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

© 2015 Museum of Fine Arts, St. Petersburg
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.

Kent
## 2015 Highlights

<table>
<thead>
<tr>
<th><strong>4,011</strong></th>
<th>146,634</th>
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<tbody>
<tr>
<td>Founder’s Day visitors</td>
<td>Total visits to the MFA</td>
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<tr>
<td><em>February 7, 2015</em></td>
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<tr>
<th><strong>1,466,634</strong></th>
<th><strong>676</strong></th>
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<td>Creative Loafing “Best of the Bay” for Museum Programming</td>
<td>Docent tours</td>
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<tr>
<th><strong>“Best 50 Years of Fine Art” Anniversary Award from Creative Loafing</strong></th>
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<tr>
<td><strong>24%</strong> Increase in total member households</td>
<td><strong>676</strong> Docent tours</td>
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<tr>
<th><strong>326</strong></th>
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<td>Public programs</td>
<td>Volunteer hours</td>
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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
- Mark and Marianne Mahaffey
- Raymond James Financial
- Florida Division of Cultural Affairs
- The Margaret Acheson Stuart Society
- Jim and Martha Sweeny
- Vinik Family Foundation LLC
- Lynell and Robert Bell
- Dr. Robert Steven and Anna Bianchi
- Larry Biddle
- William Castellana (3)
- The Timothy Y.C. Choy Trust (5)
- Bonita L. Cobb
- Collectors Circle*
- Teresa Lynn Crowley
- Diane KW (3)
- Justus and Carol Doenecke
- Jane S. Egbert (8)
- George R. Ellis (14)
- Friends of Photography*
- Dr. Gordon J. Gilbert and Michele Kidwell-Gilbert
- Elinor Gollay and Rex Brasell
- Jean Gollay from the Benjamin Gollay Collection (26)
- Patricia Gorman
- Michael Graham
- Helene and John A. Hardick (17)
- Chris and Robert Hilton
- Hank Hine Family (2)
- Hazel and William R. Hough (2)
- Donald Karshan and Maurie Lee Harding (14)
- Michael and Alan Lipton (8)
- Dr. Joe B. Massey
- Mary Alice McClendon
- Howard L. Mills
- Brenda Verbeck Mortensen
- Mary and Dr. Richard Perry
- Jacqueline Preis (2)
- Estate of Margaret R. Rigg (15)
- Joan and Daniel Rutenberg and Family
- Charles and Ann Sahlman (4)
- Iris and E. Stan Salzer (6)
- Dr. John E. Schloder (12)
- Herb Snitzer (2)
- Mindy Solomon Gallery and David Hicks
- Vincent and Sylvia Sorrentino
- Janet and Robert Stoffels
- Vicky Stull (2)
- Joe and Linda Swanson
- Martha and Jim Sweeny (63)
- Dr. Carl Tandatnick
- Estate of Phyllis E. Truitt
- Janice A. Tuckwood
- Lothar Uhl (9)
- William Knight Zewadski (38)

†Museum purchase with funds donated

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**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

**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

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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.”
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- Janice A. Tuckwood
- Lothar Uhl (9)
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*Museum purchase with funds donated

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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

Chris and Robert Hilton
Hank Hine Family (2)
Hazel and William R. Hough (2)
Donald Karshan and Maurie Lee Harding (14)
Michael and Alan Lipton (8)
Dr. Joe B. Massey
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Janice A. Tuckwood
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*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
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.
Leadership 2015

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Cathy Collins, Vice-Chairman
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Vicki Sofranko, Assistant to the Director
Diana Waters, Chief Financial Officer
J.P. Fatseas, Director of Operations
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Katherine Pill, Curator of Contemporary Art
Robin O’Dell, Photographic Collections Manager and Curatorial Administrator
Louise Reeves, Registrar
Tom Gessler, Photographer and Preparator
Stephanie Chill, Curatorial Assistant
Erin Wilson, Curatorial Assistant
Bridget Bryson, Curatorial Affairs and Digital Projects Manager
Dimitri Lykoudis, Senior Preparator
Anna Glenn, Curator of Public Programs
Mary Zaroleta, Associate Curator of Public Programs
Eileen Bartelt, Reception, Group Tours
Steve Hack, Reception, Group Tours
Daryl DeBerry, Director of Development
Margaret Murray, Donor Development Manager
Amanda Bonanno, Development Coordinator
Teresa Wilkins, Member Services Manager
Rachel Gaddoni, Membership and Volunteer Coordinator
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Billy Summer, Visitor Services Manager
Maggie Jensen, Assistant Store Manager
David Connelly, Public Relations Director
Susan Robertson, Marketing Director
Allison Ahn, Stuart Society Director of Communications and Events

Margaret Acheson Stuart, Founder
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**
- **Comegys Insurance**
- **Fifth Third Bank**
- **Helen Torres Foundation**
- **Northern Trust**
- **RBC Wealth Management - Green, Henwood & Hough Investment Group**
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
Anonymous
Duke Energy Foundation
Joanne and Bill Edwards**
Hazel and William Hough, Sr.**
Hough Family Foundation, Inc.
Mary and Tom James**
Marianne and Mark Mahaffey**
Northern Trust
State of Florida, Division of Cultural Affairs
Vinik Family Foundation LLC **

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Gail and Gary Damkoehler
Nina Focardi
Joanne and Dwayne Hawkins
Gerald Langlykke
Toni and Kent Lydecker
RBC Wealth Management
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SunTrust Foundation

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Nancy and Robert Shannon
Julia and Eugene Sorbo

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Les Etudiantes
Helen Leslie
Dana and Alvin Levine
Beth Lind
Laurie and Charles Lowe
Suzanne and James MacDougald
Gerda and Vytas Maceikonis
Julie and Donald MacNary
John Mahoney
Kathleen and Charles Markham
Pauline McAndrew
Virginia and Terence McCarthy
Barbara and Fred McCoy
Joan and Harry McCreary
Nathalie W. McCulloch
Laura and Thomas McGrath
Claude and Kevin Meyer
Lisa Miller and Daniel Hameroff
Mary and Edward Maloof
Sonya Miller
Joyce Millman
Morgan Stanley
Ella Morin
Anne and Dr. Robert Nelson
Sarah Nisenson
Carolyn Nygren
Susan and Dr. Gary Osher
Eric Lang Peterson
Isabelle Peterson

**Concert in the Great Hall 1965**
Annual Donors (continued)

Gifts up to $1,500

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Winfred and Harry Pfister
Carol and Michael Piper
Margaret and Eugene Ponessa
Donna and Robert Powell
Janet Raymond
Reedy Photopress Inc.
Louise and Charles Reeves
Susan and John Regan
Patricia and John Reppert
Bradford Richardson
Heidemarie and Dr. Chester Robinson
Janet and Beveridge Rockefeller
Dr. Deborah C. Roth
Carol and J. C. Russell
Dolores Scales
Joyce and Dr. Harold Seder
Lea and Marshall Seiden
The Honorable Mel and Betty Sembler
Linnea Sennott
Mary Lee and Robert Setzer
Julie Shamas
Mary Ellen and Thomas Shevlin
Phyllis and George Shipley
Sydni Shollenberger
Mary Shuh
Peg and Arthur Silvergleid
Carol and David Sjolund
Pamela and Nicholas Slagg
Donna and Thomas Southard
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Strum Allesee Family Foundation
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GALLERY TALKS
GUEST ARTISTS
DOCENT TRAINING
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EXHIBITION EXPENSES
TEACHER WORKSHOPS
ART CONSERVATION
CONCERT SERIES
FILM SCREENINGS
ASL INTERPRETERS
OUTREACH PROGRAMS
Matching Gifts

Many employers and corporate foundations offer a benefit of matching contributions. Thank you to the individuals who doubled their donations through these matching gift programs:

IBM International Foundation
Johnson & Johnson Matching Gift Program
Morgan Stanley
Pfizer Foundation
RBC Wealth Management

In Kind Donations

Gifts of goods and services help the Museum serve the community in a variety of ways. Please support these companies and individuals who give from their businesses.

Barley Mow Brewing Company
Andrea and Russell Barlow
Cigar City Brewing Company
Hillary Carlson Cone
Courtesy Valet Corporation
Creations by Mylez
Duncan McClellan Glass
Barbara Genthner Moritz
Green Bench Brewing Company
Rosslyn and Robert Hicks
Haris Lender
Susan Luehrs
Lundy’s
Don Mastry
Mary Alice McClendon
Olympia Catering
Reedy Photoprocess, Inc.
Salvador Dali Museum
Savory Spice Shop
The Margaret Acheson Stuart Society
Tampa Bay Magazine
Wells, Houser & Schatzel P.A.
William Grant & Sons
Memorials and Tributes

In memory of Howard A. and Miriam F. Acheson
Fay Mackey

In memory of Hilda M. Barstow
Phyllis Zarnas

In honor of Debbie and George Baxter
Bob and Chris Hilton
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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.finearts.org under “SUPPORT.”
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.

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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