



MUSKEGON MUSEUM OF ART

COMMONLY ASKED QUESTIONS

Q: Who owns the Muskegon Museum of Art?

A: The Muskegon Museum of Art Foundation as of July 1, 2014. Prior to that date, the Museum since its inception in 1912, was owned by the Muskegon Public Schools Board of Education.

Q: Why?

A: The MPS Board of Education built the Museum, originally known as Hackley Art Gallery.

Q: Why?

A: Charles Hackley, inspired by Andrew Carnegie's essay called *Wealth* aka *The Gospel of Wealth*, gave the Board of Education \$150,000, through his 1905 will to buy "pictures of the best kind". The Board of Education decided in 1911 that the best place to keep "pictures of the best kind" was in a building dedicated to that purpose, so they decided to build the MMA.

Q: Who governs the Muskegon Museum of Art now?

A: The MMA Foundation Board of Trustees, which was established in 1982.

Q: How is the MMA funded?

A: The MMA is privately funded through the following various sources:

- 1) An annual distribution of the MPS Julia Hackley Trust Fund, allocated by the MPS Board of Education, and continuing as a part of the separation agreement because of the educational value that the MMA contributes to the community.
- 2) An annual distribution of the MMA Endowment Fund held at the Community Foundation for Muskegon County and overseen by the MMA Foundation Board of Trustees, and the MMA Endowment Fund held by the Grand Haven Area Community Foundation.
- 3) Museum Memberships, both individual and corporate;
- 4) Underwriting support from corporations, foundations, and private individuals;
- 5) Annual donations and gifts from corporations, foundations, and private individuals;
- 6) Fundraising activities, including the annual Anniversary Gala, the Festival of Trees, and On Tap: Michigan Brews, Michigan Art;
- 7) State of Michigan funds from the Michigan Council of Arts and Cultural Affairs.
- 8) Admissions and entry fees;
- 9) Building and image rental fees;
- 10) Class tuition fees.

Q. Does the MMA receive Federal or State assistance?

A. The MMA receives a varying amount of state funding from the Michigan Council on Arts and Cultural Affairs department.

Q. Why does the Muskegon Museum of Art charge admission?

A. It is one more way that the MMA can support its own operational needs.

Q. Does the Muskegon Museum of Art always charge admission?

A: No. The MMA hosts regular free times with the support of underwriters, including the second Saturday of each month. In addition, children under the age of 17 are free and students with ID, including college students, are free.

Q. How can the MMA sustain itself?

A. This is not an easy question. Time and circumstances continually change. The MMAF undertook a major and successful effort to grow the endowed funds of the Museum with INSPIRE: The Investment Campaign for the Future of the Muskegon Museum of Art, a campaign that raised \$7.6 million, and is resulting in the gradual growth of the Museum's endowed funds for support. The MMA Trustees feel that a continuing strategic commitment to the MMA Endowment Fund at the Community Foundation for Muskegon County and now also at the Grand Haven Area Community Fund over the next decade is the principal way in which the MMA can be sustained for its next one hundred years.

Q. Can the MMA sell art to pay for its operations?

A. No. Although museums do occasionally deaccession art, by policy and national American Association of Museum standards, any proceeds from the sale of art must be used only for the acquisition or conservation of other art objects. All art in the permanent collection has been acquired through:

- 1) the use of the Hackley Picture Fund, the fund that Charles Hackley provided to be used expressly to purchase "pictures of the best kind";
- 2) through private funds donated for that purpose; or,
- 3) through direct donations to the MMA by private individuals.

Q. How many people does the MMA employ?

A. The MMA has nine full time employees--the executive director, senior curator, associate curator/collections manager, curator of education, communications and public relations manager, development officer, a preparatory, secretary, and a head custodian. We also have several part time employees, including security guards and gift shop clerks.

Q. What are the MMA's hours of operations?

A. The Museum is opened six days per week: Tuesday, Wednesday, Friday, Saturday: 11:00am - 5:00pm; Thursdays, 11:00am – 8:00pm; Sunday, 12:00 – 5:00pm

Q. How many visitors does the MMA receive annually?

A. The MMA has approximately 30,000 visitors annually.

Q. What is the current membership?

A. The MMA membership consists of almost 2,000 individual, family, and corporate members.