



OCTOBER ATTENDANCE

	2024	2023	2022	2021
MUSEUM	832	964	1089	821
EVENTS/PROGRAMS	1788	1815	259	584
CLASSES	364	195	302	277
PLANETARIUM	287	390	357	266
GROUP TOURS/VISITS	0	62	0	0
FACILITY USE	10	14	85	237
OUTREACH	0	0	0	0
VOLUNTEER VISITS	314*	9	22	10
MUSEUM BUSINESS	40*	106	23	12
OCTOBER TOTALS	3,635	3,555	2,125	2,207
YEAR TO DATE TOTALS	26,526	23,189	24,791	11,923

*ESTIMATE, RECORDS LOST IN FLOOD

OCTOBER REVENUES

	2024	2023	2022	2021
ADMISSIONS	4,342	6,332	7,421	5,957
CLASSES	2,874	4,830	2,302	1,159
PLANETARIUM	1,092	1,488	1,819	1,479
MEMBERSHIP	420	650	1,015	845
FACILITY USE	0	100	150	500
STORE	340	4,235	3,714	4,541
OCTOBER TOTALS	9,068	17,634	16,541	14,381
YEAR TO DATE TOTALS	149,871	189,364	186,834	138,630

OCTOBER ADMISSIONS AND PROGRAMMING

MUSEUM ADMISSIONS	VISITS for MONTH	REVENUE for MONTH	YEAR to DATE VISITS	YEAR to DATE REVENUE
Members	18		324	
Children 15 and under	119		1899	
Adult Residents	11	77	304	1210
Adult Non-Residents	157	1,570	5097	23690
Adult Combo Ticket	37	315	249	2118
Seniors	255	1281	1924	9277
Military	52	364	370	2196
Student (16+)	33	231	231	1440
Museums for All	0	0	29	15
Senior Free Days	64		491	
Resident Free Day	76		370	
NARM (free)	1		106	
Member Guest Pass	1		20	
Store Only	8		223	
TOTALS	832	\$4,342	12231	\$36,423

CLASSES	SESSIONS for MONTH	STUDENTS	ATTENDANCE
Clay Open Studio			114*
Adult Clay	12	54	162
Kids Clay	2	14	28
Mold-Making and Casting	3	8	24
Drawing and Painting the Figure	3	12	36
TOTAL		88	364

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EVENTS/PROGRAMS	OCCURRENCES for MONTH	ATTENDEES	PARTNERSHIP
Roswell Science and Art Festival	1	1500	Xcel Energy + RMACF
Second Saturday Planetarium	1	270*	
Tabletop Games Day	1	10*	
Yoga	1	8*	
TOTAL		2088	

*ESTIMATE, RECORDS LOST IN FLOOD

PLANETARIUM	SHOWS for MONTH	ATTENDEES
Planetarium General Shows	50	287

TOURS/GROUP VISITS	GRADE	STUDENTS	ADULTS	GALLERIES	PLANETARIUM
TOTALS				-	

MEMBERS

363
current active
memberships521
current active
membersFOR
MONTH_*
new memberships_*
renewalsYEAR
to DATE40
new memberships193
renewals

*OCTOBER MEMBERSHIP RECORDS LOST IN FLOOD

VOLUNTEERS

FOR
MONTH1800*
volunteer hours314*
volunteer visitsYEAR
to DATE1996
volunteer hours442
volunteer visits5,844 FACEBOOK
FOLLOWERS1,694 INSTAGRAM
FOLLOWERS

498 E-NEWSLETTER SUBSCRIBERS

ACTIVITIES & HIGHLIGHTS

MUSEUM DEVASTATED BY FLOOD

(Reprinted from October 25 press release)

The Roswell Museum suffered significant flooding and subsequent damage during the City's historic flooding on October 19 and 20. Assessment continues of the 51,000-square-foot facility, which includes twelve gallery spaces, a planetarium, classrooms, auditorium and ceramics studio. Recovery will be a multi-year process.

Museum staff entered the building on Sunday morning to remove key works from the permanent collection and evaluate damage once flood waters, which reached over 5 feet in some areas, receded and the electricity was turned off. While volunteers from Waide Construction applied plywood to secure the building against a possible second storm surge, rapid coordination began to determine the next steps for insurance, remediation and collection recovery. Due to safety measures taken in the early assessment and recovery stages, staff were unharmed in the disaster.

Volunteers arrived Monday morning to remove debris and mud from the exterior of the building, allowing for safer entry. The Conservation Center of Chicago, a disaster relief conservation laboratory, also arrived in Roswell on Monday and is working with museum staff to assess damage and begin efforts to stabilize art and artifacts.

Multiple state officials toured the museum on Tuesday, including Representative Teresa Leger Fernandez, who noted the extreme severity of damages and the cultural significance. Debra Garcia y Griego, Cabinet Secretary for the New Mexico Department of Cultural Affairs, came at the request of the Office of Governor Michelle Lujan Grisham after the governor toured the city on Monday morning. In addition to providing valuable resources and contacts, Garcia y Griego mobilized museum staff statewide, and two state museum professionals from the Museum of International Folk Art and the New Mexico History Museum have been assisting Roswell Museum staff since Wednesday, October 23.

Homeland Security and FEMA representatives toured the facility with FEMA providing staff members additional national-level resources for advice and guidance when preserving historical elements, including specialists from the Smithsonian. Items in need of specialized treatments include the Robert H. Goddard Rocketry Collection and the Rogers and Mary Ellen Aston Collection of the American West with artifacts dating back to the Spanish

Colonial Period, along with adobe walls that make up the original 1937 museum building. Concurrently with collection efforts, Servpro is providing remediation in cleaning the building of water and silt, reducing humidity levels, and removing compromised flooring, drywall, and furnishings to ensure the safety of the staff and workers and prevent the formation of mold.

Caroline Brooks, museum executive director, writes, "The museum staff, Board of Trustees and Foundation are heartbroken at the devastation that resulted from last weekend's events. Local, state and federal resources are being employed to aid staff and conservators with recovery of the nearly 10,000 permanent collection items as well as loaned items and archive materials, representing over 500 years of cultural history. Once stabilized, assessment will be required to determine the extent of conservation needed to clean, repair and preserve damaged items. The museum represents the lifeblood of this community. Its early beginnings in 1937, built through the Works Progress Administration, have been nurtured and celebrated through the vision and passion of its citizens for more than 87 years. We will work to preserve this legacy for future generations to come."

Founded as a WPA Federal Art Center in 1935, the museum opened in 1937 and is one of four WPA museums still in operation. The museum serves as a cultural beacon and historical steward with a vast collection of Southwest Art, historical archives and artifacts, the Robert H. Goddard Rocketry Collection, a world-class planetarium, and art education outreach for children and adults. Though the museum is closed until further notice, all efforts are being made to ensure the museum's continuation as a cherished resource, enhancing learning opportunities in southeastern New Mexico.

Museum staff recognize the importance of transparency about the impacts to the beloved institution, however, press coverage was delayed to ensure staff safety and collection security were in place. Going forward, specialized collection recovery will be needed from archivists, conservators and other art professionals. The museum's Board of Trustees and RMAC Foundation, along with City, State and National departments and agencies will continue to mobilize support to ensure the longevity of this vital institution. More information will be released as the recovery unfolds.

MUSEUM STATUS

The Museum will remain closed for an indefinite period as rebuilding options are explored and the damaged collection items are under the care of conservators. Recovery is anticipated to be a multi-year process.

Presently, staff will assess items "above the floodline" that were retained to ensure damage was not sustained from humidity, and work to find temporary homes at host institutions.

The necessary remediation of the building has been extensive to dry and treat the structure. During this process, the museum's original WPA-era adobe walls have been uncovered along with a portion of the original WPA performance stage and an early Public Works building (also made of adobe) that held the Museum Store, Goddard casework, and offices.