

FOR IMMEDIATE RELEASE

**MURAL ARTS PHILADELPHIA TO TAKE TECHNOLOGICAL LEAP WITH
BLOOMBERG PHILANTHROPIES' DIGITAL ACCELERATOR PROGRAM**

*A transformative grant to revolutionize digital engagement and amplify social impact,
marking a new era of growth and innovation*

APRIL 1, 2024 (Philadelphia) - [Mural Arts Philadelphia](#) is thrilled to announce its latest venture, the Digital Accelerator Program, set to transform its digital landscape, thanks to a generous two-year grant from [Bloomberg Philanthropies](#). Initiated in 2021, the program aims to fortify and propel arts organizations into post-pandemic prosperity by focusing on technological infrastructure enhancements.

At the heart of Mural Arts' Digital Accelerator Program are several key objectives designed to expand the organization's impact both online and in the real world. The project aims to broaden the organization's donor base and increase fundraising capabilities, allowing for more ambitious public art projects and community initiatives. By enhancing its digital presence, Mural Arts also seeks to deepen engagement with a broader audience, ensuring more people can access, experience, and participate in its transformative work.

"As we celebrate our 40th Anniversary and explore this year's theme of *Roots & Reimagination*, we are at a pivotal moment in our journey to connect art and technology, and this generous support from Bloomberg Philanthropies is a catalyst for transformation," said **Jane Golden, Executive Director of Mural Arts Philadelphia**. "This initiative will not only enhance our digital footprint but also allow us to reimagine how we engage communities, tell our stories, and ignite change through art. It's about creating a bridge between the physical and digital worlds of art, ensuring that the power of public art, like oxygen, is accessible to everyone, everywhere."

To achieve these ambitious goals, Mural Arts' Digital Accelerator Program will encompass a comprehensive scope of work that includes a new website focusing on accessibility, enhanced user experience, and aesthetics that reflect Mural Arts' vibrant brand. Their historic records on the [Public Art Archive](#) and the national and global-facing work of the [Mural Arts Institute](#) will be better integrated into Mural Arts' new website. A robust analytics strategy will support Mural Arts' ability to measure success, understand user behavior, and continuously improve the digital experience for all visitors. Furthermore, additional staff will be hired to ensure the project's success.

Developed with the support of Bloomberg Philanthropies' Digital Accelerator for Arts and Culture, Mural Arts applied for the grant in June 2023 and spent three months (Oct-Dec 2023) working with a Digital Tech Advisor and attending information sessions in preparation to submit a project charter and proposed budget for review and approval.

"Amidst the pandemic's challenges, we knew we needed to adapt our strategies and ensure that our storytelling was as compelling and effective as possible," said **Chad Eric Smith**,

Senior Director of Communications and Brand Management and Bloomberg Tech Fellow at Mural Arts Philadelphia. “The Digital Accelerator Program underpins our efforts to amplify audience engagement, boost fundraising, enhance revenue generation, strengthen the dynamism of our programming, and increase operational efficiency and effectiveness—aligning closely with our strategic communications goals.”

The program currently includes institutions in the U.S. and institutions in London. While the exact amount of the grant Mural Arts will receive is not publicly disclosed, Bloomberg Philanthropies has invested \$43 million in the Digital Accelerator program, and the exact grant size for each organization selected to participate depends on factors such as organization size and demonstrated need.

ABOUT MURAL ARTS PHILADELPHIA

Mural Arts Philadelphia is the nation’s largest public art program, dedicated to the belief that art ignites change. Now celebrating its 40th Anniversary with the theme ***Roots & Reimagination***, Mural Arts has united artists and communities through a collaborative and equitable process, creating over 4,000 artworks that have transformed public spaces and individual lives. Mural Arts aims to empower people, stimulate dialogue, and build bridges to mutual understanding through projects that attract artists from Philadelphia and around the world and programs that focus on youth education, restorative justice, mental health and wellness, and public arts preservation. Popular mural tours offer a firsthand glimpse into the inspiring stories behind Mural Arts' iconic and unparalleled collection, earning Philadelphia worldwide recognition as the "Mural Capital of the World." For more information, call 215-685-0750 or visit muralarts.org.

ABOUT BLOOMBERG PHILANTHROPIES

Bloomberg Philanthropies invests in 700 cities and 150 countries around the world to ensure better, longer lives for the greatest number of people. The organization focuses on creating lasting change in five key areas: the Arts, Education, Environment, Government Innovation, and Public Health. Bloomberg Philanthropies encompasses all of Michael R. Bloomberg’s giving, including his foundation, corporate, and personal philanthropy, as well as Bloomberg Associates, a philanthropic consultancy that advises cities around the world. In 2023, Bloomberg Philanthropies distributed \$3 billion. For more information, please visit bloomberg.org, sign up for our [newsletter](#), or follow us on [Instagram](#), [LinkedIn](#), [YouTube](#), [Threads](#), [Facebook](#), and [X](#).

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