<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Message from the Director</td>
<td>3</td>
</tr>
<tr>
<td>Mission &amp; History</td>
<td>4</td>
</tr>
<tr>
<td>Board of Trustees &amp; Generation MOCA</td>
<td>5</td>
</tr>
<tr>
<td>Staff &amp; Instructors</td>
<td>6</td>
</tr>
<tr>
<td>Visitor Metrics</td>
<td>7</td>
</tr>
<tr>
<td>Exhibitions</td>
<td>8-12</td>
</tr>
<tr>
<td>Visiting Artists</td>
<td>13</td>
</tr>
<tr>
<td>Programming</td>
<td>14</td>
</tr>
<tr>
<td>School &amp; Teacher Programs</td>
<td>15</td>
</tr>
<tr>
<td>Studio School</td>
<td>16</td>
</tr>
<tr>
<td>Boardwalk Art Show</td>
<td>17</td>
</tr>
<tr>
<td>Fundraising Events</td>
<td>Facility Rentals</td>
</tr>
<tr>
<td>Partnerships</td>
<td>19-20</td>
</tr>
<tr>
<td>Leadership Gifts</td>
<td>21-22</td>
</tr>
<tr>
<td>Financials</td>
<td>23-24</td>
</tr>
<tr>
<td>Economic Impact</td>
<td>25</td>
</tr>
</tbody>
</table>
Message from the Director

This past year exemplifies MOCA’s commitment to its mission. We curated high-caliber, relevant exhibitions designed to inspire creativity and dialogue, complemented by robust educational programs for all ages. New this year, MOCA brought exhibition artist onsite to enhance programming and community engagement. The success of this endeavor established a prototype for MOCA’s future.

Education being the foundation of MOCA’s mission, we have worked with local high school art teachers and their students for several years planning and executing art projects. Each year the assignment is themed on an exhibition featured in our galleries. The students completed artwork is displayed simultaneously at the Museum. It was an honor and a privilege to be nominated by Green Run Collegiate and Salem High School and receive the 2016 Model Partnership award from Virginia Beach City Public Schools at a city-wide presentation.

In 2015-2016, MOCA emerged globally. Featured exhibitions and artists Eric Standley: In Depth; Crystal Wagner: Surface Tension and Courtney Mattison: Sea Change began to appear in nationally known art magazines and industry web publications world-wide, bolstering MOCA’s reputation as a player in the sphere of contemporary art. The year concluded with MOCA’s self-curated milestone exhibition, Turn the Page: The First Ten Years of Hi-Fructose, which was already booked to travel to museums in Akron, OH and Sacramento, CA before its opening in May. A first in MOCA’s history, the National Endowment for the Arts awarded us a $20,000 grant for the exhibition, truly a defining moment. Media exposure skyrocketed during Turn the Page, garnering MOCA 27,905,085 total media impressions reaching local, regional, national, and international markets.

2015-2016 was a year of growth, recognition, challenge, and immense satisfaction. On behalf of the Board of Trustees and the staff of MOCA, we thank our supporters whose contributions made this momentous year possible.

Artfully yours,

Debi Gray
Mission
The Virginia Museum of Contemporary Art (MOCA) is a nonprofit institution which exists to foster awareness, exploration, and understanding of the significant art of our time. Through excellence and diversity in our changing exhibitions and educational programming, MOCA stimulates critical thinking and dialogue throughout the Hampton Roads community.

History
MOCA evolved from a 1952 art sale organized to benefit a local artist who had become ill. Inspired by this successful event, the organizing artists founded the Virginia Beach Art Association (VBAA). Having no permanent building, VBAA held summer art classes, lectures, and exhibitions in libraries and schools. In 1956, the organization produced its first outdoor art show along the oceanfront, the Boardwalk Art Show.

In 1971, VBAA and the Virginia Beach Museum of Art merged to create the Virginia Beach Center for the Arts, and in 1989, the construction of a permanent home for the Center was completed. In 1996, the Center’s name was changed to the Contemporary Art Center of Virginia (CAC), and a building expansion took place in 2003, increasing the building’s total square footage to 38,500. The structure houses galleries, classrooms, studios, a 268-seat auditorium, special event spaces, a museum shop, and administrative offices. The surrounding grounds feature several large sculptures, and the museum’s sculpture garden functions as an additional gallery space, outdoor classroom, and event venue.

In 2010, CAC was awarded full accreditation by the American Alliance of Museums (AAM), the culmination of a rigorous four-year process that involved all museum staff. Having achieved such prestigious recognition, the Board of Trustees voted to make a final name change for the museum and in September 2011, the Contemporary Art Center of Virginia became the Virginia Museum of Contemporary Art (MOCA).
EXECUTIVE BOARD
Meredith Rutter, Chair
David Durham, Immediate Past Chair
Andrew Hodge, First Vice-Chair
Scott Duncan, Second Vice-Chair
Christopher Crowder, Secretary
E.M. Terry Hardee III, At-Large
Mike Matacunas, At-Large
Debi Gray, Executive Director

TRUSTEES
Nancy Arias
Ben Cohen
Carrie Coleman
Pace Frizzell
Sue Grube
Eden Jones
Staci Vella Katsias
Kay Kaufman
Mary Anne Kellam-Canada
Ross Legum
Preston Midgett
Katherine Moore
John Overton
Madelyn Reass
Howard Rodman
Lisa Sinclair
Petra Snowden
Randy Sutton
Larissa Trinder
John Uhrin
Kim Wheeler

HONORARY TRUSTEES
Jane P. Batten
Macon Brock
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

GENERATION MOCA
Alex Divaris, 1st Director (President)
Lindsay Johnson, 2nd Director (Vice President)
Christen Faatz, 3rd Director (Secretary)
Andrew Dreps, 4th Director (Treasurer)
Ross Legum, Chair & MOCA Board of Trustees Liaison
Renee Ainslie-Rodriguez
Rebecca Evans
Ryan Ferros
Ricky Frantz
Judith Gonzalez
Dot Greene
Elizabeth Greer
Jeffrey Hubbard
Joseph Lambert
Jason Oliver
Elissa Pierson
Kate Pittman
Nick Raible
Colby Raymond
Morgan Ryder
Carley Shaw
Cappy Sinclair
Katie Stanley
Daniel Sumerlin
Jesse Welsch
Christian Williams
Staff & Educators

Executive Office
Debi Gray, Executive Director
Dot Greene, PR & Marketing Specialist
Christie Kelly, Part-time Social Media Manager
Rita Utz, Administrative Coordinator/Membership
Jane Cullipher, Accounting & Human Resources

Development & External Affairs
Emily Barnhill, Director of Development
Jennifer Golden, Assistant Director of Development
Ashley Williams, Development Coordinator
Amy Walton, Part-time Annual Giving

Exhibitions & Education
Alison Byrne, Director of Exhibitions & Education
Monee Bengtson, Registrar & Preparator
Heather Hakimzadeh, Curator
Truly Matthews, Associate Curator of Education
Rebecca Davidson, Manager of School & Educator Programs
Lea Bennett, Outreach & Family Programs Coordinator
Melanie Columbus, Part-time Outreach Educator/Visitor Services

Operations
Kate Pittman, Director of Operations
Kay Barbini, Facility Marketing
Lauren McHale, Visitor Services Coordinator
Gabriella Grune, Part-time Visitor Services
Katie Kaltenbach, Part-time Visitor Services
Louis Cross, Head of Security
Earl Smith, Security
Arron Arnold, Part-time Security
Bernice Alvarado, Part-time Security
Jaton Hines, Part-time Security Guard
Larry Johnson, Maintenance Technician
Ronnie Elliot, Part-time Maintenance
Gino Gonzales, Part-time Maintenance

Studio School Instructors
Judith Chauvette
Erin Cross
Donna Iona Drozda
Janet Lynn Eggen
Violet Galante
Rich Gray
Kim Herman
Lauren Keim
Karla Mann
Nancy Mansfield
Lauren McHale
James O’Connor
Adam Parker
Ali Rogan
Dede Schmidt
Carol Sphar
Suzanne Stevens

Art Camp Instructors
Michele Barnes
Lea Bennett
Melanie Columbus
Deanna deMonch
Leigh Drake
Donna Iona Drozda
Violet Galante
Jennifer German
Kim Herman
Leah Krueger
Josh Krueger
Beverly Mayfield
Mary Beth Nixon
James O’Connor
Adam Parker
Susan Schutte
Jim Setzer
Suzanne Stevens
Virginia Van Horn

Over 350 total volunteers and interns contribute 13,000+ hours to MOCA each year! These dedicated individuals work with staff to provide crucial support for events, operations, and special projects.

We love our volunteers!
Visitor Metrics

Facts & Figures, FY 2015-16
In fiscal year 2015-2016, MOCA visitors came from 27 different countries and 47 states within the USA.

Attendance: 319,145
- School tours (all groups): 3,328
- Adult Tours: 241
- Special Tours: 218
- Studio School: 1,535
- Outreach: 10,950
- Free Programming: 6,405
- Special Events: 5,773
- Teen Apprentice Participants: 12
- Walk-in Admissions: 20,033
- Facility Rental: 20,650
- Art Shows (off-site estimated): 250,000

Arts Events: 861
- 43 exhibitions
- 92 total school tours
- 15 special needs tours
- 35 adult tours
- 184 studio school classes
- 438 outreach programs in schools and libraries
- 38 free programs
- 14 special events (paid programs)
- 1 art show
- Teen apprenticeship program
Main Gallery & Butler Gallery ARTlab

May 21 – August 16, 2015

**Rob and Nick Carter: Transforming**
Husband and wife, Rob and Nick Carter have been collaborating for over fifteen years. In this exhibition, the Carters invited us to look and linger. They added color, form and movement to art historical master works with 21st century technology. What appeared to be a Dutch still life painting of a vase of flowers challenged expectations as the scene changed and shifted.

**Michelle Erickson: Conversations in Clay**
Internationally acclaimed artist, Michelle Erickson’s thought-provoking sculptural works commented on life in the twenty-first century, influenced by lost ceramic arts from the seventeenth and eighteenth centuries.

**Eric Standley: In Depth**
Artist Eric Standley created paper sculptures that live where technology, art history, and mathematics meet. Rich and detailed, they evoke images of Gothic rose windows and Islamic architecture, but are based on complex vector drawings.

**ARTlab Summer 2015**
Ceramic tools, inspiration boards, art telephone game, and a tessellation puzzle wall were featured as ways to learn and be inspired by current artists Michelle Erickson, Rob and Nick Carter, and Eric Standley.

September 11 - December 31, 2015

**Trenton Doyle Hancock: Skin and Bones, 20 Years of Drawing**
For almost two decades, Trenton Doyle Hancock has developed an epic narrative surrounding the “Mounds” and a cast of colorful characters who populate a wildly fantastic, invented landscape. The artist’s use of vivid imagery and mythology earned him national and international recognition, while also revealing a fascination with the foundation of his practice.

**Andrea Dezsö: Dreamtime**
International award-winning artist, Andrea Dezsö works with a broad range of media, creating intricate, detailed realms that hold her own stories, interests and ideas. MOCA presented a selection of her “tunnel books” and a large scale installation, providing a peek into her worlds where things like craft traditions, folk tales, and interests in space or entomology meet.

**Amanda McCavour: Inside/Out**
Toronto-based artist Amanda McCavour documents the world around her by drawing with thread, suspending domestic objects and organic forms from the ceiling. The resulting installation evoked the ethereal and profound nature of memory, through materials that were light, yet solid.
Main Gallery & Butler Gallery ARTlab

January 30 – April 17, 2016

Courtney Mattison: Sea Change
Artist and ocean advocate Courtney Mattison creates large scale ceramic installations and sculptures inspired by science and marine biology. Her intricate hand-crafted porcelain works celebrated the fragile beauty of endangered coral reef ecosystems, promoting awareness to conserve and protect our natural world.

Crystal Wagner: Surface Tension
Artist Crystal Wagner’s installations abound as they reach through, over and around their environments. Her hybrid forms mimic and reference natural, organic shapes, yet they are sourced from cheap and readily available materials.

New Waves 2016
This annual juried exhibition featured 27 artists from across Virginia, demonstrating the diversity of materials and approaches used in contemporary art today. This year’s juror was art writer and professor Jan Tumlir.

ARTlab winter/spring 2016
ARTlab, an interactive space for all ages, featured activities including: creating an oyster reef inspired by the exhibitions, learning about coral reefs and how to help local waterways, and creating water inspired artworks.

Community Gallery

May 21 – August 16, 2015

Open (C)all
Hampton Roads artists of all ages responded to a piece of art or architecture that they connect with – all mediums encouraged. Artists were encouraged to show influence while using originality, similar to exhibiting artists Rob and Nick Carter, Michelle Erickson, and Eric Standley.

September 11 - December 31, 2015

Heather Bryant: Grasp
Norfolk artist Heather Bryant exhibited a new direction for her work, with color taking center stage. Flecked watercolors, deep and intense, suggest a connection with the cosmos. Figures with faces like masks embrace, fight, struggle and grasp.
Community Gallery

January 30 – April 17, 2016

**John Rudel: Absorb, Resist, Edit, and Seek**

Rudel believes that time spent looking at art becomes a meditative act, freeing the viewer from everyday digital distractions. He chose imagery that seems familiar and gives us a frame of reference as a starting point, like a crowd scene or clouds, and then explored a rich combination of patterns, texture, layers, form, and mass.

Fleming Gallery (Selected Exhibitions)

June 19 – August 28, 2015

**MOCA Faculty Exhibition**

This exhibition celebrated the accomplishments of the Virginia Museum of Contemporary Art’s talented Studio School faculty. Works on view included painting, drawing, pastel, ceramics, photography, and mixed media.

October 2 – November 16, 2015

**Skillquest: More Than a Window 2015**

SkillQuest is a day activity program for adults with developmental disabilities run by the City of Virginia Beach. MOCA partnered with SkillQuest for the twentieth year to exhibit more than 200 pieces of artwork, including: paintings, collages, clay sculpture and wheel-thrown pottery.

December 4 – February 5, 2016

**A Year in Review: MOCA Student Show**

This exhibition celebrated our talented Studio School students. Works included painting, drawing, pastel, ceramics, photography, and mixed media.
Satellite Gallery at Towne Pavilion II

March 26 – July 11, 2015
Amanda Outcalt: Routine Examination
Amanda Outcalt is an artist and elementary art teacher in Norfolk, VA. Her paintings featured universal themes and a playful approach, addressing the human condition through personal history.

August 7 – November 21, 2015
Sam Hughes: Happenstance
Sam Hughes' 30-year love affair with photography continues to grow as he trawls through Coastal Virginia, finding joy in the arcane, quirky, and abstract. Using a 1969 Polaroid Land Camera and a self-invented process, Hughes added an element of chance in his body of work.

December 4 – March 19, 2016
Emma Knight: Flourish
An encounter with one of artist Emma Knight's paintings is a chance to reflect and explore. Her canvases revealed an atmospheric sensibility, through slippery, undulating landscapes based on real locales, most in Virginia.

April 1– July 23, 2016
Matt Lively: Habitat
Richmond-based artist Matt Lively's paintings of houses are cheerful and sweet at first glance, but eventually lead one to a sense of unease. They have a personality which gives them life; as metaphors suggesting our own minds, our community, or the whole of humanity.
Exhibitions

Price Auditorium

January 30 – April 17, 2016

**Just Add Water: Short Animated Film Exhibition**

Access to the Atlantic Ocean and river inlets are not just means of economic and physical sustenance for the region, but for the entire country. MOCA presented a contemporary animated short film exhibition celebrating filmmakers who include water as a significant role.

May 21 – August 16, 2015

**National Gallery: The Film**

Frederick Wiseman takes audiences behind the scenes of one of the great museums of the world, the National Gallery in London, UK. This film explored the personality of a museum inhabited by over 2400 masterpieces.

September 11 - December 31, 2015

**Disposable Film Festival 2015**

Selected by MovieMaker Magazine as one the world’s “coolest film festivals,” Disposable Film Festival celebrated the democratization of cinema made possible by low cost technology: mobile phones, pocket cameras, DSLRs, and other inexpensive devices. The fest aimed to build the track record needed for a new generation of filmmakers to enter and change the industry

2015-2016 Travelling Exhibitions

**Vik Muniz: Poetics Of Perception**

June 13 – September 13, 2015, Taubman Museum of Art, Roanoke, Virginia
Visiting Artists

Exhibiting artists are invited to connect with our community by participating in a variety of programming and events at MOCA, including:

- Artist Talks
- Master Classes
- School Visits
- Teacher Workshops
- Audio Tour Recordings
- Installations
- Museum Shop Consignment Sales
- Opening Receptions

Heather Bryant, Eric Standley, and Tara McPherson (all pictured below) were a few of the artists who visited MOCA this year.
Programming

Children’s Programming:
ArtLab | Pre-K Art Days | Family Fests | Themed Family Nights | Conversations Tours | Black History Month Programs | Youth Art Month Programming | Scavenger Hunts | Children’s Films | School Tours | Studio School Classes | Spring Break & Summer Art Camps | Saturday in the Studios | Student Art Start Tours | Art in the Atrium & MORE!

Teen Programming:
Teen Takeover Nights | Studio Classes & Workshops | Audio Tours | Teen Art Camp | Teen Apprenticeship Program

In our third year, over 500 teens participated in events at MOCA!

Adult Programming:
Art Crush | Conversations Tours | Film Screenings | Lectures | Audio Tours | Extended Gallery Hours | Open Mic Nights | Master Classes | Workshops & Studio School Courses | Meet Exhibiting Artists | Special Programs with Community Partners
School Programs at MOCA

**Tours:** Student groups explore exhibitions and engage in discussions guided by a Gallery Teacher, promoting critical thinking about art. Visits are tailored to create relevant connections with current studies, extending the classroom into the museum.

**Student Art Start:** Students experience a gallery tour followed by a related hands-on art project, promoting creative thinking and idea formation.

Student Art Start Facts & Figures, FY 2015-16:
- 76 School tours
- 2,831 Students

**Special Project: The Promise**
Visual art students from Bayside, Green Run Collegiate, and Tallwood High Schools explored MOCA exhibitions with in-depth lessons by local nonprofits. Students then created a display with over 150 ceramic oyster shells mounted on gradient blue wooden planks exhibited at MOCA.

Programs in Area Schools

**Visiting Artists:** Artists visit local schools to speak about art or work with students on collaborative art projects.

**Outreach:** MOCA instructors visit public and independent schools throughout Hampton Roads, including all Title I schools under contract with Virginia Beach Public Schools. Fast-paced and hands-on courses for elementary students emphasize critical thinking skills and integrate visual art while reinforcing Virginia SOLs. Teachers receive pre-visit and post-visit materials to use in the classroom.

Outreach Facts & Figures, FY 2015-16:
- 438 outreach programs in schools and libraries
- 48 schools
- 10,950 students reached

Teacher Programs

Virginia MOCA offers exhibition-related resources for educators to bring creative thinking to every classroom in our community, including: workshops, educator newsletter, printable posters, special presentations, and trained gallery teachers.

Presentation highlights include:
- Virginia Art Education Association
- Chesapeake Public Schools' Art Teacher In-Service Day
- Norfolk Public Schools' Art Teacher Professional Learning Day

Many of MOCA’s school programs are made accessible to a variety of underserved students, including those with intellectual challenges, by the generosity of Virginia Beach’s Cohen family, who created the **Cohen Family Memorial Fund** in an effort to bring art to everyone.
Be Part of the Art

MOCA offers courses in our built-in Studio School space devoted specifically to hands-on artmaking. Adults, teens, and children explore drawing, painting, ceramics, digital photography, mixed media, fine crafts, and more. All courses are taught by professional regional artists and educators.

Additionally, spring break and summer Art Camps are offered for different age groups. MOCA also hosts Master Classes that introduce participants to a visiting artist featured in the museum’s exhibitions. During these sessions, artists present their work and lead students through a related hands-on project.

Studio School Facts & Figures, FY 2015-16:
- 184 classes
- 210 days of classes throughout the year
- Over 1,535 students ages 2 and up
MOCA’s Boardwalk Art Show

Achievements

• #29 of all U.S. fine art shows (2015) by Sunshine Artist Magazine
• Oldest event in the City of Virginia Beach (began in 1952)
• Represents 49% of the economic impact of all combined festivals taking place at the Virginia Beach oceanfront

Location

• Virginia Beach Boardwalk, between 20th and 33rd Streets

Attendance

• 250,000 locals and tourists. More than 250 participating artists.

Community Support

• Presented by PNC Bank
• City of Virginia Beach
• Virginia Beach Hotel Association (Best in Show awards sponsor)
• Average annual donations of $25,000 to the Artist Prize Fund
• Over 300 local volunteers

Features of the Show

• Great food, live entertainment, and fine art for sale by U.S. artists. Features painting, sculpture, jewelry, printmaking, wood, ceramics, glass, fiber, drawing, mixed media, digital art, metalwork, and photography.
• Boardwalk Beach Club: a 60’ tented space catered by Steinhilber’s, with beautiful views of the ocean. Patronized by sponsors, donors, and volunteers.
• Family Fest: hands-on art making for children and their families.
• Boardwalk Art Show beer garden at 24th Street Park. Select wine, beer, and live entertainment open to the public.
• Artist Awards Party: MOCA announced the 2015 winners at a fabulous party in the tent on the Boardwalk. Best In Show went to W. Scott Wilson for his work, White Painting.
• Proceeds help fulfill the museum’s mission to provide thought-provoking art exhibitions and children’s art education programs.
**Fundraising Events**

November 1, 2015

**House of Blues & Brews (annual event)**

The 7th annual House of Blues and Brews presented by Atlantic Shores, featured a cook-off of creative autumn stews by local restaurants, along with wines and craft beers. The chefs at Atlantic Shores won the stew competition this year. 600 attendees enjoyed camaraderie, listened to Anthony Rosano & The Conquerors on MOCA's front lawn, participated in an art auction, and explored the galleries.

February 19, 2016

**Wine by Design: Aqua**

This major fundraiser celebrated our 25th and final “Wine by Design” event. The theme was inspired by the water-influenced exhibition *Courtney Mattison: Sea Change*. 550 guests enjoyed fare from local chefs, a silent auction, dancing, and a selection of wines.

*Fundraising event proceeds benefit MOCA’s exhibitions and education programs.*

**Facility Rentals**

MOCA's architectural-award-winning facility consists of three primary rental spaces: an atrium, a 268-seat auditorium, and the Rodriguez Pavilion, plus galleries featuring a variety of contemporary art. This dramatic backdrop suits any special event, including parties, weddings, conferences, meetings, and performing arts. Facility Rentals make up approximately 15% of MOCA's annual earned revenue (approximately $300,000 per year).

**Rentals Facts & Figures, FY 2015-16:**

- 142 total rentals
- 32 weddings
- 25 corporate events
- 73 theatrical events
- 12 social gatherings

**Museum Shop**

MOCA's Museum Shop is open seven days a week: Monday – Friday, 9am-5pm; Saturday & Sunday, 10am-4pm. MOCA proudly supports Virginia artists by featuring their work for sale. We also feature limited edition exhibition posters and catalogues, as well as Boardwalk Art Show collectible posters.

**Shop Facts & Figures, FY 2015-16:**

- $30,941 in total sales
- June was the highest grossing month with $5,863 in sales (most popular items: Hi-Fructose Magazine and MOCA branded gifts).
Programming Partnerships

Throughout the year, WHRO generously donated studio time and use of equipment to record MOCA Audio Tours. Anthony McSpadden of WHRO also donates his talent! MOCA staff, exhibiting artists, and local teens create adult and teen versions of the audio tours, available on MOCA’s website or on-site via iPod.

MOCA works with both the Virginia Beach Hotel Association and The Virginia Beach Convention and Visitor’s Bureau, to create cultural experiences for tourists. In addition, MOCA produces the Boardwalk Art Show with the support of both organizations.

MOCA has long partnered with Student Gallery Hampton Roads, which provides 11th and 12th grade students the opportunity to exhibit their artwork in our area’s leading museums and institutions. Student Gallery has been running for over 30 years and each year, 20 Honorees exhibit work at MOCA.

The Virginia Beach Public Libraries graciously loan books for MOCA’s ArtLAB. Literature is chosen to extend visitors’ knowledge beyond the galleries. MOCA gives back through ARTreach. In this program, museum educators visit Virginia Public Libraries and create a hands-on experience for 3-5 year olds. A story is read followed by an activity inspired by MOCA’s current exhibits.

MOCA collaborated with WRV to create a unique summer camp experience where children create their own skateboards. Classes included an introduction to skateboarding culture and history, skate deck design and assembly, and a skate lesson from the WRV team.

Pajama Jams is an organization providing new pajamas to children in need. MOCA kicked off the holiday season with a Pajama Jams Pajama Drive at our 2015 Holiday Craft Sale.

MOCA is proud to be part of the ViBe Creative District, which will serve as a vibrant center for the arts, culture, technology, and various creative industries. MOCA pilots public art projects within the ViBe, with the collaboration of local businesses and residents.
**Partnerships**

**The City of Virginia Beach**
In one of the region’s best examples of a private-public partnership, our building is owned and maintained by The City of Virginia Beach. MOCA operates within the building as a private non-profit.

**The Virginia Beach Arts & Humanities Commission**
MOCA is funded in part by citizens of Virginia Beach through a grant from the City of Virginia Beach Arts & Humanities Commission. MOCA actively supports Commission initiatives, including joint advertising with Virginia Beach cultural organizations and staff participation on the Commission’s Advocacy and Public Art Committees.

**Virginia Commission for the Arts**
MOCA receives funding through this statewide arts program, which is supported by the National Endowment for the Arts.

**The Business Consortium for Arts Support**
As a Virginia Beach based, non-profit 501(c)(3), MOCA received grant funds to help support operational expenses.

**National Endowment for the Arts**
MOCA was awarded a grant to support the exhibition, *Turn the Page: The First Ten Years of Hi-Fructose*, on view May 22 - December 31, 2016.

*MOCA strives to be a shared resource for Virginia Beach arts organizations, offering its facility for reduced cost to arts groups such as Little Theatre of Virginia Beach, Lyric Opera, Virginia Opera, SkillQuest, and more.*
Leadership Gifts

INDIVIDUAL SUPPORT

The Luminaries
$5,000+
Anonymous
Nancy and Manny Arias
Arleen Cohen
Alison and David Durham
Barbara and Andrew Fine
Janyth and Morris Fine
Susan and Craig Grube
Meredith and Brother Rutter
Petra Snowden and Dieter Steinhoff

The Chairman's Circle
$2,500 - $4,999
Joan and Macon Brock
Meg and William Campbell and the Graham Family Foundation
Carrie and David Coleman
Christopher Crowder
Christina and Scott Duncan
Eden Jones
Kay and David Kaufman
The Matacunas Family
Beth and John Overton
Ralph Reynolds
Laurry and Howard Rodman
Lisa Sinclair
Lois Turnbull

Friends of MOCA and the Collector's Circle
$1,000 - $2,499
Anonymous
Kelly Avery
Emily Barnhill and Ryan Napier
Lynne and Paul Farrell
Juanita and Tom Felton
Barbara Fleming
Pace Frizzell
Barbara Gornto
Peggy and E. M. "Terry" Hardee, III
Kirsten and Andrew Hodge
Mary Anne Kellam-Canada
Ina Levy and Richard Staub
Staci and John Katsias
Anne and Ross Legum
Terri and Bob McKenzie
Penelope and Peter Meredith
Tina and Michael Minter
Katherine Moore
Valerie Robinson Neff
Madelyn and Richard Reass
James H. Spruance, III
Selina and Tom Stokes
Irene and Randy Sutton
Larissa and Ken Trinder
Lelia Graham and Ken Trinder
Kim Wheeler
CORPORATE AND FOUNDATION SUPPORT

$5,000+
- Acoustical Sheet Metal, Inc.
- Atlantic Shores
- Bank of America
- Big Bite Tour
- Business Consortium for Arts Support
- Capital Group Companies Charitable Foundation
- Dollar Tree
- The Fine Family Fund of the Hampton Roads Community Foundation
- Fulton Bank
- Geico
- Hampton Roads Community Foundation
- National Endowment for the Arts
- PNC Bank
- PRA Group
- Rutter Mills
- Signature Family Wealth Management
- Southern Auto Group
- Tito’s Handmade Vodka
- VIA Design Architects
- Virginia Beach Arts and Humanities Commission
- Virginia Beach Convention and Visitor’s Bureau
- Virginia Beach Hotel Association
- Virginia Commission for the Arts
- Virginia Natural Gas
- Virginia Tourism Corporation

$1,000 - $2,499
- B. M. Stanton Foundation
- Back Bay Brewing Company
- Bath Fitter
- Beecroft and Bull
- Divaris Real Estate
- Glasser Family Foundation
- Gold Key / PHR
- Hitt Electric Corporation
- Mary Ann Elliott Foundation
- Real Estate Security Agency
- Rotary Club of Portsmouth
- Sedel & Associates Realty Inc.
- Sentara Healthcare
- Southern Trust Mortgage
- Tidewater Children’s Foundation
- Westminster Canterbury
- Wheeler Real Estate Investment Trust

In - Kind Support
- Doran Consulting, LLC
- McKenzie Construction
- Perfect Event Rentals
- Progressive Graphics
- Sinclair Communications
- Steinhilber’s

$2,500 - $4,999
- CBRE
- Chesapeake Fine Arts Commission
- Harbor’s Edge
- Howard Hanna
- Lasik Vision Institute
- Portsmouth Museum and Fine Arts Commission
- Virginia and John L. Sinclair Foundation
- Southeast Virginia Community Foundation
MOCA’s Board of Trustees (BOT) approved a deficit FY 15/16 budget to produce the most extensive and costly exhibition the Museum has ever curated, *Turn the Page: The First Ten Years of Hi-Fructose*. Surplus generated from previous year’s coupled with reserves allowed MOCA to knowingly operate on a deficit budget.
### Fiscal Year 2015-2016 Balance Sheet

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$199,975</td>
<td>$661,296</td>
</tr>
<tr>
<td>Investments</td>
<td>$808,835</td>
<td>$608,560</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>$168,022</td>
<td>$54,079</td>
</tr>
<tr>
<td>Inventory</td>
<td>$28,237</td>
<td>$35,449</td>
</tr>
<tr>
<td>Prepaid expense</td>
<td>$12,579</td>
<td>$61,655</td>
</tr>
<tr>
<td>Total Current Assets</td>
<td>$1,217,648</td>
<td>$1,421,039</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Property and Equipment:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leasehold improvements</td>
<td>$2,065,365</td>
<td>$2,065,365</td>
</tr>
<tr>
<td>Equipment</td>
<td>$567,315</td>
<td>$524,807</td>
</tr>
<tr>
<td></td>
<td>$2,632,680</td>
<td>$2,590,172</td>
</tr>
<tr>
<td>Less accumulated depreciation</td>
<td>$1,668,586</td>
<td>$1,589,631</td>
</tr>
<tr>
<td>Total Property and Equipment</td>
<td>$964,094</td>
<td>$1,000,541</td>
</tr>
<tr>
<td>Total Assets</td>
<td>$2,181,742</td>
<td>$2,421,580</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES AND NET ASSETS</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Liabilities:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable, trade</td>
<td>$71,746</td>
<td>$88,848</td>
</tr>
<tr>
<td>Accrued expenses</td>
<td>$13,925</td>
<td>$12,920</td>
</tr>
<tr>
<td>Deferred income, advance payments</td>
<td>$189,450</td>
<td>$141,583</td>
</tr>
<tr>
<td>Total Current Liabilities</td>
<td>$275,121</td>
<td>$243,351</td>
</tr>
<tr>
<td>Net Assets:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Undesignated</td>
<td>$721,955</td>
<td>$967,512</td>
</tr>
<tr>
<td>Invested in property and equipment</td>
<td>$964,094</td>
<td>$1,000,541</td>
</tr>
<tr>
<td>Board designated endowment</td>
<td>$181,148</td>
<td>$180,559</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>$39,424</td>
<td>$29,617</td>
</tr>
<tr>
<td>Permanently restricted</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total Net Assets</td>
<td>$1,906,621</td>
<td>$2,178,229</td>
</tr>
<tr>
<td>Total Liabilities and Net Assets</td>
<td>$2,181,742</td>
<td>$2,421,580</td>
</tr>
</tbody>
</table>
Based on *Americans for the Arts* Economic Impact Calculator:

Population of VA Beach community  
250,000 to 499,999

Total expenses by MOCA  
$2,500,386

Total attendance to MOCA’s events  
319,145

MOCA’s Fiscal Year 2015-2016 Total Economic Impact:

<table>
<thead>
<tr>
<th>Economic impact of Virginia Museum of Contemporary Art</th>
<th>Total Expenditures</th>
<th>Full-Time Equivalent Jobs</th>
<th>Household Income</th>
<th>Local Government Revenue</th>
<th>State Government Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>MOCA Organization</td>
<td>$2,500,386</td>
<td>88.5</td>
<td>$2,163,484</td>
<td>$97,840</td>
<td>$125,794</td>
</tr>
<tr>
<td>MOCA Patrons</td>
<td>$6,989,276</td>
<td>198.5</td>
<td>$4,370,743</td>
<td>$373,088</td>
<td>$467,303</td>
</tr>
<tr>
<td>Total Industry Impact</td>
<td>$9,489,662</td>
<td>287</td>
<td>$6,534,227</td>
<td>$470,928</td>
<td>$593,097</td>
</tr>
</tbody>
</table>

**Total Expenditures:** dollars spent by nonprofit arts and culture organization, its audiences, and similarly populated communities.

**FTE Jobs:** full-time equivalent jobs supported by expenditures made by arts and culture organization and/or audiences.

**Household Income:** dollars paid to community residents resulting from expenditures made by arts and culture organization and/or audiences. Household income includes salaries, wages, and proprietary income.

**Government Revenue:** dollars received by local and state government resulting from expenditures made by arts and culture organization and/or audiences.

http://www.americansforthearts.org/sites/default/files/aepiv_calculator/calculator.html#fineprint