



MEDIA RELEASE

For immediate release

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Dubuque Museum of Art Awarded \$3,000 From Dubuque Racing Association

(DUBUQUE, IA) – The Dubuque Museum of Art (DuMA) has been awarded a \$3,000 grant from the Dubuque Racing Association (DRA) for its project “Enhancing Our Visitors’ Experience and Service to the Community.” DuMA was among more than 180 local non-profit organizations awarded funding from the DRA in 2016.

The goals of the project are to improve the on-site experience for visitors to the museum by streamlining front and back-end operations through new hardware and software and upgrading the museum’s suite of communications tools. With the grant funds, DuMA will upgrade its visitor management system to cloud-based software, improving its ability to collect and analyze data related to who visits, attends and participates in museum programs and to tailor its communications with visitors and members based on their unique interests.

“The Dubuque Museum of Art is very grateful to the Dubuque Racing Association for this award,” said Executive Director David Schmitz. “This is an important project for the museum in terms of modernizing our operations and improving our service to the community.”

The Dubuque Museum of Art (DuMA), founded in 1874 and accredited by the American Alliance of Museums in 2004, is Iowa’s oldest cultural institution. Named a national affiliate of the Smithsonian Institution in 2016, DuMA’s mission is to excite, engage and serve diverse communities within the Tri-State area through our collections, exhibitions and educational programs. DuMA is located across from Washington Park in historic downtown Dubuque at 7th and Locust Streets.

Museum hours are Tuesday–Friday 10:00 A.M.-5:00 P.M., Saturday & Sunday 1:00 P.M.-4:00 P.M. Daily Admission is \$6 for Adults, \$5 for Seniors, and \$3 for College/University



Students. The museum is free to everyone on Thursdays, and every day for children 18 and younger, thanks to Prudential Financial.

Additional information on museum programs and events may be accessed at www.dbqart.com.

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