



In many ways, 2020 needs no explanation or recap—through major history-making moments such as lockdowns, quarantines, and social upheaval to quiet, more intimate moments of uncertainty and isolation, the year was largely defined by forces beyond our control or full understanding. And yet, despite the hardship and struggle, many of us found solace in a new kind of togetherness, that of shared experience. We were, truly and with clarity, in this together, and the path led only in one direction: forward.

As the days turned to months, we all adjusted, eventually finding the rhythms that enabled us to move from shock and disbelief to coping, and eventually to living the new reality in which we found ourselves. It wasn't easy, and the struggle is still not over, yet the lessons we learned over the course of 2020 have redefined the people and culture we will become.

At the PMA, we confirmed how critical it is to invest in a set of values, as the steps we took in previous years to prioritize diversity, equity, accessibility, and inclusivity proved to be the pillars that supported us all— from visitors to members, staff, and board—during such a tumultuous time. With a foundation of courage, equity, service, sustainability, and trust, we were able to come together as an institution to support our staff as well as our communities as both a resource and a leader.

Through immersive and innovative content strategies and the unification of staff around digital tools, we were able to connect artworks, ideas, and experiences with people from across the world and throughout our region. Programs that were previously only available locally became digital townhalls that inspired empathy. Exhibitions that used to be ticketed blossomed online for people who would have not been able to experience them previously. And our impact, unpredictably at the time but understandably now with hindsight, grew.

What we found was that art's unique abilities to transform, transcend, and transfix have never mattered more than they do today. As a museum, community center, and regional leader, it has been our honor to expand possibilities for reflection, respite, connection, and wonder during this truly historic time.

If 2020 taught us anything, it is that though we may not know what comes next, we know we can get through it together.

Thank you for making the PMA your museum.

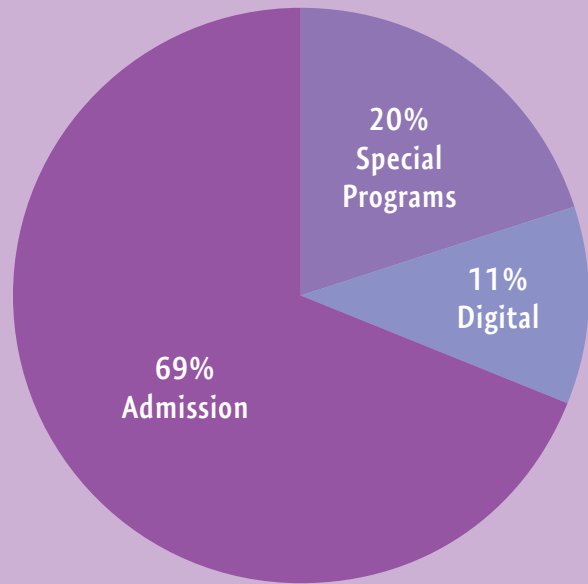
Elizabeth Jones
Senior Deputy Director
Advancement and Sustainability

KEY PERFORMANCE INDICATOR

Attendance

41,935 VISITORS

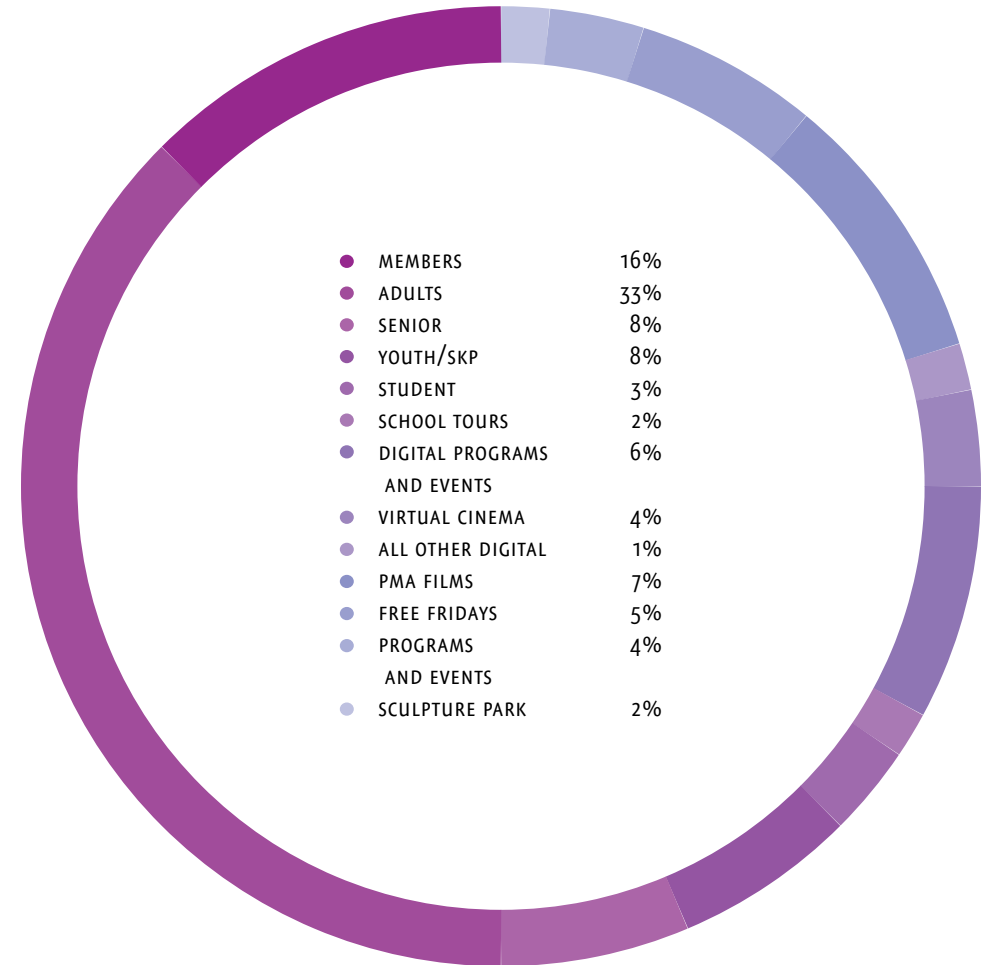
31% ATTENDED FOR FREE



In 2019, we welcomed a record number of visitors (over 175,000), and anticipated more than 200,000 visitors as we looked to 2020. Facing the realities of closures, lockdowns, and capacity limits throughout the pandemic, however, it quickly became obvious 2020 would not be the banner year for visitors within the building. But as the year continued, we began to see indications of a recovery. In July, when we were finally fully open, visitors

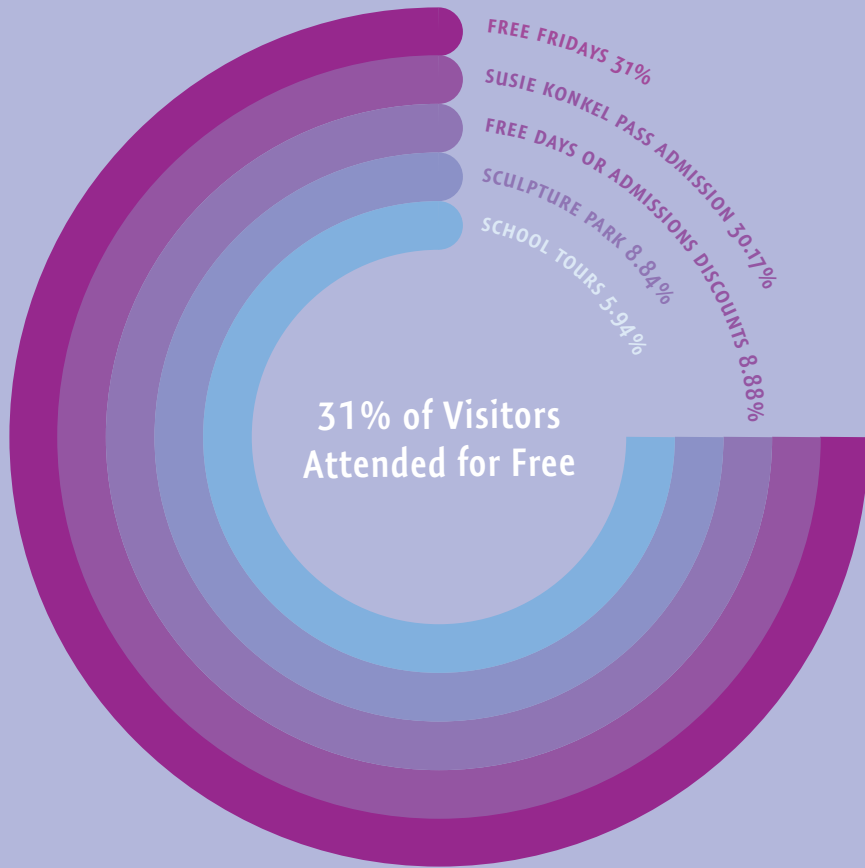
began returning in increasing numbers. By fall, when we opened *Mythmakers*, our timed ticketing systems were quickly selling out and we were welcoming visitors at our capacity. Ultimately, although unable to aim for the record year we had hoped, attendance in 2020 demonstrated that our communities believe there is no substitute for experiencing artworks in person.

Attendance Breakdown



More than 13,027 visitors attended for free

Breakdown of Free Attendance



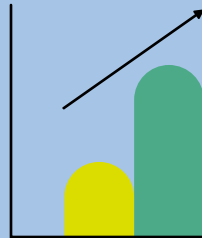
KEY PERFORMANCE INDICATOR

Digital Reach

3.53 MILLION DIGITAL REACH



- Social Media: 2,841,478
- Email: 430,435 recipients
- Website: 222,206
- Multimedia: 40,440



119,000 email recipients
430,000 email recipients
361% increase in email communications in 2020

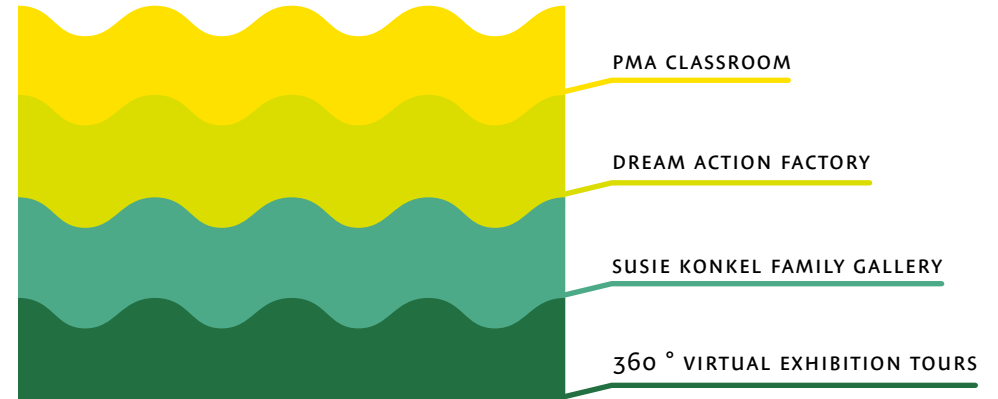
208,000 UNIQUE VISITORS TO PORTLANDMUSEUM.ORG
369% INCREASE OVER PREVIOUS YEAR

Though the Covid-19 pandemic prevented us from building on in-person attendance, it spurred a breathtaking and remarkable shift toward digital tools and innovative approaches to bringing our art, exhibitions, and programs to people in their homes and on their own time. From interactive 360 degree tours of our galleries and participatory programs and conversations with artists,

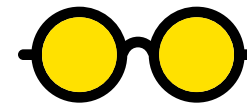
to digital galleries of works by hundreds of children from across our region and PMA Films on demand, we leaned into just about every tool at our disposal. And the best part is that many of these new platforms are here to stay, and though the pandemic forced our hand, our future reach—inside the museum and out—is better for it.

Digital Impact

135 UNIQUE PIECES OF CONTENT DEVELOPED AND LAUNCHED IN 2020 INCLUDING:



UNTITLED, 2020: ART FROM MAINE IN A _____ TIME DIGITAL EXPERIENCE:



13, 629 page views



Average 5 minutes per visit



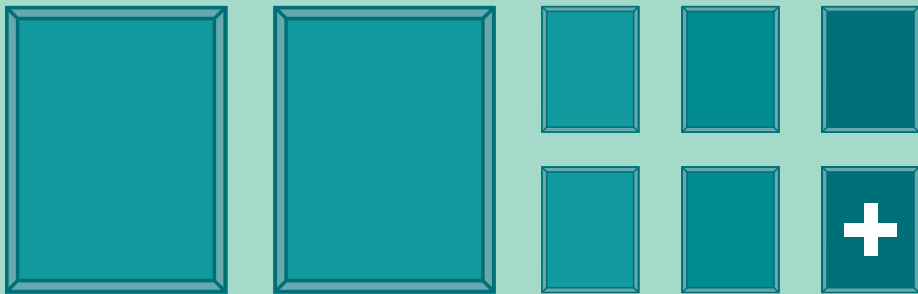
KEY PERFORMANCE INDICATOR

Art Partnerships

Collaboration and connection are among the founding principles behind *Art for All*, the PMA's mission, and 2020 demonstrated why they are so important to the museum's future. From art loans and acquisitions to programs and exhibitions, partnership and trust were the backbone of what made 2020 successful in spite of the pandemic. Exhibitions such as *Tabernacles for Trying Times* proved that we

could still come together to engage difficult and challenging topics, while programs such as Dream Action Factory took those values to the next level through activism and advocacy. Overall, everything about 2020 came to be defined through the lens of community building, directly challenging the pandemic's narrative of distance and isolation.

57 NEW WORKS OF ART ADDED TO THE PMA COLLECTION

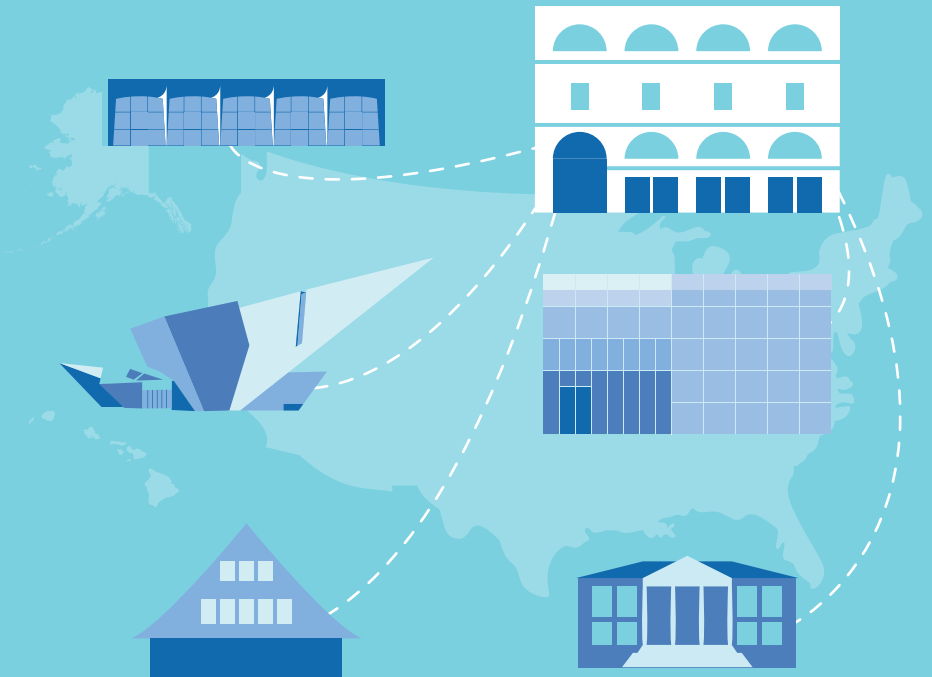


16 ARTWORKS LOANED FROM THE PMA COLLECTION



Exhibitions That Make Connections

143 artworks traveled to the PMA from **63** institutions and private lenders, including:



Abbe Museum, Bar Harbor, ME
Addison Gallery of American Art, Andover, MA
Amon Carter Museum of American Art, Fort Worth, TX
Colby College Museum of Art, Waterville, ME
Denver Art Museum, Denver, CO
Frederic Remington Art Museum, Ogdensburg, NY
Gilcrease Museum, Tulsa, OK
Maine Historical Society, Portland, ME

Museum of Fine Arts, Houston, TX
Osher Map Library, Portland, ME
Pennsylvania Academy of the Fine Arts, Philadelphia, PA
Philadelphia Museum of Art, Philadelphia, PA
Wadsworth Atheneum Museum of Art, Hartford, CT
Worcester Art Museum, Worcester, MA
Yale University Art Gallery, New Haven, CT

BALANCE SHEETS, JANUARY 31, 2021* AND 2020

Assets	2021	2020
Cash and cash equivalents	\$2,676,344	\$2,280,495
Accounts receivable	816,189	708,764
Inventory, at cost	123,118	125,678
Prepaid expenses	378,311	392,729
Contributions and bequests receivable, net	3,909,126	1,343,871
Art collection	1	1
Land, buildings, and equipment, net	14,958,906	15,141,741
Preservation in progress	1,038,715	1,011,141
Property held for future use	5,242,137	5,175,364
Assets held for sale	556,234	-
Investments	46,127,688	42,438,486
Total assets	\$75,826,769	\$68,618,270
Liabilities and net assets		
Liabilities:		
Accounts payable and accrued expenses	\$1,607,581	\$787,808
Deferred revenue	94,984	0
Note payable	150,000	1,850,000
Refundable advance	777,390	-
Total liabilities	\$2,629,955	\$2,637,808
Net assets:		
Without donor restrictions	\$24,488,269	\$22,294,280
With donor restrictions	48,708,545	43,686,182
Total net assets	\$73,196,814	\$65,980,462
Total liabilities and net assets	\$75,826,769	\$68,618,270

STATEMENTS OF ACTIVITIES, YEARS ENDED JANUARY 31, 2021* AND 2020

	2021	2020
Public support and revenues		
Contributions and grants		
Without donor restrictions	\$5,883,536	\$2,550,445
With donor restrictions	5,142,836	4,094,372
Memberships	617,540	709,611
Admissions and program revenues	266,499	1,106,291
Deaccessioning proceeds	11,980	380,000
PMA Store revenues	168,319	544,186
Return on investments	3,567,717	3,665,288
Total public support and revenues	\$15,658,427	\$13,050,193
Expenses		
Program		
Exhibits and collections	\$4,448,582	\$4,278,141
Education	1,069,117	1,109,228
Collection items purchased	329,700	380,800
PMA Store	319,049	506,423
Management and general	767,821	603,222
Development and membership	1,376,595	1,440,427
Total expenses	\$8,310,864	\$8,318,241
Change in net assets	\$7,347,563	\$4,731,952
Net assets, beginning of year (restated in 2021)	65,849,251	61,248,510
Net assets, end of year	\$73,196,814	\$65,980,462

Audited financial statements are available at [PortlandMuseum.org/Annual Report](http://PortlandMuseum.org/AnnualReport) or upon request from the Business Office.

