

MUSEUM MISSION

The San Diego Museum of Art (SDMA) is the region’s largest and most-visited art museum. With a mission to inspire, educate, and cultivate curiosity through great works of art, SDMA encompasses two locations in Balboa Park, San Diego: SDMA and The Museum of Photographic Arts at The San Diego Museum of Art (MOPA@SDMA).



ATTENDANCE



541,684

visitors experienced groundbreaking exhibitions from international and local collections and institutions

↑ 8%
vs FY24



142,089



SDMA visitors received free gallery admission

↑ 18%
vs FY24



Visitors from all 50 states and 88 countries



+24% College students vs. last year



+32% Military attendees vs. FY24

COMMUNITY ENGAGEMENT



41,900

Participated in Art and Empathy programming



82

Schools served through tours



+40%

School tours



10,900

In-gallery activity responses



3

In-gallery digital interactives



16,187

Interactions with in-gallery digital content



7,025

Students served via programming



3

Tour programs for sensory experiences: visually impaired, neurodivergent, and Alzheimer communities

COMMUNITY SUPPORT

1,232

Generous donors



5,836

Active membership households



7,068

invaluable community members who supported our operations with gifts of all sizes

TECHNOLOGY

App viewed in **10** language: English, Spanish, French, Korean, Chinese, Japanese, German, Dutch, Hebrew, and Italian



83,822

Downloads



679 Audio stops

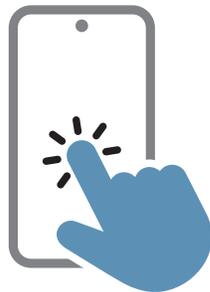


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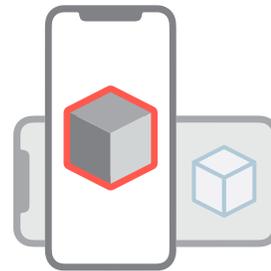
48 + 51

States

Countries



1,189 hrs Time spent on the app



26 Augmented reality experiences

[^]Based on approximate geographic origin of network connection

WEBSITE TRAFFIC

405,000

Unique visitors to our website



SOCIAL MEDIA PERFORMANCE

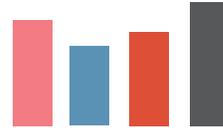
f 54,000
FOLLOWERS

 **54,000**
FOLLOWERS

X 50,000
FOLLOWERS



21,658
Total average monthly
accounts reached



630
Average Amount of
followers gained monthly
(across all accounts)



5,512
Total average monthly
profile visits



2,006
Total average monthly
content interactions

ACCESSIBILITY

10
different
language tours

Hello!
ENGLISH

Bonjour
FRENCH

नमस्ते
HINDI

سلام
FARSI

Hola
SPANISH

Hej
DANISH

안녕하세요
KOREAN

你好
MANDARIN

Kamusta
TAGALOG

Здравствуй!
RUSSIAN

CURATORIAL

Providing a rich and diverse cultural experience, The San Diego Museum of Art houses some of the world’s finest art. The Museum’s internationally renowned collection of more than 35,000 works—dating from 3000 BC to present day—includes Spanish and Italian old masters, the Edwin Binney 3rd Collection of South Asian paintings, East Asian art, art from the Americas, Modern and Contemporary art, and photography. The Museum regularly features major exhibitions of art from around the world, as well as extensive cultural and community engagement programs for all ages. SDMA and MOPA@SDMA invite visitors to explore art through music, dance, film, food, and so much more. Exhibition text is always in English and Spanish.

FROM 3000 BC TO PRESENT DAY



LOANING WORKS TO PRESTIGIOUS MUSEUMS AROUND THE WORLD



THE HUNTINGTON
Library, Art Museum, and Botanical Gardens



The National Museum of Modern Art, Tokyo

京都市京セラ美術館
Kyoto City KYOCERA Museum of Art

**WE RECEIVED
ON LOAN**



WORKS OF ART

ACQUIRED



WORKS OF ART

SDMA TOURING EXHIBITIONS:



**PRINCETON
UNIVERSITY
ART MUSEUM**

Under a Southern Star

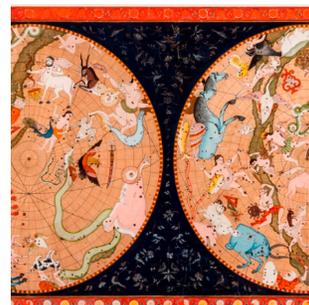


mfa Museum of
Fine Arts Boston
O'Keeffe and Moore



京都市京セラ美術館
Kyoto City KYOCERA Museum of Art

**Emulation and
Admiration**



**McMULLEN
MUSEUM OF ART**
BOSTON COLLEGE

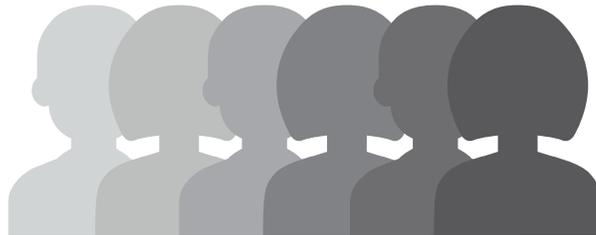
**Wonders of
Creation**

ART ALIVE

Art Alive is The San Diego Museum of Art’s signature annual fundraiser, providing vital support for the Museum’s exhibitions, education, outreach, and public programs. Talented floral designers fill the galleries with fragrant arrangements inspired by the Museum collection, offering a brilliantly colored backdrop for a weekend of beloved traditions and art-inspired activities.

13,000

People experienced
Art Alive

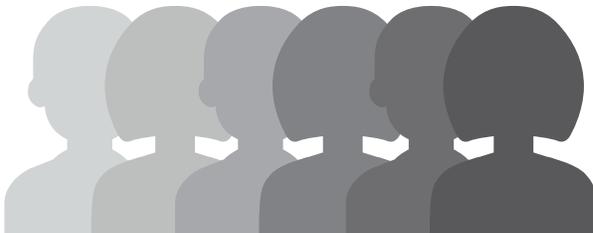


\$1.3 MM

Over \$1.3 million raised to support the Museum’s public programs, education, community outreach, and exhibitions.

VOLUNTEERS

379 VOLUNTEERS



60 DOCENTS

