



## AUGUST ATTENDANCE

|                            | FY2025 | FY2024 | FY2023 | FY2022 |
|----------------------------|--------|--------|--------|--------|
| EVENTS/PROGRAMS            | 50     |        |        |        |
| OUTREACH                   | 175    |        |        |        |
| VOLUNTEER VISITS           | 29     |        |        |        |
| MUSEUM BUSINESS            | -      |        |        |        |
| AUGUST TOTALS              | 254    | 1,773  | 1,776  | 1,910  |
| FISCAL YEAR-TO-DATE TOTALS | 540    | 4,393  | 5,861  | 5,751  |

## AUGUST REVENUES

|                            | FY2025 | FY2024 | FY2023 | FY2022 |
|----------------------------|--------|--------|--------|--------|
| MEMBERSHIP                 | 290    |        |        |        |
| STORE                      | 85     |        |        |        |
| AUGUST TOTALS              | 375    | 13,348 | 14,554 | 15,913 |
| FISCAL YEAR-TO-DATE TOTALS | 475    | 39,298 | 43,295 | 46,771 |

Please note: Tables were updated in February 2025 to reflect the museum's current closure and categories are those that will be in use during the museum rebuild.

## AUGUST PROGRAMMING

| EVENTS/PROGRAMS/OUTREACH | OCCURRENCES<br>for MONTH | ATTENDEES | PARTNERSHIPS/SUPPORT                       |
|--------------------------|--------------------------|-----------|--------------------------------------------|
| Farmer's Market          | 5                        | 125       | Mainstreet Roswell, RMAC Foundation        |
| Second Saturday          | 1                        | 50        | RMAC Foundation and Roswell Public Library |
| TOTALS                   | 7                        | 175       |                                            |

## MEMBERS

**366**

current active memberships

**524**

current active members

FOR  
MONTH**-**

new memberships

**9**

renewals

YEAR  
to DATE**-**

new memberships

**10**

renewals

## VOLUNTEERS

**147**

volunteer hours

**29**

volunteer visits

FOR  
MONTHYEAR  
to DATE**517**

volunteer hours

**79**

volunteer visits

**6,127** FACEBOOK FOLLOWERS**1,852** INSTAGRAM FOLLOWERS**684** E-NEWSLETTER SUBSCRIBERS

# ACTIVITIES & HIGHLIGHTS

## CURRENT STATUS & CONSERVATION

The Museum is currently closed due to the flood with collection recovery and rebuilding estimated at 4 years.

- A damage assessment for the Museum facility is currently under review by FEMA. Once the damages are agreed upon, a scope of work for the repairs will be prepared to aid with a determination whether the museum will stay in its current location or move, as well as a project budget.
- Appraisals are underway to determine individual values for approximately 1900 items from the fine art collection.
- Two conservation groups are scheduled for visits in October to examine the items that remain in Roswell for conservation services; in particular silt cleaning and humidity damage will need to be addressed for items that were above the flood line and conservation is needed for the Goddard collection and larger sculpture that were directly in the flood.
- TCC provided condition treatment proposals for stone, metal and priority paintings. The City has approved proceeding on those items whose value is over the cost of treatment costs in these categories, as well as a selection in which conservation costs were above values, and a gap will be covered.

## MUSEUM RECOVERY MERCHANDISE

A kitchen towel design by Albuquerque-based illustrator Nicky Ovitt is finalized and printing will begin soon. The project is a part of a recovery line of merchandise that is aimed at building awareness of the museum's flood recovery, while celebrating its history. The project is sponsored by the RMAC Foundation.

## RAIR EXHIBITION OPENING

The next artist-in-residence exhibition will open at the Anderson Museum of Contemporary Art on September 19 from 5:30 to 7 pm for Tendai Mupita, a Zimbabwean multidisciplinary artist specializing in painting, video and sculpture.

## GODDARD DISPLAY AT AIR CENTER & CENTENNIAL PLANS

A Goddard display, consisting of a bronze statue, video, informational brochures, and a 22' photograph of a Goddard rocket is currently at the Roswell Air Terminal in honor of the Air Races and the Goddard First Launch Centennial. The centennial is in recognition of the rocket pioneer's historic liquid propellant flight which took place on March 16, 1926. 2026 programming plans are also underway for the centennial in partnership with a steering committee based in Worcester, Massachusetts, where Goddard was born and undertook the historic flight before moving to Roswell in 1930.

## MUSEUM POP-UPS

The Roswell Museum participated in the 2025 National Championship Air Races from September 10-14 in the STEM Discovery Zone and has been presenting an outreach booth at the Mainstreet Roswell Farmers Market on Saturdays. The remaining Farmers Market participation may be intermittent in September due to time constraints.

## COMMUNITY TALKS AND BIRTHDAY

Roswell Museum staff will be presenting an informational presentation at the Roswell Public Library about the impact of the flood and current recovery efforts on Monday, October 6 at 5:30 pm followed by a small reception in honor of the Museum's 88th birthday.

Museum Director Caroline Brooks spoke to Altrusa about the recovery on September 10 at their monthly meeting. To schedule a presentation for a community group, please contact the museum at 575-624-6744.

## SECOND SATURDAYS

The Museum continues to present free Second Saturday Community Art Days at the Roswell Public Library from 10 am to 1 pm on the second Saturday of each month. October's theme is collaging nature's creepy creatures for the fall season.

## MUSEUM DAY ROSWELL

Museum Day Roswell will take place on Saturday, November 1 from 10 am to 5 pm. Each venue will offer free admission

and a passport activity and prize drawings will encourage visitation to all sites. The Roswell Museum will be hosted at the Anderson Museum of Contemporary Art this year due to the flood. Pioneer Bank is generously helping to sponsor the event.

## HISTORY CONFERENCE PRESENTATION

Museum Director Caroline Brooks will be presenting at the 2025 New Mexico-Arizona History Conference in Las Cruces on the topic of "Roswell Museum Flood Recovery Status and Reflection One Year Post-Disaster" on September 27.

## NMAM CONFERENCE

The Museum will be hosting the New Mexico Association of Museums annual conference on November 5-7 with a theme of "Resilience and Recovery - Museums in a Changing Climate." 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.

## GRANTS

Curator of Collections and Exhibitions Aaron Wilder submitted a Bank of America Conservation Grant proposal in the amount of \$215,000 to aid with collection recovery efforts.

Brooks resubmitted a National Endowment for the Humanities (NEH) Public Humanities grant for \$75,000 toward interpretive planning for a new Goddard exhibition, which had been previously submitted in January 2024, and was not awarded. The aim of the project would be to convene a team of scholars and consultants to develop an interpretive plan that includes a drafted script, layout, selection of objects and interactives that will engage audiences with humanities-rich content illustrating the intriguing story and legacy of rocket pioneer Dr. Robert H. Goddard and the significance of his time in Roswell, New Mexico. The project, which if awarded would start in late 2026, would aid with fundraising and planning for implementing the future exhibit alongside rebuilding the museum.