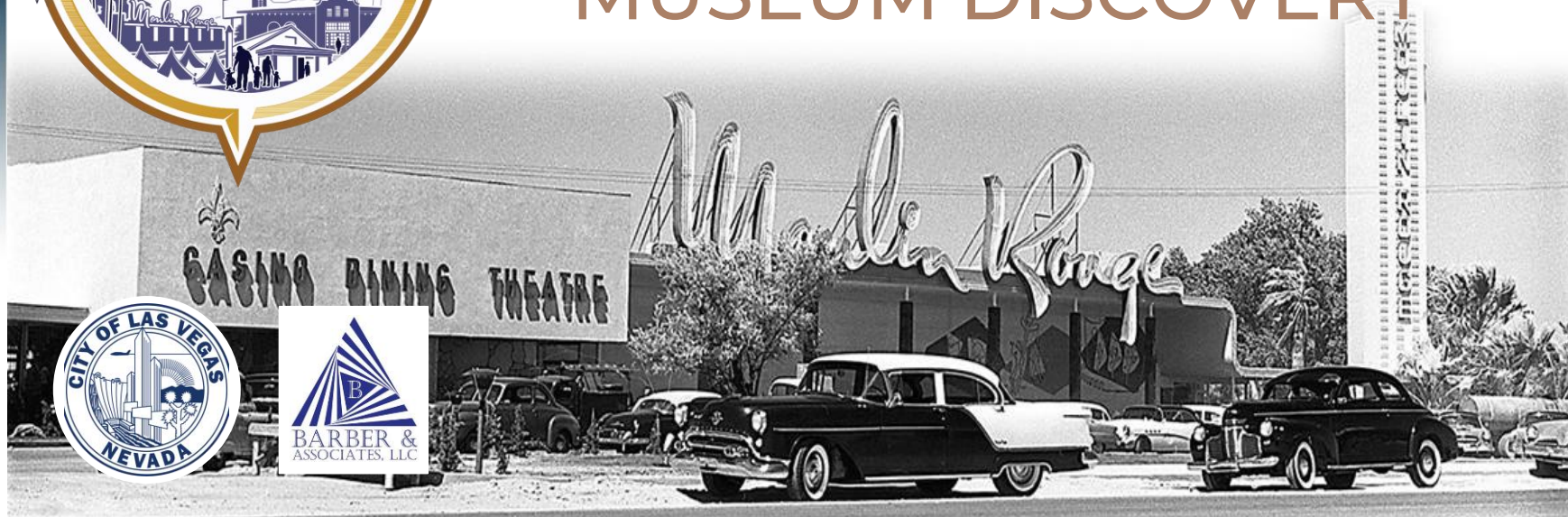




BARBER & ASSOCIATES, LLC AND DIGIZEUM PRESENT

CITY OF LAS VEGAS HISTORIC WESTSIDE MUSEUM DISCOVERY



Welcome



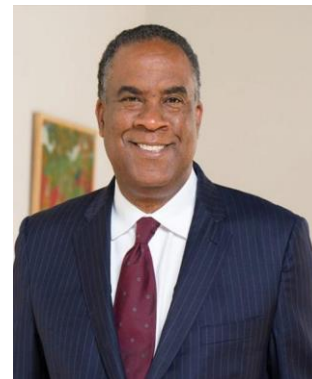
HISTORIC WESTSIDE COMMUNITY MEETING

September 9, 2021



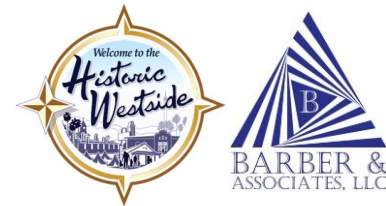
Anna Barber
*Principal Consultant,
Barber & Associates*

Presenters



George Davis
*Principal Consultant,
Digizeum*

Agenda



- The Museum Spectrum
- Culturally Specific Museums and Structures
- Organizational Structures
- Museum Types: Historic Sites and Cultural Institutions
- Local Partners & Collaborators
- Earned Revenue Streams
- Open Forum

The Museum Spectrum



What are museums?

Museum (n): a building or place where works of art, scientific specimens, or other objects of permanent value are kept and displayed.

What is a culturally specific museum?

Culturally-specific museums: museums that collect or exhibit objects related to a particular ethnic or cultural group, focusing on art or historic objects, but often also highlighting the histories, accomplishments, or struggles of the featured culture.

The Museum Spectrum



What's the difference between a historical site, archives, a community center and a museum?



- Historic site: any historic structure and the property on which it is situated and an area one hundred (100) feet from any historic structure or building
- Archives: collection of historical documents or artifacts
- Community Center: location where members of a community may gather for group activities, social support, public information & other purposes. Can be open to the whole community or specialized group within the greater community
- Museum: holds displays for people to come and view historical documents & artifacts

The Shift: Culturally Specific Museums



"Culturally specific museums developed because the point of view reflected by traditional museums was perceived as excluding the experiences of certain cultural and ethnic groups. Mainstream museums were also perceived as places where objects associated with the histories of these groups were not being collected, and where the broad or specific stories of these groups were not being told through exhibits."

- New York Times



Types of Museums

- Culture (Art, Music)
- History
 - Geographic
 - Historical
- Science/Natural
- You Name It

CULTURE: ART MUSEUM

- Usually draws a different audience than history exhibitions
- Art for the exhibition usually comes from the museum's permanent collection, loans from other institutions or from collectors.
- Security and humidity control are critical (to be a trusted partner to receive these loans).



HISTORY MUSEUMS

- Most African American Museums are history museums.
- People like to preserve and tell their history in posterity. African Americans need places and spaces to protect and preserve their history and stories.
- The newest trend to attract visitors to history museums is to use bold graphics, compelling objects/stories, and new technology (video/holograms/virtual reality).
- Make history relevant to current and future generations.



Case Studies



- Smithsonian Institution National Museum of African American History and Culture (NMAAM), Washington, DC
- California African American Museum (CAAM), Los Angeles, CA
- Studio Museum, New York, NY
- Colonel Allensworth Historic State Park, Los Angeles, CA
- Spelman Museum of Art, Atlanta, GA

NATIONAL MUSEUM OF AFRICAN AMERICAN HISTORY

Washington, D.C.



- Affiliation: The 19th Smithsonian Institution museum
- Evolution: Signed into federal legislation in 2003, opened in 2016
- Square Footage: 450,000 square feet
- Permanent Collection: 40,000 objects
- Annual Attendance: 2.2M before 2020
- Cost: Free admission to the public

NATIONAL MUSEUM OF AFRICAN AMERICAN HISTORY Washington, D.C.



- Cost to Build: \$700M
 - Federal Appropriations: \$300M
 - Private Philanthropy: \$400M
- Annual Operating Budget: \$40M
 - 70% federally supported
- Collections were primarily donated
- Acquisition Budget was only \$1.5M

CALIFORNIA AFRICAN AMERICAN MUSEUM (CAAM)

Los Angeles, California



- Affiliation: California State Museum that is part of the Expo National Park (also has the Natural History, California Science, and Lucas Museum of Narrative Art (future))
- Evolution: Conceptualized in 1977 & opened to the public in 1984 (in conjunction with the 1984 LA Olympics)

CALIFORNIA AFRICAN AMERICAN MUSEUM (CAAM)

Los Angeles, California



- Admission: Free to the public
- Square Footage: 44,000 square feet
- Permanent Collections: 5,000 objects
- 7-member Board appointed by the Governor
- \$3.5M annual budget

STUDIO MUSEUM HARLEM

Harlem, New York



- Evolution: Opened art museum in rented loft in 1968. Then, moved to several locations. In 2015, announced plans for new design & location
- Cost to Build: \$175M
- Annual Operating Budget: \$6.7M
- Best known for the artist-in-residence program

STUDIO MUSEUM HARLEM

Harlem, New York



- Exhibits from both emerging & established artists of African descent
- Admission: \$7 (offers free admission times)
- Square Footage: 82,000 square feet
- Permanent Collection: over 2,500 objects
- Annual Attendance: 100,000

COLONEL ALLENSWORTH STATE HISTORIC PARK

Earlimart, California



- Affiliation: California State Parks
- Evolution: In 1908, Colonel Allen Allensworth and four others founded an African American financed & governed town. In 1974, California State Parks purchased land in the town to become Colonel Allensworth State Historic Park
- Cost to Build: \$460,000
- Admission: \$6 per vehicle

COLONEL ALLENSWORTH STATE HISTORIC PARK

Earlimart, California



- Annual Budget: \$532,000
- Permanent Collection: Restored early 20th-century buildings: the Colonel's house, historic schoolhouse, Baptist church, and library
- Acres: 3,715 acres
- Annual Attendance: 70,000

SPELMAN COLLEGE OF FINE ART

Atlanta, Georgia



- Affiliation: College owned & operated
- Evolution: College collected gifted artwork beginning in 1930s. Artwork moved to official museum in 1996
- Only US museum dedicated to art by & about women of the African diaspora
- Launched a curatorial studies program to develop next generation of curators in 2015

SPELMAN COLLEGE OF FINE ART

Atlanta, Georgia



- Cost to Build: \$20M
- Annual Operating Budget: \$826,000
 - 50% college funded
- Square Footage: 4,500 square feet
- Permanent Collection: 425 objects
- Annual Attendance: Free to the public

Traditional Museum Funding Sources



- Admission
- Government
- Philanthropy and corporate sponsorships
- Museum Store
- Restaurant
- Parking
- Rentals and Special Events

Organizational Structures



Organizational structure will determine ultimate control of and fiduciary responsibility for the Museum. Options to consider include:

- Public Museum – Federal/State/City Government Museum
- Private Museum
- Hybrid: Public/Private Museum
- Strategic Partnership with an Existing Institution

Potential Strategic Partners



Pioneer Trail



Clark County Libraries



Walker African American Museum + Research Center



Private Collections



Nevada State Museum



Black Firefighters Building

Potential Strategic Partners



Neon Museum
“Moulin Rouge History”



Churches and Religious Centers



Entertainment Venues
and Casinos



Professional Sports Teams



UNLV



Nevada Historic Preservation

Next Steps and Discussion



- What types of content will attract visitors to the Historic Westside?
- What will attract visitors to this Museum?
- What are the important stories to be told in this Museum?
- How can this Museum benefit the community?
- Other considerations?
- Questions?
- Feedback

Discussion & Survey



Take the Survey