

WISH YOU
WERE HERE

MUSEUM OF CONTEMPORARY ART DENVER

ANNUAL REPORT

FY22 JULY 2021 - JUNE 2022





@MCA_DENVER



CONTENTS

Contents	1
Mission	2
Message from the Director	3
Message from the Board Chair	3
Meet the Board of Trustees	4
Year In Review	5
Art & Exhibitions	6
Programs	7
Teens & Interns	8
The Holiday Theater	9
In the Press	10
Our Commitment to Racial Equity	11
Development Report	12
Supporters	13-15
Event Sponsors	16-17
Financial Report	18



MISSION

MCA Denver is an innovative forum for contemporary art that inspires and challenges, creating an understanding and dialogue about the art of our time. 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. The vision that drives us is that we advance what a 21st century museum can be by welcoming all audiences, celebrating all voices, and sharing stories. We strive to be both a singular site and a series of networks to provide one-of-a-kind experiences for the community of visitors, partners, and supporters we serve.

Museum of Contemporary Art Denver
1485 Delgany St, Denver, CO 80202

MCA
DEN
VER 



FRIENDS OF MCA,



This was a monumental year for MCA Denver. Like most organizations, we continue to orient ourselves to a post-COVID world with creativity and curiosity. In nearly every way, we are moving with great purpose toward our ambitious goals.

In fall 2021, we announced a landmark arrangement with the newly formed Denver Cultural Property Trust, expanding our creative platform to include the historic Holiday Theater. Through a long-term lease of the space, MCA

Denver will be able to greatly expand its reach in the community as well as its programming and creative partnership opportunities. Just a few short months after making this huge announcement, we opened our doors with two days of performances that sold out and started us off in a celebratory, community-oriented direction with room for growth and evolution.

Our vision for the Holiday, as well as our programming in our Fries Building and in the digital sphere, is to reflect and advance the values that define our organization. We remain committed to living as a more inclusive and equitable museum for all our external and internal stakeholders. Over the last few years, we have scrutinized our organization and committed to several initiatives, including a Racial Equity Plan, that strengthen our culture and further our mission. As we advance the goals set out in this plan - work we began in 2021 - we continue to find new and more meaningful ways to support our colleagues, champion artists, connect with audiences, and listen to community feedback.

In FY22, we also celebrated 25 years of being an innovative forum for contemporary art. Since our founding in 1996, MCA Denver has reimagined what a museum can be. By continually breaking conventions and reimagining how a contemporary art museum might engage with, respond to, and celebrate the community in which it resides, we have left an indelible impact on our city.

With the support of our loyal donors, fans, and visitors, the museum's next 25 years will be every bit as remarkable, groundbreaking, and memorable.

-Nora Burnett Abrams

THANK YOU FOR A GREAT YEAR,



FY22 was a year of significant impact. As an institution and Board, we have had to balance sustainability with risk-taking while also ensuring the deep relevance of our work within the communities we serve.

It is with pride that, in surveying our accomplishments over the past year, I recognize the commitment that MCA Denver has shown to its mission and identity. We have embraced an outlook that contemporary art does not have to be intellectually out-of-reach for it to be excellent, and we have set new expectations for how museums might engage audiences. Our exhibitions this past year have been at the forefront of the field of contemporary art, and we also produced a range of public events, including lectures and performances, but also workshops, virtual conversations, and artist talks. The vision that drives us, 25 years on, is that we continually test the possibilities of what a 21st century museum can be, while also inviting those with curiosity and passion to join us on that journey.

MCA Denver's next chapter involves pursuing a model that is about creating gathering places for art and community while also establishing a decentralized presence in which we are more embedded in our community and thus more accessible to all. Our plans for the forthcoming year include continuing to pioneer creative and intellectual experimentation and positioning the museum as both an institutional role model and active partner in advancing the creative and civic sectors of Denver. As we expand how we champion creative voices, connect with, and include more diverse audiences, and bring people together, I want to thank our Board, community partners, supporters like you, members, audiences, and the museum's exceptional staff for all that you do to help MCA Denver make the impact that it does and for your ongoing engagement with our mission.

-Bart Spaulding

MEET THE MCA BOARD OF TRUSTEES

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MCA YEAR IN REVIEW

This year was a very big year for MCA Denver! We continued to present world-class exhibitions and unusual events, serious lectures, and epic parties, as we have always done. We also pursued ever more ambitious goals while navigating the continued challenges of the pandemic with creativity and flexibility. We seized an opportunity to start a long-term lease at the historic Holiday Theater—expanding both our audience reach and capacity for creative expression. We also grew our digital efforts, launching a podcast, streaming all our live programming, and charting a new path to meet audiences where they were. This approach to audience engagement also reflects a broader reorientation of our museum toward a structure that is more inclusive and equitable, and a path for exhilarating growth. We brought beloved programs back and launched new ones into the world, such as our new paid internship and workforce development program for 18–26-year-old creatives interested in forging a career in the arts.

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



59,553

VISITORS JOINED US AT MCA
DENVER AND THE HOLIDAY
THEATER IN FY22 BOTH
VIRTUALLY AND IN PERSON.

ART & EXHIBITIONS

In FY22, MCA Denver hosted seven exhibitions in the galleries of the Fries Building. Touching on themes of identity, lived experience, and the intersection of history, humanity, and nature, each show was developed and curated to resonate deeply with audiences while also engaging with pressing topical issues of our time.

Two shows anchored the building in the fall and winter. **Jason Moran: *Bathing the Room in Blues*** was a timely exhibition that celebrated the spaces critical to jazz history as well as a new body of work that responded directly to the exigencies of the pandemic. **Deborah Roberts: *I'm***, meanwhile, explored the influence of popular culture and stereotypes in the construction of identity for African American youth, reflecting upon issues such as systemic racism and what it means to inhabit a Black body in a prejudiced society.

In February 2022, we opened two exhibitions that unpacked the broader history of abstraction and the complexity of identity. **Eamon Ore-Giron: *Competing with Lightning / Rivalizando con el relampágo***, brought together works from three pivotal chapters in the artist's career for the first time: Southwest and Peruvian-inspired figurative works from the 2000s; figural and abstract paintings from the 2010s; and the sublime gold-based paintings from his recent "Infinite Regress" series. Our second exhibition, ***Speaking to Relatives***, featuring a 10-year survey of mixed-media works by Minneapolis-based artist **Dyani White Hawk** (Sičánŋu Lakota, born 1976), showed White Hawk's mastery of the visual language of abstraction with traditional Lakota art forms.

MCA Denver's three final exhibitions of FY22 each engaged with aspects of the natural world and featured new commissions by artists at the forefront of contemporary art. **Clarissa Tossin** created new works visually engaging with the history and scientific investigation of the moon, while **Guadalupe Maravilla** produced a new sculpture from his ***Disease Thrower*** series, which refer back to the artist's experiences as an unaccompanied child immigrating from El Salvador to the United States in the 1980s, his subsequent diagnosis with colon cancer, and engagement with different healing traditions. Lastly, **Tania Candiani's *For the Animals*** showcased experimental, electronic musical scores intended as lullabies for animals indigenous to the Sonoran desert.





PROGRAMS

Our signature programs, **Mixed Taste** and **B-Side** were offered as hybrid programs and were as singular as ever in FY22. We continued our partnership with the Denver Center for Performing Arts to bring Mixed Taste to a broad audience in person at the Denver Center for Performing Art's Sewell Ballroom, and via livestream. And we furthered our relationship with Indie 102.3FM to bring B-Side Music Fridays into people's radio and streaming devices, reaching far more people than those who saw the performances live. The summer closed out with a pandemic-inspired **Parade for the People**.

MCA Denver live adult programs have long embodied both the spirit of whimsy and academic rigor. On the whimsical side, **Black Sheep Fridays** returned in person in the winter of 2021 for memorable evenings

in MCA's Cafe with trivia, dance, costumes, and more – including the cheeky and popular **XXX-Mas Craft Fair**. In the spring, **Laugh Your Craft Off**, was a new in-person crafting experience emceed by a local comedian who partnered with a crafter for a night of laughter and craft.

On the rigorous side, we built on our first virtual program about the emerging field of NFTs, turning it into a four-part series sponsored by Sotheby's. This special program featured a range of experts and covered the history of NFTs and why the NFT phenomenon has the potential to upend systems of artistic production, ownership, collecting, and audience engagement with art.

Exhibiting artist Jason Moran created **STAGED: Three Deuces**, a musical event

curated by the artist bringing together local and world-renowned musicians to perform on the historic instruments in the artist's gallery in the museum.

In April, it was truly a thrill to officially open the Holiday Theater with two nights of memorable live performances, featuring **Aztec dancers**, Denver's Poet Laureate **Bobby LeFebvre**, **North High Jazz Band** and more on night one, and local band **Los Mochochetes**, nationally recognized band **Chicano Batman**, and DJ **Lengua** on night two.

We hosted moving and meaningful conversations with exhibiting artists **Deborah Roberts**, **Jason Moran**, **Eamon Ore-Giron**, and **Clarissa Tossin**.

52

PUBLIC PROGRAMS

MCA Denver offered a range of programs from fan favorites like Mixed Taste and Black Sheep Fridays to poignant documentaries and insightful lectures.



TEEN INTERNS

A new group of teens joined us for both Failure Lab and MoxieMag, where they were mentored by artists and learned through failure, play, experimentation, and art creation.

TEENS & INTERNS

Over the past decade, MCA Denver has become a destination for teen audiences. With 24 percent of the museum's visitor base coming from teens and college students, we have fostered a sought-after model for engaging the next generation of museumgoers and civic and cultural leaders. This success is the result of a strategic focus on increasing youth visitation through free admission and customized programs and leveraging MCA Denver's unique voice to welcome them.

In FY22, 16 high school students engaged in our beloved year-long, paid leadership development program known as **Failure Lab**. First launched in 2012, Failure Lab provides opportunities for teens across the Denver Metro area to connect, collaborate with professional artists, and explore their own creative identities. Examples of past projects include annual teen art shows, museum-wide activations with live

musical performances, Instagram takeovers, album recordings, and much, much more.

Thirty students also participated in **Moxie Mag**, MCA Denver's semester-long, paid leadership program focused on the creation of an online zine, in which teens choose a theme about which to raise awareness. Each semester, a new cohort of teens are visionaries and makers of the online publication, weaving together art, music, design, and storytelling.

MCA Denver also served our teen community through special projects like teen-takeovers of our social media channels, the **Anti-Hero Film Festival** for teen filmmakers foregrounding work made by creative BIPOC, LGBTQIA+, and female-identifying filmmakers, and more. By embedding teens into the community through the creative sphere, we hope to inspire their long-term engagement with arts and culture.





Welcome to The Holiday

Our goal at the Holiday Theater is to be a beacon of creativity for artists and the surrounding community through site-specific engagements, innovative performances, and artist-led programming collaborations. Partnering with cultural organizations and community members, we are co-creating opportunities in the theater for general audiences as well as specifically designing programs with students at neighboring schools. We are already underway in these efforts, providing a home for small arts-based non-profits, and forming long-term partnerships with performing arts organizations, among others.

MCA Denver advocates for the artists in our region to ensure that creative life, and those who make the city so vibrant, can continue to thrive. Advancing our mission to celebrate and scrutinize the field of contemporary art, while also providing a platform for creative expression within a treasured, storied theater in a vibrant neighborhood rich with history is an absolute dream.

IN THE PRESS

FY22 saw an increase over the prior year in terms of coverage and readership. Our digital programming on NFTs, which brought scholarly discourse to the popular subject matter, saw considerable media attention, as did our fall exhibitions, *Deborah Roberts: I'm with Blues*, which were covered locally, as well as in *AirMail*, *Black Art in America*, *ArtForum*, and the *L.A. Times*, to name a few. The announcement of our new long-term lease of the Holiday Theater, as well as the opening a few months later, received incredibly positive reception in the local media. One notable local headline read, "Score one for old Denver, and New Denver."



1.43B

ONLINE READERSHIP

COMBINED TOTAL NUMBER OF PEOPLE THAT VISITED WEBSITES FEATURING MCA DENVER

214

PIECES OF COVERAGE

TOTAL NUMBER OF ONLINE, OFFLINE & SOCIAL CLIPS

2.56M

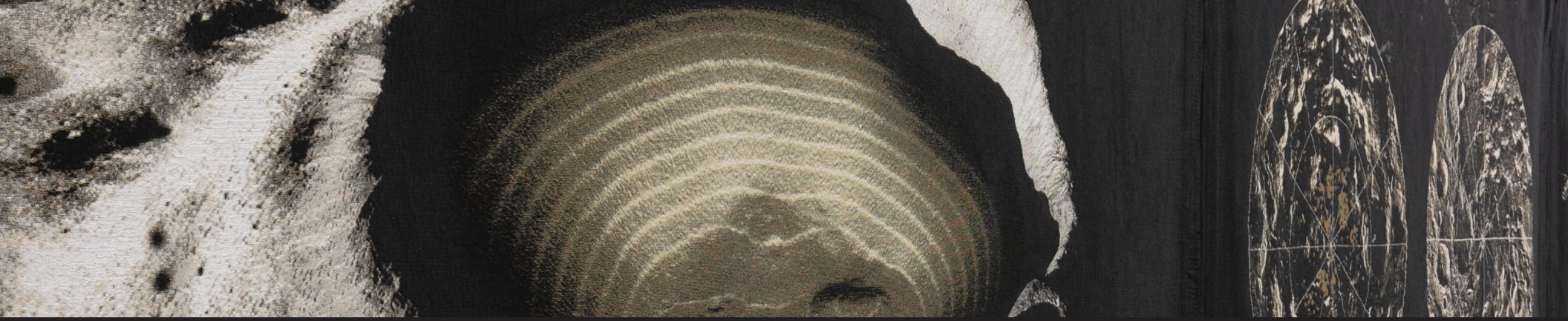
EST. ONLINE VIEWS

PREDICTION OF LIFETIME VIEWS OF ONLINE COVERAGE BASED ON AUDIENCE REACH & NUMBER OF SHARES ON SOCIAL

22.2K

SOCIAL SHARES

NUMBER OF TIMES ONLINE ARTICLES WERE SHARED ON SOCIAL MEDIA



OUR COMMITMENT TO RACIAL EQUITY

Over the last two years, our organization committed to several, equity-based initiatives, including a Racial Equity Plan, to strengthen our internal culture and further our mission. This plan, the work of which is ongoing, is focused on three key areas: People, Policy, and Practice; Community Building; and Art, Exhibitions, and Programming.

In FY22, we examined our internal operations to develop new, improved, and robust systems, policies, and procedures, from hiring to onboarding and professional development support, of BIPOC staff and board. This work aims to make MCA Denver a place where everyone can grow and thrive. This process began by surveying the board and staff to understand more comprehensively our organization's racial diversity. We also began measuring staff retention and growth and development. Continuing to evaluate how the organization supports our staff, measures job satisfaction, provides abundant growth opportunities, and rigorously analyzes compensation equity remains a key focus.

In FY22, we worked to promote the advancement, embodiment, and representation of racial equity by how we connect and engage with various external stakeholders. Creating the Holiday Advisory Cabinet represented a milestone toward that goal. The Cabinet is composed of long-term Northside neighbors and leaders and is focused on identifying potential partners for collaborations at the Holiday and to share ideas and feedback on ways to honor the theater and the neighborhood.

We grew our investment in supporting BIPOC-centered programs and community events in FY22 and will increase that commitment by 80% next year. This investment includes traditional media advertising, promotions, and participation in myriad community events throughout the year from advertising in Spanish language newspapers to sponsoring the Color of Fashion to participating in the Black Arts Festival. We also commenced an internal process to create a Land Acknowledgement.

In FY22, we took key steps toward ensuring that our content production reflects our commitment to advancing racial equity by addressing historical and institutional inequities. An example is how we have changed how we recognize and compensate the artists with whom we work – from exhibiting artists to program presenters, to teaching artists, evaluating, and benchmarking the rates of pay associated with each. We identified and corrected discrepancies with pay scales for similar work across departments and created an internal menu of opportunities to share with artists and created new contracts for artists and partners that better reflect the nature of these types of collaborations.

We know we have a long road ahead of us to achieve our goals. As we engage in this work, we continue to learn, grow, and evolve in our thinking and in how we approach all that we do. And we hope you will continue to share your feedback, seed new ideas, and dialogue with us along the way.

DEVELOPMENT REPORT

MCA Denver is grateful for the contributions of granting agencies, donors, sponsors, and members who so generously supported the museum over the past year.

In FY22, critical funding for the museum and our mission was supplied by over 500 supporters. \$1,129,844 was raised for the museum's annual fund, which, in addition to supporting the museum's operations, also supported the museum's slate of exhibitions, publications, adult and teen programs, and digital initiatives. The museum especially acknowledges the exceptional support of our Board Members and other patrons, whose pledges of multiyear support for the museum's operations, endowment, and other initiatives allowed MCA Denver to ensure its recovery from COVID-19-related challenges and to take on ambitious new projects that allow the museum to grow as a community resource and hub.

Every year, essential financial underwriting for MCA Denver's operations arrives from the Scientific and Cultural Facilities District (SCFD) and the residents of the Denver metropolitan region. In addition to this generous public support, we are especially grateful to have received support from 35 foundations and corporate entities, whose gifts allow the museum to better serve our audiences through myriad services and activities, including the provision of free or reduced admission fees, stipend pay for interns, artist commissions, and more.

The museum's two major fundraising events, the Luminocity Gala (held in November 2021) and the MCA Max Mix Fashion Fundraiser (held in April 2022) broke previous fundraising records, generating nearly

\$1,127,000 in revenue. We are immensely grateful for the generous support and leadership of our event collaborators and co-hosts for last year's events, with particular thanks to Liberty Global, the presenting sponsor of the 2021 Luminocity Gala; Luminocity Gala Co-Chairs Henry and Lorie Gordon; and MCA Max Mix partner Max Martinez and his staff at Max Clothing.

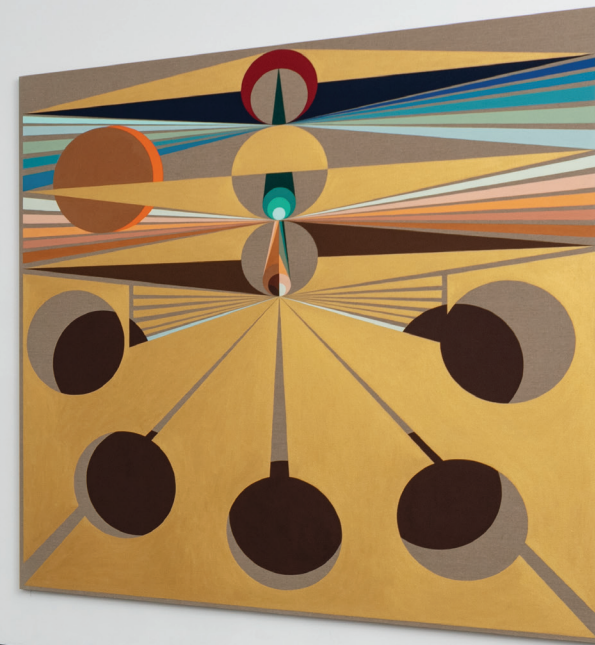
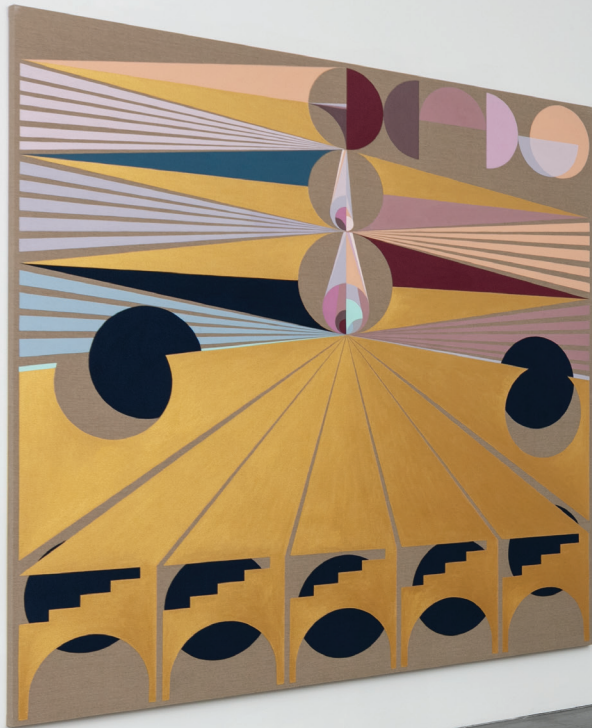
MCA Denver continued to grow Contemporary Circles, a philanthropic membership program that gathers together friends of the Museum to discuss contemporary art and participate in unique experiences designed to expand access to, understanding of, and support for the art of our time. In its second year, over \$103,000 was raised via the support of Contemporary Circles members.

This past year, MCA Denver began the For the Love Campaign, a multifaceted campaign designed to honor the museum's dynamic past and prepare for a vibrant future. With a goal of \$11 million, the primary purpose of the campaign is to enable the museum to further our mission to be an innovative forum for contemporary art that inspires and challenges, creating an understanding and dialogue about the art of our time. The campaign is divided into three components, each with a distinct revenue goal:

- \$4 Million: Annual Fund
- \$3 Million: MCA Denver Beyond The Walls
- \$4 Million: Endowment

Thanks to the generous contributions of sponsors like you, MCA Denver was able to withstand the financial challenges of the past year and is poised to continue its growth and pursuit of mission in FY23 and beyond.





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\$100,000+

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Pamela Hatcher / Patricia Youssi
Chandra & Jimmie Johnson
Holly Kabacoff / Kabacoff Foundation
Leslie Kittlaus
Kendra Krauss
Luisa & Chris Law
Betsy & Robert Leighton
Reena & Suchit Majmudar
Jenifer & Lance Marx
Megan Moore / Carlos Fawcett
Laura Morningstar
Joyce & Gary Pashel
Amanda Precourt

Libby & Robert Price
Virginia & Scott Reiman
Lisa & John Robinson
Coates Samuelson
Amanda & Matt Shifrin
Bryanna & Bart Spaulding
Jenny & Don Strasburg
Aimee & Gary Wagner
Karen & Ian Wolfe
Andra Zeppelin
Meghan Zucker

SUMMARIZED FINANCIAL INFORMATION

FOR THE YEAR ENDING JUNE 2022

REVENUE

PUBLIC SUPPORT

Contributions and Grants	\$2,067,704
In-Kind Donations	\$44,620

GOVERNMENT \$1,526,838

REVENUE FROM PROGRAMS

Admissions/Fees/Membership	\$576,026
Fundraising Events (net of direct benefit to donors)	\$841,299
Museum Store (net of COGS)	\$99,869
Museum Cafe (net of COGS)	\$98,160
Facility Rental	\$33,360

INVESTMENT INCOME (\$458,486)

OTHER INCOME (GAIN) \$30,920

TOTAL SUPPORT AND REVENUES \$4,860,311

EXPENSES

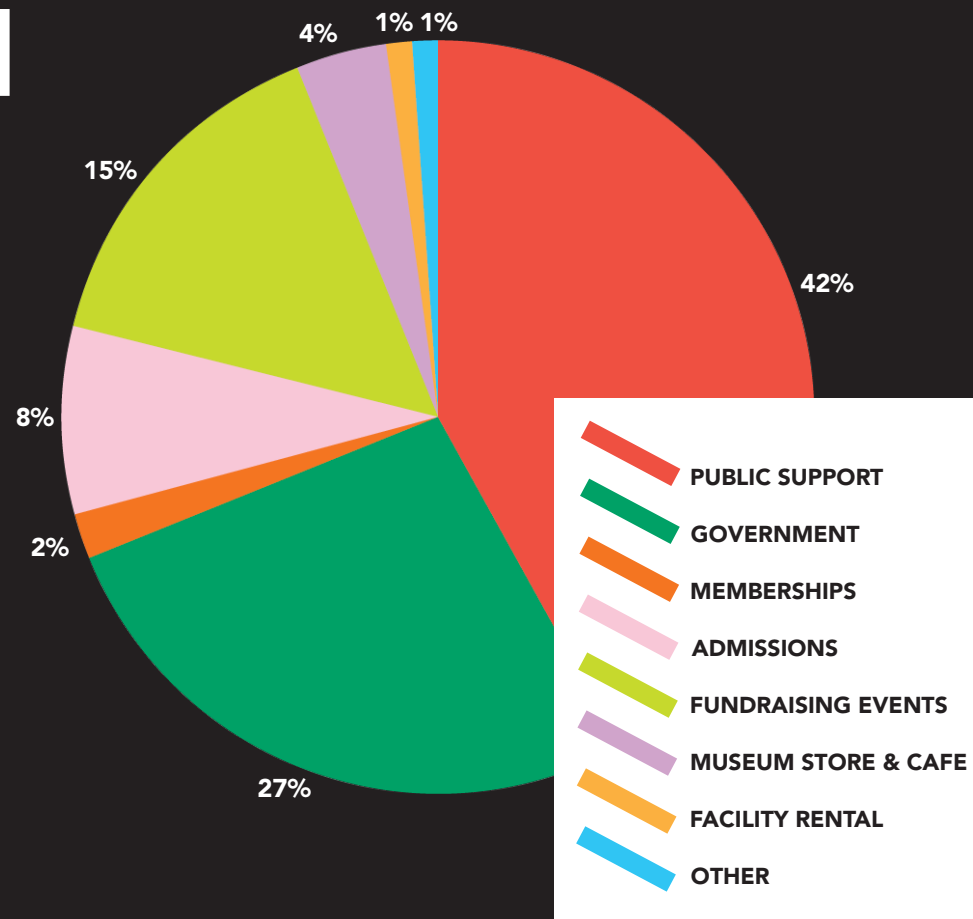
Program Services	\$3,623,439
General and Administrative	\$838,212
Fundraising	\$577,954

TOTAL EXPENSES \$5,039,605

Net Assets, beginning of year \$18,751,175

Net Assets, end of year \$18,571,882

CHANGE IN NET ASSETS (\$179,293)





THANK YOU FOR A GREAT YEAR

Your steadfast support is what makes our work possible. We can't wait for the year ahead. Notice a mistake? Please accept our apologies. If you send us an email at development@mcadenver.org, we will get it updated ASAP. If you feel inspired to continue your support of MCA Denver, make a gift online at mcadenver.org/support.