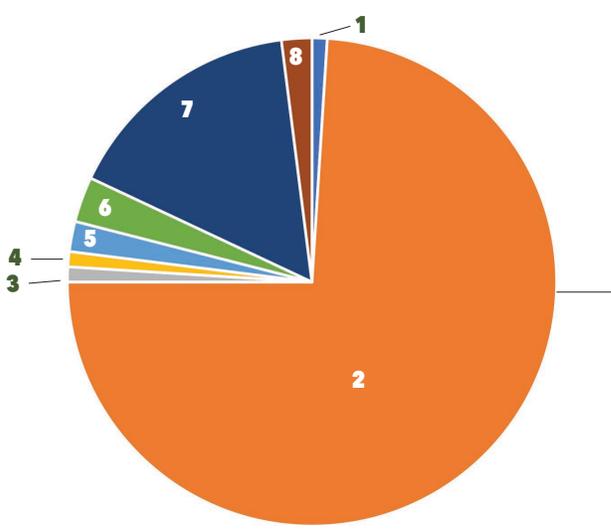
Impact by Numbers

GRANTS AND DEVELOPMENT

Following a soft launch in 2018, the MOAS Endowment received an increase in individual contributions and pledge payments in 2019, all of which received matching funds from the challenge donor.

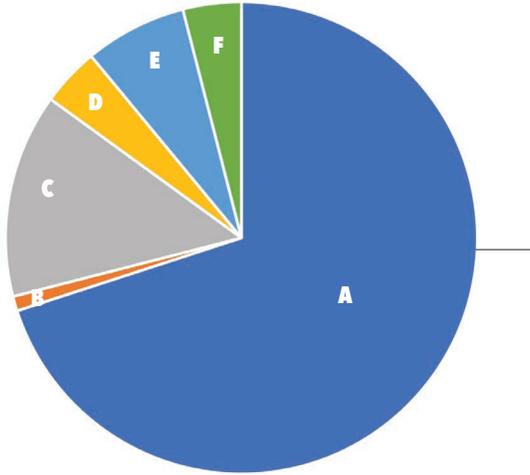
In April 2019 the Museum of Arts & Sciences publically announced the one-year campaign to raise \$10 million for an operations and maintenance endowment. Endowment funding will provide support for daily





INCOME: \$19,457,762

1) Federal, state, local and foundation grants	\$95,866	1%
2) Individual contributions*	\$14,485,832	74%
3) Corporate contributions	\$165,600	1%
4) In-kind contributions	\$195,214	1%
5) Benefits and fundraisers	\$267,689	2%
6) Membership, admissions and programs	\$622,729	3%
7) Investment income	\$3,183,503	16%
8) Other revenue (store, publications, rentals, etc.)	\$441,329	2%
	\$19,457,762	100%



EXPENSES: \$3,145,934

A) Exhibits and educational programs	\$2,213,453	70%
B) Gamble Place operations	\$25,890	1%
C) Marketing and Development	\$451,292	14%
D) Management and general services	\$115,864	4%
E) Museum store and retail inventory, supplies	\$232,438	7%
F) Guild Expenses	\$106,997	4%
	\$3,145,934	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.*

