



MOIAS

MUSEUM OF ARTS & SCIENCES
In Association with the Smithsonian Institution

2021 ANNUAL REPORT



EXHIBITS AND PUBLIC PROGRAMS

Throughout 2021 the Museum was very fortunate to be able to host several beautiful exhibitions by Florida artists. The exhibitions that include: *Ethereal: The Art of Riitta Klint*; *Exceptional: The Art of Jill Cannady*; *Fresh of the Easel: Watercolors by Frank Spino*; *Seeing Differently: Photography by Margo Kessler Cook*; *Home: Paintings by Sara Pedigo*; *Time Honored: The Art of Dean Mitchell*; *A Symphony of Color: Beaux Arts of Central Florida*; *Artful Books 2021*, and *Flora, Fauna, and High Color: The Fantastic Florida Landscapes of Mark Messersmith*, all have paid homage to the truly talented artists we have throughout our local community and the state. Showing the work of homegrown artists in our newly available exhibition spaces has been a priority for us, and we are delighted that these exhibitions have proven to be big hits with our visitors. We are also very excited to have acquired a piece by the highly acclaimed Dean Mitchell for our collections following his successful exhibit here, which helped us towards another one of our priorities, that being to add more current Florida artists to our collections while they are still active.

Partnering with other organizations in the community to host events has been increasingly important to the Museum since we rewrote our strategic plan in 2016. One of our newest and most successful partnerships this year is with our friends at The Locals Mix, a group who specialize in bringing together local artists and musicians to curate mixed-media experiences, which has brought new life to our MOAS After Hours events. The partnership, which brings the best local musical and artistic talent for visitors to enjoy, has helped to make the Museum a regular stop for a whole new demographic in the community.

Speaking of gazing up at the night sky - there has been a great deal of excitement surrounding continued space exploration. In February 2021 the Mars Perseverance rover made its historic landing on the Martian surface. To celebrate this momentous occasion, the Museum hosted a live viewing in the Lohman Planetarium that included a live planetarium show as well as coverage of the entry, descent, and landing of Perseverance. Simultaneously, MOAS hosted a virtual watch party on our Facebook page where we streamed coverage of the landing while providing commentary and answering questions about the mission. Our live virtual watch party reached an audience of over 9,000 people and many great conversations were had while we enjoyed this memorable experience together as a community.

It was a great feeling to be out and about in the community again as we hosted a MOAS Astronomy Night at the Ballpark with the Daytona Tortugas in May 2021. A beautiful night of baseball was followed up with a night sky tour with MOAS Curator of Astronomy, Seth Mayo where he used his laser pointer to guide the crowd through the prominent Spring stars and constellations.

DEAR FRIENDS,

As we moved into 2020 from one of the most trying years in history, the world looked ahead and shared feelings of hope that this year would be different, maybe even somewhat back to normal. And although we now know that 2021 also came with its fair share of struggles, it was also a wonderful year of rebuilding for the Museum.

We began the year by hosting what has quickly become one of the Museum's signature events, The Asbury Short Film Concert. With the safety of our members and guests in mind, we offered two in-person showtimes to limit the number of guests within the auditorium. We also offered a virtual version of the program that was available for viewing from the comfort of home. The event was very successful, and we received a lot of positive feedback from our patrons in appreciation of the accommodations that were made so that the show could be enjoyed safely.

One of our first in-person events back at the Museum that involved food and beverage was our Italian Wine Dinner. This presented a new list of challenges for the Museum to navigate as it was a delicate balance of offering a fun and informative social event while keeping the safety of our guests at the forefront of our minds. This event was a

testament to how fortunate we are to have the layout and facilities of this museum. We hosted the limited occupancy wine dinner in the Lemerand Wing, which allowed us to seat around 50 safely socially distanced guests, each group with their own personal table. It was refreshing to see everyone's smiling faces, even if some of them were behind masks at times, back at the Museum once again, and was proof that we could continue to safely rebuild the Museum's programming.

2021 continued on this way, slowly introducing back the Museum's roster of programs and social events. We announced the 2021 Summer Learning Institute class schedule in March as we do each year. However, this year's registration frenzy was staggering and our classes were close to capacity or sold out just a couple of weeks into the enrollment period.

An exciting announcement for 2021 was the establishment of the Lohman Museum of Arts & Sciences Field Study program in collaboration with the FUTURES Foundation and Volusia County Schools. This program, generously funded by a donation from our friends Lowell and Nancy Lohman, will provide a fun and engaging day of science education at the Museum for all Volusia County Schools'

5th and 8th grade students. The new program began in the fall of 2021 and is funded to last through to the end of the 2023/24 school year.

2021 was a year of rebuilding, but it was also a year of celebration for the Museum as it marked the 50th anniversary of the Museum of Arts & Sciences in its current home within Tuscawill Preserve. On July 25th the Museum hosted a 70s themed birthday party celebration to mark the day 50 years earlier that MOAS had opened its doors to the public for the first time at its permanent home.

The end of 2021 led the Museum to the final goodbye of its long time Executive Director, Andrew Sandall as he announced his resignation to accept a new position as the President and CEO of the Morris Museum in Morristown, New Jersey. We thank Andrew for all his contributions and dedication to the Museum of Arts & Sciences. Over his years at MOASS, Andrew saw through our construction projects and the diversification of our programmatic and event focuses which have made us such a key resource in our community.



COLLECTIONS

During the 2020 calendar year, the Museum accessioned 69 items into the collection. The most significant gift was 14 paintings that were donated by Leonardo Rodriguez and the Kendall Art Center in Miami, Florida.

The Rodriguez Collection is privately financed by Leonardo Rodriguez and his family and is one of Miami's largest, privately owned Cuban contemporary art collections. Dedicated to preserving the history and significance of Cuban art, the Rodriguez Collection showcases the work of artists who have established the key tenets of a visual language with global implications that reach beyond the island and its diaspora.

2021 Attendance and Outreach

- 56,847**
Annual visitation
- 230**
Summer Learning Institute participants
- 5,650.50**
Hours donated by volunteers
- 246,384**
Website Views
- 2,347**
Public Lectures and Gallery Tours, Adult Lifelong Learning
- 435**
Adult Group Tours
- 4,681**
Special Events, Family Days, Enrichment Programs, Open Houses
- 4,765**
School Field Trips/Tours
- 1,617**
Outreach
- 4,107**
Events Rentals

Impact by Numbers



MEMBERSHIP AND DEVELOPMENT

It is no secret that Lowell and Nancy Lohman are some of the most generous members of our community and have been very loyal supporters of the Museum. In December 2021 we hosted the dedication ceremony for the Lowell & Nancy Lohman Planetarium. The planetarium's exterior received a sizable makeover and now the new signage bearing the Lohman's name has been prominently placed, greeting guests both day and night.

MOAS membership numbers continued to rise throughout 2021 with a steady increase in renewals and new members monthly. Membership in 2021 increased significantly compared to 2020 when we were going through the peak of the COVID pandemic. We are now seeing members who did not renew during the pandemic now returning to us as they feel more comfortable with in-person experiences having seen the lengths the Museum will go to keep them safe. We continuously have members reach out to thank the Museum staff for keeping the virtual programming and how much they look forward to the weekly Sky Tonight tours.

INCOME: \$8,167,981

1) Federal, state, local and foundation grants	\$127,418	2%
2) Individual contributions*	\$1,172,277	15%
3) Corporate contributions	\$110,174	1%
4) In-kind contributions	\$111,350	1%
5) Benefits and fundraisers	\$115,696	1%
6) Membership, admissions and programs	\$752,336	9%
7) Investment income	\$5,509,959	67%
8) Other Federal Funding	\$239,080	3%
9) Other revenue (store, publications, rentals, etc.)	\$29,691	4%
	\$8,167,981	100%

EXPENSES: \$4,172,075

A) Exhibits and educational programs	\$3,337,845	80%
B) Gamble Place operations	\$59,136	1%
C) Marketing and Development	\$354,673	10%
D) Management and general services	\$57,319	1%
E) Museum store and retail inventory, supplies	\$270,956	6%
F) Guild Expenses	\$92,146	2%
	\$4,172,075	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.*

