



FEBRUARY ATTENDANCE

	FY2025	FY2024	FY2023	FY2022
EVENTS/PROGRAMS	65			
OUTREACH	-			
VOLUNTEER VISITS	16			
MUSEUM BUSINESS	-			
FEBRUARY TOTALS	81	2,261	2,893	1,910
FISCAL YEAR-TO-DATE TOTALS	10,385	26,941	23,258	19,269

FEBRUARY REVENUES

	FY2025	FY2024	FY2023	FY2022
MEMBERSHIP	200			
STORE	-			
FEBRUARY TOTALS	200	17,384	13,718	9,327
FISCAL YEAR-TO-DATE TOTALS	57,412	115,024	138,028	99,082

Please note: The above tables were updated in February 2025 to reflect the museum’s current closure and switched from a calendar year to fiscal year reporting. The categories reflect those that will be in use during the museum rebuild.

FEBRUARY PROGRAMMING

EVENTS/PROGRAMS	OCCURRENCES for MONTH	ATTENDEES	PARTNERSHIPS/SUPPORT
Second Saturday “Triple the Love”	1	65	RMAC Foundation, Mini Museum, and Bone Springs and Roswell Public Library

MEMBERS



364

current active
memberships

521

current active
members

FOR
MONTH

-

new memberships

2

renewals

YEAR
to DATE

14

new memberships

58

renewals

VOLUNTEERS



27.5

volunteer hours



16

volunteer visits

FOR
MONTH

YEAR
to DATE

1994

volunteer hours

414

volunteer visits



5,919

FACEBOOK
FOLLOWERS



1,745

INSTAGRAM
FOLLOWERS

613

E-NEWSLETTER SUBSCRIBERS

ACTIVITIES & HIGHLIGHTS

CURRENT STATUS & CONSERVATION

The museum is currently closed due to the flood with collection recovery and rebuilding estimated at 3 years.

The Conservation Center in Chicago (TCC) is beginning condition assessments of the 5,300 damaged objects at their Chicago facility. The resulting proposals will outline recommended conservation treatments and costs to treat individual items. The assessments will take approximately 3-4 months to complete. Concurrently, staff are gathering estimates for appraisal services to ascertain current values on objects for insurance. The values will determine the amount of insurance available for the conservation of each item. An appraisal of the Goddard Collection is in process.

TCC is planning a visit in late April to aid with an evaluation of the collection items that remain in Roswell that were above the floodline, but which experienced silt and humidity exposure.

NMMI PRESENTATION

The New Mexico Military Institute hosted a talk by Museum Director Caroline Brooks on Sunday, March 2 in Mabey Auditorium on the topic of the flood and the museum's recovery process. There were approximately 45 attendees from the Institute and community. Due to interest, a second presentation is being scheduled.

MEMBERSHIP PROGRAM RELAUNCH

After a pause during the disaster recovery, the Museum's membership program is restarting. Letters went out to current members which included a "Flood FAQ" flyer and renewal requests for expiring members are being sent. Although current programming is limited, members represent the museum's cultural ambassadors and supporters and help provide fiscal support during the closure while staff work to conserve the collection and rebuild. Discounts and member-focused programs will be developed over the coming year.

MUSEUM MERCHANDISE

Nicky Ovitt, an Albuquerque-based illustrator with a passion for history, museums and the West, is designing "recovery" merchandise to celebrate the Museum's history and spread awareness about its recovery progress. The project is sponsored by the RMAC Foundation, and items will begin launching in the spring.

SECOND SATURDAYS & ART NM!

Second Saturday, the popular community art

day previously held each second Saturday of the month at the Museum, started back in February and is scheduled for the remainder of 2025 at the Roswell Public Library. March's theme was art conservation in which visitors learned about conservation techniques.

April's Second Saturday will be the annual event Art NM! An Arts and Culture Day presented in partnership with area cultural organizations and Creative New Mexico, a statewide advocacy non-profit focused on creative industries. Held at the Library as part of Second Saturdays, the event will include art activities and promotion of Roswell's cultural offerings from 10 am to 1 pm on April 12. Local partners include Anderson Museum of Contemporary Art and Roswell Artist-in-Residence Program, Bone Springs Art Space, Creative New Mexico, Historical Society for Southeast New Mexico, Miniatures and Curious Collections Museum, Pecos Valley Iris Society, Pecos Valley Quilters, Phillips Second Street Studio, Roswell Fine Arts League and Peggy Krantz Art, Roswell Jazz Festival, Roswell Museum, Roswell Public Library, and the Roswell Symphony Orchestra.

SPRING FUNDRAISER - FLAMENCO FIESTA

The RMAC Foundation will be holding their annual spring fundraiser for May 17 from 6-10 pm at The Liberty in support of the Museum's recovery efforts. The theme is Flamenco Fiesta with Spanish-inspired food and entertainment and a live auction. Tickets are \$150 and are available online and through the RMAC Foundation office at 575-627-0918.

The RMAC Foundation continues to receive donations to aid with the recovery effort. A donation link is available on the Museum's home page and the number for the RMAC Foundation office is 575-627-0918 for questions and inquiries.

RAIR EXHIBITION AT AMOCA

Roswell Artist-in-Residence (RAiR) exhibitions are currently being held at the Anderson Museum of Contemporary Art. An exhibition of work by Jennifer Sirey, opened on January 31 and has been extended through March 26.

The next exhibiting artist is Guillermo Galindo with a free artist talk and exhibition reception on April 18 from 5:30 to 7 pm. Galindo is a pioneering post-Mexican composer and artist known for his groundbreaking fusion of experimental music, visual arts, and socio-political consciousness. His multifaceted body of work encompasses orchestral compositions commissioned by prominent

ensembles, operas, instrument crafting, and immersive installations. Galindo's innovative graphic scores and sonic sculptures have graced international museums and biennials, including documenta14 and Pacific Standard Time and his work is represented in permanent collections at Crystal Bridges Museum, LACMA and the National Gallery among others. A dinner follows the opening; tickets are \$10.

GODDARD "FIRST LAUNCH" ANNIVERSARY

March 16, 2025 is the 99th anniversary year of Robert H. Goddard's famous first successful liquid propellant rocket launch in 1926. The museum is planning to collaborate with the Goddard "First Launch" anniversary committee in Worcester, Massachusetts, for the 100th anniversary in 2026. The national attention will aid with the recovery of the Goddard collection and exhibition in Roswell, and in further preserving Goddard's story and legacy.

MUSEUM ADVOCACY DAY

Registrar Cloe Medrano attended the American Alliance of Museums' Advocacy Day in Washington, DC, February 24-25. Advocacy Day allows museum professionals and supporters "from across the country to come together as one voice to reaffirm essential values, collective contributions, and aspirations while making the critical case for museums directly to Congress." Each year, more than 850 million visits are made to U.S. museums, and that number continues to grow. To meet this level of demand, the museum sector directly supports 372,100 jobs and generates \$15.9 billion in income. During the event, Medrano met with staff for Melanie Stansbury, Gabe Vasquez, Teresa Fernandez, Ben Ray Lujan and Martin Heinrich regarding federal regulations that affect museums. Her trip was funded by the New Mexico Association of Museums for which she serves as First Vice President on the board.

NMAM CONFERENCE

Roswell will host the New Mexico Association of Museums annual conference in the fall. The New Mexico Association of Museums provides statewide support to New Mexico's museums, museum professionals, and associated groups through professional development, advocacy, communication, and collaboration. The 2-day conference brings about 175 museum professionals from throughout the state. Roswell last hosted the conference in 2008.