

Advancement Report

Marketing, Development, Exhibits, Museum Rental, Special Events, Visitor Services,
Volunteer Management, Publications, Human Resources
FY2023 – July 1, 2022 to March 31, 2023

EARNED REVENUE THROUGH THE 3RD QUARTER

	<i>FY2022</i>	FY2023
VMNH Foundation	\$188,932	\$186,686
Museum	\$90,610	\$130,711
Total earned revenue	\$279,542	\$317,397

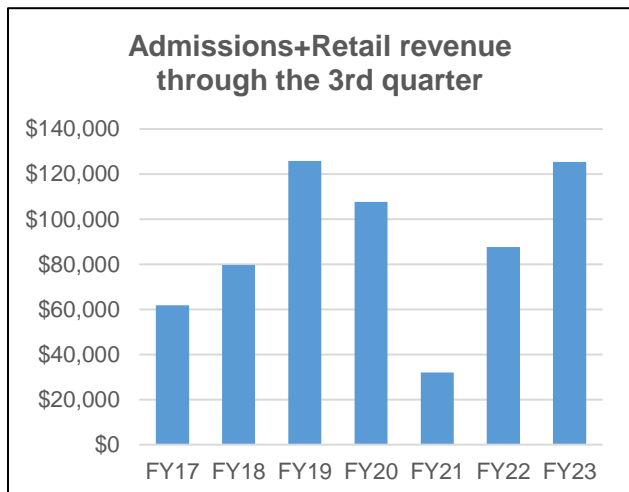
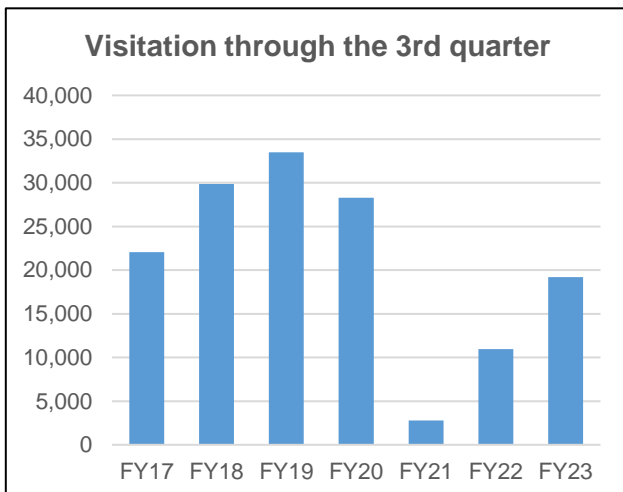
VISITATION THROUGH THE 3RD QUARTER

<u>FY2020</u>	<u>FY2021</u>	<u>FY2022</u>	<u>FY2023</u>
28,289	2,770	9,611	19,203

TABLE OF CONTENTS

2. Earned revenue details, Fundraising
3. Recent & upcoming events, Exhibits, Marketing
4. Diversity & inclusion
5. Festival data *(includes the April 2023 Reptile Festival to provide a complete FY festival snapshot)*
6. Demographics

HISTORICAL VISITATION & ADMISSIONS+RETAIL REVENUE THROUGH Q3



EARNED REVENUE DETAILS

Museum Earned Revenue

	<u>FY2022</u>	<u>FY2023</u>
Admissions	\$52,753	\$75,527
Museum Store	\$34,919	\$49,821
Museum Rental	\$0	\$3,970
Publications	\$1,738	\$1,393
Exhibit Rental	<u>\$1,200</u>	<u>\$0</u>
Advancement 02 Total	\$90,610	\$130,711

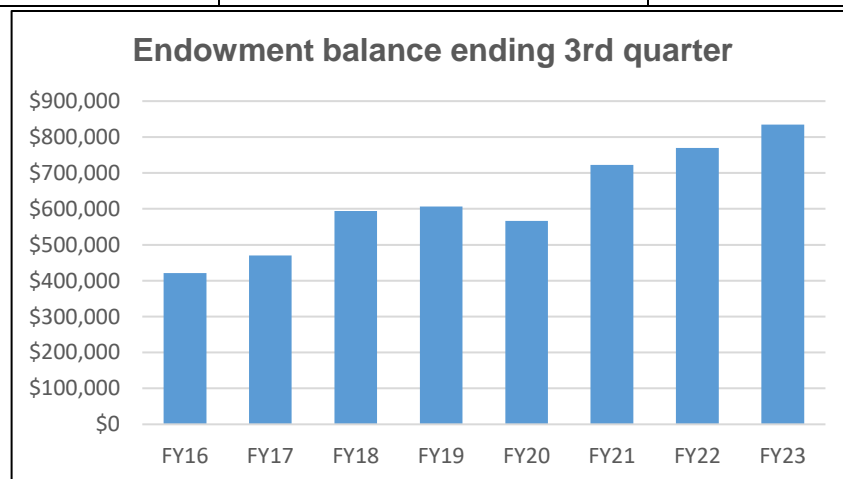
VMNH Foundation Revenue

	<u>FY2022</u>	<u>FY2023</u>
Memberships/Corp.		
Partnerships	\$34,557	\$35,649
Discovery Fund	\$38,010	\$39,533
Events	\$9,640	\$0
Research restricted gifts	\$37,285	\$56,193
Education restricted gifts	\$17,240	\$0
Exhibits restricted gifts	\$28,700	\$2,000
Other restricted gifts	<u>\$23,500</u>	<u>\$53,311</u>
Total VMNHF revenue	\$188,932	\$186,686

FUNDRAISING

Endowment

<u>FY2021</u>		<u>FY2022</u>		<u>FY2023</u>	
3/31/21	\$722,012	3/31/22	\$769,984	3/31/23	\$834,689



Memberships

<u>FY2021</u>		<u>FY2022</u>		<u>FY2023</u>	
3/31/21	290	3/31/22	396	3/31/23	549

Corporate Partnerships: 38

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

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**
MHC Tourism

Sovah Health

February 11 – Public opening of *Dinosaur Discoveries: Ancient Fossils, New Ideas* (opening reception February 10)

Sponsored by: **Patterson Trust**
Sovah Health

MHC Tourism

April 20 – Reptile Festival reception for members, supporters

April 21-22 – Reptile Festival

Sponsored by: **Patterson Trust**
Sovah Health
Carter Bank & Trust

Comm. Fdn. Serving Western VA
Bassett Furniture

June-July – VMNH Summer Adventure Camps

Sponsored by: **Kiwanis**

SW Piedmont Master Naturalists

June-July – VMNH Wyoming Dinosaur Dig in partnership with the University of Lynchburg

Sponsored by: **National Science Foundation**

July 20 – Dino Festival reception for members, supporters

July 21-22 – Dino Festival

Sponsored by: **Patterson Trust**
Sovah Health
Martinsville First Savings Bank

Carter Bank & Trust
Bassett Furniture

EXHIBITS

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

Sponsored by: **Patterson Trust**
Sovah Health

MHC Tourism

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

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

MARKETING

Cardinal News (Southwest & Southside Virginia)

[More than a year later, scientists in Martinsville are still working on skeleton of ice age cat found in Lee County](#)

Smithsonian Magazine (National)

[How Ukrainians Are Defending Their Cultural Heritage From Russian Destruction](#)

WHSV-TV3 (ABC Affiliate - Harrisonburg)

[Virginia Museum of Natural History share what to expect at Waynesboro branch](#)

Groupon (through March 31)

<u>FY2020</u>	<u>FY2021</u>	<u>FY2022</u>	<u>FY2023</u>
\$5,256	\$1,100	\$2,732	\$3,273

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

MFA as a percentage of total visitation	FY20	FY21	FY22	FY23
1 st quarter	1.3%	2.2%	4.0%	16.5%
2 nd quarter	1.4%	3.7%	2.5%	28.6%
3 rd quarter	0.2%	12.8%	6.0%	9.5%
4 th quarter	<i>COVID closure</i>	5.2%	8.2%	

Staff demographics

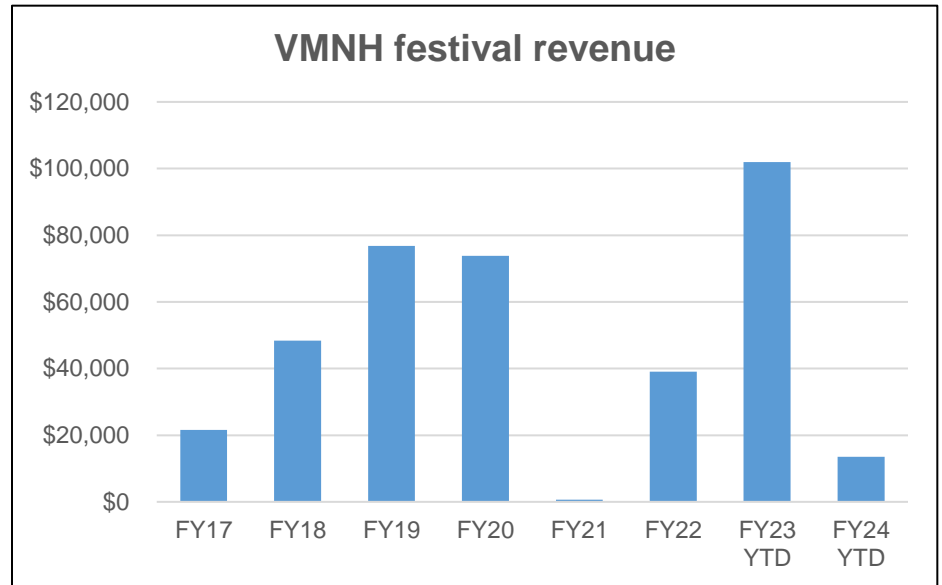
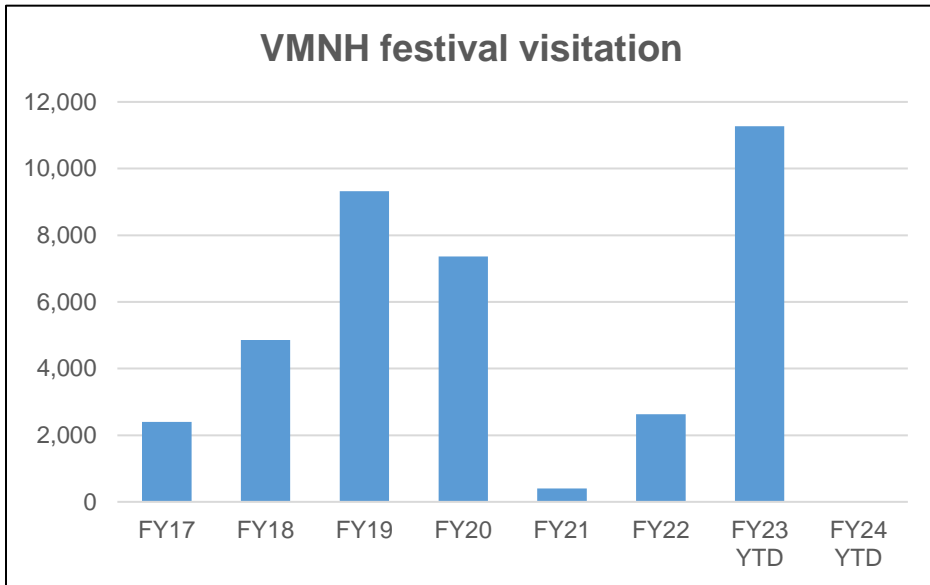
		Female	Male	Black or African American (non- Hispanic or Latino)	White (non- Hispanic or Latino)	Hispanic or Latino	Asian (non- Hispanic or Latino)	Native Hawaiian or other Pacific Islander (non- Hispanic or Latino)	American Indian or Alaska Native (non- Hispanic or Latino)	Two or more races (non- Hispanic 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	12	4 (33%)	8 (67%)	1 (8%)	11 (92%)	0	0	0	0	0

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

FESTIVAL VISITATION & REVENUE

- FY23 is a record year for festival revenue, exceeding FY19 by 33%.
- FY23 is a record year for festival attendance, exceeding FY19 by 21%.
- FY23 festival visitors came from 24 states.
- For FY23, 3,116 visitors received FREE admission via the *Museums for All* program supported by Hooker Furnishings and Carter Bank & Trust.
- **Science Festivals are the museum's and the VMNH Foundation's biggest fundraising events.**

	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24 YTD
Visitation	2,401	4,852	9,318	7,361	398	2,629	11,274	0
Admissions	\$7,586	\$14,838	\$36,392	\$30,518	\$638	\$11,868	\$44,051	\$0
*Retail	\$6,005	\$10,792	\$20,783	\$17,197	\$0	\$7,507	\$28,197	\$0
Corporate Partnerships	\$6,250	\$19,300	\$14,500	\$21,250	\$0	\$17,108	\$18,000	\$13,500
Membership sales	\$1,706	\$3,421	\$4,349	\$3,031	\$0	\$1,396	\$2,108	\$0
Beer Garden sales	\$0	\$0	\$805	\$1,835	\$0	\$1,180	\$2,784	\$0
Festival t-shirt sales	\$0	\$0	\$0	\$0	\$0	\$0	\$5,640	\$0
Photobooth	\$0	\$0	\$0	\$0	\$0	\$0	\$1,170	\$0
Total revenue	\$21,547	\$48,351	\$76,829	\$73,831	\$638	\$39,059	\$101,950	\$13,500



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

DEMOGRAPHICS

Where our visitors came from

Virginia	82%	(see map for breakdown among the 10 Virginia Tourism Regions)
Martinsville/Henry County	43%	
Danville/Pittsylvania County	10%	
Other Virginia	29%	
North Carolina	15%	
States other than VA & NC	3%	

Who our visitors are

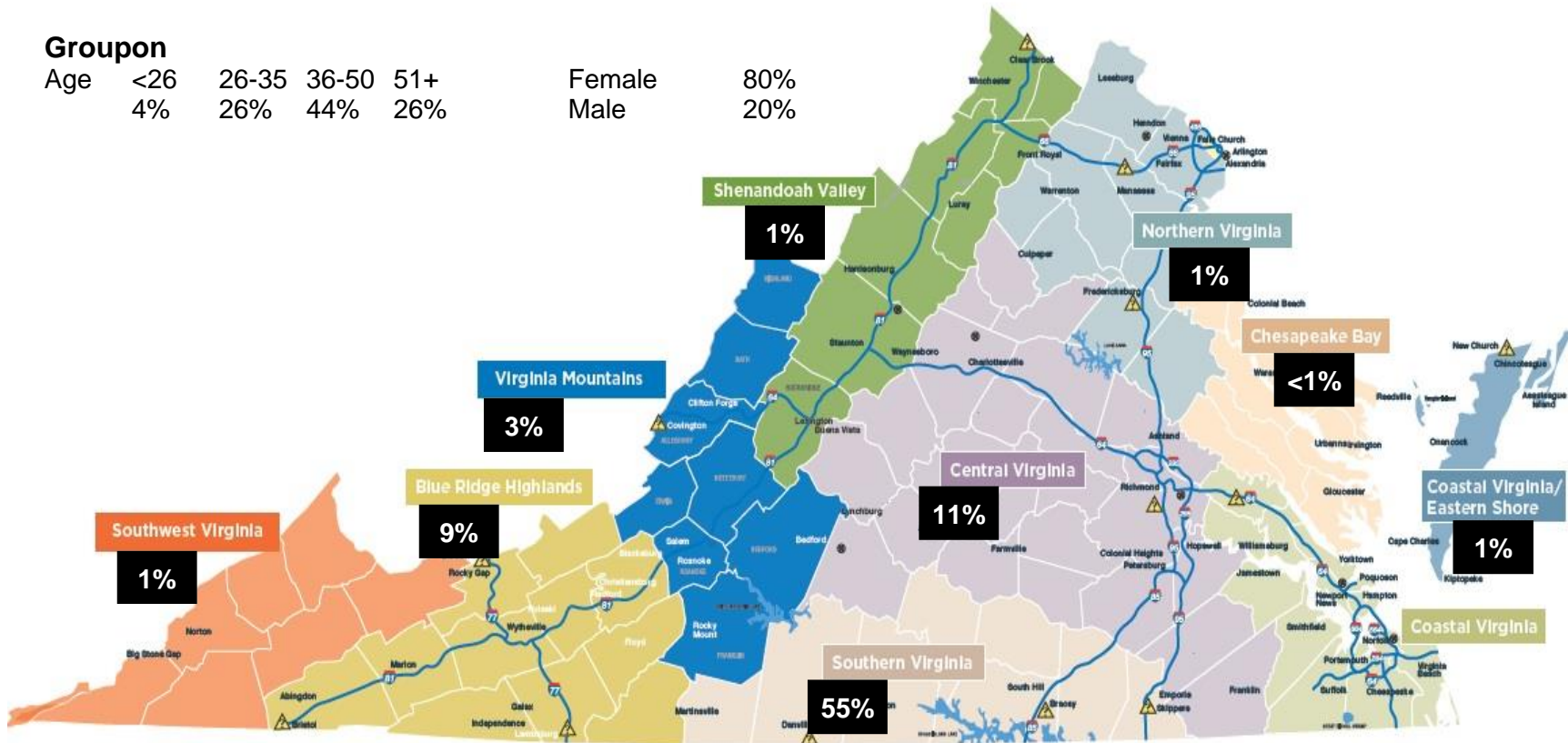
Adults (ages 19-59):	47%
Seniors (ages 60+):	5%
Children (ages 3-18):	30%
Children under 3:	7%
VMNH Members:	11%
Adults (ages 19-59):	6%
Seniors (ages 60+):	<1%
Children (ages 3-18):	4%
Children under 3:	<1%

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	80%
	4%	26%	44%	26%	Male	20%



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