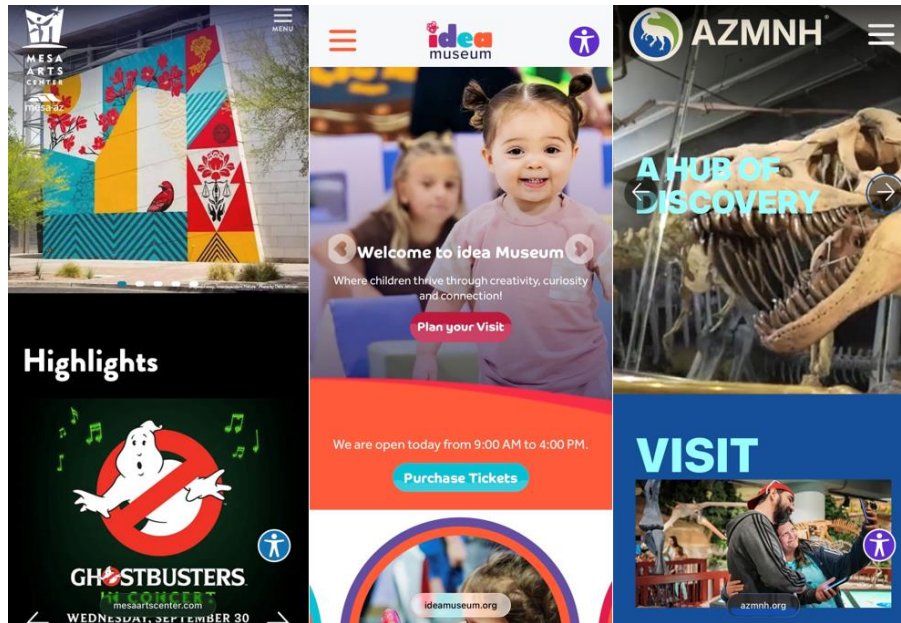


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Mesa Arts Center, idea Museum and Arizona Museum of Natural History Launch New Websites with Enhanced Accessibility, Functionality and User Experience

New Digital Platforms Drive Up to 148% Growth in Website Engagement



Mesa, AZ — Mesa Arts Center, idea Museum, and Arizona Museum of Natural History (AZMNH) have unveiled newly redesigned websites, making it easier than ever for visitors to discover events, exhibitions, classes, camps and educational opportunities. The new sites provide a more accessible, intuitive and engaging online experience.

Developed on ARTdynamix® in partnership with Dream Warrior Group (DWG), the new websites were designed with the needs of both visitors and staff in mind. Through a highly collaborative process that included testing and feedback from community volunteers, the organizations created future-proof digital platforms with improved functionality, streamlined content management and the flexibility to evolve alongside audience needs.

“These websites are more than a redesign, they are an investment in how people connect with Mesa’s cultural institutions,” said Luis Ruiz, director of Arts and Culture for the City of Mesa. “They create new opportunities for discovery, participation and engagement while helping us better serve our community for years to come.”

Key features across all three new websites include:

- Improved navigation and simplified user journeys
- Enhanced accessibility and mobile responsiveness
- Faster access to tickets, class registration and visitor information
- More dynamic event and program discovery tools
- Updated visual design that reflects the unique identity of each institution
- Flexible content management tools

Unlike many website platforms that require specialized technical expertise for routine updates, the new websites give staff greater control over content, ensuring information remains timely, relevant and responsive to community needs.

The investment is already showing results. Since launching at the end of last year, the websites have experienced significant year-over-year growth, with increases in new users, active users and overall page views ranging from 7% to 148% across the three institutions. AI citations increased across all three organizations, rising 233% for AZMNH, 187% for Mesa Arts Center and 25% for idea Museum, indicating more visibility in AI-powered search. These gains demonstrate stronger audience engagement and improved ways for visitors to discover programs, events and resources online.

“The notable optimization results show what can happen when strong marketing teams and the right technology work together,” said Nami Ataee, CTO of Dream Warrior Group. “DWG worked directly with members of the Mesa teams to support search engine and AI engine optimization, helping to drive more awareness to Mesa Arts Center, idea Museum and AZMNH through improved local listings, relevant directory visibility, useful content, partner and community mentions.”

Together, the three websites support the City of Mesa’s commitment to connecting residents and visitors with arts, culture, science, creativity and learning while creating a strong digital foundation for future growth.

About City of Mesa Arts and Culture

Mesa’s Department of Arts and Culture includes the [Arizona Museum of Natural History](#), [idea Museum](#) and [Mesa Arts Center](#), all located in downtown Mesa, Arizona. The mission of the department is to strengthen the creative, social and economic fabric of our community and region through inspiring, relevant, engaging and transformational experiences.

About Dream Warrior Group and ARTdynamix® CMS

[Dream Warrior Group](#) has over 20 years of experience providing web solutions and services for the Arts community, including municipalities, universities and museums. DWG builds sites on a variety of platforms including its own CMS ARTdynamix®, which was released in 2004. ARTdynamix® is a versatile website builder and content marketing and management system designed specifically for the arts. DWG’s portfolio of services also includes integrations with ticketing, classes, fundraising, marketing and other third party solutions, and website SEO and AIO optimization services.

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