



New Mexico Museum of Military History

NMMMMH

- Status Summary -

24 February, 2013





For Museum Use Only
Do Not Disseminate Beyond NMMMMH Board Members & Business Partners



Military Museum Vision

The New Mexico Museum of Military History's purpose is to educate the public, especially our youth, about the significant military history and heritage of New Mexico. This will honor New Mexico's large Veteran population, while increasing national awareness of the contributions of New Mexico to the freedom of all United States citizens.



Museum Timeline

- **1992 – Museum 501(c)3 Nonprofit Corporation Formed**
- **2004 – Museum Board Restructured & New Mission Statement Developed**
- **2005 – City of Rio Rancho Provides \$100K for Military Museum Planning & Business Plan Developed**
- **2008 – New Mexico National Guard Provides Land for Museum Storage Through Armory Advisory Board**
- **2010 – Village of Los Ranchos Offers Temporary Building for Military Museum**
- **2011 – Wheels Museum Offers Partnership with Military Museum**



Museum Key Personnel

- **Julio Carattini – Museum Board President; MBA & Masters in Public Administration**
 - **Green Beret Special Forces in Vietnam**
 - **Army Military Research Director**
 - **Extensive Military Artifact Collection**

- **Harry Misel**
 - **Commercial Architect**
 - **Extensive Military Vehicles Collection**

- **Paul Szymanski**
 - **Rocket Scientist**
 - **One of the World's Top Experts in Outer Space Warfare**
 - **Space Warfare History Artifacts Collection**



Local & State Market for Military Museum

- **New Mexico is Home to 176,566 Registered Military Veterans (~13% of State Population) as of 2011¹**
- **NM Veterans Survey Found Monuments & Museums, Their 2nd Highest Priority, After Medical Care¹**
- **818,750 People Visited NM Museums & Monuments in 2006²**
- **272,075 School Children Visited NM Museums in 2010³**
- **Yearly Attendance⁴:**
 - **Balloon Museum – 104,000**
 - **Albuquerque Museum – 133,000**

¹ Source: NM Dept. Veteran Affairs

² Source: NM Dept. Cultural Affairs

³ Source: NM Dept. Cultural Affairs

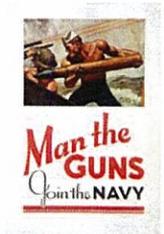
⁴ Source: SW Planning & Marketing



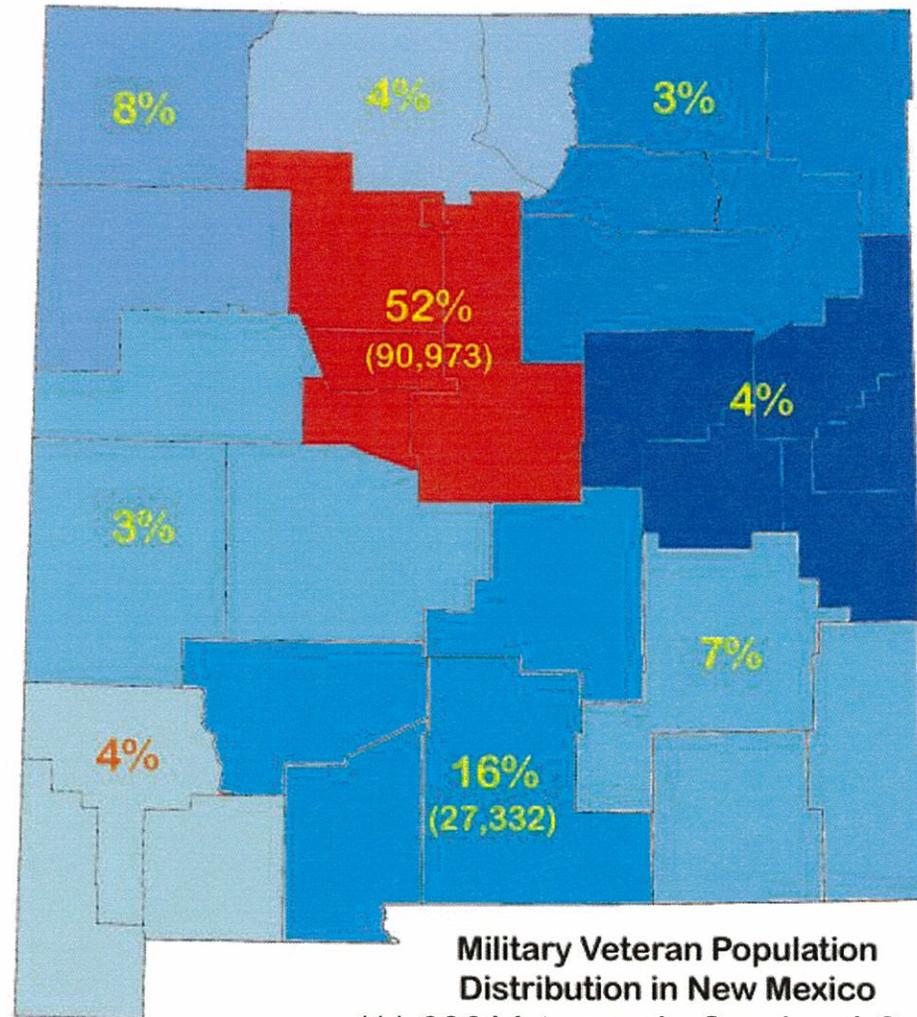
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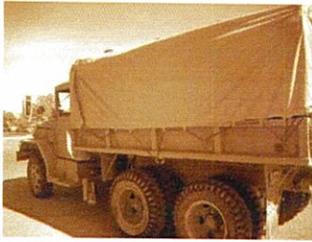
Central NM Has Most of the State Military Veteran Population



- Central NM Has Over 3 Times the Veteran Population as Southern NM
- If Only $\frac{1}{2}$ of Local Veterans Bring their Families to the Museum Once a Year, Then ~100,000 Visitors Per Year



Military Veteran Population Distribution in New Mexico
(11,626 Veterans in Sandoval County)



Museum Current Collections

- **58 Military Vehicles & Aircraft**
- **Soviet SA-2 Anti-Aircraft Missile Battery**
- **Deactivated Weapons (Guns, Swords, Knives)**
- **Uniforms, Medals, Flags, Field Gear, Models, Photos, Manuals, Books, Maps, Documents, etc.**
- **~1,200 Total Number of Current Museum Cataloged Acquisitions On Hand**
 - **Many Have Associated Names, Photos & Personal Stories**

We Already Draw the Crowds!





Estimated Museum Size Requirements

- **Main Exhibit Space**

- **175 Sq Ft per Military Vehicle X 30 Vehicles = 5,250 Sq Ft Total**
- **10 Sq Ft per Artifact X 1,000 Artifacts = 10,000 Sq Ft**

- **Temporary Exhibit Space**

- **Assume 5,000 Sq Ft**

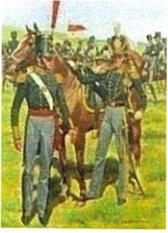
- **Special Military Simulation Room/Tunnel**

- **Includes Military Vehicles, Gear, Disabled Weapons, Bright Flashes & Explosions/Gunfire Sounds**
- **Idea Based on Popularity of Volcano Room at Albuquerque Natural History Museum**
- **Assume 5,000 Sq Ft**



Estimated Museum Size Requirements (Cont.)

- **Military Library & Research Space – 2,000 Sq Ft**
- **Curatorial & Restoration Space - 5,000 Sq Ft**
- **Storage Space**
 - **Assume 1:6 Ratio (1 Artifact Displayed : 6 in Storage)**
 - **Assume All Military Vehicles Displayed Either Inside Museum or Outside in Covered Vehicle Park**
 - **Assume Artifacts Require Only 20% of Space for Storage vs Exhibit Space**
 - **Artifact Storage Space Requires 10,000 Sq Ft X 6 X 20% = 12,000 Sq Ft**



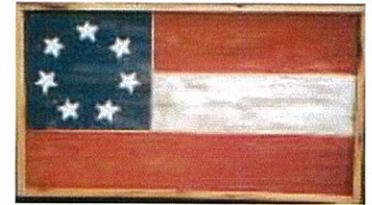
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Estimated Museum Size Requirements (Cont.)

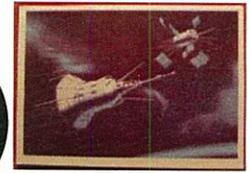


- **Total Indoor Exhibit/Library Space = 32,000 Sq Ft Anticipated for Phase 1**
- **Total Indoor Storage Space = 12,000 Sq Ft**
- **Outdoor Covered Military Vehicle & Aircraft Picnic Park**



Museum Uniqueness

- **Most Military Vehicles In Any Museum for 1,000 Miles (SA-2 Battery Does Not Exist Anywhere Else in Country)**
 - **Kirtland Air Force Base Does Not Have Museum**
- **Military Vehicles & Aircraft Picnic Park Serves Multiple Visitors**
- **Large Supportive Military Veteran Population**
 - **Military Museum Vehicles & Exhibits Already Participate in State-Wide Parades & Provide Free Museum Advertising**
 - **Currently Exhibiting Museum Artifacts at Angel Fire Vietnam Memorial**



Museum Uniqueness (Cont.)

- **Entrance to Exhibits is Reproduction of WWII Kirtland Field Entry Gate**
- **Sights & Sounds of War Exhibit (Fake Minefield Trail?)**
- **Outer Space Future Warfare Exhibit**
 - **Laser Weapons & Space Development One of the Main Missions at Local Air Force Research Lab**
 - **No Other Exists in the World!**



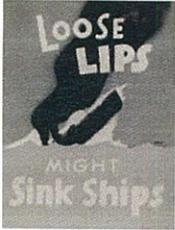
Conclusions

- **Museum Already Exists!**
 - **Major Artifacts In Storage & Others Ready to Loan by Feds**
 - **Only Requires Museum Location**
 - **Business Structure in Place**
 - ❖ **Have Board Established**
 - ❖ **Legal Groundwork Signed**
 - ❖ **Business Plan Developed**
 - ❖ **Have Infrastructure of Supporting Local Businesses**
 - ❖ **Have Support of State Veterans & Families**
- **Motivated & Dedicated Staff**
- **Can Immediately Contribute to City's Economy When Site is Finally Established**
 - **Can Entice Out of Area Visitors**



Financial Option A

- **\$10K per Year Provides:**
 - **Artifact Rental Storage Space**
 - **Liability Insurance**
 - **Legal Advice**
 - **Participation in Parades, Temporary Exhibits, and Demonstrations (Military Vehicle Fuel Costs)**
 - **Educational Hands-On Demonstrations at Local Schools**



Financial Option B

- **\$25K per Year Includes all Benefits of Option A Plus:**
 - **Development of “Trail of History” Exhibits at Government Facilities and Local Businesses**
 - **Includes Purchases of Display Cases, Locks, Lighting, Timers, Alarms, Self-Running Video Demonstrations, Signs, Artifact Labels, etc. (Ownership of Display Materials can Revert Back to Government, if Necessary)**



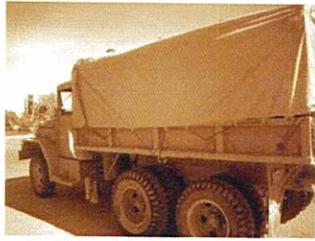
Financial Option C

- **\$50K per Year Includes all Benefits of Option A & B Plus:**
 - **Museum Advertising in Local Paper Media to Generate Interest, Support and Additional Artifacts for Museum**
 - **Participation in State-Wide Museum Associations Conferences, Meetings and Educational Sessions to Establish Museum Credibility with Other New Mexico Museums, Develop Conservation and Exhibit Procedures, and Develop New Donors**
 - **Purchase Historical Artifacts Where Necessary to Complete Breadth of New Mexico Military History**
 - **Enlist Limited Architectural Firm Advice on Museum Requirements and Updates to Previous Museum Business Plan**



Financial Option D

- **\$100K per Year Plus Donated Building Includes all Benefits of Option A, B & C Plus:**
 - **Establishment of Physical Location for Museum for Limited Display of Artifacts (Volunteer Labor Only with Limited Operating Hours)**
 - **Limited Artifact Preparations for Display**
 - **Location for Military History Educational and Patriotic Events**
 - **Fulfills Requirements to Enable Federal Donations of Major Military Vehicles and Artifacts**
 - **Helps Measure Local Interest / Attendance in Military Museum Before Full Museum Building Construction**
 - **Costs Include Utilities and Liability Insurance but Not Major Building Maintenance**



Financial Option E

- **\$10M Plus \$200K per Year Includes all Benefits of Option A, B, C & D Plus:**
 - **Constructing New Museum Building on Donated Land (50,000 Sq. Ft. Building at \$200 per Sq. Ft.)**
 - **Hiring Small Museum Staff**
 - **Visitor Entry Fees Support Rest of Budget**
 - **Costs Include Utilities, Salaries, Liability Insurance, Janitorial and Building Maintenance**