



NEW MEXICO DEPARTMENT OF CULTURAL AFFAIRS

The mission of the Department of Cultural Affairs is to preserve, foster and interpret New Mexico's diverse cultural heritage and expression for present and future generations, enhancing the quality of life and economic well-being of the state.



PRESENTATION TO
LEGISLATIVE FINANCE COMMITTEE
NOVEMBER 20, 2014



The Department of Cultural Affairs is New Mexico's cultural steward—charged with preserving and showcasing the state's cultural riches.

With its eight museums, eight historic sites, arts, historic preservation, archaeology and library programs, New Mexico's Department of Cultural Affairs is among the most ambitious and respected state cultural agencies in the nation. Together, the facilities, programs and services of the department help support a \$5.6 billion cultural industry in New Mexico.

The Department is divided into five programs and consists of fifteen divisions. DCA owns and cares for 191 buildings with facilities on 16 campuses located throughout the state, and with programs and services reaching every county in New Mexico. There are some 500 employees working across the state, with another 1,000 volunteers contributing more than 70,000 hours annually. The Department's annual budget is approximately \$43 million. More than two million New Mexico residents and their out-of-state guests are served by Cultural Affairs sponsored programs each year.

Museums and Monuments Program

- New Mexico History Museum
- New Mexico Museum of Art
- Museum of Indian Arts & Culture
- Museum of International Folk Art
- New Mexico Museum of Natural History & Science
- National Hispanic Cultural Center
- New Mexico Farm and Ranch Heritage Museum
- New Mexico Museum of Space History
- Bosque Redondo Memorial at Fort Sumner Historic Site
- Coronado Historic Site
- El Camino Real Historic Trail Site
- Fort Selden Historic Site
- Jemez Historic Site
- Lincoln Historic Site
- Fort Stanton Historic Site
- Taylor-Reynolds-Barela Historic Site
- Los Luceros Historic Property
- Museum Resources Division

Preservation Program

- Historic Preservation Division
- Office of Archaeological Studies

Library Services Program

- New Mexico State Library

Arts Services Program

- New Mexico Arts

Program Support Program

- Administrative Services Division
- Information Technology
- Office of the Cabinet Secretary



NEW MEXICO DEPARTMENT OF CULTURAL AFFAIRS FY2014 AT A GLANCE

BY THE NUMBERS

8	Museums operated by DCA
6	Museums accredited by the American Alliance of Museums
8	Historic Sites operated by DCA
851,101	Total attendance for DCA museums and historic sites
440,036	Total people served by DCA Education & Outreach Programs
1,049,798	Children directly benefitting from all DCA programs
5,400	Total historic properties now included on the State and/or National Registers managed by the DCA Historic Preservation Division
180,000	Archaeological sites in inventory maintained by the Historic Preservation Division
7,456,377	Annual visitors to New Mexico's public libraries
2,700	Works of art placed in New Mexico's 33 counties by the state's Art in Public Places program
1,083,081	People attending arts events partially funded by DCA
191	Buildings comprising 1.3 million square feet
\$950M	Value of DCA assets



Over the past fiscal year, 1,049,798 children directly benefitted from DCA programs by visiting our museums with school groups, participating in arts programming, or attending camps, workshops, and other educational events.

2014 PROGRAM HIGHLIGHTS



High Praise for the Museum of Natural History and Science

At the Museum of Natural History and Science, the most visited museum in the state, attendance jumped 20% in the past two fiscal years. In 2013, attendance was 287,000, the highest it's been in eight years.

USA Today named the museum the third best family museum in North America, and it was also recently accepted as a Smithsonian Affiliate.



Museum of Art Draws Crowds

At the Museum of Art, the acclaimed exhibit *Renaissance to Goya* caused attendance to spike. It was the only venue in America for this show, which was developed at the British Museum in London. Attendance increased 31% last year; and for the four months the show ran, attendance was more than double the same period last year.



Celebrating the Fourth of July at Alamogordo's Museum of Space History.



Attendance Numbers Skyrocket at the Space History Museum

At the Space History Museum in Alamogordo, visits in Fiscal Year 2013 were up 10% from the low of 2012, and attendance during the most recent quarter was up more than 10% from last year. The ongoing changes and upgrades are bringing a fresh new look to the museum, and are keeping the community buzzing about what's going to happen next.



Turquoise Shines at the Museum of Indian Arts and Culture

At the Museum of Indian Arts and Culture, attendance increased 20% this past year as a result of the exhibition *Turquoise, Water, Sky*.



Each year, *Old Lincoln Days* at Lincoln Historic Site brings 1,500 people to rural southeast New Mexico over a two day period in August for a celebration of New Mexico history



Sold Out Performances at the National Hispanic Cultural Center

The National Hispanic Cultural Center (NHCC) Art Museum doubled its attendance in June and July of 2014, when compared to the same time period in 2013. NHCC also sold out seven performances in a row in the Journal Theater (691 seats) during the summer of 2014, for the first time since 2006.



State Library Picks Up STEAM

The New Mexico State Library has partnered with a number of organizations to create "Makerspace." Makerspace is an innovative initiative engaging all public libraries across New Mexico. The goal of the program is to excite New Mexico communities about science, technology, engineering, art, and math (STEAM) – fostering creativity and academic excellence – to prepare our children, minorities, women, and under-represented populations for the technological fields of the future. Over 1,000 New Mexicans have participated thus far.



Preserving Our Past, Investing in Our Future

The Historic Preservation Division awarded 16 grants totaling \$304,625. This state funding spurred communities to invest another \$735,375 in heritage preservation for a total of \$1.1 million. One of the projects, the Santo Domingo Trading Post, which was nearly destroyed in a 2001 fire, has now re-opened because of this grant and other funding.

Building Creative Communities

New Mexico Arts and the Historic Preservation Division, in collaboration with the Economic Development Department's MainStreet program, hosted a first ever "Building Creative Communities Conference." This unprecedented educational and networking event was sold out and included participants from both urban and rural areas across New Mexico.

The conference focused on fostering collaborative local and state efforts that integrate commercial district revitalization, arts, tourism, and preservation.



ART AND CULTURAL INDUSTRIES

Pump **\$5.6 billion**
Into NM's Economy

Support **76,758 jobs**
1 in 10 Jobs Statewide

Impact **\$2.3 billion**
In Salaries

**And educate our kids
to compete in the 21st century.**



DCA FY2016 BUDGET REQUEST

RECURRING FUNDS

\$300,000 to improve State Historic Sites across New Mexico. The state's eight Historic Sites are major drivers of the economy in the communities in which they are located and provide important educational opportunities and programs. Through years of understaffing during budget cutbacks and unfunded expansions, the Historic Sites are not able to adequately care for and operate their properties. This appropriation will help these sites make quality upgrades to their exhibits and programs, increasing attendance almost 10% in two years.

\$300,000 for preventative maintenance at DCA's facilities. DCA does not have sufficient funding in its base operating budget to address routine preventative maintenance issues, such as air-conditioning, heating, plumbing, electrical, and roof repairs. An in-house facility preventative maintenance program will cost 70% less than the price of contracting for repairs. National Building Association standards indicate that based on square footage, DCA should direct \$2.2 million towards preventative maintenance annually. \$300.0 is a modest request for a hugely important need and will reduce the cost of future repairs resulting from deferred maintenance.

\$100,000 to invest in marketing. Marketing is a critical component of getting people through the door. Additional marketing funds of \$100.0 are projected to result in a 15% increase in attendance over a five year period. Currently, DCA museums spend only 1-2% of their total budget on marketing; while nationally, similar museums spend approximately 5%.



Re-enactors at Fort Stanton Historic Site.

RECURRING FUNDS (Continued)

\$125,000 to strengthen statewide economic development through arts and cultural grants.

The Bureau of Business and Economic Research (BBER) at UNM recently released an economic impact study, which found that strong arts and cultural communities are a necessary pre-condition for successful economic development in New Mexico and for attracting major industries to the state. This study found that the arts and cultural industry has a \$5.6 billion impact on New Mexico's economy, and employs more people than the manufacturing and construction industries combined. Strengthening the arts and cultural sector will strengthen economic development in our state. This funding will generate 50 percent (\$62,500) in matching funds.

\$150,000 for a Mobile Museum Education Program to carry the rich and diverse resources of DCA's museums and historic sites to remote, underserved, rural areas across the state.

The mobile museum is a 38 foot RV that, in partnership with the state Public Education Department, will deliver curriculum-based museum programs to elementary schools in rural communities. The Mobile Museum will transport curated exhibits from DCA museums and historic sites and will include engaging, hands-on activities for students, interactive media, and early literacy components for young children. The Mobile Museum will reach 15,000 underserved school children statewide.

\$75,000 for the State Library Publications Depository. The State Library is required by statute to maintain all publications from every state department and agency. In order to comply with this statute, additional scanning, increased database capacity, and ongoing maintenance is needed.

\$500,000 in Other State Funds (OSF) to address critical planning projects for which no other funding source is available. For example, Historic Structures Reports are required in order to make improvements to DCA's 45 historic structures, and DCA has no operating budget or capital outlay funding that can be directed towards this purpose. The completion of these reports will expedite DCA's ability to make improvements to historic structures, such as the Taylor Historic Site in Mesilla, or buildings at the Lincoln Historic Site.



The historic chapel at Los Luceros

SPECIAL APPROPRIATIONS

\$250,000 to maintain Los Luceros. DCA is legally required to maintain the 140 acre historic property until future use of the property is determined. Agricultural work is needed to manage the orchards, crops, fields, and other land use management issues (water, sewer, etc.) and to prevent deterioration of the property. The funding will also support increased educational programs at the site. With this appropriation, DCA will create a marketable property, and will be able to earn revenues to help support some of the operating costs. The success of the site will support local economic development and education, two elements in the Governor's core agenda.

\$500,000 to renovate and upgrade the core exhibit at the Museum of Indian Arts and Culture, "Here, Now and Always." The exhibit tells the story of the Southwest's oldest communities: the 23 Pueblos and tribes of New Mexico. This historical and cultural narrative is a critical component of the Museum's mission. Installed 17 years ago, nearly a million people have seen the exhibit. It needs a complete overhaul in order to attract new and returning visitors. New content, lighting, interactive systems, and modern museum technologies will facilitate an exciting presentation of the histories, cultures, and arts of the Native peoples' of the Southwest.



DCA FY2016 CAPITAL OUTLAY REQUEST

Prioritizes capital outlay needs across the department in 5 areas

1. Repairs: Life, Health & Safety	\$ 4.6M
2. Repairs: Facility & Site Stabilization	\$ 8.9M
3. Exhibit Upgrades	\$ 4.1M
4. Equipment	\$ 2.9M
5. Planning & Expansion	\$ 4.0M

TOTAL REQUEST	\$24.5M
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Renovations and repairs are needed at most of Fort Stanton's 92 buildings.

REPAIRS: LIFE, HEALTH, AND SAFETY \$4.6M



Fire Suppression at the Museum of Space History

The four-story New Mexico Museum of Space History in Alamogordo has no functional fire suppression system.



Presently at 5psi, water pressure at the site should be in the range of 75-100psi to provide adequate fire suppression.



Recent flooding caused significant damage at the Farm & Ranch Heritage Museum in Las Cruces.

REPAIRS: FACILITY & SITE STABILIZATION \$8.9M



Site development is needed at many DCA facilities to address problems such as improper drainage at the Museum of Natural History and Science in Albuquerque.



Engaging, interactive technology exhibits are needed throughout DCA.

EXHIBIT UPGRADES

\$4.1M



Visitor Center Updates

The visitor center at Lincoln Historic Site-the most visited historic site in the system-hasn't been updated in decades.



Renovation and Renewal

Here, Now and Always, the signature exhibition at the Museum of Indian Arts & Culture, tracing the history, life and expression of the Native people of the Southwest, has not been updated in 17 years.



Three of the New Mexico State Library bookmobiles are in need of replacement.

EQUIPMENT

\$2.9M



Completion of Archaeological Repository

Boxes of artifacts await space-saving compactor shelving at the newly constructed Center for New Mexico Archaeology.



Collections are stored in inadequate and overcrowded conditions throughout DCA.

PLANNING & EXPANSION

\$4.0M



DCA Master Plan

Future use of the Halpin building, situated on prime real estate in the Santa Fe Railyard, must be addressed in a DCA-wide facilities master plan.



DCA LEADERSHIP

Museums and Historic Sites Program

- Museum of Indian Arts & Culture
 - Museum of International Folk Art
 - National Hispanic Cultural Center
 - New Mexico Farm and Ranch Heritage Museum
 - New Mexico History Museum/Palace of the Governors
 - New Mexico Museum of Art
 - New Mexico Museum of Natural History and Science
 - New Mexico Museum of Space History
 - New Mexico Historic Sites
 - Los Luceros Historic Property
 - Museum Resources Division
- Della Warrior, Director
 Dr. Marsha Bol, Director
 Rebecca Avitia, Director
 Mark Santiago, Director
 Dr. Jon Hunner, Acting Director
 Mary Kershaw, Director
 Charles Walter, Director
 Chris Orwoll, Director
 Richard Sims, Director
- Will Ticknor, Director

Preservation Program

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

Library Services Program

- New Mexico State Library
- Michael Delello, Acting Director

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
 Satya Neel, CIO
 Veronica Gonzales, Cabinet Secretary