2017 ANNUAL REPORT





OUR PURPOSE IS TO BE CUSTODIANS OF CREATIVE LIFE IN DENVER BY ACTING TO FNSURF THAT DENVER'S PROSPERTTY TNTFGRATES THE ARTISTIC FORCES THAT I FND CHARACTER AND DIVERSITY TO THE CITY

DEAR FRIENDS

"FY17 was officially MCA Denver's best year ever!"

What a year! With the most visitors, media coverage, and online engagement the museum has ever had, FY17 was officially MCA Denver's best year ever! We even beat last year's record for most teen visits. We hosted a first-rate roster of regional, national, and international artists, including a groundbreaking Jean-Michel Basquiat exhibition. We launched the silent phase of our \$18 million Elevated Heartbeat Campaign that will support the museum in its next phase of growth, and strengthen our leading role in channeling our city's creative and youthful energy, with \$13 million raised so far. Your support made this thrilling period of growth and expansion possible and I am excited to share highlights from this past year with you.

The museum attracted just over 75,500 visitors, the highest number of people we've ever recorded, an increase of 28% over last year and a 96% increase since FY14. Over 11,800 visitors experienced 71 original events and programs including Black Sheep Fridays, Three Things, Any Three Things, and Dinner Society. In response to the growth and success of Mixed Taste: Tag Team Lectures on Unrelated Topics, we partnered with the Denver Center for Performing Arts (DCPA)'s Off-Center to present the program, and based on the success of the first year of this partnership, we couldn't be happier. →

We love being a premier cultural destination for Denver's youth. From 1,300 teens served only four short years ago to just over 10,000 teens in FY17, we are proud to support the next generation of museumgoers.

The number of teens visiting the museum on their own time, warmly referred to as 'free range teens,' more than doubled! Last year, one full quarter of our visitors were teen groups and college students, and college visitors not involved with a program or tour also increased by over 50%. What this boils down to is that walk-up attendance at MCA Denver, for youth under the age of 25, increased by 27% in *just one year*. We feel the youth of Denver are drawn to our exhibitions and programs because we take risks, push edges, and confront a wide range of issues and difficult subjects that are presented in fresh, new ways, always.

We love what we do, and we're making every effort to increase awareness of our exhibitions and programs. We are thrilled that the *New York Times* recognized our teen Failure Lab, positioning us as leaders in the field of teen programming, alongside our established leadership in adult programs. In fact, MCA Denver was featured in four separate *New York Times* articles last year, covering youth and exhibitions, and we were also featured in *New York Magazine, The Huffington Post, Village Voice, The Guardian*, CBC Radio (Canadian Public Radio), National Public Radio, and Colorado Public Radio. Driven by our youthful audience, we have been spending a lot more time online, enhancing our website, advertising, and communicating via social media on Instagram and Facebook. In FY17, we reached 4.2 million people through our Facebook page, and our Instagram following more than doubled! Furthering our online presence and international reach, the MCA Online Shop was launched in FY17, featuring an exclusive selection of MCA Denver publications that have been sent all over the world, from Iceland to Australia.

Thank you to all of our loyal supporters, the individuals and the organizations, that make our work possible. We are excited to have you with us as we enter our next phase of growth. Thank you, for all that you do, and for being a part of MCA Denver.

ADAM LERNER

Director and Chief Animator

Museum of Contemporary Art Denver

201/MCA BRAGGING RIGHTS

THE ART

Number of major exhibitions

> Number of cities that MCA exhibitions traveled to

Number of publications of MCA exhibitions

THE SUPPORT

Amount of fundraising goal achieved

NEW major donors to MCA Denver





THE PROGRAMS

Public Programs Serving

4,225+

VISITORS

45 Rooftop Events Serving

7,600+

VISITORS

1,331

NUMBER OF ARTISTS SIGNED UP FOR DONATED FREE MEMBERSHIPS

Youth Education
116 Programs
Serving

12,500+

VISITORS

100%

GOAL ACHIEVED TO RAISE FUNDS FOR FREE ACCESS TO ALL VISITORS AGED 0-18

VISITATION Teen Visitation Visitation





THE FANS

ACTUAL & PERCENTAGE GROWTH OVER PRIOR YEAR

75,574

Visitors +28%

£ 24,357

Facebook likes

+22%

21,415

Instagram followers

+110%

14,050

Twitter followers

+8%

SUMMARIZED FINANCIAL INFORMATION

For year end June 30, 2017

REVENUE		TOTAL
		:
Public Support		•
Contributions		1,857,230
Contributions - Board of Trustees		1,750,730
In-Kind Donations		19,820
Government		295,050
Revenue f	rom Programs	•
Admissions/Fees/Membership		559,201
Fundraisers (net of expenses)		567,004
Museum Store (net of expenses)		47,825
Museum Café (net of expenses)		122,231
Facility Rental		33,125
Investment Income		72,032
Other Inco	ome (gain)	2,136
Total Support and Revenues		5,326,384

EXPENSES

Program Services		3,343,737
General and Administrative	:	410,718
Fundraising		573,051
Total Expenses	:	4,327,506

CHANGE IN NET ASSETS

	998,878
Net Assets, beginning of year	13,456,738
Net assets, end of vear	14,455,616



SUMMARIZED UNRESTRICTED OPERATING REVENUES

For year end June 30, 2017

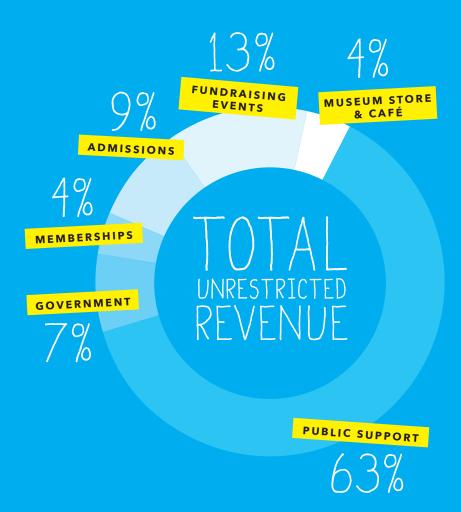
PUBLIC & GOVERNMENT SUPPORT

Board of Trustees	1,750,730
Individuals	399,392
Corporations	113,660
Foundations	400,750
Government	295,050
In-Kind Donations	19,820

REVENUE FROM PROGRAMS

Memberships	:	181,162
Admissions & Fees	:	378,039
Fundraising Events		567,004
Museum Store		47,825
Museum Café	:	122,231

Release Restricted	:	609,241
Other Income		107,293
Total Unrestricted Income	:	4,922,205





At MCA Denver, our commitment to intellectually rigorous exhibitions and groundbreaking programs, for both adults and teens, continued in FY17. The following is a brief overview of what we achieved.

FY17 EXHIBITIONS

We were the first museum to exhibit a collection of drawings, collages, photographs, and other materials in *Basquiat Before Basquiat: East 12th St. 1979-1980*, which provides new insight into a preeminent twentieth-century artist. The exhibition is now at the Cranbrook Art Museum and will then travel to the Contemporary Art Museum St. Louis.

The major photography exhibition and book *Ryan McGinley: The Kids Were Alright* took us on an intimate journey to the wilds of lower Manhattan in the 1990s.

Wall Writers: Graffiti in Its Innocence provided a critical historical look at graffiti's beginnings in the late 1960s and early 1970s, and affirmed graffiti's position in the culture of the time.

Adam Pendleton: Becoming Imperceptible was the largest solo exhibition of the artist's work to date, presenting his work as a collision between aesthetic and historical concerns.

Continuing our longstanding commitment to Latin American art, MCA Denver presented Argentinian artist Guido Ignatti, who used simple materials to stage situations that referenced and re-examined everyday, urban life.

MCA Denver's *Critical Focus* series continued, featuring a dynamic site-specific installation by Denver artist Molly Bounds that also included a one-day 'Art Mart' in support of Colorado artists and makers. →



im Dickey's Words Are Leaves surveyed her ceramic, photographic, and drawing work, showcasing the breadth and depth of her practice. Ladies and Gentlemen: Meet the Dramastics, Nathan Carter's experiential exhibition, brought together the fantasy of freedom symbolized by female punk rock bands within the tradition of art.

Bodacioussss showcased over twenty national and international artists and provided an alternative perspective on what is commonly called "post-internet" art by contextualizing younger, digital artists within an earlier generation who pioneered the DIY style of art making.

Jenny Morgan: Skindeep revealed the spiritual and formal aspects of the artist's career. Derrick Velasquez curated Stacks, an exhibition of work by emerging artists, in the Open Shelf Library, at the same time that we showcased his work in Obstructed View, which explored liminal areas within the museum and Denver and the broader politics of design and urban development.

FY17 ADULT PROGRAMS

Artists Talks directly connect the community to the artists and their collaborators and included Nathan Carter, Kim Dickey, Derrick Velasquez, Roger Gastman and Mike Giant (*Wall Writers*), and Alexis Adler, Fab 5 Freddy, Michael Holman, and Carlo McCormick (*Basquiat*).

Music is important to MCA Denver and FY17 showcased amazing national and local talent. *MCA Spring Breaks* brought local acts to celebrate the end of winter. *B-Side Music Fridays* presented amazing local Denver musical acts to entertain the community all summer long and *Black Sheep Fridays* continued including the popular holiday craft fair XXXmas. Lookout Club also provided relief from the heat with bartenders in residence and local DJs.

The annual Feminism & Co. festival weekend included all day musical performances headlined by TacoCat and programs including zine making, a synth workshop, and beatboxing classes.

Make + Tell is a collaboration between the MCA Denver and Fellow Magazine. Once a month, a Colorado-based creative/business owner is asked to present on a recent project or work in progress to an audience in the MCA Cafe.

FY17 TEEN PROGRAMS

Last but not least, our FY17 teen programs included our two internship programs, Failure Lab and Teen Ambassadors, who produced a variety of teen programs such as the Teen Art Show (featuring 455 submissions from Denver teens), the Festivus Maximus summer festival and 21 Below winter festival, music nights, and Saturday morning drop-in programs. FY17 was also the second year of the Failure Fair Scholarship Awards where MCA Denver awards over \$10,000 in college scholarships to the next generation of creative graduating seniors who have risked failure in pursuit of something new.

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\$500+ DONORS

\$100,000+

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