Throughout 2021 the Museum was very fortunate to be able to host several beautiful exhibitions by Florida artists. The exhibitions that include: Ethereal: The Art of Rita Klint; Exceptional: The Art of Jill Cannady; Fresh of the Easel: Watercolors by Frank Spino; Seeing Differently: Photography by Margo Kessler Cook; Home: Paintings by Sara Pedigo; Time Honored: The Art of Dean Mitchell; A Symphony of Color: Baub Arts of Central Florida; Artful Books 2021, and, Floria, Fauna, and High Color: The Fantastic Florida Landscapes of Mark Messersmith, all have paid homage to the truly talented artists we have throughout our local community and the state. Showing the work of homegrown artists in our newly available exhibition spaces has been a priority for us, and we are delighted that these exhibitions have proven to be big hits with our visitors. We are also very excited to have acquired a piece by the highly acclaimed Dean Mitchell for our collections following his successful exhibit here, which helped us towards another one of our priorities, that being to add more current Florida artists to our collections while they are still active.

It was a great feeling to be out and about in the community again as we hosted a MOAS Astronomy Night at the Ballpark with the Daytona Tortugas in May 2021. A beautiful night of baseball was followed up with a night of stargazing at the Planetarium with MOAS Curator of Astronomy, Seth Mayo where he used his laser pointer to guide the crowd through the prominent constellations. A virtual watch party reached an audience of over 130,000 people and many great conversations were had while we enjoyed this memorable experience together as a community.

EXHIBITS AND PUBLIC PROGRAMS

PARTNERSHIP WITH OTHER INSTITUTIONS

Throughout 2021 the Museum continued to partner with other organizations in the community to host events and has been increasingly important to the Museum since we rewrote our strategic plan in 2016. Some of our newest and most successful partnerships this year is with our friends at The Locals Mix, a group who specialize in bringing together local artists and musicians to curate mixed-media experiences, which has brought new life to our MOAS After Hours events. The partnership, which brings the best local musical and artistic talent for visitors to enjoy, has helped to make the Museum a regular stop for a new wave of demographic in the community.

Speaking of growing up at the night sky - there has been a great deal of excitement surrounding continued space exploration. In February 2021 the Mars Perseverance rover made its historic landing on the Martian surface. To celebrate this momentous occasion, the Museum hosted a live viewing in the Lohman Planetarium that included a live planetarium show as well as coverage of the event's descent, and landing of Perseverance. Simultaneously, MOAS hosted a virtual watch party on our Facebook page where we streamed coverage of the landing while providing commentary and answering questions about the mission. Our live virtual watch party reached an audience of over 9,000 people and many great conversations were had while we enjoyed this memorable experience together as a community.

During the 2020 calendar year, the Museum accommodated 169 art exhibits into the community. The most significant gift was 14 paintings that were donated by Leonardo Rodriguez and the Kendall Art Center in Miami, Florida. The Rodriguez Collection is privately financed by Leonardo Rodriguez and his family and is one of Miami’s largest, privately owned Cuban contemporary art collections. Dedicated to preserving the history and significance of Cuban art, the Rodriguez Collection showcases the work of artists who have established the key tenets of a visual language with global implications that reach beyond the island and its diaspora.

COLLECTIONS

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SUMMER LEARNING INSTITUTE

MOAS membership numbers continued to rise throughout 2021 with a steady increase in renewals and new members monthly. Membership in 2021 increased significantly compared to 2020 when we were going through the peak of the COVID pandemic. We are now seeing members who did not renew during the pandemic now returning to us as they feel more comfortable with in-person experiences having visited the Museum. The Museum will go to keep them safe. We continuously have members reach out to thank the Museum staff for keeping the virtual programming and how much they look forward to the weekly Sky Tonight tours.
Income: $8,167,981

1) Federal, state, local and foundation grants $127,418  2%
2) Individual contributions* $1,172,277  15%
3) Corporate contributions $110,174  1%
4) In-kind contributions $111,350  1%
5) Benefits and fundraisers $115,696  1%
6) Membership, admissions and programs $752,336  9%
7) Investment income $5,509,959  67%
8) Other Federal Funding $239,080  3%
9) Other revenue (store, publications, rentals, etc.) $29,691  4%

$8,167,981  100%

Expenses: $4,172,075

A) Exhibits and educational programs $3,337,845  80%
B) Gamble Place operations $59,136  1%
C) Marketing and Development $354,673  10%
D) Management and general services $57,319  1%
E) Museum store and retail inventory, supplies $270,956  6%
F) Guild Expenses $92,146  2%

$4,172,075  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.