



2015 Annual Report

From the Director

Dr. Kent Lydecker



In 1965, St. Petersburg was becoming the “Cultural Center of the Suncoast” as proclaimed from billboards highlighting the openings of the Museum of Fine Arts, Bayfront (now Mahaffey) Center, and the new Main Public Library. Now, fifty years later, we have sustained and nurtured that cultural identity as a regional arts destination, with the Museum celebrating its golden anniversary throughout 2015.

February 7 is the date the Museum first opened our doors to the public, so it was only fitting that we began our festivities on that same day this year. Founder’s Day 2015 brought over 4,000 visitors through our galleries and to see the much-anticipated opening of MONET TO MATISSE: On the French Coast as our first special exhibition of the year in the Hough Wing.

Subsequent exhibitions showcased works drawn from our permanent collection, emphasizing the depth and breadth of the art in our midst, such as FIVE DECADES OF PHOTOGRAPHY and MARKS MADE: Prints by Female American Artists, AFRICAN AMERICAN LIFE AND FAMILY and JAPANESE WOODBLOCK PRINTS: Ukiyo-e at the MFA. We should all take great pride in knowing that these works belong to and reside in our community.

One woman, Margaret Acheson Stuart, had the dream of an art museum in her hometown. Her passion ignited others to join the philanthropic legacy that gave us the art we enjoy and contemplate today at the MFA through exhibitions such as those noted above. In an unprecedented wave of generosity, we finished the year with “50 FOR 50,” exhibiting works donated by local collectors in honor of our anniversary. These individuals share the same passionate spark set aflame so long ago by Mrs. Stuart.

Not only did our anniversary encompass world-class art, but it also brought renowned speakers, opened dialogues with local artists, fostered young minds on class tours, welcomed Grammy-winning musicians for concerts, and partnered with other arts organizations for unique collaborations that resulted in more than 145,000 visitors and 10,000 children experiencing 5,000 years of culture for a first-hand look at our global history.

This annual report is our way of saying thank you to the many Annual Fund donors, art donors, Museum members and sponsors who continue to share Mrs. Stuart’s dream and help shape the ways we engage with the community for the next 50 years.

To each of you, I express my heartfelt and deeply personal gratitude.

A handwritten signature in black ink that reads "Kent".

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View from Beach Drive NE 1965

2015 Highlights

4,011

Founder's Day visitors
February 7, 2015

Stuart Society
named National
Philanthropy Service
Organization by AFP

146,634

Total visits to the MFA

Creative Loafing
"Best of the Bay"
for Museum
Programming

"Best 50 Years
of Fine Art"

Anniversary Award
from Creative Loafing

24%

Increase in total
member households

Voted "Best Museum"
by St. Petersburg
Chamber of Commerce
Good Burger Award

676

Docent tours

326

Public programs

Watermark's Wave
Award for Favorite
Museum or Gallery

17,311

Vounteer hours

DuPont Registry
Award for Museums
and Galleries

Launched
MFA VIEWPOINT
free interactive
mobile app

11,595

Facebook followers

17,335

Student visits



Exhibitions

Golden Anniversary of the Museum of Fine Arts



2015 marked the historic half-century milestone since the Museum of Fine Arts opened to the public on February 7, 1965. In addition to the MFA collection, which spans 5,000 years of world art, several special exhibitions continued the Museum's tradition as a cultural anchor for the arts in our community. From Impressionism to print-making, visitors enjoyed art from both public and private collections as well as exhibitions drawn directly from the Museum's own vast inventory of art.

2015 Exhibitions

- African American Life and Family*
- Monet to Matisse:
On the French Coast
- Life's a Beach:
Photographs by Martin Parr
- Five Decades of
Photography at the MFA
featuring the Dandrew- Drapkin
Collection*
- Marks Made:
Prints by American Women
Artists from 1960s to the Present
- Carrie Schneider:
Reading Women
- William Pachner:
Centenary*
- Images of the Floating World and
Beyond:
Japanese Woodblock Prints*
- I Remember Birmingham*
- Piotr Janowski: Curiosity
- 50 Artworks for 50 Years:
First Look*

**Curated from the MFA Collection*



**The Museum is grateful to the following
50th Anniversary Exhibition sponsors:**

The Bill Edwards Group
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Florida Division of Cultural Affairs
The Margaret Acheson Stuart Society
Jim and Martha Sweeny
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Sally Rogers (American)
UNTITLED, 1992
 Glass
 Gift of Mary B. and Dr. Richard E. Perry
 in honor of the Museum's 50th Anniversary 2015.46
 from the exhibition 50 ARTWORKS FOR 50 YEARS

In honor of the Museum's anniversary, private collectors
 and artists donated more than **140** works featured throughout
 the galleries and in a special two-part exhibition "50 For 50."

Donors to the MFA Collection:

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 William Knight Zewadski (38)

**Museum purchase with funds donated*

Tsukioka Yoshitoshi (Japanese, 1839-1892)
MOUNT YOSHINO MIDNIGHT MOON, 1886, from the series
ONE HUNDRED ASPECTS OF THE MOON, IGA NO TSUBONE, 1886
 Color woodblock print 14 x 9 1/2"

Gift of Dr. John E. Schloder in honor of the Museum's 50th Anniversary 2015.29.14
 from the exhibition IMAGES IN THE FLOATING WORLD AND BEYOND



Education and Public Programs

Connecting the Community through Art

Visitors benefit from gifts to the Museum of Fine Arts that allow the curators of public programs to create unique MFA experiences. In addition to the twice daily and Sunday tours, more than 300 opportunities were offered in 2015 for all ages and abilities, including those shown here:

Kidding Around Yoga | Drumming @ MFA | Art and Sign Language
Make & Take Saturdays | Coffee Talks with Nan Colton
Hot Gatherings, Cool Conversations, sponsored by
Duncan McClellan Gallery and DMG School Project
unchARTed: Random Acts of Culture | Marly Music Series
Parrish Lectures | Collectors Circle Lectures and Study Trips
Cinema @ MFA | The Beer Project | Contemporaries Lunchtime Lectures
Waiting up for Santa Party | Tea in the Garden | Book Club
Friends of the Decorative Arts and Friends of Photography events



One new program "ILLUMINATE" began in 2015 as a partnership with the Alzheimer's Association Florida Gulf Coast Chapter for adults in the early stages of dementia and their caregivers.

Twice monthly, docent-led discussions and hands-on activities allow participants to experience and interpret art with family and friends.





Board of Trustees

Staff

6

Support Groups

From decorative arts to photography, the Museum has seven distinct groups that share a common goal of promoting the MFA collection and related educational programs with various areas of interest:

The Margaret Acheson Stuart Society

Collectors Circle

Docents

Friends of Photography

Friends of the Decorative Arts

Marly Music Society

The Contemporaries

These groups bring together individuals with shared interests in promoting the arts with a variety of art forms as represented in the Museum's collection. They enhance the educational programs offered by the Museum of Fine Arts by working with curatorial staff to present lunchtime lecture series; visits to local galleries; tours of artist studios (as seen below with Steven Kenny and members of The Contemporaries); study trips, both as day excursions to area arts organizations and overnight travel to cities such as Miami, Chicago and Boston; music concert series; exhibition receptions; film screenings; panel discussions; art demonstration and workshops; and other special events.

In addition to all members of these groups, thank you to our Sponsors for lecture series, study trips and Collectors Choice Gala:

**The Bank of Tampa
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The Margaret Acheson Stuart Society made the largest single donation in its history by giving a record **\$715,500** in combined proceeds from Wine Weekend, Art in Bloom, smARTly Dressed and Affaires d'Art.

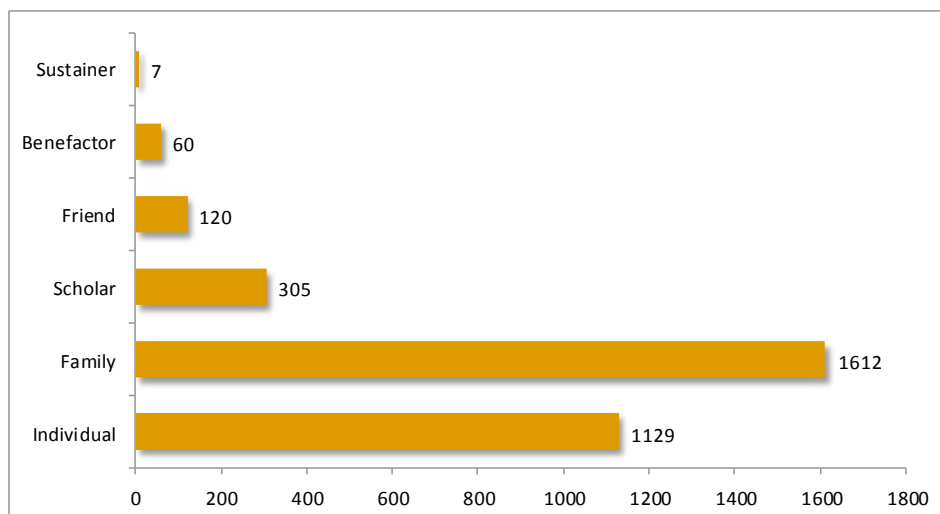
Additionally, this corps of volunteers contributed toward a remarkable total of **17,375** hours from all Museum volunteers who were managing Stuart Society events to creating a cookbook *Food + Art* in support of the 50th Anniversary.



Membership

MFA Members grew to **3233** households in 2015, with half at the level of Family Memberships, which includes a benefit of access to over 600 NARM museums across North America.

Membership fees contribute 7% of total revenues and by joining the MFA, members help connect the community through art.



John Leslie Breck (American, 1860-1899)

EVENING IN GIVERNY, c. 1891

Oil on canvas 18 x 22"

Museum purchase with funds donated by the Collectors Circle 2015.2



Thank you, Annual Donors!

These donors are vital to the Museum of Fine Arts. With 36% of our annual budget from contributions, their support funds the art activities, gallery talks, youth and family programs, special exhibitions, concerts, art conservation and so much more.

\$25,000 and above

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\$10,000—24,999

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Opening Day, February 7, 1965

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Founding Director Rexford Stead (far left) and Charles Mackey (far right)

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Fay Mackey

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Gifts made in honor or in
memory of a person or
event are significant to
the Museum and to the
honoree.



Legacy Society

These individuals belong to one of the Museum's most important donor groups. By confirming intent to include the MFA in estate plans, these individuals guarantee a lasting legacy of a quality of life through arts exhibitions and educational programs for the community and future generations.

Margaret Strum Acheson Allesee

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ART MUSEUM
OPEN EARLY '65

BAYFRONT CENTER
OPEN EARLY '65

PUBLIC LIBRARY
NOW OPEN

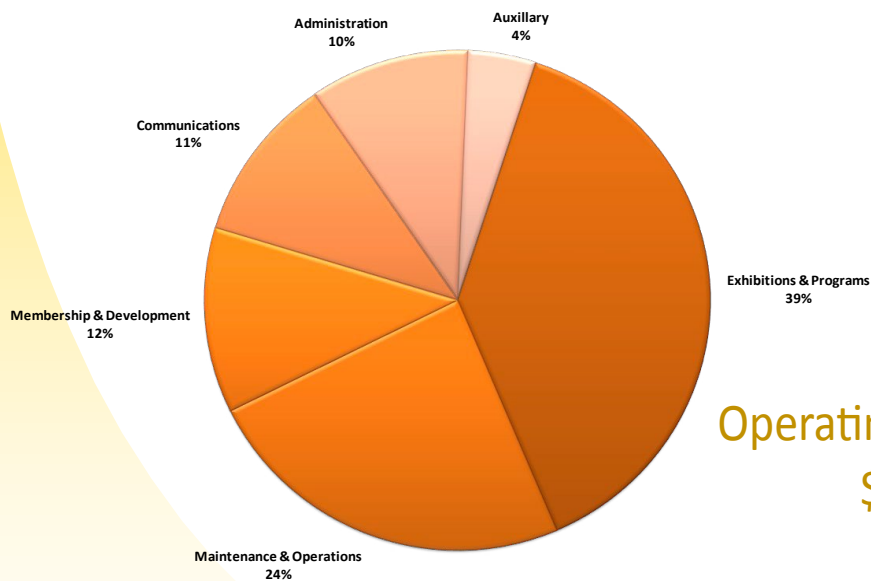
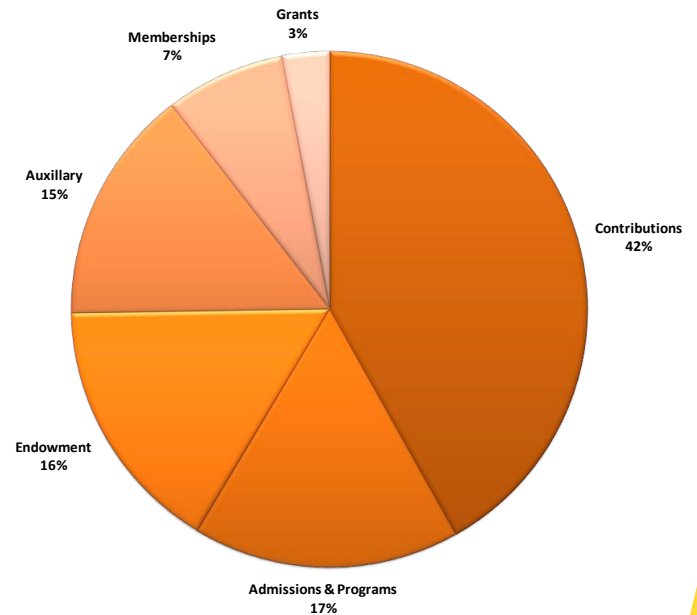
Public Service of DERBY LANE - Winter Home of Greyhound Racing - January thru April

ACE OUTDOOR

Billboard 1965

Financial Review

Operating Revenues
\$4,484,860*



Operating Expenses
\$4,167,633*

**Unaudited*

Ways of Giving

All gifts qualify as charitable donations and are tax exempt under our status as a 501c3 non-profit organization in the State of Florida with federal tax ID number 59-0949278.

Outright Gifts

Outright gifts can include cash, appreciated property, gifts of art or other tangible personal property. All cash gifts are 100% tax deductible.

Gifts of Securities

By giving appreciated securities to the Museum, donors may avoid paying capital gains tax and receive a tax deduction for the fair market value of the gifts. For details on the transfer of stocks, please contact the Advancement Office.

Gifts of Real Estate

Real property can be deeded to the Museum and may warrant a sizeable tax deduction now while continuing to occupy the property for life. Your personal tax advisor may be able to help you select the best arrangement to suit your individual situation.

Planned Gifts

Planned gifts such as a charitable remainder trusts, charitable lead trusts, retained life estates, retirement plan designations, life insurance designations, or bequests may reduce inheritance taxes and benefit the Museum. Check with your financial advisor for the best plan, and let us know of your intent so we can recognize you as a member of our Legacy Society.

Naming Opportunities

In recognition of leadership gifts, there are naming opportunities throughout the Museum's main building, and the Hazel Hough Wing. Learn more about the naming opportunities by contacting the Development Office.

Matching Gifts

Many businesses will match an employee contribution, effectively doubling or sometimes tripling the impact of your donation. (See page 11). Check with your company's personnel office for more information.

For more information about how to support the MFA, please contact the Museum of Fine Arts Development Office (727) 896-2667 or visit www.fine-arts.org under "SUPPORT."

This Annual Report acknowledges donations to the Museum of Fine Arts January 1 to December 31.

Every effort has been made to ensure accuracy. If an error is found, please accept our apology and notify the Development Office for our records to be amended..



Museum of Fine Arts
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www.fine-arts.org | facebook.com/MFAStPete | twitter.com/MFAStPete



MISSION STATEMENT

Our mission is to engage, educate and excite the community by collecting, exhibiting and preserving works of art for the enjoyment of all.

VISION STATEMENT

The Museum of Fine Arts, St. Petersburg, Florida, strives to be the most vibrant cultural leader in the community. Its comprehensive collection, exhibitions and programs will celebrate art and engage the diverse cultures and communities it serves.

VALUES STATEMENT

We value:

- ◇ *Excellence and integrity* in the Museum's stewardship
- ◇ *Artistic creativity and cultural diversity*
- ◇ *Education and engagement*
- ◇ *Commitment and support* of our community
- ◇ *Accessibility and inclusiveness*
- ◇ *Best practices* as an organization