

Organization Information

Organization name: Muskegon Museum of Art
 City: Muskegon
 State: MI
 County: Muskegon
 Federal ID #: 383402560
 NISP Discipline: 5 - Visual Arts
 NISP Institution: 8 - Art Museum
 NTEE: A50 - Museums

Year organization founded: 1912
 Organization type: 501(c)3 nonprofit organization
 DUNS #: 072582877
 Full-time staff: 9
 Board Members: 14
 Fiscal year end date: 06-30

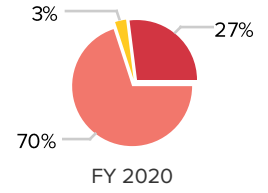
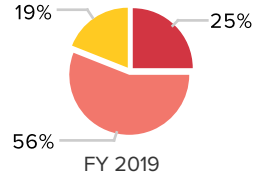
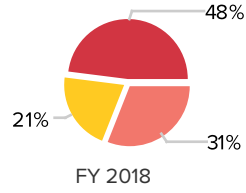
Applicant is audited or reviewed by an independent accounting firm.

Financial Summary

Unrestricted Activity	FY 2018	FY 2019	% Change	FY 2020	% Change
Unrestricted operating revenue					
Earned program	\$562,309	\$203,512	-64%	\$99,478	-51%
Earned non-program	\$419,376	\$309,568	-26%	\$254,645	-18%
Total earned revenue	\$981,685	\$513,080	-48%	\$354,123	-31%
Investment revenue	\$422,622	\$398,858	-6%	\$39,052	-90%
Contributed revenue	\$637,409	\$1,147,691	80%	\$932,434	-19%
Total unrestricted operating revenue	\$2,041,716	\$2,059,629	1%	\$1,325,609	-36%
Less in-kind			n/a		n/a
Unrestricted operating revenue less in-kind	\$2,041,716	\$2,059,629	1%	\$1,325,609	-36%
Operating expenses					
Program	\$625,132	\$1,339,096	114%	\$1,109,941	-17%
Management & general	\$958,735	\$207,305	-78%	\$223,563	8%
Fundraising	\$124,202	\$257,975	108%	\$158,511	-39%
Total operating expenses	\$1,708,069	\$1,804,376	6%	\$1,492,015	-17%
Less in-kind			n/a		n/a
Unrestricted operating expenses less in-kind	\$1,708,069	\$1,804,376	6%	\$1,492,015	-17%
Unrestricted change in net assets - operating	\$333,647	\$255,253	-23%	-\$166,406	-165%
Unrestricted change in net assets	\$333,647	\$255,253	-23%	-\$166,406	-165%
Restricted change in net assets	-\$223,144	-\$207,400	7%	\$163,294	179%
Total change in net assets	\$110,503	\$47,853	-57%	-\$3,112	-107%

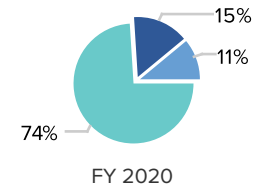
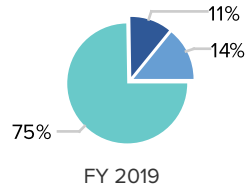
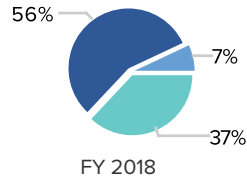
Unrestricted Operating Revenue by Source

- Earned
- Investment
- Contributed



Operating Expenses by Functional Grouping

- Program
- Management & General
- Fundraising



Revenue Details

Operating Revenue Earned - Program	FY 2018 Total	FY 2019 Total	FY 2020 Total	FY 2020 Unrestricted	FY 2020 Restricted
Subscriptions					
Membership fees - individuals	\$94,344	\$98,974	\$67,382	\$67,382	\$0
Membership fees - organizations					
Ticket sales & admissions	\$127,805	\$31,677	\$24,596	\$24,596	
Education revenue	\$0	\$0			
Publication sales	\$0	\$0			
Gallery sales	\$0	\$0			
Contracted services & touring fees	\$6,761	\$15,803	\$7,500	\$7,500	
Royalty & reproduction revenue	\$0	\$0			
Earned - program not listed above	\$333,399	\$57,058			
Total earned - program	\$562,309	\$203,512	\$99,478	\$99,478	
Earned - Non-program					
Rental revenue					
Sponsorship revenue	\$186,750	\$186,577	\$145,718	\$145,718	
Attendee-generated revenue not listed above	\$165,612	\$81,945	\$61,538	\$61,538	
Earned non-program not listed above	\$67,014	\$41,046	\$47,389	\$47,389	
Total earned - non-program	\$419,376	\$309,568	\$254,645	\$254,645	
Total earned revenue	\$981,685	\$513,080	\$354,123	\$354,123	

Contributed	FY 2018 Total	FY 2019 Total	FY 2020 Total	FY 2020 Unrestricted	FY 2020 Restricted
Individual	\$708,627	\$796,317	\$928,732	\$638,829	\$289,903
State government	\$55,500	\$52,021	\$36,400	\$36,400	
In-kind operating contributions	\$0	\$0	\$0		
Special fundraising events			\$79,240	\$79,240	
Contributions not listed above	-\$64,638	\$0	\$0		
Net assets released from restriction	\$0	\$0	\$0	\$177,965	-\$177,965
Total contributed revenue	\$699,489	\$848,338	\$1,044,372	\$932,434	\$111,938
Operating investment revenue	\$137,398	\$490,811	\$90,408	\$39,052	\$51,356
Total operating revenue	\$1,818,572	\$1,852,229	\$1,488,903	\$1,325,609	\$163,294
Total operating revenue less operating in-kind	\$1,818,572	\$1,852,229	\$1,488,903	\$1,325,609	\$163,294
Total revenue	\$1,818,572	\$1,852,229	\$1,488,903	\$1,325,609	\$163,294
Total revenue less in-kind	\$1,818,572	\$1,852,229	\$1,488,903	\$1,325,609	\$163,294

Revenue Narrative

FY 2018	n/a
FY 2019	n/a
FY 2020	n/a

Expense Details

	FY 2018 Total	FY 2019 Total	% Change	FY 2020 Total	% Change	FY 2020 Program	FY 2020 General & Administrative	FY 2020 Fundraising
Personnel expenses - Operating								
W2 employees (salaries, payroll taxes and fringe benefits)	\$832,111	\$813,035	-2%	\$850,346	5%	\$572,290	\$163,338	\$114,718
Independent contractors	\$8,779	\$113,176	1,189%	\$43,698	-61%	\$7,060	\$27,284	\$9,354
Professional fees	\$21,602	\$66,962	210%	\$0	-100%			
Total personnel expenses - Operating	\$862,492	\$993,173	15%	\$894,044	-10%	\$579,350	\$190,622	\$124,072
Non-personnel expenses - Operating								
Occupancy costs	\$0	\$0	n/a	\$162,336	n/a	\$159,040	\$3,296	
Depreciation	\$82,658	\$98,374	19%	\$103,915	6%	\$103,915		
Non-personnel expenses not listed above	\$762,919	\$712,829	-7%	\$331,720	-53%	\$267,636	\$29,645	\$34,439
Total non-personnel expenses - Operating	\$845,577	\$811,203	-4%	\$597,971	-26%	\$530,591	\$32,941	\$34,439
Total operating expenses	\$1,708,069	\$1,804,376	6%	\$1,492,015	-17%	\$1,109,941	\$223,563	\$158,511
Total expenses	\$1,708,069	\$1,804,376	6%	\$1,492,015	-17%			
Total expenses less in-kind	\$1,708,069	\$1,804,376	6%	\$1,492,015	-17%			
Total expenses less depreciation	\$1,625,411	\$1,706,002	5%	\$1,388,100	-19%			
Total expenses less in-kind and depreciation	\$1,708,069	\$1,804,376	6%	\$1,492,015	-17%			

Expense Narrative

FY 2018	n/a
FY 2019	n/a
FY 2020	n/a

Balance Sheet

Assets	FY 2018	FY 2019	% Change	FY 2020	% Change
Current assets					
Cash and cash equivalents	\$312,719	\$190,774	-39%	\$263,499	38%
Receivables	\$142,697	\$191,046	34%	\$182,155	-5%
Investments - current			n/a		n/a
Prepaid expenses & other	\$81,452	\$42,557	-48%	\$61,931	46%
Total current assets	\$536,868	\$424,377	-21%	\$507,585	20%
Long-term/non-current assets					
Investments - non current			n/a		n/a
Fixed assets (net of accumulated depreciation)	\$2,786,748	\$2,793,805	0%	\$2,729,837	-2%
Non-current assets not listed above	\$3,038,887	\$3,049,675	0%	\$3,155,536	3%
Total long-term/non-current assets	\$5,825,635	\$5,843,480	0%	\$5,885,373	1%
Total assets	\$6,362,503	\$6,267,857	-1%	\$6,392,958	2%
Liabilities & Net Assets					
Current liabilities					
Accounts payable and accrued expenses	\$135,414	\$116,597	-14%	\$58,640	-50%
Deferred revenue	\$27,520	\$21,321	-23%	\$83,574	292%
Loans - current		\$0	n/a		n/a
Additional current liabilities not listed above			n/a	\$15,588	n/a
Total current liabilities	\$162,934	\$137,918	-15%	\$157,802	14%
Long-term/non-current liabilities					
Long-term/non-current loans		\$0	n/a		n/a
Additional long-term/non-current liabilities not listed above			n/a	\$161,600	n/a
Total long-term/non-current liabilities		\$0	n/a	\$161,600	n/a
Total liabilities	\$162,934	\$137,918	-15%	\$319,402	132%
Net assets					
Unrestricted	\$4,453,619	\$4,308,634	-3%	\$4,038,088	-6%
Restricted	\$1,745,950	\$1,821,305	4%	\$2,035,468	12%
Total net assets	\$6,199,569	\$6,129,939	-1%	\$6,073,556	-1%
Total liabilities & net assets	\$6,362,503	\$6,267,857	-1%	\$6,392,958	2%

Balance Sheet Narrative

FY 2018	n/a
FY 2019	n/a
FY 2020	n/a

Balance Sheet Metrics

	FY 2018	FY 2019	% Change	FY 2020	% Change
Months of operating cash -- Unrestricted	2.2	1.27	-42%	2.12	67%
Working capital -- Unrestricted	\$373,934	\$286,459	-23%	\$349,783	22%
Current ratio -- Unrestricted	3.3	3.08	-7%	3.22	5%
Net assets as a % of total expenses	363%	340%	-6%	407%	20%
Fixed assets (net)	\$2,786,748	\$2,793,805	0%	\$2,729,837	-2%
Condition of fixed assets		8%		15%	
Leverage -- Unrestricted		0%	n/a		n/a
Total debt		\$0	n/a		n/a
Debt service impact	0%	0%	n/a	0%	n/a

Months of operating cash -- unrestricted (Unrestricted Cash & Cash Equivalents/(Total Expense/12)) indicates the number of months an organization can operate at current average monthly expense levels with existing unrestricted cash and cash equivalents. This ratio is calculated using unrestricted numbers only.

Working capital -- unrestricted (Unrestricted Current Assets minus Unrestricted Current Liabilities) consists of the unrestricted resources available for operations. This calculation of working capital may differ from your internal calculations. Adequate working capital provides financial strength and flexibility to your organization, the ability to meet obligations as they come due, and the ability to take more risks, knowing there is a cushion to fall back on.

Current ratio -- unrestricted (Unrestricted Current Assets divided by Unrestricted Current Liabilities) determines the organization's ability to pay current debt using current assets. A ratio of 1.0 indicates that current assets are equal to current liabilities. A ratio of around 1.5 is a more comfortable position, allowing for more cushion against uncollected receivables or timing discrepancies between expected receipts and disbursements. Ideally this number should approach 2 which indicates ample short-term liquidity to obviate the need to borrow or sell assets.

Net assets as % of total expenses measures the net worth of an organization in relationship to its operating size. It is calculated as total net assets divided by total expenses. If the trend is level or increasing, then total net assets are keeping pace with growth in operating expenses.

Condition of fixed assets indicates the potential need for replacement or repair of fixed assets (such as buildings, furniture, office equipment, sets and props). This is especially significant for organizations that own a building or carry a long-term lease. Accumulated depreciation of less than 50% of the total value of fixed assets indicates a stock of relatively new assets. A high percentage (>80%) of accumulated depreciation could indicate aging infrastructure and need for funding the replacement or repair of fixed assets in the near future.

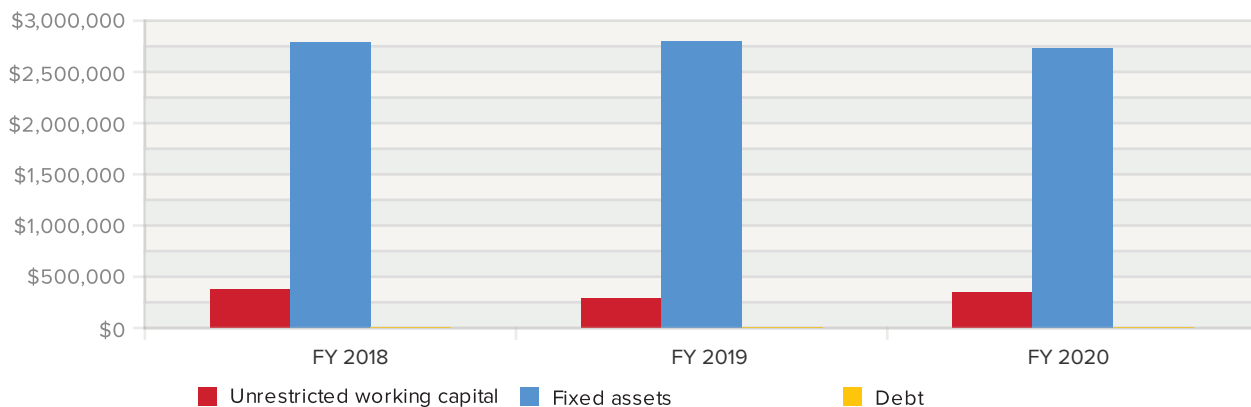
Leverage ratio (Total Debt divided by Total Unrestricted Assets) measures what proportion of your unrestricted assets are supported by debt. A number in excess of 50% may indicate liquidity problems, or reduced capacity for future borrowing.

Fixed assets net is the value of all land, buildings, equipment, leasehold improvements and other property and equipment owned by the organization. It is calculated net of accumulated depreciation to reflect the reduction in the value of an asset as it ages and is used.

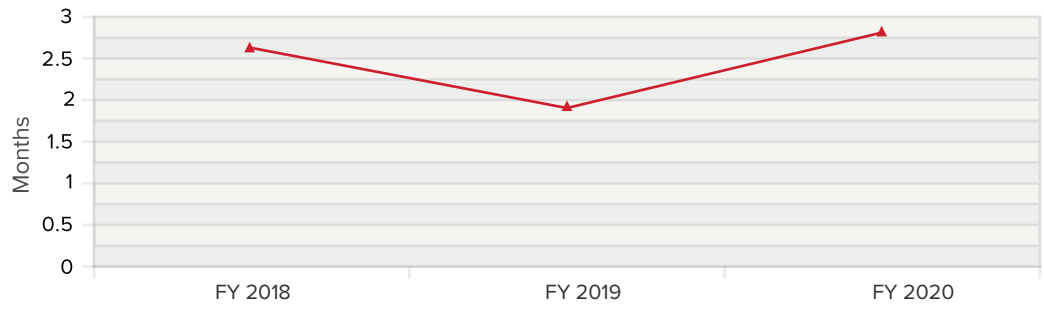
Total debt consists of all short and long-term contractual obligations of the organization, including lines of credit, loans, notes, bonds, and capital leases.

Debt service impact (Total Debt Service, including principal and interest, divided by Total Expense) calculates the % of an organization's total expenses applied to the total debt-service burden. The higher the percentage, the more the organization has to dedicate its resources to debt repayment rather than programming and other operating expenses.

Components of Net Assets



**Months of
Unrestricted
Working Capital**



Attendance

	FY 2018	FY 2019	% Change	FY 2020	% Change
Total attendance					
Paid	15,600	21,165	36%	347	-98%
Free	26,800	14,650	-45%	201,278	1,274%
Total	42,400	35,815	-16%	201,625	463%
In-person attendance					
Paid	15,600	21,165	36%	347	-98%
Free	26,800	14,650	-45%	5,530	-62%
Total	42,400	35,815	-16%	5,877	-84%
Digital attendance					
Paid			n/a	0	n/a
Free			n/a	195,748	n/a
Total			n/a	195,748	n/a
In-person attendees 18 and under	5,000	3,000	-40%	2,055	-32%
Programs in schools	FY 2018	FY 2019	% Change	FY 2020	% Change
Children served in schools		400	n/a	74	-82%
Hours of instruction		20	n/a	12	-40%

Workforce

	FY 2018	FY 2019	% Change	FY 2020	% Change
Number of People					
Employees: Full-time permanent	9	9	0%	9	0%
Employees: Part-time permanent	20	20	0%	16	-20%
Employees: Part-time temporary	0	0	n/a	3	n/a
Volunteers	170	238	40%	477	100%
Independent contractors	114	30	-74%	58	93%
Interns and apprentices	82	4	-95%	0	-100%
Total positions	395	301	-24%	563	87%

Visual & Performing Artists

	FY 2018	FY 2019	% Change	FY 2020	% Change
Number of visual & performing artists		20	n/a	54	170%
Payments to artists & performers	\$7,930	\$29,697	274%	\$2,745	-91%

Covid-19 Impact

	FY 2018	FY 2019	FY 2020
Due to COVID-19 crisis restrictions on in-person gatherings and/or stay-at-home orders mandated by government health guidelines, how was staffing affected at your organization:			
Number of employees laid off			0
Number of employees furloughed			0
Of those furloughed or laid off employees, how many (if any) have been brought back?			

Mission and Constituency

Mission statement

The Muskegon Museum of Art, founded on a tradition of aesthetic excellence, is committed to fostering the life-long study and appreciation of the visual arts by strengthening, preserving, and exhibiting its collections; offering a wide range of traditional and contemporary exhibitions; stimulating learning and creativity through diverse public and educational programming; and enhancing community involvement and support in a safe, accessible, and welcoming environment.

Mission demographics

This organization's mission is not rooted in an explicitly identified ethnic, cultural or other demographic voice.

Racial/ethnic group

Additional group (please state)

Gender

Additional group (please state)

Sexual orientation

Additional group (please state)

Age group

Additional group (please state)

Disability

Additional characteristics

If the fields above are blank, this organization does not serve that demographic specifically.

Audience

The organization does not seek to primarily serve a specific audience.

Racial/ethnic group

Additional group (please state)

Gender

Additional group (please state)

Sexual orientation

Additional group (please state)

Age group

Additional group (please state)

Disability

Additional characteristics

Additional group (please state)

Community type served

Urban

If the fields above are blank, this organization does not serve that demographic specifically.

Program Activity

In-person activity	FY 2018		FY 2019		FY 2020	
	Distinct offerings	# of times offered	Distinct offerings	# of times offered	Distinct offerings	# of times offered
Productions (self-produced)						
Productions (presented)					1	1
Classes/assemblies/other programs in schools			1		2	11
Classes/workshops (outside of schools)	0	0	0	0	1	1
Field trips/school visits	0	0	2	100	20	50
Guided tours	20	900	1	150	17	29
Lectures	10	10			2	2
Permanent exhibitions	2		2			
Temporary exhibitions	16		19		14	
Traveling exhibitions (hosted)	2		3		2	
Films screened	24	24	13	13	18	18
Festivals/conferences	0		0		0	
Readings/workshops (developing works)					2	2
Community programs (not included above)					8	8
Additional programs not listed above	0	0	0	0	4	4

NOTE: Data entered prior to 2021 combines information about physical and digital programs. It has been included in the physical program lines.

Program Activity

Digital activity	FY 2018			FY 2019			FY 2020		
	Distinct offerings	# times digitally offered	On-demand	Distinct offerings	# times digitally offered	On-demand	Distinct offerings	# times digitally offered	On-demand
Productions (self-produced)									
Productions (presented)									
Classes/assemblies/other programs in schools									
Classes/workshops (outside of schools)									
Field trips/school visits									3
Guided tours									
Lectures									
Permanent exhibitions									
Temporary exhibitions									1
Traveling exhibitions (hosted)									
Films screened									
Broadcast productions									
Festivals/conferences									
Readings/workshops (developing works)									
Community programs (not included above)									3
Additional programs not listed above									

NOTE: Data entered prior to 2021 combines information about physical and digital programs. It has been included in the physical program lines.

Digital activity financials	FY 2018		FY 2019		FY 2020	
	Total	Associated with digital program delivery	Total	Associated with digital program delivery	Total	Associated with digital program delivery
Earned revenue	\$981,685		\$513,080		\$354,123	
Contributed revenue	\$699,489		\$848,338		\$1,044,372	
Operating expense	\$1,708,069		\$1,804,376		\$1,492,015	

Program Activity

	FY 2018 Total	FY 2019 Total % Change	FY 2020 Total % Change
Fiscally sponsored projects		n/a	n/a
Amount distributed to fiscally sponsored projects		n/a	n/a
Residencies		n/a	n/a
Scholarships awarded		n/a	n/a
Amount awarded in scholarships		n/a	n/a
Other grants awarded		n/a	n/a
Amount awarded in grants		n/a	n/a
Public art installations		n/a	n/a
Works commissioned	0	n/a	n/a
Films produced		n/a	n/a
World premieres	14	15 7%	-100%
National premieres	14	-100%	n/a
Local/regional premieres	16	-100%	n/a
Published works (physical)	1	-100%	n/a
Published works (digital)	1	-100%	n/a
Private lessons (in-person)		n/a	n/a
Private lessons (digital)		n/a	n/a
Competitions	0	n/a	n/a
Open rehearsals		n/a	n/a

NOTE: Data entered prior to 2021 combines information about physical and digital programs. It has been included in the physical program lines.

Program Activity Narrative

FY 2018	n/a
FY 2019	n/a
FY 2020	n/a