



**For Immediate Release**

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## **Flinn Foundation Awards \$100,000 Technology Grant to Tucson Museum of Art**

TUCSON, ARIZONA (January 8, 2019) – The Tucson Museum of Art and Historic Block (TMA) has been awarded a \$100,000 technology grant by the Flinn Foundation that will help TMA engage and connect with visitors and members of all ages, volunteers and supporters. Specifically, over two years, TMA will use the Flinn Foundation grant to purchase and phase-in a new, comprehensive Customer Relations Management (CRM) system and other software to increase the museum’s efficiency and communication across platforms.

The award is part of the **Flinn Foundation’s Initiative for Financial and Creative Health**. This initiative, started in 2013, is intended to help Arizona’s largest arts and culture organizations strengthen their ‘Programmatic Core. Tammy McLeod, Flinn Foundation President & CEO said, “Forward-thinking museums like Tucson Museum of Art are centers of learning, they inspire new creations, and they anchor and energize communities. For TMA to do that well means helping them to invest in and expand connections with patrons and supporters.”

According to TMA CEO Jeremy Mikolajczak, “In today’s culture where technology evolves so rapidly, it is critical for museums to stay relevant with their audiences or risk being left behind. This grant will strengthen our ability to serve as a responsive institution, while bolstering TMA’s technology infrastructure and assisting administrative capacities.”

This multi-phased technology project is the result of TMA’s six-month Deeper Planning Grant awarded by the Flinn Foundation in early 2017. By researching best practices and utilizing new technology, the museum will further its mission of “Connecting Art to Life,” creating an environment focused on the changing needs and behaviors of audiences within an informed and engaged community.

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### **About the Flinn Foundation**

Dr. and Mrs. Robert S. Flinn established the Flinn Foundation in 1965 as a privately endowed grant-making organization for the improvement of the quality of life in Arizona. Robert Flinn, a cardiologist and one of Arizona's leading medical practitioners, and Irene Flinn, a woman of considerable wealth and generous philanthropy, created the Foundation as a means to perpetuate their personal goodness and humanity in a way that would benefit the citizens of Arizona.

### **About the Tucson Museum of Art and Historic Block**

The Tucson Museum of Art and Historic Block's mission is "Connecting Art to Life". The museum was founded in 1924 and is located in the El Presidio Historic District of downtown Tucson. It is Southern Arizona's premier presenter of fine art and art education programs.

The museum features permanent and traveling exhibitions of Modern and Contemporary, Native American, American West, Latin American, pre-Columbian, European, and Asian art. The 74,000 square foot museum offers guided tours, and education programs. The museum's historic block of 19th and 20th C. adobe and Mission Revival-style buildings, encompassing a four-acre city block, includes the John K. Goodman Pavilion, the highly acclaimed museum restaurant Café a la C'Art, the Museum Store, and additional exhibition spaces.

TMA is a private 501(c)(3) charitable arts and education organization. For Tucson Museum of Art hours, admission prices, membership opportunities and exhibitions, please visit

[TucsonMuseumofArt.org](http://TucsonMuseumofArt.org) or call (520) 624-2333.