

Board of Trustees Executive Committee

AGENDA

Friday, January 31, 2025, 3:30 PM – 5:00 PM

Welcome and Call to Order Dr. Melany Clark

Agenda Dr. Clark

Approval of Minutes (Action) Dr. Clark

- [11.15.24 Executive Committee Minutes](#)

Vice-Chair's Report Dr. Clark

- Welcome AG representatives
- Welcome new Board Members

Treasurer's Report Mr. Cord Cothren

- [Financials, Second Quarter FY 2024-2025](#)

Executive Director's Report Dr. Joe Keiper

- [Museum Operation](#)
- Strategies to increase Board Member involvement
- Challenge to be shared with the Board

Old Business Dr. Clark

- Douglas Avenue
- Pavilion
- AAM reaccreditation

Announcements & Open Discussion

- Next full BOT meeting – May 17, 2025
Virginia Museum of Natural History

Adjournment Dr. Clark

Executive Committee Meeting Minutes

Friday, 11.15.24, 3:30 PM – 5:00 PM

VMNH Director's Conference Room 236 with remote participation option

Present in Person: Mr. Mark Buss, Chair
Dr. Melany Clark, Vice Chair
Dr. Joe Keiper (Executive Director)

Present Remotely: Ms. Lisa Carter (Past Chair)
Ms. Abby Gump (OAG representative)
Ms. Lauren Coleman (OAG representative)

Absent: Mr. Cord Cothren
Ms. Lauren Hall

Mr. Buss opened the meeting and welcomed everyone both in person and online at 3:30 PM.

Mr. Buss asked for a motion to approve the minutes of the August 20, 2024, executive committee meeting. Dr. Clark moved to approve and Ms. Carter seconded. Minutes were approved.

Chairs Report

- We are still learning about the 360 Degree Review process and hope to improve the utilization of that tool. Mr. Buss plans to recommend to the committee online resources and to move the new evaluation process into the overall organization beginning with the next annual review cycle.
- Mr. Buss recognized the boards desire to review the senior staff job descriptions and occupational titles for equitability with senior staff members at other agencies in Virginia. Mr. Buss, Dr. Keiper, and Ms. Gump will meet in Richmond for further discussion of this issue near the beginning of December. The preliminary hope is to incrementally request funding to equalize senior management salary funding.
- American Alliance of Museums, *Museum Board Leadership: A National Report*. Mr. Buss called for additional discussion of the findings at the Board of Trustee meeting. He also called upon the Strategic Planning Committee to investigate DEI trends as it relates to the Virginia Museum of Natural History. Mr. Buss hopes to allocate some time during future board meetings to discuss in detail the findings and strategies to improve the DEI operations of the museum. Mr. Buss suggested a written letter from the board to the secretary urging DEI considerations be made in board appointments.

- Ms. Carter mentioned some things found in the national report that can easily be incorporated into the VMNH board.
 - Strive to diversify the age of board members
 - Strive for greater engagement of board members
 - Have the board complete a self-assessment – What are their strengths and weaknesses?
 - Have senior staff assess the board
- Dr. Clark reminded the chair that the board members should be participating physically and financially. Mr. Buss said he would remind the entire board.
- Dr. Clark asked Dr. Keiper to create a list of the ways that the board can engage in events and contribute financially.

Executive Director's Report

- Dr. Keiper reported that our festival attendance trend has plateaued. Seeking ideas about how to boost numbers using our current building.
- Pavilion project is ongoing.
- Seeking mobile museum trailer rehabilitation contract to fix hydraulic lifts and other ongoing needs.
- Dr. Bassett is now operating a submarine in local lakes to look for archeological sites. He intends to take it to the Chesapeake Bay where he will be looking for near shore submerged Virginia Indian sites.
- Douglas Avenue site has been cleaned and readied for collections.
- AAM reaccreditation package sent on November 1st.
- Celebration of foundation \$1M milestone

Ms. Carter asked about a ribbon cutting for the pavilion. Dr. Keiper isn't sure of the completion and installation of all the exhibit components, so at this time no time has been planned. It was noted that the Friday before the next board meeting (January 31) would be convenient. The May meeting may be a more likely date for ribbon cutting.

Old Business

- Strategic Plan one page synopsis will be used as a preliminary document as the committees meet and flesh out the details.
- Dr. Keiper reminded the committee that our reaccreditation visit is in late spring, so the board may want to consider delaying the adoption of the 5-year strategic plan until after the peer review. There may be things that the peer reviewers note that should be incorporated in the next five years. Dr. Keiper recommended waiting until the fall to release the strategic plan.

Open Discussion

- Christy Deatherage has been tasked with completing a salary survey for her staff.
- Dr. Keiper shared an idea of Dr. Evans. He suggested that the board meeting structure change into using a consent agenda for committee reports and use the remainder of the time in deeper discussion of opportunities or challenges of the museum.

- Ms. Carter was supportive of the idea but recognized that board members may not read the reports themselves beforehand.
- Dr. Clark suggested that staff present an issue to the board and ask for expertise to help solve the problem.
- Mr. Buss raised the idea of moving some committee members around to best utilize their expertise.
- Dr. Keiper and Mr. Buss reminded the committee that in the next few months many current board members will be rotating off leaving several vacancies. Dr. Keiper prefers board members be recruited by the Secretary or by current board member contacts.
- No updates from the Office of the Attorney General.

Meeting adjourned at 4:22 PM.

Second Quarter FY25 Financials

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Second Quarter FY25 Summary

The Virginia Museum of Natural History (VMNH) achieved notable successes during the second quarter of FY25, reflecting strong visitor engagement and robust financial performance. The annual Bonez and Booz Festival welcomed nearly 2,300 visitors, generating significant revenue through admissions, corporate partnerships, and other sources. Homeschool participation remains near capacity going into the second half of Fiscal Year 25. General admissions are very strong, and overall revenues remain on track to meet year-to-date forecasts.

During the second quarter, grant funding continued to support VMNH's mission-based activities and capital projects. The Cultural Heritage Monitoring Lab received a grant from the Smithsonian, NOAA programming support, and funding from the Virginia Department of Historic Resources. Additional private donations were added to the endowment. This additional funding helps support research, festivals, and general staff training.

Spending variances are allocated to one-time unforeseen facility improvements. Otherwise, the museum continues to align operations with its five-year strategic plan, maintaining consistent performance and minimal deviations from projected spending.

2024 Special Session I Budget Bill - HB6001 (FY25-26)

Virginia Museum of Natural History - Museum and Cultural Services (14500)

General Fund	\$3,505,220
Estimated Revenues	\$ 556,011

VIRGINIA MUSEUM OF NATURAL HISTORY
MONTHLY STATEMENT OF INCOME AND EXPENSES
Second Quarter FY25

NOTE	BUDGET	YTD	YTD%
	=====	=====	=====
SUPPORT & REVENUES			
Support:			
	Commonwealth	\$ 3,505,220.00	\$ 3,505,220.00 100%
1	Add: Appropriation	\$ 80,997.00	\$ 80,997.00 100%
	Total Support	\$3,586,217	\$3,586,217 100%
Revenues:			
2	Admission to Museum	\$92,075	46,475 50%
	VMNH Publications	\$2,000	349 17%
3	Receipts from City & County	\$37,890	37,890 100%
	Honorariums/Misc. Inc.	\$1,000	44 4%
4	Restricted Gifts Foundation/Grants:Research&Education/Memberships	\$249,000	120,614 48%
	Rental of Museum Rooms	\$6,000	3,971 66%
	Exhibit Rentals	\$500	0 0%
	Souvenirs- Misc. Sales	\$72,800	34,489 47%
5	Classes, Workshops, Kit Rentals, Education Projects	\$70,688	31,402 44%
	Federal Funds Budgeted/Recv'd	\$0	0 0%
	Total FY2025 Budgeted Revenues	\$531,953	275,234 52%
6	Special Funds Carryover FY24*	\$336,550	336,550 100%
	Federal Funds Carryover FY24*	\$6,561	6,561 100%
	Total Revenues and Carryover from FY2024	\$875,064	618,345 71%
	TOTAL OPERATING FUNDS/APPROP	\$4,461,281	4,204,562 94%
EXPENSES:			
	Salaries	\$2,070,547	1,080,693 52%
	Payroll Benefits	\$940,435	495,003 53%
	Contractual Services	\$280,695	237,910 85%
	Supplies	\$110,000	35,520 32%
	Equipment	\$100,000	2,826 3%
	Equipment Maintenance	\$36,000	23,169 64%
	Travel	\$60,000	14,948 25%
7	Staff Training	\$10,945	5,681 52%
	Repairs/Construction	\$115,000	21,867 19%
	Subscriptions	\$1,000	0 0%
	Books	\$1,000	0 0%
	Utilities	\$220,000	129,013 59%
	Telephone	\$16,000	7,498 47%
	Mailing	\$5,000	1,952 39%
8	Insurance	\$23,000	0 0%
	Vehicle Maint./Fuel	\$22,000	4,752 22%
9	Organ. Memberships	\$14,000	14,914 107%
	Printing	\$5,000	77 2%
	Other:	\$5,000	0 0%
	Awards/Unem.Comp./Ind Cost	\$1,000	0 0%
	Exhibit & Equipment Rentals	\$100,000	19,144 19%
	Building Rentals	\$1,000	380 38%
	Agency Service Charges	\$145,000	28,557 20%
	TOTAL OPERATING EXPENSES	\$4,282,623	2,123,903 50%
	PERCENT SPENT OF YTD INCOME RECEIVED		51%
	TOTAL INCOME BALANCE		2,080,659

* Numbers are subject to change due to end of year fiscal adjustments.

Revenues

1. Central Accounts Distribution:

Fiscal staff worked with our partners at the Department of Planning and Budget and the Department of Human Resource Management to calculate the additional support needed to cover legislative initiatives. This fiscal year, VMNH received an additional \$80,997 from Central Accounts, which offsets the one-time salary increase for staff and health insurance benefits implemented this past July.

2. Festivals:

General admission revenue remains in line with expectations, with festivals continuing to be the most significant contributor. The "Museums For All" program has led to higher festival attendance and deeper commitments from our philanthropic partners. This shows festivals are not only revenue drivers but also key to community engagement and visibility.

3. Education Grant Funding:

Education grant funding for FY25 has been fully secured, thanks to the diligent efforts of Christy Deatherage and our partnerships with Martinsville City and Henry County. We appreciate their ongoing support for our education initiatives.

4. General Grant Revenues:

Grant revenues are tracking higher and are expected to exceed expectations as the Pavilion nears completion. The VMNH Foundation has been instrumental in coordinating with staff to ensure seamless fund transfers for construction expenses. Deputy Director Ryan Barber has provided additional details in the accompanying advancement report.

5. Education Programs:

The museum's homeschool programs continue to thrive with overwhelming local and regional support. All sessions for the 2024-2025 academic year are near capacity. This positive trend is expected to persist, driving further revenue growth through the remainder of FY25.

6. Revenue and Fundraising Success:

FY24 ended with a higher-than-average carryover of 02 funds, a significant portion of which is earmarked for research positions. Ongoing grant opportunities through the Institute of Museum and Library Services and the Smithsonian hold promise for continued growth. All scientific disciplines are benefiting from the support of collection-based initiatives, underscoring the museum's research excellence.

Expenses

7. Staff Training:

The VMNH Foundation's Professional Development Fund, totaling \$7,500, has been fully utilized to support staff training and development. Each staff member can request up to \$750 for conference presentations, workshops, training sessions, and museum visits. This program underscores our commitment to continuous learning and professional growth.

8. Insurance Premiums:

Insurance premiums are generally paid in the final quarter of the preceding fiscal year. Staff continue to balance current fiscal year needs with opportunities for advance payments to manage expenses effectively.

9. Memberships:

Membership fees for professional organizations are typically processed at the end of the calendar year, providing flexibility to carry them over to the next fiscal year if necessary. Last fiscal year, tighter budget constraints led to deferring these expenses, resulting in their inclusion in the current fiscal year. As this fiscal year concludes, staff will evaluate funding and decide whether the membership fees will be allocated to FY25 or FY26.

Second Quarter FY25 Capital Projects Summary

Capital Projects – Maintenance Reserve Funded

Douglas Renovation Project

Update:

Staff conducted a comprehensive survey of the facility, inspecting each room individually. Items requiring disposal prior to renovations were identified. It has been emphasized that the rehabilitation of the property is critical for the Museum's upcoming reaccreditation process. The contract with HDH Associates, the A/E firm, has been signed, and work is underway on the renovation design work.

General:

The Museum has received approval from the Department of General Services (DGS) to proceed with an A/E term contract, bundling multiple smaller projects, including HVAC installation, into a single initiative. The purchasing department reviewed three proposals, scored them, and awarded the contract to the selected vendor. The A/E firm HDH Associates, P.C. signed the contract.

This bundled approach aims to save time and achieve marginal economies of scale, reducing costs. The project will address weatherization, plumbing, electrical, structural, and HVAC systems efficiently. The A/E is expected to commence work in late FY24, with renovations beginning mid-FY25.

Total Costs: Maintenance Reserve.

Waynesboro Trailer Renovation Project

Update:

The VMNH-Exhibit Trailer located in the City of Waynesboro adjacent to the municipal lot will undergo renovation over the next couple months. The operations team is currently working on the scope for the project. Once the scope has been established Purchasing will put it out for bid.

Total Cost: Maintenance Reserve.

Capital Projects – VMNH-Foundation Funded / Maintenance Reserve

Jean S. Adams Education Pavilion

Update:

The earthwork for the pavilion has begun, with phase one completed. This phase included digging, reinforcing, and pouring concrete. The structural steel beams and roof have been assembled for the canopy. The next phase will be to pour and form the stairs.

Tim King is scheduling the stair pour to be completed while the rest of the team is working on the railing exhibit. Bethany is designing banners and working with contributing staff on the info rails. Ryan will collaborate with Bethany to order the free-standing, illuminated donor recognition sign for the back corner of the HAL (near the Ice Age exhibit). Once stairs, railing, and finishing work are complete, banners, interpretive signage, and the Pelagornis will be installed.

General:

The project involves installing a multifunctional three-season canopy at the rear of the building. Additionally, the exterior stairs leading to Oakdale Street will be renovated to meet current building codes.

Total Estimated Costs: \$718,000 (VMNH Foundation Fund / Maintenance Reserve).

Capital Projects – Pool Funded

VMNH-Waynesboro – New Facility Construction

Update:

Funding for detailed design has been allocated. Fiscal staff are working through the required steps to transfer the funds into the Museum's capital project account (08200). Preliminary designs with G&H are progressing.

General:

The Department of General Services has completed the schematic design cost review. The A/E firm is addressing the required adjustments to align with the prescribed budget.

Legislative Update:

Museum staff are actively collaborating with legislators, Waynesboro's city administration, and community stakeholders to transition the project from detailed design funding to the capital construction pool. When submitting General Information:

Efforts by the Waynesboro Economic Development Authority, VMNH staff, and Board Members continue to help push the project toward full funding. If successful, the project will move into the capital pool as part of the next Biennium Budget. Upon completing the detailed design phase, the Museum will resubmit a proposal to the legislature for full funding.

Authorization was granted to infuse an additional \$1,148,000 (09650) into this project, bringing the total available funds to \$1,148,000. The authorization includes preparing the schematic design per the Construction and Professional Services Manual. This supersedes the CO-2 authorization dated July 9, 2019, concerning fund infusion and project budget adjustments.

The Department of Planning and Budget has released a total of \$396,000 required to complete the detailed planning process. Additionally, a Memorandum of Understanding (MOU) has been signed with James Madison University to act as the agency's project manager, supporting VMNH through project completion.

Additional Projects FY25

- **Project Hope Greenhouses:** Grant funds have been received, and greenhouses have been purchased. Delivery is expected in mid-February, with coordination for the exact date once assembly is complete.
- **Parking Lot Resurfacing:** Near completion.
- **Pressure Wash / Reseal Front Patio:** Near completion.
- **Repair Concrete Roof Accent:** Near completion.
- **Window Film Installation:** Completed.
- **Surplus Library Compactors:** Currently in progress. No bids were received in the first round. Adjustments to pricing are planned to facilitate spring clearance.
- **Exhibit Stanchions:** For water buffalo exhibit. Glynda is handling the procurement process, with finalization expected early this calendar year.

Fiscal Year 26: Virginia Museum of Natural History

FY26 Budget Amendment Request:

The Virginia Museum of Natural History (VMNH) requests a budget amendment to address salary alignment challenges and enhance staff retention. This funding will allow VMNH to establish competitive base salaries for educators and provide modest incentive increases to promote workforce stability. These efforts are critical to attracting and retaining skilled professionals, maintaining compliance with regulatory changes, and ensuring the museum’s ability to fulfill its mission of education, community engagement, and scientific research. This strategic investment will help VMNH remain competitive in the current job market while safeguarding its long-term operational capacity.

Total Request \$70,702

Program	Fund	Subobject	Definition	FY 2026 Dollars Increase Req
Museum and Cultural Services (14500)	01000	1111	Employer Retirement Contributions – VRS Defined Benefits program	\$8,317.00
Museum and Cultural Services (14500)	01000	1112	Federal Old-Age Insurance for Salaried State Employees (Salaried Social Security and Medicare)	\$3,680.00
Museum and Cultural Services (14500)	01000	1114	Group Life Insurance	\$699.00
Museum and Cultural Services (14500)	01000	1116	Retiree Health (Medical/Hospitalization) Insurance Credit Premium	\$666.00
Museum and Cultural Services (14500)	01000	1117	VSDP and Long-term Disability Insurance	\$295.00
Museum and Cultural Services (14500)	01000	1123	Salaries, Classified	\$57,045.00
			Total	\$70,702.00



Virginia Museum of
NATURAL HISTORY

IN ASSOCIATION WITH THE
SMITHSONIAN INSTITUTION

**A ROLLING STONE GATHERS NO
MOSS**

January 2025

A MUSEUM WITHOUT WALLS 2020-2025

1. Research Centers
 - Molecular Lab serving both the Invertebrate and Vertebrate Zoology programs.
 - STEM Lab is actively used across multiple disciplines (3D printing, microphotography)
 - Cultural Heritage Monitoring Lab is consistently providing reports to multiple constituents:
 - i. <https://smithsonian.figshare.com/search?q=Bassett>
 - Microscopy Lab continues to serve students & Master Naturalists, and serves as an added asset to in-house and visiting researchers.
2. Douglas Avenue
 - Next phase of renovation has begun with the signing of a contract and an expected scope of work report in spring 2025.
3. Jean S. Adams Education Pavilion
 - As of early January 2025 most of the structure is completed, with finishing concrete work and railings expected. Pouring of the stairs will occur as weather permits.
4. Canopy Walk
 - Research to begin in earnest after completion of Pavilion.
5. Early Childhood Education Center (Young Explorers Center)
 - Funding proposal due to Senator Kaine's and Warner's offices in February 2025.
 - State funding request prepared for next biennium.
6. VMNH-Waynesboro Campus
 - Detailed Design predicted completion in 2025.
 - Request and support letters targeting movement of the project to the Capital Construction Pool in July 2026 will be submitted in April 2025.
7. AAM reaccreditation
 - Reaccreditation report submitted.
 - Site review team expected March-April 2025.
 - Accreditation Commission will provide final decision ~July 2025.
 - Staff will accumulate any suggested improvements to operation for possible inclusion in our 2025-2030 Strategic Plan.

AN HISTORICAL PERSPECTIVE ON VMNH

The following pages represent some key efforts and statistics, showing VMNH growth and future potential. This includes 1) VMNH annual General Fund Balance, 2) Growth and projected growth of VMNH-F Endowment, 3) Growth of R&C staff, 4) Social media statistics, and 5) Changes in audience reach using heat maps ("hotter" colors indicate greater density of visitor origins).

General Fund Balance 2003 – 2024

Table A and Graph A each show the loss of General Fund dollars from 2008-2010, and the subsequent long-term regrowth from 2010 to the current FY. Note that the \$3.2 million in FY25 is less than the extrapolated 2008 amount (was \$3.6 million in 2008, which is equivalent to \$5.0 million in today's dollars).

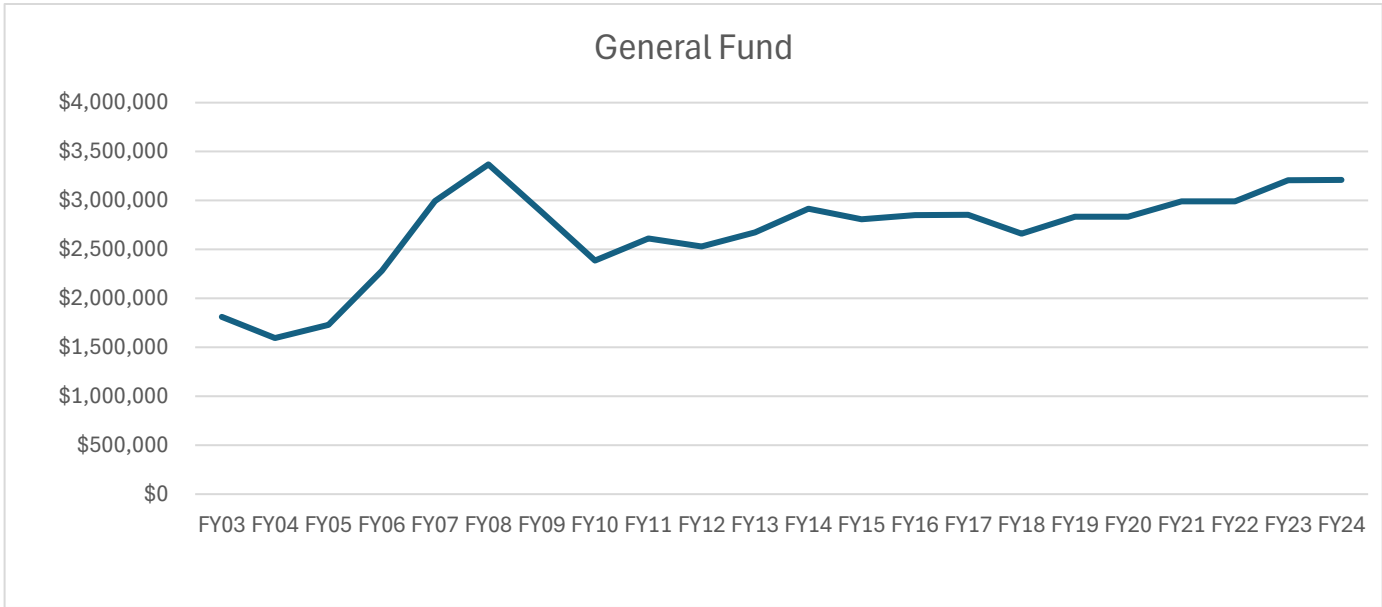
Note a specific request was made to Delegate Eric Phillips, who represents Martinsville in the General Assembly. We asked that our lowest paid employees are addressed and requested a \$70,000 increase in General Funds to increase their pay.

Table A is a representation of the general fund balance from Fiscal Year 2003 – 2024.

Table A: Funds appropriated

Fiscal Year	General Fund
FY03	\$1,810,681
FY04	\$1,594,853
FY05	\$1,728,426
FY06	\$2,281,534
FY07	\$2,994,244
FY08	\$3,369,094
FY09	\$2,881,660
FY10	\$2,386,588
FY11	\$2,612,965
FY12	\$2,532,042
FY13	\$2,674,597
FY14	\$2,917,110
FY15	\$2,809,261
FY16	\$2,849,854
FY17	\$2,854,326
FY18	\$2,660,680
FY19	\$2,833,105
FY20	\$2,833,105
FY21	\$2,990,923
FY22	\$2,990,923
FY23	\$3,207,184
FY24	\$3,210,061
FY08 (in today's dollars)	\$5,075,073

Graph A: Funding Levels from FY 2003 – FY 2024



VMNH Endowment

The VMNH Endowment, expertly and effectively managed by the VMNH Foundation in partnership with Stifel Investment, has seen average annual growth of 42% from FY 2010 to FY 2025 through a combination of investment growth and new gifts. While this continued rate of growth is ambitious, a hypothetical average annual growth rate of 21% over the next 15 years would grow the endowment balance to ~18 million in FY 2040.

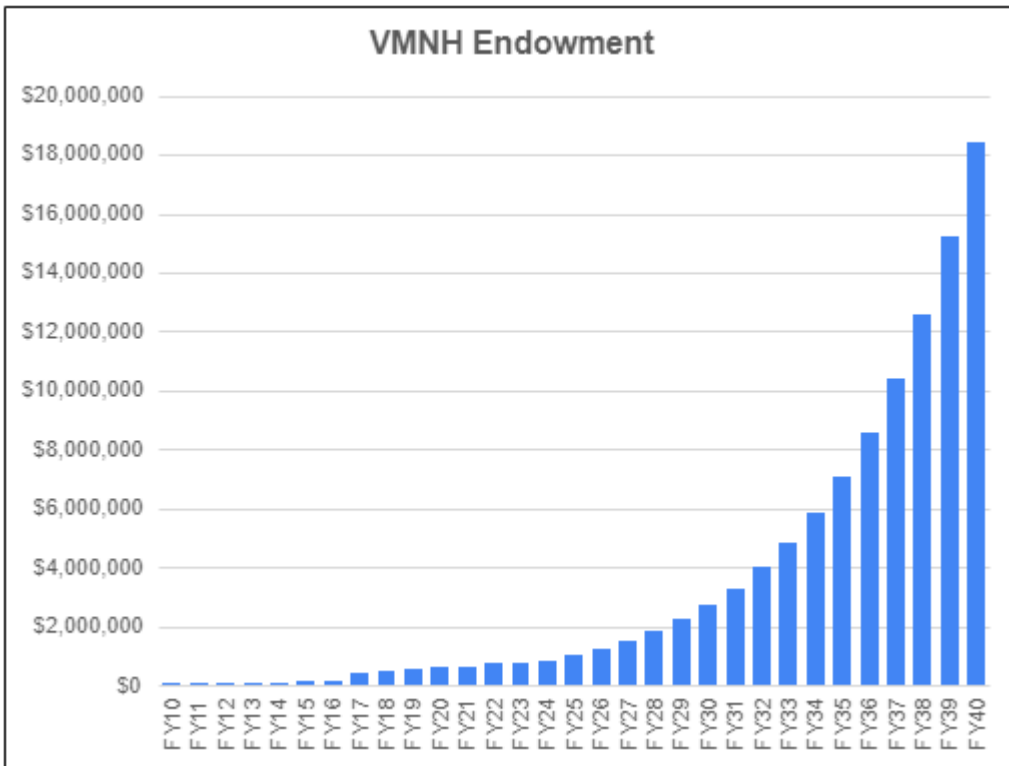
Table B demonstrates actual endowment funds beginning with FY 2010 and projects growth into FY 2040.

Table B:

Fiscal year	1st quarter ending balance	New gifts
FY10	\$30,244	
FY11	\$32,949	
FY12	\$33,666	
FY13	\$38,737	
FY14	\$38,800	
FY15	\$182,220	\$116,506
FY16	\$183,773	\$220,664
FY17	\$446,041	
FY18	\$492,320	\$100,000
FY19	\$600,846	
FY20	\$627,097	
FY21	\$644,609	
FY22	\$745,191	\$100,000
FY23	\$743,248	\$24,511
FY24	\$836,615	\$2,377
FY25	\$1,056,743	\$19,035
FY26	\$1,278,660.03	
FY27	\$1,547,179.64	
FY28	\$1,872,088.36	
FY29	\$2,265,227.92	
FY30	\$2,740,926.78	
FY31	\$3,316,522.40	
FY32	\$4,012,993.11	
FY33	\$4,855,722.66	
FY34	\$5,875,425.42	
FY35	\$7,109,265.75	
FY36	\$8,602,212.56	
FY37	\$10,408,678.20	
FY38	\$12,594,501.62	
FY39	\$15,239,347.96	
FY40	\$18,439,612.03	

Graph B demonstrates projected VMNH Endowment Growth through FY 2040

Graph B:

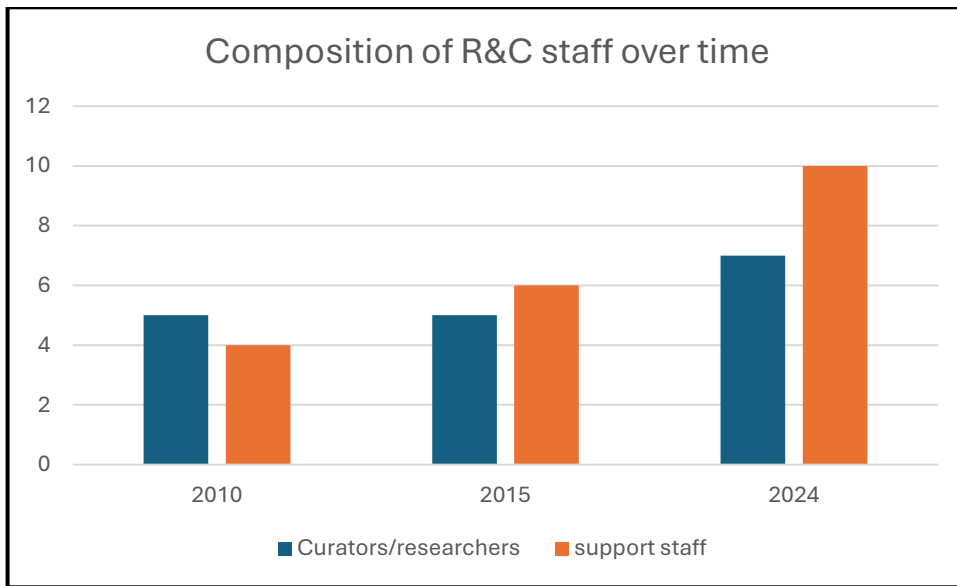


Research and Collections Staffing

The Code of Virginia states the purposes of VMNH include education, exhibits, and professional research and collections management. However, five of six of the points in this section focus on our research staff and mission. As our purposes are designated an *essential government function* by the General Assembly, efforts have been made to grow the VMNH R&C staff.

Research and Collections staffing has almost doubled from 2010 – 2024. Chart C represents Research and Collections staffing for the previous 15 years.

Chart C:



	2010	2015	2024
Curators/researchers	5	5	7
support staff	4	6	10
N=	9	11	17

VMNH social media

The Virginia Museum of Natural History launched its Facebook page in December 2007, with additional presences on Instagram, LinkedIn and X. Key Facebook engagement stats include:

Reach:

Post reach through the 2nd quarter of FY25: **595,190**

Average annual growth in new followers since 2007: **1,194**

Average annual post reach since 2007: **951,600**

of posts through the 2nd quarter of Fy25: **127**

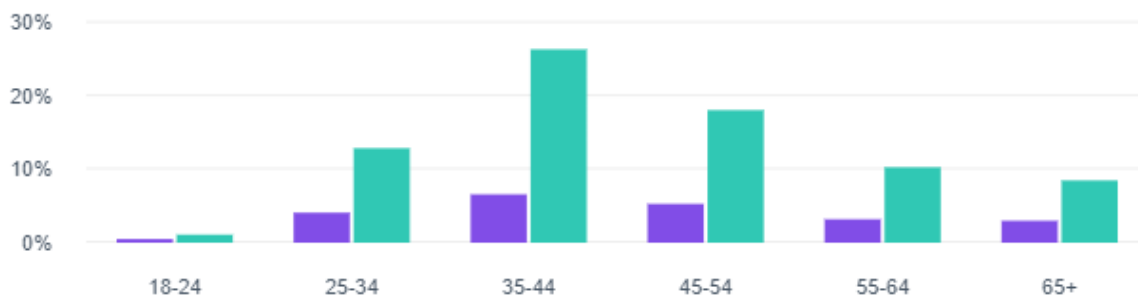
Top posts in terms of overall reach through the 2nd quarter of FY25:

- Dino Festival promotion, July 9: **191,581**
- Bonez & Booz promotion, October 8: **96,064**
- Exhibits staff photo from Waynesboro exhibits move, July 8: **13,158**
- Educator position posting, August 28: **7,406**
- Dino Festival Day 1 images, July 26: **6,928**
- Dino Festival reminder, July 24: **6,874**
- Congratulations to Dr. Ivanov on promotion, October 24: **5,812**
- Bonez & Booz a success, October 27: **5,653**

Audience:

Age and gender

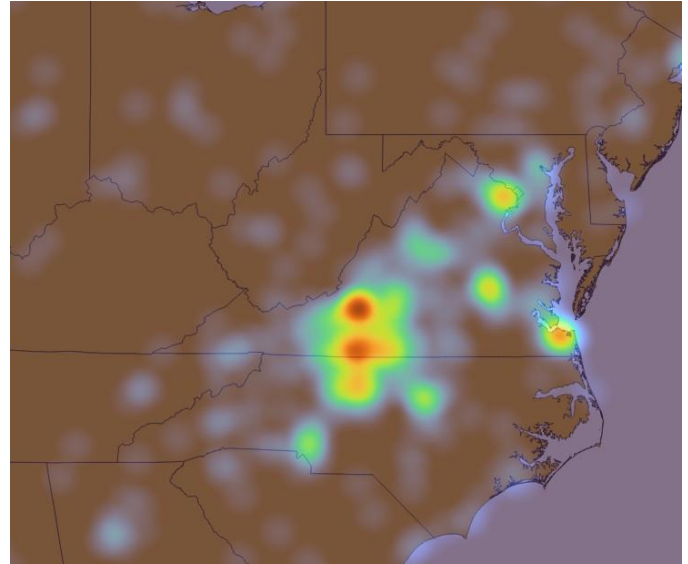
Men 22.70%
Women 77.30%



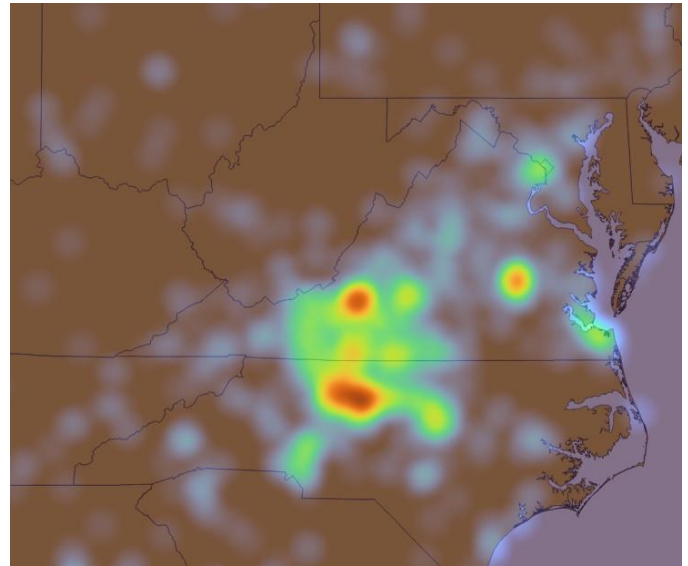
Growth in zip code distribution

VMNH zip code distribution has greatly expanded over the last 15 years, with ~70% of visitors now coming from outside MHC. In the 1st quarter of FY25 alone, the museum had visitors from 37 states.

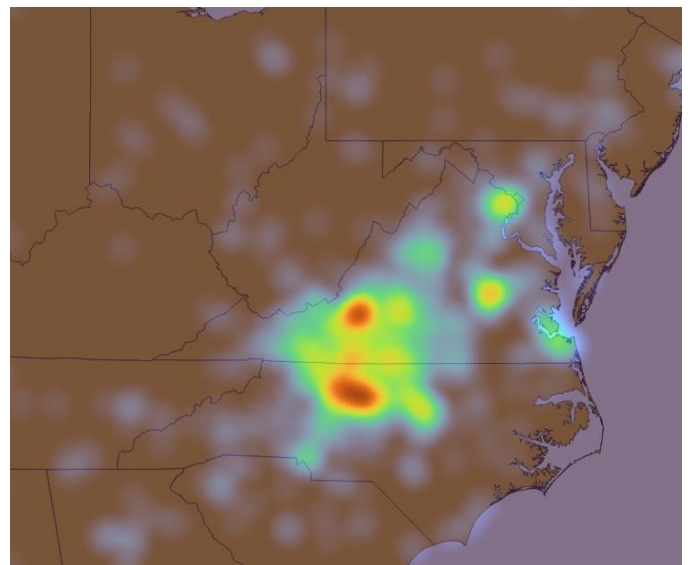
FY11 zip code distribution and regional heat map (we also had visitors from HI, AK, and PR)



FY19 zip code distribution and regional heat map (we also had visitors from HI, AK, and PR)



FY24 zip code distribution and regional heat map (we also had visitors from HI, AK, and PR)



The 2019 and 2024 maps show a broadening of brightly colored zones around the Roanoke/Martinsville areas, and a significant increase in coloration in the Greensboro NC region.

The reduction in brightness of Martinsville (going red to yellow from 2010 to 2019) does not indicate less service to our local community but shows that we are attracting more people from farther distances. Indeed, our success with the Museums for All program (See Advancement Report) where visitors with EBT cards gain free access to the galleries and events has attracted many new local visitors.

Overall, we still strongly serve the MHC area but do not count solely on the local citizens for visitation and support. Our ability to attract has increased, as has our influence and recognition, over time.