



MOIAS

MUSEUM OF ARTS & SCIENCES
In Association with the Smithsonian Institution

2018 ANNUAL REPORT

FROM THE EXECUTIVE DIRECTOR



ANDREW SANDALL

DEAR FRIENDS,

Construction has been a hot topic of conversation at the Museum for the past several years. It seemed like we were headed into a period where construction was a thing of the past – but in true MOAS form we got the itch to continue to build on the improvements made to the campus and headed into a new series of construction projects for 2018.

The direct impact of Hurricane Matthew in 2016 and then Hurricane Irma in 2017 meant that one of the oldest portions of the Museum, Root Hall and the Root Family Museum, was in desperate need of a new roof. A “bucket exhibit” that occurred during large rainstorms can now be recalled as a thing of the past as a new roof was installed during the summer of 2018.

During this time period the Museum also took the opportunity to give Root Hall a much-needed facelift. The close-proximity to the Museum’s entrance, auditorium, and kitchen make Root Hall a very desirable rental location for dinners as well as cocktail receptions prior to events that take place in the auditorium. The Root Hall renovations have resulted in a

more modern and brighter gallery and event space. White walls provide a clean backdrop for incoming exhibits and also make the room feel more expansive in size.

Another project that was in progress throughout 2018 was the process of clearing, repairing, and reopening Tuscawilla Preserve. The boardwalks and Preserve have experienced a lot of damage and bad luck throughout the years with the two hurricanes that swept through Volusia County. Multiple fallen trees and a great deal of boardwalk damage was experienced during Hurricane Matthew in 2016, but through the hard work by MOAS staff and a team of community volunteers, the front portion of the boardwalk was able to reopen in 2017.

Although a fair number of trees were cleared from Hurricane Matthew, Hurricane Irma in 2017 seemed to topple some of the larger trees in the Preserve sending them straight across the boardwalks. One even smashed through one of the pond overlooks, completely destroying it. The Preserve was once again forced to close to the public and was deemed unsafe for staff and volunteer cleanup.

In April 2018 the Museum hired a crew to come cut up and remove the fallen trees that

were scattered throughout the Preserve. In over a week’s time, 15 truck loads of debris were hauled out of the back of the Preserve. The crew even had to take a boat into the pond to remove one of the fallen trees.

In May, the reconstruction of the boardwalk began and upon its completion, MOAS staff was again able to return to Tuscawilla to power was the boardwalks, trim growth away from the trails, and make repairs to the Windows in the Forest facility. In October 2018 Tuscawilla Preserve and Windows in the Forest officially reopened for exploration. This is the first time that the entire length of the boardwalk has been open for guests to walk through since Hurricane Matthew in 2016.

Behind the scenes in 2018, the Museum has been diving into its finances to find ways to safeguard MOAS for the future. The generosity of Cici and Hyatt Brown and the incredible donors to the endowment set up for the art museum have really provided us with a blueprint for how to achieve long-term financial security. That particular endowment means that not only can we operate the Cici and Hyatt Brown Museum of Art to the level of service and quality a building and collection of that stature deserves, but that the addition of a second building will never be a burden on the organization as a whole.

We are now turning our attention to the main museum and finally understand what is needed to operate the “new” MOAS now that construction is over. As you will be aware, money from the State is very much under threat and requests for support significantly dwarf the funds available. No longer can an organization like ours rely on hundreds of thousands of dollars in State grants as we did for so many years of our existence, and we must be prepared for these funds to never come back. An exciting plan to make us much more independent from this type of funding is in the works and I look forward to sharing much more with you in 2019.

Moving into 2019 we hope to bring you most exhibits, events, and experiences that make you proud to have the Museum of Arts & Sciences as the premier cultural organization in your community.

GRANTS AND DEVELOPMENT

In the second year of the new strategic plan that was implemented in 2017, the Museum continues with an ongoing evaluation of visitorship. Guest Relations has witnessed a steady flow of guests since all major construction projects have been completed. With the consistency of guests visiting the Museum, the Curatorial Department has also been able to maintain an average of 18 changing exhibitions per year, keeping visitors engaged and excited for future

collaborations. The Education Department likewise has been able to increase its level of participating in scheduled tours and programs, and has continued to receive excellent participant feedback.

In 2018 the Museum was able to re-open the complete boardwalk through the Tuscawilla Preserve and the Windows in the Forest classroom providing the Education Department with additional resources for tours and groups.

The Museum is grateful to the Museum Guild, its community volunteers, and the continued partnership with the GE Volunteers for the

EXHIBITS AND PUBLIC PROGRAMS

The Museum’s exhibit and program calendar continues to provide the community with quality programming put on by the Education, Curatorial, and Special Events Departments that range from children and family classes and events, to adult education lectures, tours, and events.

Over 150,000 visitors enjoyed the Museum’s collections throughout the year as well as changing exhibitions including: *Brett Weston: Significant Details* featuring Weston’s close-up photography of 42 photographs spanning nearly 60 years of work; *Whistler & Company: The Etching Revival* on loan from the Reading Public Museum; *Milestones in Aviation: From the Collection Embry-Riddle Aeronautical University* which included a full-size gas-electric hybrid aircraft, the Eco Eagle; *Luster: Realism and Hyperrealism in Contemporary Automobile and Motorcycle Painting* showcasing 50 works by 15 of today’s leading photorealist artists; *100 Faces of War* in conjunction with the Smithsonian Institution; and *Katharine Hepburn: Dressed for Stage and Screen* which displayed Hepburn’s performance clothing and other related artifacts.

The Museum’s Education Department hosted signature events including the third annual History Con, MOAS Space Day, Family Craft Day, Film Classes, Family Art Classes, Volusia Collectors Day, Natural History Festival, and the Family Fall Festival. This year there was even a fun-filled May the Fourth Be With You even complete with crafts, games, and most importantly, Jedi training.



many hours of service received. In 2018, our volunteers donated a total of 15,655 service hours to the Museum. According to pointsoflight.org, the value of a volunteer hour is \$24.04 in 2018. This means that in the past year, MOAS volunteers contributed more than \$376,346.20 in valued services.

Adult education programs remain an important part of the Education Department’s mission. Guided tours of the collections are offered to adult groups and the Museum’s calendar feature a variety of lectures and presentations that allow groups to experience a specific subject in detail. Porch Talks at Gamble Place, Lunch and Learns, Afternoon and Evening Florida History lectures, and bus trips continue to draw crowds of museum members and guests.

The Summer Learning Institute continues to be a big success, this year with 40 classes offered and 253 students in attendance, filling 540 seats throughout the summer. The Museum also instituted a small increase in tuition fees and found that the increased price did not deter attendances, particularly now that we can offer online registration for programs, which accounted for 67 percent of all signups last summer.

School field trips and outreach programs are a large portion of the Education Department’s weekly calendar. During the school year, the Museum hosts an average of 8,000 school children from five different counties that participate in live planetarium shows, interactive stage shows, the Children’s Museum, and gallery specialist-led tours. The Museum also provided 28 Family Science Nights to around 25 different schools. The activities that are offered during Family Science Night also continue to expand as the Museum was awarded a grant in 2018 from the National Informal STEM Education Network which provided hands-on chemistry experiments for students.



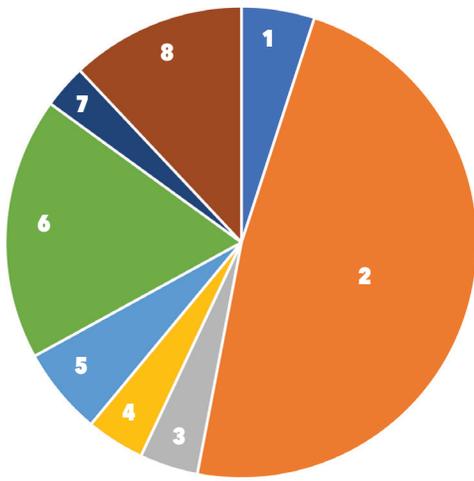
COLLECTIONS

During the 2018 fiscal year, 100 objects were accessioned into the MOAS collection. The most significant acquisition was a piece titled *The Pueblo Weaver* by Irving Couse. This painting has been on long term loan in the Dow Gallery of American Art since 1998 and was left to MOAS in the will of Dr. Harry A. Rosenthal who passed away in 2018.

2018 Attendance and Outreach

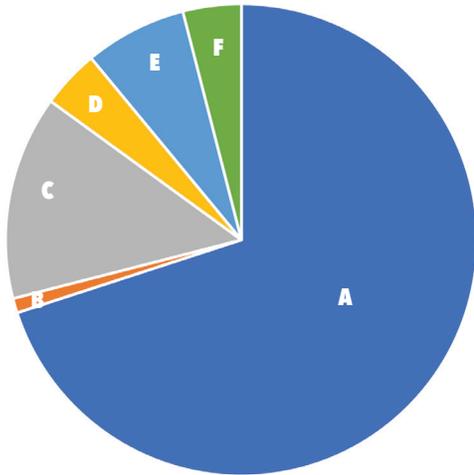
- 153,851**
Annual visitation
- 540**
Summer Learning Institute participants
- 15,655**
Hours donated by volunteers
- 164,321**
Website Views
- 1,273**
Public Lectures and Gallery Tours, Adult Lifelong Learning
- 712**
Adult Group Tours
- 9,839**
Special Events, Family Days, Enrichment Programs, Open Houses
- 7,402**
School Field Trips/Tours
- 6,245**
Outreach
- 10,994**
Events Rentals

Impact by Numbers



INCOME: \$3,220,815

1) Federal, state, local and foundation grants	\$170,550	5%
2) Individual contributions*	\$1,676,590	48%
3) Corporate contributions	\$129,258	4%
4) In-kind contributions	\$132,540	4%
5) Benefits and fundraisers	\$218,085	6%
6) Membership, admissions and programs	\$606,124	18%
7) Investment income	-\$119,697	-3%
8) Other revenue (store, publications, rentals, etc.)	\$407,365	12%
	\$3,220,815	100%



EXPENSES: \$3,080,495

A) Exhibits and educational programs	\$2,153,121	70%
B) Gamble Place operations	\$21,526	1%
C) Marketing and Development	\$442,511	14%
D) Management and general services	\$125,219	4%
E) Museum store and retail inventory, supplies	\$224,110	7%
F) Guild Expenses	\$114,008	4%
	\$3,080,495	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.*

