

2025 ANNUAL REPORT

OCEANSIDE MUSEUM OF ART



The background of the entire graphic is a semi-transparent blue overlay on a photograph of a museum gallery. Several people are seen from behind, looking at various artworks on the walls. The lighting is soft, and the overall atmosphere is one of quiet observation and appreciation of art.

VOTED BEST MUSEUM

THE COAST NEWS' 2025 BEST OF NORTH COUNTY AWARDS

EXECUTIVE DIRECTOR MARIA MINGALONE

ONE OF SENATE DISTRICT 38'S **WOMEN WHO INSPIRE**

VOTED BEST MUSEUM

RANCH AND COAST MAGAZINE'S BEST OF DIVERSIONS & CULTURE 2025

VISION

A community transformed by art.

MISSION

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

EQUITY

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 EXECUTIVE DIRECTOR

Over the past year, Oceanside Museum of Art (OMA) has continued to affirm the essential role that shared cultural experiences play in building a vibrant community. OMA remains committed to creating spaces where people can gather, reflect, learn, and experience the power of art together.

We were proud to bring the extraordinary work of 315 Southern California artists to the forefront of our region’s cultural landscape. From emerging artists presenting their first museum exhibition to internationally recognized creatives, OMA continues to serve as a platform for artistic discovery, dialogue,

and belonging. Through educational programs, public events, and community partnerships, we welcomed audiences of all ages and backgrounds to experience the remarkable depth of creative talent that defines Southern California.

We are also deeply encouraged by the extraordinary momentum surrounding OMA’s Campaign for Expansion. In just 18 months, we reached 90% of our capital campaign goal—a milestone made possible through the collective dedication of our campaign team, staff, Board of Directors, donors, community partners, and civic leaders. Together, we are not simply expanding a campus of buildings; we are investing in a shared vision for the future of art in our region.

As we look ahead, our team remains focused on deepening OMA’s impact as a cultural anchor for North San Diego County — and we are profoundly grateful to everyone who has helped shape OMA’s future.



Maria Mingalone
Maria Mingalone
Executive Director

Allyson Handley
Allyson Handley
President of the Board

2025 TOTAL
VISITORS:

29,365

51.23% 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



Studio Arts & Taste of Art Workshops

Artistic skill-building workshops led by distinguished professor and arts educator Robin Douglas - **engaged over 280 people in art making.**

Street Level x Art Walk:

A vibrant series that brings people together through live music, dance, and performance art, in partnership with the Oceanside Cultural District's Art Walk, hosting local makers on our terrace and weaving connections through sound and visual storytelling. **880 people attended the Street Level x Art Walk Series.**



2025 Oceanside Plein Air Festival

A bi-annual week-long festival where the museum hosts open air painting meet-ups, workshops, and art sales, culminating in a gallery show and awards ceremony. The festival featured 76 hours of alfresco programming, including 9 workshops, 7 paint-outs, 1 quick paint challenge, 3 networking/celebration events, and 1 BIG easel sale.



Art for All

A free, interactive art-making experience facilitated by local artists and community partners during Free First Sundays. These complimentary creative workshops invite the community to experience exhibitions and create art for a dynamic, hands-on visit. **Over 2,500 participants of all ages engaged in Art for All, averaging 250 attendees each month.**

Artist Alliance

Artist Alliance is a membership-based affiliate group that fosters connection, visibility, and growth for regional artists. In 2025, 557 active members participated in a range of artist-focused programs, including exhibitions, professional development, critiques, networking, and paint-outs.



COMMUNITY

MEMBERSHIP AND VOLUNTEERS

HOSTED OVER **6,120** STUDENTS

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

1,391

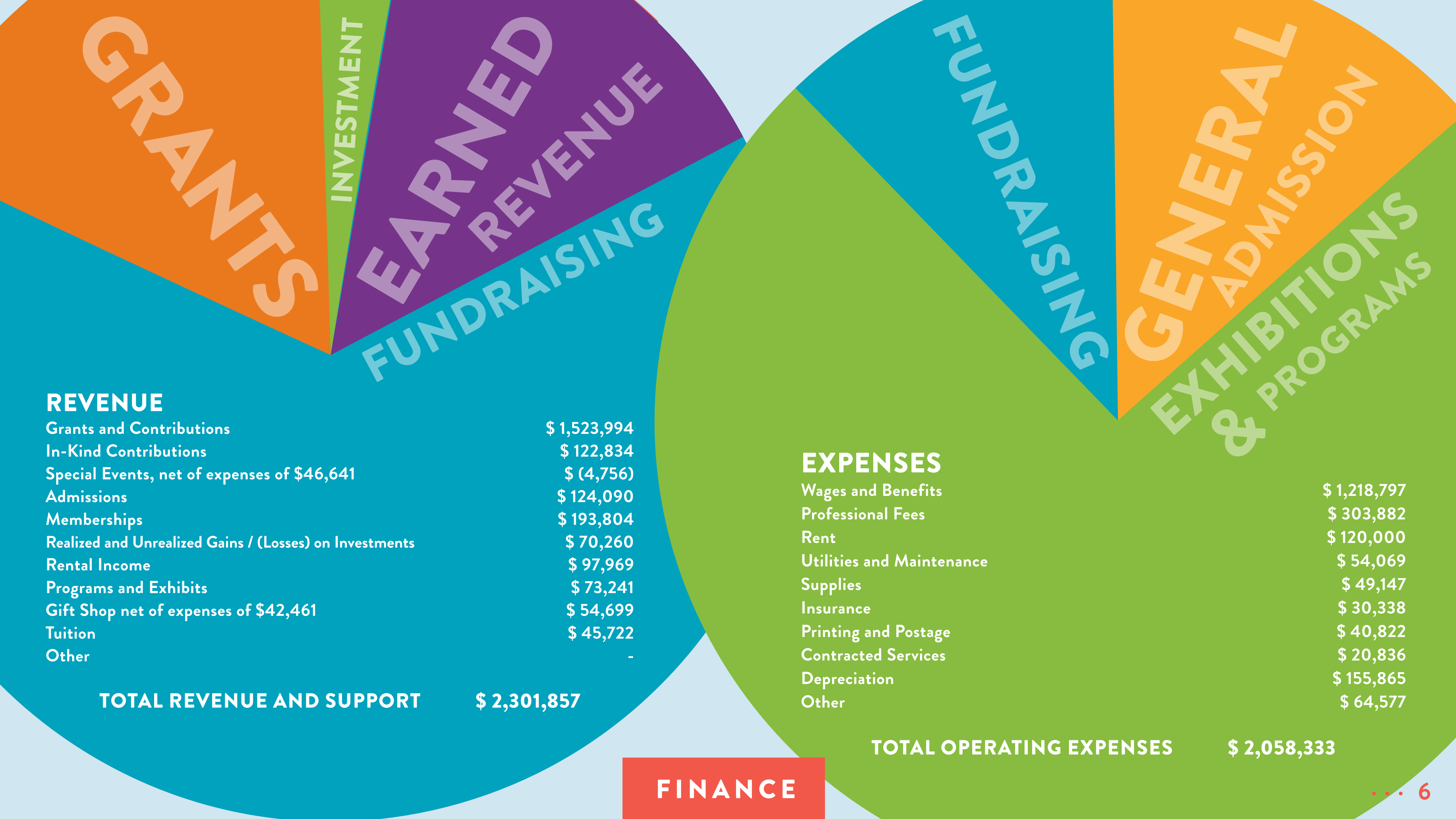
MEMBER HOUSEHOLDS

(40% RENEWALS, 59.6% NEW, .4% UPGRADES)

+263 ACTIVE VOLUNTEERS
5,491 ESTIMATED HOURS



COMMUNITY



REVENUE

Grants and Contributions	\$ 1,523,994
In-Kind Contributions	\$ 122,834
Special Events, net of expenses of \$46,641	\$ (4,756)
Admissions	\$ 124,090
Memberships	\$ 193,804
Realized and Unrealized Gains / (Losses) on Investments	\$ 70,260
Rental Income	\$ 97,969
Programs and Exhibits	\$ 73,241
Gift Shop net of expenses of \$42,461	\$ 54,699
Tuition	\$ 45,722
Other	-

TOTAL REVENUE AND SUPPORT **\$ 2,301,857**

EXPENSES

Wages and Benefits	\$ 1,218,797
Professional Fees	\$ 303,882
Rent	\$ 120,000
Utilities and Maintenance	\$ 54,069
Supplies	\$ 49,147
Insurance	\$ 30,338
Printing and Postage	\$ 40,822
Contracted Services	\$ 20,836
Depreciation	\$ 155,865
Other	\$ 64,577

TOTAL OPERATING EXPENSES **\$ 2,058,333**

FINANCE

The San Diego Union-Tribune
2026 Arts Preview: Our top San Diego visual art picks for the



Fiber art gets a fabulous treatment at OMA
Oceanside exhibition is a 'dazzling celebration of textile artistry, where tradition meets innovation in a vibrant display of texture, color and creativity'



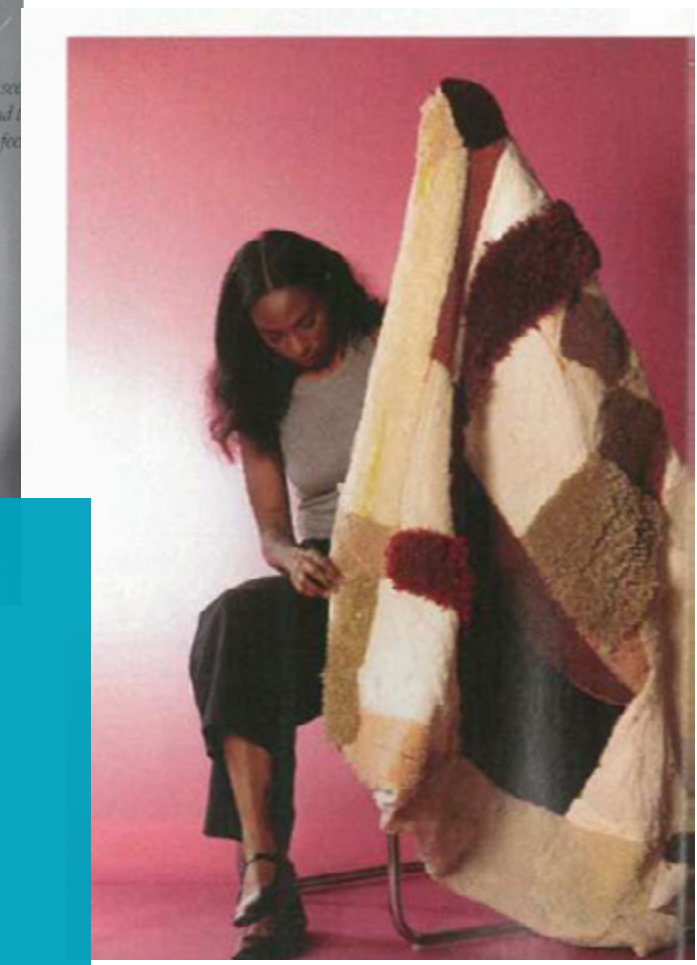
SAN DIEGO BUSINESS JOURNAL
THE COMMUNITY OF BUSINESS™

OMA, Surf Museum Host Dual Exhibition to Drive Local Tourism

TOURISM: Museums to Reveal Over \$20,000 in Project



Arts & Culture ARTS



Executive Director Maria Mingalone, pictured center right. Photo courtesy of Oceanside Museum of Art



TOGETHER IS BETTER! A SYDNEY EDMOND
The Oceanside Museum of Art presents a new exhibition by Sydney Edmond, a local artist who has been creating art for over 20 years. Her work is a celebration of community and the power of art to bring people together. The exhibition is on display through October 12.



SAN DIEGO MAGAZINE
Denja Harris Plays With Yarn in New Exhibit at OMA

The Imperial Beach-born fiber artist ponders texture and softness in her exposition on display through October 12



How a CPAP machine stole — and transformed — a painter's dreams

Mary Jhuri's new exhibit, "In Losing Sleep, I Painted," opens Saturday at the Oceanside Museum of Art. The San Diego artist is pushing the boundaries of dreams, science and her muse.

88

TOTAL
BROADCAST
TV & RADIO
PIECES
COMBINED

321
TOTAL MEDIA
HITS

TOTAL ONLINE
& NEWSLETTER PIECES:

36

69

TOTAL
PRINT
PIECES

FEATURE STORIES
IN MOST PROMINENT
PUBLICATIONS
(UT OR NATIONAL)

PRESS & MARKETING

18

EXHIBITIONS
ON SITE AT OMA

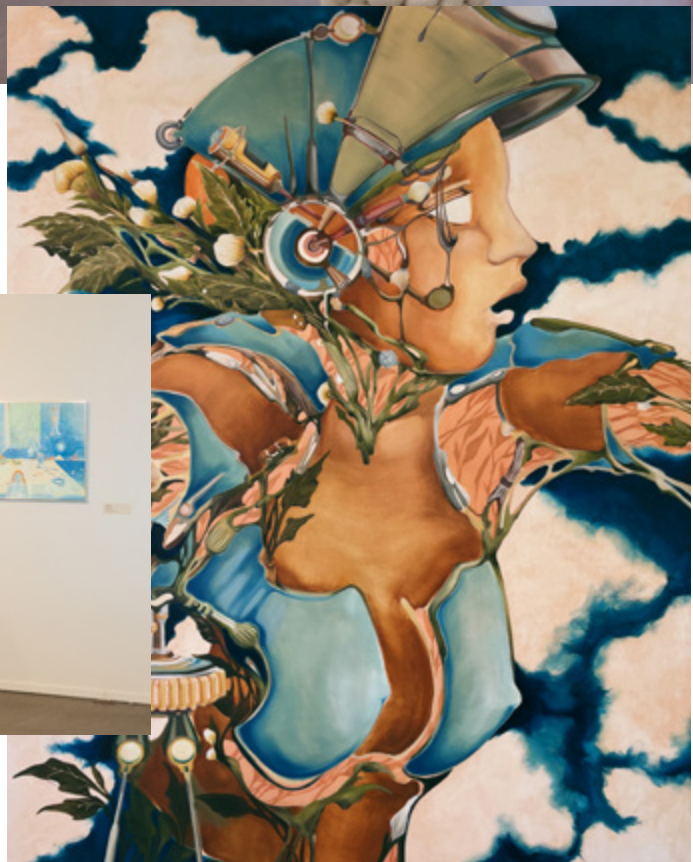


8

EXHIBITIONS

OFFSITE

- 5 OMA WEST
- 3 OFF SITE



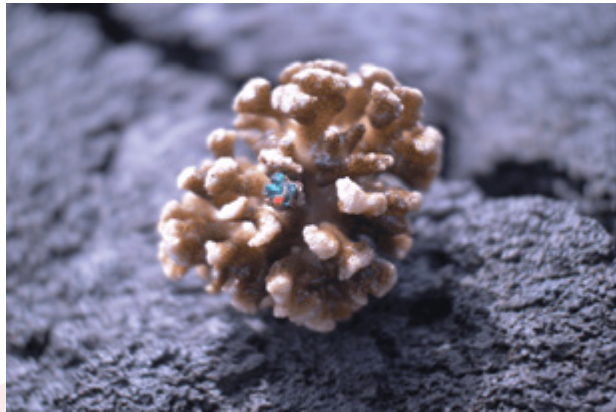
WORK FROM

443

ARTISTS

- 315 ON SITE
- 128 OFF SITE





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



The Stories That Connect Us:
Selections from the
OMA Collection
2/8/2025 - 8/31/2025



Robert Xavier Burden:
The Alien Painting
Unveiled
2/12/2025 - 2/23/2025



Matt Devine:
Walk With Me
3/1/2025 - 7/6/2025



Mary Jhun:
In Losing Sleep I Painted
3/15/2025 - 6/15/2025



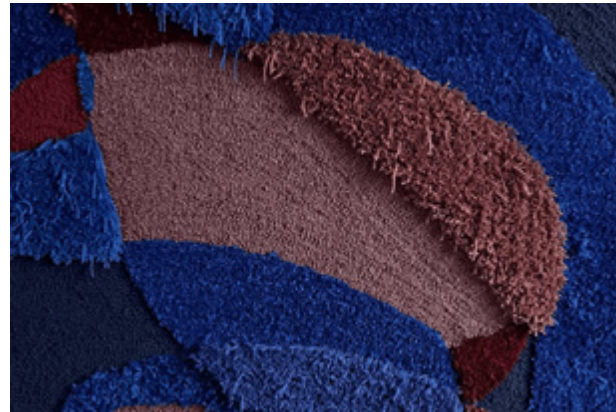
The Art of Autism:
A Different Lens
4/5/2025 - 8/3/2025



Ventana Huichola
4/26/2025 - 10/5/2025



2025 Congressional Art Awards
4/30/2025 - 6/8/2025



The Space Between:
Texture Studies
by Denja Harris
6/28/2025 - 10/12/2025



Fabulous Fiber
7/26/2025 - 11/2/2025



2025 Plein Air Festival Exhibition
9/13/2025 - 1/11/2026



Surf Art:
Exploring California's
Coastal Culture
8/23/2025 - 2/1/2026



2025/26 Artist Alliance Biennial
11/22/2025 - 3/8/2026



Francisco Eme:
Future Rituals &
La Eco-Resistencia
10/25/2025 - 3/22/2026



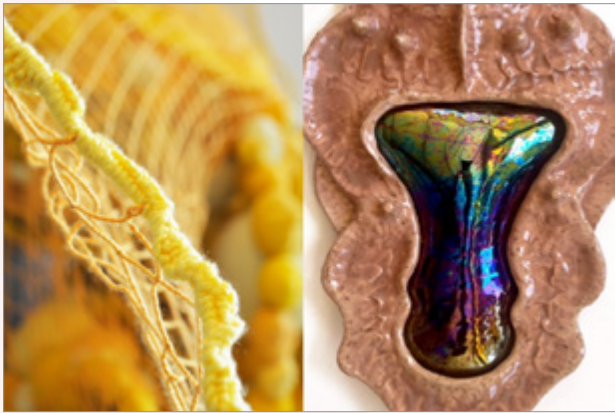
Modern Simplicity:
The Architecture of
Irving J. Gill in Oceanside
11/6/2025 - 4/26/2026

8 OFFSITE

OMA WEST AT THE SEABIRD



**Common Not So
Common Objects**
9/6/2024 - 1/7/2025



Stitched and Forged:
The Art of Kelly Witmer
and Mônica Lóss
1/16/25 - 5/11/2025



INTIKA: Men in Textiles
5/5/2025 - 8/17/2025



Surf Art at the Seabird
8/22/2025 - 12/7/2025



Neon Afterlife
12/9/2025 - 3/22/2026

ARTIST ALLIANCE EXHIBITIONS



Spirited:
Artist Alliance at
Brooks Theatre
11/15/2024 - 1/5/2025



Gathering Light:
Artist Alliance at Ashton
Gallery @ Art on 30th
January 11 - February 5, 2025



Elemental:
Artist Alliance at
Sparks Gallery
5/2/2025 - 7/6/2025

OUR AWARD WINNING EDUCATIONAL PROGRAMS

OMA'S EDUCATION INITIATIVES



PROGRAM FEATURES

1. **Teacher training workshop** to coach educators on exhibition themes.
2. **Pre-Visit Lesson:** Educational videos provided by OMA introduce key terms. Introducing students to new vocabulary and ways in which art can be used as a powerful tool for storytelling and self-expression.
3. **Post-Visit Lesson:** Each student receives an art kit for a post-visit lesson in school and they get to keep the art supplies to continue their practice at home.

OMA offers a robust year-round slate of educational initiatives including formal education programs and informal hands-on workshops, and Discovery Tours. 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 work of art through the lens of story, setting, character, mood, and big idea to build their literacy skills and enhance critical thinking.

ArtQuest, a fifth-grade STEAM (Science, Technology, Engineering, Arts, and Mathematics)-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.



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.

Spring 2025: *The Art of Autism: A Different Lens*, introduced students to neurodivergence and highlighted the work of neurodiverse artists. Students explored how individuals experience and interpret the world in unique ways, learning that differences in thinking can be sources of creativity and strength.

Fall 2025: *Plein Air*: This session invited third graders to explore Oceanside through plein air painting, connecting with local landscapes and using art to reflect place and community. Artists captured the light, atmosphere, and energy of a moment in time, creating works that tell stories reflecting how art can deepen their connection to the community they live in.



>> 1,992 students

100% of all Oceanside Unified School District 3rd grade classes attended

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.

*Our education programs run alongside our exhibitions, so programming shifts in response to the exhibition schedule. In 2025 we offered two Literacy Through Art programs instead of one Literacy Through Art and one Art Quest; 2024's Art Quest programming is included as a prior-year example.

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 students

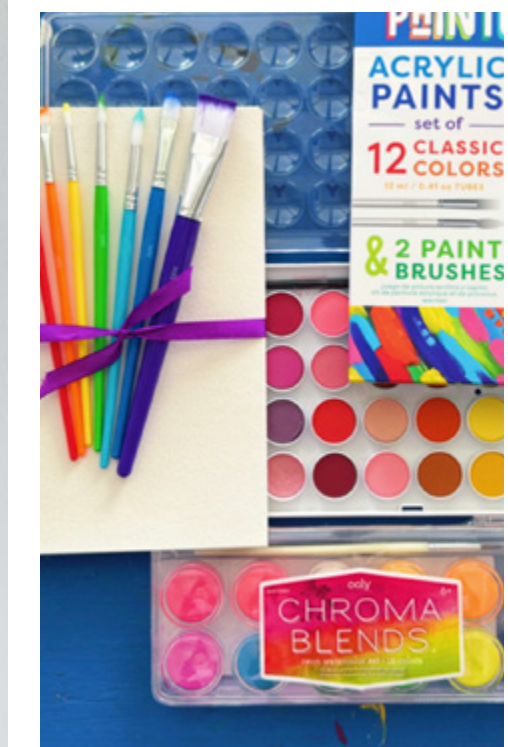
100% of all Oceanside Unified School District 5th grade classes attended

THE MUSEUM STORE

The Museum Store extends OMA's mission by showcasing the work of Southern California artists, makers, and creatives through a thoughtfully curated selection of locally made goods. The Store connects visitors directly to the talent and creative spirit of our region while supporting the artists who shape its vibrant cultural landscape.

In 2025, the Museum Store built on the momentum of its transformation, doubling profits and returning \$38,000 to the local arts community. We expanded key programs like on-site and off-site pop-ups, strengthening partnerships and creating more accessible entry points that welcomed a broader, more diverse audience.

A strategic investment in wholesale offerings also paid off, with OMA-branded items becoming our top-selling category, reflecting visitors' desire to take home something connected to their experience.





EXPANSION

BENEFITS OF FIRE STATION 1 PRESERVATION:

- A new gateway to the Oceanside Civic Center and Cultural Arts District
- Historic preservation and adaptive reuse of Irving J. Gill's 1929 Fire Station No. 1
- Expansion from 20,000 to 30,000 square feet—growing the Museum by one-third
- Doubling educational space with new street-level studio classrooms
- Expanded galleries showcasing Southern California artists
- New indoor and outdoor gathering spaces, including additional public art
- Café and an expanded Museum Store to feature local artists
- Dedicated professional workspace to support a growing team of arts professionals

AT THE HEART OF OMA'S EXPANSION is the transformation of historic Fire Station No. 1, reimagining the gateway to Oceanside's Civic Center. This project activates the entire city block—introducing a café, sculpture garden, and welcoming spaces designed for connection and everyday gathering. With over \$9 million raised in just 18 months, OMA is ahead of schedule and building momentum to create a more vibrant, accessible, and inspiring cultural hub.



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OMA STAFF - As of December 2025

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THANK YOU TO OUR DONORS

A sincere thank you to our individual and family foundation supporters for your generosity in 2025.
Your commitment powers our mission, helping us inspire, connect, and enrich our community
through art, while amplifying the voices and creative stories of artists across Southern California.

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* deceased

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THANK YOU TO OUR CAPITAL CAMPAIGN DONORS

Donations through December 31, 2025

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* deceased



OCEANSIDE MUSEUM OF ART

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