

## Advancement Report

Marketing, Development, Exhibits, Museum Rental, Special Events, Visitor Services,  
Volunteer Management, Publications, Human Resources  
***FY2023 – July 1 to December 31, 2022***

<b><u>EARNED REVENUE</u></b>		
	<i>FY2022</i>	<b>FY2023</b>
<b>VMNH Foundation revenue</b>	\$163,402	\$152,096
<b>Museum earned revenue</b>	\$62,742	\$95,836
<b>Total combined earned revenue</b>	<b>\$226,144</b>	<b>\$247,932</b>

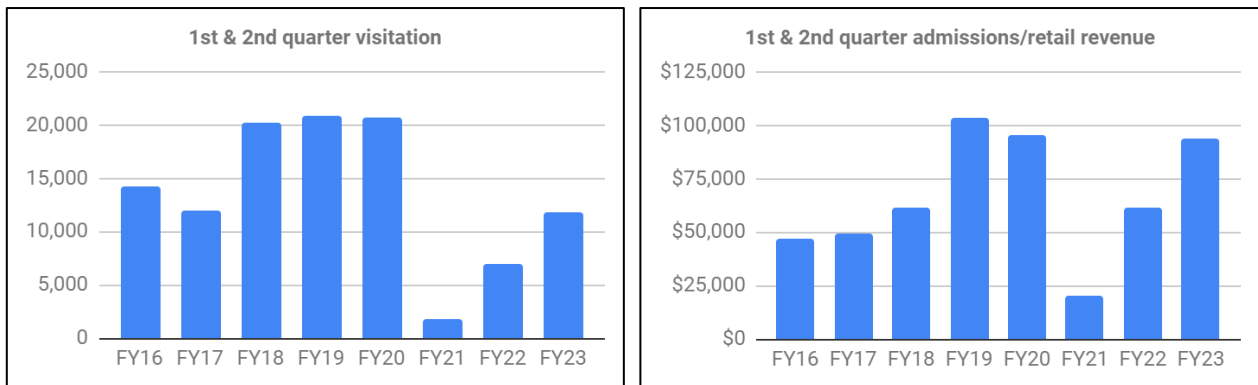
  

<b><u>VISITATION</u></b>		
	<i>FY2022</i>	<i>FY2023</i>
On-site:	6,933	11,766
Off-site:	36,643	49,297
<b>Total</b>	<b>43,576</b>	<b>61,063</b>

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### **HISTORICAL 1<sup>ST</sup> & 2<sup>ND</sup> QUARTER VISITATION & ADMISSIONS/RETAIL REVENUE**



*Note that FY20 and earlier includes both Museum Store and PALEO Café in the retail total.  
Post-FY20 retail revenue consists solely of Museum Store sales.*

## EARNED REVENUE DETAILS

### Earned Revenue

#### Advancement 02 Revenue (museum earned revenue)

	<u>FY2022</u>	<u>FY2023</u>
Admissions	\$37,302	\$55,911
Museum Store	\$23,825	\$37,667
Museum Rental	\$0	\$1,525
Publications	\$1,615	\$733
Exhibit Rental	<u>\$0</u>	<u>\$0</u>
<b>Advancement 02 Total</b>	<b>\$62,742</b>	<b>\$95,836</b>

#### Donations to the VMNH Foundation

	<u>FY2022</u>	<u>FY2023</u>
Memberships/Corp.		
Partnerships	\$28,892	\$15,359
Discovery Fund	\$39,575*	\$40,869**
Events	\$2,000	\$0
Research restricted gifts	\$27,435	\$56,193
Education restricted gifts	\$17,000	\$0
Exhibits restricted gifts	\$25,000	\$0
Other restricted gifts	<u>\$23,500</u>	<u>\$39,675</u>
<b>Total VMNHF revenue</b>	<b>\$163,402</b>	<b>\$152,096</b>

\*\$841 from the greater Waynesboro area

\*\*\$6,690 from the greater Waynesboro area

## FUNDRAISING

### Endowment

<u>FY2021</u>		<u>FY2022</u>		<u>FY2023</u>	
12/31/20	\$688,133	12/31/21	\$789,954	12/31/22	\$812,592

### Memberships

<u>FY2021</u>		<u>FY2022</u>		<u>FY2023</u>	
12/31/20	326	12/31/21	382	12/31/22	461

**Corporate Partnerships: 38**

## RECENT & UPCOMING EVENTS

January 13 – Pliny the Elder 2,000th birthday celebration

January 14 – Closing day of the *Science of Flight* exhibit

January 28 – Bug Festival

Sponsored by: **Patterson Trust** (TBC) **Sovah Health**

February 11, 2023 to January 20, 2024 – Public opening of *Dinosaur Discoveries: Ancient Fossils, New Ideas* (opening reception February 10)

Sponsored by: **Patterson Trust** **MHC Tourism**  
**(TBC) Sovah Health** **(TBC) Harvest Foundation**

April 20 – Reptile Festival reception for members, supporters

April 21-22 – Reptile Festival

Sponsored by: **Patterson Trust** **Comm. Fdn. Serving Western VA**  
**(TBC) Sovah Health** **(TBC) Bassett Furniture**  
**(TBC) Carter Bank & Trust**

July 21-22 – Dino Festival

Sponsored by: **Patterson Trust** **(PENDING) Carter Bank & Trust**  
**(PENDING) Sovah Health** **(PENDING) Bassett Furniture**

## EXHIBITS

Now open – *Stories from Skeletons* exhibit in the HAL column cases at VMNH

February 11, 2023 to January 20, 2024 – *Dinosaur Discoveries: Ancient Fossils, New Ideas*

February 10, 2024 to January 12, 2025 – *Masters of the Night* exhibit

Sponsored by: **(PENDING) Patterson Trust**

## MARKETING

The museum received coverage on a wide variety of media outlets:

WDBJ7 (CBS Affiliate - Roanoke)

[Virginia Museum of Natural History to host first Bonez and Booz Halloween event](#)

Roanoke Times

[Early facade design for natural history museum in Waynesboro reflects mountain colors](#)

Martinsville Bulletin

[New VMNH herpetologist Arianna Kuhn does research and educational outreach with reptiles and amphibians](#)

### **Groupon**

<u>FY2021</u>	<u>FY2022</u>	<u>FY2023</u>
\$765	\$1,929	\$2,339

*VMNH Mission: To interpret Virginia's natural heritage within a global context in ways that are relevant to all citizens of the Commonwealth.*

## DIVERSITY & INCLUSION

### VMNH purchasing

	Minority Business Enterprise (MBE)	Women's Business Enterprise (WBE)	Small Business Enterprise (SBE)
VMNH	10.59%	18.01%	19.08%
Overall Education Secretariat	3.43%	3.41%	18.32%

### VMNH education programs

Male: 50%

Female: 50%

Non-binary: 0%

White: 47%

African American: 37%

Hispanic: 8%

2 or more races: 8%

### Museums for All (MFA) EBT admissions program

<b>MFA as a percentage of total visitation</b>	<b>FY20</b>	<b>FY21</b>	<b>FY22</b>	<b>FY23</b>
1 <sup>st</sup> quarter	1.3%	2.2%	4.0%	16.5%
2 <sup>nd</sup> quarter	1.4%	3.7%	2.5%	28.6%
3 <sup>rd</sup> quarter	0.2%	12.8%	6.0%	
4 <sup>th</sup> quarter	<i>COVID closure</i>	5.2%	8.2%	

### Staff demographics

		Female	Male	Black or African American (non-Hispanic or Latino)	White (non-Hispanic or Latino)	Hispanic or Latino	Asian (non-Hispanic or Latino)	Native Hawaiian or other Pacific Islander (non-Hispanic or Latino)	American Indian or Alaska Native (non-Hispanic or Latino)	Two or more races (non-Hispanic or Latino)
Full-time	34	17 (50%)	17 (50%)	4 (12%)	30 (88%)	0	0	0	0	0
Part-time	12	7 (58%)	5 (42%)	5 (42%)	7 (58%)	0	0	0	0	0
All staff	46	24 (52%)	22 (48%)	9 (20%)	37 (80%)	0	0	0	0	0
Staff reporting directly to ED	11	4 (36%)	7 (64%)	1 (1%)	10 (91%)	0	0	0	0	0
Staff in supervisory roles	9	2 (22%)	7 (78%)	1 (11%)	8 (89%)	0	0	0	0	0

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**DEMOGRAPHICS**

**Where our visitors came from**

Virginia	80%	(see map for breakdown among the 10 Virginia Tourism Regions)
Martinsville/Henry County	43%	
Danville/Pittsylvania County	8%	
Other Virginia	29%	
North Carolina	16%	
States other than VA & NC	4%	

**Who our visitors are**

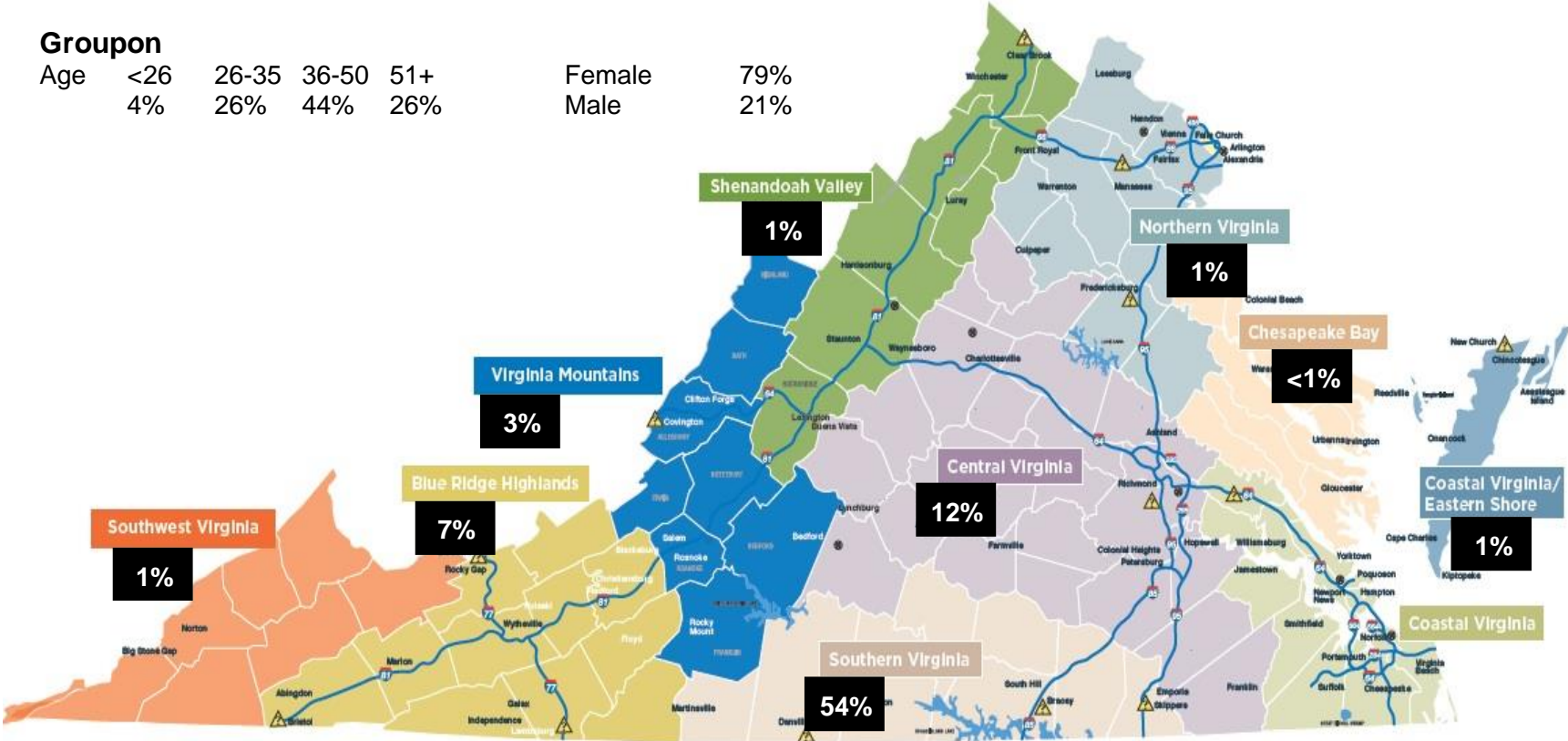
Adults (ages 19-59):	46%
Seniors (ages 60+):	6%
Children (ages 3-18):	29%
Children under 3:	7%
VMNH Members:	12%
Adults (ages 19-59):	7%
Seniors (ages 60+):	<1%
Children (ages 3-18):	4%
Children under 3:	<1%

**Facebook**

Age	<u>13-17</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	
Female	0.08%	4%	21%	19%	14%	8%	4%	70%
Male	0.07%	2%	8%	9%	5%	4%	2%	30%

**Groupon**

Age	<26	26-35	36-50	51+	Female	79%
	4%	26%	44%	26%	Male	21%



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