

City of Albuquerque

Request for Proposals

Solicitation Number: RFP2007-012-JR

RFP Title: City of Albuquerque Supported Museums: Strategic Plan and Management Study



Due Date: Thursday February 8, 2007: NLT 4:00 p.m. (Local Time)

The time and date proposals are due shall be strictly observed.

**City of Albuquerque
Department of Finance and Administrative Services
Purchasing Division**

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INTRODUCTION

The City of Albuquerque is the largest City in the state of New Mexico and home to University of New Mexico, Sandia Laboratory, and Kirtland Air Force Base. It is contiguous to Native American Pueblos, the Sandia Mountains, extinct volcanoes, and is divided by the Rio Grande and its natural river forest, the Bosque. Albuquerque is the economic engine of the state of New Mexico. Albuquerque is celebrating its Tricentennial in 2006. It is also the home of the Albuquerque International Balloon Fiesta, the largest gathering of hot air balloons in the world. The City of Albuquerque recognizes the value of culture and arts to our community and how they impact the social, economic, and environmental values and conditions of Albuquerque residents. Albuquerque's vision statement reads: "Albuquerque is a thriving, high desert community of distinctive cultures creating a sustainable future." One of Albuquerque's eight long term goals addresses the importance of arts and culture in our community.

Albuquerque is a home rule charter municipality and operates on a fiscal year basis, from July 1 through June 30. Expenditures may not legally exceed appropriations and it is the general policy of the City to impose charges for services where those who benefit from the service are easily identified and charged according to their use and benefit. For example, refuse, golf, and airport services are self-supporting. City operated museums are operated through the General Fund, and generate modest revenues that are returned to the General Fund

Additionally, no tax unless authorized by general law becomes effective until approved at an election of its voters. Taxes authorized by general law that may be imposed without an election include a property tax for operations and a local-option gross receipts tax. The current total gross receipts tax rate in the City is 6.875% percent of most goods and services. The City does not have the power to impose a tax on income.

The City operates or supports the operation of 4 museum facilities. The Albuquerque Museum of Art and History preserves and displays both historic and artistic items of Albuquerque and New Mexico culture. In addition to local and touring exhibitions, the Museum also protects local historic sites and provides both facilities and materials for interpretive education programs. The Museum maintained regular hours during a recent expansion/construction project. Located in the Museum District in Old Town at Mountain and 19th Street NW, the Albuquerque Museum is open Tuesday through Sunday from 9 am-5 pm. It is in the midst of a two stage expansion. Phase I of the expansion includes an 8,000 square foot changing exhibitions gallery, a grand hall and entrance, special events hall, an expanded Sculpture Garden, new Gallery Store and Museum café. This expansion adds 40-thousand square feet to the original building and allows the Museum to present more of its permanent collection than ever before. Phase 1 opened in 2005.

The Albuquerque Museum also operates Casa San Ysidro, a unique historic home site, filled with the Minge Collection, located in Corrales, contiguous to the City of Albuquerque. The original home, built by the Gutiérrez family, dates to the 1870s. Today Casa San Ysidro also includes Alan and Shirley Minge's recreation of a 19th century rancho, complete with a small family chapel, a central plazuela and an enclosed corral area. This collection includes art and personal items from the Spanish

Colonial period and is one of the only similarly displayed collections in the world.

The Anderson-Abruzzo Albuquerque International Balloon Museum is an educational institution of engaging exhibitions and informative programs on the history, science, art, culture and sport of ballooning. Recently constructed at Balloon Fiesta Park, the museum is home to a large collection of gas and hot-air ballooning artifacts and exhibits that showcase the multi-faceted world of lighter-than-air craft. The Anderson-Abruzzo Albuquerque International Balloon Museum opened October 1, 2005.

The ¡explora! Science Center and Children's Museum of Albuquerque is a cooperative of the City and the Museum. ¡explora! provides hands-on, minds-on scientific discoveries for kids and adults at 1701 Mountain Road NW in the Cultural Corridor. The scale of most exhibits is small, fitting on tabletops. The parts are hand-sized and made for handling. We try to make exhibits with transactive qualities, such that both they and their users are changed even in small and unexpected ways by the encounter. There is evidence of previous activity for the next user.

These four listed museum entities are either managed or supported through the City of Albuquerque's Cultural Services Department. This Department also oversees the library system, the Rio Grande Biological Park, the KiMo Theatre, the South Broadway Cultural Center and Special or Community Events. The Cultural Services Department seeks to highlight the cultural, educational and social importance of Albuquerque arts, science and history for residents and visitors alike. The Department cooperates and collaborates, when applicable, with other cultural institutions or presenters. While not an enterprise function of City Hall, Cultural Services does, at times, solicit sponsorships for certain events or exhibits. More importantly, the charge of Cultural Services is to showcase Albuquerque's signature diversity and character.

Other Museums

Albuquerque has more than 16 museums with a wide variety of themes. The following is just a glimpse of our great museums. In addition to the four operated or supported by the City of Albuquerque, the New Mexico Museum of Natural History and Science is operated by the State of New Mexico and is contiguous to the Albuquerque Museum and Explora. The National Atomic Museum is a nonprofit organization, temporarily housed next to the same museums.

New Mexico Museum of Natural History & Science

Dinosaurs, Extreme Screen DynaTheater, Lodestar Astronomy Center

National Atomic Museum

Nuclear science, history, weapons, and commercial uses of atomic energy

Albuquerque is also home to two major cultural centers, the Indian Pueblo Cultural Center and the National Hispanic Cultural Center.

Cultural Centers

Indian Pueblo Cultural Center

The Indian Pueblo Cultural Center showcases the distinctive art, history and culture of New Mexico's 19 pueblos. The center features a museum that tells the story of the New Mexico Pueblo Indians. The Center's restaurant serves authentic Native American food. Jewelry, pottery, leather crafts and paintings are on display and available for sale. Free Native American dances and craft demonstrations are featured on weekends.

National Hispanic Cultural Center

The National Hispanic Cultural Center is dedicated to preserving the rich artistic and cultural heritage integral to the Hispanic community worldwide. The center features a visual arts museum, a performing arts center and an amphitheater, plus educational community outreach programs.

DESIRED OUTCOMES of THE RFP

The City is seeking a consultant that will help the City enhance the success of City supported museums, while providing a long term perspective to the commitments required by the City to achieve that success.

- Develop a single integrated long term plan that will guide decision making and operations of these assets and achieve the following strategic results:
 - Manage museum resources efficiently and effectively, optimizing the City subsidies required to operate them; helping them approach operational self-sufficiency.
 - Effectively utilize the museums to meet the needs of residents, businesses, civic institutions, and governments through creative local marketing and promotion of the facilities.
 - Work closely with the governing and support organizations of these facilities, and the local hospitality industry to aggressively market and promote these cultural assets to attract visitors and increase their use by national and regional visitors and conventioners to maximize the value added to the local economy.
 - Allow each individual institution to further develop site specific strategic plans for their own use, to satisfy accreditation organizations and potential grantors of additional funding.

**PART 1
INSTRUCTIONS TO OFFERORS**

1.1 RFP Number and Title: RFP2007-012-JR, "City of Albuquerque Supported Museums: Strategic Plan and Management Study"

1.2 Proposal Due Date: February 8, 2007 - NLT 4:00 PM (Local Time)
The time and date proposals are due shall be strictly observed.

1.3 Purchasing Office: This RFP is issued on behalf of the City of Albuquerque by the Purchasing Office, which is the sole point of contact during the entire procurement process.

1.4 Authority: Chapter 5, Article 5 of the Revised Ordinances of the City of Albuquerque, 1994, (the "Public Purchases Ordinance"). The City Council, pursuant to Article 1 of the Charter of the City of Albuquerque and Article X, Section 6 of the Constitution of New Mexico, has enacted this ordinance as authorized by such provisions and for the purpose of providing maximum local self-government. To that end, it is intended that this ordinance shall govern all purchasing transactions of the City and shall serve to exempt the City from all provisions of the New Mexico Procurement Code, as provided in Section 13-1-98K, NMSA 1978.

1.5 Acceptance of Offer: Acceptance of Offer is contingent upon Offeror's certification and agreement by submittal of its offer, to comply and act in accordance with all provisions of the following:

1.5.1 City Public Purchases Ordinance

1.5.2 City Purchasing Rules and Regulations: City of Albuquerque Purchasing Rules and Regulations: These Rules and Regulations (hereinafter "Regulations") are written to clarify and implement the provisions of the Public Purchases Ordinance. These Regulations establish policies, procedures, and guidelines relating to the procurement, management, control, and disposal of goods, services, and construction, as applicable, under the authority of the Ordinance.

1.5.3 Civil Rights Compliance: Acceptance of offer is contingent upon the Offeror's certification and agreement by submittal of its offer, to comply and act in accordance with all provisions of the Albuquerque Human Rights Ordinance, the New Mexico Human Rights Act, Title VII of the U.S. Civil Rights Act of 1964, as amended, and all federal statutes and executive orders, New Mexico statutes and City of Albuquerque ordinances and resolutions relating to the enforcement of civil rights and affirmative action. Questions regarding civil rights or affirmative action compliance requirements should be directed to the City of

Albuquerque Human Rights Division, Community Services Department.

1.5.4 Americans with Disabilities Act Compliance: Offeror certifies and agrees, by submittal of its offer, to comply and act in accordance with all applicable provisions of the Americans With Disabilities Act of 1990 and Federal regulations promulgated there under.

1.5.5 Insurance and Bonding Compliance: Acceptance of offer is contingent upon Offeror's ability to comply with the insurance requirements as stated herein. Please include a copy(s) of such certification or statement of compliance in your proposal.

1.5.6 Ethics:

1.5.6.1 Fair Dealing. The Offeror warrants that its proposal is submitted and entered into without collusion on the part of the Offeror with any person or firm, without fraud and in good faith. Offeror also warrants that no gratuities, in the form of entertainment, gifts or otherwise, were, or will be offered or given by the Offeror, or any agent or representative of the Offeror to any officer or employee of the City with a view toward securing a recommendation of award or subsequent contract or for securing more favorable treatment with respect to making a recommendation of award.

1.5.6.2 Conflict of Interest. The Offeror warrants that it presently has no interest and shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of services required under the contract resulting from this RFP. The Offeror also warrants that, to the best of its knowledge, no officer, agent or employee of the City who shall participate in any decision relating to this RFP and the resulting contract, currently has, or will have in the future, a personal or pecuniary interest in the Offeror's business.

1.5.7 Participation/Offeror Preparation: Offeror may not use the consultation or assistance of any person, firm company who has participated in whole or in part in the writing of these specifications or the Scope of Services, for the preparation of its offer or in the management of its business if awarded the contract resulting from this RFP.

1.5.8 Debarment or Ineligibility Compliance: By submitting its offer in response to this RFP, the Offeror certifies that (i) it has not been debarred or otherwise found ineligible to receive funds by any agency of the federal government, the State of New Mexico, any local public body of the State, or any state of the United States; and (ii) should any notice of debarment, suspension, ineligibility or exclusion be received by the Offeror, the Offeror will notify the City immediately.

1.5.9 Goods Produced Under Decent Working Conditions. It is the policy of the City not to purchase, lease, or rent goods for use or for resale at City owned enterprises that were produced under sweatshop conditions. The Offeror certifies, by submittal of its offer in

response to this solicitation, that the goods offered to the City were produced under decent working conditions. The City defines “under decent working conditions” as production in a factory in which child labor and forced labor are not employed; in which adequate wages and benefits are paid to workers; in which workers are not required to work more than 48 hours per week (or less if a shorter workweek applies); in which employees are free from physical, sexual or verbal harassment; and in which employees can speak freely about working conditions and can participate in and form unions. [*Council Bill No. M-8, Enactment No. 9-1998*]

1.6 City Contact: The sole point of contact for this Request for Proposals is the City of Albuquerque Purchasing Division. Contact the following individual(s) regarding this RFP:

- Joe Rael, Senior Buyer
- Department of Finance and Administrative Services, Purchasing Division.
- Phone: (505) 768-3344 or E-Mail: jgrael@cabq.gov
- Post Office Box 1293, Albuquerque, New Mexico 87103

1.7 Contract Management: The contract resulting from this RFP will be managed by the Cultural Services Department, Fiscal Division.

1.8 Clarification: Any explanation desired by an Offeror regarding the meaning or interpretation of this Request For Proposals must be requested in writing not less than ten (10) working days prior to the hour and date specified for the receipt of offers to allow sufficient time for a reply to reach Offerors before the submission of their offers. All inquiries must be directed to the Purchasing Office as stated herein. Oral explanations or instructions given before the award of the contract or at any time will not be binding. Any information given to a prospective Offeror concerning this Request For Proposals, will be furnished to all prospective Offerors as an amendment to this Request for Proposals, if such information is necessary to Offerors in submitting offers on this Request For Proposals or if the lack of such information would be prejudicial to uninformed Offerors.

1.9 Submission of Offers: The Offeror's sealed proposal must be in the format outlined in Part 2 of this Request for Proposals and mailed or delivered pursuant to the following requirements:

1.9.1 Envelope preparation. Offers and modifications thereof shall be enclosed in sealed envelopes and have the following identifying information on the outside:

- Name and address of Offeror
- Closing Date and Time
- Request for Proposals Number
- RFP Title

1.9.2 Ship, Deliver or Hand Carry Sealed Offers to: The Office of the City Clerk, City/County Government Center, 11th Floor, One Civic Plaza, Albuquerque, New Mexico

87102. Mark all packages as stated above.

1.9.3 Mail Sealed Responses to: Office of the City Clerk, Post Office Box 1293, Albuquerque, New Mexico 87103. (Certified Mail is recommended). The City shall not be responsible for the failure of mailed offers to actually be received by the Office of the City Clerk by 4:00 of the day of closing.

Note: The City picks up mail at the post office **once** every morning at 7:00 AM (Local Time). **Note: ALL SEALED PROPOSALS MUST BE RECEIVED BY THE OFFICE OF THE CITY CLERK NO LATER THAN 4:00 PM, LOCAL TIME AS RECORDED IN THE CITY CLERK'S OFFICE.**

1.9.4 No other methods of offer delivery: Neither telephone, facsimile, electronic, nor telegraphic offers shall be accepted.

1.9.5 Submit 1 original and 10 copies of your Technical Proposal. Submit 1 original and 1 copy of your Cost Proposal.

1.9.6 Modification: Offers may be modified or withdrawn by written notice provided such notice is received prior to the hour and date specified for receipt of offers.

1.9.7 Failure to Submit Offer: If no offer is to be submitted, the recipient shall not return the Request For Proposals.

1.10 Receipt of Proposals: The only acceptable evidence to establish the time of receipt of proposals at the City Clerk's Office is the time-date stamp of such office on the proposal wrapper or other documentary evidence of receipt maintained by the office.

1.11 Acknowledgment of Amendments to the Request For Proposals: Receipt of an amendment to the Request For Proposals by an Offeror must be acknowledged (a) by signing and returning the amendment, or (b) by letter. Such acknowledgment may be submitted with your offer. Such acknowledgment must be received prior to the hour and date specified for receipt of offers.

1.12 Modifications to Scope of Services: In the event that sufficient funds do not become available to complete each task in the Scope of Services, the Scope of Services may be amended, based upon the cost breakdown required in the Cost Proposal.

1.13 Draft Agreement: A copy of the Draft Agreement to be entered into is attached. Please state that you accept the terms and conditions of the Draft Agreement, or note exceptions.

1.14 Evaluation period: The City reserves the right to analyze, examine and interpret any offer for a period of ninety (90) days after the hour and date specified for the receipt of offers.

1.15 Evaluation Assistance: The City of Albuquerque, in evaluating proposals, reserves the right to use any assistance deemed advisable, including City contractors and consultants.

1.16 Rejection and Waiver: The City reserves the right to reject any or all offers and to waive informalities and minor irregularities in offers received.

1.17 Debarment of Offeror: Any proposal received from an Offeror that is, at the time of submitting its proposal or prior to receipt of award of a contract, debarred by or otherwise ineligible to receive funds from any agency of the State of New Mexico, any local public body of the State, or any state of the United States, shall be rejected.

1.18 Award of Contract:

1.18.1 When Award Occurs: Award of contract occurs when a Purchase Order is issued or other evidence of acceptance by the City is provided to the Offeror. A Recommendation of Award does not constitute award of contract.

1.18.2 Award: If a contract is awarded, it shall be awarded to the responsive and responsible Offeror whose offer conforming to the Request for Proposals will be most advantageous to the City as set forth in the Evaluation Criteria.

1.18.3 Contract Term: The contract term shall be for a period of six months, or per approved project schedule, from the effective date of execution of the contract and/or final execution by the City. This contract term may be extended for up to six months by mutual written agreement between the City and the Contractor.

1.18.4 Type of Contract: Firm fixed price.

1.18.5 Debarment/Cancellation of Contract: Upon receipt of notice of debarment of an Offeror awarded a contract as a result of this RFP (the "Contractor"), or other ineligibility of the Contractor to receive funds from any agency of the federal government, the State of New Mexico, any local public body of the State, or any state of the United States, the City shall have the right to cancel the contract with the Contractor resulting from this RFP for cause as provided in accordance with the terms of said contract.

1.18.6 Graffiti Free: When required, the Contractor will be required to furnish equipment, facilities, or other items required to complete these services, that are "graffiti free". Failure of Contractor to comply with this requirement may result in cancellation of the contract resulting from this RFP.

1.19 Cancellation: This Request for Proposals may be canceled and any and all proposals may be rejected in whole or in part when it is in the best interest of the City.

1.20 Negotiations: Negotiations may be conducted with the Offeror(s) recommended for award

of contract.

1.21 City-Furnished Property: No material, labor, or facilities will be furnished by the City unless otherwise provided for in the Request for Proposals.

1.22 Proprietary Data: This Request for Proposals shall be open to public inspection after the recommendation of award of a contract has been signed by the Mayor, except to the extent the Offeror designates trade secrets or other proprietary data to be confidential. Material so designated must be separated from the Offeror's main proposal and each page shall be clearly marked in order to be considered confidential and to facilitate public inspection of the non-confidential portion of the proposal. Prices and makes and models or catalog numbers of the items offered, deliveries, and terms of payment shall be publicly available regardless of any designation to the contrary.

The City of Albuquerque will endeavor to restrict distribution of the material designated as confidential or proprietary to only those individuals involved in the review and analysis of the proposals. Offerors are cautioned that materials designated as confidential may nevertheless be subject to disclosure under the New Mexico Inspection of Public Records Act (Sections 14-2-1 et seq, NMSA 1978).

1.23 Local and Resident Preference: A preference for local and state businesses is available under the City of Albuquerque Public Purchases Ordinance, for this procurement (Part 6). If a completed Local Preference Certification Form, or a current and correct Resident Preference Number, or evidence to indicate that a company is a manufacturer (if applicable), is not received with the Offeror's response a preference will not be applied for that offer. The Form, the Number, or other evidence will not be accepted after the deadline for receipt of proposals. For those Offerors qualifying for the preference, a 1.05 multiplier will be applied to the total raw score. Only one preference will apply for this procurement. Local Preference supersedes all other preferences.

1.24 REQUEST FOR PROPOSALS (RFP) PROTEST PROCESS:

1.24.1 When: If the protest concerns the specifications for a competitive solicitation or other matters pertaining to the solicitation documents, it must be received by the Purchasing Officer no later than ten working days prior to the deadline for the receipt of offers.

1.24.2 Recommendation of Award: If the protest concerns other matters relating to this solicitation, the protest must be filed within ten working days after the receipt of notice of the Recommendation of Award.

1.24.3 Timely Protests: Protests must be received by the Purchasing Officer prior to the appropriate deadline as set out herein, or they will not be considered valid. The Purchasing Officer may waive the deadline for good cause, including a delay caused by the fault of the City. Late delivery by the U.S. Postal Service or other carrier shall not be considered good cause.

1.24.4 How to File: The protest shall be addressed to the Purchasing Officer, must be

policies. The City shall be named an additional insured for all coverages and the coverages afforded shall be primary with respect to operations provided.

1.25.2 Approval of Insurance: Even though the Contractor may have been given notice to proceed, it shall not begin any work under the contract resulting from this RFP until the required insurance has been obtained and the proper certificates (or policies) filed with the City. Neither approval nor failure to disapprove certificates, policies, or the insurance by the City shall relieve the Contractor of full responsibility to maintain the required insurance in full force and effect. If part of the contract is sublet, the Contractor shall include any or all subcontractors in its insurance policies, or require the subcontractor to secure insurance to protect itself against all hazards enumerated herein, which are not covered by the Contractor's insurance policies.

1.25.3 Coverage Required: The kinds and amounts of insurance required are as follows:

1.25.3.1 Commercial **General Liability Insurance.** A commercial general liability insurance policy with combined limits of liability for bodily injury or property damage as follows:

\$1,000,000	Per Occurrence
\$1,000,000	Policy Aggregate
\$1,000,000	Products Liability/Completed Operations
\$1,000,000	Personal and Advertising Injury
\$ 50,000	Fire Legal
\$ 5,000	Medical Payments

Said policy of insurance must include coverage for all operations performed for the City by the Contractor and contractual liability coverage shall specifically insure the hold harmless provisions of the contract resulting from this RFP.

1.25.3.2 Automobile **Liability Insurance.** A comprehensive automobile liability insurance policy with liability limits in amounts not less than \$1,000,000 combined single limit of liability for bodily injury, including death, and property damage in any one occurrence. The policy must include coverage for the use of all owned, non-owned, hired automobiles, vehicles and other equipment both on and off work.

1.25.3.3 Workers' **Compensation Insurance.** Workers' compensation insurance policy for the Contractor's employees, in accordance with the provisions of the Workers' Compensation Act of the State of New Mexico, (the "Act"). If the Contractor employs fewer than three employees and has determined that it is not subject to the Act, it will certify, in a signed statement, that it is not subject to the Act. The Contractor will notify the City and comply with the Act should it employ

three or more persons during the term of the contract resulting from this RFP.

1.25.4 Increased Limits: During the life of the contract the City may require the Contractor to increase the maximum limits of any insurance required herein. In the event that the Contractor is so required to increase the limits of such insurance, an appropriate adjustment in the contract amount will be made.

**PART 2
PROPOSAL FORMAT**

2.1 Technical Proposal Format, Section One

2.1.1 Offeror Identification: State name and address of your organization or office and nature of organization (individual, partnership or corporation, private or public, profit or non-profit). Subcontractors if any must be identified in a similar manner. Include name and telephone number of person(s) in your organization authorized to execute the Draft Agreement. Submit a statement of compliance with all laws stated herein. Submit a statement of agreement of the terms and conditions of the Draft Agreement; state exceptions. Show receipt of Addenda if applicable. Provide a statement or show ability to carry the insurance specified.

2.1.2 Experience:

2.1.2.1 Current Experience. State relevant experience of the company and person(s) who will be actively engaged in the proposed project, including experience of subcontractors. Submit resumes for the individuals who will be performing the services for the City. Submit a plan detailing which specific individuals will perform which tasks and state percent of time spent on the project by each.

2.1.2.2 Past Experience. Describe a minimum of three (3) projects of similar scope and size, which are now complete; state for whom the work was performed, year completed, and a reference person who can be contacted regarding the work. Provide at least one sample strategic plan arising from the above described projects. References must be for work performed in the past three to five (3 to 5) years. State relevant experience with other municipalities or government entities.

2.1.3 Proposed Approach to Tasks: Discuss fully your proposed approach to each of the tasks described in Part 3, Scope of Services. Use charts to illustrate the number of hours dedicated to each task and who will be performing each task [individual(s)/firm(s)]. Reference Exhibit A, attached hereto, without stating the price structure.

2.1.4 Management Summary: Describe individual staff and subcontractor's responsibilities with lines of authority and interface with the City of Albuquerque staff. Describe resources to be drawn from in order to complete tasks.

2.2 Cost Proposal Format, Section Two

2.2.1 Total Cost: Submit one original and one copy of your Cost Proposal, in a **separate** binder, or folder distinctly marked with the following information, in a "spread sheet" format as given in the example provided in Exhibit A, and attached hereto.

2.2.2 The cost proposal should contain at least the following information:

- The cost for the entire project broken down by the activities or steps shown on the project schedule.
- Estimated periodic billing to the City based on the cost of the deliverable items.
- Cost or pricing details should be shown by task. This might include, but is not limited to:
 - Hours by category, hourly rates, and total labor broken out by professional and other labor. Rates are to include all overhead and profit.
 - Purchased materials, unit costs, and quantities.
 - Travel, lodging, and other direct expenses.
 - Subcontract costs if applicable, and additional consulting beyond the scope of the described tasks (if requested).

2.2.3 Offerors should show detailed costs by task and number of hours dedicated to each task as listed in the specifications.

2.2.4 An example of the preferred format is contained in Part 7, attached hereto as described above. Your response to this section will be used in performing a cost/price analysis.

2.2.5 All Costs: All costs to be incurred and billed to the City should be described by the Offeror for each item, to allow for a clear evaluation and comparison, relative to other offers received. The Offeror should understand that the City will not pay for any amounts not included -- for example, insurance or taxes -- and that liability for items not included remains with the Offeror.

PART 3 SCOPE OF SERVICES

3.1 The City seeks the development of a single, long term, integrated strategic plan that will guide the decision making, operations and management of all City supported or subsidized museums in order to ensure the long term sustainability and superior public value of these assets. The City is seeking a consultant that will help the City enhance the success of City supported museums, while providing a long term perspective to the commitments required by the City to achieve that success. The following scope of services describes the steps contemplated in the development of this overarching Strategic Plan:

3.2 Research a Five-Year Strategic Plan, as part of an overall policy review, for the Albuquerque City Funded Museums including the Albuquerque Museum, Casa San Ysidro, the Anderson-Abruzzo International Balloon Museum and Explora. Development of the plan will include, but may not be limited to, these steps:

3.2.1 Work with the City of Albuquerque Office of Management and Budget and the Cultural Services Department to research, identify and organize original operating assumptions, cost structures and corresponding levels of revenue, including but not limited to annual operating appropriations and costs, capital appropriations and costs, exhibit and programming costs, staffing needs and costs and additional annual expenses for the Albuquerque Museum, Casa San Ysidro, the Anderson-Abruzzo International Balloon Museum and Explora.

3.2.2 Compare and contrast the original operating assumptions to the current operating realities currently associated with the Albuquerque Museum, Casa San Ysidro, the Anderson-Abruzzo International Balloon Museum and Explora. Review current strategic plans for each organization, and compare and contrast them to current operating realities.

3.3.3 Project future annual staffing requirements and operating, capital and exhibit/program costs and revenue for museums operated, supported or subsidized by the City of Albuquerque for the life of the Five Year Strategic Plan.

3.4.4 Research and identify opportunities to, and areas of, potential improvement and cost savings in the operations and management of the Albuquerque Museum, Casa San Ysidro, the Anderson-Abruzzo International Balloon Museum and Explora.

3.4.5 Research and identify specific recurring and non-recurring sources and levels of potential revenue to cover these costs, including but not limited to available Federal grants and private program grants.

3.5.6 As part of an overall policy review, assess the management structures surrounding each of the Albuquerque City Funded Museums and recommend the most sustainable, coordinated long term management and operating approach.

3.3 Develop a Five-Year Strategic Plan for the Albuquerque City Funded Museums using all the information researched in Part 3.2. The plan shall include but not be limited to the elements described below:

3.3.1 Identify organizational challenges for each of the Albuquerque City Funded Museums. Identify the Mission of each museum and its customer base, define the museum's current alignment with its mission and customer base and recommend strategies for improvement. Identify shared visions and missions in the museums and recommend opportunities for improvement where appropriate to ensure the most sustainable future for each individual museum and ensure sustainable integration of the system as a whole.

3.3.2 Recommend strategies to coordinate management of the City funded museums. Recommend changes, where required, to achieve a sustainable, coordinated long term management and operating approach. Define each organizations' relationship with its audiences, staff, board, collections, the community and other City supported museums and recommend strategies for improvement.

3.3.3 Identify and define specific current and potential sources and levels of revenue, including but not limited to available Federal grants and private program grants. Include strategies for accessing additional funding. Recommend strategies for marketing in order to increase and expand audiences.

3.3.4 After reviewing the major collections in each of the member museums, identify challenges and recommend strategies for improvement in the area of collections and exhibits. Recommend strategies for altering capacity in each member museum, where appropriate, in order to achieve long term sustainability. Recommend appropriate levels of staffing and funding required in order to reach the goals defined in the strategic plan.

3.3.5 Develop and recommend specific policies for review of potential collection acquisitions. Develop and recommend specific policies to guide the potential acquisition of additional City sponsored museums. Develop and describe specific policies for periodic review of the strategic plan.

3.4 Prepare and submit a detailed report to be distributed to the Mayor, City Council, Chief Administrative Officer, Office of Management and Budget, City of Albuquerque's Cultural Services Department, City Supported Museums and other stakeholders.

3.4.1 Submit to the City of Albuquerque's Cultural Services Department and Office of Management and Budget all pertinent data and information gathered and used to reach the conclusions described in the strategic plan.

PART 4 EVALUATION OF OFFERS

4.1 Selection Process. The Mayor of Albuquerque shall name, for the purpose of evaluating the proposals, an Ad Hoc Advisory Committee. On the basis of the evaluation criteria established in this RFP, the committee shall submit to the Mayor a list of qualified firms in the order in which they are recommended. Proposal documentation requirements set forth in this RFP are designed to provide guidance to the Offeror concerning the type of documentation that will be used by the Ad Hoc Advisory Committee. Offerors should be prepared to respond to requests by the Purchasing Office on behalf of the Ad Hoc Advisory Committee for oral presentations, facility surveys, demonstrations or other areas deemed necessary to assist in the detailed evaluation process. Offerors are advised that the City, at its option, may award this request on the basis of the initial offers.

4.2 Evaluation Criteria. The following general criteria, not listed in order or significance, will be used by the Ad Hoc Advisory Committee in recommending contract award to the Mayor. The proposal factors will be rated on a scale of **0-1000** with weight relationships as stated below.

4.2.1 Evaluation Factors:

100 -- The Offeror's general approach and plans to meet the requirements of the RFP.

200 --The Offeror's detailed plans to meet the objectives of each task, activity, etc. on the required schedule.

300 -- Experience and qualifications of the Offeror and personnel as shown on staff resumes to perform tasks described in Part 3, Scope of Services.

100 -- Adequacy of proposed project management and resources to be utilized by the Offeror.

100 --The Offeror's past performance on projects of similar scope and size.

100 -- The overall ability of the Offeror, as judged by the evaluation committee, to successfully complete the project within the proposed schedule. This judgment will be based upon factors such as the project management plan and availability of staff and resources.

100 -- Cost Proposal – The costs proposed by the Contractor as described in Section 2.2 of this RFP to perform the tasks listed in Part3, Scope of Services. The evaluation of this section will occur after the technical evaluation, based on a cost/price analysis.

4.2.2 Cost/Price Factors: The evaluation of cost factors in the selection will be determined by a cost/price analysis using your proposed figures. Please use the format described in Appendix A. Proposed costs will be evaluated not only to determine if the estimate is reasonable, realistic, and cost effective, but also, the Offeror's ability to organize

and perform the services. Please note that the lowest cost is not the sole criterion for recommending contract award.

4.2.3 Cost Evaluation. The cost/price evaluation will be performed by the City Purchasing Division or designee. A preliminary cost review will ensure that each Offeror has complied with all cost instructions and requirements. In addition, proposals will be examined to ensure that all proposed elements are priced and clearly presented. Cost proposals that are incomplete or reflect significant inconsistencies or inaccuracies will be scored accordingly or may be rejected by the Ad Hoc Advisory Committee if lacking in information to determine the value/price/cost relative to the services proposed.

4.2.4 Local Preference. Local and Resident Preference: A preference for local and state businesses is available under the City of Albuquerque Public Purchases Ordinance, for this procurement. The "LOCAL PREFERENCE CERTIFICATION FORM" and instructions are attached as an Appendix to this Request for Proposals. If a completed Local Preference Certification Form or a current and correct Resident Business Preference Number is not received with the Offeror's response, a preference will not be applied for that offer. The Form or the Number will not be accepted after the deadline for receipt of proposals. For those Offerors qualifying for the preference, a 1.05 multiplier will be applied to the total raw score. Only one preference will apply for this procurement. Local Preference supersedes all other preferences.

**PART 5
DRAFT AGREEMENT**

THIS AGREEMENT is made and entered into this ___ day of _____, 20__ by and between the City of Albuquerque, New Mexico a municipal corporation, (hereinafter referred to as the "City"), and _____, hereinafter referred to as the "Contractor"), a _____, whose address is _____.

RECITALS

WHEREAS, the City issued a Request For Proposals for the _____ Department, RFP ____ - ____ - __, titled “ _____ ”, dated _____, which is attached hereto as Exhibit A, and by this reference made a part of this Agreement; and

WHEREAS, the Contractor submitted its proposal, dated _____, in response to RFP ____ - ____ - __, which proposal is attached hereto as Exhibit B, and by this reference made a part of this Agreement; and

WHEREAS, the City desires to engage the Contractor to render certain services in connection therewith, and the Contractor is willing to provide such services.

NOW, THEREFORE, in consideration of the premises and mutual obligations herein, the parties hereto do mutually agree as follows:

1. Scope of Services. The Contractor shall perform the following services (hereinafter the "Services") in a satisfactory and proper manner, as determined by the City:

Provide City of Albuquerque Supported Museums: Strategic Plan and Management Study accordance with Exhibit A as supplemented by Exhibit B.

2. Time of Performance. Services of the Contractor shall commence on the date of final execution of this Agreement and shall be undertaken and completed in such sequence as to assure their expeditious completion in light of the purposes of this Agreement; provided, however, that in any event, all of the Services required hereunder shall be completed by December 22, 2006. This Agreement may not be extended.

3. Compensation and Method of Payment.

A. Compensation. For performing the Services specified in Section 1 hereof, the City agrees to pay the Contractor up to the amount of fifty thousand dollars and No/100 Dollars (\$50,000), which amount includes any applicable gross receipts taxes and which amount shall constitute full and complete compensation for the Contractor's Services under this Agreement, including all expenditures made and expenses incurred by the Contractor in performing such Services.

B. Method of Payment. Such amount shall be paid to the Contractor at the conclusion of this contract, December 22, 2006 assuming all presentations are made and corresponding documents are provided. Payment shall be made to the Contractor monthly upon receipt by the City of a properly documented requisition for monthly payment as determined by the budgetary and fiscal guidelines of the City and on the condition that the Contractor has accomplished the Services to the satisfaction of the City.

C. Appropriations. Notwithstanding any other provisions in this Agreement, the terms of this Agreement are contingent upon the City Council of the City of Albuquerque making the appropriations necessary for the performance of this Agreement. If sufficient appropriations and authorizations are not made by the City Council, this Agreement may be terminated at the end of the City's then current fiscal year upon written notice given by the City to the Contractor. Such event shall not constitute an event of default. All payment obligations of the City and all of its interest in this Agreement will cease upon the date of termination. The City's decision as to whether sufficient appropriations are available shall be accepted by the Contractor and shall be final.

4. Independent Contractor. The Contractor is considered as an independent contractor at all times in the performance of the services described in Section 1. The Contractor further agrees that neither it nor its employees are entitled to any benefits from the City under the provisions of the Workers' Compensation Act of the State of New Mexico, or to any of the benefits granted to employees of the City under the provisions of the Merit System Ordinance as now enacted or hereafter amended.

5. Personnel.

A. The Contractor represents that it has, or will secure at its own expense, all personnel required in performing all of the Services required under this Agreement. Such personnel shall not be employees of or have any contractual relationships with the City.

B. All the Services required hereunder will be performed by the Contractor or under its supervision and all personnel engaged in the work shall be fully qualified and shall be authorized or permitted under state and local law to perform such Services.

C. None of the work or Services covered by this Agreement shall be subcontracted without the prior written approval of the City. Any work or Services subcontracted hereunder shall be specified by written contract or agreement and shall be subject to each provision of this Agreement.

6. Indemnity. The Contractor agrees to defend, indemnify, and hold harmless the City and their officials, agents, and employees from and against any and all claims, actions, suits, or proceedings of any kind brought against said parties for or on account of any matter arising from the Services performed by the Contractor under this Agreement. The indemnity required herein shall not be limited by reason of the specification of any particular insurance coverage in this Agreement.

7. **Bonds and Insurance.** The Contractor shall not commence any work under this Agreement until the insurance required in Exhibit A, Section 1.25, has been obtained and the proper certificates (or policies) have been submitted to the City.

8. **Discrimination Prohibited.** In performing the Services required hereunder, the Contractor shall not discriminate against any person on the basis of race, color, religion, gender, sexual preference, sexual orientation, national origin or ancestry, age, physical handicap or disability, as defined in the Americans With Disabilities Act of 1990, as currently enacted or hereafter amended.

9. **ADA Compliance.** In performing the Services required hereunder, the Contractor agrees to meet all the requirements of the Americans With Disabilities Act of 1990 (the "ADA"), which are imposed directly on the Contractor or which would be imposed on the City as a public entity. The Contractor agrees to be responsible for knowing all applicable rules and requirements of the ADA and to defend, indemnify and hold harmless the City, its officials, agents and employees from and against any and all claims, actions, suits or proceedings of any kind brought against said parties as a result of any acts or omissions of the Contractor or its agents in violation of the ADA.

10. **Reports and Information.** At such times and in such forms as the City may require, there shall be furnished to the City such statements, records, reports, data and information, as the City may request pertaining to matters covered by this Agreement. Unless authorized by the City, the Contractor will not release any information concerning the work product including any reports or other documents prepared pursuant to the Agreement until the final product is submitted to the City.

11. **Establishment and Maintenance of Records.** Records shall be maintained by the Contractor in accordance with applicable law and requirements prescribed by the City with respect to all matters covered by this Agreement. Except as otherwise authorized by the City, such records shall be maintained for a period of three (3) years after receipt of final payment under this Agreement.

12. **Audits and Inspections.** At any time during normal business hours and as often as the City may deem necessary, there shall be made available to the City for examination all of the Contractor's records with respect to all matters covered by this Agreement. The Contractor shall permit the City to audit, examine, and make excerpts or transcripts from such records, and to make audits of all contracts, invoices, materials, payrolls, records of personnel, conditions of employment and other data relating to all matters covered by this Agreement. The Contractor may be required to provide such information and records and appear as a witness in hearings for the City's Board of Ethics and Campaign Practices pursuant to Article XII, Section 8 of the Albuquerque City Charter.

13. **Publication, Reproduction and Use of Material.** No material produced in whole or in part under this Agreement shall be subject to copyright in the United States or in any other country. The City shall have unrestricted authority to publish, disclose, distribute and

otherwise use, in whole or in part, any reports, data or other materials prepared under this Agreement.

14. Compliance with Laws. In providing the Scope of Services outlined herein, the Contractor shall comply with all applicable laws, ordinances, and codes of the Federal, State, and local governments.

15. Changes. The City may, from time to time, request changes in the Scope of Services of the Contractor to be performed hereunder. Such changes, including any increase or decrease in the amount of the Contractor's compensation, which are mutually agreed upon by and between the City and the Contractor, shall be incorporated in written amendments to this Agreement.

16. Assignability. The Contractor shall not assign any interest in this Agreement and shall not transfer any interest in this Agreement (whether by assignment or novation), without the prior written consent of the City thereto.

17. Termination for Cause. If, through any cause, the Contractor shall fail to fulfill in a timely and proper manner its obligation under this Agreement or if the Contractor shall violate any of the covenants, agreements, or stipulations of this Agreement, the City shall thereupon have the right to terminate this Agreement by giving five (5) days written notice to the Contractor of such termination and specifying the effective date of such termination. In such event, all finished or unfinished documents, data, and reports prepared by the Contractor under this Agreement shall, at the option of the City, become its property, and the Contractor shall be entitled to receive just and equitable compensation for any work satisfactorily completed hereunder. Notwithstanding the above, the Contractor shall not be relieved of liability to the City for damages sustained by the City by virtue of any breach of this Agreement by the Contractor, and the City may withhold any payments to the Contractor for the purposes of set-off until such time as the exact amount of damages due the City from the Contractor is determined.

18. Termination for Convenience of City. The City may terminate this Agreement at any time by giving at least fifteen (15) days notice in writing to the Contractor. If the Contractor is terminated by the City as provided herein, the Contractor will be paid an amount which bears the same ratio to the total compensation as the Services actually performed bear to the total Services of the Contractor covered by this Agreement, less payments of compensation previously made. If this Agreement is terminated due to the fault of the Contractor, the preceding section hereof relative to termination shall apply.

19. Construction and Severability. If any part of this Agreement is held to be invalid or unenforceable, such holding will not affect the validity or enforceability of any other part of this Agreement so long as the remainder of the Agreement is reasonably capable of completion.

20. Enforcement. The Contractor agrees to pay to the City all costs and expenses

including reasonable attorney's fees incurred by the City in exercising any of its rights or remedies in connection with the enforcement of this Agreement.

21. Entire Agreement. This Agreement contains the entire agreement of the parties and supersedes any and all other agreements or understandings, oral or written, whether previous to the execution hereof or contemporaneous herewith.

22. Applicable Law. This Agreement shall be governed by and construed and enforced in accordance with the laws of the State of New Mexico, and the laws, rules and regulations of the City of Albuquerque.

23. Approval Required. This Agreement shall not become effective or binding until approved by the City's Chief Administrative Officer.

IN WITNESS WHEREOF, the City and the Contractor have executed this Agreement as of the date first above written.

CITY OF ALBUQUERQUE

CONTRACTOR:

Approved By:

By: _____

Bruce Perlman, PhD
Chief Administrative Officer

Title: _____

Date: _____

Date: _____

Fed Tax ID No: _____

State Tax ID No: _____

Velia Silva, Director
Cultural Services Department

Date: _____

EXHIBIT A
CITY OF ALBUQUERQUE REQUEST FOR PROPOSALS

EXHIBIT B
OFFEROR'S PROPOSAL

PART 6 - INSTRUCTIONS FOR LOCAL PREFERENCE CERTIFICATION FORM

- 1. ALL INFORMATION MUST BE PROVIDED.** A 5% local preference is available for this procurement. To qualify for this preference, an Offeror **MUST** complete and submit this Form **WITH ITS OFFER**. If an offer is received without the Form attached, completed, signed and certified, or if the Form is received without the required information, the preference will not be applied. **THE FORM OR A CORRECTED FORM WILL NOT BE ACCEPTED AFTER THE DEADLINE FOR RECEIPT OF BIDS OR PROPOSALS.**
- 2. LOCAL PREFERENCE PRECEDENCE OVER STATE PREFERENCE.** The local preference takes precedence over the State Resident Business Preference and only one of the two preferences will be applied to any one offer. If it is determined that the local preference applies to one or more Offerors in any solicitation, the State Resident Business Preference will not be applied to any offers.
- 3. PHYSICAL LOCATION MUST BE STATED.** To qualify for the local preference, a business must have a location in the Albuquerque Metropolitan Area (Abq. Metro Area). The business location inserted on the form must be a physical location, street address or such. **DO NOT** use a post office box or other postal address.
- 4. ADDITIONAL REQUIREMENT.** To qualify for this preference, the principal Offeror (i.e. the business, **NOT** the individual signing the form) if it is a corporation, must be a New Mexico corporation with its articles of incorporation filed with the New Mexico Public Regulation Commission.
- 5. DEFINITIONS.** The following definitions apply to this preference:

 - The Abq. Metro Area includes all locations within the City of Albuquerque and Bernalillo County, and within any municipality (i.e. incorporated city, town or village) contiguous to the City of Albuquerque and Bernalillo County.
 - A resident of the Abq. Metro Area is a person who occupies a dwelling in the Area and who manifests an intent to maintain that dwelling on a permanent basis.
 - A principal Offeror is a single Offeror; a business which is the prime contractor or one of the prime contractors and not a subcontractor; or a partner or joint venturer submitting an offer in conjunction with other businesses.
- 6. ADDITIONAL DOCUMENTATION.** If requested, a business will be required to provide, within 10 working days of the request, documentation to substantiate the information provided on the form.

9/24/02

LOCAL PREFERENCE CERTIFICATION FORM

RFP/RFB NO: _____

Business Name: _____

Business Location (in Abq. Metro Area): _____

Business Type: **SELECT ONE**

- Corporation -- Indicate state of incorporation.  _____
- Partnership -- Indicate "general" or "limited".  _____
- Sole Proprietorship (Single Owner with employees)
- Individual (Single Owner/No employees)
- Other - Indicate status.  _____

Additional Information: (PROVIDE IF BUSINESS IS A CORPORATION)

Date of incorporation in the State of New Mexico:  _____

CERTIFICATION

I hereby certify that the business set out above is the principal Offeror submitting this offer or is one of the principal Offerors jointly submitting this offer (e.g. as a partnership, joint venture). I hereby certify that the information which I have provided on this form is true and correct; that I am authorized to sign on behalf of the business set out above and, if requested by the City, will provide, within 10 days of notice, the necessary documents to substantiate the information provided on this form.

Signature of Authorized Individual: _____

Printed Name: _____

Title: _____ **Date:** _____

YOU MUST RETURN THIS FORM WITH YOUR OFFER

9/24/02

Part 7

Appendices

Position Rates Appendix A-1

Position Hours Appendix A-2

Appendix B

Appendix C

Appendix D

Appendix E

Appendix F

Appendix G

Attendance Information

Museum Governance Matrix

Financial Information

Museum Performance Plans

Additional Information

Museum Objective

RFP Number and Title: RFP2007-012-JR "City of Albuquerque Supported Museums: Strategic Plan and Management Study"																		
Position Rates	Principal (\$70)	Design/Fiscal (\$355)	Staff (\$35)	Direct Costs	Principal (\$100)	Associate Planner (\$75)	Urban Designer (\$65)	Staff (\$45)	Direct Costs	Principal (\$90)	Staff Engineer (\$60)	Technician (\$40)	Direct Costs	Principal (\$90)	Staff (\$40)	Direct Costs	Dr. X	
Phase A - Goals and Issues																	Totals	
A.1 Review Existing Planning																		
A.2 Review Existing Infrastructure																		
A.3 Goals and Objectives																		
A.4 Establish Public Participation																		Total
A.5 Establish Multi-Cultural Forum																		Phase A
Phase A Subtotals																		
Phase B - Sub Area(s) Development																		
B.1 Economic Trends																		
B.2 Map Benefits & Constraints																		
B.3 Overlay Public/Private Plans																		
B.4 Coordinate Other Studies																		
B.5 Service Level Perf. Standards																		
B.6 Regional/Sub-Area Issues																		
B.7 Building Common Vision																		
B.8 Dev. Scenarios/Charette																		
B.9 Infrastructure/Service Neds																		
B.10 Fiscal Impacts																		
B.11 Community Review																		Total
B.12 Preferred Scenario																		Phase B
Phase B Subtotals																		
Phase C - Sub Area(s) Implementation																		
C.1 Regional Agency Strategy																		
C.2 Sub Area Strategy																		
C.3 Funding Approaches																		
C.4 Action Strategy (& Final Report)																		Total Phase C
Phase C Subtotals																		
Grand Totals																		

Note: Direct Costs include printing, travel, materials, etc.
 Project totals include fees and direct costs, NM Gross Receipts Tax hae not been included. (NMGR= \$10,
 All Subcontractor costs have been identified.

RFP Number and Title: RFP2007-012-JR "City of Albuquerque Supported Museums: Strategic Plan and Management Study"

Position Hours	Principal (\$70)	Design/Fiscal (\$355)	Staff (\$35)	Direct Costs	Principal (\$100)	Associate Planner (\$75)	Urban Designer (\$65)	Staff (\$45)	Direct Costs	Principal (\$90)	Staff Engineer (\$60)	Technician (\$40)	Direct Costs	Principal (\$90)	Staff (\$40)	Direct Costs	Dr. X	Totals
Phase A - Goals and Issues																		Totals
A.1 Review Existing Planning																		
A.2 Review Existing Infrastructure																		
A.3 Goals and Objectives																		
A.4 Establish Public Participation																		Total
A.5 Establish Multi-Cultural Forum																		Phase A
Phase A Subtotals																		
Phase B - Sub Area(s) Development																		
B.1 Economic Trends																		
B.2 Map Benefits & Constraints																		
B.3 Overlay Public/Private Plans																		
B.4 Coordinate Other Studies																		
B.5 Service Level Perf. Standards																		
B.6 Regional/Sub-Area Issues																		
B.7 Building Common Vision																		
B.8 Dev. Scenarios/Charette																		
B.9 Infrastructure/Service Neds																		
B.10 Fiscal Impacts																		
B.11 Community Review																		Total
B.12 Preferred Scenario																		Phase B
Phase B Subtotals																		
Phase C - Sub Area(s) Implementation																		
C.1 Regional Agency Strategy																		
C.2 Sub Area Strategy																		
C.3 Funding Approaches																		
C.4 Action Strategy (& Final Report)																		Total Phase C
Phase C Subtotals																		
Grand Totals																		

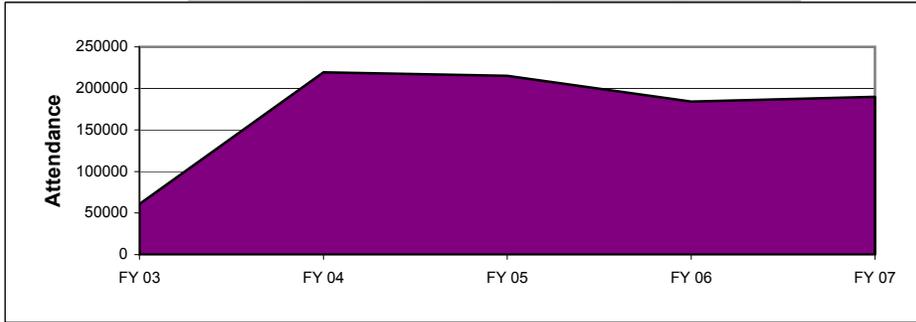
Note: Direct Costs include printing, travel, materials, etc.
 Project totals include fees and direct costs, NM Gross Receipts Tax hae not been included. (NMGR= \$10,
 All Subcontractor costs have been identified.

Appendix B – Attendance Information

Attendance:

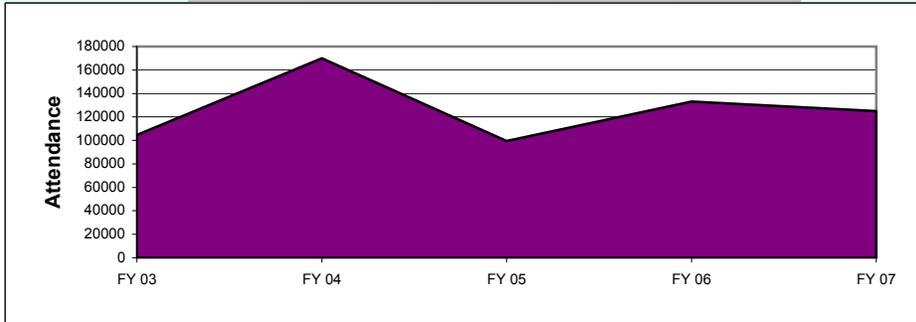
Explora Attendance

ACTUAL			TARGET	
FY 03	FY 04	FY 05	FY 06	FY 07
60820	219378	214977	184195	190000



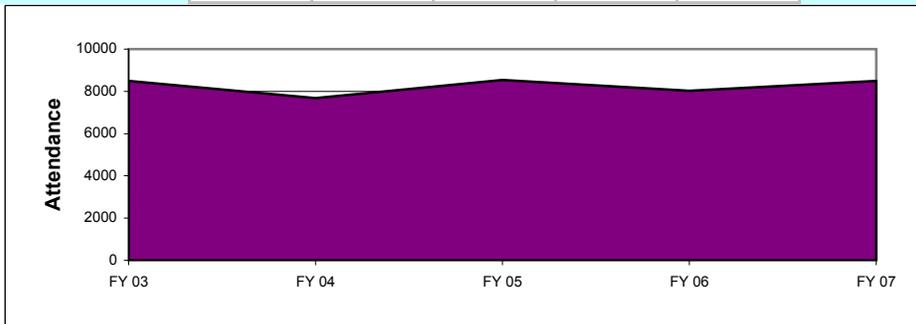
Albuquerque Museum Regular Attendance

ACTUAL			TARGET	
FY 03	FY 04	FY 05	FY 06	FY 07
104595	170072	99473	133170	125000



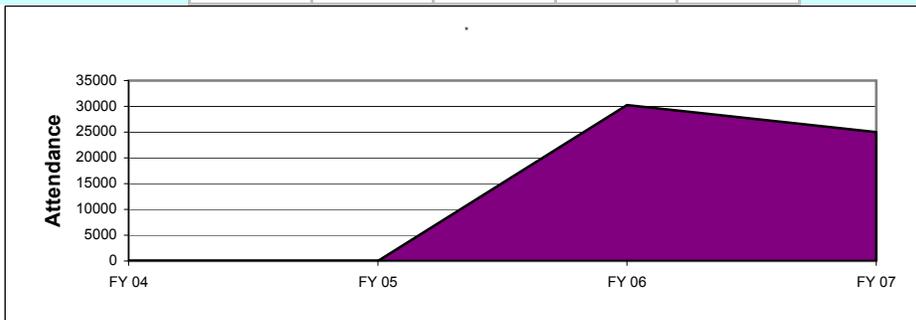
Casa San Ysidro Attendance

ACTUAL			TARGET	
FY 03	FY 04	FY 05	FY 06	FY 07
8487	7688	8532	8032	8500

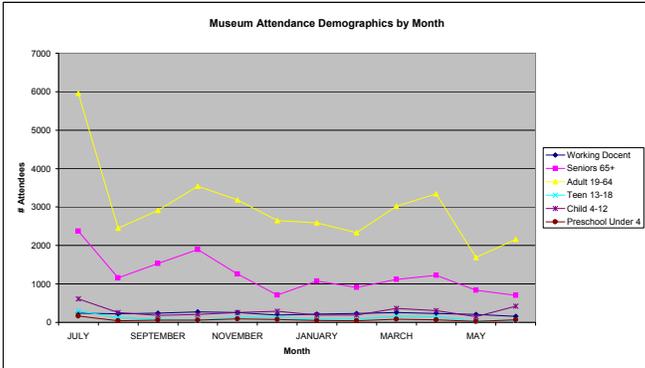
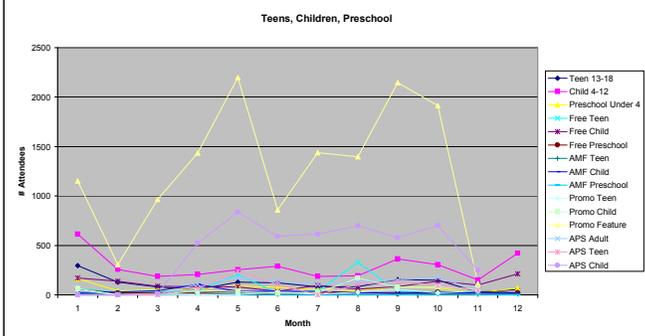
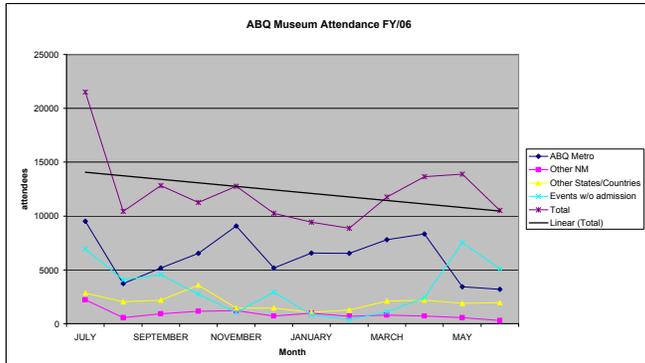


Balloon Museum Attendance (FY06 only 9 months of data)

ACTUAL			TARGET	
FY 03	FY 04	FY 05	FY 06	FY 07
*	*	*	38903	25000



Albuquerque Museum Attendance



	January	February	March	April	May	June	Total
General Albuquerque 87000	6	15	58	21	11	14	125
Albuquerque 87101	6	5	1	2	2	1	18
Albuquerque 87102	170	115	541	207	89	138	1260
Albuquerque 87103	7	4	7				22
Albuquerque 87104	184	226	156	304	113	132	1109
Albuquerque 87105	209	122	311	217	121	174	1154
Albuquerque 87106	494	283	382	400	313	206	2078
Albuquerque 87107	396	242	416	396	193	122	1765
Albuquerque 87108	334	211	261	266	153	122	1325
Albuquerque 87109	285	241	246	353	174	143	1442
Albuquerque 87110	441	515	335	457	287	288	2323
Albuquerque 87111	522	478	547	681	418	338	2984
Albuquerque 87112	287	331	314	358	469	173	1613
Albuquerque 87113	43	56	43	88	54	79	363
Albuquerque 87114	209	444	252	279	173	146	1503
Albuquerque 87115	0	0	20	0	0	0	20
Albuquerque 87116	11	8	11	0	5	5	40
Albuquerque 87117	13	4	1	3	0	9	30
Albuquerque 87118	0	50	1	0	0	2	53
Albuquerque 87119	0	0	9	0	4	0	13
Albuquerque 87120	403	326	362	391	152	236	1870
Albuquerque 87121	122	136	147	239	163	87	894
Albuquerque 87122	208	147	333	365	182	118	1353
Albuquerque 87123	256	228	156	248	98	96	1076
Rio Rancho 87124	158	212	148	360	107	161	1146
Rio Rancho 87125	2	0	4	11	10	1	28
Albuquerque 87131	2	2	34	7	0	0	57
Rio Rancho 87144	114	65	82	139	46	46	462
Albuquerque 87154	0	2	0	1	0	0	3
Albuquerque 87174	0	0	1	0	0	0	1
Albuquerque 87176	4	4	0	2	1	0	11
Albuquerque 87181	0	0	1	4	4	0	9
Albuquerque 87184	0	0	1	0	0	0	1
Albuquerque 87185	2	0	1	0	0	0	3
Albuquerque 87190	0	0	0	1	0	0	1
Albuquerque 87192	0	1	2	3	0	0	6
Albuquerque 87194	4	1	0	0	0	0	5
Albuquerque 87195	3	0	0	0	0	0	3
Albuquerque 87196	1	6	3	4	3	2	19
Albuquerque 87197	1	0	5	1	0	0	7
Albuquerque 87198	0	0	3	12	0	1	16
Albuquerque 87199	0	5	4	3	2	1	15
Belen 87002	23	21	36	165	22	15	282
Bernalillo 87004	17	61	24	24	24	8	158
Cedar Crest 87008	21	22	16	29	13	21	120
Edgewood 87015	28	29	33	45	12	28	175
Isleta 87022	0	0	0	3	0	0	3
Los Lunas 87031	46	49	84	268	86	41	874
Manarray 87035	4	74	11	19	114	3	227
Peralta 87042	9	17	10	13	2	4	55
Placitas 87043	84	37	56	85	47	41	350
Sandia Park 87047	26	88	41	27	14	10	215
Corrales 87048	119	192	76	176	86	69	720
Ejeras 87059	66	36	73	52	34	27	292
Albuquerque 87062	0	0	0	2	2	0	4
Bosque Farms 87068	21	7	9	23	2	8	65
Albuquerque 87507	0	0	0	0	0	2	2
TOTAL ATTENDANCE	5360	5146	6552	6580	3581	3140	29458

	July	Aug	Sept	Oct	Nov	Dec	Total
General Albuquerque 87000	0	1	0	4	40	44	89
Albuquerque 87101	10	5	3	8	4	0	30
Albuquerque 87102	269	76	113	320	467	132	1377
Albuquerque 87103	20	48	11	11	9	3	102
Albuquerque 87104	438	197	190	280	442	141	1688
Albuquerque 87105	509	149	282	291	354	97	1764
Albuquerque 87106	500	233	291	281	453	308	2066
Albuquerque 87107	652	205	248	364	529	308	2304
Albuquerque 87108	417	174	273	382	359	211	1807
Albuquerque 87109	521	198	239	216	487	188	1952
Albuquerque 87110	723	278	369	425	646	519	2960
Albuquerque 87111	1309	442	527	1026	975	560	4839
Albuquerque 87112	556	204	329	277	367	292	2205
Albuquerque 87113	113	54	80	93	91	38	469
Albuquerque 87114	483	147	194	275	359	188	1646
Albuquerque 87115	2	0	0	2	2	2	8
Albuquerque 87116	3	0	6	8	4	0	21
Albuquerque 87117	3	0	3	7	0	2	15
Albuquerque 87118	1	0	0	0	2	49	52
Albuquerque 87119	676	6	3	0	4	3	694
Albuquerque 87120	174	203	244	354	326	224	1525
Albuquerque 87121	479	66	63	79	133	155	978
Albuquerque 87122	430	170	230	220	329	217	1596
Albuquerque 87123	470	128	147	250	280	139	1433
Rio Rancho 87124	12	186	135	152	195	108	780
Rio Rancho 87125	5	13	5	5	8	4	40
Albuquerque 87131	163	0	4	69	14	0	161
Rio Rancho 87144	21	94	51	69	67	84	386
Albuquerque 87154	5	0	3	3	2	1	14
Albuquerque 87174	11	2	4	1	3	2	23
Albuquerque 87176	2	2	2	1	4	0	12
Albuquerque 87181	24	0	2	1	4	3	34
Albuquerque 87184	4	0	0	0	0	3	7
Albuquerque 87185	3	0	0	0	1	0	4
Albuquerque 87190	3	3	0	1	1	0	8
Albuquerque 87192	1	0	0	0	0	0	1
Albuquerque 87194	6	4	2	2	2	0	16
Albuquerque 87195	0	0	0	2	0	0	2
Albuquerque 87196	12	0	3	2	6	6	29
Albuquerque 87197	4	0	1	0	0	2	7
Albuquerque 87198	1	2	0	1	0	8	12
Albuquerque 87199	3	19	4	0	9	2	37
Belen 87002	90	13	28	16	99	27	273
Bernalillo 87004	53	13	23	59	14	4	168
Cedar Crest 87008	65	8	31	31	15	8	158
Edgewood 87015	77	15	15	38	50	13	198
Isleta 87022	2	2	0	4	0	0	8
Los Lunas 87031	162	32	40	46	30	68	378
Manarray 87035	15	17	8	121	4	3	172
Peralta 87042	18	13	4	3	8	0	52
Placitas 87043	150	59	78	83	111	51	631
Sandia Park 87047	149	23	46	54	50	26	358
Corrales 87048	213	93	127	102	253	113	901
Ejeras 87059	110	78	76	41	59	42	406
Albuquerque 87062	0	5	0	0	0	0	5
Bosque Farms 87068	25	11	13	0	0	18	67
Albuquerque 87507	0	0	1	0	0	0	1
TOTAL ATTENDANCE	10156	3690	4758	6010	7632	4552	36798

Appendix C - Museum Governance Matrix

Summary of Legislation Regarding City of Albuquerque Museums

	Albuquerque Museum	Explora	Balloon Museum	Casa San Ysidro
MISSION	<p>Purposes (CoO, 10-4-1):</p> <ul style="list-style-type: none"> - Disseminating knowledge and appreciation of art and history - Establishing and maintaining a museum and related facilities - Collecting and preserving objects of artistic and historic interest - Aiding in protecting historic sites, works or art from needless destruction - Providing facilities for research and publication - Offering instruction and opportunities for aesthetic enjoyment - Encouraging continued excellence of the cultural life of the community 	<p>Mission (CoO, 10-4-2):</p> <p>-Explora, an interactive science center, is dedicated to educating and exciting people of all ages, especially children of New Mexico, about the wonders of science and technology.</p> <p>Goals (CoO, 10-4-2):</p> <ul style="list-style-type: none"> - Provide a quality science center for the state with interactive hands-on exhibits and educational programs about science and technology - Serve the state by providing a statewide outreach program for science education in schools and communities and by soliciting funds for programs and transportation for visitors to come to the center - Actively promote a relationship with the education systems to make the Explora Science Center a vital component to and extension of the classroom experience - Reflect the diversity and richness of the state's cultural, natural and scientific resources - Seek maximum support and cooperation from government, industry, and private institutions 	None specified in legislation	<p>Not explicitly stated.</p> <p>(Derived) A research center and public museum for historical research and display of the Minge Collection in its historical setting at Casa San Ysidro</p>

Summary of Legislation Regarding City of Albuquerque Museums

	Albuquerque Museum	Explora	Balloon Museum	Casa San Ysidro
GOVERNANCE	<p>Board of Trustees, Composition (CoO, 10-4-1):</p> <ul style="list-style-type: none"> - Composed of nine members representing areas of art and history <ul style="list-style-type: none"> -- Two members appointed by Mayor from a list of at least four names submitted by the Foundation -- Additional member appointed by Mayor shall be President of the Museum Foundation -- Two members appointed by Mayor from a list of at least four names submitted by Museum Board -- An additional member appointed by Mayor submitted by Board -- Three members appointed by Mayor without restrictions - All appointments require the advice and consent of the City Council - Terms of appointments are four years, beginning August 1st 	<p>Advisory Board (CoO, 10-4-2):</p> <ul style="list-style-type: none"> - Eleven members reflecting scientists, health professionals, educators and particularly the multicultural nature of Albuquerque - Appointed by Mayor with advice and consent of the City Council <ul style="list-style-type: none"> -- Two members appointed by Mayor from a list of Explora Foundation members submitted by the Explora Foundation - Terms are three years. Two consecutive terms only. 	<p>Board of Trustees (CoO, 10-4-5)</p> <ul style="list-style-type: none"> - Thirteen members <ul style="list-style-type: none"> -- Six members from the Maxie Anderson Foundation appointed by Mayor with advice and consent of the City Council from a list submitted by the foundation --- Mayor's selection shall include the chair and president of the Maxie Anderson Foundation -- The New Mexico Officer of Cultural Affairs or designee -- Six public at-large members appointed by the Mayor with advice and consent from the City Council Executive Director (CoO, 10-4-5): <ul style="list-style-type: none"> - Selected by the Mayor from a list presented by the Board of Trustees - Not less than annually, the Board of Trustees shall review the performance of the Executive Director and transmit the findings to the CAO - Prepares the recommended annual budget for operation of the museum Planning and Oversight Committee (CoR, 2-10-3) <ul style="list-style-type: none"> - Nine members appointed by the Mayor with advice and consent of the City Council <ul style="list-style-type: none"> -- State of NM, Energy, Minerals and Natural Resources Department -- Board of Directors for the Albuquerque International Balloon Fiesta -- One representative from the Wildflower Neighborhood Association -- Two representatives from the Alameda North Valley Association <ul style="list-style-type: none"> -- Sandia Pueblo -- AMAFCA -- Bernalillo County Government -- Local industry near the park. - Mayor and Council will appoint staff members to coordinate with the committee and city departments will provide information Operations and Management Policy Board (CoR, 2-10-4): <ul style="list-style-type: none"> - Membership of board will be of nine members <ul style="list-style-type: none"> -- May not include any elected official -- Appointed by Mayor with advice and consent of City Council from: <ul style="list-style-type: none"> --- Two representatives from the Board of Directors of the Albuquerque International Balloon Fiesta --- One representative from the Wildflower Neighborhood Association --- One representative from the Alameda North Valley Association <ul style="list-style-type: none"> --- One representing the interests of the Metropolitan Parks and Recreation Advisory Board --- One person representing the Pueblo of Sandia --- One person representing local industry located near the park --- One person representing the interests of park tenants --- One representative of the Albuquerque Convention and Visitors Bureau -- Members serve staggered four-year terms Staff <ul style="list-style-type: none"> -- Mayor shall appoint a senior staff member to serve as the full-time employee to coordinate the activities of the Board and park -- Mayor shall seek the advice and consent of the Board on assignment of 10 personnel 	<p>Advisory Committee established within Albuquerque Museum Board of Trustees structure</p> <ul style="list-style-type: none"> - One member from each party to the Agreement <ul style="list-style-type: none"> -- City of Albuquerque -- Sandoval County -- Village of Corrales -- State of New Mexico - One member from "Citizens to Save Casa"

Summary of Legislation Regarding City of Albuquerque Museums

	Albuquerque Museum	Explora	Balloon Museum	Casa San Ysidro
ROLES, POWERS, AND DUTIES	<p>Board of Trustees; Functions (CoO, 10-4-1):</p> <ul style="list-style-type: none"> - Advise Mayor and City Council - Advise and consult with museum director on matters relating to museum and its needs - Establish policies for the operation of the museum - Have trust responsibilities for the museum collections - Adopt and amend bylaws governing the activities of the Board - Recommend appropriate contractual arrangements with the Albuquerque Museum Foundation, Inc. (a nonprofit corporation formed to further the cultural and educational programs and purposes of the museum as expressed in city ordinances relating to the museum.) <p>Gifts, Grant Endowment and Trust Fund Donations (CoO, 10-4-1):</p> <ul style="list-style-type: none"> - Administered according to terms specified by donor - Money is deposited in Museum Trust and Agency Account - Property is administered by Museum Foundation, acting as trustee for the City <ul style="list-style-type: none"> -- Title vested in City - Foundation may own property specifically given or sold to Foundation - City Council assumes the cost of operating the Musuem <ul style="list-style-type: none"> -- Salaries of staff and employees -- Costs of preparing exhibitions -- Maintenance of buildings and grounds -- Other related costs and services - Acquiring collections is not normally paid by the City unless special funds are made available to the City by grants, endowments, gifts, or Council action 	<p>- Powers and Duties of the Board:</p> <ul style="list-style-type: none"> -- Advise Mayor and City Council -- Advise and consult with the Center Director -- Interview and make recommendations for the hiring and performance of the Director -- Review and recommend the selection of all consultants other than hired by the City’s Selection Advisory Committee -- Evaluate budget recommendations -- Evaluate the program of the Center as proposed by the Director -- Provide direction for the design and construction of the Center -- Develop cooperative relationships with other public and private entities <ul style="list-style-type: none"> -- Prepare and submit quarterly report of activities to Mayor and CAO -- Prepare and submit annual report to City Council -- Investigate possible merger with museums with similar missions 	<p>- Powers and Duties of the Board of Trustees</p> <ul style="list-style-type: none"> -- Define the mission, purpose, and goals and set policies -- Interview and make recommendations for the hiring and performance evaluation of the Executive Director -- Interview and recommend the selection of all consultants other than those hired pursuant to the City’s Selection Advisory Committee -- Approve budget recommendations submitted to the Mayor -- Propose an annual fee schedule for renting museum facilities -- Approve the museum’s programming as recommended by the Executive Director -- Adopt guidelines and procedures for selecting the resident tenants and concessionaires of the museum and for allocating the facilities to all other potential users -- Approve and acknowledge the form of recognition for donors to the museum endowment -- Provide direction for design and construction of the museum <ul style="list-style-type: none"> -- Prepare and submit a quarterly activity report to the Mayor and CAO -- Prepare and submit an annual report to the City Council <p>Executive Director (CoO, 10-4-5):</p> <ul style="list-style-type: none"> - Selected by the Mayor from a list presented by the Board of Trustees - Not less than annually, the Board of Trustees shall review the performance of the Executive Director and transmit the findings to the CAO - Prepares the recommended annual budget for operation of the museum 	<ul style="list-style-type: none"> - City, Sandoval County, and Village of Corrales will contribute funds necessary for operation and maintenance - State will look for funding opportunities - City agreed to operate Casa San Ysidro as a research center and public museum and use Minge Collection for public display and historical research - City shall consult with concerned citizens groups, the State of New Mexico, County of Sandoval, and Village of Corrales to develop a plan that addresses the concerns and suggestions for preserving the collection housed at Casa San Ysidro - Any plan which entails movement of the collection requires City Council approval

Summary of Legislation Regarding City of Albuquerque Museums

	Albuquerque Museum	Explora	Balloon Museum	Casa San Ysidro
ROLES, POWERS, AND DUTIES			<p>Planning and Oversight Committee (CoR, 2-10-3)</p> <ul style="list-style-type: none"> - Responsibilities: <ul style="list-style-type: none"> -- Advise the design team concerning strategies to deal with issues in master plan --- Possible neighborhood impacts --- Development of multiple use recreation and cultural facilities --- Funding strategies --- Sensible use of water --- Operations and maintenance --- Privately funded buildings and activities --- Access and traffic control (pedestrian, vehicular and bicycle) - Coordinate with A/A International Balloon Museum Board of Trustees and the Metropolitan Parks and Recreation Advisory Board throughout review of the master plan - Work with the Parks and Recreation Department, the A/A International Balloon Museum Board of Trustees and other private and public entities on issues concerning the continued management, operation and maintenance of the Balloon Fiesta Park - Governed according to the Public Boards, Commissions and Committees Ordinance - Authority of the Board: <ul style="list-style-type: none"> -- Establish policy, including fees, reservations, and usage of the park -- Oversee operation and management -- Negotiate leases with existing and future tenants -- Review, negotiate, and recommend revisions to existing leases, licenses, and other agreements for use of the park -- Negotiate sponsorship for the park and events at the park -- Contract with, recommend and hire employees to perform the duties of the Board not provided for by the City -- Coordinate reservations for and scheduling of events -- Undertake conflict resolution -- Work collaboratively in public relations 	

Summary of Legislation Regarding City of Albuquerque Museums

	Albuquerque Museum	Explora	Balloon Museum	Casa San Ysidro
ROLES, POWERS, AND DUTIES			<p>Operations and Management Policy Board (CoR, 2-10-4):</p> <ul style="list-style-type: none"> - Shall recognize, promote, and develop the uniqueness of the Balloon Fiesta Park - Oversee the implementation and vision of the Master Development Plan - Develop a world-class ballooning and park facility - Balance public and private uses - Secure unrealized funding for operation and development <ul style="list-style-type: none"> -- Oversee the implementation of the Master Development Plan -- Report annually to the Mayor and City Council on activities, progress implementing the Master Plan, and any recommendations for additional policies or ordinances -- Recommend an annual operating and capital budget to Mayor and City Council -- Engage in long-term planning process for the operation, development and management of the park -- Conduct regularly scheduled open public meetings -- Adopt, promulgate, publish, amend and repeal regulations for use of the park -- Establish policies for operation, management, and maintenance of park -- Adopt and amend bylaws governing activities of the Board -- Serve as the planning authority for the design, construction, use and operation of the park -- Review and recommend the selection of all consultants other than those hired pursuant to the City's Selection Advisory Committee -- Establish annual fee and rental schedule for uses of the park -- Adopt guidelines and procedures for selecting regular tenants and concessionaires of the park and allocating facilities to all other potential users -- Develop a plan by the FY/05 budget to have the park becoming self-sustaining without City operating support within a three-year period -- Develop a tenant association 	

Summary of Legislation Regarding City of Albuquerque Museums

	Albuquerque Museum	Explora	Balloon Museum	Casa San Ysidro
ROLES, POWERS, AND DUTIES			<p>Revenues - All revenues shall be deposited into the Balloon Park Fund - Fund requires a budget and appropriation by the City Council prior to any expenditures</p> <p>Leases and Agreements - Board shall not have authority to approve - All leases and agreements must be reviewed and recommended to Mayor and City Council</p> <p>Administrative Operations - City and Board shall develop an inventory of services and costs to establish a baseline for budget purposes beginning in FY/04 and included in FY/05 budget - Board will establish procedures for members to abstain for conflicts of interest</p> <p>Limitations - Board shall act on behalf of City - No contract, agreement, or license shall be approved without the approval of the Mayor and City Council - Mayor and City Council may not approve any contract, agreement, license or lease without the review and recommendation of the Board - Board must approve all scheduling of the park - City reserves the right to block out dates for citywide public events (Res. 121-1999, approved 12-7-99; Am. Res R-131-2003, approved 11-14-03)</p> <p>International Balloon Fiesta (CoR 6-8-1) - City shall support Albuquerque International Balloon Fiesta - City shall provide in-kind services each year for balloon flying events -- Limited to activities the City can provide in the conduct of ordinary business -- Traffic control to and from the park for nine launch events -- Fire protection and rescue services -- Dust control -- Sun Tran supervision costs</p>	

Summary of Legislation Regarding City of Albuquerque Museums

	Albuquerque Museum	Explora	Balloon Museum	Casa San Ysidro
ROLES, POWERS, AND DUTIES			<p>Balloon Museum Foundation to Operate a Store and Café/Catering Kitchen (EC-05-488)</p> <ul style="list-style-type: none"> - Lease agreement between CoA and Albuquerque International Balloon Museum Foundation, Inc., a NM non-profit corporation - Foundation leases 2020 sq. ft. to operate a Gift Store, 3236 sq. ft. for a Dining Room, and 1034 sq. ft. for a Kitchen (the Café) - Foundation will contract by sublease(s) to qualified operators to construct tenant improvements, operate, manage, control, maintain, and clean leased spaces <ul style="list-style-type: none"> -- Subject to concurrence of Museum Director or other City-designated official - Net proceeds from the Store, Dining Room, and Café go to the Foundation - Funds received from short term rental space (i.e. the second floor multi-purpose room) go to the Museum - City will provide the Foundation with electricity, water, air conditioning, heating, janitorial service (including trash removal), light bulbs and outside window washing without additional cost - Foundation will pay the Museum \$1.00 per year as rent for the lease 	

Appendix D – Financial Information

Balloon Museum

As of April 2006

City Funding		
Quality of Life Fund - 335		6,957,500
G.O. Bonds Fund - 305		<u>4,425,900</u>
		11,383,400
Balloon Museum Foundation		2,000,000
State Grants		4,223,947 *
Total		<u><u>17,607,347</u></u>

*includes City match for indirect overhead

Casa San Ysidro

City Funding		
Activity	G. O. Bonds Fund - 305	
7243010	Minge Collection Casa San Ysidro	<u>1,214,880</u>
		1,214,880
State Grants		
7263010	Casa San Ysidro / ADA	10,250
7263020	Casa San Ysidro / ADA	51,751
7333180	Casa San Ysidro Visitors Center	<u>201,544</u>
		263,545
Total		<u><u>1,478,425</u></u>

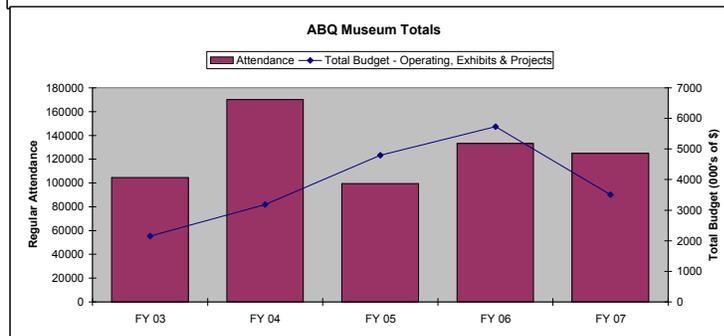
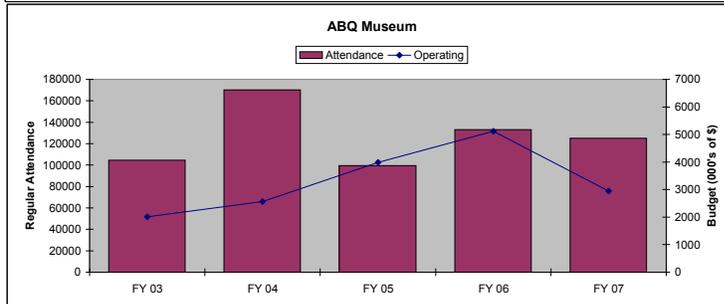
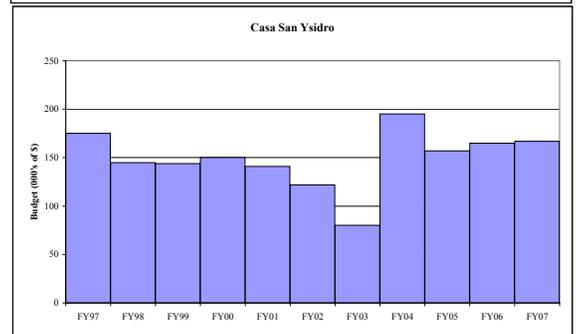
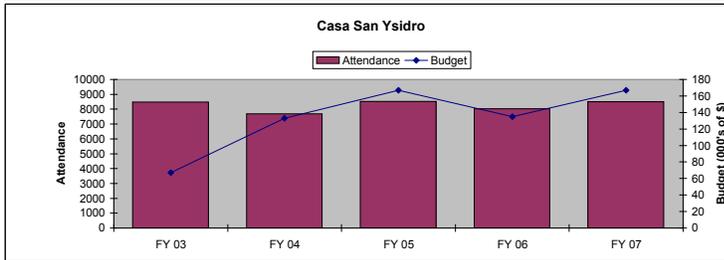
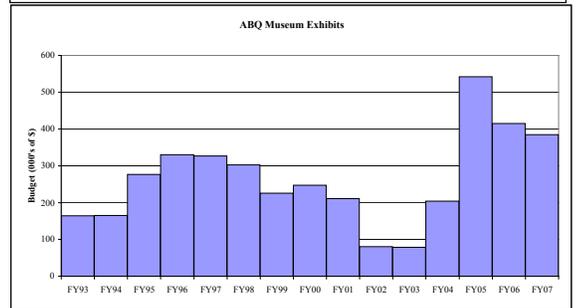
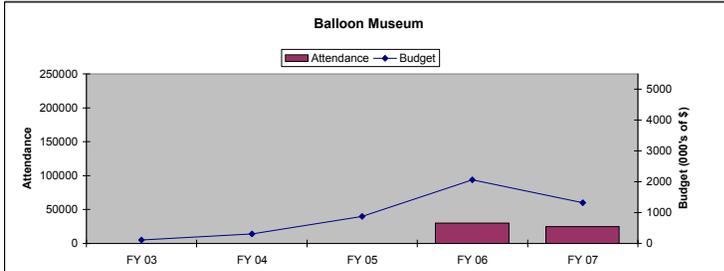
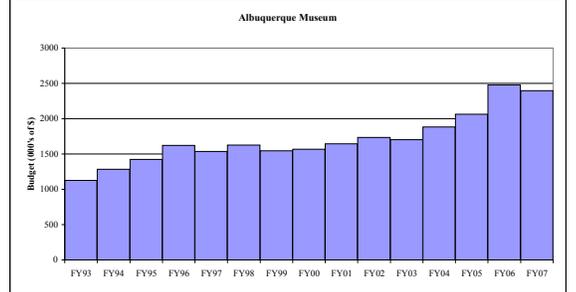
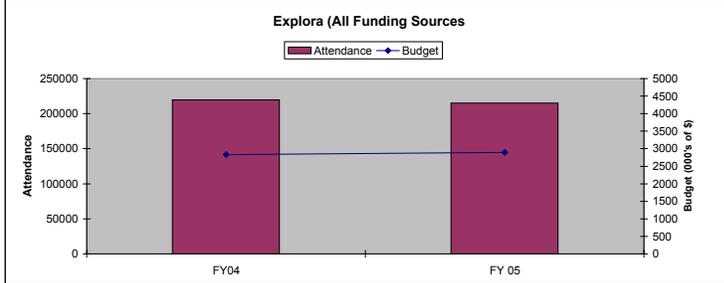
Wheels Museum

Grant Year	State Grants	
2003	Wheels Museum	\$500,000
2004	Wheels Museum	\$40,000
2005	Wheels Museum	\$100,000
2005	Wheels Museum	\$30,000
2006	Wheels Museum	\$2,000,000
Total		<u><u>\$2,670,000</u></u>

Albuquerque Museum, Casa San Ysidro, Anderson/Abbruzzo Int. Balloon Museum, Explora

ACTIVITY DESCRIPTION (Multiple Items)

AMOUNT		FISCAL_YR		ACCOUNT CLASS									Grand Total
FUND	ACTIVITY_DESCRIPTION2	FY2007	FY2006	FY2005	FY2004	FY2003	FY2002	FY2001	FY2000	FY1999	FY1998		
110	Anderson/Abbruzzo Balloon Museum	(1,322,305)	(2,413,181)	(1,326,907)	(324,777)	(162,791)	(84,270)	(150,980)	(144,391)	(145,465)	(5,614,231)		
	CASA SAN YSIDRO MUSEUM	(167,197)	(165,375)	(157,719)	(195,000)	(80,605)	(122,676)	(141,082)	(141,082)	(145,465)	(1,470,490)		
	EXPLORA SCIENCE CENTER	(1,500,000)	(1,300,000)	(1,300,000)	(550,000)	(650,000)	(499,000)	(550,000)	(555,000)	(550,000)	(7,916,000)		
	Museum Exhibits	(2,395,599)	(2,478,240)	(2,065,170)	(1,884,819)	(1,701,400)	(1,736,043)	(1,642,907)	(1,576,959)	(1,543,548)	(18,653,179)		
	Museum Exhibits	(385,204)	(415,204)	(542,204)	(204,204)	(79,204)	(80,011)	(211,011)	(247,061)	(226,061)	(2,693,205)		
	MUSIC OF NEW MEXICO								(15,000)	(15,000)	(55,000)		
	110 Total	(5,770,305)	(6,772,000)	(5,392,000)	(3,158,800)	(2,574,000)	(2,502,000)	(2,545,000)	(2,545,000)	(2,479,000)	(36,402,105)		
225	Museum		(200,000)	(988,000)	(188,000)	(63,000)	(60,000)	(25,000)	(18,000)	(15,000)	(1,584,000)		
	225 Total		(200,000)	(988,000)	(188,000)	(63,000)	(60,000)	(25,000)	(18,000)	(27,000)	(1,584,000)		
	Grand Total	(5,770,305)	(6,972,000)	(6,380,000)	(3,346,800)	(2,637,000)	(2,562,000)	(2,570,000)	(2,563,000)	(2,494,000)	(37,986,105)		



ALBUQUERQUE MUSEUM FOUNDATION
MUSEUM SUPPORT
FIVE YEAR HISTORY

	2005-2006	2004-2005	2003-2004	2002-2003	2001-2002
Museum Support					
Membership	10,766.61	7,624.93	7,072.12	3,947.13	3,599.02
Annual Report/Newsletters	36,949.67	29,746.78	27,109.89	24,535.38	23,163.60
Education & Docents	48,065.20	62,595.92	44,565.58	43,426.75	49,846.79
Magic Bus	22,183.22	16,279.46	13,146.53	16,652.88	14,751.69
Exhibitions & Collections Support ¹	152,021.35	136,085.09	232,804.76	86,211.98	
Exhibition Invitations/Postage	34,751.23	10,437.48	7,777.26	7,248.21	6,124.81
Exhibitions/Opening/Receptions	40,571.34	37,358.24	16,099.70	12,819.61	11,661.80
Scholars & Lenders Dinners for Spain	8,151.59	4,110.41			
Public Relations/Advertising ²	69,759.75	253,939.17	184,059.69	3,136.92	3,318.37
Public Relations Support	30,970.77	45,890.81	46,041.89	42,572.02	43,394.74
Miscellaneous Support	7,834.51	4,056.91	2,681.02	6,736.89	5,178.40
Museum Directors Fund	4,706.11	12,182.44	17,630.98	16,465.86	25,704.75
Directors Search	10,825.87				
J. Moore Retirement Dinner	19,846.84				
Quality of Life Support	18,000.00				
Casa Support	2,778.04	568.02	195.37	42,086.11	3,400.00
Indirect Cost, Development & Admin.	89,791.57	61,689.50	46,386.24	39,698.41	36,426.52
Total General Museum Support	607,973.67	682,565.16	645,571.03	345,538.15	226,570.49
Phase I Expansion	5,176.23	489,632.78	692,621.02	13,349.27	17,654.14
Total All Museum Support	613,149.90	1,172,197.94	1,338,192.05	358,887.42	244,224.63

Notes:

1. For period, largely reimbursed by special exhibit fees collected by museum.
2. Includes substantial in-kind support from television and radio stations.

Information on the Assets per CAFR -

Capital Assets, which include land, buildings and improvements, machinery and equipment, and infrastructure assets, are defined as assets with an initial individual cost of more than \$1,000 and an estimated useful life in excess of one year.

Property and equipment acquired or constructed for general governmental purposes are capitalized at cost in the General Fixed Assets Account Group in the City's financial statements. Contributed fixed assets are recorded at their estimated fair market value at the time received. (this includes the funding from State Grants. Explora's building belongs to the City)

Capital Assets, which are financed by GO bonds (to be repaid solely from property tax levies) when placed in service, is transferred at historical cost to the proprietary fund (general fund, airport Fund etc.) as a capital contribution from the City. Work of art and historical treasures are not capitalized because those are: 1) held for public exhibition rather than for financial gain, 2) protected, kept unencumbered, cared for, and preserved, and 3) all proceeds from the sale of collection items are required to be used to acquire other items for collections.

Appendix E - Museum Performance Plans

DESIRED FUTURE

GOAL 7 - Community and Cultural Engagement

Desired Community Condition(s)

- 41. Residents appreciate, foster and respect Albuquerque's arts and cultures.
- 6. The community collaborates to support the responsible social development of youth.

Measures of Outcome or Need

Relationships between residents of different cultures²

	1993	2003	2005
Excellent	8%	9%	13%
Good	39%	45%	48%
Fair	39%	34%	29%
Poor	13%	9%	8%

Attending artistic and cultural events makes me feel more connected to my community¹

Albuquerque	62%
Cincinnati	54%
Denver	54%
Pittsburgh	55%
Seattle	56%

PROGRAM STRATEGY RESPONSE

Strategy Purpose

Provide residents and visitors the opportunity to learn about the history and art of diverse cultures by improving and enhancing exhibitions, art and history collections, historic photographic records, and educational programs for all ages.

Key Work Performed

- Develop and administer art, history and educational programs
- Operate and maintain the Albuquerque Museum of Art and History
- Coordinate and facilitate museum rentals and special events
- Maintain and operate buildings, grounds and parking lot
- Perform financial and human resources functions of the Museum
- Maintain and operate Casa San Ysidro; a historic house/museum
- Install major temporary exhibitions, including national and international traveling exhibitions

Planned Initiatives and Objectives

Goal # 7 - Objective #1: Complete construction drawing and all reviews for Phase II Renovation of education center, history gallery, west gallery and administration offices of the Albuquerque Museum by March of 2007.

Objective #2: Acquire collections, write script, and develop design for renovation of history exhibit at the Albuquerque Museum by the end of FY/07.

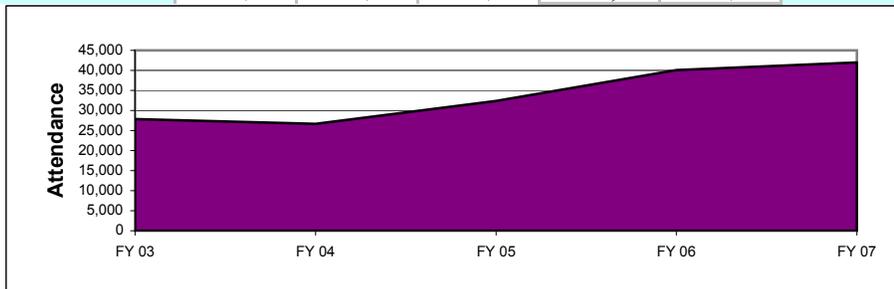
Objective #3: Complete master plan for site development and construction drawings for visitor center and vehicular access for Casa San Ysidro by April of 2007.

Provide progress reports on all 3 objectives by the end of 2nd Qtr FY07

Accelerating Improvement (AIM)	Why is this measure important?
Increase attendance at special events and programs of the Albuquerque Museum	Increasing attendance will increase the exposure to the art, history, and culture of Albuquerque and other cultures.

AIM POINTS

ACTUAL			TARGET	
FY 03	FY 04	FY 05	FY 06	FY 07
27,885	26,658	32,371	40,041	42,000



Total Program Strategy Inputs			Actual	Actual	Actual	Original	Est Actual	Original
	Fund		FY 03	FY 04	FY 05	FY 06	FY 06	FY 07
Full Time Employees	General	110	28	28	42	55	54	34
Budget (in 000's of dollars)	General	110	2,005	2,564	3,981	5,119	5,517	2,948
	Museum	225		307	255	200	200	170
Service Activities								
Program Management - 2340000								
	Input	Fund	Actual	Actual	Actual	Original	Est Actual	Original
			FY 03	FY 04	FY 05	FY 06	FY 06	FY 07
Budget (in 000's of dollars)	General	110	1,685	1,803	2,385	2,479	2,524	2,396
Measures of Merit								
Attendance at Albuquerque Museum ³	Output		104,595	170,072	99,473	150,000	147,159	125,000
# of children visiting the Albuquerque Museum	Output		21,238	32,342	16,173	30,000	17,139	25,000
# of seniors visiting the Albuquerque Museum	Output		14,125	26,069	15,696	26,000	20,170	22,000
# of objects accessioned into Albuquerque Museum Collections ⁴	Output		1070	511	250	793	948	600
Value of objects accessioned into Albuquerque Museum Collections	Output		\$462,377	\$481,146	\$297,022	\$326,521	\$396,121	\$390,000
# of P30s processed	Output		598	562	516	530	610	540
#of Time Sheets Processed	Output		628	590	754	795	629	860
# of Pcard transactions reviewed, approved and all adjustments made	Output		na	255	746	740	427	740
# of requisitions processed.	Output		6	165	170	240	248	220
# of releases on contracts	Output		289	585	945	950	460	600
# of releases on purchase orders and SPOs	Output		246	210	105	50	21	50
% of Albuquerque Museum visitors from Albuquerque Metro area	Quality		66%	69%	64%	65%	68%	66%
Customer satisfaction survey-evaluation of overall Albuquerque Museum experience	Quality		98%	94%	95%	95%	96%	95%
Average cost of operation per year per Albuquerque Museum general admission visitor	Quality		16.11	10.60	20.76	16.53	18.22	19.80

Museum Exhibits - 2341000

			Actual FY 03	Actual FY 04	Actual FY 05	Original FY 06	Est Actual FY 06	Original FY 07
Budget (in 000's of dollars)	Input General	Fund 110	144	314	555	415	415	385

Measures of Merit

# of major exhibitions at Albuquerque Museum	Output		6	7	8	9	9	8
# of minor exhibitions (mezzanine, hallways, west gallery) at Albuquerque Museum	Output		14	16	14	15	16	16
Annual attendance at Albuquerque Museum during scheduled hours of operation	Output		76,710	148,518	72,964	110,000	107,533	85,000
# of school students in groups visiting the Albuquerque Museum	Output		7,434	10,603	6,387	8,000	8,722	7,000
Customer satisfaction survey- evaluation of Albuquerque Museum exhibition program	Quality		97%	95%	96%	96%	97%	95%
Average cost of exhibitions per year per square foot of exhibit space at Albuquerque Museum ⁵	Quality		9.77	14.27	21.69	40.00	47.57	13.85

Casa San Ysidro - 2342000

			Actual FY 03	Actual FY 04	Actual FY 05	Original FY 06	Est Actual FY 06	Original FY 07
Budget (in 000's of dollars)	Input General	Fund 110	67	133	167	165	165	167

Measures of Merit

Total attendance	Output		8,487	7,688	8,532	9,000	8,032	8,500
Attendance during Fall, Winter Holiday and Spring Festivals	Output		4,133	3,436	3,905	4,000	3,486	4,000
Customer satisfaction-written evaluation of docent tours	Quality		96%	99%	97%	97%	96%	98%

Museum Projects - 2240000

			Actual FY 03	Actual FY 04	Actual FY 05	Original FY 06	Est Actual FY 06	Original FY 07
Budget (in 000's of dollars)	Input Museum	Fund 225		307	255	200	200	170

Measures of Merit

# of participants in community outreach programs to school, through classroom workshops and materials, and art or history projects funded by Fund 225	Output		7,700	27,500	20,433	20,000	20,900	25,000
# of service requests of Photoarchive collection	Output		113	153	239	300	142	300

Strategic Accomplishments

FY06 Presentation of two exhibitions featuring the history of Spanish art to celebrate the City Tricentennial.
 FY06 Presentation of African exhibition with extensive school program.
 FY06 Completion of master plan for renovation of 1979 portion of the Albuquerque Museum.

Measure Explanation Footnotes

¹ Value is the summation of the Strongly Agree and Somewhat Agree categories; Cultural Attitudes and Behaviors Survey 2003, IPC 2003 and The Value of the Performing Arts in Five Communities by the Urban Institute for the Pew Charitable Trust, 2002

² City of Albuquerque Perception of Community Conditions Survey.

³ Attendance and other measures are dramatically affected by the content and quality of exhibitions at the Albuquerque Museum. High attendance in FY04 is attributed by the universal appeal of a French Impressionist exhibition. Numbers dropped in FY05 with construction of the museum expansion. Higher numbers associated with FY06 reflect the quality of the Museum's production of Spanish art exhibitions for the Tricentennial Celebration. Lower figures for FY07 are anticipated with reduced funding available for exhibitions through either Fund 110 or Fund 225.

⁴ Records of accessions and their values are recorded per calendar year ending 12/31.

⁵ Increased costs for FY06 and part of FY05 were for production of three Spanish art exhibitions to celebrate City Tricentennial. Additional funding for the exhibits was provided by Fund 225.

DESIRED FUTURE

GOAL 7 - Community and Cultural Engagement

Desired Community Condition(s)

39. Residents participate in community organizations and sporting and cultural events.

1. Residents are literate and educated.
2. Youth achieve desired educational outcomes.

Measures of Outcome, Impact or Need

	2005
How important is: Availability of Cultural Facilities such as Museums, Zoos and Theaters¹	4.1

PROGRAM STRATEGY RESPONSE

Strategy Purpose

Create opportunities for inspirational discovery and the joy of lifelong learning through interactive experiences in science, technology and art.

Key Work Performed

- Operate and maintain Explora facility, making it accessible 354 days per year.
- Provide an enjoyable and meaningful visitor experience for individuals and groups.
- Maintain and renovate existing exhibits
- Design, develop and construct or purchase new exhibits
- Design, prepare and present experiential educational programs at Explora and at outreach locations.
- Develop and manage community outreach, including youth internship program, Helping Hands no-cost family membership, summer
- Administer all aspects of Explora

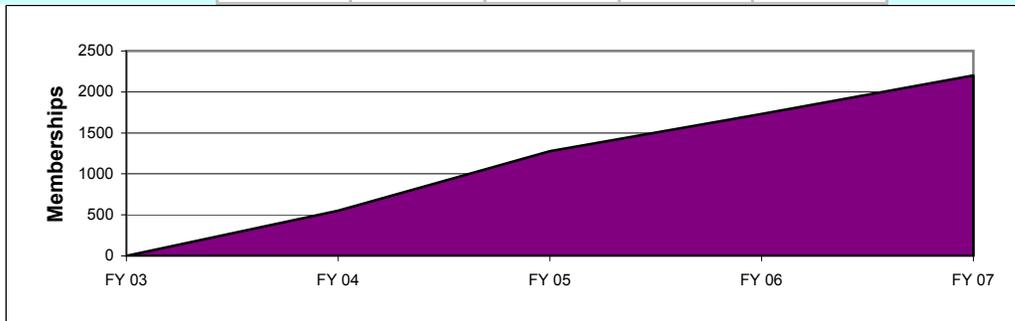
Planned Initiatives and Objectives

Expand exhibits workshop and educational program preparation areas. Expand

<u>Accelerating Improvement</u> (AIM)	Why is this measure important?
Expand Helping Hand no-cost family memberships	This program permits lower-income families to utilize Explora on the same basis as families of greater means. Scholarships to camps and other programs are also part of this benefit.

AIM POINTS

ACTUAL			TARGET	
FY 03	FY 04	FY 05	FY 06	FY 07
0	553	1276	1732	2200



Total Program Strategy Inputs			Actual	Actual	Actual	Original	Est Actual	Original
			FY 03	FY 04	FY 05	FY 06	FY 06	FY 07
Full Time Employees	Fund	110	NA	NA	NA	NA	NA	NA
	General	110	NA	NA	NA	NA	NA	NA
Budget (in 000's of dollars) ³	General	110	550	550	1,302	1,300	1,300	1,500

Service Activities

Explora Science Center - 2317000

	Input	Fund	Actual	Actual	Actual	Original	Est Actual	Original
			FY 03	FY 04	FY 05	FY 06	FY 06	FY 07
Budget (in 000's of dollars) ³	General	110	550	550	1,302	1,300	1,300	1,500

Measures of Merit

Attendance	Output	60,820	219,378	214,977	184,195	190,485	190,000	
Rate of attendance (first year to subsequent	Quality	*	100%	99%	110%	113%	115%	
# Helping Hand memberships		*	553	1,276	1,700	1,732	2,200	
# Helping Hand Scholarships	Output	*	*	44	138	218	200	
# Opportunities for youth employment	Output	*	*	7	20	26	33	
# Educational programs provided ²	Output	291	1559	2,311	2,479	2,601	2,550	

Strategic Accomplishments

Opened new facility in December 2003.

Measure Explanation Footnotes

¹ 2005 Citizen Perception of Community Conditions Survey by Research and Polling under contract to the City of Albuquerque

² Includes programs at Explora and at outreach sites.

³ City resources provided Explora only.

DESIRED FUTURE

GOAL 7 - Community and Cultural Engagement

Desired Community Condition(s)

39. Residents participate in community organizations and sporting and cultural events.

41. Residents appreciate, foster and respect Albuquerque's arts and cultures.

Measures of Outcome, Impact or Need

Relationships between residents of different cultures²

	1993	2003	2005
Excellent	8%	9%	13%
Good	39%	45%	48%
Fair	39%	34%	29%
Poor	13%	9%	8%

Attending artistic and cultural events makes me feel more connected to my community¹

Albuquerque	62%
Cincinnati	54%
Denver	54%
Pittsburgh	55%
Seattle	56%

PROGRAM STRATEGY RESPONSE

Strategy Purpose

Provide performances and special events so that the community participates in, appreciates and respects diverse cultures and artistic

Key Work Performed

- Seek collaboration with community partners to enhance community events and services.
- Operate, schedule and collaborate on performing arts and other productions at the historic KiMo Theatre.
- Produce special events; Albuquerque Summerfests, Fiestas de Albuquerque, Twinkle Lights Parade, Albuquerque concert band
- Promote, preserve and educate the community about cultures and ethnicities around us at the South Broadway Cultural Center.
- Facilitate special event one-stop shop permit process to insure participants are aware of procedures and events are safe.
- Provide scheduling for Harry E. Kinney Civic Plaza activities and rental.
- Provide mobile stage rental for community events.
- Provide affordable meeting and performance space at the South Broadway Cultural Center.
- Operate facility, maintain and acquire exhibits, provide tours, and oversee rentals at the Balloon Center
- Provide prime exhibit space for local visual art groups at the South Broadway Cultural Center and Kimo Theatre.

Planned Initiatives and Objectives

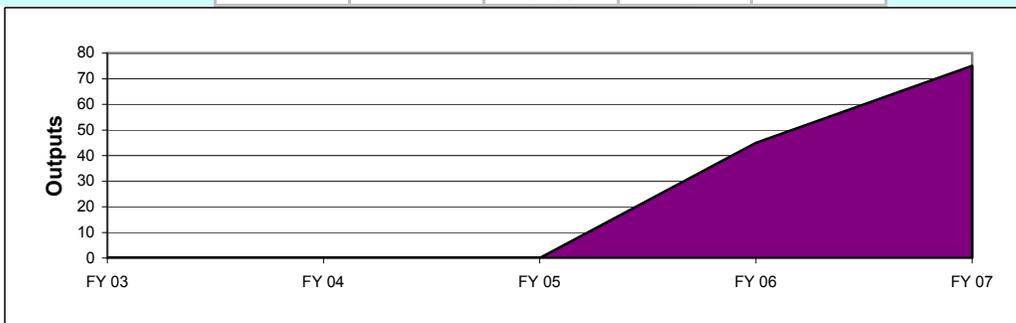
Goal 7, OBJECTIVE 8. Develop a Balloon Center Strategic Plan as part of an overall policy review for operations of City supported or OBJECTIVE #5. Using existing resources, conduct a cost/benefit analysis associated with entering into a long-term lease of the Freed OBJECTIVE 13: Create a task force including both adult and youth performing arts groups to identify physical and programming Provide and incorporate educational opportunities in community event venues and programs.

Provide increased programming of music and cultural events in the Old Town area to enhance visitor experience

<u>Accelerating Improvement (AIM)</u>	<u>Why is this measure important?</u>
Increase number of rentals and tours at the Balloon Center.	Residents utilizing the Balloon Center and attending tours and events will be participating in and fostering an appreciation and respect for the distinct art and culture of ballooning science, history and sporting activities.

AIM POINTS

ACTUAL			TARGET	
FY 03	FY 04	FY 05	FY 06	FY 07
N/A	N/A	N/A	45	75



Total Program Strategy Inputs			Actual	Actual	Actual	Original	Est Actual	Original
Fund			FY 03	FY 04	FY 05	FY 06	FY 06	FY 07
Full Time Employees	General	110	16	17	17	17	17	31
Budget (in 000's of dollars)	General	110	1,045	1,120	2,375	2,939	3,075	3,858
	Balloon	225						20
	C&R Proj	225	205	59	31	50	50	50

Service Activities

Community Events Sponsorships - 2230000

			Actual	Actual	Actual	Original	Est Actual	Original
Input			FY 03	FY 04	FY 05	FY 06	FY 06	FY 07
Budget (in 000's of dollars)	Sponsorship	225	205	59	31	50	50	50

Measures of Merit

support raised ³	Output	\$80,062	\$40,239	\$35,551	\$35,551	\$13,950	\$20,000
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KiMo Theatre - 2330000

			Actual	Actual	Actual	Original	Est Actual	Original
Input			FY 03	FY 04	FY 05	FY 06	FY 06	FY 07
Budget (in 000's of dollars)	General	110	383	409	452	501	501	485

Measures of Merit

# rentals to community and performing groups	Output	75	75	78	84	74	95
# notices sent for rental availability	Output	90	150	200	150	200	150
attendance at KiMo rental shows	Output	49,002	68,304	52,940	60,000	57,804	65,000

Special Events - 2332000

			Actual	Actual	Actual	Original	Est Actual	Original
Input			FY 03	FY 04	FY 05	FY 06	FY 06	FY 07
Budget (in 000's of dollars)	General	110	521	447	834	1,049	1,042	1,349

Measures of Merit

# events implemented	Output	17	18	20	16	26	16
attendance Summerfest ⁴	Output	N/A	N/A	46,500	50,000	33,500@6 events	55,000
attendance Twinkle Light Parade ⁴	Output	N/A	N/A	50,000	50,000	50,000	50,000
attendance Memorial Day ceremonies ⁴	Output	N/A	N/A	2,000@2 events	N/A	1,000@1 event	2,000
attendance Freedom 4th Celebrations ⁴	Output	N/A	N/A	150,000	130,000	130,000	150,000
attendance at Concert Band series ⁴	Output	N/A	N/A	1,000	1,200	1000@5 events	1,300
attendance Fiestas de Albuquerque ⁴	Output	N/A	N/A	5,000	25,000	22,000	0

South Broadway Cultural Center - 2333000

			Actual	Actual	Actual	Original	Est Actual	Original
	Input	Fund	FY 03	FY 04	FY 05	FY 06	FY 06	FY 07
Budget (in 000's of dollars)	General	110		512	618	689	689	702

Measures of Merit								
# notices sent for rental availability		Output	N/A	100	100	100	100	100
attendance at rental events		Output	N/A	40,335	46,906	50,000	68,329	51,000
# rentals of multi-purpose room and theatre		Output	N/A	33	47	50	158	50

Anderson-Abruzzo Balloon Museum - 2329000

			Actual	Actual	Actual	Original	Est Actual	Original
	Input	Fund	FY 03	FY 04	FY 05	FY 06	FY 06	FY 07
Budget (in 000's of dollars)	General	110	109	314	874	2,060	2,413	1,322
	Fund	235						20

Measures of Merit								
Attendance at Balloon Center		Output	0	0	0	N/A	30,226	25,000
# of volunteers trained		Output	0	12	54	100	110	150
# of items in permanent collection ⁵		Output	0	N/A	N/A	200,000	100,000	200,000
# of events held at Balloon Center.		Output	N/A	N/A	N/A	N/A	80	75
Educator satisfaction rate		Quality	N/A	N/A	N/A	95%	95%	96%

Tricentennial - 2339000

			Actual	Actual	Actual	Original	Est Actual	Original
	Input	Fund	FY 03	FY 04	FY 05	FY 06	FY 06	FY 07
Budget (in 000's of dollars)	General	110	0	0	471	700	843	0

Measures of Merit								
There are no measures for this Service Activity								

Strategic Accomplishments

Primary logistical support for Tricentennial Celebration events. Implemented and presented opening day ceremonies and other

Measure Explanation Footnotes

- ¹ Value is the summation of the Strongly Agree and Somewhat Agree categories; Cultural Attitudes and Behaviors Survey 2003, IPC
- ² City of Albuquerque Perception of Community Conditions Survey
- ³ Support raised comes from Community Events, South Broadway Cultural Center, and the KiMo theatre.
- ⁴ Summer events straddle the July 1 FY date, so FY06 reflects roughly half of the numbers to date. Also, prior to FY/05, Summerfest
- ⁵ 70,000 items of the 200,000 have been catalogued through mid-year 2006
- * Indicates new measure in FY06

Appendix F - Additional Information

Casa San Ysidro compared to other Historic Home/Site Museums

From American Assn of Museums 2003 Survey - Historic Home/Site

(n=94)

	25th Percentile	Median	75th Percentile	Casa San Ysidro
Budget Size (2003)	\$110,000	\$307,326	\$878,740	\$67,000
Staffing - Full time staff	1	2	10	2
Staffing - Part time staff	1	3	9	0
Founding Date	1959	1974	1983	1997
		Median		Casa San Ysidro
Attendance (2003)		16,000		8,487
Cost per museum visitor		\$17.40		\$7.89

Examples of Historic Home/Site Museums Surveyed:

Henry Clay Estate
 Battleship North Carolina
 Bent's Old Fort National Historical Site
 Big Thunder Gold Mine
 Charles Towne Landing
 Edsel & Eleanor Ford House
 Ernie Pyle State Historic Site
 Harry Truman House
 Historic Spanish Point
 Historical Center for SE New Mexico
 James Polk Home
 Joseph Smith Historic Center
 Moss Mansion Historic House
 Museum of Old Salem
 Rutherford B. Hayes House
 Sam Rayburn House
 Shelter Island Historical Society
 Slater Mill Historic Site
 Stones River National Battlefield
 Workman & Temple Family Homestead Museum

Albuquerque Museum compared to other General Museums

From American Assn of General Museums 2003 Survey

(n=88)

	25th Percentile	Median	75th Percentile	ABQ Museum 2003
Budget Size	\$202,121	\$1,247,540	\$3,158,510	\$2,005,000
Staffing - Full Time	2	12	34.5	28
Staffing - Part Time	2	7	20.8	0
Founding Date	1932	1961	1971	1967
Median Attendance		49,983		104,595
Cost per museum visitor		\$21.28		\$19.17
	Government	University	Private	ABQ Museum
Governing Authority	26.10%	7%	67%	Government
	Government	Earned	Private	ABQ Museum
Income Sources (Median)	\$127,319	\$268,385	\$227,494	Government
	% with Endowment	Median Value		ABQ Museum
Endowment	80.50%	\$5,958,285		See note

Examples of Museums Surveyed (These museums address two or more disciplines to a significant extent, such as art and history, or history and science):

- Albuquerque Museum
- Art & Science Center for SE Arkansas
- Cape Fear Museum
- Carnegie Center for Art & History
- Cincinnati Museum Center
- Corpus Christi Museum of Science & History
- Denver Art Museum
- Heritage Library Museum
- Lakeview Museum of Arts & Science
- McKinley Museum
- Museum of Science & Industry
- Portland Art Museum
- Venago Museum of Art, Science & History
- Whatcom Museum of Art & History

Note: The Albuquerque Museum does not have an endowment, however, the Museum Foundation does have an endowment of approximately \$2,000,000.

Explora compared to other Children's Museums

From American Assn of Museums 2003 Survey - Children's Museums

(n=28)

	25th Percentile	Median	75th Percentile	Explora	CABQ Portion
Budget Size	\$419,000	\$815,777	\$1,128,363	\$880,000	\$550,000
Staffing - Full Time Staff	3	8	17.5	53	100%
Staffing - Part Time Staff	8	11	23	22	100%
Founding Date	1983	1989	1994	2001	
	Government	University	Private Non-Profit		CABQ Portion
Governing Authority/Support	7.10%	0%	92.90%	Non-Profit & Govnt	52%
		Median		Explora	
Physical Size (Interior square footage)		20,000		40,000	
% with giftshop/bookshop		89.3		Yes	
Median square footage of shop		482		1200	
Attendance 2003		85,088		60,820	
Cost per museum visitor		\$8.33		\$14.46	
	% with admit fee	Median fee		Explora (Adult)	
Admission Fees	96.40%	\$4.00		\$7.00	

Examples of Children's Museums Surveyed:

- AZ Museum for Youth
- Austin Children's Museum
- Children's Discovery Museum of Bloomington
- Children's Museum of AR
- Children's Museum of Memphis
- Children's Museum of Portsmouth
- Long Island Children's Museum
- Madison Children's Museum
- Minnesota Children's Museum
- Pittsburgh Children's Museum

Roles & Contributions:		CABQ Role	Board/Foundation Role	Value (\$) of Contribution of Board/Foundation	Value (\$) of State/Other Contribution
Explora Science Center		Financial support, Mayor selects director.	501(c)(3) responsible for management & operation, Advisory Board has/had some budget and advisory duties.	\$287,899 in FY/06, not including exhibits.	
Albuquerque Museum		Funding, operation and management.	Establish policies, hold collections in trust, recommend contractual agreements.		FY07 Capital funding, \$245k for renovation and expansion.
Casa San Ysidro		Funding, operation and management.	ABQ Museum Foundation; Village of Corrales Advisory Board.	Corrales Board: Advisory to Village	FY06/7 Capital funding, \$200k for visitor center, bridge & parking.
Balloon Museum		Funding, operation and management.	Balloon Museum Foundation: Raise funds, run gift shop, foster public recognition and build membership.		FY07 Capitol funding: \$245k exhibits, \$475k exhibits, \$1005 flight simulator.

Year Opened:			
Explora Science Center			2001
Albuquerque Museum			1967
Casa San Ysidro			1997
Balloon Museum			2005

Other Materials Available:

Albuquerque Museum:

- Albuquerque Museum Strategic Plan
- Lease Agreement between the City of Albuquerque and the Albuquerque Museum Foundation.
- Cultural Services 5-Year Forecast

Casa San Ysidro:

- Intergovernmental Cooperative Management Agreement among the City of Albuquerque, Village of Corrales, Sandoval County and State of New Mexico.

Explora:

- Explora Operating and Facility Agreement between the City of Albuquerque and Explora Science Center and Children's Museum.

Balloon Museum compared to other Specialty Museums

From American Assn of Museums 2003 Survey - Specialty Museums

n=86

	25th Percentile	Median	75th Percentile	Balloon Museum¹
Budget Size	\$180,000	\$578,926	\$2,287,488	2413000 ²
Staffing - Full Time	1	5	15	15
Staffing - Part Time	1	4	11	1
Founding Date	1968	1981	1990	2005
		Median		Balloon Museum
Attendance		32,000		38,903
Cost per museum visitor		\$27.14		35.35 ²
	Government	University	Private Non-Profit	Balloon Museum
Governing Authority	10.50%	11.60%	76.70%	Government
		Median Value	% with endowment	Balloon Museum
Endowment		\$1,680,963	52.30%	
		Median Fee	% with admit fee	Balloon Museum
Admission Fees		\$5.12	58.10%	\$4.00

Examples of specialty museums surveyed:

American Jazz Museum
 Antique Boat Museum
 Catskill Fly Fishing Museum
 Country Music Foundation
 Florida Holocaust Museum
 Kent State U. Museum
 Louisville Slugger Museum
 Mel Fisher Maritime Museum
 Merry-go-Round Museum
 NC Museum of Forestry
 Salamanca Rail Museum
 Tate Geological Museum
 USGA Museum

Footnotes:

¹ Survey results from 2003 for comparison, ABQ Balloon Museum information is from 2006 actual.

² This first year operating figure also includes some start-up or construction costs and is not directly comparable. FY07 data will be the first full year of operation. The revenue and general attendance information are for 9 months, not 12 months, of operation. For determination of cost per visitor, capital expenditures and startup costs which appear in the total budget were removed.

Explora

Information from the Association of Children's Museums 2006 Membership Directory

Explora compared to similarly sized children's museums.

Museum Name	City, State	Operating Expense (000's of \$)	% public money (City)	Sq/Ft exhibit space	Attendance Reported	City pop	City Metro Pop	# Full-Time Employee	# Part-Time Employee	# Volunteer	# Visitors per FTE
Chicago Children's Museum	Chicago, IL	9,316	0.0%	24,500	704,112	2,895,646	8,541,230	60	21	116	11,735
Imagine It!	Atlanta, GA	2,760	0.0%	19,000	144,151	415,113	4,559,736	15	18	0	9,610
Children's Museum of Seattle	Seattle, WA	1,731	3.3%	22,000	195,250	563,313	2,500,700	15	32	2	13,016
Miami Children's Museum	Miami, FL	3,537	9.7%	21,000	250,000	363,049	2,363,600	n/a	n/a	n/a	n/a
Children's Museum of Pittsburgh	Pittsburgh, PA	3,560	6.9%	23,696	289,499	334,563	2,330,180	33	100	40	8,772
Children's Museum of Denver	Denver, CO	2,323	19.9%	10,766	228,075	556,835	2,109,282	18	12	1342	12,670
Children's Discovery Museum	San Jose, CA	5,181	15.3%	27,000	300,236	918,961	1,685,188	32	54	200	9,382
Explora!	Albuquerque, NM	2,861	52.8%	20,000	184,195	484,246	764,583	53	22	102	3,475

Explora compared to Children's Museums in Cities of similar size/Metro to ABQ.

Museum Name	City, State	Operating Expense (000's of \$)	% public money (City)	Sq/Ft exhibit space	Attendance Reported	City pop	City Metro Pop	Time Employee	Time Employee	# Volunteer	# Visitors per FTE
Austin Children's Museum	Austin, TX	2,028	3.6%	9,925	170,317	663,617	1,412,271	18	21	527	9,462
Children's Museum of Utah	Salt Lake City, UT	576	12.1%	14,000	139,701	898,387	1,405,316	26	6	100	5,373
Children's Museum of Richmond	Richmond, VA	2,080	2.0%	20,381	186,096	197,390	999,399	19	44	150	9,794
Boonshoft Museum of Discovery	Dayton, OH	3,136	2.5%	41,000	261,302	171,712	950,309	34	35	400	7,685
Hawaii Children's Discovery Center	Honolulu, HI	783	0.0%	20,000	65,083	876,156	876,156	3	12	30	21,694
Tucson Children's Museum	Tucson, AZ	577	16.9%	14,000	69,026	490,420	848,554	6	9	40	11,504
Explora!	Albuquerque, NM	2,861	52.8%	20,000	184,195	484,246	764,583	53	22	102	3,475
Children's Museum of Tacoma	Tacoma, WA	569	0.0%	4,400	33,000	191,617	704,025	6	10	91	5,500
Children's Museum of the Lowcountry	Charleston, SC	723	2.8%	4,000	79,531	309,969	583,434	7	13	65	11,361
EdVenture children's Museum	Columbia, SC	2,371	14.7%	41,451	195,127	135,415	565,666	25	44	85	7,805

Albuquerque Museum

From the American Association of Museums 2006 Official Museum Directory

Name	Parent Org	Focus	FTE	PTE	Volunteers	Attendance	# major exhibits	Attendance/FTE	
Colorado Springs Museum	City	General	10		2	225	50,000	3	5000
El Paso Museum of Art	City	Art	31		1	125	100,000	7	3226
Oklahoma City Museum of Art	Non profit	Art	29		14	2000	100,000	4	3448
Albuquerque Museum	City	Art; History	30		2	200	104,595		3487
Tucson Museum	Non profit	Art; History	20		9	483	192,795	8	9640
Colorado Springs Fine Arts Cntr	Non profit	Art	26		30	350	200,000	2	7692
Phoenix Art Museum	Non profit	Art	82		0	2000	210,000	5	2561
Austin Museum of Art	Non profit	Art	21		6	900	262,330	5	12492
Colorado Historical Society	State	History	103		15	850	342,607	4	3326
Portland Art Museum	Non profit	Art	133		58	875	350,000	6	2632
Denver Art Museum	City	Art	147		146	500	488,811	1	3325

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Appendix G - Museum Objective

Objective Background

The City of Albuquerque adopts annual objectives connected to Five Year Goals. The annual budget process aligns to these Goals and Objectives. This RFP was precipitated by a One Year Objective for FY07 (below). It is part of the objectives for Goal 7, Community and Cultural Engagement.

2007

Goal 7, Objective 8. Develop a Balloon Museum Strategic Plan as part of an overall policy review for operations of City supported or subsidized museums. Include projections of annual operating, capital, and exhibit/program costs and staffing needs for museums operated, supported, or subsidized by the City of Albuquerque, including the Albuquerque Museum, the Balloon Center, Explora, and Casa San Ysidro. Identify sources and levels of revenues to cover these costs. Identify original operating assumptions and how these have changed. Assess governance structures to recommend the most sustainable, long term operating approach. Provide a report to the Mayor and City Council by the end of the second quarter, FY/07.