



# Economic and Community Impact of the Tucson Museum of Art

## ECONOMIC IMPACT

The Tucson Museum of Art (TMA) is an economic driving force for the region as an employer, an educator, a community anchor institution, a market for goods and services, a restaurateur, a tourism destination, and a rental venue. TMA has been a leader in visual arts and art education in Southern Arizona for nearly 100 hundred years. Our vision for the museum's future builds on our history of providing hundreds of thousands of adults and children with thought-provoking exhibitions and robust educational programs.

### TOTAL ESTIMATED ANNUAL ECONOMIC IMPACT

Based on data provided by the Arts & Economic Prosperity 5, a tool to measure nonprofit art and culture industry's impact on the economy provided by Americans for the Arts, TMA's average annual impact on the Southern Arizona economy is over \$4.3 million. TMA boosts the local economy through spending outside of the museum by guests who come to Tucson to visit TMA generating additional public revenues in general sales, meals, and hotel taxes.

### Average Annual Spending in Local Economy

Personnel	\$1,600,000
Contracted Services	\$415,000
Maintenance	\$65,000
Utilities	\$215,000
HVAC	\$177,000
Landscaping	\$25,000
IT/Security	\$65,000
<b>TOTAL</b>	<b>\$2,562,000</b>

### EMPLOYING RESIDENTS

For nearly 100 years, TMA has been a consistent employer in downtown Tucson. In addition to direct and temporary employment, the museum outsources many services, including catering, cleaning, IT, educators, and creative industries such as musicians, artists, and performers.

### Average Annual Direct Jobs

Full Time	20
Part Time	20
Temporary Employees	15

### Average Annual Spending Outsourced to Local Services

Catering	\$40,000
Cleaning	\$28,000
Printing	\$60,000
Design/Advertising	\$120,000
Temporary Labor	\$31,000
<b>TOTAL</b>	<b>\$279,000</b>

## STRENGTHENING SERVICE AND CREATIVE ECONOMIES

The Tucson Museum of Art provides much-needed platforms and space in Southern Arizona for presenting lectures, films, music concerts, performances, and other creative outlets. Additionally, the annual holiday and spring artisan markets and the museum store provide opportunities for local artisans to sell their works and reach new audiences.

### Average Annual Museum Spending in Creative Economy

Educators	\$43,000
Performers/Speakers	\$50,000
Artisans/Museum Store Consignments	\$45,000
<b>TOTAL</b>	<b>\$138,000</b>

## PRIVATE FOUNDATION, INDIVIDUAL AND BUSINESS SUPPORT, AND GOVERNMENT INVESTMENT

While the museum resides on City of Tucson land, TMA receives no annual allocation of municipal funding and must earn or raise all annual operating expenses through various sources. All local, state, and federal funding comes through project-specific grant awards. On average, over 65% of TMA's yearly budget is supported by gifts and grants, with the most significant majority composed of contributions from private individuals. The remaining 35% comprises from various sources, including earned revenue (admissions, membership, museum store, rentals, etc.), investments, and fundraising events.

### Annual Average Museum Support

Gifts and Grants	\$1,755,000
Earned Revenue	\$945,000
<b>TOTAL</b>	<b>\$2,700,000</b>

## INVESTMENT IN TMA CAMPUS

Over the last 5 years, TMA has spent nearly \$5.5 million on construction and renovation projects. This spending contributed to the sustaining of jobs for the local construction, HVAC, and architectural industries, including during the COVID-19 pandemic. Annual infrastructure investment is supported by private donors, businesses, and government grants.



# COMMUNITY IMPACT

The Tucson Museum of Art (TMA) is a vital community resource, connecting and serving communities across Southern Arizona through innovative partnerships, educational programs, and access initiatives. On average, over 40% of individuals engaging or visiting the museum during the year do so through TMA's access, community, and educational programs.

In addition to numerous educational and cultural benefits, TMA reflects the linguistic diversity of the region with its commitment to bilingual exhibitions (English-Spanish), extends beyond its institutional walls by providing outreach to schools and assisted living facilities, and offers a wide range of on-campus programs including lectures, workshops, community partnerships, and more.

## ANNUAL MUSEUM VISITATION AND ENGAGEMENT

Average Annual Visitation: 50,000

Average Annual Audience Engagement (lectures, programs, etc.): 10,500

**TOTAL: 60,500**

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## ACCESS PROGRAMS

As part of its admissions program, TMA offers a variety of ways to experience its exhibitions and galleries that work to reduce barriers to access, including free admissions during Free First Thursday, Second SundAZE, Bank of America's Museums on Us program as well as being a Blue Star Museum to offer free access to the nation's active-duty military personnel and their families, including National Guard and Reserve.

Average Annual Access Programs Participation: 15,000

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## STRENGTHENING CREATIVE COMMUNITY AND PARTNERS

Each year TMA partners with approximately 110 individual community organizations and schools. Working with community partners enables TMA to connect to a broad spectrum of audiences and offer innovative programs that enhance the relevance of TMA's exhibitions and permanent collections.

Average Annual Community Program Participation: \*4,000

Average Annual Museum Lecture Participation: \*5,000

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## LIFELONG LEARNING

TMA is a vital center for learning at any age. Established in the 1950s, TMA Learn! Docents bring art education to museum visitors, students, and community members. With over 130 docent volunteers, they are instrumental in the success of education programs on campus and beyond. One program in particular, Art Talks!, is a docent-led lecture series presented at the museum as well as libraries, life care communities, and senior centers throughout Pima County.

Average Annual Docent Program Participation: 130

Average Annual Art Talks Participation: \*4,000

\*FY21 virtual participation.

## SUPPORTING A COMMUNITY OF ARTISANS AND ARTISTS

Since the 1980s, the Tucson Museum of Art has hosted an annual fall artisan market on its plaza. Organized by TMA's Museum Store, the event is an annual fundraiser for the museum and launches the holiday season in downtown Tucson. Due to the success and response from the community, TMA added a spring market in the mid-2000s. Drawing thousands of visitors, these weekend-long markets provide opportunities for local artists and artisans to sell their crafts, original artwork, pottery, glass, jewelry, textiles, and more.

Average Annual Fall Artisan Market Participation: 120 artists/artisans

Average Annual Fall Artisan Market Visitation: 10,000

Average Annual Spring Artisan Market Participation: 90 artists/artisans

Average Annual Spring Artisan Market Visitation: 5,000

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## BUILDING THE NEXT GENERATION

For over 60 years, TMA has provided quality arts education to Tucson-area youth through its Summer Art Camp and other programs. Children's and School programs range from scheduled tours to enrichment and after-school programs to docent-led outreach opportunities, building the next generation of art museum enthusiasts!

Annual Average Student Tour Participation: \*3,000

Annual Average Summer Camp Participation: 300

Annual Average After-School and Holiday Camp Participation: 1,000

\*FY21 virtual participation.

## TMA'S COMMITMENT TO INCLUSION, DIVERSITY, EQUITY, AND ACCESS

In July 2020, TMA adopted an Inclusion, Diversity, Equity, and Access (IDEA) Plan, after a yearlong development process that included the board appointed community initiatives committee, and an outside diversity and inclusion consultant, and staff. The purpose of this Plan—and its principles of relevancy, community, respect, and multivocality—is to position TMA as a responsive, community-centered institution that represents, activates, and advocates for its communities. IDEA is at the core of the work we do as an institution to build relevance and accomplish the museum's mission.



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This report provides evidence of TMA's economic and community impact and reflects average spending between July 1, 2017, and June 30, 2021. TMA's annual budget fluctuates 5-10% based on various factors, including exhibitions, programming, special projects, and fundraising efforts. A complete financial review is available on the museum website. Research and documentation for the Economic and Community Impact of the Tucson Museum of Art were provided by Jeremy Mikolajczak, Jon, and Linda Ender Director and Chief Executive Officer, Christopher Gordon, Chief Financial Officer, Dr. Marianna Pegno, Director of Engagement and Inclusion, Cami Cotton, Director of Development, and the Business Task Force of the Board of Trustees.