

MUSEUM OF CONTEMPORARY ART DENVER

ANNUAL REPORT



MCA
DEN
♥
ER

FISCAL YEAR
2024

JULY 2023 – JUNE 2024

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MISSION

VISION

As a steward of Denver's creative future, we are committed to ensuring that Denver's prosperity integrates the crucial creative elements that lend character and diversity to the city. Our vision is to advance what a 21st century museum can be — welcoming all audiences, celebrating all voices, and sharing all stories.

MISSION

We are paving a new path for a 21st century museum that is both/and: both advancing the field of contemporary art and providing a platform for creative expression in the broadest sense. We present both world-class exhibitions and quirky events, serious lectures and epic parties. We are both sophisticated and unpretentious.

We are committed to being a custodian of Denver's creative future by helping to ensure that Denver's prosperity integrates the crucial creative elements that lend character and diversity to the city.

FAREWELL MESSAGE FROM EXECUTIVE DIRECTOR

Dear Friends,

Thank you for making 2024 a year of inspiration and impact for MCA Denver and our extensive community of friends, fans, artists, creatives, art enthusiasts, and all who are culturally curious: you helped ensure that MCA continues to forge a path for adventurous, thought-provoking, relevant, and innovative exhibitions and programming. Without your support, we could not achieve the import or impact we set for ourselves and for that, among so many reasons, we are grateful.

Over the last year, we expanded on our history of presenting exhibitions that explore in depth the stories and myths that have defined our region in the Mountains West with our landmark project, *Cowboy*. One of our most ambitious exhibitions to date, the installation included work by 27 artists, was accompanied by a major publication, and traveled to the Amon Carter Museum of American Art in Fort Worth, TX. We continued to grow our range of programming at the Holiday Theater, including comedy, fashion, music, and theatrical performances. We grew the range of offerings for teens at both our Fries building and at the Holiday, and welcomed another cohort of young professionals to experience Creators Studio, our workforce development program for creatives.

Alongside our incredible Board and staff, we continue to evolve the museum to be an energetic and dynamic hub of creative life in this city. Deepening our partnership with long-time collaborators and welcoming new partners into the mix, we have advanced our mission even further and introduced the museum to many new friends. Through these collaborations, we continue to expand our imprint on Denver and contribute to the city's growing vitality. Since our earliest beginnings, MCA Denver has reimaged what a museum can be, and how we can be relevant to our fans and friends. It is this commitment to a spirit of adventurousness and excellence that has defined the museum and enables a path forward that both challenges and delights our audiences. We thank you for believing in the purpose and value of all that we do.

To each of you, our beloved and loyal supporters and friends, a heartfelt thank you for enabling us to dream big and share our ambitions with you. You make our community more vibrant and creative, and for that, we are mighty grateful.

Nora Burnett Abrams

Mark G. Falcone Director



LETTER FROM BOARD CHAIR, STEVE COHEN

Dear Friends,

As MCA Denver wraps up another exciting year, we look forward to the next step in our journey with energy, optimism and the inevitable excitement mixed with the unfamiliar that comes with searching for a new director while embracing the legacy of Nora Burnett Abrams' leadership over the past five years. With change comes opportunity, and while transitions inevitably bring evolution, nothing will alter the fundamental values that define MCA Denver. We remain steadfast in our commitment to bring bold and innovative contemporary art experiences to our community that engage and inspire.

FY24 was a year of growth and impact. Our exhibitions and programs expanded to new frontiers, bringing fresh perspectives and insight that sparked imaginations and meaningful dialogue. The Holiday Theater flourished as an extension of our programming, delivering a myriad of collaborations and performances that expanded our reach and strengthened our connection to the city. Our dedication to the next generation remains unwavering, with MCA Denver's unique teen and young adult programs providing vital creative and professional development opportunities for emerging artists and leaders.

As we look ahead, our vision remains clear: to continue strengthening MCA Denver's role as a cultural hub, fostering deeper relationships within our broad and dynamic community, and ensuring that the museum remains a space for discovery, learning, joy and experimentation for artists and audiences alike. None of this would be possible without the unwavering support of our donors, members, partners and visitors—your belief in our mission fuels everything we do.

On behalf of the Board of Trustees, I extend my deepest gratitude to our dedicated staff, artists, and community of supporters. It is an honor to serve as Board Chair during this pivotal moment in MCA Denver's history. Together, we are shaping a future where contemporary art remains a driving force in our city and beyond.

"Creativity takes courage." A gentleman named Henri Matisse said that. We embrace the courage of all who support us, and through our work hope to bring imagination, ideas, fun, beauty and courage to our community. We look forward to taking the next steps in our journey with you.

Steve Cohen
Chair | MCA Denver Board of Trustees





MEET THE MCA BOARD OF TRUSTEES

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ADAM LIPSIOUS

YEAR IN REVIEW

In FY24, we welcomed over 57,000 visitors to MCA Denver and the Holiday Theater to experience boundary-pushing exhibitions and bold programming that reflect the vibrancy and complexity of contemporary life. Between July 1, 2023 and June 30, 2024, we opened five exhibitions, featuring the work of a wide array of artists and voices. Nearly 13,000 individuals engaged with our adult programs across the Fries Building and the Holiday Theater, deepening their connection to art, culture, and community.

In total, MCA Denver worked with 260 artists throughout the year, including 60 exhibiting artists, 36 teaching artists, 162 programmatic artists, and 2 artists featured in the MCA Shop—a testament to our ongoing investment in creative voices across disciplines. Among our most ambitious projects to date was *Cowboy*, an expansive group exhibition featuring 27 artists, a major publication, and a national tour stop at the Amon Carter Museum of American Art in Fort Worth, Texas.

Collectively we served over 10,000 students, teens, children and educators. Of note, our Creators Studio returned for its second year with two unique tracks—fashion and creative exploration—empowering emerging adults to develop their artistic voice and entrepreneurial skills. This year's Creators Studio cohort received over \$25,000 in investment seed funding to support their creative projects, fueling their visions and launching new pathways into Denver's creative economy.



57,237 VISITORS
JOINED US AT MCA DENVER & THE
HOLIDAY THEATER IN FY 24

From inspiring exhibitions to transformative education and public programs, your support made all of this possible.

See what else you helped us accomplish this year...



ART & EXHIBITIONS

MCA DENVER PRESENTED FIVE EXHIBITIONS IN FY24

This year's slate of exhibitions explored identity, landscape, and cultural imagination through dynamic solo and group presentations. With a mix of world-renowned artists, rising voices, and locally based talent, MCA Denver reaffirmed its commitment to showcasing the most exciting and relevant artists working today.

Fall 2023 opened with **Cowboy**, a large-scale group exhibition reimagining one of the most persistent icons in American culture. Featuring 27 artists—including Andy Warhol, Amy Sutherland, Richard Prince, rafa esparza, and new commissions by Colorado-based artists Gregg Deal and R. Alan Brooks—*Cowboy* challenged monolithic representations of the American West, illuminating the diverse communities who have shaped and continue to shape this archetype. The exhibition drew critical acclaim from *The New York Times*, *W Magazine*, *ArtNews*, and *Artnet*, and was accompanied by a 224-page illustrated catalogue co-published with Rizzoli. *Cowboy* began its national tour in fall 2024 at the Amon Carter Museum of American Art.

In Spring 2024, MCA Denver opened three solo exhibitions that probed the complex relationship between humans and the natural world. **Gala Porras-Kim: A Hand in Nature** examined systems of conservation and decay through evolving sculptures and drawings that transformed over the course of the exhibition. The show traveled to the Museum of Contemporary Art Cleveland in January 2025. **Steven Yazzie: Meandered** presented new paintings, sculpture, and video that revisited the artist's personal and ancestral landscapes across the Southwest and Colorado. **Ken Gun Min: The Lost Paradise** marked the artist's first solo museum exhibition, featuring lush, imagined environments through which Min explored themes of race, identity, and queer immigrant experience.

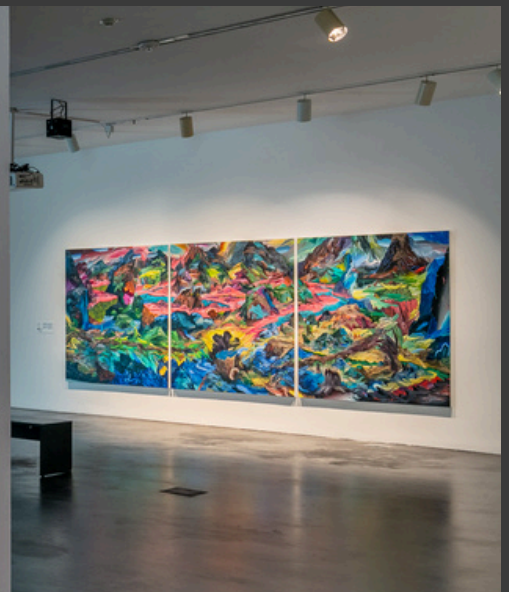
ART & EXHIBITIONS



Summer 2024 brought ***Critical Landscapes: Selected Works from the Ella Fontanals-Cisneros Collection***, a compelling group show featuring both established and emerging Latin American artists. Works by Ana Mendieta, Oscar Abraham Pabón, and others demonstrated how artists across the region engage with their ecological surroundings, expanding the themes introduced in ***A Hand in Nature*** through new cultural lenses.

MCA Denver also continued to engage audiences nationally through traveling exhibitions. ***Tomashi Jackson: Across the Universe*** was presented at the Institute of Contemporary Art at the University of Pennsylvania in spring 2024, and ***Eamon Ore-Giron: Competing with Lightning / Rivalizando con el relampago*** concluded its run at The Contemporary Austin.

Through thoughtful curation, strategic partnerships, and boundary-pushing exhibitions, MCA Denver continues to position itself as a vital platform for contemporary art in the Mountain West and beyond.



PROGRAMS

At MCA Denver, we believe in the power of contemporary art to spark joy, invite curiosity, and build community. Throughout the year, our live programs and events connected over 13,000 people—across generations and neighborhoods—with the artists, musicians, and cultural producers shaping our world today.

In FY24, MCA Denver presented **98 public programs**, a **36% increase** over the previous year, welcoming a record **13,063 visitors**, including **12,093 adults** and **970 teens**, to our two primary homes: the Fries Building and the Holiday Theater. These spaces offered distinct and dynamic entry points for audiences to experience art beyond the gallery walls.

The Fries rooftop hosted **41 events**, including eight teen programs, drawing a total of **5,090 visitors**. Meanwhile, the Holiday Theater, a historic vaudeville-era movie house in Denver's Northside, came alive with **56 events** and **5,346 visitors**, cementing its role as a hub for dialogue, performance, and celebration. And beyond our walls, Riverfront Park's Golden Hours all-day music festival, co-presented with MCA Denver, drew an impressive **2,627 attendees**.

FY24 marked a season of bold experimentation and deeper partnerships. We expanded our signature series, such as **Mixed Taste** (our beloved tag-team lectures), **Cinema Azteca** (a Spanish-language film series curated by artist Ana Segovia), and **ICONS**, which brought cultural luminaries like **Tomashi Jackson** to the stage. B-Side Music Fridays returned to the rooftop with a genre-spanning lineup of emerging Denver artists, while **Laugh Your Craft Off** and **Black Sheep Fridays** kept audiences coming back for joyful evenings of trivia, comedy, and hands-on creativity.

We also launched new programs like **Cowboy Conversations**, in conjunction with our *Cowboy* exhibition, and presented powerful performances like **Cuauhtémoczin** and **Two Books**, which transformed the Holiday into a space of movement, memory, and resistance.

70%

Increase in program attendance



36%

Increase in programs



13,063

visitors — 12,093 adults and 970 teens



Across all events, we collaborated with local artists, designers, musicians, and community leaders to ensure our programming was not only dynamic but deeply rooted in Denver's cultural landscape.

Through neighborhood-led celebrations, teen workshops, bilingual programming, and youth exhibitions, we continued our commitment to access, inclusion, and artist-driven engagement. Together with our partners and audiences, we're building a more creative and connected Denver—one story, one song, one shared experience at a time.

TEENS & INTERNS



In FY24, MCA Denver continued to serve as a vital creative hub for young people in Denver, supporting teens and emerging adults as they imagined, created, and connected through a range of dynamic programs. Over the course of the year, we welcomed 29 teen interns through our three flagship leadership programs: *Moxie Mag*, *Failure Lab*, and *Offhand*.

Failure Lab participants curated two original exhibitions in collaboration with artists and local cultural institutions. In the fall, they launched *The Museum of Contemporary Histories*, a playful and thought-provoking commentary on media consumption. In the spring, they presented *HS'24*, an exhibition that invited teen artists to explore and express what it means to be a teenager today. *Moxie Mag* released three digital issues, giving teens a platform to share what matters most to them through photography, collage, music, interviews, illustration, and more.

Meanwhile, *Offhand*—our teen advisory and event planning board—organized two large-scale public events: *21 Below* and *Rhythm Rewritten*, each highlighting teen voices through spoken word, music, and performance. MCA Denver also partnered with several local schools to host student film festivals and special events at the Holiday Theater, expanding our reach into the classroom and community.

Throughout the year, our teen programs prioritized mentorship, exposure to creative professionals, and hands-on experience. Teens worked directly with 10 artists and took part in collaborative programs that brought artists into classrooms, offered performance opportunities, and fostered dialogue between students and professionals in the arts and culture sector.

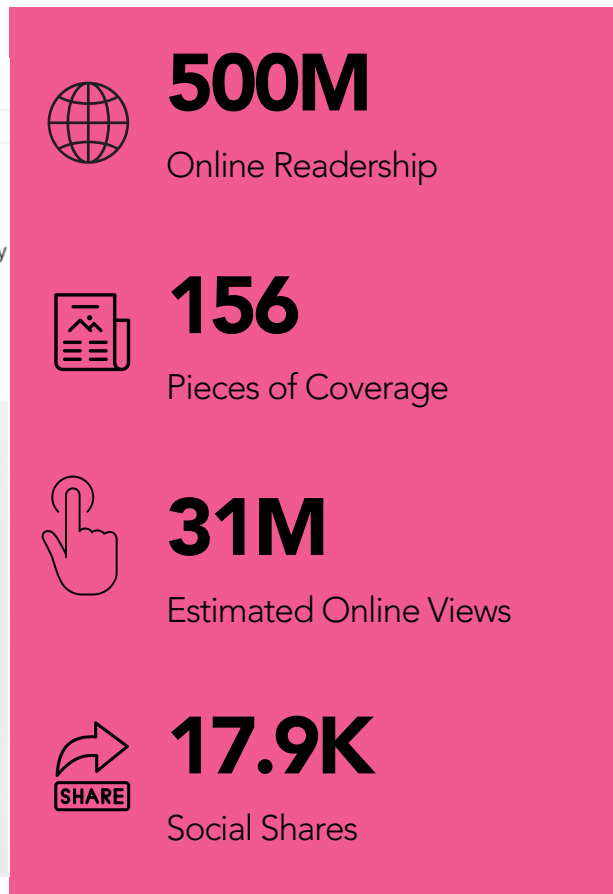
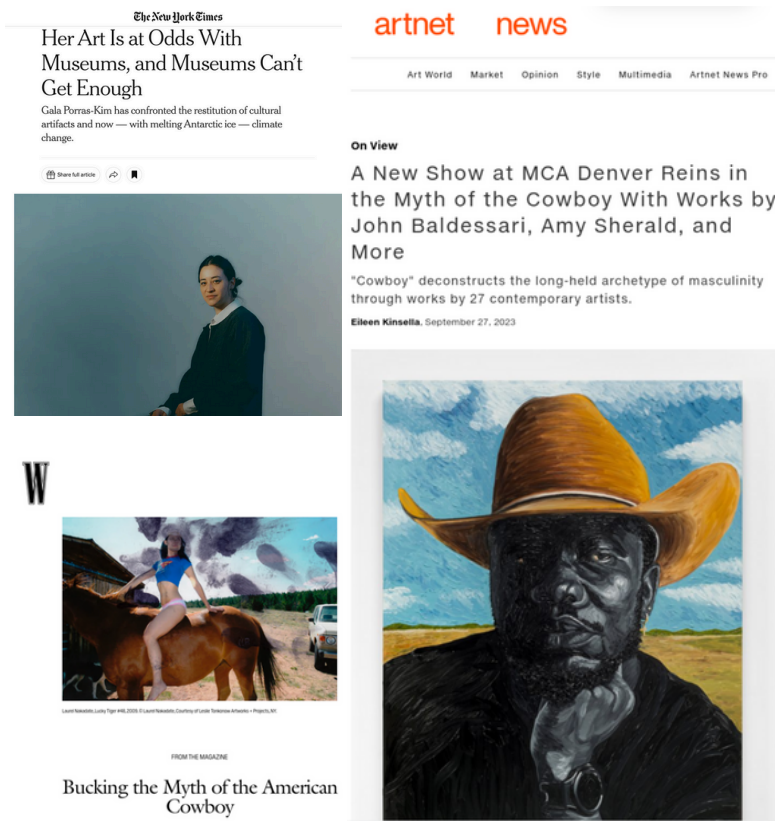
After more than a decade of nurturing creative teens, MCA Denver recognized the need to continue supporting young people as they transitioned into adulthood and explored creative career pathways. In response, we developed *Creators Studio*—an 8-week, paid internship designed for emerging artists ages 18–26. This cohort-based program brought together professional artists and young creatives to foster mentorship, build community, and offer hands-on workforce development in Denver's evolving cultural landscape.

In FY24, we hosted the second *Creators Studio* cohort, offering two learning tracks: *Fashion* and *Creative Exploration*. The Fashion track engaged participants interested in Denver's growing fashion scene, while the Creative Exploration track supported those navigating diverse artistic interests and career directions. Nineteen interns completed the program, working with three core mentors, engaging with over 15 additional creative professionals, and visiting institutions across the city. Each participant received mentorship, creative and entrepreneurial training, and concluded the program with a final project presented as a professional pitch.

Together, these programs reflect MCA Denver's long-term commitment to cultivating the next generation of artists, culture workers, and creative leaders through mentorship, hands-on experience, and opportunities for self-expression.



IN THE PRESS



MCA DENVER'S EXHIBITIONS, PROGRAMS, AND EVENTS CONTINUED TO RECEIVE MEDIA ATTENTION. BELOW ARE SOME OF THE PUBLISHERS THAT COULDN'T GET ENOUGH OF US:

- *W Magazine*
- *Introspective Magazine*
- *New York Times*
- *5280*
- *Artnet*
- *Wallpaper*
- *NPR*
- *Westword*
- *Denver Post*
- *The Gazette*
- *Denverite*
- *The Colorado Sun*
- *Axios*
- *The Art Newspaper*
- *CPR News*
- *Robb Report*
- *Air Mail*

DEVELOPMENT REPORT

MCA Denver is deeply grateful for the generous contributions of granting agencies, donors, sponsors, and members who championed the museum's mission throughout year. In FY24, critical funding was provided by over 300 individual donors and 39 foundations and corporate partners, enabling the museum to offer vibrant exhibitions, publications, digital content, and community-centered programs for adult, teen, and emerging adult audiences.

Together, this community raised more than **\$1.77 million** for the annual fund, sustaining the museum's operations and creative initiatives. We extend special appreciation to our Board of Trustees and key patrons whose continued multi-year pledges to the museum's annual fund, endowment, and strategic initiatives provided foundational support for staff, facilities, and new programmatic growth.

MCA Denver is also honored to receive public support from the **Scientific and Cultural Facilities District (SCFD)** and the residents of the Denver metropolitan area, whose annual contributions remain vital to our work.

The museum's major fall fundraising event, the **Luminocity Gala**, raised more than **\$825,000**, offering crucial support for the museum's general operations and creative programming. We are immensely thankful for the leadership of our ten Luminocity Gala Co-Chairs—**Katina Banks, Ellen Bruss, Courtnee Chun, Katherine Gold, Rep. Leslie Herod, Philae Knight, Gloria Schoch, Julie Taylor, and Hollie Velasquez Horvath**—whose vision and enthusiasm made the event a tremendous success.



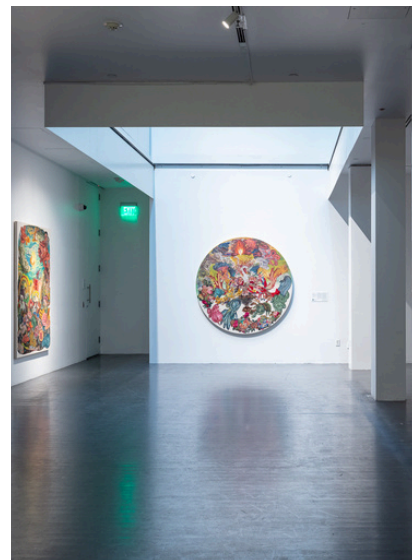
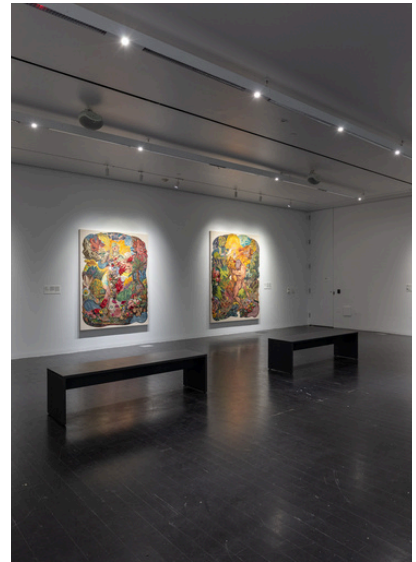
DEVELOPMENT REPORT

In the spring, the **third annual MCA Max Mix Runway Show & Benefit** raised **\$222,852** to directly support MCA Denver's teen and emerging adult programs. We are incredibly grateful to **Max Martinez and the team at Max Boutique**, as well as our event partners and guest designers **Vanessa Barboni Hallik, Elizabeth Giardina, and the team at Another Tomorrow**, for helping bring this dynamic event to life.

MCA Denver's philanthropic membership program, **Contemporary Circles**, continued into its third year, cultivating a vibrant group of supporters passionate about expanding access to and understanding of contemporary art. In FY24, 35 Contemporary Circles members contributed more than **\$54,000**, enabling deeper community engagement and expanded educational opportunities.

FY24 also marked the **third year of the For the Love Campaign**, a multifaceted fundraising effort to honor the museum's legacy and shape its future. With a goal of **\$11 million**, the campaign supports the museum's endowment, annual fund, digital initiatives, and operations at both the Fries Building and the Holiday Theater. As of FY24, MCA Denver has raised **\$7.3 million** toward this ambitious goal, including support for the **Sue Cannon Legacy Endowment**, positioning the museum for lasting impact and sustainability in the years ahead.

Thanks to the enduring generosity of our donors, sponsors, and partners, MCA Denver continues to thrive as a bold and innovative forum for contemporary art—one that reflects, challenges, and inspires the communities we serve.



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SUMMARIZED FINANCIAL INFORMATION

FOR THE YEAR ENDING JUNE 2024

REVENUE

PUBLIC SUPPORT

Contributions and Grants \$2,638,940

In-Kind Donations \$16,200

GOVERNMENT \$476,530

REVENUE FROM PROGRAMS

Admissions/Fees/Membership. \$704,736

Fundraising Events
(net of direct benefit to donors) \$739,934

Museum Store (net of COGS). \$81,950

Museum Cafe (net of COGS) \$128,628

Facility Rental. \$98,639

INVESTMENT INCOME. \$660,294

OTHER INCOME (GAIN). \$94,639

TOTAL SUPPORT AND REVENUES \$5,640,482

EXPENSES

Program Services \$4,057,972

General and Administrative \$964,896

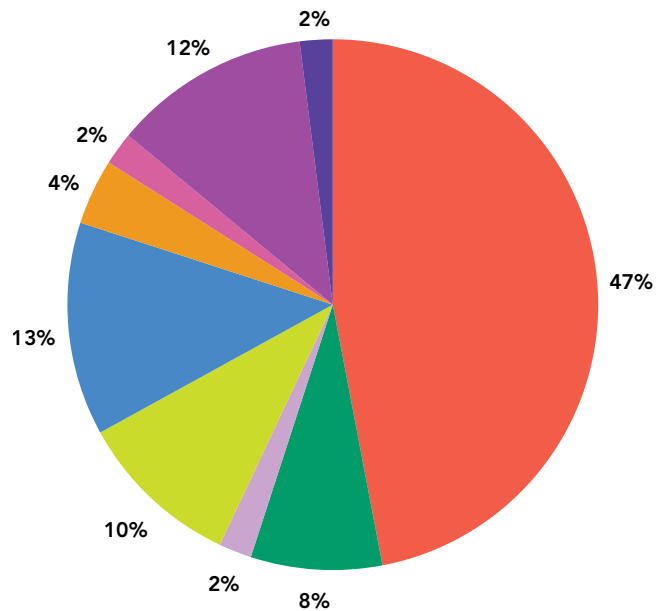
Fundraising \$654,862

TOTAL EXPENSES. \$5,677,730

Net Assets, beginning of year \$19,543,865

Net Assets, end of year \$19,506,617

CHANGE IN NET ASSETS \$37,248



THANKS FOR ALL THE LOVE!



**YOUR SUPPORT IS WHAT MAKES
ALL OF OUR WORK POSSIBLE. IN
OTHER WORDS, YOU ARE THE
BEST. THANK YOU.**

Notice a mistake?

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