



ANNUAL REPORT

FISCAL YEAR 2019-2020

Virginia Museum of Contemporary Art
2200 Parks Avenue
Virginia Beach, VA 23451

P 757-425-0000
www.virginiamoca.org





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 on-going 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.

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.

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.

A handwritten signature in black ink, appearing to read "Gary Ryan". The signature is fluid and stylized, with a large, looping "G" and "R".

GARY RYAN

Virginia MOCA, Executive Director



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.

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.

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.

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

YEAR IN REVIEW

ANNUAL REPORT 2019-2020

2019

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.

August

Michael Kagan: I Was There When It Happened, Charged, and Echard Wheeler: In Stillness open with 787 visitors in the first 24 hours.

October

House of Blues kicks it up a notch with 5 bands, 2 stages, local beer and food, and live art making.

December

The Rest of History, New Waves 2019 and Annie Layne: Brazen close with a gallery talk from guest Sylvia Nery-Strickland.

In partnership with EVMS we launch *Healing VB: An Expressive Arts Project* in response to the shootings on May 31, 2019.

A new "buy-one give-one" membership initiative launches and allows us to donate 170 memberships to families who otherwise might not be able to afford them.

July

September

November

February

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.

April

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.

June

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.

March

Virtual programming is in full swing with Instagram Live chats, a book club in partnership with Read Books, and **Coffee & Conversation** moving online. The **Director's Series** launches with a studio visit with Ryan McGinness

May

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

Shifting 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.

2020



FINANCIAL STATEMENTS

2019-2020

ASSETS

FINANCIAL

Current Assets

Cash and cash equivalents	\$378,284
Investments	\$683,191
Accounts receivable	\$104,473
Inventory	\$16,316
Prepaid expense	\$49,801

Total Current Assets **\$1,232,065**

Property and Equipment

Leasehold improvements	\$2,083,885
Equipment	\$434,981
	\$2,518,866
Less accumulated depreciation	\$1,709,173

Net property and equipment **\$809,693**

TOTAL ASSETS **\$2,041,758**



\$2,041,758



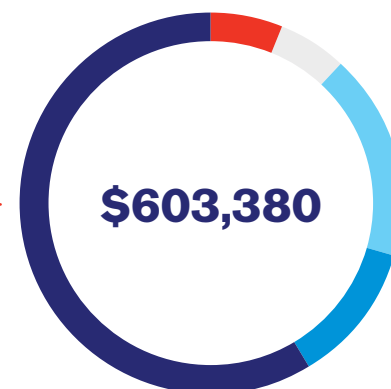
LIABILITIES AND NET ASSETS

FINANCIAL

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
	\$1,371,849

With donor restrictions **\$66,529**

Total Net Assets **\$1,438,378**



\$2,041,758

**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

BOARD OF TRUSTEES

EXECUTIVE BOARD

Scott Duncan, Chair
Andrew Stello, First Vice-Chair
Eden Jones, Treasurer
Nicole Naidyhorski, Secretary
Andrew Hodge, Immediate Past Chair
Meredith Rutter, At-Large
Vanessa Yearick, At-Large

TRUSTEES

Andrew Dreps
Jeff Fine
Kiran Karande
John Katsias
Ross Legum
Ryan McGinness
Mark Nelson
Connie McKenzie Stockmier
Cindy McWaters
Cynthia Rodriguez
Petra Snowden
Andrew Stello
Larissa Trinder
Hobie Whitmore
Ron Williams

HONORARY TRUSTEES

Jane P. Batten
Uschi Butler
William Campbell

Barbara Fine
Janyth G. Fine
Barbara Fleming
Suzanne T. Mastracco
Valerie Neff
Ed Power
Rod Rodriguez
James H. Spruance
Robert L. Stein
Linda S. Taylor

\$10,000 AND ABOVE

THE LUMINARIES COUNCIL

Jane Batten
Joan Brock
Arleen Cohen
Ben and Allison Cohen
Scott and Christina Duncan
Andrew Fine
Barbara Fine
Jeff and Cindy McWaters
Meredith and Brother Rutter
Petra Snowden and Dieter Steinhoff

\$5,000–\$9,999

THE LUMINARIES

Nancy Arias
Stephen and Marcia Clark
Andy and Susan Cohen
Ms. Betty Darden
Paul Farrell
Susan and Craig Grube

Andrew and Kirsten Hodge
Edward Kelly and Valerie Neff
Ms. Eden Jones
Steve and Vivian Lawson
Marcus and Carole Weinstein

\$2,500–\$4,999

THE DIRECTOR'S CIRCLE

Joan and Bruce Berlin
Mary Jane and Cabell Birdsong
Jeffrey A. Breit
Uschi and William Butler
Margaret and William Campbell
Jeff and Diane Fine
Lawrence and Anne Fleder
David and Susan Goode
John and Staci Katsias
Suzanne and Vince Mastracco
Bob and Terri McKenzie
Betty Murden
Nicole Naidyhorski
Gayle Nichols
Cindy and Rod Rodriguez
Deb and Peter Segaloff
Kelly Sokol
Elizabeth and Andrew Stello
Connie McKenzie Stockmeier and David Stockmeier
Randy and Irene Sutton
Lois Turnbull
Randy and Lelia Graham Webb
Melissa Lexier and Hobie Whitmore

\$1,000–\$2,499

FRIENDS OF MOCA & THE CURATOR'S CIRCLE

Anonymous
Homer and Pattie Babbitt
Emily Barnhill and Ryan Napier
Clay Barr
Jeff Chernitzer
Andrew Dreps
Alison Dave Durham
Barbara Flemming
Jim and Renee Flinchum
Martha Glasser
Christina Goode
Martha Goode
Stephan and Marynell Gordon
Barbara Gornto
David Jester
Tom and Alison Johnson
Linda H. Kaufman
Kiran Karande
Ross and Anne Legum
Miles and Sandra Leon
Harry Lester
Ina Levy
Jean and Mike Matacunas
Terri and Ron McIntosh
Penelope and Peter Meredith
Mike Minter
Ann and Mark Nelson
Hope C. Paryzek
Mr. and Mrs. Ralph Reynolds
Howard and Laurry Rodman

DONORS

ANNUAL REPORT 2019-2020

Gary Ryan
James H. Spruance
Selina and Tom Stokes
Linda Taylor
Larissa and Ken Trinder
Alf and Marianne Tuggle
Ann and Andy Vakos
Alvin and Nancy Wall
Vanessa and Will Yearick

\$5,000 AND ABOVE

CORPORATE & FOUNDATION

Atlantic Union Bank
Atlantic Shores
The Brock Foundation
Business Consortium for Arts Support
Capital Group Companies Charitable Foundation
Clark Nexsen
Duncan Family Charitable Fund
George J. & Effie L. Seay Foundation
The Gifford Foundation
The PNC Financial Services Group
PRA Group
Rutter Family Art Foundation
Sentara Healthcare
Southern Bank
Tito's Handmade Vodka
City of Virginia Beach
Virginia Beach Arts and Humanities Commission
Virginia Commission for the Arts

\$2,500–\$4,999

Bay Mechanical, Inc.
Chesapeake Fine Arts Commission
The Katsias Company
Poole Brooke Plumlee PC
Southeast Virginia Community Foundation
Tidewater Children's Foundation
Virginia Tourism Corporation

\$1,000–\$2,499

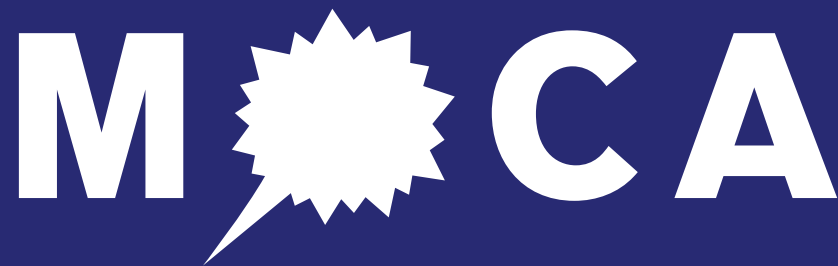
The Barr Foundation
The Caterpillar Foundation
Cavanaugh Nelson PLC
The Glasser Family Foundation
Town Center Office Suites
The Tuggle Family Charitable Fund
Wolcott Rivers Gates

IN-KIND CONTRIBUTORS

13NewsNow
Abbey Road Pub & Restaurant
Aloha Snacks
Boxed Gourmet
The Butcher's Son
Catch 31
Catering Concepts
The Catering Place
Chesapeake Bay Catering
Civil Libation
Creative Catering of Virginia
Cuisine & Company
Cullipher Farm

Distinctive Gourmet
East Coast Valet Co.
Elite Audio + Visual Elements
Endurance IT Services
Goodrich Gourmet
Grand Affairs Catering
Just Cupcakes
Mermaid Catering
Mission BBQ
Montero's Catering
New Journal & Guide
North End Catering
Old Beach Tavern
Pacifica
Perfect Event Rentals
Progressive Graphics
Rockafeller's Restaurant
Silver Affairs
Sinclair Communications
Steinhilber's Restaurant
Sweetwater Cuisine
Tautog's Restaurant
Traditions Catering
Three Ships Coffee
Twist Martini & Associates
Virginia Media
Yummy Goodness
WHRO





VIRGINIA MUSEUM OF CONTEMPORARY ART

WWW.VIRGINIAMOCA.ORG