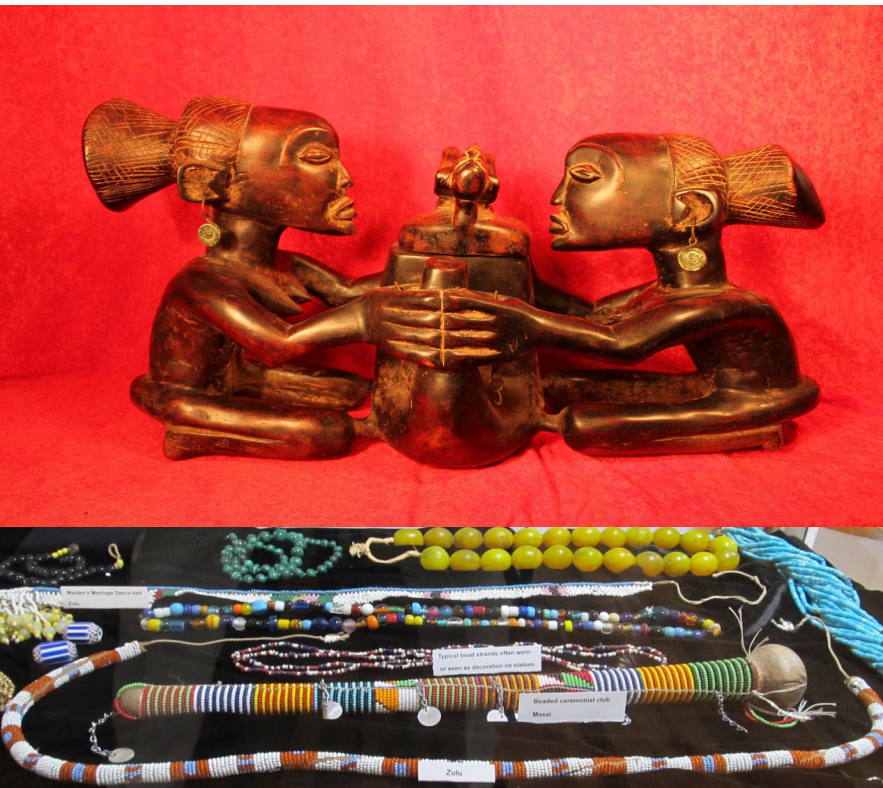


LAMOA

Los Alamos Museum of Art



WORLD-CLASS COLLECTIONS OF OVER 1,600 WORKS OF ART

What is LAMOA requesting of the Council?

- Assistance of the Council in securing a museum building
- Or assistance in securing the promise of a museum building through one of several possible pathways described later



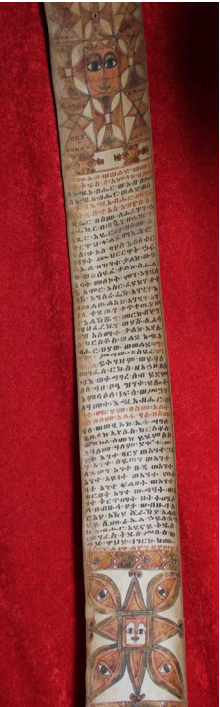
School program on prehistoric art



Multigenerational outreach programs for all ages

- And, perhaps, future financial support for services like school programs and multigenerational outreach provided to the Los Alamos community

WHY NOW? The 1,600 artworks promised to LAMOA on condition of securing a museum building—the great majority of this art collected by scientists—are in the hands of very senior citizens. Furthermore, these collections come in their entirety with hundreds of objects at once, including an irreplaceable collection of world-wide, authentic and historic tribal art.



New Guinea



Uganda



NW Coast - Kwakiutl



Alaskan



African - Bobo



Consequently, Los Alamos will soon lose this once-in-a-lifetime opportunity to leverage these now free, one-of-a-kind and world-class art collections unless the promise of a museum building to exhibit these collections is secured.

A housed Los Alamos Museum of Art addresses several, interconnected needs of the county

- As described in:
- The Economic Vitality Strategic Plan
- The Los Alamos Creative District Plan
- The Los Alamos Tourism Strategic Plan

LAMOA will be an economic engine

LAMOA will be a tourism driver

LAMOA will be a cultural district anchor

LAMOA will be a regional and educational crossroads

for which there is ample research and data evidence

An Economic Engine

- According to a study by Oxford Economics and the Mellon Foundation, Museums as Economic Engines, the annual gross value added contribution of museums to U.S. GDP is \$50 billion, generating \$12 billion in local, state and federal taxes....“The economic impact, in terms of gross value added, of museums in New Mexico is \$298 million per year...and \$22 million in state and local taxes...The economy of New Mexico is more reliant on the museum sector compared to the national average...The numbers tell an indisputable story about museums as true economic engines for their communities”
- According to a report, Arts and the Economy, of the National Governors Association Center for Best Practices, “Arts and culture-related industries...provide direct economic benefits to states and communities: They create jobs, attract investments, generate tax revenues, and stimulate local economies through tourism and consumer purchases...In addition, because they enhance quality of life, the arts and culture are an important complement to community development, enriching local amenities and attracting young professionals to an area...This report is intended to help governors unlock the potential of arts and culture within their states to benefit state economies.”
- According to the Economic Activity Study of Metro Denver Culture (Colorado Business Committee for the Arts) “Arts and cultural activity reached a peak in 2019, breaking records for economic activity and impact. Economic activity, which comprises direct and indirect spending from operations, audiences and capital projects, reached \$2.3 billion. Economic impact, a segment of total activity that accounts for “new money” to the region, also reached a new height at \$860 million.”
- A Maine Museum visitor impact survey of 14 museums found that about 442,000 non-resident visitors spent nearly \$71 million at museums—and 1 in 5 visitors indicated that museums were the primary reason for their trip and subsequent spending associated with the trip. Maine Museums: An Economic impact Study

A Tourism Driver

- “First of all, cultural districts drive cultural and heritage tourism. Tourism is an essential component of New Mexico’s economy: it is the state’s second-largest private sector industry and its largest private sector employer....Cultural and heritage tourism alone are the second-largest generator of state tax revenues.” (New Mexico Tourism Coalition) “Historic sites, Native American culture, arts and museums consistently rank as four of the top five reasons for visiting the state.” (New Mexico Tourism Department)
- **“Attracting Tourism Dollars:** A thriving cultural scene helps attract visitors who not only spend their money on the events themselves, but also contribute to local economies by dining in restaurants, lodging in hotels, and purchasing gifts and services in the community. A recent study on the drivers of tourist spending found that tourist expenditures correlate directly with the number of arts and design workers employed in a region.” (Arts and the Economy, National Governors Association Center for Best Practices)
- “The National Museum Directors’ Council’s briefing *Museums and Tourism* highlights how museums are driving economic development and local investment across the UK by attracting record numbers of visitors, encouraging secondary spending, directly and indirectly creating jobs and making areas more desirable for investment. The briefing includes a wealth of facts and figures to give the big statistical picture of how museums represent a substantial economic and reputational asset to the country.” ((NMDC, London)
- *The role of museums in cultural tourism.* “Most museum professionals believe that museums were established for the purposes of education and learning, collection, conservation, research and enjoyment. However, as society has changed, the economic role of museums has become more important. Simultaneously, more institutions have also become aware of their potential to add value to their community by attracting cultural tourists. They have become key partners in the tourist industry, and an important part of the creative and cultural industries. Thus, the role of museums has diversified in the 21st century.” (Cultural Policy and Management, National Taiwan University of Arts)

A Culture District Anchor

- “Cultural districts can be a catalyst for downtown revitalization. They are often associated with the construction of new cultural facilities, museums, and performing arts centers, as well as public gathering spaces.” (*Texas Cultural Districts*, Texas Commission on the Arts)
- “In a deeply divided nation, museums can play an essential role in creating safe and welcoming spaces for the most marginalized and at-risk communities. A component of this work is in guiding current museum-goers towards more inclusive attitudes and behaviors that benefit society as a whole.” (Wilkening Consulting and the American Alliance of Museums, *Audiences and Inclusion*)
- “[Art] museums are fundamentally different from other institutions in our economy and society. Like universities and symphony orchestras, they play a central role not only in the current cultural life of the nation but also as conveyors of our cultural heritage from one generation to the next. But unlike universities and orchestras, they are literally the preservers of the objects of culture themselves.” The Economics of Art Museums (National Bureau of Economic Research)
- Arts and Culture Institutions as Urban Anchors (Penn Institute for Urban Research) “Much of the existing literature on anchor institutions focuses on educational and medical anchors (“eds and meds”) and stadiums, which – while important – are not the only urban anchor institutions in their communities...Here we share case studies of arts and culture institutions...to provide insight into the relationship between the structure and culture of a city and the operations of an arts anchor institution.”

A Regional and Educational Crossroads

- "Museums contribute about \$2 billion to education," she said [Laura Lott, CEO American Alliance of Museums]. "They're doing core-education programs and spending on students who are coming in [to] do that work. School superintendents have told me that museums have taken on some of the education spending burden that used to be handled by the government." *Citizen Times*, Asheville, NC
- "Museums play an essential role in cultural and social life across the US. They tell our stories, preserve our heritage, interpret the past, and explore the future. In this way, museums enrich our lives daily—feeding a hunger for knowledge and igniting our imaginations. Enriching Our Communities (Mellon Foundation)
- "Museums are a vital part of how we tell the stories of who we are, who we've been, and how we will live together. They maintain our cultural heritage and teach us about all the ways we are different and the same. Reflecting the diversity of that heritage is a critical part of museums' work." *Diversity, Equity, Accessibility and Inclusion* (American Alliance of Museums)
- "The U.S. educational system is on the cusp of transformational change. Signals that the current educational structure has been destabilized include rising dissatisfaction with the formal educational system and the proliferation of non-traditional forms of primary education. In the coming era, museums will play a key role in the new educational landscape. A broad and shared understanding among policy makers, reformers and practitioners of the unique capabilities of museums will ensure that the new educational infrastructure takes full advantage of these strengths. *Museums & the Future of Education* (Center for the Future of Museums)

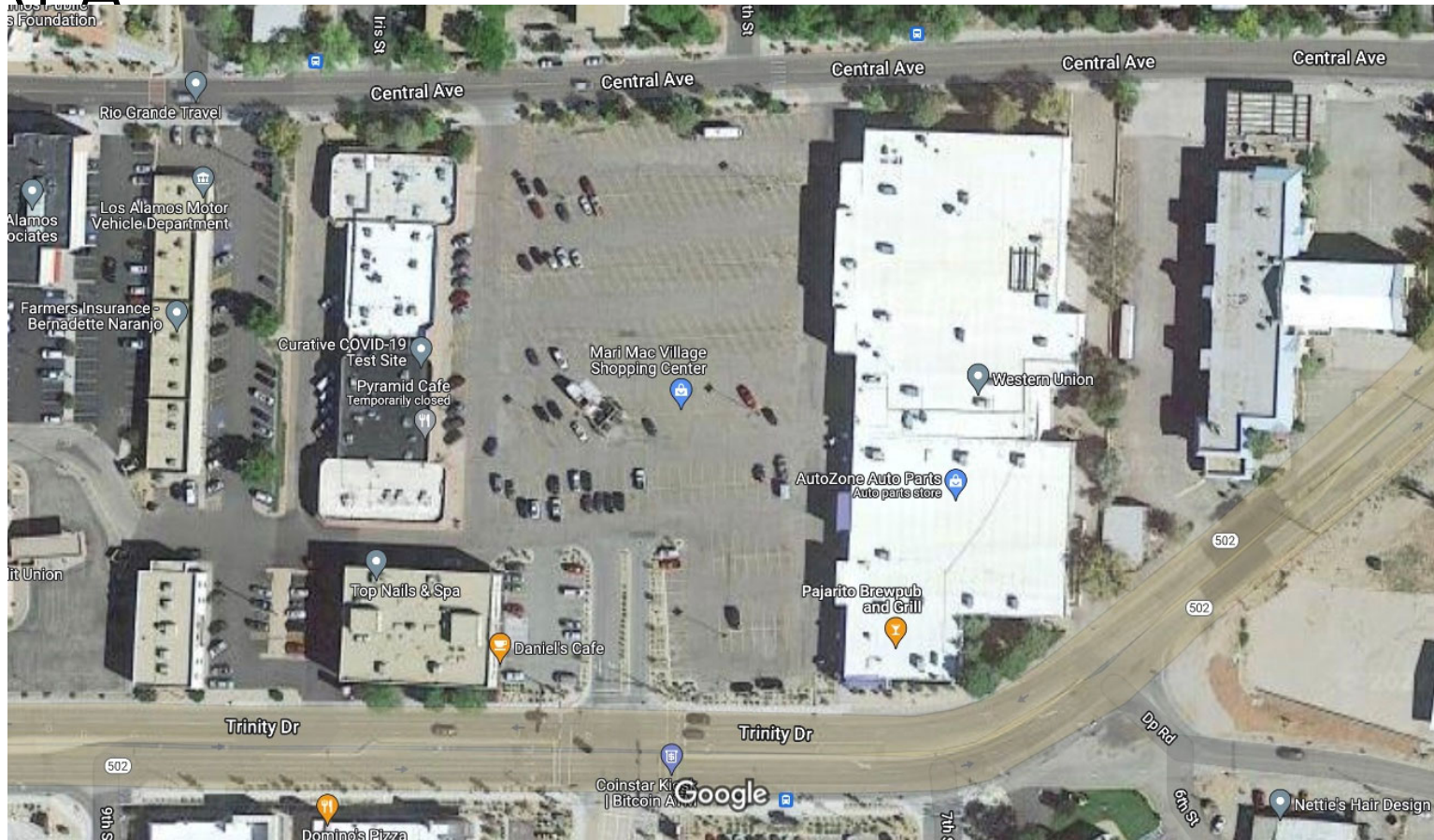
FOLLOWING ARE POSSIBLE PATHWAYS TO A MULTI-USE DEVELOPMENT THAT INCLUDES LAMOA AMONG OTHER FACILITIES LIKE APARTMENTS, A HOTEL, CAFÉ, NIGHT CLUB, THAT SYNERGISTICALLY FORM A DOWNTOWN ECONOMIC ENGINE, A TOURISM DRIVER, A CULTURAL DISTRICT HUB WITH SALA (FORMER REEL DEAL) AND THE MANHATTEN PROJECT HISTORICAL PARK AT ITS WEST POLE.

WAV — Located in the cultural district of downtown Ventura, California, WAV provides affordable living and working space for over a hundred creatives of every kind. The WAV Theater Gallery offers performances, art openings and public gatherings. Creatives small businesses include coffee houses, galleries, cafes, wine bars and jazz clubs that draw foot traffic and contribute to the vitality of the neighborhood. WAV provides sixty-nine new units of affordable housing. Market-rate penthouses bring higher-income households to the community and help to cross capitalize the affordable components. The entire community is designed and built to the highest standards of green building technology (LEED Silver Award),



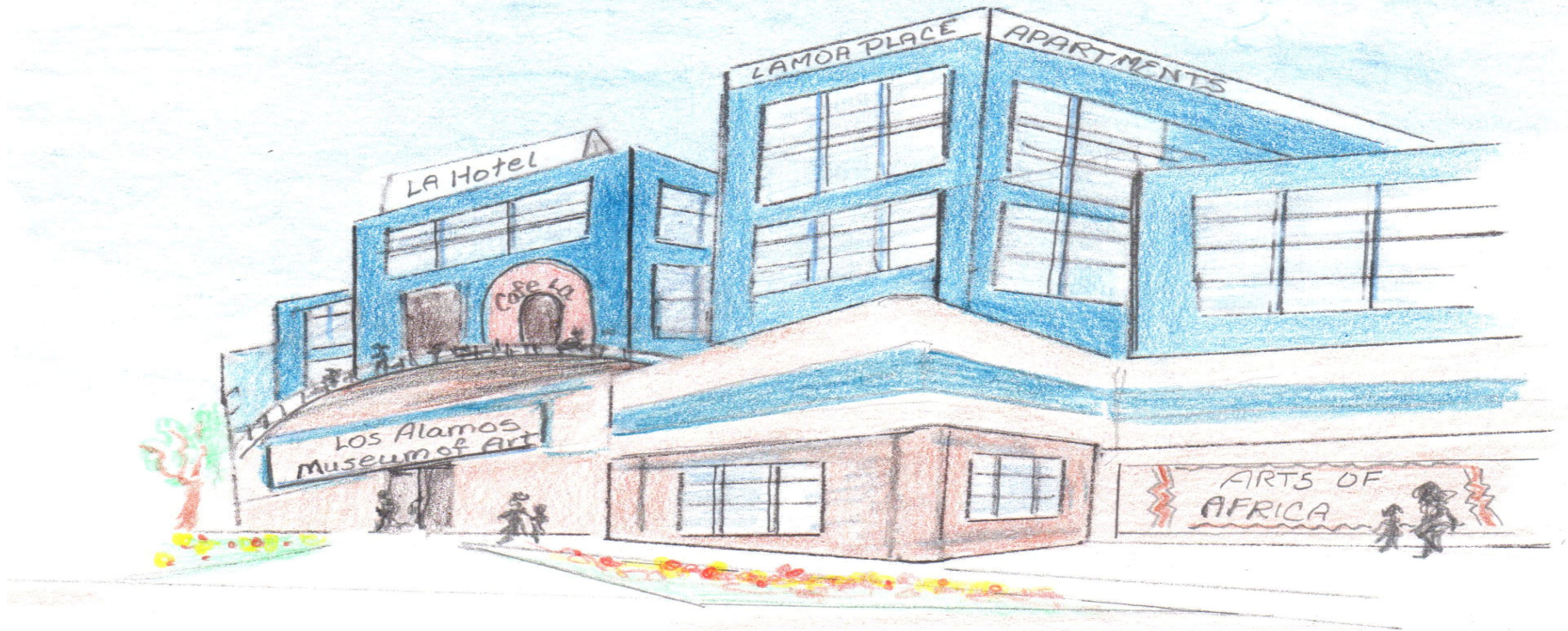
Of the total cost of \$57 million, only \$2.5 million has been contributed by the City of Ventura, mostly in the form of land and planning costs. Ventura has worked with PLACE, a Minneapolis-based nonprofit developer of artist studio and living spaces. PLACE is a 501(c)(3), a publicly-supported charity. "We exist to improve people's lives and their communities through the creation of places that bring together, homes, food, transportation, energy, art and culture, education and jobs. Our projects are not designed and created for profit. They are designed and created for public benefit. [<https://www.welcometoplace.org/ourcommunities>]

A WAV-LIKE FACILITY in the MARI-MAC AREA



LAMOA PLACE

A museum, a hotel, a café, and apartments for creatives



LAMOA REQUESTS THE COUNCIL'S ADVOCACY, IN DISCUSSIONS WITH COLUMBUS CAPITAL, FOR BRANCH AND GONZALES TO INCLUDE A LOMOA BUILDING IN THEIR DESIGN PLANS FOR THE AREA.

Eco-Village and Creative Center

The structure identified in the following drawing as Solar Canopy could be the Los Alamos Museum of Art designed with a solar roof.



PLACE is collaborating with the City of St. Louis Park to create a mixed-use, mixed-income, transit-oriented community demonstrating profound environmental design. Located on Minnesota's future southwest light rail line and the largest dedicated regional bike trail in the country, this community now offers 217 healthy apartments, affordable and market rate, along with space for local businesses and live/work space designed for creatives as part of Via Sol.

A WAV-LIKE, OR ECO-VILLAGE AND CREATIVE CENTER-LIKE, FACILITY
AT THE UNDEVELOPED WEST END OF THE SMITH'S PARKING LOT



A WAV-LIKE, OR ECO-VILLAGE AND CREATIVE CENTER-LIKE, FACILITY
AT THE FORMER, PROPOSED SITE OF THE MARRIOTT HOTEL



A WAV-LIKE FACILITY AT THE CENTURY BANK PROPERTY WEST OF THE FORMER MOTEL 6



OTHER, MORE FOCUSED OPPORTUNITIES FOR A LAMOA BUILDING INCLUDE RENTAL OR PURCHASE OF EXISTING FACILITIES

- **1650 TRINITY**

- The former LATA building, currently owned by Peggy Poling, was discussed in 2018 as a rent-to-own agreement with Shannon Corp. beginning with a second floor art museum. LAMOA would request the council's advocacy with Peggy Poling, if second floor lease or building purchase becomes an option.



Interior, second floor images of the LATA building showing its suitability as a venue for the Los Alamos Museum of Art



1911 Central Avenue (across from Ashley Pond)

This building, currently owned by Joe Arellano, was discussed in 2017 as a rent-to-own agreement with Phil Kunsburg, beginning with a second floor art museum. LAMOA would request the council's advocacy with Joe Arellano, if second floor lease or building purchase becomes an option.



A LIMITED-TIME OPPORTUNITY TO SEIZE THE DAY

- Years of aggregated data show indisputably that art museums are economic engines for their communities.
- Years of aggregated data show indisputably that art museums are tourism drivers for their communities.
- Years of aggregated data show indisputably that art museums anchor cultural districts for their communities.
- Years of aggregated data show indisputably that art museums attract visitors who contribute to local economies by dining in restaurants, lodging in hotels, and purchasing gifts and services in the community.
- A limited-time opportunity now exists for Los Alamos to leverage a unique convergence of developments: the promise of a world-class and irreplicable art museum; the repurposing of the Reel Deal into the multi-dimensional performance and gathering space of Sala; the insipient Manhattan Project National Historical Park; the redevelopment of Mari-Mac properties by Columbus Capital; the plan of Century Bank to develop its downtown property; an exciting convergence of activity to create an economic, cultural and civic future.
- These developments collectively can be transformative in creating an elegant downtown and cultural district: appreciated, utilized, and patronized by local and regional residents, schools, and visitors from elsewhere.

A LIMITED-TIME OPPORTUNITY TO SEIZE THE DAY