NEW MEXICO
DEPARTMENT OF CULTURAL AFFAIRS

NEW MEXICO FINANCE AUTHORITY OVERSIGHT COMMITTEE
AUGUST 11, 2017
The Department of Cultural Affairs (DCA) is committed to using arts and culture to sustain and transform local communities throughout New Mexico. DCA supports local economies through building partnerships around arts and cultural projects, historic preservation projects, archaeological services in advance of development, public and tribal library services through the State Library, and museum services and education programs.

PRESERVATION PROGRAM

**Historic Preservation Division** The Historic Preservation Division directs efforts and administers programs to ensure New Mexico’s unique architectural heritage is preserved.

**Archaeology Division** The Office of Archaeological Studies conducts archaeological research projects throughout New Mexico in advance of new construction on public lands.

LIBRARY SERVICES PROGRAM

**New Mexico State Library** The New Mexico State Library serves all public and tribal libraries throughout the state by putting on workshops, distributing equipment and data resources, and providing training and technical assistance.

ARTS SERVICES PROGRAM

**New Mexico Arts** Provides financial support and technical assistance for arts services and programs to non-profit organizations statewide.

PROGRAM SUPPORT PROGRAM

**Administrative Services Division** Provides administrative support in budgeting, finance, and human resources to all divisions of the department.

**Office of the Cabinet Secretary** Oversees and provides leadership to the department

MUSEUMS AND HISTORIC SITES PROGRAM

- New Mexico Museum of Space History, Alamogordo
- New Mexico Museum of Natural History & Science, Albuquerque
- National Hispanic Cultural Center, Albuquerque
- New Mexico Farm and Ranch Heritage Museum, Las Cruces
- New Mexico History Museum, Santa Fe
- New Mexico Museum of Art, Santa Fe
- Museum of Indian Arts & Culture, Santa Fe
- Museum of International Folk Art, Santa Fe
- Coronado Historic Site, Bernalillo
- Fort Stanton Historic Site, Capitan
- Bosque Redondo Memorial at Fort Sumner Historic Site, Fort Sumner
- Jemez Historic Site, Jemez Springs
- Lincoln Historic Site, Lincoln
- Taylor-Reynolds-Barela Historic Site, Mesilla
- Fort Selden Historic Site, Radium Springs
- El Camino Real Historic Trail Site, South of Socorro
## DCA BY THE NUMBERS, FY17

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Children reached</strong></td>
<td>1.8 million</td>
<td>Through DCA programs</td>
</tr>
<tr>
<td><strong>Historic Homes, Buildings</strong></td>
<td>7,000</td>
<td>Represented in the State and National historic registers</td>
</tr>
<tr>
<td><strong>Annual Visits to Libraries</strong></td>
<td>7,394,731</td>
<td>To New Mexico’s public libraries</td>
</tr>
<tr>
<td><strong>People attending Arts Events</strong></td>
<td>1,237,101</td>
<td>Partially funded by DCA</td>
</tr>
<tr>
<td><strong>Ticketed Attendance</strong></td>
<td>778,239</td>
<td>For DCA museums and historic sites</td>
</tr>
<tr>
<td><strong>Buildings</strong></td>
<td>191</td>
<td>Comprising 1.3 million square feet</td>
</tr>
<tr>
<td><strong>Value of Assets</strong></td>
<td>$950 million</td>
<td>DCA assets</td>
</tr>
<tr>
<td><strong>Dollars Contributed</strong></td>
<td>$4.6 million</td>
<td>By private partner foundations to DCA exhibitions and education programs</td>
</tr>
<tr>
<td><strong>People participating</strong></td>
<td>5,654</td>
<td>In Wonders on Wheels mobile museum programs in its first six months</td>
</tr>
<tr>
<td><strong>Number of Volunteers</strong></td>
<td>1,361</td>
<td>Working in DCA programs</td>
</tr>
<tr>
<td><strong>Hours of Volunteer Time</strong></td>
<td>116,929</td>
<td></td>
</tr>
<tr>
<td><strong>Equivalent Employees</strong></td>
<td>56</td>
<td>Provided by volunteers</td>
</tr>
<tr>
<td><strong>Value of Volunteer Hours</strong></td>
<td>$2.35 million</td>
<td>Provided to DCA, according to <a href="http://www.independentsector.org/volunteer_time">www.independentsector.org/volunteer_time</a></td>
</tr>
<tr>
<td><strong>Museums operated</strong></td>
<td>8</td>
<td>By DCA, of which six are accredited by the American Alliance of Museums and two are seeking accreditation</td>
</tr>
<tr>
<td><strong>Historic Sites operated</strong></td>
<td>8</td>
<td>By DCA. The Sites are located in Sandoval, De Baca, Socorro, Lincoln, and Dona Ana counties.</td>
</tr>
</tbody>
</table>
The 2017 International Folk Art Market drew more than 21,000 visitors during a single weekend, and directly collected and contributed $255,000 to the state of New Mexico in gross receipts taxes. The Market’s projected overall economic impact to the State of New Mexico is $12 million.

### ECONOMIC IMPACT

A recent study commissioned by DCA and conducted by UNM’s Bureau of Business and Economic Research (BBER) found that strong cultural resources are a necessary precursor to successful economic development, and should be incorporated into any economic development strategy for New Mexico.

Economic Impact of cultural resources in New Mexico
- $5.6 billion annual impact to NM economy
- 76,758 jobs in cultural industry
- 1 of every 10 jobs is in the cultural industry
- $2.3 billion paid in salaries

25 PERCENT OF TOURISM IN NEW MEXICO IS A RESULT OF CULTURAL AND HERITAGE ACTIVITIES.
The New Mexico State Library’s outreach office in Crownpoint provides services to the Navajo nation including computer literacy training, financial literacy and avoiding financial exploitation, and financial planning.

**EDUCATION**

521,449 people were served by DCA Education & Outreach Programs in FY17.

DCA Education programs offer hands-on experiential learning experiences aligned with state Common Core benchmarks and standards, supplementing traditional educational methodology in school classrooms.

The New Mexico State Library initiated “BrainFuse,” a free on-line tutoring program for elementary through college age students on a range of subjects.

New Mexico Museum of Space History teamed up with NASA and the New Mexico School for the Blind and Visually Impaired and developed innovative new ways to present deep space astronomy to visually impaired guests.

The Sandia Mountain Natural History Center, a unique partnership between the New Mexico Museum of Natural History and Science and Albuquerque Public Schools, teaches over 15,000 students teachers and parents about ecosystems, animals and the environment.

Wonders on Wheels, DCA’s mobile museum education program, brings museum exhibits and curriculum to underserved schools and libraries in rural communities.
The New Mexico Museum of Space History explores the role that New Mexico has played in the development of the U.S. Space Program through collecting, preserving, and interpreting significant artifacts relevant to the history of space. It includes International Space Hall of Fame, which recognizes the achievements of those who have endeavored to advance man’s knowledge of the universe and his ability to explore space.
The New Mexico Farm and Ranch Heritage Museum brings to life the 3,000-year history of farming and ranching in New Mexico with living history programs, exhibitions, demonstrations and 47 acres packed with real stories about real people.
The New Mexico Museum of Natural History & Science preserves and interprets the natural and scientific heritage of our state through extraordinary collections, research, exhibits, and programs designed to ignite a passion for lifelong learning.

The National Hispanic Cultural Center offers a variety of programs and activities throughout the year in various artistic disciplines. Currently the Center conducts programs in the visual arts, performing arts, history & literary arts, media arts, and education.
IN SANTA FE

FOUR MUSEUMS IN SANTA FE WITH DISTINCT AREAS OF FOCUS ANCHOR THE MUSEUM OF NEW MEXICO SYSTEM.

The New Mexico Museum of Art, soon to celebrate its 100th anniversary, is a leading art museum of the Southwest.

The New Mexico History Museum/Palace of the Governors tells the story of the state through programs and exhibitions.

The Museum of Indian Arts and Culture chronicles the art and history of the state's Native peoples.

The Museum of International Folk Art holds the world's largest collection of textiles.
ACROSS THE STATE

EIGHT HISTORIC SITES LOCATED IN COMMUNITIES ACROSS THE STATE CRONICLE THE UNIQUE HISTORY OF NEW MEXICO.

Fort Selden Historic Site preserves the remains of Fort Selden, which was built in the Mesilla Valley in 1865 to protect settlers and travelers from escalating hostilities as settlers encroached on Apache homelands.

Lincoln Historic Site preserves 1880s-era New Mexico, offering visitors a true taste of the Old West, when the Lincoln County War and a host of characters, including Billy the Kid, launched this town into the history books.

Jemez Historic Site combines the San José de los Jémez Mission, built in 1621, with exhibitions and interpretation that present the history and culture of the Jemez Pueblo People in their own words.

Taylor-Barela-Reynolds-Mesilla Historic Site, one of several historic buildings facing the famous plaza in Mesilla, preserves the history of 19th century New Mexico.
The Bosque Redondo Memorial at Fort Sumner Historic Site transports visitors into the heart of history and tragedy. With exhibitions and public programs, it commemorates the “Long Walk” of the Navajo and Apache people.

El Camino Real Historic Trail Site presents the history of exchange between Mexico, Europe, and America, functioning as a conduit for deeper anthropological understanding.

Coronado Historic Site is named after the Spanish explorer Francisco Vásquez de Coronado, who, with his soldiers, camped near the Tiwa village of Kuaua in 1540.

Fort Stanton, established in 1855, may be one of the most intact 19th-century military forts in the country.
MUSEUMS AND HISTORIC SITES PROGRAM
- Museum of Indian Arts & Culture
  Della Warrior, Director
- Museum of International Folk Art
  Dr. Khristaan Villela, Director
- National Hispanic Cultural Center
  Rebecca Avitia, Director
- New Mexico Farm and Ranch Heritage Museum
  Mark Santiago, Director
- New Mexico History Museum
  Dr. Andrew Wulf, Director
- New Mexico Museum of Art
  Mary Kershaw, Director
- New Mexico Museum of Natural History & Science
  Margie Marino, Director
- New Mexico Museum of Space History
  Chris Orwell, Director
- New Mexico Historic Sites
  Dr. Patrick Moore, Director
- Los Luceros Historic Property
- Museum Resources Division
  David Rohr, Director

PRESERVATION PROGRAM
- Historic Preservation Division
  Dr. Jeff Pappas, Director
- Office of Archaeological Studies
  Dr. Eric Blinman, Director

LIBRARY SERVICES PROGRAM
- New Mexico State Library
  Kathleen Peiffer, New Mexico State Librarian

ARTS SERVICES PROGRAM
- New Mexico Arts
  Loie Fecteau, Director

PROGRAM SUPPORT
- Administrative Services Division
- Information Technology
- Office of the Cabinet Secretary
  Greg Geisler, Director, CFO
  Douglas Patinka, Interim CIO
  Veronica Gonzales, Cabinet Secretary
  Michael Delello, Deputy Cabinet Secretary