



MISSISSIPPI MUSEUM *of* ART

2017 Report, Program Service Revenue

The Mississippi Museum of Art's 2017 fiscal year, dating from July 1, 2016 to June 30, 2017, received earned revenue for specific program classifications, including admissions, program fees, exhibition rentals, and ticket sales. In fiscal year 2017, the total program service revenue earned by the Museum was \$224,418. The Museum hosted three very successful exhibitions, including two exhibitions featuring works by Mississippi artists, titled *The Wolfe Family Legacy*, *Karl, Mildre, Elizabeth*, and *The Mississippi Invitational*. The third exhibition, titled *When Modern Was Contemporary: Selections from the Roy R. Neuberger Collection*, was the fifteenth presentation of The Annie Laurie Swaim Hearin Memorial Exhibition Series (which spanned two fiscal years). The revenue brought in by admissions for these three exhibitions totaled \$31,196.

In collaboration with the exhibition schedule, the Museum brought in \$34,468 in program fees. Program fees included registration revenue for art camps, homeschool days, the monthly Hoot and Hollar family studio program, as well as registration fees for the annual Mississippi Scholastic Art Awards.

Ticket sales for the fiscal year 2017 earned \$157,423. Made up primarily of revenue raised by the Museum's annual Spring Benefit event, this category also includes revenue from special exhibition tours led by curators and local artists. An additional \$926 was brought in from royalties for Museum-produced exhibition catalogues.

380 SOUTH LAMAR STREET
JACKSON, MISSISSIPPI 39201
601.960.1515
1.866.VIEW ART
MSMUSEUMART.ORG

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