ATTENDANCE, EDUCATION & OUTREACH

395,000 visitors experienced groundbreaking exhibitions from international and local collections and institutions

45,000 visitors received free gallery admission

12% increase in 5 years

EDUCATION

2,859 students served via workshops

8,000 visitor in-gallery responses to exhibitions

3,954 visitors served via public programs and docent tours

VIRTUAL

22,000 unique education webpage views

36,200 total reach for education social media posts

1,380 students served with virtual tours
The San Diego Museum of Art

JULY 2021—JUNE 2022 / FY22

ENDOWMENT

Endowment $68 million / Operating budget $14.1 million*

*FY23

FUNDING

Government Funding 3%
SBA PPP 7%
Memberships 9%
Donations/Grants 21%
Investment Income 39%
Earned Income 21%

TECHNOLOGY

SDMA APP

60,000+ downloads

700 audio stops

23 hours of audio content

USED OFFSITE IN

32 states + 33 countries

99 videos

9 augmented reality experiences
ACCESSIBILITY

5 different language tours

Hello!  Hola!  Olá  你好  Здравствуйте!

ENGLISH  SPANISH  PORTUGUESE  MANDARIN  RUSSIAN

VOLUNTEERS

461 VOLUNTEERS

58 DOCENTS
The San Diego Museum of Art

JULY 2021—JUNE 2022 / FY22

**CURATORIAL**

MORE THAN
22,000 WORKS IN COLLECTION

FROM 3000 BC TO PRESENT DAY

LOANING WORKS TO PRESTIGIOUS MUSEUMS AROUND THE WORLD

WE RECEIVED ON LOAN

108 WORKS OF ART

ACQUIRED MORE THAN

265 WORKS OF ART
ART ALIVE

12,000
people experienced
Art Alive

WEBSITE TRAFFIC

373,347
unique visitors to
our website

+19% vs. FY19

SOCIAL MEDIA PERFORMANCE

50,211
FOLLOWERS

37,656
FOLLOWERS

53,979
FOLLOWERS

395,730
Total Average
Monthly Impressions

16,183
Total Average
Monthly Engagements

4.1%
Total Average Monthly Engagement Rate
MEMBERSHIP = 18% vs FY19

+14% youth visited for free vs. FY19*

+25% college students vs. FY19*

+68% military attendees vs. FY19

visitors from all 50 states and 65 countries

*Does not include school groups