



# 2013

# Annual Report



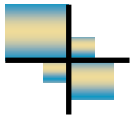
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THE ART LEAGUE OF OCEAN CITY

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CENTER FOR THE ARTS

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## MISSION

**To promote the visual arts in the Ocean City area through education, exhibits, scholarships, programs and community art events.**

## VISION

**To be a vibrant, fiscally sound arts organization with community sponsorship, service and valued membership benefits, offered in a spacious and functional facility.**



**The new Ocean Center for the Arts, located at 502 94th Street, Ocean City, Maryland is the home of the Art League of Ocean City, founded in 1963.**

### **PRESIDENT'S MESSAGE:**

**We happily celebrate our first full year of operating the new Ocean City Center for the Arts. The dreams of so many have been realized through the creation of the spacious new Center allowing for expanded programming for people of all ages.**

**Affirmation of the ALOC's significant contribution to the community has come from elected officials, artists, residents and visitors alike. We are delighted in the attendance at our monthly exhibit receptions, our class registration, membership and corporate sponsor growth, and so many willing volunteers who support our staff. And, with our expanded programming, we have experienced a 44% increase in our net income from the prior year.**

**Because sustaining our mission is critical, the Board of Directors sought professional help in preparing a strategic plan for the near future with a goal of good stewardship coupled with measured expansion of our programs. We are grateful for the public support and generosity of our donors and sponsors and the ability to be operating from a financially healthy position. We will continue to work hard to meet your expectations.**

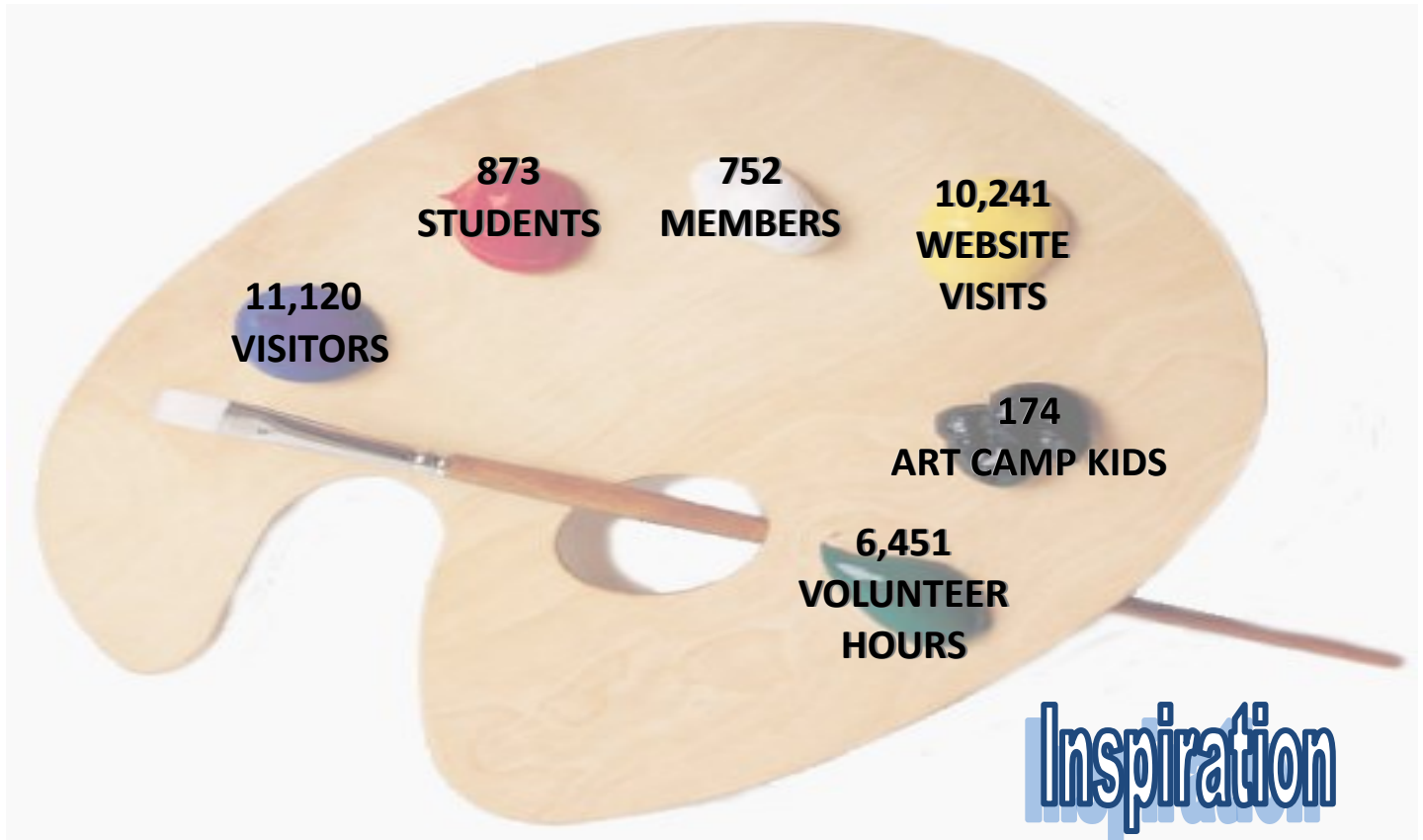
**Yours in Service,**

**Marian Bickerstaff, ALOC Board President**

## Making An Impact in the Community

2013 was a landmark year for the Art League of Ocean City as we opened the new Ocean City Center for the Arts during our 50th Anniversary year!

(Data Collected from May-December, 2013)



Grand opening Celebration—March 1, 2013

Inspiration  
Creativity  
Imagination  
Learning  
Teamwork  
Friendships  
Smiles

*Thank You to all of our generous donors and corporate sponsors who have supported the Art League of Ocean City in it's mission to promote the visual arts in the Ocean City area. We are grateful for the support of each and every gift.*

## **2013 Annual Campaign Donors**

Junis Adkins  
Jeff and Jamie Albright  
Nancy Barrett  
Marian Bickerstaff  
Patricia Bielecki  
Castle in the Sand  
Ed & Emmy Challenger  
Roland and Sue Dennis  
Sandra Esham  
John & Betty Everson  
Carl Forsberg  
Nancy Fortney  
Gerilyn Gaskill  
Julie & Bill Gibbs  
Gudelsky Family  
Foundation  
Louise Gulyas  
Barbara & Ron Hager  
Anne Hanna  
Evelyn & Jack Hartman  
Phyllis Gillie Jaffe

Drs. Phyllis & Leonard Jaffe  
Judy & Chris Kahl  
Thomas & Dorothy Kelso  
Fay Kempton  
Andrew Kennerly  
Judy King  
Josephine Kingsley  
Jeanne Landau-Cohen  
Buck Mann  
Ursula McMahon  
Barbara Melone  
Kim & Jim Morgan  
Jeanne Mueller  
Wayne & Ginny Outten  
Outten & Golden\*  
Barbara Patrick  
Clark Prichard  
Dave and Sally Rivello  
Russ and Anita Roberts  
Nicholas Ruggieri  
Barbara & Donald Schmid

Herb and Judy Schoellkopf  
Emily & Paul Schwab  
Virgil and Jeanne Shockley  
Judy & Graham Slaughter  
Ann & Terry Terrell  
Rina and Jeff Thaler  
Jon and Judy Tremellen  
Janet Trimper  
Tyler & Company PA  
Margery Violetta Ropko  
Kim & Jim Wagner  
Joann & Ed Wehnert  
Joel and Patti Wiedermann  
Gee & Betsy Williams

\*Matching Corporate Gift

## **LEAVE A LASTING IMPRESSION!**

Are you looking for an opportunity to honor loved ones or immortalize your creative thoughts? Consider purchasing an "Impression Paver" in the Ocean City Center for the Arts front courtyard. The durable bricks are available in two sizes—4"x8" and 8"x8" at a cost of \$100 and \$150 respectively. For more information about the pavers and ordering, visit our website at [www.artleagueofoceancity.org](http://www.artleagueofoceancity.org).





## Corporate Benefactors

Atlantic Planning Development & Design  
Clarion Resort Fontainebleau Hotel  
Donaway Furniture  
Fresco's Restaurant  
Macky's Bayside Bar & Grill

## Corporate Patrons

Community Foundation of the Eastern Shore  
Delmarva Power  
Glitter & Gold  
Tyler & Company, P.A.

## Corporate Sponsors

Atlantic Dental Cosmetic & Family Dentistry  
Bayside Skillet  
Berlin Interventional Pain Management  
BJ's on the Water  
Bonfire Restaurant  
Candy Kitchen Shoppes  
Charter Financial Group  
Fager's Island Ltd  
Harrison Group  
Kay Ayres Interior Design, Inc  
Kokkinos Creative Jewelers  
Mann Properties  
Maryland Coast Towing  
Ocean City Elks Lodge #2645  
Old Pro Golf

## Corporate Friends

Ayres, Jenkins, Gordy & Almand  
Bank of Ocean City  
Barbara Melone, Realtor  
Insurance Management Group  
Katy Durham & Rick Meehan, Realtors  
Ocean City Parrothead Club  
Paco's Paradise Inc  
Planet Maze/Lasertron/  
Lost Galaxy Golf  
Princess Royale  
Ocean Front Hotel  
Robin Walter Day Spa  
Russell T. Hammond  
Surveying. LLC  
The Framing Corner  
Trattoria Lombardi's  
Vanderbilt Weddings

## In-Kind Donors

Chesapeake Landscaping  
Clean Team  
D3 Corp  
East Coast Property Mgmt

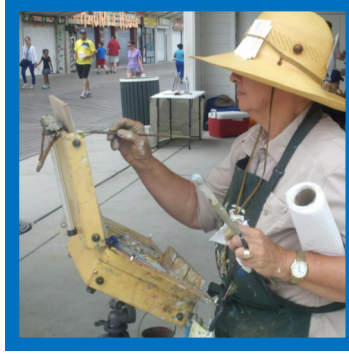
## Restaurant Reception Donors

BJ's on the Water  
Blu Crabhouse & Raw Bar  
Blue Ox Bar & Grille  
Bull on the Beach  
Catering by Mac's  
Centerplate Catering  
Clarion Resort  
Coffee Beanery  
Desserts by Rita  
Fager's/ Hotel Atlantic  
Fresco's Restaurant  
Galaxy 66  
The Globe  
The Green Turtle  
Harpoon Hanna's  
The Hobbit  
Hooked  
Lighthouse Sound  
Liquid Assets  
Macky's  
Mother's Cantina  
Phillip's  
Pirates Den & Galley  
Pickles Pub  
Princess Royale  
Rosenfeld's Jewish Deli  
Seacrets  
Simmer Time



**Thank you to the generosity of the homeowners, volunteers and participants who continue to make this annual event our major fundraiser.**

# Something Magical Happens Here



ARTISTS PAINT OC



BROWN BOX THEATRE "NINA VARIATIONS"



PLAY  
IT  
SAFE!



2013 SCHOLARSHIP WINNER,  
ISABELLE IAMPIERI



Artistry in Motion



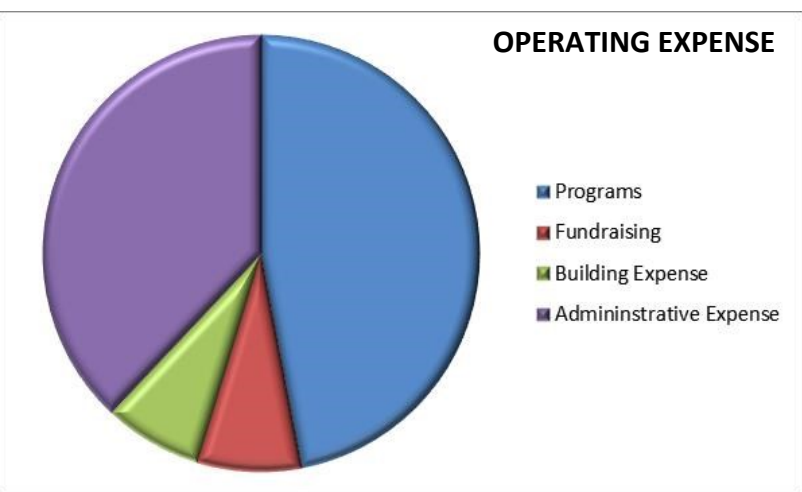
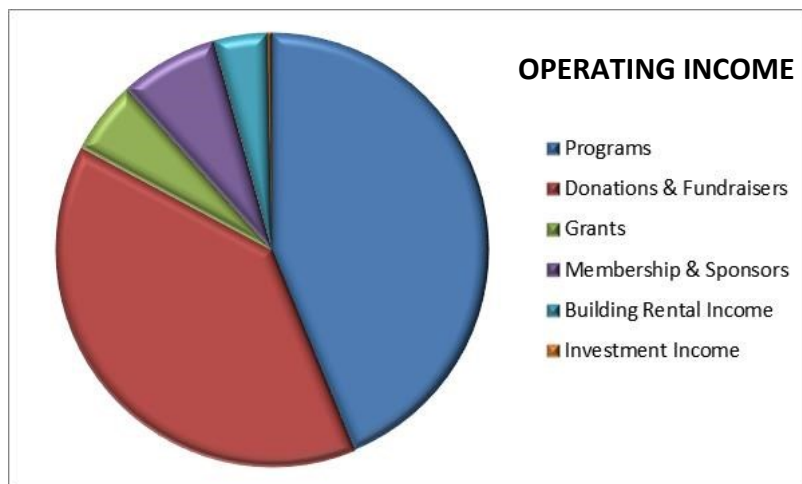
## BOARD OF DIRECTORS

PRESIDENT—Marian Bickerstaff  
1ST VICE PRESIDENT—Emily Schwab  
2ND VICE PRESIDENT—Katy Durham  
TREASURER—Karen Turner  
CORRESPONDING SECRETARY  
Jamie Albright  
RECORDING SECRETARY  
Emmy Challenger  
Ann Terrell  
Barbara Melone  
Barbara Patrick  
Barbara Tyler  
Gayle Widdowson  
Judy Tremellen  
Karen Tomasello  
Kim Wagner  
Lisi Ruczynski  
Michelle Fager  
Nancy Fortney

## STAFF

Rina Thaler, Executive Director  
Jacquie Warden, Katie Rosinski,  
Mallory Hanback & Nancy Barnas

## 2013 KEY INCOME & EXPENSES COMPONENTS



## 2013 STRATEGIC GOAL ACHIEVEMENTS

### Financial Stability

- Conducted a financial audit.
- Continued to maintain a sufficient Operating Reserve Fund.
- Created an annual fund appeal.

### Programming

- Surveyed members to determine interest and assess demand.
- Attracted a more diverse mix of artists working in all media .
- Increased number and variety of classes, lectures, outreach and events.

### Operations

- Hired an Executive Director and additional staff.
- Created comprehensive policies and procedures for operations and oversight.
- Upgraded bookkeeping and data management systems.

### Marketing

- Upgraded the website and began using social media—Facebook, Twitter & Instagram.
- Use of radio and local TV media .





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410.524.9433

[info@artleagueofoceancity.org](mailto:info@artleagueofoceancity.org)



**The Art League of Ocean City is a 501(c)3, organized in the state of Maryland. A copy of our current financial statement is available upon request by contacting the Art League of Ocean City at P.O. Box 3503, Ocean City, MD 21843. (Phone 410.524.9433). Documents and information submitted to the State of Maryland under the Maryland Charitable Solicitations Act are available from the Office of the Secretary of State for the cost of copying and postage.”**