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The Arkansas Museum of Fine Arts Launches New Campaign in Support of Community Outreach and Cultural Tourism

New Partnership Revealed with Three Local Schools to Expand Access to STEAM Education

July 30, 2026 (LITTLE ROCK, Ark.) — The [Arkansas Museum of Fine Arts \(AMFA\)](https://www.arkmfa.org) today unveiled a new campaign, “More Than a Museum,” positioning the museum as a cultural destination for both locals and tourists and an economic driver for Arkansas. AMFA also announced “The AMFA Classroom,” a free education program launching at three local schools during the 2026-2027 school year, as well as a new commitment to programming in support of the non-profit organization Women & Children First.

These announcements were revealed during a press conference at AMFA featuring remarks given by Little Rock Mayor Frank Scott Jr.; Secretary of the Arkansas Department of Parks, Heritage and Tourism Shea Lewis; Parkview Arts and Science Magnet High School Principal Nickolous Anderson; and AMFA Chief Executive Officer Dr. Victoria Ramirez.

Additional attendees and partners included representatives from ACANSA, Arkansas Cinema Society, Arkansas Repertory Theatre, Arkansas Symphony Orchestra, Arkansas TV, Ballet Arkansas, Clinton Presidential Center, Delta Cultural Center, Historic Arkansas Museum, Little Rock Convention & Visitors Bureau, Little Rock Zoo, Mosaic Templars Cultural Center, Museum of Discovery, North Little Rock Tourism, and Old State House Museum, showcasing a commitment to the cultural economy of both Little Rock and Arkansas.

More Than a Museum

AMFA’s new campaign, “More Than a Museum,” promotes its commitment to the community. As a cultural hub for the visual and performing arts, AMFA provides a wide range of interactive, inclusive experiences for locals and an inspiring world-class destination for multi-generational travelers.

Beyond offering free admission, AMFA is also a place for guests of all ages to enjoy art classes, children’s theatre, concerts, films, dance performances, fine dining, social events, and more. In the three years since AMFA reopened to the public on April 22, 2023, the museum has offered a robust calendar of over 3,500 programs, tours, and events and welcomed over 500,000 visitors.

“As an anchor institution in our city, the Arkansas Museum of Fine Arts is a world-renowned treasure, inviting and accessible to all. This premier space for visual and performing arts is a shining example of the quality-of-life amenities that make Little Rock the focal point of arts, culture, and tourism for the entire region,” declared Mayor Frank Scott Jr.

AMFA's "More Than a Museum" campaign is set to run through the end of 2028, targeting in-state residents and regional travelers in alignment with state tourism goals to prioritize family leisure travel and encourage extended stays.

A campaign video is available on [YouTube](#).

Culture as Industry

According to the [2025 Arkansas Tourism Impact Report](#) released by the Arkansas Department of Parks, Heritage and Tourism, the state welcomed 54.3 million visitors in 2025 – a 4.4% increase from 2024 – who spent \$10.2 billion – a 0.9% increase from 2024. The results were record-breaking, hitting \$17.4 billion in total economic impact.

"The strength of Arkansas' tourism is rooted in authentic experiences. Cultural institutions like the Arkansas Museum of Fine Arts are innovating to exceed expectations," said Shea Lewis, secretary of the Arkansas Department of Parks, Heritage and Tourism. "Cultural travelers are important to our shared success and support economic growth, attract talent, and enhance quality of life in Little Rock."

To understand the impact of Little Rock's cultural economy on tourism, AMFA compiled and released data from the city's leading museums and cultural institutions. Collectively, these organizations:

- Serve over one million patrons and frequently welcome out-of-state and international visitors each year.
- Record annual budgets exceeding \$50 million.
- Offer over 1,500 programs annually.
- Employ over 500 staff members.

"These organizations have put Arkansas on the cultural map. We have received international media attention and national awards and brought the very best artistic talent to our community," stated Dr. Victoria Ramirez, chief executive officer at AMFA. "Collectively, we are a powerhouse: a cultural corporation."

The AMFA Classroom

The AMFA Classroom establishes STEAM education programs with three local schools at the elementary, middle, and high school level, respectively, to expand access to arts-integrated instruction through museum-based educational experiences. Each program aligns with the Arkansas Academic Standards and the Arkansas Teaching and Learning Assessment System (ATLAS), transforming the museum into a space for learning as students visit AMFA multiple times throughout the school year.

With Sylvan Hills Elementary in the Pulaski County School District, AMFA instructors will work with third-grade students to strengthen literacy, math, science, and critical thinking skills.

With Westwind School for Performing Arts in North Little Rock, AMFA will focus on sixth- to eighth-grade students to teach STEAM competencies and strengthen their critical thinking, creativity, and problem-solving skills.

With Parkview Arts and Science Magnet High School in the Little Rock School District, AMFA will provide 11th and 12th-grade students with experiences that explore career opportunities and focus on communication, leadership, and workforce readiness skills.

"This partnership with the Arkansas Museum of Fine Arts gives our performing arts students real access to working artists and creative professionals – the kind of hands-on experience and mentorship that builds skills and opens doors well beyond the classroom. We're grateful to the museum for investing in our

students and helping shape the next generation of Arkansas's creative talent," shared Dr. Jermall Wright, superintendent of the Little Rock School District.

Women & Children First

AMFA is partnering with [Women & Children First](#), a Little Rock-based service provider and support network for survivors of domestic violence, to offer free art-making kits for children and adults at the organization's Family Peace Center.

AMFA will also hold a staff-led donation drive to gather supplies for the Family Peace Center and offer complimentary tickets for AMFA programming to Women & Children First employees.

"At AMFA, we believe art is for everyone, and we hold a deep commitment to families and children. As a supporter of Women & Children First, the museum will provide arts activities for children and adults to heal, connect, and be inspired to build a bright future," concluded Ramirez.

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About the Arkansas Museum of Fine Arts

Founded in 1937, the Arkansas Museum of Fine Arts is the largest cultural institution of its kind in the state, offering a unique blend of visual and performing arts experiences. AMFA is committed to featuring diverse media and artistic perspectives within its permanent collection of 14,000 works of art as well as through rotating temporary exhibitions. AMFA's international collection spans eight centuries, with strengths in works on paper and contemporary craft, and includes notable holdings by artists from Arkansas, the South, and across the United States and Europe.

With a vibrant mix of ideas, cultures, people, and places, AMFA extends this commitment to diversity through its dynamic children's theatre and performing arts program, the innovative Windgate Art School, and community-focused educational programs for all ages. Located in Little Rock's oldest urban green space, MacArthur Park, AMFA's landmark building and grounds are designed by Studio Gang and SCAPE, in collaboration with Polk Stanley Wilcox Architects.