ANNUAL REPORT
FISCAL YEAR 2019-2020
It is an understatement to describe this year as challenging—for the world, our nation, and our families, friends, and community. Like most cultural institutions, Virginia MOCA had to resort to extreme measures to ensure we could make our way to a post-pandemic future. It is with deep appreciation that I thank all those who pitched in to make sure we could continue to thrive. The City of Virginia Beach is one of the many heroes in this story, as are our committed patrons and supporters who stepped up to ensure the sustained health of Virginia MOCA. A special thanks to Atlantic Union Bank is in order. With the bank’s careful direction, the Museum secured a Paycheck Protection Plan loan, which provided essential support at a critical time.

The unsung heroes of this ongoing effort are the Virginia MOCA staff who committed themselves to the hard work of metamorphosis in the midst of personal chaos.

The radical cutting of expenses—furloughs, layoffs, and salary reductions—was met with understanding, not complaint. Rather than pulling back, the staff doubled down on their efforts to make sure the Museum fulfilled its commitment to engage, educate, entertain, and provide respite to all.

Our initiatives included virtual galleries (up and running within a week of closure); a content partnership with WHRO, which provided televised art making activities for children and families throughout the Commonwealth; the recasting of upcoming exhibitions to make sure museum exhibition investment flowed to local artists in support of their art making, and the launch of Spanish-language exhibition audio tours, to name a few. The shift included creating a slate of virtual programs that not only brought, and continues to bring, students into the galleries in real time, but also engendered exploration and discussion of the issues raised in Shifting Gaze: A Reconstruction of the Black and Hispanic Body in Contemporary Art, New Waves 2020 and Hampton Boyer: There’s No Place Like Here—a suite of poignant exhibitions in this racially charged time.

For these exhibitions, generous underwriting by Sentara Healthcare allowed the museum to provide free admission—a museum first. Sincere thanks to Sentara leadership for this precedent setting investment.

In light of these achievements, it is hard to remember that half of the year was pre-COVID. Way back in BC (before COVID), we started the year by wrapping up the exhibitions The Rest of History and New Waves 2019 and preparing for the first museum solo exhibition of Virginia Beach born artist Michael Kagan and his exhibition I Was There When It Happened, which drove record attendance. In addition, when we needed it most, Michael graciously created the first limited-edition print to benefit the museum in the time of COVID, raising close to $100,000 for the museum. Thank you, Michael.

With the generous guidance of board members and community volunteers, we also created a 5-year strategic plan in which we identified four pillars of our mission—First Art, Compelling Voice, Remarkable Experience, and Flawless Execution. While plan implementation has been affected by the pandemic, the strategic thinking done has proven invaluable in the meantime. Many thanks to our Strategic Plan Working Group.

Unfortunately, the coming year promises continued challenge. That said, I am confident Virginia MOCA will thrive and do so because of your unflagging support.

It is hard to believe, but we also took a patron trip to Kansas City in March 2020 (literally minutes before the shutdown) and eagerly await the time when we again can travel near and far to explore art.

Gary Ryan
Virginia MOCA, Executive Director
FROM THE CHAIR

All the bad and the good of this era have been on full display at Virginia MOCA. Last spring, we were forced to shut down completely, cutting off all of our museum and event income. We are one of the only accredited museums in the country without an endowment, so there was no financial cushion to fall back on. We had to make deep cuts to expenses, which required us to lay off many of our valued museum employees. The staff members who remained were asked to reinvent our museum, with no end of the pandemic in sight, and at a pay cut. It was not pretty.

Yet what emerged is incredible. We pivoted to virtual offerings, creating incredibly vibrant ways for our community to experience the museum from home. Our staff members are tirelessly reengineering our operations and created efficiencies we never knew we could achieve. We relentlessly pursued new avenues for funding—increased support from the city, federal funding through the Paycheck Protection Program, grants, and increased individual and corporate donorship—and put ourselves on a path of near-term financial sustainability.

Virginia MOCA could not be surviving the pandemic, much less be poised for its next era of excellence, without the support of all of you. The City of Virginia Beach has never been more focused on the value Virginia MOCA brings to this community, as its growing financial support demonstrates so clearly. Our members have stayed with us and adapted with us and been so generous. And our staff has shown yet again—and more than ever—how amazingly dedicated and incredibly skilled they are.

On behalf of the entire Board of Trustees, I thank you. Let’s stay together and stay healthy—the best is yet to come.

SCOTT DUNCAN
Virginia MOCA Board of Directors, Chair

I’m not going to lie—as I sit down to write this letter, my head is spinning. What a crazy and challenging year this has been. The greatest public health crisis in any of our lifetimes. Incredible economic hardship. Political division, as we struggle to live up to the ideals of our nation. Families missing loved ones who are gone, and kids missing out on experiences that are just not possible right now.

Yet there is such reason for optimism. Medical science is bringing relief faster than we thought possible. Frontline workers—whether they are delivering health care or those packages we desperately need—show their heroism daily. And those kids who are missing out are the most resilient of all. They set an example of energy and positivity for us adults.

Yet what emerged is incredible. We pivoted to virtual offerings, creating incredibly vibrant ways for our community to experience the museum from home. Our staff members are tirelessly reengineering our operations and created efficiencies we never knew we could achieve. We relentlessly pursued new avenues for funding—increased support from the city, federal funding through the Paycheck Protection Program, grants, and increased individual and corporate donorship—and put ourselves on a path of near-term financial sustainability.

While we are not out of the woods yet, there are so many reasons to be optimistic about the future of Virginia MOCA. We have implemented a new Strategic Plan, are preparing to launch our new branding campaign and website, and are excited to finally open Shifting Gaze: A Reconstruction of the Black and Hispanic Body in Contemporary Art, New Waves 2020, and Hampton Boyer: There’s No Place Like Here. Virginia MOCA is not only reinventing itself for right now—we are looking ahead and imagining how we will continue to be our community’s beacon of art and education for many years to come.
Education and family programs are at the core of our summer offerings highlighted by Family Art Crush, Summer Art Camp, Art in the Atrium, and nearly a dozen studio school classes.

749 Virginia Zoo Members attend the exhibition through a membership swap.

The exhibitions close having seen record attendance: over 10,000 visitors.

With the help of the Shifting Gaze Advisory Committee, Free Admission is underwritten for the next exhibition cycle by Sentara Healthcare.

The COVID-19 shutdown hits, delaying the opening of the exhibitions and cuts short the Kansas City trip. While working from home, our staff launches VirtualVAMOCA.org, giving world-wide access to the art and artists on view.

In partnership with WHRO, we create videos about viewing and creating art to be included in their VA TV Classroom, reaching students learning from home across the Commonwealth.

Michael Kagan generously agrees to create a benefit print of his work, In Memory, which raises nearly $100,000 in COVID-19 relief funds for the Museum.

Thanks to the stewardship of Atlantic Union Bank, the Museum receives a federal PPP Loan.

Shiftig Gaze: A Reconstruction of the Black & Hispanic Body in Contemporary Art, New Waves 2020, and Hampton Boyer: There’s No Place Like Here open for a members preview, and will open to the public July 9.
<table>
<thead>
<tr>
<th>ASSETS</th>
<th>FINANCIAL</th>
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<tbody>
<tr>
<td></td>
<td>**STATEMENT OF FINANCIAL POSITION</td>
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<tr>
<td>Current Assets</td>
<td><strong>FISCAL YEAR 2019-2020</strong></td>
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<tr>
<td>Cash and cash equivalents</td>
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<td>Investments</td>
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<td>Accounts receivable</td>
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<td><strong>Total Current Assets</strong></td>
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<td>Property and Equipment</td>
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<td>Leasehold improvements</td>
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<td>Equipment</td>
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<td><strong>$2,518,866</strong></td>
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<td>Less accumulated depreciation</td>
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<tr>
<td><strong>Net property and equipment</strong></td>
<td><strong>$809,693</strong></td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$2,041,758</strong></td>
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</tbody>
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LIABILITIES AND NET ASSETS

Current Liabilities
- Accounts payable: $40,711
- Refundable advance - PPP loan: $234,900
- Accrued expenses: $90,727
- Deferred income, advance payments: $237,042

Total Current Liabilities: $603,380

Net Assets
Without donor restrictions
- Undesignated: $1,200,282
- Invested in property and equipment: $809,693
- Board designated operating reserve: $171,567

Total: $1,371,849

With donor restrictions: $66,529

Total Net Assets: $1,438,378

TOTAL LIABILITIES AND NET ASSETS: $2,041,758
In an effort to further bolster Virginia MOCA’s financial stability, at the start of the fiscal year, the staff and board began to look into growing our major gifts program.

As part of this effort, in early fall of 2019, three donors, Petra Snowden, Joan Brock, and Barbara Fine all agreed to commit $10,000 a year for the next five years. As a result, a new donor group named the Luminaries Council was born. During the year several other members of the community stepped up to match this annual investment. Thank you all for leading the way to help to keep the museum on a strong financial footing!

Joan Brock  
Arleen Cohen  
Scott and Christina Duncan  
Andrew Fine  
Barbara Fine  
Jeff and Cindy McWaters  
Cindy and Rod Rodriguez  
Meredith and Brother Rutter  
Petra Snowden
TO OUR DONORS

The Virginia MOCA team thanks all of the generous donors for their support in making our mission a reality.
DONORS

ANNUAL REPORT 2019-2020

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Stephen and Marcia Clark
Andy and Susan Cohen
Ms. Betty Darden
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$1,000–$2,499

Anonymous
Homer and Pattie Babbitt
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Clay Barr
Jeff Chernitzer
Andrew Dreps
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Barbara Flemming
Jim and Renee Flinchum
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$5,000–$9,999

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$10,000 AND ABOVE

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$5,000 AND ABOVE

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Virginia Beach Arts and Humanities Commission
Virginia Commission for the Arts

$2,500—$4,999

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Chesapeake Fine Arts Commission
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