Cover: Visitors enjoy Tara Donovan's work during TNT. Photo by John Dole.

MCASD > FY10
> Letter from the President and the Director

The Museum of Contemporary Art San Diego strongly affirmed its role as a place where the depth and breadth of contemporary art converge in the fiscal year ending June 30, 2010. Highlighting the exhibitions presented, FY10 began with Attempt To Raise Hell, a provocative presentation of selections from the past quarter century of acquisitions, and culminated with Here Not There: San Diego Art Now, a fresh, wide-ranging survey of the local scene. In between, the Museum offered a vibrant selection of local architecture and design in Mix: Nine San Diego Architects and Designers; a highly original show about the relationship between art and architecture, Automatic Cities; and one of the most popular solo exhibitions in the museum’s recent history, Tara Donovan.

Another significant development of FY10 was the dramatic rise in membership from 1,550 to 2,062. Some of that increase was no doubt due to the marketing of our E-Membership and a direct mail campaign launched in conjunction with Automatic Cities and Tara Donovan that exceeded all expectations.

Education initiatives were a dynamic part of the Museum’s programming as well. The 15 students selected for The Teen Art Council, a central dimension of the Museum’s Teen Programs, worked with two of the artists from Automatic Cities, Matthew Ritchie and Sarah Oppenheimer, to create video documentaries about the featured artists that were then available on iTunes and YouTube. The teens also selected three artists who were not part of exhibition programming – Beatrix Jar, Lori Damiano and Ethan Rose – who offered workshops that encompassed sound devices, animation, installation art and music-making. All this, in addition to the Council’s major annual event, Artification: Teen Artfest, which featured tours led by teens, hands-on art activities, and live music. More than 800 teens attended, which was more than double the attendance the previous year.

MCASD continued to be a leader in subsidized field trips for elementary and secondary school students. Further, our MCASD After School Program expanded to include 40 participants from the Downtown Monarch School for homeless and disadvantaged youth. Their twice-monthly visits for discussion of current exhibitions and workshops created a comfort level with the museum experience, which was inspiring and will surely produce some lifelong museum goers among them.

The redesign of the MCASD website expanded our capacity for interactivity, with its links to podcasts, clips of interviews with artists, a fully searchable calendar and other features. Its design also enhanced the navigation surrounding our two locations. FY10 also marked a decisive increase in our use of social networking, with “tweets” about our Free Under 25 admission policy, among many other things, as well as frequent Facebook postings that increased our followers to more than 7,250.

One major form of recognition for the Museum was the receipt of a second $225,000 grant from the Getty Foundation for our multi-year project, Phenomenal: California Light, Space, Surface. This exhibition will be a major component of the Pacific Standard Time initiative that will unfold throughout Southern California in the fall of 2011. FY10 also marked the implementation of the $750,000 Artistic Innovation Grant from the James Irvine Foundation, awarded in June 2009 - an exciting period of redefinition that aims to make the workings of the art museum more transparent to our public.

Another notable advance in FY10 was the hiring of Chief Curator Kathryn Kanjo - the first person to hold this position in 25 years. She had served as director of the University Art Museum at the University of California, Santa Barbara since 2006, but this was a professional homecoming too, since Kathryn had been MCASD’s assistant curator (1992-1994) and then associate curator (1994-1995).

None of these achievements in FY10 would be possible without the leadership and generous philanthropy of our Board of Trustees, or the inspiring support of a host of individual patrons and institutional funders, as well as our Members. Equally vital was the immense dedication and diverse talents of the Museum’s staff.

We thank all of them for making it possible for the Museum to bring recent and current art to a larger public. We look forward to bringing the highest quality programming to our audience for many years to come.

Dr. Peter C. Farrell
President

Dr. Hugh M. Davies
The David C. Copley Director and CEO
MCASD > FY10
> Exhibitions > La Jolla

Mix: Nine San Diego Architects and Designers
May 22–September 6, 2009

Abstraction for Everyday Life
May 22–September 6, 2009

Automatic Cities: The Architectural Imaginary in Contemporary Art
September 26, 2009-January 31, 2010

Museums in Miniature: Works by Marcel Duchamp and Joseph Cornell
September 26, 2009-January 31, 2010

Classic Contemporary: Lichtenstein, Warhol, and Friends
February 21, 2010-March 21, 2010

Erik Levine
February 21, 2010-March 21, 2010

Pleasure Point: Celebrating 25 Years of Contemporary Collectors
February 21, 2010-May 23, 2010

Collectors XXV
April 9, 2010-May 16, 2010

Here Not There: San Diego Art Now
June 6, 2010-September 19, 2010
Primary Forms: Featuring Annenberg Foundation Aquisitions
March 15, 2009- August 8, 2010
MCASD > FY10
> Exhibitions > Downtown, Joan and Irwin Jacobs Building

**Attempt to Raise Hell**
July 12- September 27, 2009

**Octagon: Photographs by Kevin Lynch**
July 12-September 27, 2009

**Tara Donovan**
October 25, 2009-February 28, 2010
Traveling exhibition organized by the Institute of Contemporary Art/Boston

**Laerke Lauta**
March 26-June 20, 2010

**Ruben Ochoa**
March 26-June 20, 2010

**Cerca Series: Lael Corbin**
March 26-June 20, 2010

**Cerca Series: Mara De Luca**
March 26-June 20, 2010
MCASD > FY10
> Acquisitions

Peter Alexander
Green, 2009
urethane
60 x 5 1/4 x 3/4 in. (152.4 x 13.3 x 1.9 cm)
Museum purchase with proceeds from Museum of Contemporary Art San Diego Art Auction 2010

Armand Fernandez Arman
Accumulation, 1973
multiple of rubber stamps and paper in wooden box with Plexiglas lid, 49/100
19 x 12 1/2 x 3 1/4 in. (48.3 x 31.8 x 8.3 cm)
Collection Museum of Contemporary Art San Diego

John Baeder
Eight Artists Learning from Bob and Denise, n.d.
portfolio of eight prints
dimensions variable
Museum purchase

Joseph Beuys
I Like America and America Likes Me, 1974
print mounted on foamcore
31 3/4 x 22 1/2 in. (80.6 x 57.2 cm)
Gift of Milton and Edith Kodmur

Joseph Beuys
Filzpostkarte, c. 1980
(2) multiples: felt, ink
4 x 5 3/4 x 1 1/4 in. (10.2 x 14.6 x 0.6 cm)
Gift of Milton and Edith Kodmur

Joseph Beuys
Holzpostkarte, c. 1980
wood and ink
4 x 5 3/4 x 1 1/4 in. (10.2 x 14.6 x 3.2 cm)
Gift of Milton and Edith Kodmur

Joseph Beuys
Noiseless Blackboard Eraser, 1974
felt, paper, and ink
5 x 2 x 1 in. (12.7 x 5.1 x 2.5 cm)
Gift of Milton and Edith Kodmur

Christian Boltanski
Monument, 1987
21 framed photographs, 11 light bulbs
overall: 42 x 54 x 3 in. (106.7 x 137.2 x 7.6 cm)
Gift of the Matthew and Iris Strauss Family Foundation, in memory of Stephanie Dawn Strauss

Edgar Bryan
Untitled, 2004
acrylic watercolor, graphite on canvas
16 x 14 x 1 1/2 in. (40.6 x 35.6 x 3.8 cm)
Gift of Craig Jacobson

Vija Celmins
Untitled (Spider Web) from the MOCA Portfolio, 1999
mezzotint
sheet: 23 x 18 1/2 in. (58.4 x 47 cm)
Gift of Dean Valentine and Amy Adelson

Lael Corbin
Peculiar Velocity, 2010
wood, plaster, chair, lamp, rubber, metal, straw, photographs, and drawings
96 x 144 x 96 in (243.8 x 365.8 x 243.8 cm)
Museum purchase, 2010 Cerca Award

Raúl Cordero
En Los Bajos de Alvar Aalto, 2007-2008
oil and polyester resin on canvas; contains a fragment of Flavio Garcia’s “Ramin Basquat”
39 x 43 3/4 in. (99 x 111 cm)
Museum purchase

Kim Dorland
Brown Tree, Green Tree, 2010
oil on canvas
72 x 60 in. (182.9 x 152.4 cm)
Museum purchase with funds from Hilarie and Mark Moore and the Moore Family Trust

Peter Dreher
Tag um Tag Ist Guter Tag (N.R. 4773), 2007
oil on linen
10 x 8 x 1 in. (25.4 x 20.3 x 2.5 cm)
Gift of Peter Dreher

Gerald Davis
Wheelchair Drawing, 2006
oil on canvas
84 1/4 x 65 x 2 in. (214 x 165.1 x 5.1 cm)
Gift of David Hoberman

Ellen De Meutter
Secrets and Lies, 2007
acrylic, ink and oil on canvas
39 1/2 x 31 1/8 x 1 3/4 in. (100.3 x 80.3 x 3.2 cm)
Gift of David Hoberman

Alfredo DeStéfano
Circulo polar artico en el desierto, 2002
color photograph
42 1/2 x 50 x 1/4 in. (108 x 127 x 0.3 cm)
Gift of Michael Krichman and Carmen Cuenca

Brian Dick
Knick-Knack Mimicry, 2009
11 framed photographs and 11 knick-knacks
photos: 6 x 4 x .5 inches; knick-knacks vary in size and materials; Shelf: 6 x 96 x 1 inches
Museum purchase

Kirsten Everberg
Ludovica Albertoni, 2004
oil and enamel on panel
36 x 48 1/2 x 1 1/2 in. (91.4 x 123.2 x 4.8 cm)
Gift of David Hoberman

Bart Exposito
BME 104, 2003
acrylic on canvas
76 3/4 x 60 1/2 x 1 1/2 in. (193.7 x 153.7 x 3.8 cm)
Gift of John Bloch

Chris Finley
Untitled (Jack-O-Lantern Pez Piece), 1993
mixed media (plastic containers, paper)
overall approx. 12 x 5 x 5 in. (30.5 x 12.7 x 12.7 cm)
Gift of Marc Selwyn

Vernon Fisher
East is East, 2009
acrylic on laminated paper
sheet: 40 1/2 x 45 1/2 in. (102.9 x 115.6 cm)
frame: 45 1/2 x 50 1/4 x 1 1/4 in. (115.6 x 127.6 x 3.2 cm)
Gift of the artist

Sam Francis
Untitled, 1978
ink on paper
24 x 18 in. (61 x 45.7 cm)
Gift of Sam Francis Foundation

Sam Francis
Self Portrait, 1973
lithograph
30 x 22 1/4 in. (76.2 x 56.5 cm)
Gift of Sam Francis Foundation

Sam Francis
Untitled, 1987
lithograph
26 1/2 x 35 in. (67.3 x 88.9 cm)
Gift of Sam Francis Foundation
Acquisitions

Sam Francis
Untitled, 1986
etching
18 x 16 1/2 in. (45.7 x 41.9 cm)
Gift of Sam Francis Foundation

Sam Francis
Untitled, 1984
etching
43 7/8 x 25 in. (111.4 x 63.5 cm)
Gift of Sam Francis Foundation

Silvia Gruner
La matena y el spiritu, 1992
cibachrome, triptych
overall: 40 x 155 x 1 1/2 in. (101.6 x 393.7 x 3.8 cm)
Gift of Michael Krichman and Carmen Cuenca

Anne Hamilton
written from the MOCA Portfolio, 1994
embossing
sheet: 22 x 30in. (55.9 x 76.2cm)
composition: 17 x 21 in. (43.2 x 53.3 cm)
Gift of Dean Valentine and Amy Adelson

Robert Irwin
#3 x 4’ Four Fold, 2010
light, shadow and reflection
overall: 48 x 16 ¾ x 4 ¾ in. (121.9 x 41.3 x 10.8 cm)
Gift of the artist

Matthew Day Jackson
Study Collection 3, 2009 (detail)
stainless steel shelves, wood, woolfelt, rapid prototype of artist’s skull, bronze, steel, fireworks in plexiglass, plastic, lead, Trinitite encased in Lucite, drywall, insulation, carpet, carpet padding, plastic and abalone shell, Legos
77 7/8 x 360 x 16 1/8 in. (198 x 914.4 x 41 cm)
Museum purchase with proceeds from Museum of Contemporary Art San Diego Art Auction 2010

Jakob Kolding
Untitled (Skateboard), 2007
collage on paper
sheet: 16 1/8 x 11 3/8 in. (41.6 x 29.5 cm)
frame: 21 1/2 x 16 1/2 x 3/4 in. (54.6 x 41.9 x 2 cm)
Gift of Roddy Gonzalves and Paul Pincus

Laerke Lauta
Floating Female, 2009-2010
HD video
dimensions variable
Museum purchase with proceeds from Museum of Contemporary Art San Diego Art Auction 2010 and gift of the artist

Erik Levine
Half Box #2, 1988
plywood
35 x 34 x 34 in. (88.9 x 86.4 x 86.4 cm)
Gift of Bob Shapiro

Maya Lin
Depot River, 2008
silver leaf embedded in existing concrete floor
60 x 306 in. (152.4 x 777.2 cm)
Museum purchase

Ann Lislegaard
Crystal World (after J. G. Ballard), 2006
2-channel, 3D animation, black and white, silent
12-minute combinations over three hours variable
Museum purchase with proceeds from Museum of Contemporary Art San Diego Art Auction 2010, joint acquisition with the Israel Museum, Jerusalem

Kim MacConnel
£123, 2010
towel on wood
46 x 46 inches each, overall 46 x 138 inches
(116.8 x 350.5 cm)
Museum purchase, International and Contemporary Collectors Funds

Iñigo Manglano-Ovalle
Juggernaut, 2008
Super 16mm film digitized to HD video projection, 1/5
5:44 video loop
Museum purchase, Elizabeth W. Russell Foundation Funds

Brice Marden
L.A. Muses from the MOCA Portfolio, 1999
etching and lithograph
sheet: 22 x 30 in. (55.9 x 76.2 cm)
Composition: 17 1/4 x 26 1/4in. (43.8 x 66.7 cm)
Gift of Dean Valentine and Amy Adelson

Faris McReynolds
South of Heaven, 2005
acrylic and pencil on paper
64 x 52 x 3 ¼ in. (162.6 x 132.1 x 1.9 cm)
Gift of Marc Selwyn

Faris McReynolds
I Want Now, 2006
oil on canvas
76 x 62 in. (193 x 157.5 cm)
Gift of David Hoberman

Kelly McLane
Smells Like Sulfur, 2003
oil and graphite on canvas on panel
12 x 12 x 1 1/4 in. (30.5 x 30.5 x 4.4 cm)
Gift of Craig Jacobson

Matt Mullican
Untitled (Cosmology, History, Language, Arts), 1984
oil on canvas, oil rubbings
120 x 120 x 1 3/4 in. (304.8 x 304.8 x 3.2 cm)
Gift of Matthew and Iris Strauss Family Foundation

Ruben Ochoa
Existing Somewhere in Between Invisible Lines, 2010
graphite and rust on paper
48 x 96 in. (121.9 x 243.8 cm)
Sarah Oppenheimer  
*P-41*, 2009  
milled plywood, two foil mirrors, and view through architecture dimensions variable  
Museum purchase, International and Contemporary Collectors Funds

Adam Pendleton  
*History (The Revival Red)*, 2005  
silkscreen on canvas  
30 3/4 x 22 3/4 x 1 1/2 in. (76.8 x 56.5 x 3.8 cm)  
Gift of David Hoberman

Martin Puryear  
*Untitled from the MOCA Portfolio, 1999*  
softground and hardground etching with aquatint  
sheet: 30 x 22 in. (76.2 x 55.9 cm)  
composition: 24 x 17 3/4 in. (61 x 45.1 cm)  
Gift of Dean Valentine and Amy Adelson

David Reed  
*Study #3 after #339, 1996-1997*  
oil on alkyd on solid ground  
26 x 10 in. (66 x 25.4 cm)  
Gift of Jean E. Feinberg in honor of Richard E. Feinberg

Georges Rousse  
*Untitled (Paris Beroy), 1985*  
cibachrome, diptych  
on canvas  
overall: 74 x 94 1/4 x 1 in. (188 x 240.7 x 2.5 cm)  
Gift of Michael Krichman and Carmen Cuenca

Kim Ruqq  
*Scratch the Dog, 2006*  
newsprint (Los Angeles Times)  
sheet: 22 3/8 x 12 5/8 in. (58 x 32 cm)  
Museum purchase with funds from Hilarie and Mark Moore and the Moore Family Trust

Ed Ruscha  
*Pico, Flower, Figueroa from the MOCA Portfolio, 1999*  
aquatint etching  
sheet: 22 x 30 in. (55.9 x 76.2 cm)  
composition: 15 1/4 x 22 3/4 in. (40 x 57.8 cm)  
Gift of Dean Valentine and Amy Adelson

Allison Schulnik  
*Albino (Ape Woman #2), 2006*  
oil on canvas  
60 x 72 in. (152.4 x 182.9 cm)  
Gift of Dean Valentine and Amy Adelson

Allison Schulnik  
*Ape Woman, 2000*  
oil on canvas  
72 x 60 x 1 1/2 in. (182.9 x 152.4 x 3.8 cm)  
Gift of Dean Valentine and Amy Adelson

Richard Serra  
*MOCA Print from the MOCA Portfolio, 1999*  
etching  
30 x 22 in. (76.2 x 55.9 cm)  
Gift of Dean Valentine and Amy Adelson

Melanie Smith  
*Untitled, 1997*  
chromogenic print  
framed: 47 1/2 x 47 1/4 x 1 1/2 in. (120.7 x 120 x 3.8 cm)  
sheet: 35 x 35 in. (88.9 x 88.9 cm)  
Gift of Michael Krichman and Carmen Cuenca

Gerardo Suter  
*Travesia, 1996*  
silver gelatin on transparent acetate  
39 3/8 x 157 1/2 in. (100 x 400 cm)  
Gift of Michael Krichman and Carmen Cuenca

John Valadez  
*Queen’s Harvest, 2007*  
pastel on paper  
sheet: 50 x 38 in. (127 x 96.5 cm)  
framed: 54 x 42 in. (137.2 x 106.7 cm)  
Museum purchase with proceeds from Museum of Contemporary Art San Diego Art Auction 2004

Jeffrey Vallance  
*The Weeping Virgin of Las Vegas, 1998*  
mixed media on papers  
sheet: 22 x 30 in. (55.9 x 76.2 cm)  
framed: 25 x 33 x 1 3/4 in. (63.5 x 83.8 x 4.4 cm)  
Gift of Len Simon and Candice Carroll

Yvonne Venegas  
*Quirofano, 2004*  
chromogenic print, edition 1 of 5 and 2 artist proofs  
sheet: 33 x 41 1/2 in. (83.8 x 105.4 cm)  
overall: 41 3/4 x 49 1/2 x 2 in. (106 x 125.7 x 5.1 cm)  
Gift of the artist

William Wegman  
*Untitled, 2007*  
oil and postcards on wood panel  
30 x 46 in. (76.2 x 116.8 cm)  
Gift of Dean Valentine and Amy Adelson

Doug Wheeler  
*Untitled, 1965*  
acrylic on canvas with neon tubing  
87 1/8 x 80 3/4 in. (222.6 x 205.1 cm)  
Gift of the artist and partial Museum purchase with International and Contemporary Collectors Funds and proceeds from Museum of Contemporary Art San Diego Art Auction 2010

Mario Ybarra, Jr.  
*Go Tell It #2, 2001*  
color light jet print  
48 x 60 in. (121.9 x 152.4 cm)  
Museum purchase with funds from Hilarie and Mark Moore and the Moore Family Trust

Mario Ybarra, Jr.  
*Go Tell It (Microphone), 2006*  
megaphone on stand  
stand: 48 x 12 in.  
megaphone: 13 1/2 x 14 x 9 in  
Museum purchase with funds from Hilarie and Mark Moore and the Moore Family Trust
Automatic Cities: The Architectural Imagining in Contemporary Art
MCASD > FY10
> Public Programs

2009
July 11 > Mix Architecture Tour: Downtown Region
July 16 > Dr. Hugh M. Davies on Francis Bacon
July 18 > Mix Architecture Tour: North County and Coastal Region
August 1 > Art Talk: Jim Skalman, Kevin Lynch, and Lewis deSoto
September 3 > Mix Roundtable: Part 2
September 26 > Art Talk: Sarah Oppenheimer
October 26 > Tenth Annual SDMA/MCASD Axline Lecture featuring John Richardson
November 14 > Art Talk: Ann Lislegaard
November 19 > MCASD/UCSD 2010 Russell Lecture: Matthew Ritchie

2010
January 24 > Art Talk: Nancy Rubins: Survey of Sculpture
February 27 > Art Talk: Tara Donovan
March 27 > Up For Discussion: Lael Corbin
April 29 > On Topic: Contemporary Sculpture with Ruben Ochoa
May 29 > Up For Discussion: Mara De Luca
June 10 > Contemporary Art: The Crash Course
June 19 > Here Not There: Performance Festival
August 27
*alt.pictureshows’09*
MCASD presented the seventh annual *alt.pictureshows*. More than 20 short films transformed MCASD’s galleries into a cinematic labyrinth, inviting viewers to go “physical channel surfing.”

October 1
*Art21: Season Five: Preview Screening*
Audiences joined MCASD for a preview of the new season of the award winning documentary series on contemporary art, *Art21.*

December 10
*Line Shot: A Film by Matthew Ritchie*

May 6
*William Krisel, Architect*
2009

November 3 > Material Wonder
TNT returned with an exciting celebration of the Tara Donovan exhibition. Teaming up with local community partners The Loft (UCSD ArtPower!) and Sezio, the event featured live music, performances, and art-making activities led by local artist David Adey. MCASD members were invited for a special one-hour preview of Donovan’s work, including an exclusive curatorial tour of the exhibition.

2010

March 25 > On The Verge
TNT celebrated new beginnings and the transformation of MCASD Downtown. The event featured the premiere of newly commissioned works by artists Lærke Lauta, Ruben Ochoa, Lael Corbin, and Mara De Luca and included artist talks with each exhibiting artist, live music, DJs, and art-making activities.
**Extended School Partnerships**  
The Museum of Contemporary Art San Diego designed the *Extended School Partnership Program* to reinstate arts-based learning in the classroom. By working in collaboration with classroom teachers to teach arts-based lessons, MCASD’s teaching artists build the teachers’ confidence and capacity to sustain arts-learning in the classroom. *Extended School Partnership Program* consists of multiple classroom visits, field trips to the Museum, and a culminating event in which MCASD invites the school’s community as well as students’ families and friends to celebrate their accomplishments and showcase their artwork at the Museum.

MCASD strongly believes in the power of arts-based learning for every student regardless of socio-economic background. Therefore participating schools must qualify as “Title One” schools, with at least 40% of their students coming from low-income families.

Extended School Partners are carefully selected for their unique situations with regards to arts education and funding. The Museum recently partnered with two “Title One” schools, Hoover High and Freese Elementary, both of which have very limited funding, but a strong desire for arts learning. Administrators and teachers at both schools agreed that arts education is a high priority and collaborating with MCASD enabled their students to access the arts. In addition, to working with students and teachers, *Extended School Partnership Program* invites the larger school community to an Open House at the Museum. At this event, empowered students take the role of the educator and guide their adult companions throughout the galleries, many of whom may be visiting a museum for the first time.

**MCASD School Tours**  
For more than 20 years, MCASD has provided students with unique opportunities to explore contemporary art through lively conversations and hands-on experiences, free of charge. The Museum offers *Look/Explore Tours* and *ArtLab Workshops* for middle school and high school students throughout our region. Schools located in San Diego County school districts are eligible for fee waivers, and may participate in MCASD tours at no cost. Needs-base travel reimbursement of up to $200 is also available on a first-come, first-served basis, ensuring the widest possible reach of MCASD school tours.

Tours are led by paid Gallery Guides, many of whom are practicing artists. The Museum’s *Look/Explore Tour* is an hour-long, student-centered dialogue in which students gain a greater understanding of the works on view through visual inquiry and in-gallery activities.

*ArtLab Workshops* build on the *Look/Explore Tour* with an additional hour of hands-on art making experience in which students further explore process and materials inspired by works on view.

Organizations like MCASD play a critical role in the cultural development of our community, especially children and teens. In 2010, the Museum’s K-12 attendance grew by 5% as MCASD welcomed record numbers of elementary and high school students.

**INTERNSHIP PROGRAM**  
MCASD welcomed six interns for the summer of FY10, assisting in the Curatorial, Education, Registration, and Communications departments, and for the first time in the Publications/Library department and the Director’s Office. Interns receive a stipend for the period and work full-time during the summer months. Throughout the program, interns are assigned projects that relate to their professional and academic goals, and they attend weekly professional development workshops with MCASD senior staff to learn more about the museum field.
Teen Art Council

The Teen Art Council (TAC) forms and creates the core of MCASD teen public programming. Led by an MCASD educator, fifteen teens from across San Diego meet weekly to explore works of art and learn about the inner workings of the Museum in order to plan, develop, and market a spectrum of programs that reach a broad teen audience. Every year TAC invites a well-known contemporary artist for a week long residency. Teens work closely with the Education Curator to design and promote programming with the artist, including a teen Workshop. In addition to selecting the artist, teens are responsible for marketing the event and have the opportunity to work closely with the artist. The largest event yearly produced by TAC is Artification, a popular and free event which brought 600 teenagers to MCASD in 2010. Featuring multiple programming components including performances by teen bands and DJs, tours of current exhibitions led by TAC members, hands on art-making activities, and screenings of teen-produced films.

Through the production of Artification TAC members build life skills integral to their success in college and dynamic work environments; teamwork, leadership, creative thinking, time and resource management, and confidence. The program gives TAC members access to exhibiting and emerging artists, providing real-life examples of the successes and challenges of the art world.

The program has not only broadened the MCASD audience, but each TAC member has grown in a personal and meaningful way. TAC seeks to transform its member’s status quo as a cultural consumer by empowering them to become active contributors to the cultural community. Participants have reported that MCASD’s program inspired them to pursue the arts as a career path, where before they felt it was not possible or plausible.

Artist Workshops and Video Projects

In FY10, TAC members were given the opportunity to select three artists not featured at the Museum with whom they wanted to work. The teens then contacted the artists to offer them the opportunity to lead workshops open to the broader teen public. The program complemented the TAC members’ access to exhibiting artists, and allowed them the opportunity to work with those they deem significant and influential in their own creative practice.

AUGUST 13 > TEEN WORKSHOP: ILLUSTRATION WITH MORGAN BLAIR

In collaboration with Sezio’s Artist Exchange Series, teens ages 14-18 participated in a hands-on illustration workshop with Brooklyn-based artist Morgan Blair. A recent graduate of Rhode Island School of Design, Blair is a freelance illustrator and fine artist. After exploring Blair’s creative and working process, participants collaborated with the artist to create a large-scale collective illustration project.

JANUARY 23 > ELECTRIFYING SOUND COLLAGE WITH BEATRIX*JAR

The noted sound and performance duo out of Minneapolis held a public, hands-on circuit bending workshop. Workshop participants took apart everyday battery-powered sound devices and manipulated the circuit board to coax unusual new sounds.

MARCH 13 > MOVE IT! AN INTRO TO ANIMATION WITH LORI DAMIANO

Illustrator, animator for the series Yo Gabba Gabba, and columnist for Skateboard Magazine, Lori Damiano conducted a public workshop for participants to learn about her background in the creative field with tips and strategies on how to cultivate their own creative futures. Under Damiano’s supervision, teen participants created their own original animation project.

Artist Workshops and Video Projects (continued)
MAY 15 > ARTIFICATION: TEEN ARTFEST
The major annual program planned by the TAC featured live music, teen DJs, gallery tours led by TAC members, and hands-on art-making activities. *Artification* drew over 800 teenagers this past year, more than doubling the attendance of the previous year. Marketing was almost completely via word-of-mouth, demonstrating the power of teenagers’ social networking abilities.

JUNE 15 > WORKSHOP WITH ETHAN ROSE
A musician and installation artist from Portland whose work reflects his interests in old technologies, new sounds, and the restless exploration of musical form, Rose held a music-making workshop for the Teen Arts Council during which they recorded *The Wind Blows*.

MCASD > FY10
> FY10 Education Programs

Gallery Guide Program

MCASD offers a diverse spectrum of school and group tours, led by our professional Gallery Guides, many of whom are practicing artists. Tours are learner-centered and emphasize dialogue and discussion. The goal is to empower students and visitors to be active participants in their own learning through the exploration of contemporary art. Gallery Guides participate in monthly training workshops led by MCASD staff and visiting education professionals.

FY10 Gallery Guide Roster
Katherine Beach
Wesley Bruce
Joshua Clavell
Crystal Clem
Michael Clouse
Lindsey Earp
Jordan Emont
Amber George
Kuan S. Hwa
Valentina Martin
Maxi Moraga
Andres Navarette
Katherine Roetker
Janet Rostovsky
Anne Simon
Sarah Trujillo
Dawn W. Whitmore

FY10 > FY10 Education Programs
Club Monte Carlo

On September 12, 2009, MCASD was the hottest club in town for its 33rd annual fundraising gala, Club Monte Carlo, chaired by Nancy and Matt Browar. The Museum’s oceanfront La Jolla location was transformed into a modern lounge with an eco-chic feel as guests lined the block to get in. Gala guests arrived fashionably attired for cocktail hour and were greeted by champagne, a caviar and oyster bar, and tempting hors d’oeuvres while acrobalancers displayed their strength and form on stage. Dinner took place under the stars, where guests savored a stunning menu of local, sustainable California cuisine crafted by Waters Fine Catering, and experienced a sultry aerial stage show throughout dinner.

The After Party got going at 9:30pm, when the Museum morphed into a multi-level club featuring DJ Adam Powell (Liquid Sugar) and percussionist Kofi on the dance floor, while DJ Tchort and DJ Timeless mixed a modern lounge soundtrack to accompany the mesmerizing dance performance in the Buddha Lounge. Partygoers indulged in decadent desserts, doubled down on the casino tables, and some lucky VIPs were treated to all-inclusive bottle service.

Membership

In FY10, the Museum restructured its Membership program with great success. Through a combination of newly defined Member benefits, increased communication, social media outreach, and the introduction of the E-Membership, the Museum increased its total membership by 25%. New and continuing Members received a full complement of benefits, including discounts at the Museum’s X Store and the Museum Cafe, a subscription to the award-winning quarterly newsletter VIEW, invitations to exclusive exhibition previews and events, and free or reduced admission to lectures, programs, and workshops throughout the year.

Members enjoyed a variety of exclusive events in FY10, including exhibition previews for Automatic Cities: The Architectural Imaginary in Contemporary Art (9/25/2009), Pleasure Point: Celebrating 25 Years of Contemporary Collectors (2/19/2010), and Here Not There: San Diego Art Now (6/5/2010), as well as a Members’ Celebration of Tara Donovan at TNT: Material Wonder (11/5/2009).
In Fiscal Year 2010, MCASD received an outstanding show of support from private foundations and government agencies, whose contributions made possible our exhibitions, education programs, services, and operations throughout the year. MCASD has a long history of success with institutional funders, a reflection of the high quality exhibitions, publications, and programs produced by our curators and educators.

In June 2009, MCASD learned that it was the recipient of a $750,000 grant from the Irvine Foundation through the Arts Innovation Fund. This three-year grant will be used to help the Museum better distinguish its identity in terms of facilities use and enhanced audience engagement, and will fund a range of experimental programs around the concept of “The Lab”, an innovative approach to exhibition design and educational programming. Three major grant awards of $225,000 each, two from the Getty Foundation and one from the Henry Luce Foundation for American Art, were put to use in the planning and implementation of the major exhibition and scholarly catalogue, Phenomenal: California Light, Space, Surface. In addition, generous grants were received from the Highland Street Foundation and the Price Family Charitable Fund (both for general support of MCASD La Jolla); The Nimoy Foundation and the Harpo Foundation (funding artist Sarah Oppenheimer residency's and creation of a site specific work for Automatic Cities); the Graham Foundation for Advanced Studies in the Fine Arts and the American-Scandinavian Foundation (for Automatic Cities); the Hearst Foundation (general support for education programming); the Gould Family Foundation (funding after school programs); the Legler Benbough Endowment Fund at the San Diego Foundation and the Consulate General of Brazil in Los Angeles (for Viva la Revolución); and Las Patronas (funding the installation of a fire suppression system in the Foster Family Storage Facility).

Government agencies provide essential funding for the Museum programs and operations. The City of San Diego Commission for Arts and Culture is MCASD’s most significant annual supporter, with a grant of $374,187 in FY2010. The Museum is grateful to Mayor Jerry Sanders and members of the City Council for their continued endorsement and support of the San Diego Commission for Arts and Culture, which is so critical to the success of San Diego’s arts and culture organizations. The County of San Diego is also an important sponsor; District 3 Supervisor Pam Slater-Price, District 4 Supervisor Ron Roberts, and District 1 Supervisor Greg Cox collectively contributed $52,500 to fund teen programs, cell phone audio tours, bilingual texts, and the publishing costs of the VIEW newsletter through the Community Enhancement Fund. In addition, we thank Supervisor Slater-Price for her $10,000 Neighborhood Reinvestment Program grant for the exhibition, Mix: Nine San Diego Architects and Designers, and her $25,000 Neighborhood Reinvestment Program grant for the exhibition, Pleasure Point: Celebrating 25 Years of Contemporary Collectors. The Federal Institute of Museum and Library Services (IMLS) awarded MCASD $150,000 for teen and youth programs over two years that concluded this fiscal year, while the National Endowment for the Humanities awarded the Museum $6,000 to increase disaster preparedness in FY2011. Finally, the National Endowment for the Arts granted $35,000 towards Automatic Cities: The Architectural Imaginary in Contemporary Art, and another $44,400 through the Western States Regional Arts Fund to maintain education department personnel whose important work might be otherwise threatened by declining financial support.

MCASD is grateful to all of these institutional funders for their vital endorsement of our exhibitions, programs, and public outreach.
Corporate Council

MCASD’s many exhibitions, programs, and events are made possible thanks to in-kind and cash contributions from various local, national, and international companies. During fiscal year 2010, Qualcomm renewed its support of MCASD’s innovative admission policy “25 and Under Free,” ensuring that all young persons under the age of 25 will receive free admission to MCASD for the next two years. Teens also benefitted from The ResMed Foundation, which supported the Museum’s active Teen Art Council, as the core group of teens worked closely with artists and staff to develop outreach programs for their peers.

In 2010, MCASD was pleased to once again partner with Sotheby’s at its Benefit Art Auction. Sotheby’s helped the Museum raise funds in support of future art acquisitions and upcoming exhibitions by sponsoring the production of a high-quality auction catalogue, and generously providing the consulting services of Senior Vice President August O. Uribe and other experts. Additional in-kind support for the Benefit Art Auction was provided by KPBS, The FrameMaker, and Art Works San Diego.

International and Contemporary Collectors

In 1985, MCASD launched Contemporary Collectors, a membership group with the mission to foster and nurture contemporary art collectors in San Diego. With a portion of each member’s dues reserved to purchase art, a highlight of each year is the celebratory dinner at which the donors select their favorite works. This innovative concept made the process fun and educational by bringing together a group of nominated works, and letting the members vote on their favorites.

From the auspicious beginning in 1985, Contemporary Collectors grew to become MCASD’s most successful and important support group, celebrating its 25th year in 2010. It was so successful that in 2000, the group gained a sibling, the International Collectors, a group whose larger contributions support acquisitions as well as sponsorship of an international exhibition each year.

Thanks to the Collectors’ support over two-and-a-half decades, MCASD has added 85 works to its Collection, many by young artists who have since gone on to renown. These acquisitions have significantly enhanced the Museum’s holdings and have been incorporated into many MCASD’s exhibitions.

In 2010, the Museum commemorated the Silver Anniversary of Contemporary Collectors with a year of celebrations commemorating the 25 years of the group, including intimate curator tours, events at private homes, travel opportunities, studio visits, and more.

The first of these celebrations, and the launch of the year-long series, began with a very special black-tie dinner at the home of Iris and Matthew Strauss. Other events throughout the year included an opening dinner reception in conjunction with Pleasure Point, and an International Collectors Dinner and a Contemporary Collectors Brunch during the closing weekend of Tara Donovan. In March, Contemporary Collectors travelled to Chicago and explored the new Modern Wing at The Art Institute of Chicago, Millennium Park, and MCA Chicago. At the 25th Annual Selection Dinner in May, Collectors voted to acquire works by Sarah Oppenheimer, Doug Wheeler, and Kim MacConnel. In June, Collectors visited the studios of several of the local artists featured in Here Not There: San Diego Art Now.

The celebrations continued with special events in conjunction with the upcoming exhibition Viva la Revolución: A Dialogue with the Urban Landscape, as well as an International Collectors trip to China, where members had the opportunity to meet artist Ai Weiwei and tour his studio.

MCASD > FY10
> Contributions

<table>
<thead>
<tr>
<th>Level</th>
<th>Donors</th>
</tr>
</thead>
</table>
| Founders $3,000,000+ | Joan and Irwin Jacobs  
                    David C. Copley  
                    Carolyn P. Farris  
                    Catellus, A Prologis Company |
| Distinguished Benefactors $1,000,000–$2,999,999 | The Annenberg Foundation  
                    Sue K. and Dr. Charles C. Edwards  
                    Dr. Peter C. Farrell  
                    The Albatross Foundation  
                    Mary and James Berglund  
                    Jake and J. Todd Figi  
                    Pauline and Stanley Foster  
                    Ruth and Murray A. Gribin  
                    Stephen Warren Miles and  
                    Marilyn Ross Miles Foundation  
                    Katherine and Mansfield Mills  
                    Maryanne and Irwin Pfister  
                    Elizabeth and Mason Phelps  
                    Dr. and Mrs. Kurt E. Shuler  
                    Iris and Matthew Strauss |
| Patrons $500,000–$999,999 | Colette Carson Royston and Dr. Ivor Royston  
                    Drs. Stacy and Paul Jacobs  
                    The Kresge Foundation  
                    Bettiash Family Foundation  
                    Helen K. Copley  
                    James S. Copley Foundation  
                    Robert and Louise Harper  
                    National Endowment for the Humanities |
| Benefactors $250,000–$499,999 | In Memory of Irene R. Jellinek  
                    National Endowment for the Arts  
                    Robin and Gerald Parsky  
                    Qualcomm  
                    Sheryl and Harvey White |
| Contributors $100,000–$249,999 | Barbara and Charles Arledge  
                    Linnea and Frank Arrington  
                    Barbara Bloom Fund  
                    Nancy and Matt Browar  
                    Diane and Christopher Calkins  
                    Dr. Charles G. and Monica H. Cochrane  
                    County of San Diego, 3rd District Supervisor  
                    Pam Slater-Price  
                    County of San Diego, 4th District Supervisor  
                    Ron Roberts  
                    Danah H. Fayman  
                    David Guss Family  
                    Judith C. Harris and Robert Singer M.D.  
                    The James Irvine Foundation  
                    Arthur and Sandra Levinson  
                    Mary Keough Lyman  
                    Josephine R. MacConnell  
                    Patsy and David Marino  
                    Amelia and Kenneth Morris  
                    The Parker Foundation  
                    Fritz and Nora Sargent  
                    Seltzer Caplan McMahon Vitek  
                    In Memory of Dorothy Mitchell Shapiro  
                    Joyce and Ted Strauss  
                    John M. and Sally B. Thornton Foundation  
                    UBS  
                    Gilda and Victor Vilaplana  
                    Jo and Howard Weiner |
| Individual Giving | MCASD Annual Contributions  
                    $100,000+  
                    Anonymous  
                    David C. Copley  
                    Olivia and Peter Farrell  
                    Carolyn P. Farris  
                    Pauline Foster  
                    Joan and Irwin Jacobs  
                    Drs. Stacy and Paul Jacobs  
                    Faye Hunter Russell  
                    $75,000–$99,999  
                    Valerie and Harry Cooper  
                    Maryanne and Irwin Pfister  
                    Iris and Matthew Strauss  
                    The Sheryl and Harvey White Foundation  
                    $20,000–$49,999  
                    Barbara and Charles Arledge  
                    Linnea and Frank Arrington  
                    Melissa Garfield Bartell and Michael Bartell  
                    Mary and James Berglund |
| Corporate, Foundation, and Government Donors | $100,000 AND ABOVE  
                    City of San Diego Commission for Arts and Culture  
                    The Getty Foundation  
                    Institute of Museum and Library Services  
                    The James Irvine Foundation  
                    The Jewish Community Foundation  
                    The Henry Luce Foundation for American Art  
                    Qualcomm, Incorporated  
                    The San Diego Foundation |
| Government Donors | $50,000–$99,999  
                    National Endowment for the Arts  
                    The Hearst Foundations  
                    The Jewish Community Foundation  
                    The Henry Luce Foundation for American Art  
                    Qualcomm, Incorporated  
                    The San Diego Foundation |

$50,000–$99,999
National Endowment for the Arts  
The Hearst Foundations  
The Parker Foundation
MCASD > FY10

> Donors

**$20,000 - $49,999**
- County of San Diego Community Enhancement Fund (Supervisors Pam Slater-Price, Ron Roberts, and Greg Cox)
- County of San Diego Community Projects Fund (Supervisor Pam Slater-Price)
- The Getty Foundation
- Las Patronas
- The Mark & Hilarie Moore Family Trust
- National Endowment for the Arts
- Rotasa Foundation
- Sotheby's
- Western States Regional Arts Fund (WESTAF)

**$10,000 - $19,999**
- Consul General of Brazil in Los Angeles
- Garfield Family Foundation
- Graham Foundation for Advanced Studies
- The Legler Benbough Endowment Fund at the San Diego Foundation
- Nimoy Foundation
- Nordstrom
- The ResMed Foundation

**$5,000 - $9,999**
- California Bank & Trust
- Cooley Godward Kronish LLP
- The Dallas Foundation
- Danish Arts Council
- Gould Family Foundation
- Harpo Foundation
- G.S. Levine Insurance Services

**In-Kind Support**

**$100,000 AND ABOVE**
- KPBS

**$20,000–$99,999**
- 91X
- La Jolla Light
- Sofia Hotel
- Westfield Horton Plaza

**$10,000–$19,999**
- The FrameMaker
- San Diego CityBeat

**$5,000–$9,999**
- Art Works San Diego
- Authentic Flavors Catering
- Crown Point Catering
- Elegant Events Catering Company
- Festivities Catering
- Giuseppe Restaurants and Fine Catering
- Hyatt Regency La Jolla
- Montana Colors
- Peartrees Catering, Inc.
- Ranch & Coast Magazine
- Roppongi Restaurant and Sushi Bar
- Sammy’s Woodfired Pizza
- Stone Brewing Company
- Tapenade
- The French Gourmet
- TK&A Custom Catering

These donor lists are current as of 06/30/10. We have made every effort to be accurate; if you have questions, please contact the Museum at 858 454 3541 x172.
Executive Committee
Dr. Peter C. Farrell, President
David C. Copley, Vice President
Matthew C. Strauss, Vice President
Maryanne Pfister, Vice President
Faye Russell, Treasurer
Barbara Bloom, Secretary

Board of Trustees
Barbara Arledge
Linnea Arrington
Melissa Garfield Bartell
Dr. Mary F. Berglund
Dr. Charles J. Betlach II
Barbara Bloom
Carolin Botzenhardt
Charles Brandes
Nancy Browar
Ronald L. Busick
Christopher Calkins
Valerie Cooper
David C. Copley
Sue K. Edwards
Dr. Peter C. Farrell
Carolyn P. Farris
Pauline Foster
Murray A. Gribin
David Guss
Dr. Paul Jacobs
Leon Kassell
Gail Knox
Mary Keough Lyman
Holly McGrath
Marilyn Ross Miles
Robin Parsky
Maryanne Pfister
Mason Phelps
Dr. Carol Randolph
Colette Carson Royston
Faye H. Russell
Matthew C. Strauss
Sheryl White

Lewis deSoto, Paranirvana (self-portrait), 1999, painted nylon, electric fan.
Museum purchase, International and Contemporary Collectors Funds. Photo by Pablo Mason.
Introduction to Financial Highlights

This report was prepared by the Museum of Contemporary Art San Diego (MCASD) from its FY10 financial statements, which were audited by Mayer Hoffman McCann P.C.

All debt and equity securities are recorded at fair market value. Realized gains and losses arising from the sale of investments are based upon the original cost of the security. Property and equipment purchases are recorded at cost. Depreciation and amortization of assets are calculated by the straight line method over the estimated useful lives of the related assets. Depreciation expense was approximately $1,133,000 for FY10.

In accordance with industry practice, the Museum’s collection, which has been acquired through purchases and contributions since MCASD’s inception, is not recognized as an asset on the statement of financial position.

The complete audited financial statements, including the related notes and auditor’s report, are available upon written request.

Charles E. Castle
Deputy Director
### Statements of Financial Position as of June 30, 2010

(With comparative summarized financial information for the year ended June 30, 2009)

#### ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$2,175,415</td>
<td>$1,077,159</td>
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<tr>
<td>Investments</td>
<td>30,819,967</td>
<td>29,038,737</td>
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<tr>
<td>Accounts receivable</td>
<td>72,621</td>
<td>61,640</td>
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<td>Pledges and grants receivable</td>
<td>5,041,449</td>
<td>6,023,626</td>
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<td>Inventory</td>
<td>398,655</td>
<td>437,848</td>
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<tr>
<td>Prepaid expenses and other assets</td>
<td>296,916</td>
<td>332,440</td>
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<td>Notes receivable from officers</td>
<td>866,985</td>
<td>970,739</td>
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<tr>
<td>Property and equipment - net</td>
<td>36,576,279</td>
<td>37,557,940</td>
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<td>Deferred financing costs - net</td>
<td>374,252</td>
<td>389,632</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$76,622,539</strong></td>
<td><strong>$75,889,761</strong></td>
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#### LIABILITIES AND NET ASSETS

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<tr>
<th></th>
<th>2010</th>
<th>2009</th>
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<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$711,878</td>
<td>$523,004</td>
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<tr>
<td>Deferred revenue</td>
<td>1,565,691</td>
<td>609,476</td>
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<td>Deferred rent</td>
<td>158,687</td>
<td>991,490</td>
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<td>Deferred compensation</td>
<td>239,663</td>
<td>150,732</td>
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<td>Long-term debt</td>
<td>10,230,037</td>
<td>11,019,201</td>
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<td><strong>Total liabilities</strong></td>
<td><strong>$12,905,956</strong></td>
<td><strong>$13,293,903</strong></td>
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<tr>
<td><strong>Net Assets</strong></td>
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<tr>
<td>Unrestricted</td>
<td>$14,301,016</td>
<td>$12,425,499</td>
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<td>Temporarily restricted</td>
<td>10,157,185</td>
<td>10,911,977</td>
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<td>Permanently restricted</td>
<td>39,258,382</td>
<td>39,258,382</td>
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<tr>
<td><strong>Total net assets</strong></td>
<td><strong>$63,716,583</strong></td>
<td><strong>$62,595,858</strong></td>
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<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>$76,622,539</strong></td>
<td><strong>$75,889,761</strong></td>
</tr>
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</table>
**Statements of Activities as of June 30, 2010**

(With comparative summarized financial information for the year ended June 30, 2009)

<table>
<thead>
<tr>
<th><strong>SUPPORT AND REVENUES:</strong></th>
<th>2010</th>
<th>2009</th>
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</thead>
<tbody>
<tr>
<td><strong>SUPPORT:</strong></td>
<td></td>
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<tr>
<td>Contributions</td>
<td>$2,769,042</td>
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<tr>
<td>Government support</td>
<td>501,779</td>
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<td>Total support</td>
<td>$3,270,821</td>
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<td><strong>REVENUES:</strong></td>
<td></td>
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<tr>
<td>Investment income (loss)</td>
<td>$(5,848,596)</td>
<td>$(5,848,596)</td>
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<tr>
<td>Fundraisers</td>
<td>1,815,017</td>
<td>713,835</td>
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<td>Membership</td>
<td>564,357</td>
<td>546,690</td>
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<tr>
<td>Auditorium, facility, and visitor services</td>
<td>643,738</td>
<td>677,925</td>
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<tr>
<td>Museum Beverage Services</td>
<td>206,705</td>
<td>123,851</td>
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<tr>
<td>X Store sales</td>
<td>180,007</td>
<td>298,443</td>
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<tr>
<td>Program and other income</td>
<td>319,653</td>
<td>735,669</td>
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<tr>
<td>Total revenues</td>
<td>$(2,752,183)</td>
<td>$8,043,285</td>
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<td><strong>Total support and revenues</strong></td>
<td>$11,314,106</td>
<td>$996,398</td>
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<table>
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<tr>
<th><strong>EXPENSES:</strong></th>
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<th>2009</th>
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<tbody>
<tr>
<td>Program activities:</td>
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<tr>
<td>Permanent collection, circulation, and accessions</td>
<td>$1,105,748</td>
<td>$1,475,695</td>
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<td>Exhibitions</td>
<td>3,624,319</td>
<td>3,223,333</td>
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<td>Education and Membership</td>
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<td>970,247</td>
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<tr>
<td>Auditorium, facility, and visitor services</td>
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<td>638,294</td>
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<td>X Store</td>
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<td>Total program services</td>
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<td>$6,537,669</td>
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<th>Supporting services:</th>
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<td>General and administrative</td>
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<td>Special events</td>
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<td>Communications and marketing</td>
<td>441,132</td>
<td>331,894</td>
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<td>Development</td>
<td>720,736</td>
<td>329,580</td>
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<td>Museum beverage services</td>
<td>105,132</td>
<td>159,832</td>
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<tr>
<td>Total supporting services</td>
<td>$3,511,195</td>
<td>$3,655,712</td>
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<td><strong>Total expenses</strong></td>
<td>$10,422,388</td>
<td>$10,193,381</td>
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<tr>
<th>CHANGE IN NET ASSETS</th>
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<th>2009</th>
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<tbody>
<tr>
<td>NET ASSETS - Beginning of year</td>
<td>$62,595,858</td>
<td>$63,716,583</td>
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<tr>
<td>NET ASSETS - End of year</td>
<td>$62,595,858</td>
<td>$63,716,583</td>
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<tr>
<td><strong>NET ASSETS - Beginning of year</strong></td>
<td>$72,021,848</td>
<td>$62,595,858</td>
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