

Economic Impact

The Tucson Museum of Art (TMA) drives economic growth in the region as an employer, educator, community hub, tourism destination, and event venue. For over a century, TMA has led in visual arts and education in Southern Arizona, offering thought-provoking exhibitions and impactful programs to hundreds of thousands of visitors annually.

Total Estimated Annual Economic Impact

The Tucson Museum of Art (TMA) contributes over \$4.2 million annually to Southern Arizona’s economy, according to the Arts & Economic Prosperity 5 report. Visitors to TMA drive local spending on dining, lodging, and shopping, generating significant public revenue through sales, meals, and hotel taxes.

Average Annual Spending In Local Economy

Personnel	\$1,535,000
Contracted Services	\$548,000
Maintenance	\$87,000
Utilities	\$265,000
HVAC	\$67,000
Landscaping	\$27,000
IT/Security	\$75,000
Total	\$2,604,000

Employing Residents

For 100 years, TMA has been a steady employer in downtown Tucson, supporting jobs directly and through outsourced services like catering, cleaning, IT, education, and the creative arts.

Average Annual Direct Jobs

Full Time	20
Part Time	20
Temporary	7

Average Annual Spending Outsourced to Local Services

Catering	\$48,000
Cleaning	\$46,000
Printing	\$37,000
Design/Advertising	\$98,000
Temporary Labor	\$58,000
Total	\$287,000

Strengthening Service and Creative Economies

The Tucson Museum of Art offers platforms for lectures, performances, workshops, and more, while its artisan markets and museum store support local artists by showcasing and selling their work.

Average Annual Museum Spending in Creative Economy

Educators	\$51,000
Performers/Speakers	\$63,000
Artisans, Consignments, Museum Store	\$41,000
Total	\$155,000

Private Foundation, Individual, Business, and Government Support

The Tucson Museum of Art operates on City of Tucson land but receives no annual municipal funding, relying entirely on earned income and fundraising. Over 60% of its budget comes from private donations and grants, while the rest comes from admissions, memberships, rentals, investments, and events. All government funding is project-specific through grants.

Annual Average Museum Support

Gifts and Grants	\$2,077,000
Earned Revenue	\$1,210,000
Total	\$3,287,000

Investment in TMA Campus

In the past decade, TMA has invested \$6.3 million in renovations, supporting local construction, HVAC, and architecture jobs, even during COVID-19. These projects are funded by private donors, businesses, and government grants.

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# Community Impact

The Tucson Museum of Art (TMA) serves as a vital community hub in Southern Arizona, connecting diverse populations through educational programs, partnerships, and access initiatives. Over 35% of visitors engage with TMA through these programs, which include bilingual exhibitions, outreach to schools and assisted living facilities, and a variety of on-campus events such as lectures, workshops, and community partnerships.

## Annual Museum Visitation and Engagement

**Average Annual Visitation: 32,900**  
**Average Annual Audience Engagement: 9,800**

**Total:**  
**42,700**

## Admissions Access Programs

TMA offers various access programs to reduce admission barriers, including pay-what-you-wish on Free First Thursday, Second SundAZe, Bank of America's Museums on Us, and free access for active-duty military personnel and their families through the Blue Star Museums program.

**Average Participation: 12,100**

## Strengthening Creative Community and Partners

Each year, TMA partners with around 200 community organizations and schools, expanding its reach and offering innovative programs that enhance the impact of its exhibitions and permanent collections.

**Average Participation: 1,990**

## Lifelong Learning

TMA is a key center for lifelong learning. Since the 1950s, TMA Learn! has supported art education through over 90 docent volunteers who lead programs on campus and in the community. One notable program, Art Talks!, features docent-led lectures at the museum, libraries, senior centers, and life care communities across Pima County.

**Average Participation: 3,591**

## Supporting a Community of Artisans and Artists

Since the 1980s, TMA has hosted an annual fall artisan market, followed by a spring market in the mid-2000s due to community demand. These weekend-long events, organized by TMA's Museum Store, serve as fundraisers and provide local artists and artisans with opportunities to sell crafts, artwork, pottery, jewelry, textiles, and more, attracting thousands of visitors.

**Average Fall Participation: 6,000**      **Average Spring Participation: 4,000**  
**Average Fall Artist/Artisans: 165**      **Average Spring Artist/Artisans: 145**

## Building the Next Generation

For over 65 years, TMA has offered quality arts education to Tucson youth through its Summer Art Camp and other programs. These include tours, enrichment programs, after-school activities, and docent-led outreach, fostering the next generation of art museum enthusiasts.

**Average Student Participation: 5,900**      **Average Camp Participation: 540**

**TMA is committed to inclusion, diversity, equity, and access (IDEA)** through four guiding principles: relevancy, community, respect, and multivocality. These principles shape TMA's community-based curatorial efforts, fostering mutual respect and exploring connections between collections and community. TMA has furthered its leadership in this area by publishing Community-Based Curation: A Toolkit for Expanding Narratives and Changing Practice, which has been downloaded over 700 times since its April 2024 release.

This report highlights TMA's economic and community impact, reflecting spending from July 1, 2012, to June 30, 2024. The museum's annual budget fluctuates by 5-10% due to factors such as exhibitions, programming, special projects, and fundraising. A full financial review is available on the museum's website. Research was provided by Christopher Gordon, CFO and COO, and Dr. Marianna Pegno, Director of Engagement and Inclusion.