



# MOAS

MUSEUM OF ARTS & SCIENCES  
In Association with the Smithsonian Institution

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## 2022 ANNUAL REPORT



**DEAR FRIENDS,**

This past year was a pivotal one for the Museum of Arts & Sciences and came with changes as well as growth. 2022 started with the introduction of Interim Executive Director, Marie Hane, and a nationwide search for the next permanent executive director for the Museum of Arts & Sciences.

All the while, the MOAS was also undergoing reaccreditation by the American Alliance of Museums. Of all of the museums nationwide, it is estimated that only 35,000 of those museums are accredited. Of those, only 24% of museums in the Southeast Region of the United States are accredited. This speaks to the high quality of programming, interpretation, and education that MOAS brings to the region.

2022 also brought the end of the first year of the Lohman Museum of Arts & Sciences Field Study program in collaboration with the FUTURES Foundation and Volusia County

Schools, and the beginning of its second year in the fall. It has been inspiring to have Volusia County Schools 5th and 8th grade students visiting MOAS – we are looking forward to the continuation of this program.

In August of 2022 MOAS was recognized as the inaugural Great Corporate Communicator by the FPRA Volusia/Flagler chapter for the digital communications and public outreach efforts from the start of the Covid pandemic. This digital outreach initiative involved every department at MOAS through the duration of the closures and gave our community the opportunity to enjoy MOAS from home.

In September of 2022 MOAS welcomed its new Executive Director, Tabitha Schmidt. Her first big introduction to MOAS was to at the sold out Passport to the Jazz Age fundraiser. New to MOAS and to the state of Florida, it was only fitting that Florida would be hit by two hurricanes almost back to back.

Hurricane Ian made landfall in the last days of September/early October and left the MOAS campus a mess of downed trees and debris. Tropical Storm Nicole, turned Hurricane briefly, arrived in November and brought with it a lot of flooding and multiple downed trees throughout Tusawilla Preserve, effectively destroying several areas of the boardwalk. After the water receded and power was restored, MOAS reopened its doors again to the community. Unfortunately, Tusawilla Preserve remained closed due to sustained damage.

Under new leadership, MOAS is poised to see many wonderful changes as we enter 2023 and the years ahead. 2023 will begin the next five year strategic plan process that will then be followed by master planning, a 20 year campus wide plan for the Museum of Arts & Sciences. We are very excited for the future of MOAS and look forward to many things to come.



# MEMBERSHIP AND DEVELOPMENT

In 2022 the Museum of Arts & Sciences continued to bounce back from COVID recession with a 3% increase in total memberships, a 38% increase in new memberships, and a 68% retention rate.

MOAS was excited to once again host a member-only trip where we traveled to view the Mala Compra Plantation Archeological Site in Palm Cost, as well as Fort Matanzas National Monument and Flagler College in Downtown Historic St. Augustine. We are looking forward to new and exciting exhibits, member-only exhibit opening days, and fresh programs and events that will drive an increase in membership for 2023.

In January 2022 the Guild of the Museum of Arts & Sciences hosted their first meeting of the year and presented MOAS Interim Executive Director, Maria Hane, with a check for \$45,000 in funds raised during 2021. After a very successful 2022, at the beginning of 2023 the Guild outdid themselves by presenting MOAS Executive Director, Tabitha Schmidt with a check for \$60,000 in funds raised.

# EXHIBITS AND PUBLIC PROGRAMS

During 2022 the Museum of Arts & Sciences was able to feature artwork from many different artists including, *The Art of Elizabeth Catlett from the Collection of Samella Lewis*; an exhibit of work by the Florida Artists Group; *Ladies First: The Art of Carlos Luna*; *A Crack in the Moon: The Art of Alette Simmons-Jimenez*; *Beyond the Plate: Murals and Other Ceramics from the Kendall Art Center*; an exhibit of pieces created by students from Maimi's New World School of the Arts in reaction to the collections on display at MOAS; exhibits by the Florida Women's Art Association and Beaux Arts of Central Florida; *Magical: The Art of Susan Zukowsky*; *A Beautiful Mess: Weavers & Knotters of the Vanguard*; and even a show created by students from Volusia County Schools. As we move into 2023 MOAS will be testing a new method of exhibition planning by featuring three main exhibitions per year across the campus with additional shows that complement the featured exhibit. The first in this new way of developing exhibitions will be *Unfolding the Universe: The James Webb Space Telescope*, which will open on May 2023.

MOAS is a resource for everyone in our community. That being said, MOAS loves

to partner with all different companies and organizations both inside and outside its walls. Facilitating the gathering of all sorts of Florida history organizations for events like our Florida History Con, or partnering with Embry-Riddle Aeronautical University for lectures and presentations on science and space exploration is truly a gift. Getting to share our love of the Universe with others during our Astronomy Nights at the Ballpark with the Daytona Tortugas is one of the highlights of our year.

With space exploration near the forefront of everyone's minds, we are excited to partner more with Embry Riddle's Astronomy Club in 2023 to offer monthly Night Sky Festivals and Astronomy Open Houses between both of our facilities. As we gear up for *Unfolding the Universe* to open in May 2023, and all of the new announcements in missions and space travel – we are very much looking forward to highlighting science in the coming year.

The Lohman Field Study Program finished its first year in April 2022 and began its second year in August 2022 with field trips to MOAS! We have seen 45 elementary schools, 14 middle schools, and 1 Volusia Online School totaling 16,364 students, 1, 636 chaperones, 198 busses and 7,074 miles travels to MOAS!



## COLLECTIONS

In 2022 there were 489 objects accessioned into the MOAS collectino. 485 of which were gifts from Cici and Hyatt Brown. Among the most significant gifts was a Martin Johnson Heade painting titled, *Twilight on the St. Johns River*. There was also a gift of 68 Audubon etchings.



## 2022 Attendance and Outreach

**53,108**

Annual visitation

**622**

Summer Learning Institute participants

**3,849**

Hours donated by volunteers

**265,566**

Website Views

**1,384**

Public Lectures and Gallery Tours, Adult Lifelong Learning

**155**

Adult Group Tours

**9,280**

Special Events, Family Days, Enrichment Programs, Open Houses

**3,448**

School Field Trips/Tours

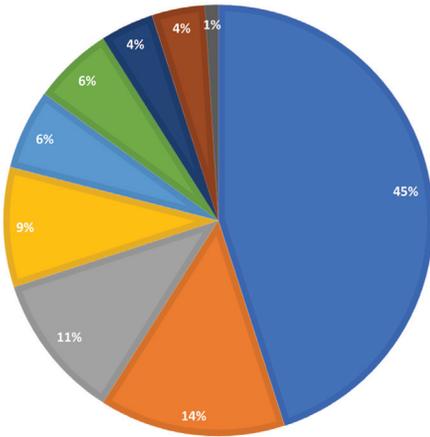
**1,230**

Outreach

**10,441**

Events Rentals

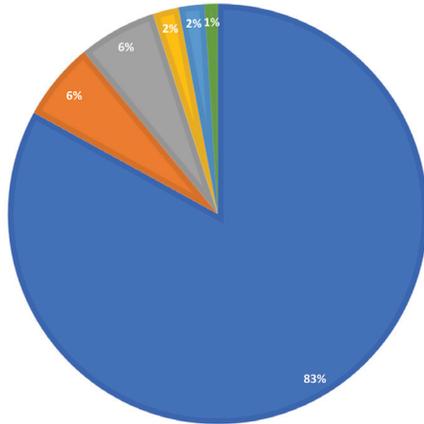
Impact by Numbers



## TOTAL INCOME: \$4,079,652

Membership, admissions and programs	\$558,396	14%
Individual contributions*	\$467,360	11%
Other revenue (store, publications, rentals, etc.)	\$357,120	9%
Corporate contributions	\$232,199	6%
Benefits and fundraisers	\$222,582	6%
In-kind contributions	\$174,560	4%
Federal, state, local and foundation grants	\$151,964	4%
Tuition Fees	\$45,388	1%

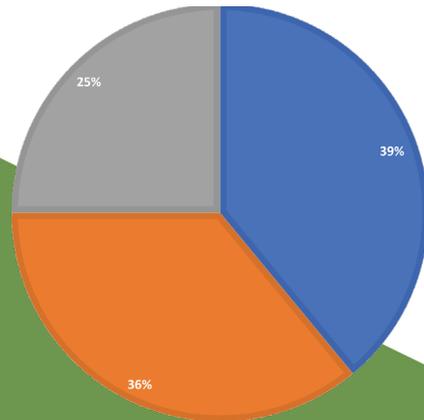
<b>Operating Income</b>	<b>\$2,209,569</b>	<b>55%</b>
Investment Income	\$1,874,083	45%
<b>Total Income</b>	<b>\$4,083,652</b>	<b>100%</b>



## EXPENSES: \$4,869,745

Exhibits and educational programs	\$4,038,278	83%
Museum store and retail inventory, supplies	\$303,608	6%
Marketing and Development	\$296,653	6%
Management and general services	\$84,149	2%
Guild Expenses	\$83,191	2%
Gamble Place operations	\$63,866	1%

<b>Operating Expenses</b>	<b>\$4,869,745</b>	<b>100%</b>
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## INVESTMENTS: \$44,880,001

Equities	\$17,700,411	39%
Fixed Income + Preferred	\$16,201,828	36%
Cash	\$10,977,762	25%

<b>Total Investments</b>	<b>\$44,880,001</b>	<b>100%</b>
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