Our purpose is to be custodians of creative life in Denver by acting to ensure that Denver's prosperity integrates the artistic forces that lend character and diversity to the city.
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
2017
MCA
BRAGGING
RIGHTS

THE ART
6
Number of major exhibitions
8
Number of cities that MCA exhibitions traveled to
5
Number of publications of MCA exhibitions

THE SUPPORT
119%
Amount of fundraising goal achieved
26%
NEW major donors to MCA Denver
<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of major exhibitions</td>
<td>5</td>
</tr>
<tr>
<td>Number of publications of MCA exhibitions</td>
<td>8</td>
</tr>
<tr>
<td>Number of cities MCA exhibitions traveled to</td>
<td>20</td>
</tr>
<tr>
<td>The Art</td>
<td>119%</td>
</tr>
<tr>
<td>Amount of fundraising goal achieved</td>
<td>26%</td>
</tr>
<tr>
<td>New major donors to MCA Denver</td>
<td>2017</td>
</tr>
</tbody>
</table>
GOAL ACHIEVED TO RAISE FUNDS FOR FREE ACCESS TO ALL VISITORS AGED 0-18,

NUMBER OF ARTISTS SIGNED UP FOR DONATED FREE MEMBERSHIPS

THE PROGRAMS

Public Programs Serving Youth Education

Programs Serving 12,500 Visitors

Rooftop Events Serving 2645 Visitors

VI S I T O R S V I S I T O R S
THE PROGRAMS

26 Public Programs Serving
45 Rooftop Events Serving

1,331 NUMBER OF ARTISTS SIGNED UP FOR DONATED FREE MEMBERSHIPS

116 Youth Education Programs Serving

12,500+ VISITORS

100% GOAL ACHIEVED TO RAISE FUNDS FOR FREE ACCESS TO ALL VISITORS AGED 0-18

VISITATION

<table>
<thead>
<tr>
<th>Year</th>
<th>Teen Visitation</th>
<th>Visitation</th>
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<tr>
<td>FY13</td>
<td>1,200</td>
<td>38,500</td>
</tr>
<tr>
<td>FY14</td>
<td>3,300</td>
<td>36,600</td>
</tr>
<tr>
<td>FY15</td>
<td>5,000</td>
<td>54,800</td>
</tr>
<tr>
<td>FY16</td>
<td>6,800</td>
<td>59,700</td>
</tr>
<tr>
<td>FY17</td>
<td>10,025</td>
<td>75,574</td>
</tr>
</tbody>
</table>
THE PRESS

241+ NUMBER OF PRESS ARTICLES & MENTIONS

2.59MM ESTIMATED DIGITAL VIEWS OF NEWS ARTICLES

2.7MM PRINT ARTICLE REACH

58.7K SHARES OF ARTICLES
# The Fans

## Actual & Percentage Growth Over Prior Year

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Actual</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Visitors</td>
<td>75,574</td>
<td>+28%</td>
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<tr>
<td>Facebook likes</td>
<td>24,357</td>
<td>+22%</td>
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<tr>
<td>Instagram followers</td>
<td>21,415</td>
<td>+110%</td>
</tr>
<tr>
<td>Twitter followers</td>
<td>14,050</td>
<td>+8%</td>
</tr>
</tbody>
</table>
### For year end June 30, 2017

#### Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Support</td>
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</tr>
<tr>
<td>Contributions</td>
<td>1,857,230</td>
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<tr>
<td>Contributions - Board of Trustees</td>
<td>1,750,730</td>
</tr>
<tr>
<td>In-Kind Donations</td>
<td>19,820</td>
</tr>
<tr>
<td>Government</td>
<td>295,050</td>
</tr>
<tr>
<td>Revenue from Programs</td>
<td></td>
</tr>
<tr>
<td>Admissions/Fees/Membership</td>
<td>559,201</td>
</tr>
<tr>
<td>Fundraisers (net of expenses)</td>
<td>567,004</td>
</tr>
<tr>
<td>Museum Store (net of expenses)</td>
<td>47,825</td>
</tr>
<tr>
<td>Museum Café (net of expenses)</td>
<td>122,231</td>
</tr>
<tr>
<td>Facility Rental</td>
<td>33,125</td>
</tr>
<tr>
<td>Investment Income</td>
<td>72,032</td>
</tr>
<tr>
<td>Other Income (gain)</td>
<td>2,136</td>
</tr>
<tr>
<td>Total Support and Revenues</td>
<td>5,326,384</td>
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</table>

#### Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>3,343,737</td>
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<tr>
<td>General and Administrative</td>
<td>410,718</td>
</tr>
<tr>
<td>Fundraising</td>
<td>573,051</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>4,327,506</td>
</tr>
</tbody>
</table>

#### Change in Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Assets, beginning of year</td>
<td>13,456,738</td>
</tr>
<tr>
<td>Net assets, end of year</td>
<td>14,455,616</td>
</tr>
</tbody>
</table>
For year end June 30, 2017

**PUBLIC & GOVERNMENT SUPPORT**

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board of Trustees</td>
<td>1,750,730</td>
</tr>
<tr>
<td>Individuals</td>
<td>399,392</td>
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<tr>
<td>Corporations</td>
<td>113,660</td>
</tr>
<tr>
<td>Foundations</td>
<td>400,750</td>
</tr>
<tr>
<td>Government</td>
<td>295,050</td>
</tr>
<tr>
<td>In-Kind Donations</td>
<td>19,820</td>
</tr>
</tbody>
</table>

**REVENUE FROM PROGRAMS**

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Memberships</td>
<td>181,162</td>
</tr>
<tr>
<td>Admissions &amp; Fees</td>
<td>378,039</td>
</tr>
<tr>
<td>Fundraising Events</td>
<td>567,004</td>
</tr>
<tr>
<td>Museum Store</td>
<td>47,825</td>
</tr>
<tr>
<td>Museum Café</td>
<td>122,231</td>
</tr>
</tbody>
</table>

**Release Restricted**  609,241
**Other Income**        107,293
**Total Unrestricted Income**  4,922,205
TOTAL UNRESTRICTED REVENUE

- Public Support: 63%
- Government: 7%
- Memberships: 4%
- Admissions: 9%
- Fundraising Events: 13%
- Museum Store & Café: 4%
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.
Kim 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.

*Bodacious*ssss 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.

*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.

*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 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.
$100,000+
Ellen Bruss & Mark Falcone
David Caulkins
Michelle & Mike Fries
Baryn Futa
J. Landis & Sharon Martin Family Foundation
Lizabeth Lynner & Jim Palenchar
Martha Records & Rich Rainaldi
SCFD
Titus Foundation

$50,000 - 99,999
Bonfils-Stanton Foundation
Mary Caulkins & Karl Kister
Liberty Global

$25,000 - 49,999
Sue M. Cannon
National Endowment for the Arts
Marcie & Dave Prokupek
Riverfront Park Community Foundation
Michelle Sie Whitten & Thomas Whitten
Randi Zinn & Marquise Stillwell

$500+ DONORS
$10,000 - 24,999

Anna-Maria & Stephen Kellen Foundation
Ace Bailey
Mardi & Brown Cannon
Sonia & Richard Carty
Colorado Creative Industries
Consulate General of Mexico
Ellen Bruss Design, LLC
Lena Fishman & Daniel Benel

Fulcrum Foundation
Gucci
Harvey Family Foundation
Thomas M. Maddox
The Muriel & Seymour Thickman Family Foundation
Nina & Min Sohn
Proximo Spirits
Pura Vida
Bart & Bryanna Spaulding
Sturm Family Foundation
Three Tomatoes Catering
Verve
Jaleh White & David Thickman
Carol & Richard Abrams
Maureen & Reynolds Cannon
Wendy & Steve Cohen
College of Arts & Media, University of Colorado Denver
Bruce Etkin
Kelly Hodges
Megan & J. Mariner Kemper
Libby Anschutz Foundation
Lisa & John Robinson Family Fund
Michael McNeill & Sean Hughes
The Melvin & Elaine Wolf Foundation
Denise O’Leary & Kent Thiry
Liz Richards & JC Buck
Riverfront Park Community Foundation
Judy & Ken Robins
Lisa & John Robinson
Rose Community Foundation
Justyn & Scott Shwayder
Simply Framed
Thiry-O’Leary Foundation
UMB Bank

$5,000 - 9,999

Jenny & Mark Hopkins
Julie & Mike Mills
Maggie & Mitch Morrissey
Eliza Prall & Bill Carleton
Room & Board
Jenna & Walker Stapleton
Julie & Jim Taylor
Dawn & Willis Wood
Margaret & Glen Wood

Nicole & Bart Bansbach
Javier & Colleen Baz
Peggy Beck
Samantha & Daniel Bryant
Caulkins Family Foundation
Ellie Caulkins
Noël & Thomas Congdon
Liza & Dennis Coughlin
Anne Crafts Jones & Steve Jones
Patricia & James Crafts
Kama Dean & Oliver Fitz
Frank Douglas
Laura Lee & George Gastis
Lorie & Henry Gordon
Harmes C. Fishback Foundation
Leanna & James Harris
Ann Hovland & Kevin Patterson
Tina Kister
Todd Klindworth & Rennie Howard
Deba & Rick Larson
Katherine K. Lawrence
Kristen & Bill Moore

$2,500 - 4,999

Linda Appel Lipsius & Adam Lipsius
Bob Deibel
Amanda Fox
Andi & John Freyer
Tom & Brooke Gordon
Robin & John Hickenlooper
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<thead>
<tr>
<th>Name</th>
<th>Amount</th>
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</thead>
<tbody>
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<td>Conni Newsome &amp; Richard Thompson</td>
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<td>The O’Connor &amp; Hewitt Foundation</td>
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<tr>
<td>Craig Ponzio</td>
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<tr>
<td>Nikki &amp; Bruno Darre</td>
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<td>Jennifer &amp; Marley Hodgson</td>
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<td>Ann Jordan</td>
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<td>Amy Minnick &amp; Roy Lapidus</td>
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<td>Vinit Namassakan &amp; Chad Kenney</td>
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<td>Griffen &amp; Ryan O’Shaughnessy</td>
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<td>Mary Park &amp; Doug Hsiao</td>
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<td>Monroe &amp; Rella Rifkin</td>
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<tr>
<td>Lindsey Schwartz &amp; Scott Robinson</td>
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<tr>
<td>Lizzie &amp; Andy Rockmore</td>
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</tr>
<tr>
<td>John W. Simmons</td>
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<tr>
<td>Nina &amp; Min Sohn</td>
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<tr>
<td>Linda S. Stonerock</td>
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<tr>
<td>Liana &amp; George Tomchesson</td>
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</tr>
<tr>
<td>Hanne &amp; Thomas Wolf</td>
<td></td>
</tr>
<tr>
<td>Karen &amp; Ivar Zeile</td>
<td></td>
</tr>
</tbody>
</table>
Linda Appel Lipsius & Adam Lipsius
Ellen Bruss & Mark Falcone
Samantha & Daniel Bryant
Cameron & Duncan Burn
Sue Cannon
Mardi & Brown Cannon
David Caulkins
Dee Chirafisi & Jim Theye
Wendy & Steve Cohen
Amy & Peter Corrigan
DaVita
East West Partners-Denver
Lena Fishman & Daniel Benel
* Michelle & Mike Fries
Baryn Futa
Rebecca & Ken Gart
Brooke & Tom Gordon
Lorie & Henry Gordon
Amy Harmon
Amie Knox & Jim Kelley
Judy & David Koff
Luisa & Chris Law
Betsy & Robert Leighton
Liberty Global
Thomas Maddox
Jenifer & Lance Marx
Monticello Associates
Morgan Stanley
Tami Paumier & Glen Warren
Allison & Nelson Perkins
Platte River Ventures LLC
Amanda Precourt
Marcie & Dave Prokupek
Martha Records & Rich Rainaldi
Virginia & Scott Reiman
Kristin & Blair Richardson
Courtney & Jonathan Ringham
Alexis Rudisill
Kristen & Mark Sink
Doug Smooke
Jean Smooke
Nina & Min Sohn
Bryanna & Bart Spaulding
Julie & Jim Taylor
The Boston Consulting Group
Nikki & Jeb Todd
Tina Walls
Karen & Ian Wolfe
Joni & Scott Wylie
Randi Zinn & Marquise Stillwell

**BROADS BANQUET**

Mardi Cannon
* Sue Cannon
Sonia Carty
Katie Fox
Robin Hickenlooper
Samantha Johnston
Luisa Law
Jenifer Marx
Amanda Precourt
Martha Records
Courtney Ringham
Sarah Stettner
Julie Taylor
Karen Wolfe

**BEEFSTEAK DINNER**

Martin Anderson
Dan Bohle
Mark Brown
Mike Carnes
John Cianci
Timothy Collins
Jay Coughlon
Craig Evans
Mark Falcone
* Mike Fries
Tom Gordon
* Henry Gordon
Shiv Govindan
Karl Kister
Jeremy Larson
Chris Law
Adam Lipsius
Chip McKeever
Dave Prokupek
Owen Robertson
Andy Rockmore
Min Sohn
Peter Taylor
Jim Taylor
Jeb Todd
Kevin Vollmer
Todd Walker
Glen Warren
Thomas Whitten
Alan Wilson
Ian Wolfe

* Indicates lead support