



2017-18 BIENNIAL REPORT

A MESSAGE FROM THE CHAIRMAN AND THE DIRECTOR & PRESIDENT

Friends:

The Museum's signature exhibition ***New York at Its Core*** has had a terrific impact following its launch in November 2016. It has helped to bring in a record number of visitors (320,000 in FY2018), increased school field trips by 31%, and inspired new supporters at every level, including our largest single gift of \$10 million from the Thompson Family Foundation.

As the first permanent exhibition to tell the complex 400-year history of New York City and with its Future City Lab that explores the central challenges and opportunities the city faces, ***New York at Its Core*** has generated numerous accolades, winning multiple industry awards. It has provided a fantastic platform for increased engagement through school and group tours, community partnerships, social media, and public programs.

This report reflects that excitement as well as presenting the wide-ranging scope of all of the Museum's exhibitions, programs, and related activities that have brought larger and more diverse audiences through our doors, onto our website, and into our orbit over the past two years. Sadly, not long after ***New York at Its Core*** opened, we experienced the considerable loss of Dr. Hilary Ballon, co-curator and key creator of the Future City Lab. Hilary's contributions to the project are enormous, and we pay tribute to her in this report.

Following the whirlwind of the exhibition opening, we continued to be as energetic, bold, and creative as the city whose name we bear. A yearlong strategic planning process for our years ahead resulted in a new, tight, and focused mission statement, and a plan for areas of endeavor that will take us



assuredly to our centennial year in 2023. Further increasing our audience through a wide variety of platforms, engaging with influencers and boldfaced names, becoming recognized as an important thought leader and educator, and building relationships with the many diverse communities across the five boroughs will surely see us build on our current positive trajectory.

To our many enthusiastic and generous supporters, our dedicated trustees, and our talented and dedicated staff, we give grateful thanks and are so very pleased to share our recent accomplishments through this biennial report.

A handwritten signature in dark ink, appearing to read "J. Dinan".

James G. Dinan
Chairman



A handwritten signature in dark ink, appearing to read "Whitney Donhauser".

Whitney W. Donhauser
Ronay Menschel Director & President

IN MEMORIAM

Hilary Ballon (1956–2017)

With deepest gratitude, the Museum of the City of New York remembers the life and loyal service of Hilary Ballon.

Hilary had a profound impact on the Museum, serving as a Trustee, advisor, and cherished collaborator for more than a decade. Most recently, she was co-curator of the Museum's three-gallery permanent exhibition, ***New York at Its Core***, which opened to great acclaim in November 2016. Hilary was a guiding force behind its intellectual framework and its lively, interactive approach to storytelling. For more than three years, she threw herself into the collaborative task of creating the intellectual framework and embodying the challenging and perplexing story of New York City into the footprint of this building's first floor. With Hilary's expertise in urban planning, she took the lead in the creation of our *Future City Lab*, which affords visitors a unique opportunity to explore the city's current-day challenges and come up with their own creative solutions. She brought her wealth of scholarly knowledge, profound judgment, and humanistic perspective to bear on every aspect of this monumental project.

Prior to ***New York at Its Core***, Hilary also curated two of the most important and successful special exhibitions at the Museum in living memory: ***Robert Moses and the Modern City*** (2006–2007) and ***The Greatest Grid: The Master Plan of Manhattan, 1811–2011*** (2011–2012). Together these two shows captured the public imagination, and, not incidentally, helped to remake the reputation of the Museum in ways that still resonate today.



Credit: Filip Wolak

The Museum has named its digital lab in honor of Hilary; the lab has digitized almost 200,000 images and artifacts and has made them available to the public at collections.mcny.org. The Museum is also proud to fulfill Hilary's vision to create a robust series of public programs to extend and expand the content and reach of the *Future City Lab*, now a reality and dedicated to her memory.

**The Museum of the City of New York
fosters understanding of the distinctive nature
of urban life in the world's most influential
metropolis. It engages visitors by celebrating,
documenting, and interpreting the city's past,
present, and future.**

“Over the past dozen years, [the Museum] has
blossomed into an essential institution.”

NEW YORK

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FY2018 HIGHLIGHTS



320,000
visitors

AVERAGE AGE
of visitor

44

years old

AVERAGE AGE
of Family Program adult visitor

37

years old

Nearly **3,000**
active members,
and counting.



9 special
exhibitions

3 permanent
exhibitions

*New York at Its Core, Activist
New York & Timescapes*



**Frederick A. O. Schwarz
Education Center**

Served

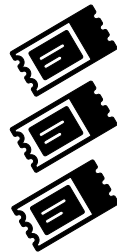
54,000



students, teachers, and families

Almost **74%** of students
served attend under-resourced
public schools.

Public Programs



65+

programs with
approximately
20,000 attendees



750,000+

objects in our collection

Our visitors were
representative of the rich
cross-culturalism of our city
and beyond.

40% of our visitors were
from within the 5 boroughs

33% came to us from
around the United States

27% visited internationally

Visitors come from near and far: USA, UK,
Canada, Germany, France, Italy, Japan,
and more.



Reaching over **1.17 million**
people on our digital channels

Facebook: www.facebook.com/MuseumofCityNY
Twitter: @MuseumofCityNY
Instagram: @MuseumofCityNY
Email: info@mcny.org
Website: mcny.org
Collections Portal: collections.mcny.org



**1220 FIFTH AVENUE
NY, NY 10029
MCNY.ORG**

Located at the
top of Museum Mile

AS FEATURED IN...

The New York Times

The Atlantic

am
NEWYORK

CNN

VANITY FAIR

CBS

artnet news

Forbes

SPECTRUM
NEWS **NY**

 **REUTERS**

CURBED
NY

FOX
5

NEWYORKPOST

THE
NEW YORKER

WSJ

metro 

Newsweek

NEW YORK

DAILY  **NEWS**

TimeOut
New York


NBC

EXHIBITIONS



GAY GOTHAM

Housed in two galleries and featuring the work of Andy Warhol, Harmony Hammond, Richard Bruce Nugent, and Greer Lankton, among others, ***Gay Gotham: Art & Underground Culture in New York*** outlined the queer creative networks that sprang up in the city across the 20th century—revealing an often-hidden side of the history of New York and celebrating the power of artistic collaboration to transcend oppression.

OCTOBER 7, 2016–MARCH 26, 2017

FROM TEASPOONS TO TITANIC

From Teaspoons to Titanic: Recent Acquisitions

showcased a selection of new additions to the Museum's collections, including a deck chair from RMS Titanic, souvenir spoons depicting New York scenes, works by several notable photographers, and Richard Haas's preparatory paintings for New York street murals—all of which speak to the life of the city.

AUGUST 4–DECEMBER 18, 2016





MASTERING THE METROPOLIS

On the 100th anniversary of America's first comprehensive zoning resolution, ***Mastering the Metropolis: New York and Zoning, 1916-2016*** examined the effects of the evolving law and charted the history of the city's zoning rules and debates to the current day, illuminating how the tools of zoning have reflected a century of evolving ideas about what constitutes an "ideal" city.

NOVEMBER 9, 2016–APRIL 23, 2017



THE CITY AND THE YOUNG IMAGINATION

Featuring watercolors, drawings, collages, and sculpture revealing the city as interpreted by its youngest residents, ***The City and the Young Imagination: Art from Studio in a School*** explored the 40-year history of one of New York City's most creative arts education initiatives, Studio in a School—founded at a time when the city's economic crisis drastically reduced arts programming in public schools.

JANUARY 14–MAY 21, 2017



MUSLIM IN NEW YORK

Muslim in New York: Highlights from the Photography Collection featured images by four photographers who have documented Muslim New Yorkers from the mid-20th to the early 21st century: Alexander Alland, Ed Grazda, Mel Rosenthal, and Robert Gerhardt. Together, these photographs paint a group portrait of New Yorkers who have greatly enriched the life of the city.

FEBRUARY 18–AUGUST 14, 2017

A CITY SEEN

Featuring more than 100 images, accompanied by entries from Webb's own journal, ***A City Seen: Todd Webb's Postwar New York, 1945-1960*** highlighted Todd Webb's personal exploration of the city, while providing an expansive document of New York in the years following World War II. This was the first major museum exhibition of Webb's work since the Museum of the City of New York first exhibited his images in 1946.

APRIL 20–SEPTEMBER 4, 2017





POSTERS AND PATRIOTISM

Showcasing over 60 examples of the Museum's poster collection donated by railroad executive and financier John W. Campbell and works from such colorful publications as *The Masses*, *The Fatherland*, and *Mother Earth*, **Posters and Patriotism: Selling WWI in New York** examined the outpouring of mass-produced images created by New York City's artists and illustrators to stir the American public to wartime loyalty, duty, and sacrifice.

APRIL 5–OCTOBER 9, 2017



AIDS AT HOME

Featuring the work of more than 20 artists—including Avram Finkelstein, Nan Goldin, Lori Grinker, Kia LaBeija, David Wojnarowicz, and others—**AIDS at Home: Art & Everyday Activism** examined how artists and activists have expanded the concepts of caretaking and family and navigated the political stakes of domestic life in the face of the HIV/AIDS crisis, from the early 1980s to the present.

MAY 23–OCTOBER 22, 2017



RHYTHM & POWER

Rhythm & Power: Salsa in New York

illuminated salsa as a social movement from the 1960s to the present, exploring how immigrant and migrant communities in New York City—most notably from Cuba and Puerto Rico—nurtured and developed salsa, growing it from a local movement playing out in the city's streets and clubs into a global phenomenon.

JUNE 14–NOVEMBER 26, 2017



TO QUENCH THE THIRST OF NEW YORKERS

To Quench the Thirst of New Yorkers: The Croton Aqueduct at 175 traced the history of the Croton Aqueduct, an unparalleled engineering feat bringing water from the Croton River through 41 miles of masonry, fed by gravity alone—pointing to a future where clean water was an everyday aspect of life.

SEPTEMBER 2–DECEMBER 31, 2017

MOD NEW YORK

Featuring more than 70 garments drawn primarily from the Museum's Costume Collection, ***Mod New York: Fashion Takes a Trip*** explored the full arc of 1960s fashion, shedding new light on a period marked by tremendous and daring stylistic diversity. Also on display were fine and costume jewelry, shoes, handbags, design renderings, and photographs that captured the spirit of a creative and confrontational era.

NOVEMBER 22, 2017–APRIL 1, 2018



NEW YORK ON ICE

New York on Ice: Skating in the City invited visitors to explore how ice skating evolved in the city from its colonial Dutch and British origins to become a 19th-century craze, and later an opportunity for elaborate spectacle, commercialized leisure, and competitive sport in the 20th century and beyond.

DECEMBER 20, 2017–APRIL 15, 2018



KING IN NEW YORK

Marking the 50th anniversary of the death of Martin Luther King Jr., this exhibition of historic images traced the civil rights leader's encounters with New York from the 1950s until his assassination in 1968, revealing a lesser-known side of King's work and demonstrating the importance of New York City in the national civil rights movement.

JANUARY 13–JUNE 24, 2018



NEW YORK SILVER, THEN AND NOW

Showcased in the Museum's Tiffany & Co. Foundation Gallery, ***New York Silver, Then and Now*** linked the rich history of silversmithing in New York City to present-day artistic practice, featuring newly commissioned works by leading metalworkers, created in response to historical objects from the Museum's collection.

JUNE 28, 2017–JULY 1, 2018



BEYOND SUFFRAGE

Beginning with the long battle for women's voting rights that culminated in 1917 statewide and 1920 nationally, ***Beyond Suffrage: A Century of New York Women in Politics*** highlighted women at the center of New York's politics over the course of 100 years. It featured rare artifacts, documents, garments, photographs, and audio-visual materials spanning more than a century that showed how women have been politicized—and in turn changed politics—in New York and beyond.

OCTOBER 11, 2017–AUGUST 5, 2018



ART IN THE OPEN

Presented to mark the 40th anniversary of the pioneering Public Art Fund, ***Art in the Open: Fifty Years of Public Art in New York*** showcased works that have transformed both the public spaces of the city as well as public expectation of the role and potential of art that exists outside of the traditional confines of museums and galleries. The exhibition featured renderings, models, photographs, and video footage tracing the creation of public artworks by such artists as Red Grooms, Christo and Jeanne-Claude, and Kara Walker.

NOVEMBER 10, 2017–SEPTEMBER 23, 2018

Credit: Rob Stephenson



ELEGANCE IN THE SKY:

Elegance in the Sky: The Architecture of Rosario Candela Revisited the setback terraces and neo Georgian and Art Deco ornament of high-rise apartments designed by Rosario Candela, who played a major role in shaping the architectural legacy of 20th-century New York. His buildings established new standards of chic urban living for some of New York's wealthiest citizens and still rank among the most prized in the city, almost a century after they were built.
MAY 17–OCTOBER 28, 2018

THROUGH A DIFFERENT LENS

Through a Different Lens: Stanley Kubrick Photographs featured more than 120 photographs by Kubrick from the Museum's *Look* Magazine archive, an unparalleled collection that includes 129 photography assignments and more than 12,000 negatives from his five years as a staff photographer. In his photographs, many unpublished, Kubrick trained the camera on his native city, drawing inspiration from the nightclubs, street scenes, and sporting events that made up his first assignments, and capturing the pathos of ordinary life with a sophistication that belied his young age.

MAY 3, 2018–JANUARY 6, 2019



NEW YORK AT ITS CORE

"An astoundingly thorough and moving permanent exhibition tells the story of the city."

FINANCIAL TIMES



Occupying the entire first floor in three multimedia galleries—*Port City, 1609–1898*; *World City, 1898–2012*; and the *Future City Lab*—the **New York at Its Core** exhibition is shaped by four themes: money, density, diversity, and creativity. Together, they provide a lens for examining the character of the city and its evolution into the modern metropolis we know today.

Through hundreds of objects and images and state-of-the-art technology, this first-of-its-kind exhibition captures the human energy that drove New York to become a global capital like no other and a subject of fascination the world over.

New York at Its Core was the 2018 Overall Winner of the American Alliance of Museums Excellence in Exhibitions Award, amongst others.



ACTIVIST NEW YORK

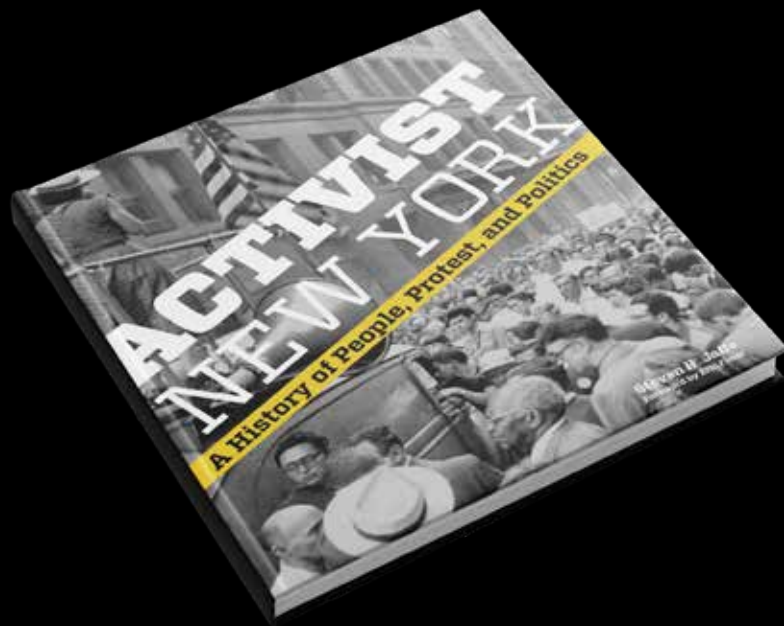
"The Museum is intimate but the ideas are expansive."

—Museum Member

In a town renowned for its in-your-face persona, citizens have long banded together on issues as diverse as civil rights, wages, sexual orientation, and religious freedom. Presented in the Puffin Foundation Gallery using artifacts, photographs, audio and visual presentations, and interactive components that tell the story of activism in the five boroughs, **Activist New York** presents some of the passions and conflicts that underlie the city's history of agitation, from the 17th century to the present. Two new case studies—"Debating Vice: The Anti-Obscenity and Birth Control Movements, 1870 to 1930" and "Racial Justice Today: The Movement for Black Lives, 2012 to 2017"—debuted in FY2017.



PUBLICATIONS



ACTIVIST NEW YORK

Activist New York: A History of People, Protest, and Politics (NYU Press, 2018) by curator Dr. Steven H. Jaffe surveys New York City's long history of social activism from the 1650s to the 2010s and establishes New York, according to *The New York Times*, as "the capital of social activism" by recounting a litany of provocative flash points" from the Flushing Remonstrance to Occupy Wall Street.

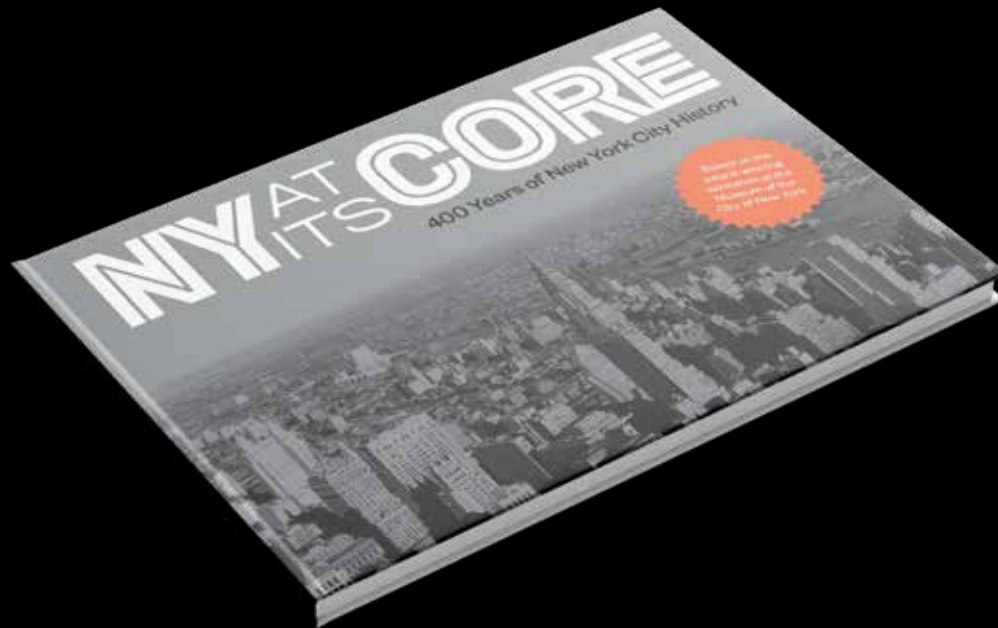


MEXICO MODERN

Mexico Modern: Art, Commerce and Cultural Exchange (Hirmer, 2017) by curators Donald Albrecht and Thomas Mellins chronicles the cultural exchange between Mexico and the United States in the 1920s and 1930s between such artists and photographers as Frida Kahlo, Tina Modotti, Diego Rivera, and Paul Strand.

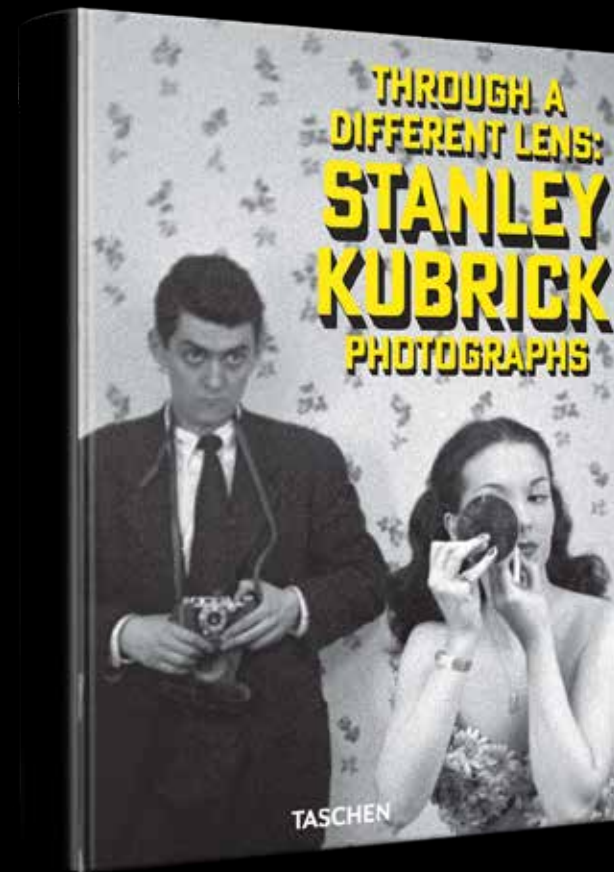
STANLEY KUBRICK PHOTOGRAPHS

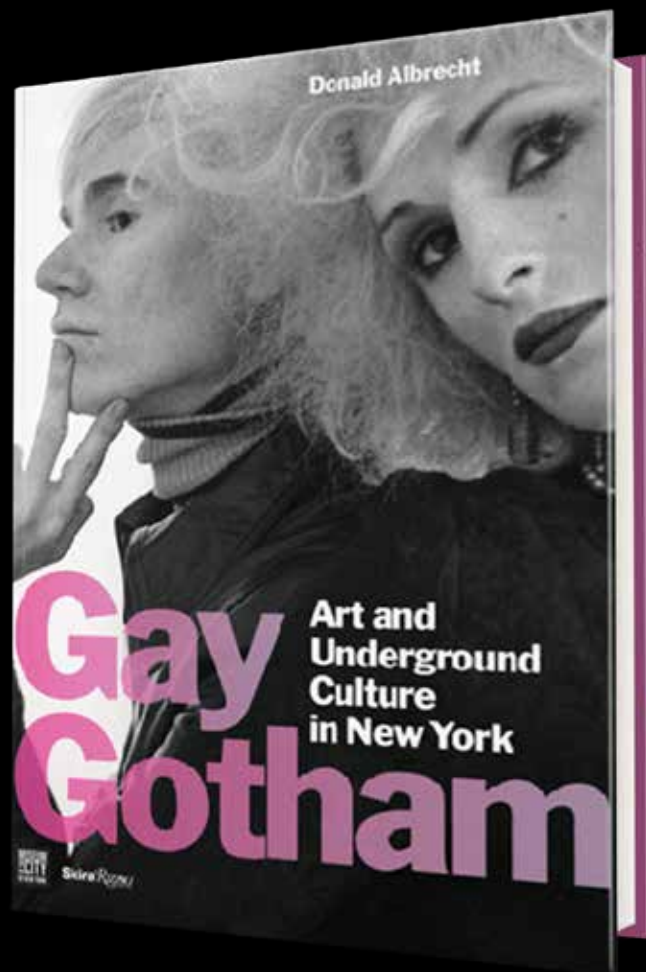
Through A Different Lens: Stanley Kubrick Photographs (Taschen, 2018) by curators Donald Albrecht and Sean Corcoran reveals the keen and evocative vision of a young Stanley Kubrick through his slice-of-life photographs for *Look* magazine that celebrate and expose New York City and its inhabitants from a day at the laundromat to a day in the life of a debutant.



NEW YORK AT ITS CORE

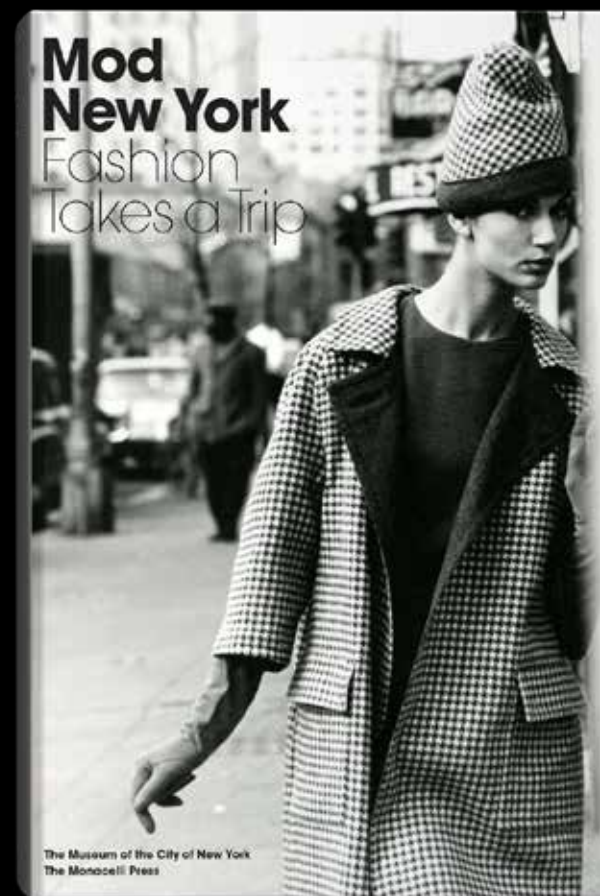
New York at Its Core: 400 Years of New York City History (Museum of the City of New York, 2017) takes readers on a whirlwind journey through the 400-year history of the five boroughs to find out how a striving village on the periphery of the Dutch trading empire became the booming metropolis that is today's capital of the world.





GAY GOTHAM

Gay Gotham: Art and Underground Culture in New York (Skira Rizzoli, 2016) by curator Donald Albrecht and Andrew W. Mellon Foundation Postdoctoral Curatorial Fellow Stephen Vider brings to life the countercultural artistic communities of queer New Yorkers that sprang up in New York City over the last hundred years.



MOD NEW YORK

Mod New York: Fashion Takes a Trip (Monacelli, 2017) by curators Phyllis Magidson and Donald Albrecht traces the fashion arc of the 1960s and 1970s. Drawing on the Museum's collection of costumes and textiles, the book explores how clothing reflected the momentous societal changes of the day, the emergence of counterculture, the women's liberation movement, and the rise of African-American consciousness.

COLLECTIONS COLLECTIONS



Alexey Titarenko (1962 -). Corner La Esquina, New York. Museum of the City of New York.

During FY2017 and FY2018, the Museum saw vigorous activity in collections management and generous support to accomplish projects with long-term impact for our audiences. Collection assessments are ongoing in several departments, including costumes and textiles, manuscripts and ephemera, paintings, and theater materials.

With an estimated 750,000 collection objects in total—from dance cards and menus to a police wagon and model of the Empire State Building—the Museum now has records for over half a million.

New funding in FY2017 included \$129,467 to catalog and digitize the scripts, scores, and published sheet music in the George M. Cohan collection. New funding in FY2018 included \$50,000 to process, catalog, and digitize the Edward Floyd De Lancey family papers. Over the past two years, the Museum continued a major, multi-year initiative to catalog and digitize our rich collections and make them accessible on a user-friendly Collections Portal at collections.mcny.org where they may be studied and enjoyed by anyone, anywhere in the world with an Internet connection.

A major conservation project for FY2017 involved the deinstallation and conservation treatment of two iconic sculptures designed by Adolph Alexander Weinman (1870-1952) of Alexander Hamilton (1757-1804) and DeWitt Clinton (1769-1828). These sculptures have been installed in facade niches of the Museum's historic building since the early 1940s, and had received no major conservation treatment since this time.

COLLECTIONS.MCNY.ORG

Email research@mcny.org with questions about the collections, and rightsandrepro@mcny.org with rights and reproductions inquiries.

PUBLIC PROGRAMS

"For anyone curious about all things New York...the Museum of the City of New York has answers"

THE WALL STREET JOURNAL.



Credit: Filip Wolak

Uptown Bounce, our annual free summer block party series with El Museo del Barrio.



Credit: Filip Wolak

David Berg Distinguished Speaker Series | Steeped in History: Museums & Identity (Spring 2018). Philanthropist David Rubenstein, Michael Glickman, president and CEO of the Museum of Jewish Heritage, and Lonnie Bunch, founding director of the Smithsonian's National Museum of African American History and Culture.

The Museum's public programs explore New York City's history and character, connecting past, present, and future. Through lectures, panel discussions, live performances, film screenings, book talks, and walking tours, we expand the conversations that begin in our galleries and engage with current issues facing our city. In connection with the 2016 launch of our landmark exhibition ***New York at Its Core***, we introduced three new program series: *Only in New York* featuring New York Times journalist Sarah Maslin Nir, *Smile It's Your Close Up*, a non-fiction film series developed in partnership with the Maysles Documentary Center, and *New York's Future in a Changing Climate*, inspired by the Museum's Future City Lab.

We were also privileged to inaugurate two named lecture series, the *David Berg Distinguished Speaker Series* and *The Robert A. and Elizabeth R. Jeffe Distinguished Lectures in Urban History*, which included programs with author Andrew Solomon, historians Jill Jonnes and Lonnie Bunch, and philanthropist David Rubenstein. Other speakers featured in FY2017 and FY2018 include activist Faye Wattleton, historians Russell Shorto and Mike Wallace, fashion designer Norma Kamali, cartoonist Roz Chast, architect Vishaan Chakrabarti, and chef Dan Barber, among many others.

MCNY.ORG/EVENTS

For information about our public programs, please contact programs@mcny.org or 917.492.3395.

EDUCATION EDUCATION



Misty Copeland, left, interviewed by Sahmeirah Choi on March 4, 2018 for the Museum's annual Herstory Day event.

Education is at the core of the Museum's mission. In the 2017-18 school year, the Frederick A. O. Schwarz Education Center served over 54,000 K-12 students, teachers, and caregivers (a 19% increase over FY2017). Through our field trip program, students and their teachers visited an array of exhibitions from **New York at Its Core** to **Activist New York**, to a range of temporary exhibitions, engaging young audiences with aspects of the city's past, present, and future; 35% of these fieldtrips were free of charge through generous grants.

The Center also provided a growing range of opportunities for students, educators, family, community members, and fellowship opportunities for recent college graduates and graduate students. Out-of-school time programs such as free Saturday Academy classes and the annual city-wide New York City History Day competition continued to reach new heights, as did STEM and photography camps for elementary, middle, and high school students.

In partnership with Brooklyn Historical Society, the Center was re-awarded a grant to co-lead a 2018 National Endowment for the Humanities Summer Institute for educators across the country, exploring the intertwined histories of the abolitionist and woman suffrage movements in the United States. For all of these, and many more achievements, the Center was proud to receive the 2018 Museum Association of NY's "Engaging Communities" Award for Excellence.

MCNY.ORG/EDUCATION

FUNDER SPOTLIGHT



THE THOMPSON FAMILY FOUNDATION

In December 2016, The Museum of the City of New York received the largest gift in its 94-year history, a \$10 million donation from The Thompson Family Foundation to the Museum's endowment in support of educational activities related to ***New York at Its Core***, the Museum's groundbreaking permanent exhibition covering 400 years of New York City history.

"With this generous donation from The Thompson Family Foundation, the Museum will be able to continue to celebrate and interpret the city and reinforce our commitment to keeping education at the heart of the Museum's mission," said James G. Dinan, the Museum's Chair of the Board of Trustees. "We want to thank The Thompson Family Foundation for this generous gift, which is a vote of support for the vision and hard work of our Board and our talented staff," said Whitney Donhauser, *Ronay Menschel Director & President* of the Museum of the City of New York. "The tremendously successful opening of ***New York at Its Core*** has elevated the awareness of the Museum and reinforces the Museum's role as an educational resource for the students, teachers, and parents of New York City."

Alan Siegel, a director of The Thompson Family Foundation and Museum of the City of New York Trustee, said: "As young boys, Wade Thompson and I had a similar dream—being part of New York, our 'City of Ambition'. Wade's daughter Amanda Riegel, the President of the Foundation, the other members of the Thompson family, and I want our youth to know New York's remarkable history, particularly the diversity of its people, so that they understand that in New York anything is possible. ***New York at Its Core*** is a fabulous tool to help achieve that goal."

MARKETING MARKETING



Credit: Morgan Stanley

DIGITAL ADVANCEMENTS

Content marketing and digital partnerships have become a powerful means of extending the Museum's impact. Many in our broad constituency take advantage of our rapidly expanding online content, including the Collections Portal, virtual exhibitions, and digital and mobile experiences, as well as extensive materials and resources for K-12 classroom educators.

In 2017 the Museum received a MUSE Award in the Digital Communities category for its Twitter campaign, #MuseumSnowballFight, in partnership with the New-York Historical Society.

During the fall of 2017, the Museum began a key partnership with the mobile app Urban Archive. Utilizing upward of 13,000 architectural photos from our collection, the app creates off-site user experiences with walking tours and scavenger hunts, all with an eye toward historical context. For example, visitors to the Museum's recent exhibition, ***Elegance in the Sky: The Architecture of Rosario Candela***, were encouraged to take a custom walking tour of some the city's architectural treasures, curated by exhibition curator Donald Albrecht, using the Urban Archive app.



Beginning in February 2018, displays on more than 1,800 LinkNYC kiosks around the city began to prominently feature the Museum's logo, social handle, and curated historical content and images from our vast collections. Through this partnership the Museum reaches more than 11 million people weekly, with some content translated into Spanish and Mandarin. And in the spring of 2018, Morgan Stanley, a corporate member of the Museum for more than 20 years, held a competition and selected the Museum to be one of 12 partners for its *Lights on Broadway* campaign, which highlights a different non-profit partner each month on its Times Square billboard. The Museum's campaign engaged residents and tourists to share their New York City experiences on their social channels using #mynycystory.



GROUP TOURS

In FY2018, the Museum began a plan to rebrand and boost marketing of a range of group tours over the next three years with several goals, including increasing revenue and attendance by 10%. Three hundred and seven tour groups visited in FY2018—a nearly 16% increase from the previous year—with \$74,386 in total revenue, representing a 2.7% increase over FY2017. There were 5,244 group tour attendees in FY2018, a record for the Museum and a 7% increase over FY2017.

SPECIAL EVENTS

Special Events help support the Museum, its exhibitions, public and educational programs, and collections, raising almost \$5.9 million across FY2017 and FY2018. These events include the Director's Council Winter Ball, Family Party, Chairman's Leadership Award Dinner, Spring Symposium & Luncheon, and the Louis Auchincloss Prize Gala.



Credit: Cutty McGill

Whitney Donhauser, FY2017 Louis Auchincloss Prize honoree Tony Kushner, Trustee Bruno Quinson



Credit: Rip Wolak

Whitney Donhauser, FY2017 Chairman's Leadership Award Dinner honoree Blair Effron, Jamie Dinan



Credit: Cutty McGill

Co-chairs and honorees of the FY2018 Director's Council Winter Ball: Peter Rockefeller, Mark Gilbertson, Jill Roosevelt, Nicole Hanley Pickett, Alexia Hamm Ryan, Alex Roepers, Amory McAndrew, Sara Ayres, Jamie Dinan, Kathy Prounis, Calvert Moore, Whitney Donhauser, Tara Rockefeller.



Credit: Norm Kazhdan

Michiko Kakutani, FY2018 Louis Auchincloss Prize recipient



Credit: Manolo Yllera

Peter Marino, FY2017 Spring Symposium & Luncheon honoree



Credit: Timothy White

Whoopi Goldberg, FY2018 Louis Auchincloss Prize recipient



Credit: Annie Leibovitz

Gloria Steinem, FY2018 Louis Auchincloss Prize recipient

MEMBERSHIP MEMBERSHIP

“The exhibits are always educational, meaningful, and leave me feeling enriched as a person.”

– Museum Member



Credit: Filip Wolak

GENERAL MEMBERSHIP

Members help support all aspects of the Museum's general operations: from presenting our public and education programs, to mounting our exhibitions and maintaining our collections. Our membership program saw excellent growth in FY2017 as we celebrated the opening of our flagship exhibition, ***New York at Its Core***, and member engagement and attendance has steadily risen.

Members enjoy special access to the Museum including year-round complimentary admission and discounts on public programs, at the Shop, and Chalsty's Café. In addition, members receive exclusive invitations to member-only events, including our annual Member Appreciation Night. While the majority of our members live within the five boroughs, we are proud to recognize our New Yorker At Heart members who live across the nation and around the world, supporting the Museum from afar.



Credit: Filip Wolak

PATRON PROGRAMS

Members of our Patron Programs provided essential support to the Museum's general operations in FY2017 and FY2018, while enjoying enhanced access to the Museum year-round.

Alexander Hamilton Circle members received invitations to exclusive events on- and off-site, including after-hours exhibition tours, behind-the-scenes experiences, and opportunities to discuss their experiences with curators and executive staff. In addition to these benefits, members of the President's Circle were invited to participate in Trustee committees, in an advisory capacity—giving them a fascinating insider's look at the Museum's short-term and long-term plans.

The Schwarz Education Center Council, which supports the wide-ranging education programs of the Museum's Frederick A.O. Schwarz Education Center, welcomed several new members. Council members attended quarterly meetings with senior Schwarz Center staff, receiving updates on their activities, and took an active role in promoting the Museum's education programs.



CORPORATE MEMBERSHIP

The Museum of the City of New York is proud to recognize many of New York's most prominent, innovative, and distinguished businesses as Corporate Members. Corporate Membership provides critical support to all aspects of the Museum's mission, helping us sustain exhibitions, public and education programs, and conservation efforts.

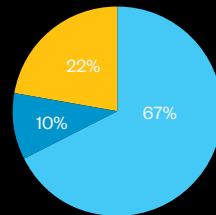
In FY2017, the Museum enhanced its benefits program by offering bespoke volunteer opportunities designed to fulfill corporate objectives and involve employees in the life of the Museum. Other benefits, including free employee admission, curator-led exhibition tours, event rental privileges, and invitations to exclusive patron events, continued to strengthen the relationship between the Museum and New York's most prominent and innovative corporate citizens.

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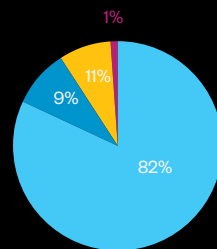
FY2017 SOURCES OF SUPPORT & REVENUE

Contributed Income and Services (67%)	\$16,446,172
Special Events (10%)	\$2,469,034
Earned Income (22%)	\$5,380,627
In-kind Contributions (0%)	\$95,263
TOTAL	\$24,391,096



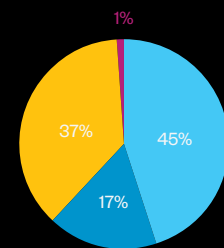
FY2017 EXPENSES

Programming (82%)	\$18,337,530
Fundraising (9%)	\$1,993,569
General Administrative (8%)	\$1,769,212
Renovation and Expansion (1%)	\$265,932
TOTAL	\$ 22,366,243



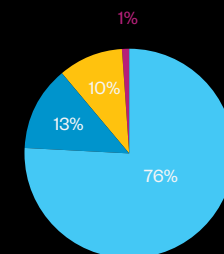
FY2018 SOURCES OF SUPPORT & REVENUE

Contributed Income and Services (45%)	\$6,057,244
Special Events (17%)	\$2,313,749
Earned Income (37%)	\$5,071,923
In-kind Contributions (1%)	\$95,263
TOTAL	\$13,538,179



FY2018 EXPENSES

Programming (76%)	\$12,141,141
Fundraising (13%)	\$2,090,574
General Administrative (10%)	\$1,558,869
Renovation and Expansion (1%)	\$202,044
TOTAL	\$15,992,628

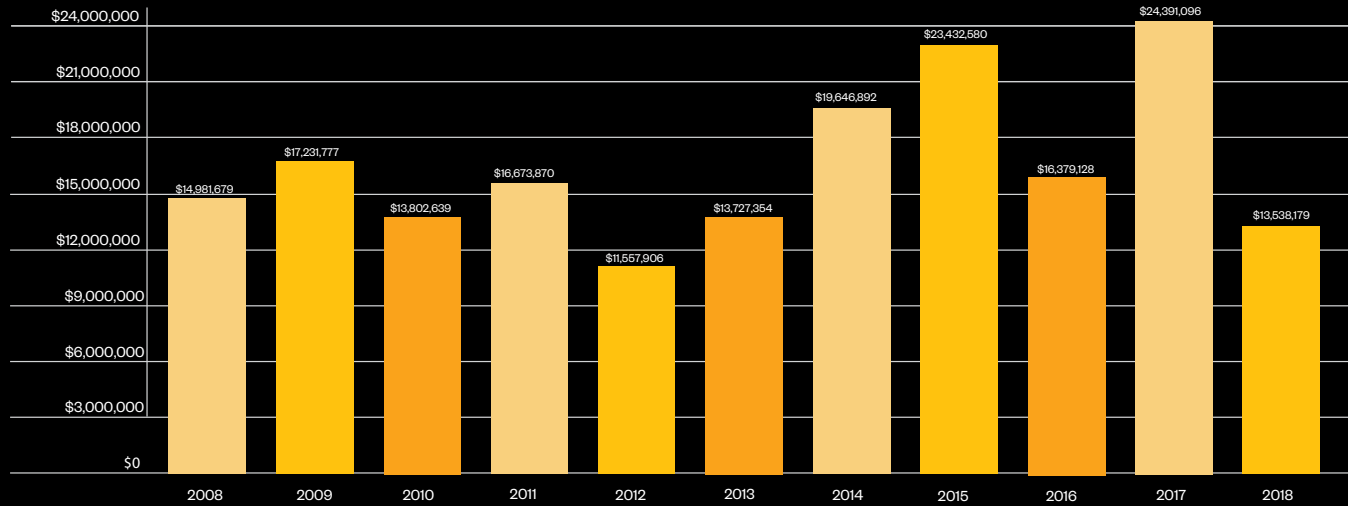


The gap between the revenue and expenses for FY2018 is largely due to the expenditures for which the funds were raised in prior years.

FY2008-FY2018 TOTAL REVENUE*

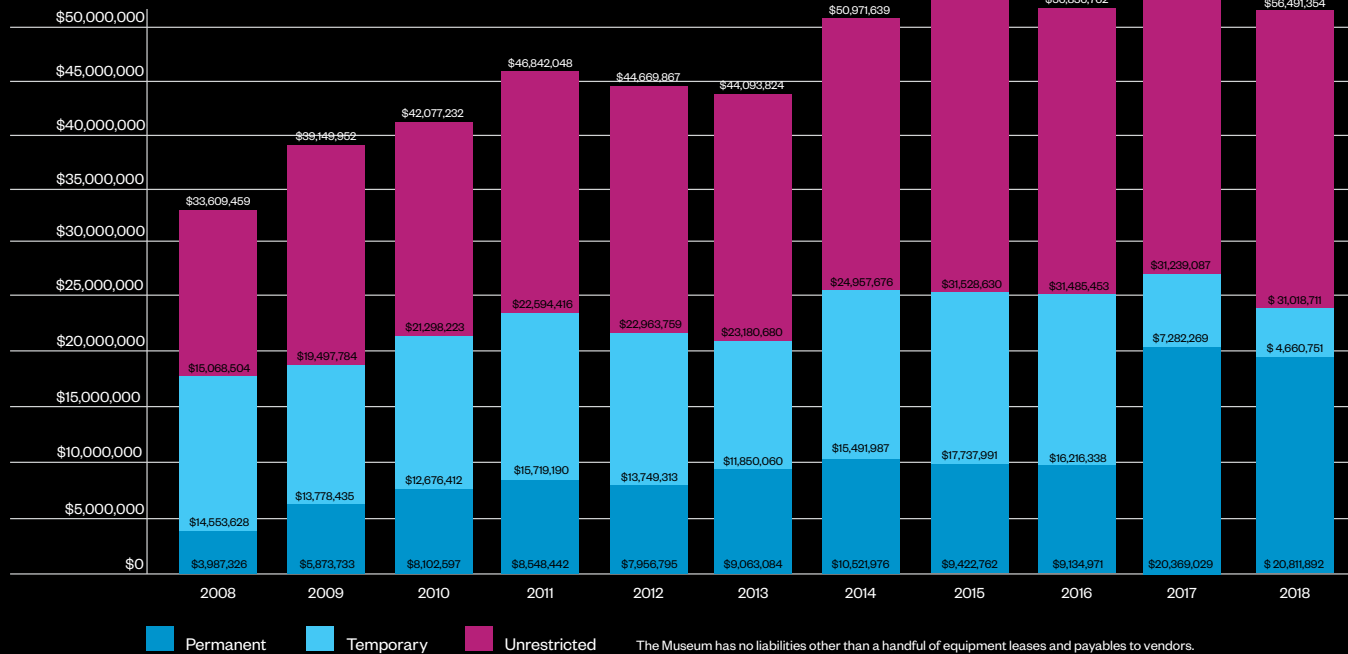
TOTAL REVENUE

*INCLUDES TEMPORARILY RESTRICTED AND PERMANENTLY RESTRICTED GIFTS



FY2008-FY2018 NET ASSETS BY TYPE

TOTAL NET ASSETS



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OUR HISTORY



The Museum strives to accommodate visitors of all abilities. Ramp access is available on East 104th Street between Fifth and Madison Avenues. The wheelchair lift in Ronay Menschel Hall can accommodate manual and motorized wheelchairs (max. capacity 500 lbs.). All exhibition videos are open captioned. Assistive listening devices are available for *Timescapes* and programs in Ronay Menschel Hall. Sign language interpretation and specialized descriptive tours are available upon advance request.

MCNY.ORG/VISIT

Please contact the Museum at 917.492.3333 or info@mcny.org with any questions or concerns.

The Museum of the City of New York was established in 1923 as the first museum in the United States dedicated to the study of a single city. Its founder, Henry Collins Brown, was a Scottish-born writer with a vision for a populist approach to the city. The Museum's first home was Gracie Mansion, today the official residence of the Mayor of New York. Hardinge Scholle succeeded Henry Brown as director in 1926 and began planning a new home for the Museum.

The city offered land on Fifth Avenue at 103rd Street, and in 1929 Mayor Jimmy Walker laid the cornerstone for a Georgian Colonial-Revival building designed by Joseph H. Freedlander, which opened to the public in 1932. Over the next decades, the Museum amassed a considerable collection of exceptional items, including several of Eugene O'Neill's handwritten manuscripts, a complete room of Duncan Phyfe furniture, 412 glass negatives from Jacob Riis's collection, a man's suit worn to George Washington's Inaugural Ball, and the Carrie Walter Stettheimer Dollhouse, which contains a miniature work by Marcel Duchamp. Today the Museum's collections contain approximately 750,000 objects, including prints, photographs, decorative arts, costumes, paintings, sculpture, toys, and theatrical memorabilia, with close to 200,000 of them available online.

From 2006–15, the Museum undertook a \$97-million modernization and expansion project, which brought its landmark building up to 21st-century standards, providing climate-controlled, state-of-the-art collections storage and gallery spaces, including the soaring new James G. Dinan and Elizabeth R. Miller Gallery. The capstone of the project was the opening of ***New York at Its Core*** in 2016, finally fulfilling the institution's almost century-long ambition to provide a permanent space for New Yorkers and visitors alike to experience the full sweep of New York's history.