

**PHILADELPHIA MUSEUM OF ART
FISCAL YEAR 2026 BUDGET TESTIMONY**

INTRODUCTION

Good Morning, President Johnson and Members of City Council. I am Maggie Fairs, Vice President of External Affairs. Joining me today is Valarie McDuffie, Chief Financial Officer. I am pleased to provide testimony on the Philadelphia Museum of Art's Fiscal Year 2026 Operating Budget.

DEPARTMENT MISSION & PLANS

Mission: The Philadelphia Museum of Art (PMA) – in partnership with the City, the region, and art museums around the globe – preserves, enhances, interprets, and extends the reach of its great collections, and the visual arts in general, to a growing and increasingly diverse audience as a source of delight, illumination, and lifelong learning.

Plans for Fiscal Year 2026:

During Fiscal Year 2026, the Philadelphia Museum of Art (PMA) remains deeply committed to serving as an educational and cultural hub for school groups, students, and our broader community. While the museum, like many institutions across the city, continues to recover from the lasting effects of the pandemic, we are beginning to see renewed momentum in student engagement. We are targeting an ambitious goal of welcoming 45,000 students through our doors this year, reflecting a strong rebound and a reinvestment in in-person learning experiences.

In February of 2025, the PMA launched a new initiative to provide free guided tours and bus funding for local schools to visit. This initiative is available for Philadelphia school district schools and other tri-state area Title 1 schools and serves grades K-12. It's integral part of the PMA's mission. This will continue into FY26.

To further expand our educational reach, we are also launching new virtual programming in spring 2026, allowing us to connect digitally with students and communities who may not be able to visit in person. This hybrid model of engagement ensures inclusivity and access, aligning with our mission to serve a diverse and growing audience.

In anticipation of America 250, the PMA is proud to present an expansive lineup of initiatives that honor this historic milestone in American history. Our programming will focus on both tradition and innovation, reflecting Philadelphia's legacy and the evolving cultural landscape. Highlights include:

- Partnership Programs that celebrate the rich heritage and contributions of Philadelphia's communities.
- Learning Programs offering dynamic classes, guided tours, workshops, and tailored resources for students, youth, and educators.
- Engagement & Adventure activities designed to broaden participation and foster a vibrant PMA community.
- Teaching Exhibitions that serve as gateway experiences to deepen understanding, build confidence, and strengthen social connections.

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- Research & Development Hubs that welcome public input and experimentation, helping shape the museum's future direction.
- Expanded Virtual Programming targeting school groups and community members across the region.

These efforts reflect our dedication to making the museum a welcoming, inclusive, and forward-thinking space for all.

To ensure we are able to continue doing this, the PMA offers free admission to the following groups:

- Young people 18 and under
- All Philadelphia public and charter school classes
- As part of the *Blue Star Program*, the PMA is free for active-duty members of the military
- ACCESS/EBT card holders and family members
- The first Sunday of every month, the PMA offers a full day of family and kids programming with a Pay What You Wish admission
- Every Friday, admission is \$15, which includes late night opening (until 8:45 pm) and special programming, including musical guests, artist take-overs and collaborations with local providers and vendors. We regularly welcome crowds of between 1,500 – 2,500 on Friday evenings.
- Admission to the PMA is free for our Cultural and Heritage Month celebrations (Black History Month, Hispanic Heritage Month, Women's History Month, etc.) with special program on the Friday of that month.
- Admission for College/University Students is \$14
- Educators receive a special rate of \$30 off their chosen tier of membership and member options are available for as low as \$6.95 a month.

PROPOSED BUDGET OVERVIEW & OTHER BUDGET DRIVERS

General Fund Financial Summary by Class						
	FY24 Original Appropriations	FY24 Actual Obligations	FY25 Original Appropriations	FY25 Estimated Obligations	FY26 Proposed Appropriations	Difference: FY26 Proposed-FY25 Estimated
Class 500 - Contributions	\$2,142,000	\$2,142,000	\$2,642,000	\$2,642,000	\$2,142,000	(\$500,000)
	\$2,142,000	\$2,142,000	\$2,642,000	\$2,642,000	\$2,142,000	(\$500,000)

The Art Museum does not have City-funded contracts.

Proposed Funding Request:

The proposed Fiscal Year 2026 General Fund budget totals \$2,142,000, a decrease of \$500,000 from Fiscal Year 2025 estimated obligation levels. This decrease is due to one-time funding for program support in FY25.

The proposed budget includes:

- \$2,142,000 in Class 500, a decrease of \$500,000 from FY25. This funding will support PMA operations.

STAFFING LEVELS

The Art Museum does not have any City employees.

NEW HIRES

The Art Museum does not have any City employees.

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PROGRAM BASED BUDGETING:

Program Name: Philadelphia Museum of Art

Program Number: 1

FY26 Proposed General Fund: \$2,142,000

Program Description: The Philadelphia Museum of Art (PMA) – in partnership with the City, the region, and art museums around the globe – preserves, enhances, interprets, and extends the reach of its great collections, and the visual arts in general, to a growing and increasingly diverse audience as a source of delight, illumination, and lifelong learning.

FY26 Strategic Goals:

- The Museum will increase programming for education and ongoing public space implementation.
- The Museum will complete critical security and safety measures for the following:
 - electronic security system and,
 - facilities master planning.
- The Museum will implement systems for ongoing enterprise resource planning and customer relationship management.

FY26 Performance Measures:

Measure	FY24 Actual	FY25 Target	FY26 Target
Student engagement: Number of students reached from Philadelphia District-operated and charter schools through onsite visits and virtual programs ¹	25,477	10,000	35,000
Security costs per square foot ²	\$5.72	\$5.35	\$5.35
Maintenance and operating costs per square foot ²	\$7.99	\$6.52	\$6.52

¹ The FY26 target reflects plans for increased communications, free visits and newly implemented free bussing for students in the School District of Philadelphia (SDP). PMA is also planning site visits with Principals and the Office of SDP, so they are aware of these offerings. Lastly, PMA will launch a virtual program for K-12 that has the potential to reach schools who want to supplement their classroom curriculum and engage with objects from the Museum's collection.

² PMA will continue to monitor developments related to this measure and may adjust projections as more details become available.

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OTHER BUDGETARY IMPACTS

Federal and State (Where Applicable)

N/A

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CONTRACTING EXPERIENCE

The Art Museum does not have City-funded contracts.