

Advancement notes FY23 through December 31

Foundation

- Implementing the 2022-2023 *Science Outreach Initiative*, with \$25,000 in support from the Patterson Foundation and \$5,000 in additional partnership support.
- Grant support from Patterson Foundation, Sovah Health, Community Foundation Serving Western Virginia, Martinsville-Henry County Tourism.
- Pending proposals to Edgar A. Thurman Trust, Monogram Loves Kids Foundation, Boxley, Hooker Furnishings, Community Foundation of the Central Blue Ridge, Carter Bank & Trust and Harvest Foundation.
- Implementing new donor database and communication system in April 2023, enhancing donor communications and outreach.
- Updating Membership benefits and pricing in spring 2023.
- Recent \$11,875 estate gift, bringing the endowment balance as of Dec. 31, 2022 to \$812,592.

Exhibits

- *Science of Flight* open through January 14.
- *Dinosaur Discoveries: Ancient Fossils, New Ideas* to be open February 11, 2023 to January 20, 2024, with an opening reception February 10, 2023.
- *Masters of the Night* (bats) exhibit to be open February 10, 2024 to January 12, 2025, with an opening reception February 8, 2024.

Festivals and events

- Festivals and major events scheduled through October 2024, enabling staff in partnership with the VMNH Foundation to secure grants and partnerships in support of these major festivals. We are working now on 2024 funding partnerships.
 - January 28 – Bug Festival
 - April 21-22 – Reptile Festival
 - July 21-22 – Dino Festival
 - October 28 – Bonez & Booz
 - February 10, 2024 – Opening day celebration for the *Masters of the Night* exhibit
 - April 19-20, 2024 – Reptile Festival
 - July 26-27, 2024 – Dino Festival
 - October 26, 2024 – Bonez & Booz

Other

- Continued strong growth in admissions and retail revenue, with science festivals serving as a strong driver of visitation and overall revenue.
- Finalized hiring of Museum Experiences Manager, with selected candidate to begin February 20.
- Partnering with the City of Martinsville to upgrade the museum's wifi hardware and software, with enhanced speed and password-protected access for staff and visiting partners.
- Partnering with MHC Tourism to produce a 20' x 30' outdoor banner for the front of the museum promoting the *Dinosaur Discoveries* exhibit.