

2023

Annual Report



Total Attendance

98,139

8.6% increase from 2022

BE OUR GUEST

Complimentary admission for underserved communities **8,138**

Complimentary admission for active duty and veterans **2,433**
★★★★★★

MEMBERSHIP



Total Membership Households

2,731

17% increase from 2022



Member Retention

85%

As of December 31, 2023



New Member Households

849

19% increase from 2022

MUSEUM OUTREACH



Total Outreaches **68**



Lohman Field Study Students **6,823**

HIGHLIGHTS OF 2023

- ▶ MOAS re-launches VIP Exhibit Openings
- ▶ *Unfolding the Universe: The James Webb Space Telescope* exhibition opens
- ▶ *World War II: Stories from the American Experience* exhibition opens
- ▶ Five-year strategic plan is completed

PASSPORT TO THE UNIVERSE

Passport is the Museum's largest fundraiser of the year. This year's event coincided with the *Unfolding the Universe* exhibition.

A record-breaking \$240,775 was raised at this event through sponsorships, auction items, and outright gifts.