

# 2024 ANNUAL REPORT

## OCEANSIDE MUSEUM OF ART





A collage of three photographs showing people at an art gallery. The left photo shows a woman in a pink floral dress and hat taking a selfie. The middle photo shows a man in a grey shirt and purple pants talking to a woman. The right photo shows a woman taking a photo of a painting. A semi-transparent purple and orange geometric shape is overlaid on the center, containing the text.

**VOTED BEST MUSEUM BY RANCH  
AND COAST MAGAZINE FOR THEIR BEST  
DIVERSIONS AND CULTURE 2024.**

**RANCH&COAST**  
San Diego's Ultimate Lifestyle Magazine



**A community transformed by art.**

**Bringing people together to explore the art  
and stories of Southern California artists.**

**To support a full creative life for all, Oceanside  
Museum of Art (OMA) commits to championing  
policies and practices of cultural equity that  
empower a just, inclusive, equitable community.**

## A MESSAGE FROM THE BOARD PRESIDENT AND THE EXECUTIVE DIRECTOR

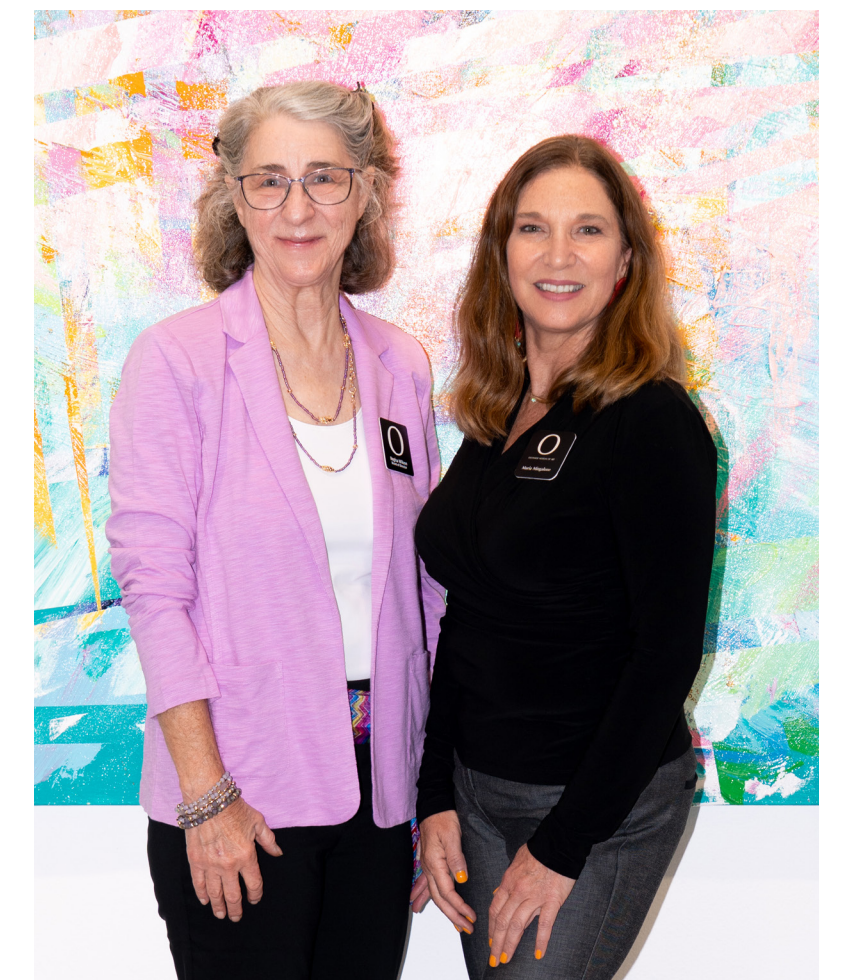
Art captures the full spectrum of life: the beauty, the heartbreak, and everything in between. In 2024, OMA embraced this truth by hosting 14 exhibitions that invited viewers to step into a diversity of worlds as expressed in work by 331 Southern California artists, while also launching and managing a capital campaign to secure the museum's vibrant future. Navigating these dual challenges—presenting bold artwork and fostering future growth—opened the door to meaningful dialogue and profound learning.

As we move into 2025, we do so with renewed purpose—more committed than ever to amplify and broaden our reach, foster empathy, and provide a space where creativity can flourish. Art teaches us not only how to see, but how to feel, connecting us through shared experiences.

The progress reflected in this report is a testament to the dedication and hard work of our staff, board, members, and donors. Together, it is now our turn to make our founders' vision a growing reality.

Maria Mingalone  
*Executive Director*

Regina Wilson  
*President of the Board*





2024 TOTAL  
VISITORS:

29,952

53% OF VISITORS

experienced the museum **FREE-OF-CHARGE**,  
made possible by programs such as  
*Blue Star Museums* and *Art for All free Sundays*

## ATTENDANCE AND PARTICIPATION

### COMMUNITY



#### **Studio Arts + Taste of Art Workshops**

Artistic skill-building workshops led by distinguished professor and arts educator Robin Douglas - **engaged over 200 people in art making.**



#### **Art for All**

A free, hands-on, creative experience led by local artists and cultural partners on First Free Sundays. Let your imagination soar, no matter your skill level! **Served over 2,500 people, with an average of 250 attendees per month.**

#### **Street Level**

A vibrant music series that brings people together through live music, dance, and performance art, weaving connections through the power of sound and visual storytelling. **Over 1,000 people attended our Street Level music series.**



#### **Art After Dark**

OMA's one-of-a-kind art party, where the museum transforms into a vibrant hub of creativity with awe-inspiring wearable art, live music, photo booth and the tri-city region's largest costume contest.





MEMBERSHIP AND VOLUNTEERS

HOSTED OVER **6,202** STUDENTS

**619** ARTIST ALLIANCE MEMBERS *That's growth!!*

**14,173**

MEMBER HOUSEHOLDS  
(68% RENEWALS, 30% NEW, 2% UPGRADES)

**+182** VOLUNTEERS CONTRIBUTED  
3,509 HOURS IN 2024

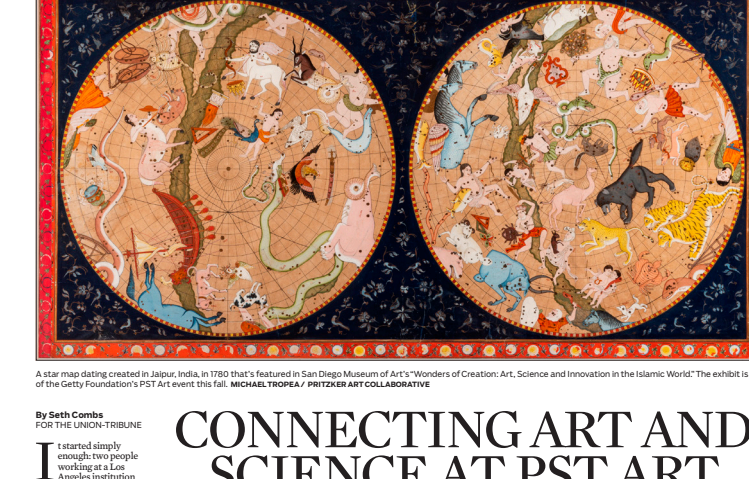
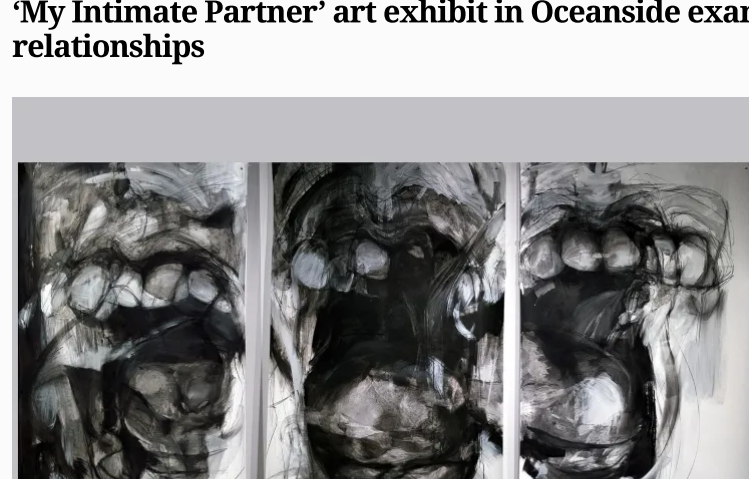


COMMUNITY









## Oceanside Museum of Art announces fifth Annual Tiny Art Mart

AMBER COACKLEY  
December 9, 2024 at 5:57 AM



OCEANSIDE, Calif. (FOX 5/KUSI) — Officials with the Oceanside Museum of Art announced the fifth annual Tiny Art Mart, a community event where artists display and sell their work in a compact format.

1

RADIO:

1<sup>ST</sup> KPBS  
FEATURE STORY

2

DEDICATED  
TV SEGMENTS

MEDIA HITS  
IN 2024:

318

FULL-PAGE FEATURE  
STORIES IN THE SD  
UNION TRIBUNE



## Oceanside Museum of Art Summer Block Party 'Street Level Vol 2.3'



## PRESS & MARKETING



14

EXHIBITIONS  
ON SITE AT OMA



9

EXHIBITIONS

OFFSITE

- 4 OMA WEST  
- 5 OFFSITE



WORK FROM

331 ARTISTS







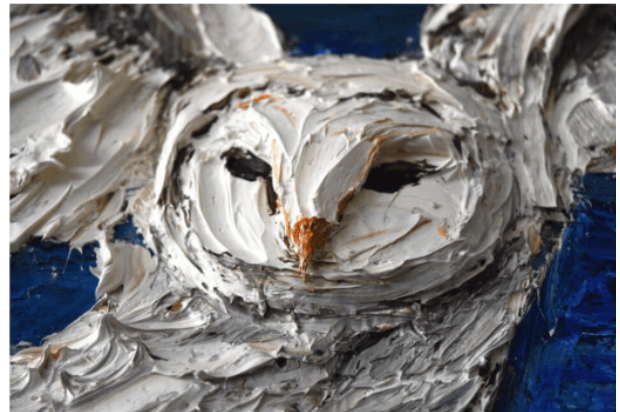
**2023 Plein Air Festival  
Juried Exhibition**  
7/22/2023 - 1/14/2024



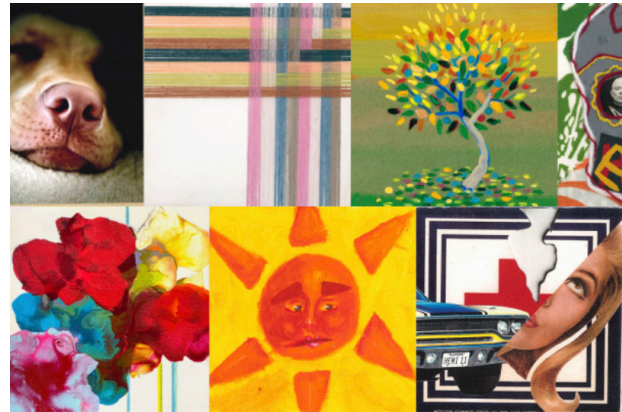
**Listening to the Unheard /  
Drawing the Unseen**  
Drawings by John Halaka  
9/2/2023 - 2/18/2024



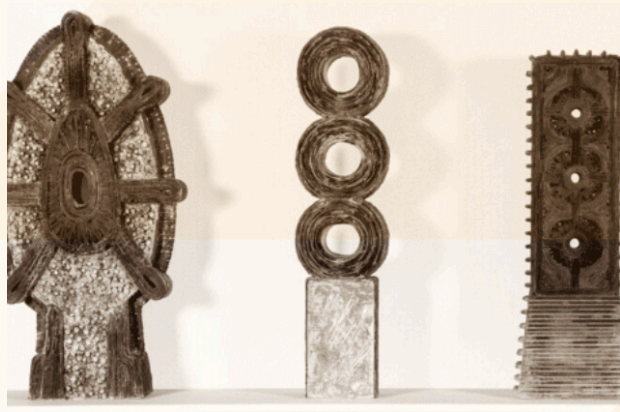
**Deena Altman:  
Female Rising**  
9/23/2023 - 2/4/2024



**2023-24 Artist Alliance  
Biennial**  
11/18/2023 - 3/31/2024



**Teeny Tiny Art Mart**  
2/14 - 3/10/2024



**Ving Simpson:  
Inside Out**  
2/17 - 5/12/2024



**Coastal Exposures:  
10 Years of Photography  
at O'Sider Magazine**  
3/9 - 7/28/2024



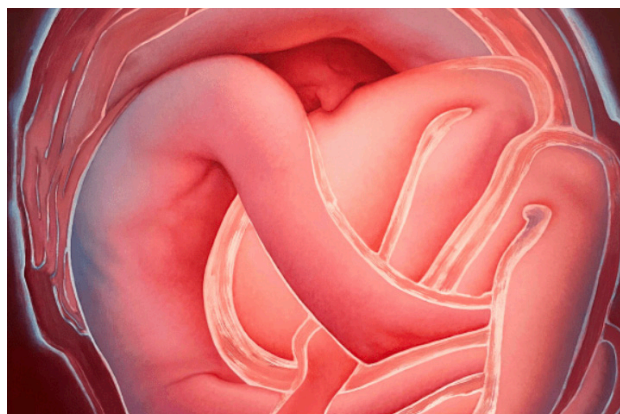
**Allied Craftsman of San Diego:  
Hands on Design**  
3/30 - 8/18/2024



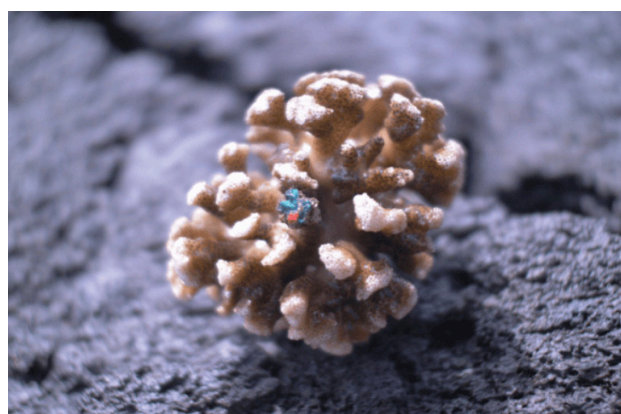
**California's 49th District  
Congressional Art Competition**  
4/20 - 5/19/2024



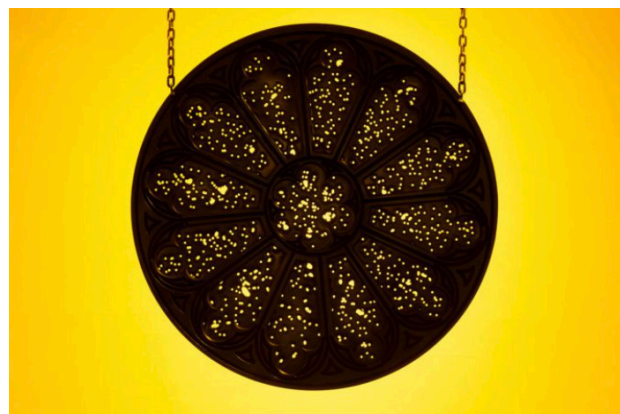
**Alexa Vasquez:  
Undocumented Times /  
Queer Yearnings**  
5/25 - 10/6/2024



**More Disruption:  
Representational Art in Flux**  
6/8 - 9/15/2024



**Transformative Currents:  
Art and Action in the Pacific Ocean**  
8/17/2024 - 2/9/2025



**My Intimate Partner**  
10/5/2024 - 3/16/2025



**Marshall Toomey:  
Black Americana**  
10/19/2024 - 4/13/2025



# 9 OFFSITE

## OMA WEST AT THE SEABIRD



**Annalise Neil:  
Echo's Potential**

10/21/23 - 1/8/2024



**Baja Silvestre**

1/13 - 4/29/2024



**Organic Cubism**

5/4 - 8/26/2024



**Common Not-So-Common  
Objects**

9/6/2024 - 1/7/2025

## ARTIST ALLIANCE EXHIBITIONS



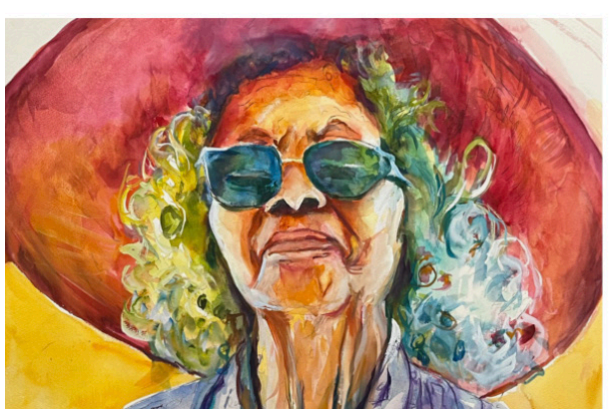
**Color Pop!**

10/23/2023 - 1/20/2024



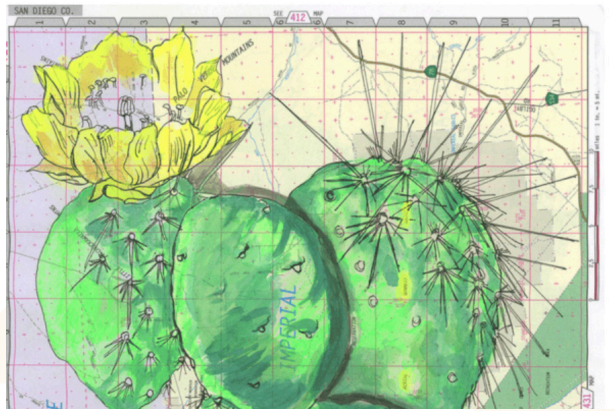
**Artistic Resurgence**

1/6 - 1/26/2024



**Radiant**

4/12 - 5/17/2024



**Flora and Fauna**

9/7 - 10/12/2024



**Spirited**

11/15/2024 - 1/5/2025



## OUR AWARD WINNING EDUCATIONAL PROGRAMS

# OMA'S EDUCATION INITIATIVES



OMA offers a robust year-round slate of educational initiatives. Our signature programs include:

**Literacy Through Art**, designed for third-grade students, leverages the rich narrative in works of art on view in OMA's galleries. Students are encouraged to examine works of art through the lens of story—setting, character, mood, and big idea—build their literacy skills and enhance critical thinking.

**ArtQuest**, is a fifth-grade STEAM-integrated program, designed to ignite fifth-grade students' curiosity, creativity, and the connections between art and science. Students engage in critical thinking, visual literacy, and interdisciplinary exploration which support Next Generation Science standards.

### PROGRAM FEATURES

1. **Teacher training workshop** to coach educators on exhibition themes.
2. **Pre-Visit Lesson** - Educational videos prepare students for their museum visit with artwork previews, key vocabulary, and a teacher-led pre-visit activity.
3. **Visit the Museum** - Interactive gallery experience and hands-on workshop in the Van Hunnicks Education Center.
4. **Post-Visit Lesson** - Students receive an art kit for a post-visit lesson in school. They keep the art supplies to continue their practice at home.



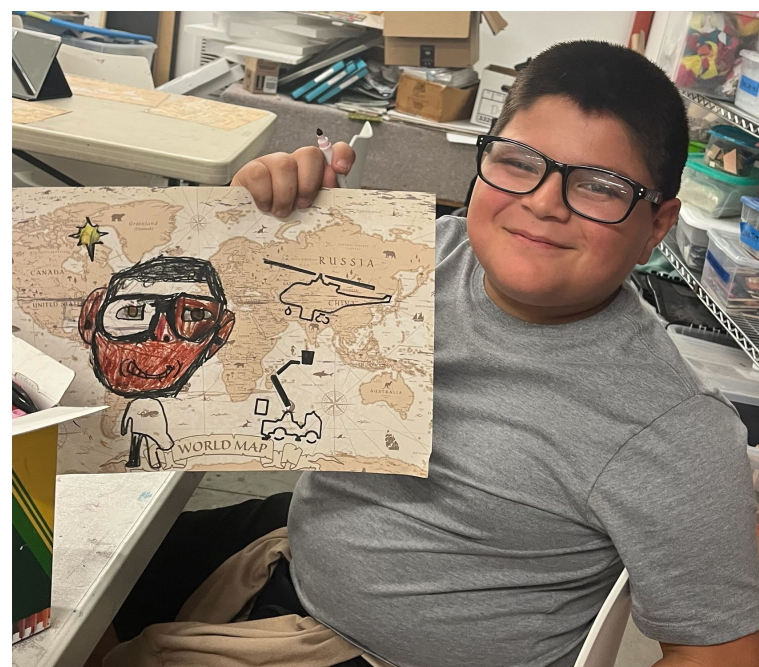
# LITERACY THROUGH ART

EDUCATION

While students explore the intersection of language and visual art, they develop vocabulary, comprehension, and self-expression through gallery interactions and hands-on workshops linked to third-grade standards-based curriculum.

## This year's program detail:

The 2023-24 Literacy Through Art program emphasized the power artists have to share stories that might otherwise go untold. Built around the exhibition *Listening to the Unheard / Drawing the Unseen* by John Halaka, explored themes of resilience and displacement. Students considered how visual storytelling can highlight personal and collective histories.



>> 926 students

100% of 3rd grade students in the Oceanside Unified School District



# ARTQUEST

EDUCATION

ArtQuest transforms OMA's galleries into dynamic learning spaces, centering learning around real-world applications and artist-driven experiences. Tied to a current exhibition, each ArtQuest provides students with immersive, inquiry-based experiences.

**Spring 2024 Allied Craftsmen of San Diego: Hands On Design:** Students examined how recycled materials can be transformed into art. They also considered how art conveys a message through material and design choices.

**Fall 2024 Transformative Currents:** Students explored cultural and environmental challenges of the Pacific Ocean such as climate change, industrial pollution, and overfishing. Students came to see art, science, and indigenous knowledge as a tool for ecological advocacy.



>> 1,650 TOTAL

100% of all 5th-grade students and teachers in Oceanside Unified School District



# THE MUSEUM STORE

In 2024, The Museum Store evolved to better reflect OMA's spirit, launching branded merchandise, showcasing over 50 new artists, and hosting both onsite and offsite pop-ups — expanding our audience and creating new revenue streams along the way.

## Bridging Fine Art and Commerce

- Supports local, working artists
- Features exhibition postcards highlighting the best work from current shows
- Offers original, buyable artwork from exhibiting artists—making one-of-a-kind pieces accessible to take home
- Showcases artists whose work complements current exhibitions, using the store as a gateway to increase visibility for craftspeople and deepen artist engagement with the museum







RENDERING OF FIRE STATION #1 BY FREDERICK FISHER PARTNERS FOR THE SPACE UTILIZATION STUDY, 2022.

## EXPANSION

### BENEFITS TO PRESERVING FIRE STATION 1:

- New gateway to Oceanside Civic Center and Cultural District
- Historic preservation and adaptive reuse of historic Irving J. Gill 1929 Fire Station #1
- Doubling of educational space with new street-level studio classrooms
- Expanded galleries for exhibitions of Southern California artists
- New indoor and outdoor gathering spaces including additional public art
- Café and expanded Museum Store featuring local artists
- Professional workspace for a growing team of arts professionals

AT THE HEART OF OMA'S BOLD EXPANSION is the transformation of historic Fire Station #1, seamlessly integrating it into our campus and redefining the gateway to Oceanside's Civic Center. More than just an expansion, this visionary project fuels creativity, strengthens community connections, and drives economic growth—bringing people together across generations to experience the power of art. By taking risks, setting trends, and pushing boundaries, OMA continues to shape a more vibrant, engaged, and inspired Oceanside.





## 2024 BOARD OF DIRECTORS

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**Vice President:** Christine Lee

**Secretary:** Alan Zeleznikar

**Treasurer:** Pam Smith

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## OMA STAFF - As of December 2024

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Director of Exhibitions and Collections, Katie Dolgov

Facilities Manager & Lead Preparator, Drei Kiel

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Facilities and Preparator Assistant, Mitchell Dunn

Venue Rentals Coordinator, Nicola Adams



# THANK YOU TO OUR DONORS

A heartfelt thank you to our individual, foundation, and corporate donors for your generosity in 2024. Your support fuels our mission, allowing us to inspire, connect, and transform our community through art—bringing people together to explore the stories and creativity of Southern California artists.

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OCEANSIDE MUSEUM OF ART

