

Advancement Report

Marketing, Development, Exhibits, Museum Rental, Special Events, Visitor Services,
Volunteer Management, Publications, Human Resources

FY2023 – July 1 to September 30, 2022

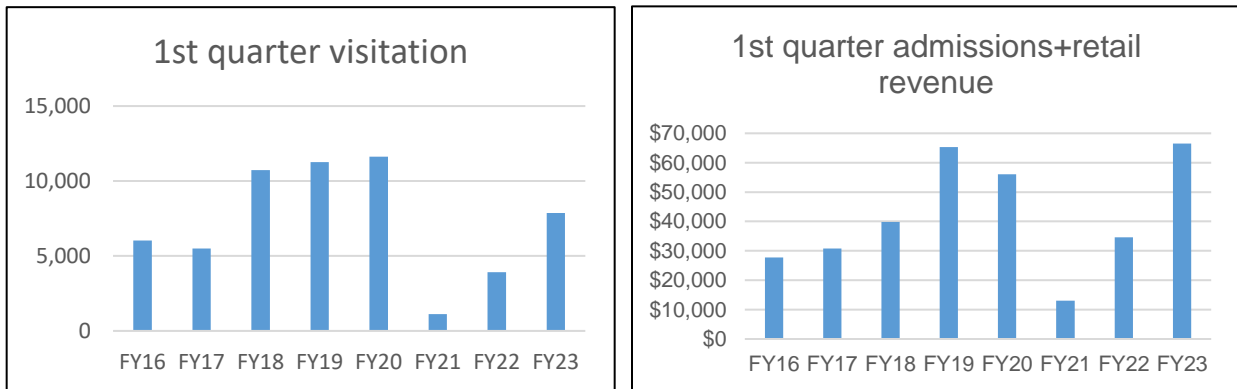
<u>EARNED REVENUE</u>		
	<i>FY2022</i>	FY2023
VMNH Foundation revenue (going forward we'll refer to overall combined giving as the Discovery Fund)	\$48,519	\$97,401
VMNH Advancement (museum) revenue	\$34,828	\$67,719
Total earned revenue	\$83,347	\$165,120

<u>VISITATION</u>		
	<i>FY2021</i>	<i>FY2022</i>
On-site:	3,919	7,873
Off-site:	6,492	11,389
Total	10,411	19,262

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HISTORICAL 1st QUARTER VISITATION AND 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**

<u>Advancement revenue (museum earned revenue)</u>		
	<u>FY2022</u>	<u>FY2023</u>
Admissions	\$20,760	\$38,344
Museum Store	\$13,860	\$28,171
Museum Rental	\$0	\$963
Publications	\$208	\$241
Exhibit Rental	\$0	\$0
Advancement (museum) revenue	\$34,828	\$67,719

Donations to the VMNH Foundation

	<u>FY2022</u>	<u>FY2023</u>
Memberships/Corp.		
Partnerships	\$11,590	\$5,510
Annual Fund	\$8,129	\$10,948
Events	\$0	\$0
Research restricted gifts	\$0	\$55,943
Education restricted gifts	\$7,000	\$0
Exhibits restricted gifts	\$0	\$0
Other restricted gifts	\$21,800	\$25,000
VMNH Discovery Fund revenue	\$48,519	\$97,401

FUNDRAISING**Endowment**

<u>FY2021</u>		<u>FY2022</u>		<u>FY2023</u>	
9/30/20	\$644,609	9/30/21	\$745,191	9/30/22	\$743,248

Memberships

<u>FY2021</u>		<u>FY2022</u>		<u>FY2023</u>	
9/30/20	382	9/30/21	381	9/30/22	459

Corporate Partnerships: 40

RECENT & UPCOMING EVENTS

Summer 2022 – VMNH Summer Camps

Sponsored by: **SW Piedmont Chapter-Virginia Master Naturalists**

July 22-23 – Dino Festival

Sponsored by: **Patterson Trust** **Carter Bank & Trust**
Bassett Furniture **Didi Pancake**
Community Fdn. Serving Western VA **Sovah Health**

October 29 – Bonez & Booz

Sponsored by: **Patterson Trust** **Bassett Furniture**
Sovah Health **Martinsville Speedway**

November 11 – Research & Collections reception welcoming Dr. Arianna Kuhn

January 13, 2023 – Pliny the Elder 2,000th birthday celebration

January 28, 2023 – Bug Festival

Sponsored by: **Patterson Trust**

February 9, 2023 – Opening reception for *Dinosaur Discoveries: Ancient Fossils, New Ideas*

EXHIBITS

Now open through January 14, 2023 – *Science of Flight* exhibit

Sponsored by: **Patterson Trust** **Carter Bank & Trust**
United Way of MHC **Harvest Foundation**

Feb. 11, 2023 to Jan. 20, 2024 – *Dinosaur Discoveries: Ancient Fossils, New Ideas*

Sponsored by: **Patterson Trust**

MARKETING

Prominent local, regional and statewide media coverage, including:

PBS NewsHour

[Smithsonian and U.S. Army join forces to save works of art and culture threatened by war](#)

WDBJ7 (CBS Affiliate - Roanoke)

[New Exploration Lab to come to the Virginia Museum of Natural History](#)

Smithsonian Magazine

[Can Cultural Treasures in Occupied Ukraine Be Saved?](#)

WHSV (ABC Affiliate-Harrisonburg)

[Virginia Museum of Natural History in Waynesboro expected to break ground next summer, open doors in 2025](#)

Groupon (included in Admissions revenue)

FY2021

FY2022

FY2023

\$438.06	\$1,264.26	\$1,862.57
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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	14%	15.67%	21%
Overall Education Secretariat	5.49%	4.19%	22.47%

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 overall visitation	FY20	FY21	FY22	FY23
1 st quarter	.03%	2%	4%	3%

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	33	16 (48%)	17 (52%)	4 (12%)	29 (88%)	0	0	0	0	0
Part-time	10	5 (50%)	5 (50%)	4 (40%)	6 (60%)	0	0	0	0	0
All staff	43	21 (49%)	22 (51%)	8 (19%)	35 (81%)	0	0	0	0	0
Staff reporting directly to ED	11	4 (36%)	7 (64%)	1 (9%)	10 (91%)	0	0	0	0	0
Staff in supervisory roles	10	2 (20%)	8 (80%)	1 (10%)	9 (90%)	0	0	0	0	0

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DEMOGRAPHICS

Where our visitors came from

Virginia	74%	(see map for breakdown among the 10 Virginia Tourism Regions)
Martinsville/Henry County	30%	
Danville/Pittsylvania County	9%	
Other Virginia	35%	
North Carolina	20%	
States other than VA & NC	6%	

Who our visitors are

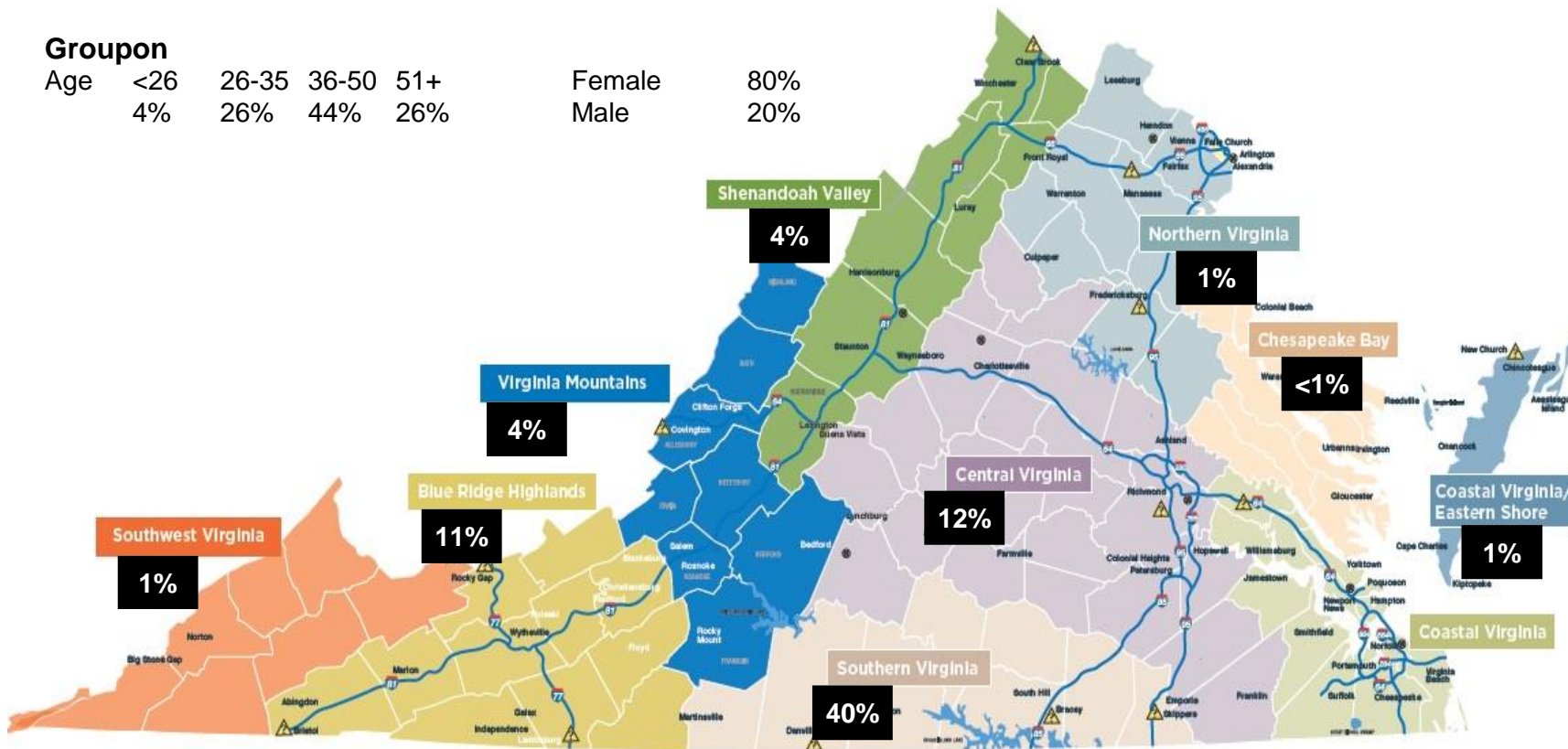
Adults (ages 19-59):	48%
Seniors (ages 60+):	4%
Children (ages 3-18):	30%
Children under 3:	7%
VMNH Members:	11%
Adults (ages 19-59):	6%
Seniors (ages 60+):	<1%
Children (ages 3-18):	4%
Children under 3:	<1%

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%

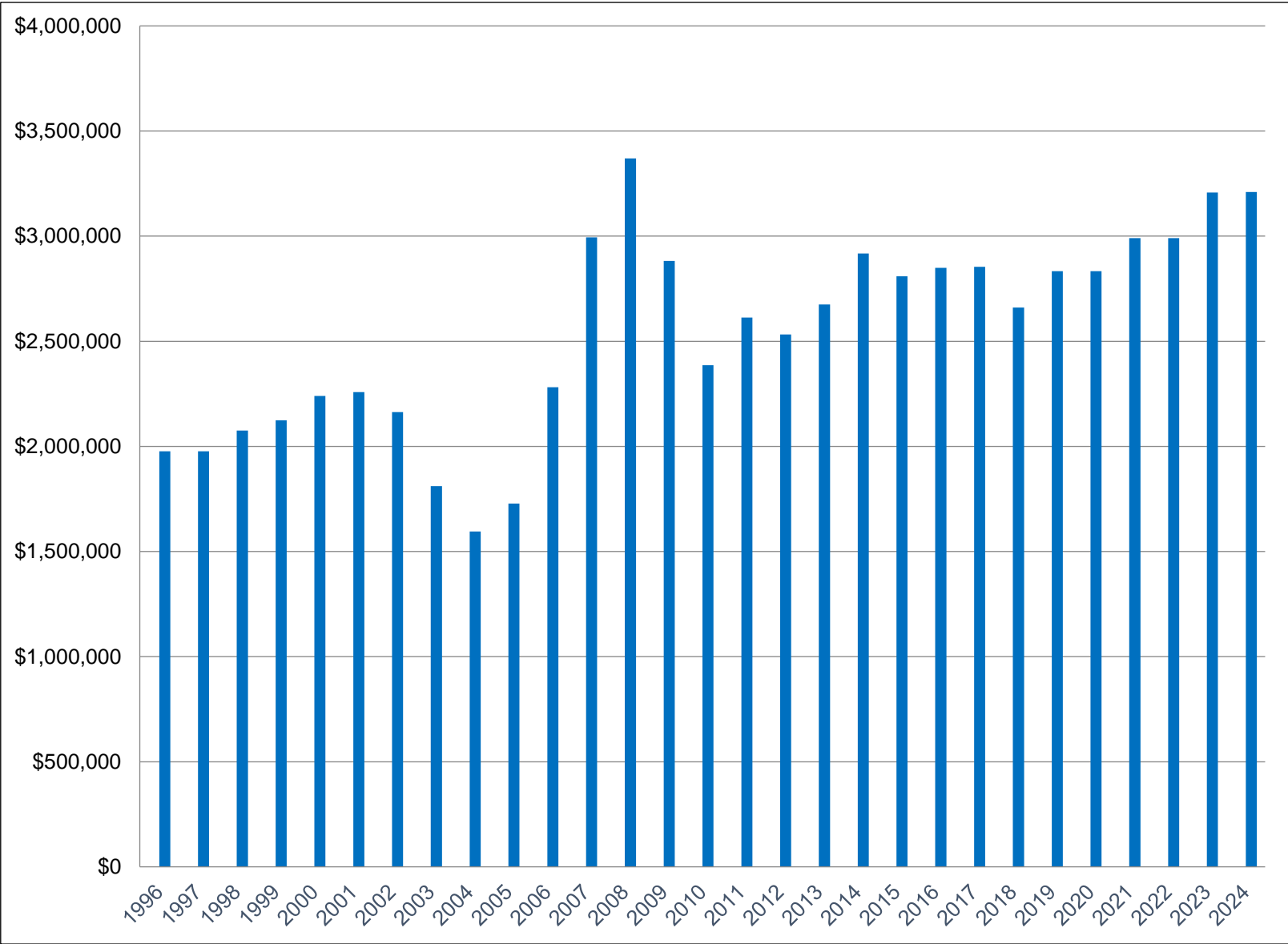


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VMNH GENERAL FUND APPROPRIATIONS: FY1996 to FY2024

Current full-time staff: **34**
 Highest full-time staff total in 2007: **47**
 Strong growth in R&C full-time staff: **15** currently vs. **9** a decade ago

FY	GF
1996	\$1,977,161
1997	\$1,976,499
1998	\$2,075,504
1999	\$2,123,701
2000	\$2,239,950
2001	\$2,258,671
2002	\$2,163,600
2003	\$1,810,681
2004	\$1,594,853
2005	\$1,728,426
2006	\$2,281,534
2007	\$2,994,244
2008	\$3,369,094
2009	\$2,881,660
2010	\$2,386,588
2011	\$2,612,965
2012	\$2,532,042
2013	\$2,674,597
2014	\$2,917,110
2015	\$2,809,261
2016	\$2,849,854
2017	\$2,854,326
2018	\$2,660,680
2019	\$2,833,105
2020	\$2,833,105
2021	\$2,990,923
2022	\$2,990,923
2023	\$3,207,184
2024	\$3,210,061



FESTIVAL VISITATION AND REVENUE: FULL FISCAL YEARS + FY23 YTD

