

Museum of Contemporary Art Denver

FY2020 & 2021 ANNUAL REPORT

MUSEUM OF CONTEMPORARY ART

NOW ON VIEW

OUR MISSION

MCA Denver is an innovative forum for contemporary art that inspires and challenges, creating understanding and dialogue about the art of our time.

As custodians of Denver's creative future, we help to ensure that Denver's prosperity integrates the crucial creative elements that lend character and diversity to the city.



Risë

Who are you?

¿Quién eres?



Mu



Amy

What does it mean to be Black in De



Karim

What does it mean to be Black in De

Sankofa

¿Qué significa ser tú?

¿Qué significa ser tú? Ser tú es una pregunta que se hace en cada momento de la vida. Es una pregunta que se hace en cada momento de la vida. Es una pregunta que se hace en cada momento de la vida.

¿Qué significa ser tú?

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DEAR FRIENDS,

This year, MCA Denver is celebrating 25 years of being an innovative forum for contemporary art that inspires and challenges, creating understanding and dialogue about the art of our time. As we look back on that time, I am struck with immense gratitude for all that *you* have done for MCA Denver along the way and, in particular, over these past two years. From your financial support, to joining us in new virtual spaces, to returning to our galleries, your commitment to MCA Denver has been nothing short of extraordinary.

The vision that drives us, 25 years on, is that we continually test the possibility of what a 21st century museum can be. Some of these tests are not of our own making, such as the COVID-19 pandemic. We faced these adversities with creativity and strength as we remained committed to our audiences, staff and community. We reimaged how we could live in the world, pivoting the museum's programs and events to a virtual space including our annual Luminocity Gala, which in 2020 welcomed over 1,000 guests from countries as far as Brazil and Australia.

Our story through these past two years is one of resilience. At times we faltered, we experimented, we re-set. We responded to COVID-19 safety protocols as they evolved, always prioritizing the safety of staff and visitors. We maintained a positive cash balance, keeping all of our full-time and part-time employees on staff while avoiding layoffs or furloughs. In spite of state-mandated closures, MCA Denver welcomed a combined 125,754 visitors in FY20 and FY21 with over 21,000 people joining us online for programming that inspired, connected, and made us laugh. Our curatorial team brought together exhibitions exemplifying the themes of the moment such as *Nari Ward: We the People*, *Citizenship: A Practice of Society*, *Keith Haring: Grace House Mural*, and *Colorado in the Present Tense: Narkita Gold, Rick Griffith, Nathan Hall, and Maia Ruth Lee*.

MCA Denver has remained deeply committed to our teen audiences too, and through virtual programs, workshops, and hybrid projects we've kept our teens connected, supported, and engaged to art, each other, and the community. Staff reimaged our teen leadership programs and launched MoxieMag, an online zine with monthly issues that weave together art, music, stories, and shenanigans--created by and for teens.

As we move into MCA Denver's next chapter, I hope you will join me as we expand our platform for artist experimentation and generate new opportunities for our innovative, community and artist-driven programming and creative partnerships. We can't wait to see you at the museum.

Warmly,

Nora





Over the past two years, we've acquired some major...

BRAGGING RIGHTS

THE ART

10 Number of exhibitions

51 Number of artists shown

2 Number of publications

THE PROGRAMS



FY 2020

85

Number of
Adult Programs
In-Person: 82
Virtual: 3

5,473 In-Person Attendees

326 Digital Attendees

FY 2021

88

Number of
Adult Programs
In-Person: 3
Virtual: 85

150 In-Person Attendees

20,428 Digital Attendees

THE TEENS

FY 2020

3,801

Teen Audience Served

FY 2021

3,757

Teen Audience Served



THE FANS

FY 2020

FY 2021

53,989 Total Attendance

53,989 In-person

326 Digital

250K Website Sessions

53K Instagram Fans

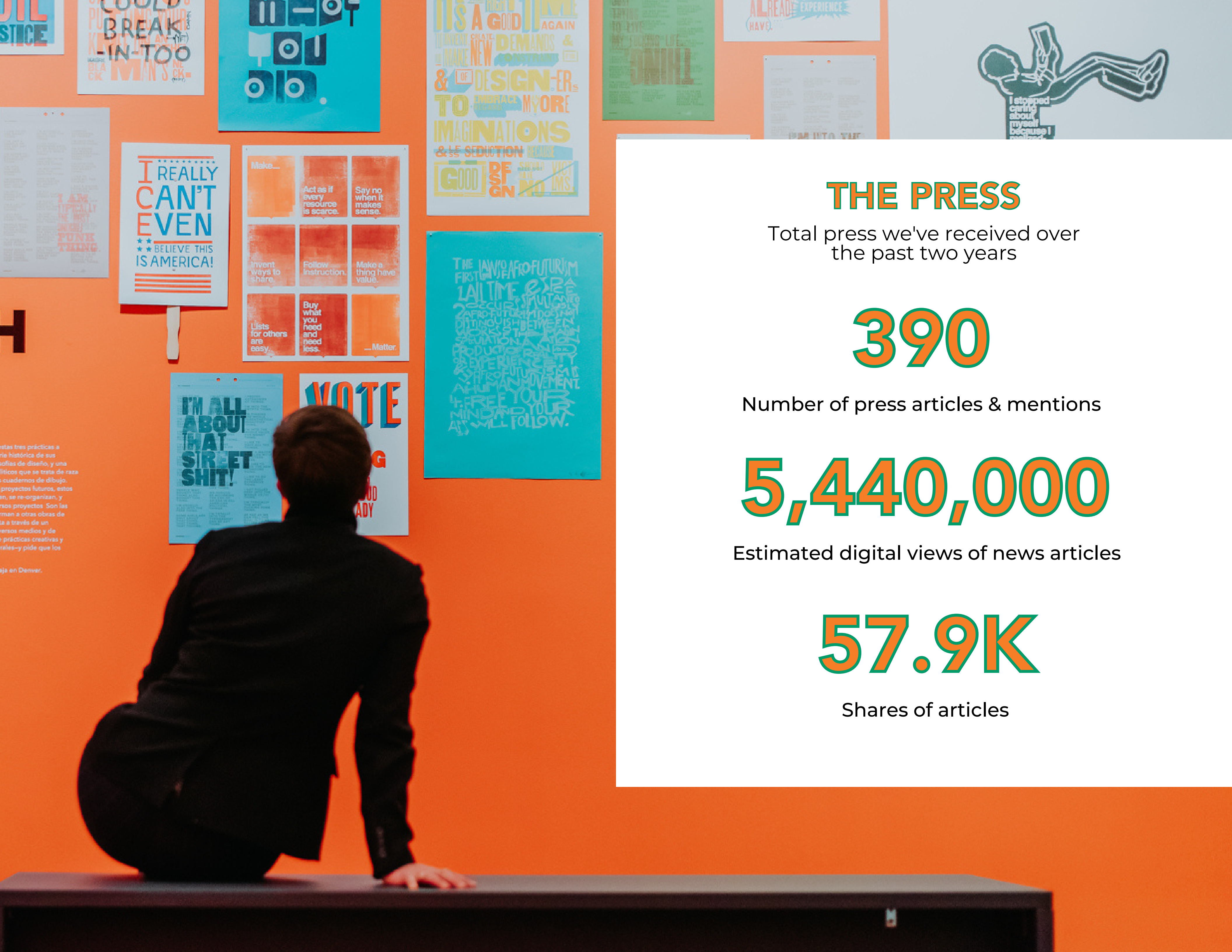
71,765 Total Attendance

50,283 In-person

21,482 Digital

328K Website Sessions

56K Instagram Fans



estas tres prácticas a
rie histórica de sus
folias de diseño, y una
líticos que se trata de raza
cuadernos de dibujo,
proyectos futuros, estos
en, se re-organizan, y
ros proyectos. Son las
man a otras obras de
a través de un
versos medios y de
prácticas creativas y
rales—y pide que los
aja en Denver.

THE PRESS

Total press we've received over the past two years

390

Number of press articles & mentions

5,440,000

Estimated digital views of news articles

57.9K

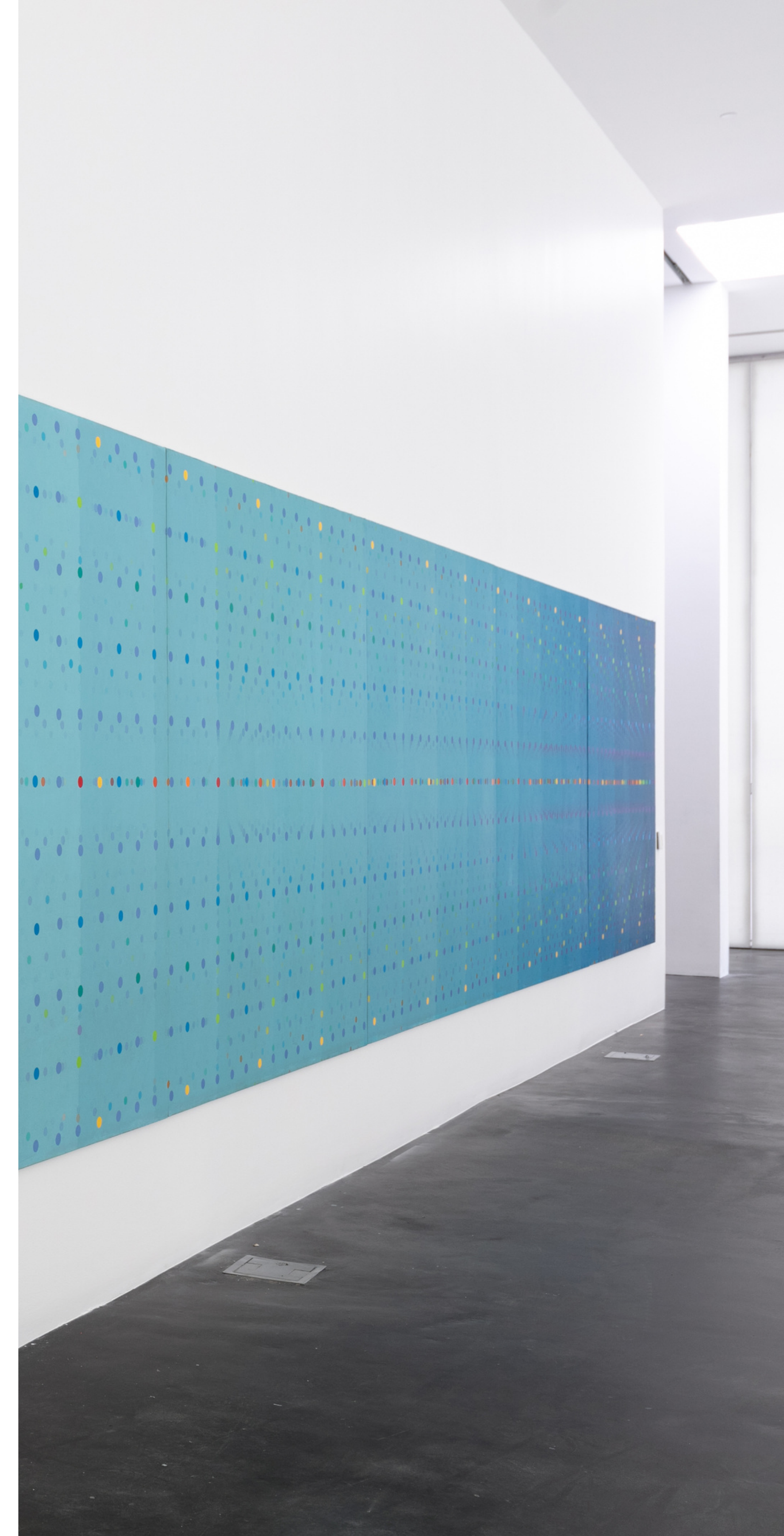
Shares of articles

THE FINANCIALS

SUMMARIZED FINANCIAL INFORMATION

Summarized Financial Information For Year Ending June 30

Revenue	FY20	FY21
Public Support		
Contributions and Grants	\$ 1,869,471	\$ 1,247,046
In-Kind Donations	\$ 24,233	\$ 23,414
Government	\$ 471,466	\$ 1,573,417
Revenue from Programs		
Admissions/Fees/Membership	\$ 500,056	\$ 502,131
Fundraising Events (net of direct benefit to donors)	\$ 348,349	\$ 263,679
Museum Store (net of COGS)	\$ 40,215	\$ 113,232
Museum Café (net of COGS)	\$ 96,279	\$ 73,971
Facility Rental	\$ 23,565	\$ -
Investment Income	\$ (20,024)	\$ 638,150
Other Income (gain)	\$ 46,405	\$ 18,455
Total Support and Revenues	\$ 3,400,014	\$ 4,453,495
Expenses		
	FY20	FY21
Program Services	\$ 3,222,418	\$ 2,986,111
General and Administrative	\$ 713,848	\$ 733,578
Fundraising	\$ 604,634	\$ 621,761
Total Expenses	\$ 4,540,900	\$ 4,341,450
	FY20	FY21
Net Assets, beginning of year	\$ 19,780,016	\$ 18,639,130
Net Assets, end of year	\$ 18,639,130	\$ 18,751,175
Change in Net Assets	\$ (1,140,886)	\$ 112,045

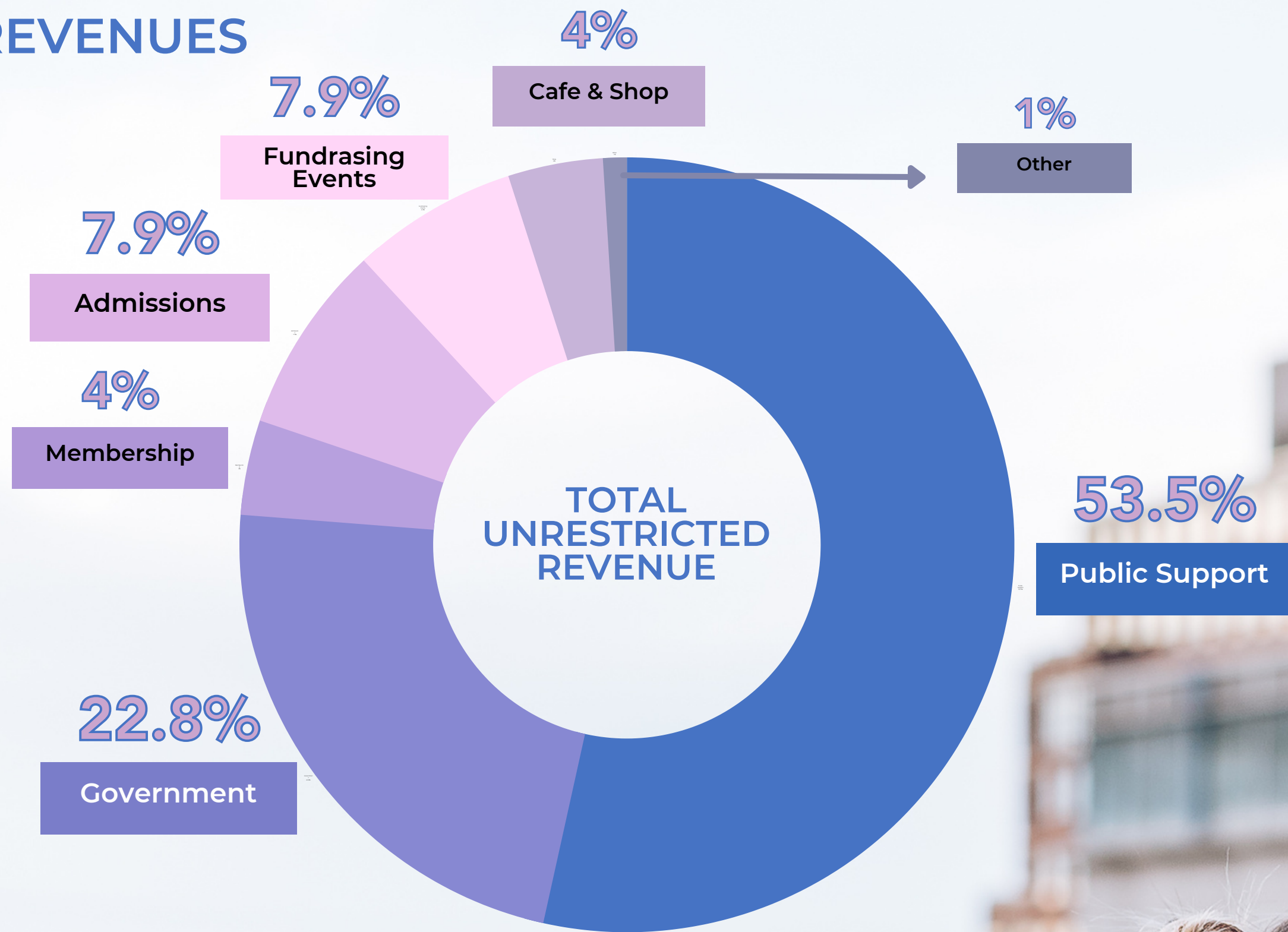


THE FINANCIALS

SUMMARIZED UNRESTRICTED OPERATING REVENUES

Summarized Unrestricted Operating Revenues
For Year Ending June 30, 2021

	FY20	FY21
Public and Government Support		
Contributions and Grants	\$ 1,201,554	\$ 754,820
Government	\$ 471,466	\$ 1,573,417
In-Kind Donations	\$ 24,233	\$ 23,414
Revenue from Programs		
Memberships	\$ 189,850	\$ 134,391
Admissions & Fees	\$ 310,206	\$ 367,740
Fundraising Events (net of direct benefit to donors)	\$ 348,349	\$ 263,679
Museum Store (net of COGS)	\$ 40,215	\$ 113,232
Museum Café (net of COGS)	\$ 96,279	\$ 73,971
Facility Rental	\$ 23,565	\$ -
Release from Restrictions	\$ 1,531,134	\$ 1,359,735
Other Income	\$ 44,824	\$ 42,098
Total Unrestricted Revenue	\$ 4,281,674	\$ 4,706,497



THE SPOTLIGHT

ON MCA DENVER'S EXHIBITIONS

On March 13, 2020, we shut our doors to the public, creating an abrupt end to our spring exhibition and in-person spring programs. Following the closure, we reimagined how we could live in the world digitally, pivoting the museum's programs and events to a virtual space. When we reopened on July 1st, 2020, we were able to successfully curate, install, and present new major exhibitions that were adventurous and compelling, and, most importantly, relevant to the current issues. Since then, we opened five exhibitions, including:

Nari Ward: We the People, a traveling exhibition featuring 30+ sculptures, paintings, and large-scale installations by one of the most influential artists of our day. *We the People* demonstrated the role of art in addressing challenging societal issues such as migration and national identity, and systemic racism as a legacy of slavery.

Citizenship: A Practice of Society surveyed artworks made between 2016 and 2020 that demonstrated the disparate ways in which artists engaged with current political and social issues - and provoked viewers to do the same.

Keith Haring: Grace House Mural highlighted the work of one of the most recognized 20th century artists and LGBTQ advocates. MCA's installation was the first showing of his three-story painting that had been excavated from a Manhattan, Catholic youth center in 2019.

Colorado in the Present Tense: Narkita Gold, Rick Griffith, Nathan Hall, and Maia Ruth Lee and Jaime Carrejo: Waiting invited artists from the region to respond to the events of the last year in far-ranging ways through painting, sound, photography, and text, all of which reflected on the intensity and enormity of challenges that 2020 brought to bear.



THE FAN CLUB

\$100,000+

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\$10,000-24,999

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\$2,500-4,999

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*Of blessed memory

\$1,000-2,499

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THE FAN CLUB

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Gala FY20

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UMB Bank

Gala FY21

Gala Chairs:
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Michael Barkin
Buck Blessing
Ellen Bruss
Mardi Cannon
Steven Cohen
Mark Falcone
Michelle Fries
Mike Fries
Michael Gadlin
Ana Maria Hernando
Representative Leslie Herod
Karl Kister
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Against All Odds Dinner FY21

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Blue Room Investing
Wendy & Steven Cohen
Kathryn Lane Cutler
FloraJane & James DiRienzo
Baryn Futa
Allison Lowrie & Mark Seaton
Cintra Pollack
Amanda J. Precourt
Lauren & Samuel Rascoff
Amanda & Matthew Shifrin
Douglas Smooke
Minyoung Sohn
Michelle Sie Whitten & Thomas Whitten
Lynelle & Matt Wagner

A young man with brown hair is smiling and hugging a woman with long, dark dreadlocks from behind. The woman is wearing a light-colored, pleated dress and a brown shoulder bag. The man is wearing a black t-shirt and a patterned scarf. In the background, there is a large sign with the word 'NOW' in white letters on a dark background. To the right, another young man in a white shirt and blue jeans is looking towards the camera with a slight smile. The overall scene is outdoors and appears to be a public event or festival.

THANK YOU

**WE COULDN'T DO WHAT WE DO WITHOUT YOUR UNWAVERING SUPPORT.
WE LOVE YOU.**

Notice a mistake? Please accept our apologies. If you shoot us over an email (development@mcadenver.org) we will get it updated ASAP.

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