

MCA DENVER CAMPAIGN REPORT

2017 | 2018 | 2019



MUSEUM OF CONTEMPORARY ART





We are Denver's creative center of gravity, sparking connections and curiosity through contemporary art and culture.

DEAR FRIENDS,

Thank you for your incredible support for MCA Denver during our Elevated Heartbeat Campaign and transition to new leadership. I will be forever grateful for all that our longtime Director Adam Lerner achieved, and for his tireless work on behalf of the city of Denver and the artists who inspire us.

When we launched our ambitious Elevated Heartbeat Campaign three years ago, we aspired to add greater reach and impact to a program that continues to gain recognition as a leader in our field. I am thrilled to report that we far-surpassed our goals, notably by exceeding the **\$18.1 million financial goal**. Our attendance has skyrocketed. We raised a significant endowment. We are enhancing our world-class building. And, we did all of this through our uniquely creative voice.

This most recent year witnessed **118,000 visitors**, making it our best attendance year ever, just as FY18 was the best year before that, and FY17 the best before that. Our shared vision for Denver and our hard work during the Campaign achieved a **141% increase in gate revenue, 71% growth in earned revenue, 248% jump in memberships, and an impressive \$6.3M endowment** - beyond our wildest dreams when we began this journey together.

MCA Denver's curatorial team continuously inspires visitors to think differently, engage more deeply, and immerse themselves more fully in a shared museum experience. We leveraged Campaign support to raise the bar on exhibition production. As a result, we produced our record-breaking *Tara Donovan: Fieldwork* exhibition, and revelled in the success of *Ryan McGinley: The Kids Were Alright*, *Basquiat Before Basquiat: East 12th Street, 1979-80*, *Kim Dickey: Words are Leaves*, *Clark Richert in hyperspace*, *Diego Rodriguez-Warner: Honestly Lying*, *Cleon Peterson: Shadow of Men*, and many more.

We continue to steward our legacy through pioneering teen engagement and programming. Since the start of the Campaign, we witnessed nearly **50,000 Denver teens** exploring our museum, posting about MCA Denver on social media, making art, playing music on our rooftop, and coming together to discover a home away from home here. This embrace by Denver's teen population catalyzed a **57% increase in teen visits since FY16**.

Our one-of-a-kind adult programming team also captivated the heart of our community with extraordinary ways to play and learn in the realm of contemporary art. Innovative programs included B-Side Music Fridays, Sh!t Talk Tours, and Kitchen Table Conversations. With our Mixed Taste lecture series experiencing exponential popularity growth, we are now partnering with the Denver Center for the Performing Arts to expand its audience.

Equally important to the culturally rich fabric of our region is the success of our Octopus Initiative, the only free art loan program that pays artists commissions for their work and is available for free to the public. This is part of our effort to ensure Denver remains an inviting, affordable place for creatives to live and work. We are thrilled that **16 local artists** are already benefiting from **\$20,000 in Octopus commissions and more than 8,000 community members registered for the monthly Octopus Initiative lottery**.

The conclusion of the Elevated Heartbeat Campaign dovetailed with my arrival in the role of director, and it is an honor to guide this remarkable organization into its next, great chapter. I look forward to working together to realize our potential, not only as a world-leading contemporary art museum, but also as Denver's center for civic connections, community-building, and innovation.

Warmly,


Nora Burnett Abrams
Mark G. Falcone Director
Museum of Contemporary Art Denver



<EXIT

Over the past three years of the campaign, we've acquired some major

BRAGGING RIGHTS

THE ART

25 Number of major exhibitions

8 Number of cities where MCA exhibitions traveled

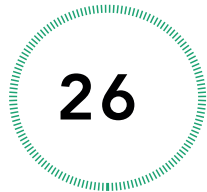
6 Number of exhibition publications





THE PROGRAMS

FY17



Number of Adult Programs

4,300 VISITORS

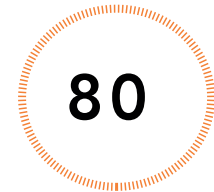
FY18



Number of Adult Programs

7,000 VISITORS

FY19

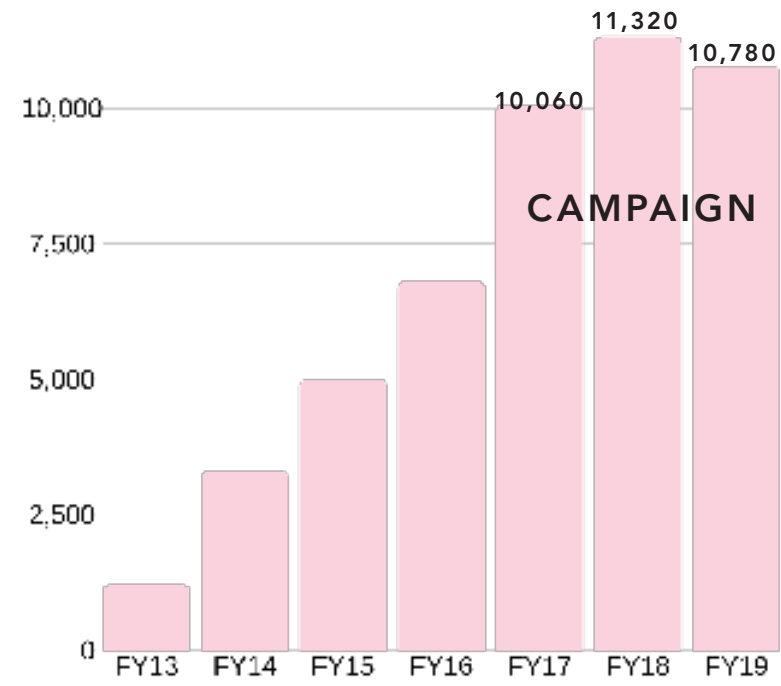


Number of Adult Programs

12,500 VISITORS

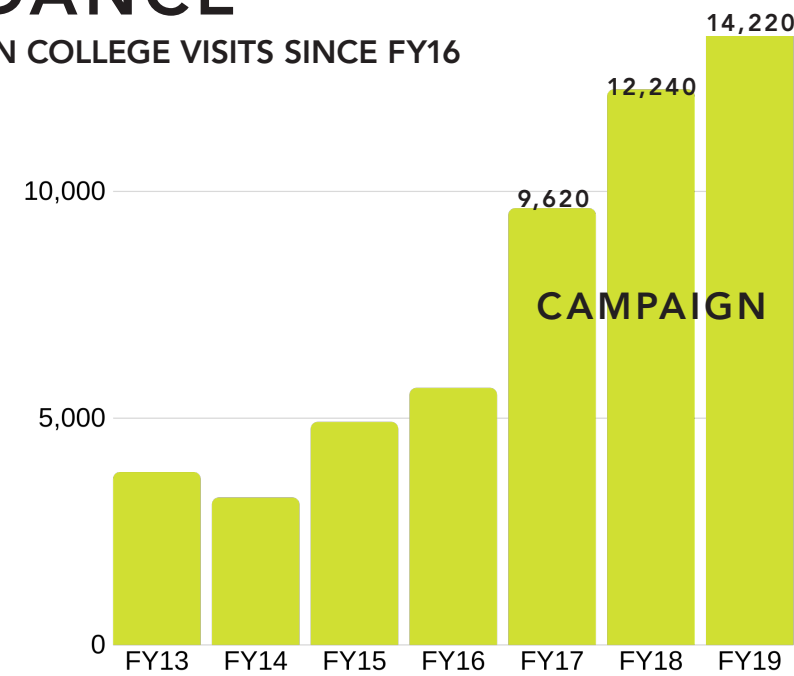
TEEN ATTENDANCE

57% INCREASE IN TEEN VISITS SINCE FY16



COLLEGE ATTENDANCE

151% INCREASE IN COLLEGE VISITS SINCE FY16



THE FANS

Actual growth in FY19 with percentage growth over three year campaign

118,000

VISITORS
+97%

5,306

MCA MEMBERS
+248%

45,083

INSTAGRAM FANS
+356%

28,517

FACEBOOK FANS
+50%

26,856

EMAIL SUBSCRIBERS
+113%

378K

WEBSITE SESSIONS
+16%



THE PRESS

Total press we've received over the past three years

639

Number of press articles and mentions

5,300,000

Estimated digital views of news articles

4,400,000

Print article reach

142K

Shares of articles

SUMMARIZED FINANCIAL INFORMATION



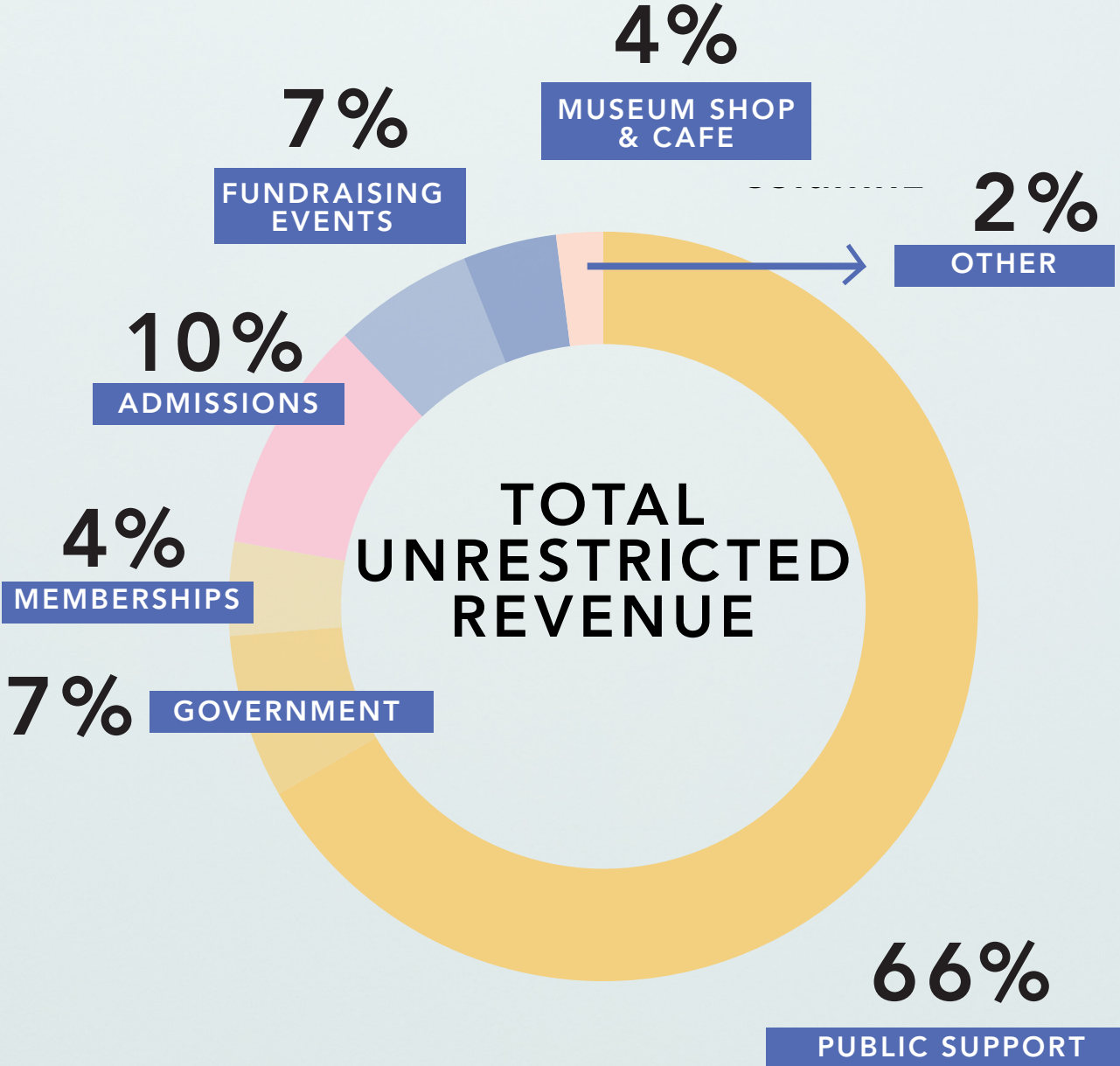
Summarized Financial Information For Years Ending June 30, 2017 through June 30, 2019

REVENUE	FY17	FY18	FY19
Public Support			
Contributions and Grants	\$ 3,607,960	\$ 8,629,551	\$ 4,627,563
In-Kind Donations	\$ 19,820	\$ 8,820	\$ 32,480
Government	\$ 295,050	\$ 326,662	\$ 461,917
Revenue from Programs			
Admissions/Fees/Membership	\$ 559,201	\$ 691,667	\$ 872,148
Fundraising Events (net of expenses)	\$ 567,004	\$ 162,042	\$ 228,606
Museum Store (net of expenses)	\$ 47,825	\$ 92,866	\$ 63,224
Museum Café (net of expenses)	\$ 122,231	\$ 120,727	\$ 161,785
Facility Rental	\$ 33,125	\$ 47,884	\$ 60,536
Investment Income	\$ 72,032	\$ 54,741	\$ 37,538
Other Income (gain)	\$ 2,136	\$ 2,225	\$ 9,245
Total Support and Revenues	\$ 5,326,384	\$ 10,137,185	\$ 6,555,042
EXPENSES	FY17	FY18	FY19
Program Services	\$ 3,343,737	\$ 4,122,314	\$ 4,201,669
General and Administrative	\$ 410,718	\$ 536,236	\$ 806,420
Fundraising	\$ 573,051	\$ 559,212	\$ 613,962
Total Expenses	\$ 4,327,506	\$ 5,217,762	\$ 5,622,051
	FY17	FY18	FY19
Net Assets, beginning of year	\$ 13,456,738	\$ 14,455,616	\$ 18,847,025
Net Assets, end of year	\$ 14,455,616	\$ 19,375,039	\$ 19,780,016
CHANGE IN NET ASSETS	\$ 998,878	\$ 4,919,423	\$ 932,991

SUMMARIZED UNRESTRICTED OPERATING REVENUES

Summarized Unrestricted Operating Revenues
For Years Ending June 30, 2017 through June 30, 2019

	FY17	FY18	FY19
PUBLIC & GOVERNMENT SUPPORT			
Contributions and Grants	\$ 1,913,377	\$ 2,713,493	\$ 269,613
Government	\$ 295,050	\$ 326,662	\$ 461,917
In-Kind Donations	\$ 19,820	\$ 8,820	\$ 32,480
REVENUE FROM PROGRAMS			
Memberships	\$ 181,162	\$ 200,612	\$ 245,725
Admissions & Fees	\$ 378,039	\$ 491,055	\$ 626,423
Fundraising Events (net of expenses)	\$ 567,004	\$ 162,042	\$ 228,606
Museum Store (net of expenses)	\$ 47,825	\$ 92,866	\$ 63,224
Museum Café (net of expenses)	\$ 122,231	\$ 120,727	\$ 161,785
Release Restricted	\$ 609,241	\$ 1,157,766	\$ 3,474,752
Other Income	\$ 107,293	\$ 104,850	\$ 107,319
Total Unrestricted Revenue	\$ 4,241,042	\$ 5,378,893	\$ 5,671,844



THE ELEVATED HEARTBEAT CAMPAIGN RAISED

\$18,190,277

INITIAL GOAL: \$18,116,000



SPOTLIGHT ON MCA DENVER'S OCTOPUS INITIATIVE

As escalating costs of living make it ever more challenging for Denver's creative community to thrive, MCA Denver took a leadership role to bolster support of local artists and ensure that the city's increased prosperity would more meaningfully encompass this core group. Three years ago MCA became the first Colorado museum to offer free memberships for Colorado's working artists - now at more than 2,000 member artists.

Since then, MCA has amplified that support by launching the Octopus Initiative, a free art-lending program that commissions artists for their work and allows the public to appreciate and enjoy it in their homes for ten months, free of charge, via a monthly lottery.

The Octopus Initiative was conceived as a commitment to Denver artists by supporting them with commissions, while also deepening the connection between Denver-area audiences and the artists working in their city. Each artist receives \$20,000 in exchange for 25 pieces of original artwork. The commission also includes a stipend to support their studio and material costs.

The concept is building momentum as more than 8,000 individuals have registered for the lottery in just over a year, and 325 works of art have been loaned to community members. We expect the Octopus Initiative program to continue to grow and for the Octopus Initiative Library at MCA Denver to house more than 500 artworks by 2024.

Feedback we have received from Octopus artists demonstrates the impact of the initiative on their professional and creative development:

- *"The OI impacted my drive to create meaningful, thoughtful work surrounding people of color."*
- *"It gave us room to experiment, leading us to develop a new collage technique that we intend to work with more in the future."*
- *"The process of working at a smaller scale helped me figure out some new and exciting directions in my work. The funding also allowed me to fabricate some new pieces that otherwise I wouldn't have been able to afford."*
- *"It is great visibility, and it is personally gratifying to be asked to participate in such a prestigious program, but the process of making the work itself opened the door to new ideas for my practice."*

We are grateful for the support of generous donors like you who elevate the creative pulse of our city by ensuring that our creative community is thriving.

If you haven't already, please stop by our Octopus Initiative Library on the first floor of the museum, or go to octopus.mcadenver.org to learn more about these artists, and register for your chance to win a work of art.

JOIN US IN THANKING AND CELEBRATING THE OCTOPUS INITIATIVE'S COMMISSIONED ARTISTS:
Tya Anthony, Sierra Montoya Barela, Molly Bounds, Jaime Carrejo, Extra Vitamins, Tsehai Johnson, Viviane Le Courtois, Suchitra Mattai, Chris Oatey, George P. Perez, Clark Richert, Diego Rodriguez-Warner, Kristen Hatgi Sink, Joel Swanson, Laura Shill, and Derrick Velasquez.



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\$100,000+

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\$10,000-24,999

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And if you feel inspired to continue your support make your gift at mcadenver.org/support.