



# Annual Report

## Fiscal Year 2015-2016



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# Message from the Director

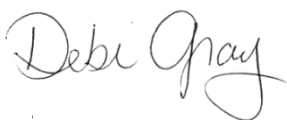
This past year exemplifies MOCA's commitment to its mission. We curated high-caliber, relevant exhibitions designed to inspire creativity and dialogue, complemented by robust educational programs for all ages. New this year, MOCA brought exhibition artist onsite to enhance programming and community engagement.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



# Mission & History

## 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.



*Photo by Bill Murray*

## 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).



# Board & Generation 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

We love  
our  
volunteers!

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.



# 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 Tumlr.

[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 Pavillion 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.





## 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 & Teacher Programs

## 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 20<sup>th</sup> and 33<sup>rd</sup> 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 24<sup>th</sup> 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 | Facility Rentals | Museum Shop



## Fundraising Events

November 1, 2015

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

The 7<sup>th</sup> 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 Conqueroos 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 25<sup>th</sup> 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).



# Partnerships

## 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 11<sup>th</sup> and 12<sup>th</sup> 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 Randy Webb  
Kim Wheeler



# Leadership Gifts

## 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

### \$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

### \$1,000 - \$2,499

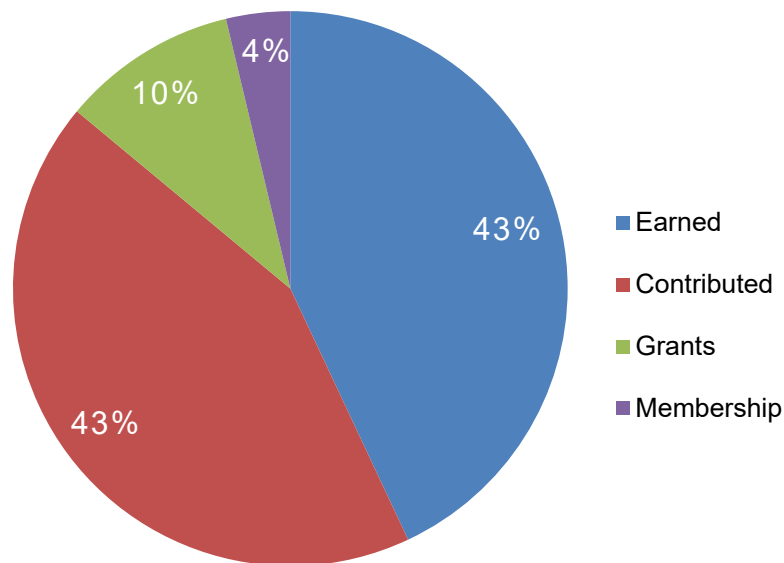
B. M. Stanton Foundation  
Back Bay Brewing Company  
Bath Fitter  
Beecroft and Bull  
Divaris Real Estate  
Glasser Family Foundation  
Gold Key / PHR  
Hitt Electric Corporation  
Mary Ann Elliott Foundation  
Real Estate Security Agency  
Rotary Club of Portsmouth  
Sedel & Associates Realty Inc.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

### In - Kind Support

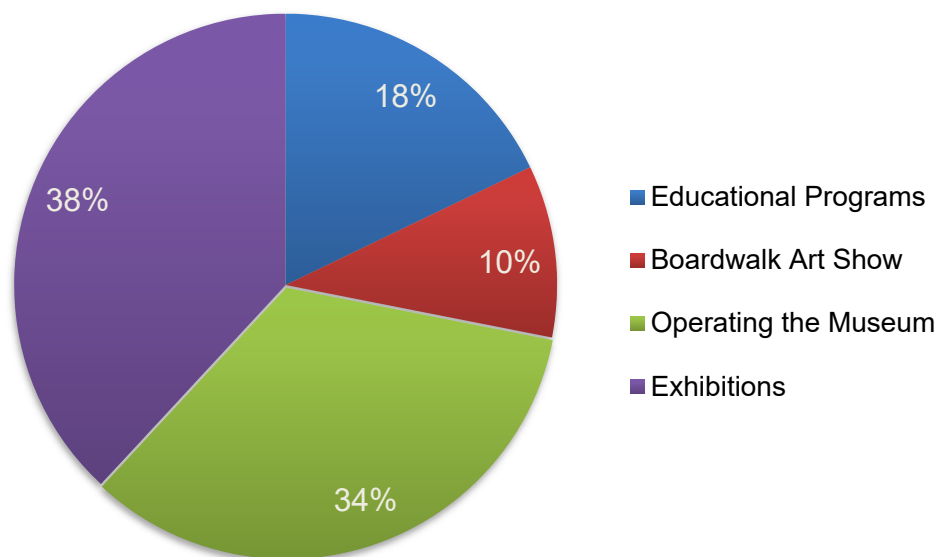
Doran Consulting, LLC  
McKenzie Construction  
Perfect Event Rentals  
Progressive Graphics  
Sinclair Communications  
Steinhilber's



## Fiscal Year 2015-2016 Revenue \$2,268,294



## Fiscal Year 2015-2016 Expenses \$2,500,386



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

	2016	2015
<b>ASSETS</b>		
Cash and cash equivalents	\$199,975	\$661,296
Investments	\$808,835	\$608,560
Accounts receivable	\$168,022	\$54,079
Inventory	\$28,237	\$35,449
Prepaid expense	<u>\$12,579</u>	<u>\$61,655</u>
Total Current Assets	\$1,217,648	\$1,421,039
Property and Equipment:		
Leasehold improvements	\$2,065,365	\$2,065,365
Equipment	\$567,315	\$524,807
	\$2,632,680	\$2,590,172
Less accumulated depreciation	\$1,668,586	\$1,589,631
Total Property and Equipment	<u>\$964,094</u>	<u>\$1,000,541</u>
Total Assets	\$2,181,742	\$2,421,580
<b>LIABILITIES AND NET ASSETS</b>		
Current Liabilities:		
Accounts payable, trade	\$71,746	\$88,848
Accrued expenses	\$13,925	\$12,920
Deferred income, advance payments	<u>\$189,450</u>	<u>\$141,583</u>
Total Current Liabilities	\$275,121	\$243,351
Net Assets:		
Unrestricted:		
Undesignated	\$721,955	\$967,512
Invested in property and equipment	\$964,094	\$1,000,541
Board designated endowment	\$181,148	\$180,559
Temporarily restricted	\$39,424	\$29,617
Permanently restricted	<u>-</u>	<u>-</u>
Total Net Assets	<u>\$1,906,621</u>	<u>\$2,178,229</u>
Total Liabilities and Net Assets	\$2,181,742	\$2,421,580



# Economic Impact



**Based on *Americans for the Arts* Economic Impact Calculator:**

<b>Population of VA Beach community</b>	<b>250,000 to 499,999</b>
<b>Total expenses by MOCA</b>	<b>\$2,500,386</b>
<b>Total attendance to MOCA's events</b>	<b>319,145</b>

**MOCA's Fiscal Year 2015-2016 Total Economic Impact:**

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

**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](http://www.americansforthearts.org/sites/default/files/aepiv_calculator/calculator.html#fineprint)