



ABBE MUSEUM 2018 ANNUAL REPORT

AT A GLANCE



Image: Dancer at 2018 Abbe Museum Indian Market by Abigail Johnson-Ruscansky

2018 BY THE NUMBERS

- **30,000** Museum visitors
- **113,000** website page views, **57%** of which were new visitors
- **2** new exhibits, **6** ongoing
- **36** Native people were involved in the making of the exhibits
- **21** collections acquisitions, which include: **10** baskets, **2** sets of regalia, and **1** stone tool.
- **17,701** individuals impacted by Abbe's programs
- **16** tours were given, reaching **525** visitors traveling via cruise ships and tour buses
- **33** schools, **1,356** students, and **136** teachers were educated by Abbe staff
- **11** programs presented inside Acadia National Park drew a total of **1,638** visitors
- **\$171,279** in Admission sales
- **\$117,892** in Merchandise sales
- **\$153,410** in Annual Fund gifts
- **\$229,855** in Project Grants and Sponsorship
- **\$29,000** In-Kind donations

170K

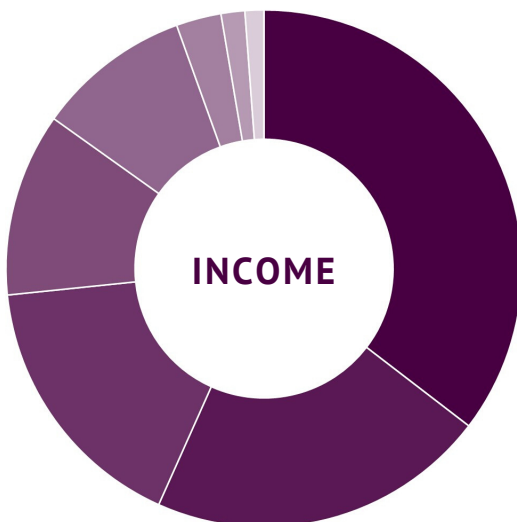
PEOPLE IMPACTED ACROSS CHANNELS

52%

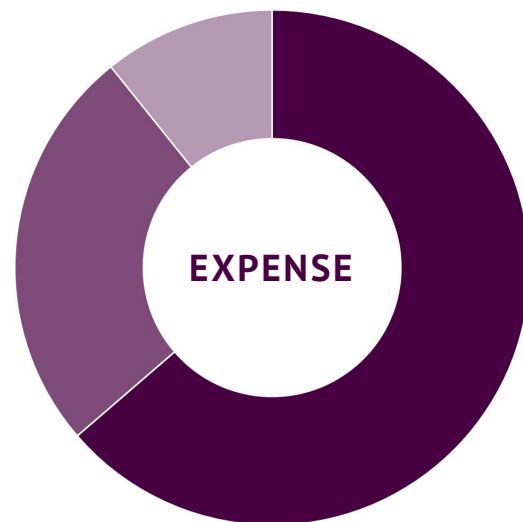
INCREASE IN ADMISSION

26%

INCREASE IN SHOP SALES



- Contributions - 35%
- Endowment Draw - 21%
- Admissions - 17%
- Merchandise Sales - 11%
- Events - 10%
- In-Kind - 3%
- Program Revenue - 2%
- Rentals - 1%



- Program - 64%
- Administrative - 25%
- Fundraising - 11%