



SEPTEMBER ATTENDANCE

	FY2025	FY2024	FY2023	FY2022
EVENTS/PROGRAMS	4,876			
OUTREACH	90			
VOLUNTEER VISITS	8			
MUSEUM BUSINESS	-			
SEPTEMBER TOTALS	4,974	2,326	3,555	2,125
FISCAL YEAR-TO-DATE TOTALS	5,514	6,719	9,416	7,876

SEPTEMBER REVENUES

	FY2025	FY2024	FY2023	FY2022
MEMBERSHIP	125			
STORE	-			
SEPTEMBER TOTALS	125	8,846	9,953	18,200
FISCAL YEAR-TO-DATE TOTALS	600	48,144	53,248	64,971

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.

SEPTEMBER PROGRAMMING

EVENTS/PROGRAMS/OUTREACH	OCCURRENCES for MONTH	ATTENDEES	PARTNERSHIPS/SUPPORT
National Championship Air Races	5	4,800	RARA, RMAC Foundation
Roswell Artist-in-Residence Opening	1	76	RAiR Foundation
Altrusa Presentation (Outreach)	1	25	Altrusa
AZ NM State History Conference Session (Outreach)	1	30	NM State Historical Society
Farmer’s Market (Outreach)	1	35	Mainstreet Roswell, RMAC Foundation
Second Saturday - Cancelled due to power outage	-	-	RMAC Foundation and Roswell Public Library
TOTALS	9	4,966	RMAC Foundation

MEMBERS

current active memberships

current active members

FOR MONTH

-

new memberships

1

renewals

FISCAL YEAR to DATE

-

new memberships

11

renewals

VOLUNTEERS

16.5

volunteer hours

8

volunteer visits

FOR MONTH

16.5

volunteer hours

8

volunteer visits

FISCAL YEAR to DATE

533.5

volunteer hours

87

volunteer visits

6,135

FACEBOOK FOLLOWERS

1,867

INSTAGRAM FOLLOWERS

684

E-NEWSLETTER SUBSCRIBERS

*Numbers are being recalculated due to non-renewals post flood; update forthcoming.

ACTIVITIES & HIGHLIGHTS

CURRENT STATUS & CONSERVATION

The Museum is currently closed due to the flood with collection recovery and rebuilding is estimated at 4 years. Recovery efforts and staff are currently centralized at a temporary location.

- A damage assessment for the Museum facility has been completed and FEMA is reviewing the data to aid with a determination whether the museum facility will stay in its current location or move, as well as a project budget.
- Appraisals continue 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.
- Treatment proposals were recently provided by The Conservation Center in the categories of weaponry, wood, textiles, ceramics and basketry and are under review by staff to compare with costs of treatment versus values for insurance purposes and to help determine next steps on guiding objects through recovery.

MUSEUM RECOVERY MERCHANDISE

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

RAiR EXHIBITION

An exhibition by artist-in-residence Tendai Mupita is currently on view at the Anderson Museum of Contemporary Art through November 2. Mupita is a Zimbabwean multidisciplinary artist specializing in painting, video and sculpture. Roswell Museum staff partner with the RAiR Foundation in the presentation of the exhibitions, which are held at the Anderson Museum during the Roswell Museum's recovery.

CENTENNIAL PLANNING

Goddard First Launch Centennial plans are underway in recognition of the rocket pioneer's historic liquid propellant flight

which took place on March 16, 1926. Staff are in contact with a steering committee based in Worcester, Massachusetts, where Goddard was born and undertook the historic flight before moving to Roswell in 1930, and a working group through the Museum's Board of Trustees is starting to organize local efforts.

MUSEUM POP-UPS

The Roswell Museum participated in the 2025 National Championship Air Races from September 10-14 in the STEM Discovery Zone and presented an outreach booth at the Mainstreet Roswell Farmers Market on Saturdays in July through early September.

RECENT PRESENTATIONS

Roswell Museum staff presented an informational talk 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. Support was provided by the RMAC Foundation for the event.

Museum Director Caroline Brooks presented 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. The presentation was well-received and helped expand connections for the recovery effort.

SECOND SATURDAYS

The Museum hosted Wonders on Wheels (WOW) during its Second Saturday event at the Roswell Public Library on October 11. WOW is a mobile museum program of the New Mexico Department of Cultural Affairs housed in an RV that brings exhibits to communities throughout New Mexico drawn from DCA's state-run museums and monuments. This year's traveling exhibit is *Eight Sites, One History: Explore the Past at New Mexico Historic Sites*. The next Second Saturday will take place on November 8 from 10 a.m. to 1 p.m. with a project of bird mobiles in honor of seasonal migrations.

MUSEUM DAY ROSWELL

Museum Day Roswell will take place on Saturday, November 1 from 10 a.m. to 5 p.m. The event will include 8 museums

at 7 sites this year with the inclusion of the Roswell Space Toy Museum and the Roswell Museum will have a pop-up booth at the Anderson Museum of Contemporary Art. Each venue will offer free admission, a passport activity, and prize drawings will encourage visitation to all sites. The event is sponsored in part by Pioneer Bank.

NMAM CONFERENCE

The New Mexico Association of Museums annual conference for November, which was to be held in Roswell, is being postponed due to the need for an organizational restructuring of NMAM by its board. 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. A new date will be announced when available.