

THE BROWN

THE CICI & HYATT BROWN
MUSEUM OF ART,
SCIENCE & HISTORY

2025 ANNUAL IMPACT REPORT



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Miriam Blickman
Anderson Bouchelle (Deceased)
J. Hyatt Brown
Alys Clancy (Deceased)
Tippen Davidson (Deceased)
Susan Root Feibleman (Deceased)
Thurman Gillespy, Jr., MD (Deceased)
Herbert Kerman (Deceased)
Chapman Root (Deceased)
Jan Thompson (Deceased)

To Our Dearest Supporters,

As we reflect on an extraordinary year, I am filled with gratitude for the community that makes our mission possible. 2025 was a year of transformative announcements and meaningful change, and it is my honor to share the milestones shaping our future.

A TRANSFORMATIONAL FOUNDATION

The announcement of a transformational gift from Cici and Hyatt Brown marked a defining moment in our history. This visionary investment—the largest in our organization’s history—serves as a powerful catalyst for our next chapter. We are deeply grateful for their trust in our vision and their commitment to creating a lasting legacy for generations to come.

A NEW IDENTITY FOR A NEW ERA

This year, we proudly unveiled our new name and brand: The Cici & Hyatt Brown Museum of Art, Science & History, or The Brown. More than a new look, this identity reflects a bold evolution of our mission and our commitment to connecting more deeply with the communities we serve.

VISIONING THE FUTURE MUSEUM

We were thrilled to share early concepts for our future museum—spaces designed to inspire curiosity, creativity, and discovery. Your feedback has been invaluable as we refine plans for a museum that will serve as a true community cornerstone.

THE ROAD TO TRANSFORMATION

Behind-the-scenes, key strategic decisions including the launch of our From Hidden Gem to Crown Jewel Capital campaign to raise \$25 million from the community with a 3 to 1 match from Cici and Hyatt Brown (See more on page 11), and the new capital project to build a new museum on Nova Road, have set our transformation in motion, aligning our work with an ambitious vision for the future.

Everything we achieved in 2025 was made possible by your unwavering support. Through your membership, advocacy, and generosity, you are the heartbeat of this institution.

Thank you for being part of this historic journey. We look forward to building our future together.



Tabitha Schmidt

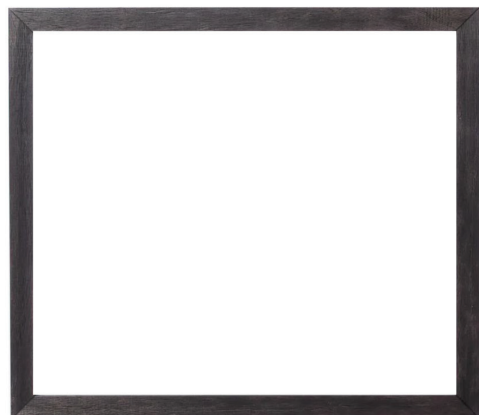
A NEW NAME. A NEW ERA.

On December 1, in an historic announcement before donors, civic leaders, and community partners, the Museum of Arts & Sciences (MOAS) revealed its new name – the Cici & Hyatt Brown Museum of Art, Science & History, also known as The Brown – marking the beginning of a transformational new era for one of Florida’s most significant cultural institutions.

THE BROWN

THE CICI & HYATT BROWN
MUSEUM OF ART,
SCIENCE & HISTORY

Around the world, the most iconic museums are known by names that carry legacy, vision, and cultural power – the Guggenheim, the Getty, the Pérez. The Brown now steps into that same tradition, with an identity that reflects the extraordinary philanthropy and bold vision shaping its future.



At the heart of the new brand is the frame – a symbol that unifies art, science, and history by providing focus, context, and perspective. The flexible, dynamic identity is designed to evolve alongside the museum’s growing collections and exhibitions, with the surrounding visuals and content bringing color and life to each unique story The Brown has to tell. This is more than a new name – it’s a declaration of what this museum is becoming.



2025 HIGHLIGHTS | THE FUTURE OF THE MUSEUM



LOOKING AHEAD: THE CROWN JEWEL CAMPAIGN

The best is yet to come for the Cici & Hyatt Brown Museum of Art, Science & History. Through a comprehensive master planning process, The Brown is embarking on a transformative campus expansion designed to match the excellence of its collections and the ambitions of our community.



The Crown Jewel Campaign is built around four core priorities: constructing a landmark new facility for art, culture, and exhibitions; expanding the campus as a regional hub for learning and discovery; creating a seamless and accessible visitor experience; and stepping into a bold new identity rooted in innovation, discovery, and connection.



This transformation isn't just a building project – it's an investment in the future of our community. Led by our architects (ikon.5), planners, and exhibit designers already assembled, the vision is well underway. The best chapters of The Brown's story are still being written, and we invite you to be part of them.



SHOOSTY BUGS: AN ART INFESTATION

Opened April 5, 2025 - March 29, 2026

Shoosty Bugs: An Art Infestation highlights Stephen “Shoosty” Shooster’s innovative digital artwork, featuring metamorphic insects rendered on vibrant silks. Inspired by ancient symbolism and personal transformation, the exhibition captivated visitors with its bold fusion of art and storytelling.

IT’S A SHIP SHOW: FLORIDA’S MARITIME CANVAS

Opened May 17, 2025 - March 29, 2026

Sponsored by Expert Reserve Services, Inc.

Through a collection of approximately 60 historic ship paintings, paired with loans from the Ponce de Leon Inlet Lighthouse & Museum, this exhibition highlighted Florida’s maritime heritage and its waterways as engines of commerce, culture, and recreation—captured in vivid watercolors and oil paintings from across the state’s history.



BUGS: OUTSIDE THE BOX: DISCOVER THE ART WITHIN THE SCIENCE

Opened June 14, 2025 - March 29, 2026

BUGS: Outside the Box featured monumental insect sculptures that combine scientific accuracy with dramatic scale. Designed to educate and inspire, the exhibition shined a spotlight on taxonomy, museum collections, and the fascinating details often invisible to the naked eye.

BUGS: Outside the Box was created with the talents of many, and in close collaboration between Outhouse Exhibit Services and Lorenzo Possenti of Ecofauna.



EXPEDITION: DINOSAUR

Opened October 11, 2025 - March 29, 2026

Presented by Carter Electric Co. Inc.

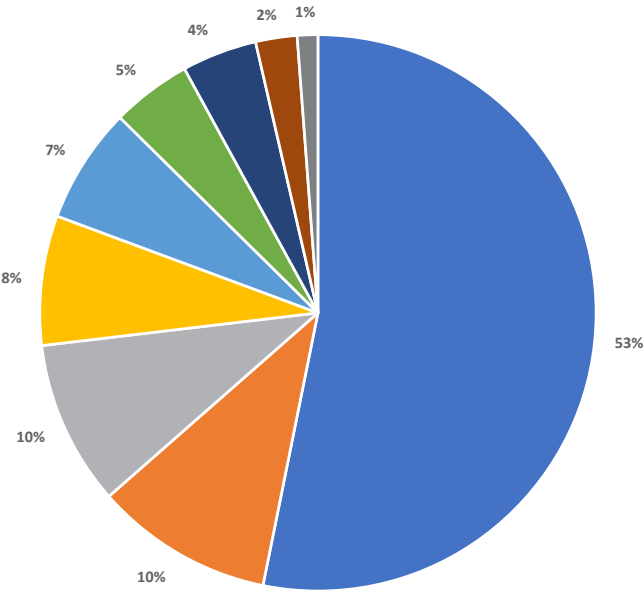
Supporting Sponsor ICI Homes

This past year, the Museum welcomed visitors to *Expedition: Dinosaur!*®, an immersive exhibition bringing the prehistoric world to life through life-like animatronic dinosaurs, fossil excavation, and hands-on paleontology experiences.

Expedition: Dinosaur!® was created by Stage Nine Design and is distributed by Exhibits Development Group.



2025 FINANCIALS

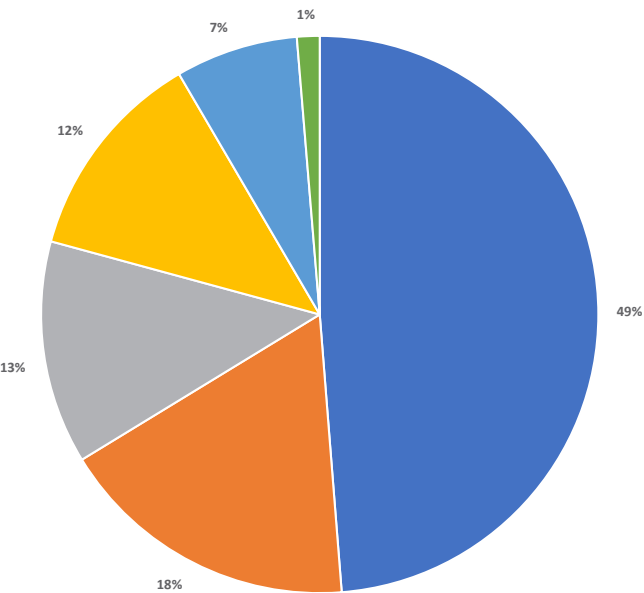


2025 REVENUE

Endowment	\$2,395,103	53%
Admissions	\$466,980	10%
Fundraising	\$431,895	10%
Donations & Contributions	\$339,332	8%
Gift Shop & Other	\$303,468	7%
Memberships	\$209,322	5%
Program	\$196,443	4%
Facility Rentals	\$108,574	2%
Grants	\$53,728	1%

TOTAL	\$4,504,845	100%
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2025 EXPENSES



Salaries & Related	\$2,266,644	49%
Facility & Equipment	\$815,422	18%
Professional & Contract	\$602,280	13%
Other	\$574,067	12%
Insurance	\$330,785	7%
Direct Program	\$61,084	1%

TOTAL	\$4,650,282	100%
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2025 CROWN JEWEL CAMPAIGN & ENDOWMENTS

FROM HIDDEN GEM TO

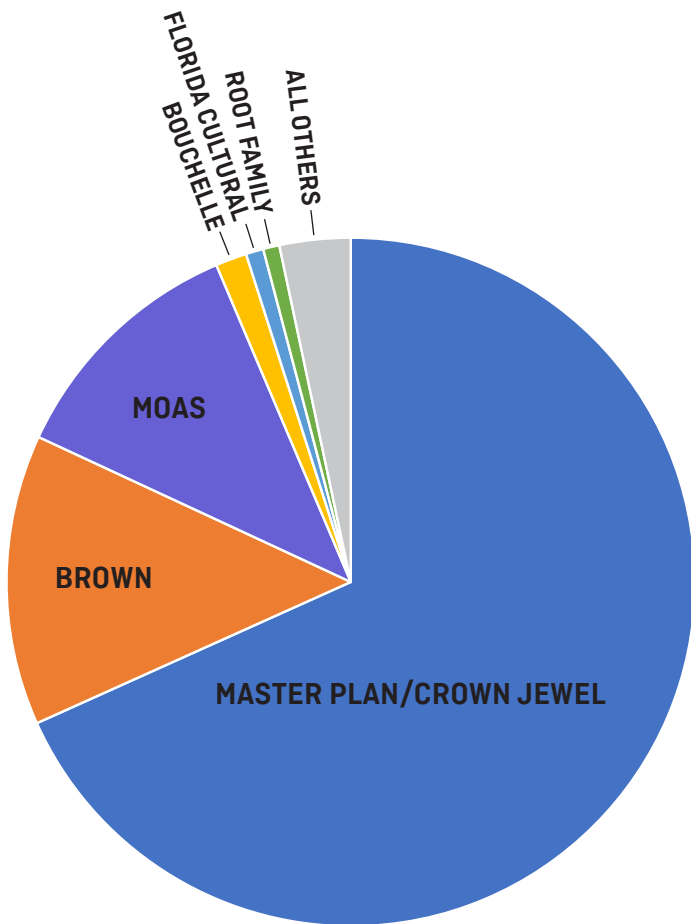
CROWN JEWEL

An Enduring Legacy

CAMPAIGN

TOTAL RECEIVED THROUGH 2025

\$110,619,505



ENDOWMENTS

Master Plan/Crown Jewel	\$111,930,077
Brown	\$22,370,795
MOAS	\$19,178,399
Bouchelle	\$2,399,570
Florida Cultural	\$1,355,159
Root Family	\$1,250,706
Mombello-Russo	\$961,241
Dow	\$927,986
Libby	\$870,298
Roberson	\$712,187
Wessel	\$565,912
Cuban	\$469,121
Klancke	\$450,394
Elliot	\$312,604
Lohman Planetarium	\$102,111
Williams Children	\$77,262
Guild	\$12,071

TOTAL	\$163,945,901
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CROWN JEWEL CAMPAIGN HONOR ROLL

FROM HIDDEN GEM TO CROWN JEWEL *An Enduring Legacy*

The Cici & Hyatt Brown Museum of Art, Science & History (The Brown), formerly known as the Museum of Arts & Sciences, has envisioned a future that reflects the excellence of our collections and the aspiration of our community. As The Brown embarks on this bold new chapter, we are proud to recognize the members of our community who made contributions to The Crown Jewel Campaign through June 2026. Through the extraordinary generosity of Cici and Hyatt Brown's gift of \$203 million dollars, there is a 3-to-1 matching gift opportunity, up to \$25 million, tripling the impact of individual contributions.

CROWN JEWEL CAMPAIGN DONORS *Donors through July 14, 2026*

LEAD GIFT | \$203 MILLION

Cici and Hyatt Brown

\$1 MILLION AND ABOVE

AdventHealth

Brown & Brown, Inc.

The Hosseini Family

L Gale Lemerand

Lowell and Nancy Lohman

Root Family

Jill Simpkins / The Simpkins
Family Foundation

\$500,000 - \$999,999

Daytona Beach Racing
& Recreational Facilities District

J. Powell and Nancy Brown

Tim and Lisa Phillips

\$250,000 - \$499,999

P. Barrett and Carrie Brown

Ference Family Charitable Fund

Lewis and Angela Heaster

Lentz Family Foundation

James Robo and Meredith Trim

David and Antoinette Slick

Watts Family Foundation

\$100,000 - \$249,000

Cobb Cole, P.A.
Gene and Diane Rogers
H. Palmer Proctor
H. Kellim Brown
Dr. Kent and Linda Sharples
Randy and Andrea Dye

\$50,000 - \$99,000

Rodney and Cristina Cruise
Todd and Janice Huffstickler
Paul Krump

\$25,000 - \$49,000

Thomas and Peggie Hart
Theodore Hoepner
Toni Jennings
Jane and Bronek Masojada
Stuart and Lisa Sixma

\$10,000 - \$24,000

Aaron and Jeri Delgado
Bruce and Victoria Heugel
James and Rebecca Hunt
Mary Loos
Chris and Katherine Miller
John and Ann Phillips
Brooks and Marian Tomblin
Jack and Kelly White

UP TO \$10,000

Jim Cameron
William and Carol Chapin
Michael and Diane Christian
Theresa Doan
Embry-Riddle Aeronautical University
Sherry Erbe
Sally Mae Gillespie
Zayna Gibson
H. Phillip Glazner
Ronald and Lisa Hayes
Henry and Anne Koether
Ellen and James O'Shaughnessy
William Pierce
Lila Rakhmееva
Robert Shelton
Mary Jane Thompson
James "Zach" and Allison Zacharias

SPONSOR THANK YOU

OUR SPONSORS MAKE IT POSSIBLE

We extend our deepest gratitude to the generous individuals, businesses, and community partners who make our exhibitions possible. Through their support, we are able to bring world-class exhibitions, dynamic programming, and enriching educational experiences to our community.

As a Smithsonian Affiliate and a leading cultural institution in the Southeast, The Brown relies on exhibit sponsorships to fund traveling exhibitions, guest speakers, and hands-on learning opportunities that engage our visitors each year.

Our sponsors do more than support exhibits—they demonstrate a shared commitment to education, innovation, and cultural enrichment. Their partnership ensures that art, science, and history remain accessible, inspiring curiosity and lifelong learning for audiences of all ages.

We are proud to recognize our 2025 Exhibit Sponsors for their leadership, generosity, and belief in the power of museums to transform communities.

2025 EXHIBIT SPONSORS

CHAMPION

Abdulhussein Family
Brown & Brown, Inc.
Carter Electric Co.
Cici and Hyatt Brown
Daytona Beach News-Journal
Destination Daytona Beach
Early Learning Coalition
Guild of the Museum of Arts & Sciences
ICI Homes
NASCAR
Zgraph, Inc.

BENEFACTOR

Daytona City Lifestyle
Embry-Riddle Aeronautical University
Expert Reserve Services
Gene and Diane Rogers
Halifax Health
Jon Hall Chevrolet
Jonny Nomad Media

SUPPORTER

Bahama House
Bomar Construction
Cobb Cole

FRIEND

Don Bell Signs

BY THE NUMBERS: 2025 AT A GLANCE

2025 was a year of momentum, community, and transformation. While the museum stepped boldly into a new identity and laid the groundwork for an extraordinary future campus, our commitment to connecting people with art, science, and history never wavered. The numbers below reflect not just visits and attendance, but lives touched, curiosity sparked, and a community that continues to show up for its museum – and a museum that continues to show up for them.



DAILY ADMISSION

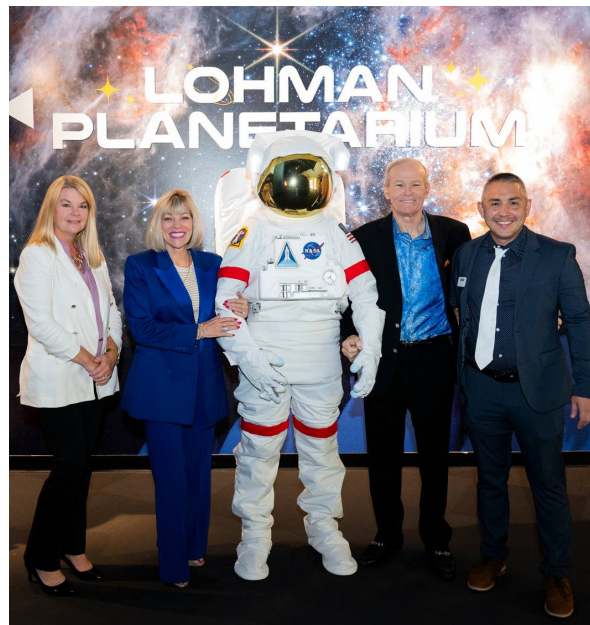
Every visit to The Brown is an opportunity to inspire curiosity and deepen connection. In 2025, over 63,000 of guests walked through our doors to explore world-class collections, immersive exhibitions, and one-of-a-kind experiences that only The Brown can offer.

Every first Tuesday of the month, The Brown opened its doors to Volusia County residents free of charge – because we believe access to art, science, and history should never be a barrier. In 2025, nearly 4,800 neighbors took advantage of this community tradition, exploring all that The Brown has to offer.

LOHMAN FIELD STUDY PROGRAM

The classroom extends far beyond four walls. In 2025, the Lohman Field Study Program's, supported by Lowell and Nancy Lohman, attendance grew by 25%, welcoming more students than ever before to explore art, science, and history through hands-on, curriculum-connected experiences—planting seeds of curiosity that last a lifetime.

We also want to pause to honor the life and legacy of Lowell Lohman, whose vision and generosity helped make these transformative learning experiences possible. His enduring commitment to education continues to inspire every student who walks through our doors—or discovers the Museum out in the community. As Lowell would say, “Adventure in life begins with learning.”



OUTREACH PROGRAMS

The museum doesn't wait for the community to come to us – we go to them. Outreach program participation surged 70% in 2025, reflecting a deepened commitment to bringing the mission of The Brown into neighborhoods, schools, and spaces across our region.

SUMMER LEARNING INSTITUTE (SLI)

The Museum's annual Summer Learning Institute focuses on art, science, and history, with many integrated learning experiences for our students. In 2025, participation remained strong and continued to grow at nearly 300 class registrations, reflecting the value of interactive and engaging experiences to enhance learning.



MEMBERSHIP

As we look ahead to an exciting new chapter, our membership remained a vital part of our momentum in 2025. Our community of 3,355 engaged members reflected our commitment to deepening meaningful connections and fostering more intentional participation.

The Museum closed to the public on March 29, 2026, to begin construction on a reimagined campus, we have already seen our audience begin to adapt alongside us. This moment represents not a slowdown, but a pivot—one that positions us to return stronger than ever with an enhanced experience designed to inspire future generations.

Throughout this period, our members have continued to show their support in meaningful ways, reinforcing the strength of our community as we build toward what's next. Even during our closure, we will continue to bring the Museum to life through ticketed programs and events in our planetarium and throughout the community, ensuring our members stay connected to the experiences they love.

CONTACT US

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