



2024



Annual Report

A Legacy Forged:
120 Years of Vulcan &
25 Years of the Foundation

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Our Mission & Vision

To preserve and promote Vulcan as the symbol for the Birmingham region, to advance knowledge and understanding of Birmingham's diverse history and culture, and to encourage exploration of the region.

To evoke inspiration and pride in the region and its potential for the future, just as the statue of Vulcan did when it was first created in 1904.

Message from the CEO

Reflecting on the past year, we are proud of the milestones we have celebrated together. This year, Vulcan turned 120, Vulcan Park Foundation celebrated its 25th anniversary, and we marked 20 years since the Park's reopening after major renovations. These events underscore Vulcan's enduring legacy.

We introduced two new community events with great success: Halloween Spooktacular, attended by nearly 600 people, and Worldwide Day of Play in partnership with Nickelodeon, focused on getting children and their families active.

Financially, it was a strong year, and we made significant progress envisioning Vulcan's future as both a park and museum. Exciting plans are on the horizon, and we look forward to sharing more details soon.

Thank you for your continued support and generosity. We could not have achieved these successes without you.

Cynthia Cardona, President & CEO



A Year in Review



2,500

Firework shells lit up the Birmingham sky for Thunder on the Mountain



Visitors from 3 continents

61,970

Visitors in Fiscal Year 2024

Visitors from 27 of 50 states



4,824



Children attended field trips to Vulcan



Fiscal year 2024 was one for the books at Vulcan Park and Museum! We celebrated major milestones, including Vulcan's 120th birthday and the Foundation's 25th anniversary. New events like Vulcan's Spooktacular and Valentine with Vulcan attracted over 700 attendees. Our *Vulcan at 120: Celebrating Birmingham's Iconic Iron Man* exhibit drew an estimated 30,000 visitors, showcasing Vulcan's incredible journey and the community's dedication.

Overall, we welcomed over 61,000 visitors and hosted 183 events, with visitors from around the world. These record-breaking numbers underscore Vulcan's importance in Birmingham's cultural landscape.

Despite our successes, we recognize the need for more space and capacity. Look out for exciting future plans as we strive to serve Birmingham better. Thank you for your continued support in making this year unforgettable.

VULCAN at 120

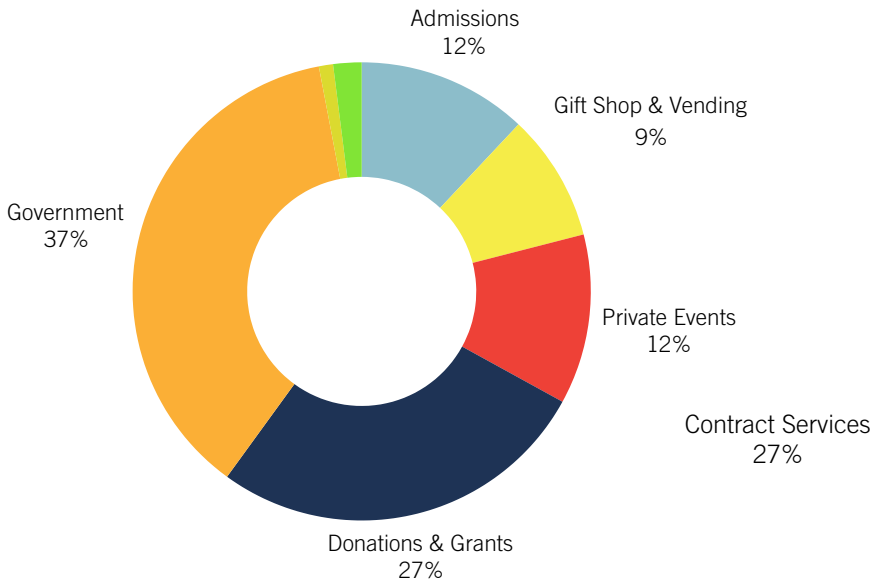


Celebrating Birmingham's Iconic Iron Man

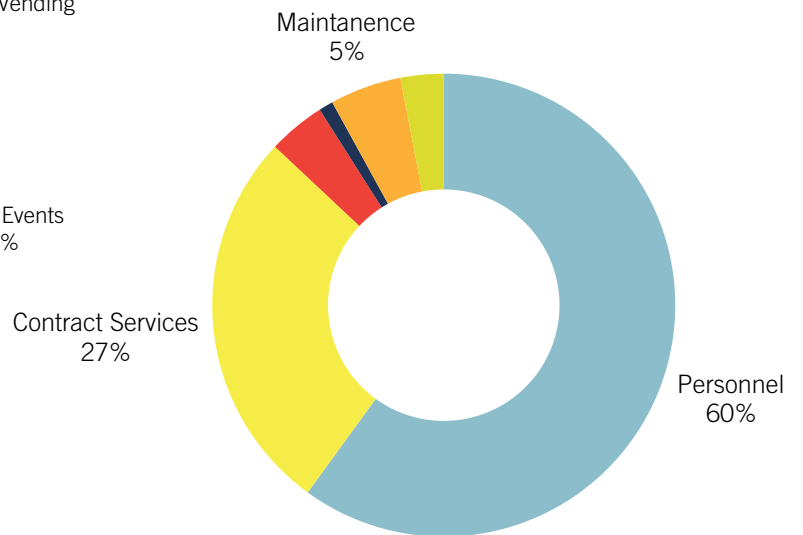
This year, the Linn Henley Gallery featured a special exhibit celebrating Vulcan's 120th anniversary. Unveiled on February 22, 2024, the exhibit marked three major milestones: the 120th birthday of Vulcan, the 25th anniversary of Vulcan Park Foundation, and the 20th anniversary of the Park's reopening after extensive renovations.

Created in collaboration with the Kiwanis Club of Birmingham, the exhibit detailed Vulcan's journey from the 1904 World's Fair to its near loss in the 1990s and community-led restoration. Visitors enjoyed rarely seen images and stories.

The exhibit drew an estimated 30,000 visitors, offering a look into Vulcan's history and emphasizing the importance of preserving our cultural heritage. Through displays about Vulcan's construction, the community's rally to save him, and ongoing care and enhancements, the exhibit demonstrated how quality design and community effort have ensured Vulcan's lasting impact. The success of the exhibit underscores our commitment to celebrating and preserving Birmingham's rich history, inspiring current and future generations. Thank you to everyone who visited and supported this meaningful tribute to our iconic iron man.



FY2024 Revenue



FY2024 Expenses

Community Events



On June 2, 2024, Vulcan Park and Museum celebrated Vulcan's 120th Birthday Bash with nearly 1,100 attendees and 30 local vendors.

Highlights included Magic City Disco and iron pouring demonstrations by Sloss Furnaces' metal artists. Attendees enjoyed a variety of activities, including face painting, performances, and giveaways. Thanks to our sponsors Coca Cola Bottling Co. United, Stone Building, Bradley, Piggly Wiggly, ACIPCO, and supporters like you, the 120th Birthday Bash was a fantastic success.

**BIRTHDAY
BASH**

1,100
Attendees

30
Local Vendors



On October 31, 2023, Vulcan hosted our first community-wide Halloween event, Spooktacular. Nearly 600 attendees enjoyed trick-or-treating throughout the museum. The event featured photo ops, music, food, and festive activities. Community involvement was strong, and the success of this inaugural event highlights its potential to become a beloved annual tradition. Special thanks to everyone who joined in making this a memorable celebration!

SPOOKTACULAR

592
Attendees

7,104
Pieces of Candy
Distributed

Ways to Engage

Donate

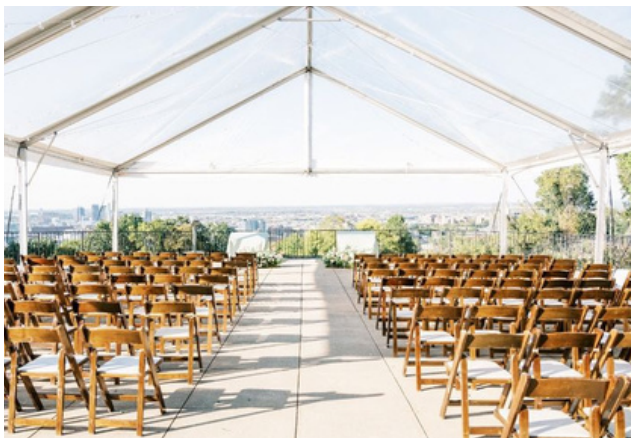
Support Vulcan Park and Museum by making a donation at visitvulcan.com/donate

Membership

Become a member and enjoy exclusive benefits by joining at visitvulcan.com/membership

Event Space

Host your next event with us! Explore our unique spaces at visitvulcan.com/event-space



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