

# 2024

# Impact Report



Total Attendance  
**85,846**

6.9% increase from 2023

Includes groups, members, and general admission.

## BE OUR GUEST

Complimentary admission for underserved communities **15,731**

Complimentary admission for active duty and veterans **1,996**  
★★★★★

## MUSEUM OUTREACH



Total Outreach Attendees **4,487**



Lohman Field Study Students **4,884**

## HIGHLIGHTS OF 2024

- ▶ MOAS receives accreditation from the American Alliance of Museums
- ▶ *Megalodon: World's Largest Shark* exhibition opens
- ▶ The Lohman Planetarium receives a major upgrade with Planetarium 2.0
- ▶ *Audubon's Birds of Florida* exhibition opens

## MEMBERSHIP



Total Membership Households

**3,706**

33% increase from 2023



Member Retention

**74%**

As of December 31, 2024



New Members

**1,666**

96% increase from 2023



## PASSPORT TO FLORIDA

Passport is the Museum's largest fundraiser of the year. This year's event coincided with the *Audubon's Birds of Florida* exhibition.

Exceeded the 2023 record by 34% by raising \$323,635 through sponsorships, auction items, and outright gifts.