

Friends of the Southwest Museum Coalition



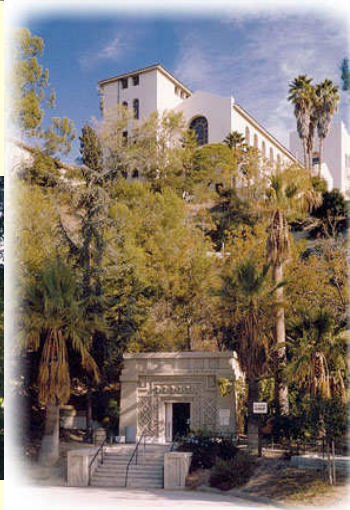
Autry's Merger With The Southwest Museum

The Trail of Broken/Contradictory
Promises

Autry National Center's Assets



- Autry Museum & ANC Headquarters
- 10 acres Griffith Park
- 50-year Lease for \$1/year from City of LA



- Southwest Museum and Casa de Adobe
- 12+ acres prime real estate
- ANC owns; acquired free as part of merger

Autry National Center (ANC)

Today, Autry is no longer a one-location, one purpose nonprofit museum started by namesake:

- 2002 Merger Assumes Assets of Women of the West
- 2003 Merger Assumes Assets of Southwest Museum
 - Promises new space in Griffith Park for vast Collection
- 2005 Joint Venture with California Historical Society
 - Promises 2,000 sq ft of exhibition space in G.P.

Autry has expanded Charitable Trust obligations and fiduciary responsibilities

In the Public Interest?

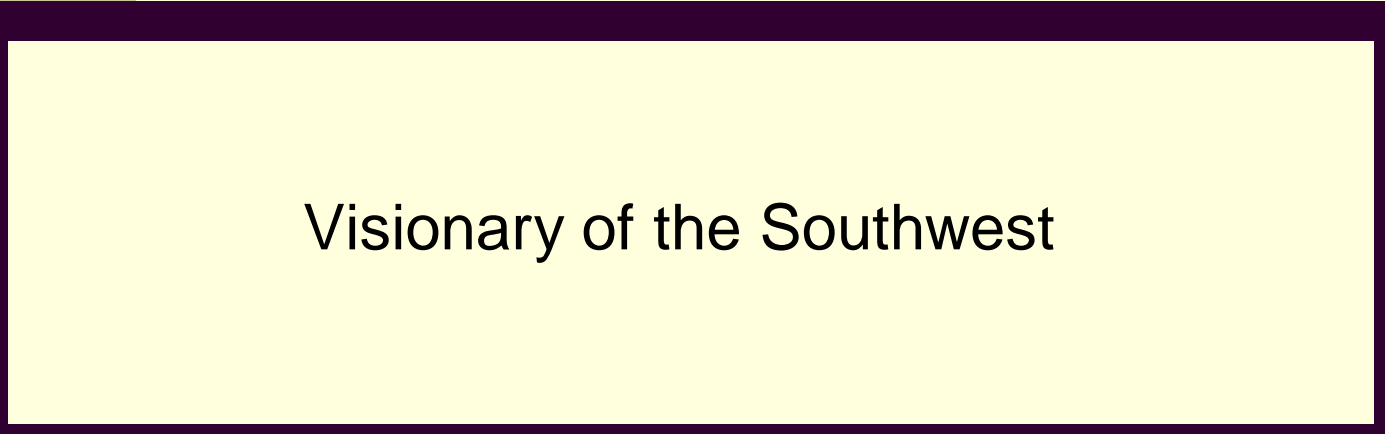
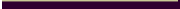
Should Autry expand in Griffith Park; furthering the commercialization of a park that doesn't need it?

Should Autry remove an economic and cultural resource from a community that wants it?

The Autry's projects and their impacts on the Arroyo Seco location of the Southwest Museum are inter-related!



Charles Fletcher Lummis



Visionary of the Southwest

Charles Fletcher Lummis

- Born 1859 Mass. - Died 1928 Los Angeles
- Classmate of Teddy Roosevelt at Harvard; Became Advisor on issues of West/Indians
- Newspaper editor in Chillicothe, Ohio
- Otis Chandler, founder of the LA Times, offers Lummis a job
- 1884-1885: Lummis walked from Cincinnati to his new job in Los Angeles

Charles Lummis = A True Hero of the West

- During his journey, Lummis sends adventure articles to the LA Times; builds his name
- Along his journey, Lummis met native Americans, learned their culture, came to understand their plight of racial discrimination
- The Southwest walk changed Lummis
- Upon arrival in LA, becomes City Editor of the Times
- He often returned to New Mexico & Arizona to live with and document Indian life

Charles Lummis = National Work to Free Children From Indian Schools



Lummis = Forms Landmarks Club to Preserve California Missions



Church at La Purisima Mission, 1880

Lummis = Coined term “Southwest”



Charles Lummis = Arbiter of LA's and the West's Culture

- Settled in the Arroyo Seco and built El Alisal
- Formed and conducted an informal salon of progressive thinkers, writers, and artists
- Editor "Land of Sunshine/Out West" -- foremost national magazine in/of the West
- Head librarian of the City Los Angeles



El Alisal,
Lummis
arroyo home

Charles Lummis = Southwest Museum

- 1903: Founded Southwest Society, a branch of the Archaeological Institute of America
- 1907: Incorporated the Southwest Museum and begins raising funds for museum
- 1914: Southwest Museum opens. Lummis' vision: "A comprehensive **museum** covering history, science and art of the American Southwest"



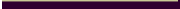
Southwest Museum - The First Museum in Los Angeles

- Site was selected:
 - For encompassing experience
 - For dramatic location and integrated building
 - Accessible to public transit
 - Views: “A place to see and be seen”
 - Panoramic view today:





Southwest Museum Operations



Events Leading Up To The Autry Merger

Southwest Museum

- Southwest Museum has one of the most extensive collections of native American artifacts and art in the world; also extensive collection of all Southwest art & culture
- Operated continuously since 1907
- Accredited by American Assoc. of Museums
- In the 1990s, the SWM Board considered moving but a promised dedicated rail station helped keep the SWM at its present location

Southwest Museum Last Decade

From Coalition's expert report:

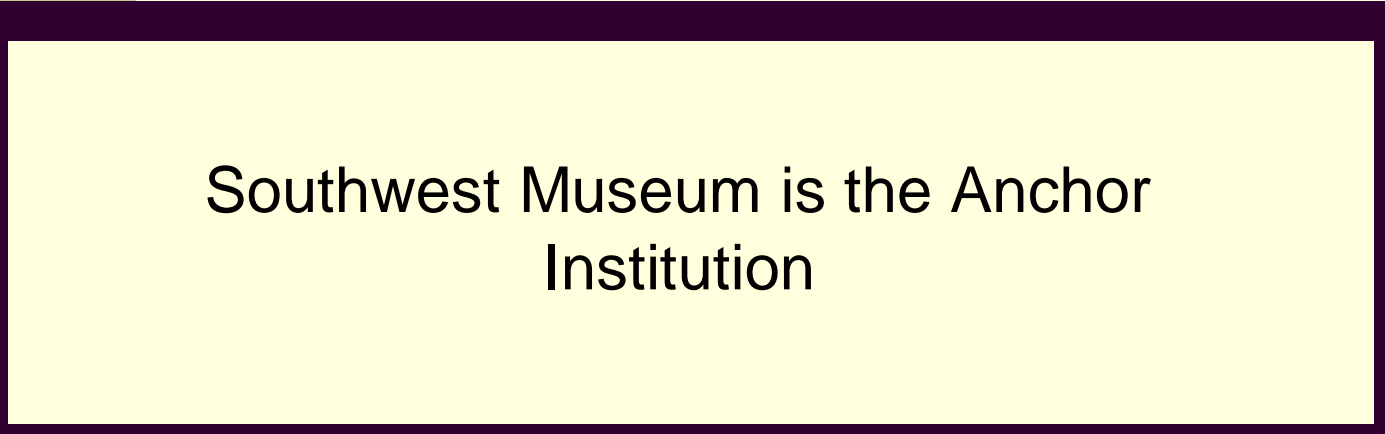
"A review of 990's shows that until the last few years, the Museum was more or less holding its own on an operating budget basis. For the period between 1993 and 2000, on average, the Museum earned 46 percent of its income ... It was only in the last few years before the merger that the financial bottom seems to have fallen out, with only 26 percent earned income"

The Last Years

- As SWM marketing efforts dwindled, so did attendance and SWM Board could (or chose) not to make up the operating cost difference
- SWM Board identified need to construct a new collection storage facility on Mount Washington, raised \$3 million with plans to construct in 2003 (never happened)
- Struggling with operational costs; forced them to look again for new partner



The Arroyo Cultural Corridor



Southwest Museum is the Anchor
Institution

Southwest Museum Anchors Arroyo Region

- Located mid-way between downtown LA and Pasadena with vibrant public transit station 300' from doorstep (\$25 million improvement)
- Clustered nearby -- other destinations:
 - Lummis Home/El Alisal
 - Heritage Square Museum
 - Local parks -- Sycamore Grove and Debs
 - New Audubon Center
 - Vibrant contemporary art galleries
- In a cultural zone with emerging downtown destinations and Pasadena (Gamble House, Norton Simon, etc.)

Southwest Museum Landmark Gold Line Passenger Station

- The only museum in the entire Metro rail system that has a named dedicated light rail passenger station
- Franklin High School Transportation Academy study finds **120,000** school children can access the Southwest Museum by public transit (NO School Bus NEEDED)
- That count does not include Gold Line Extension to Boyle Heights/East LA, Green or Orange Line!

Friends of the SWM Coalition

The Purpose Was To Avoid The Loss Of
The Southwest Museum

The Coalition's Position

- Formed in 2003 when the Merger was announced. Coalition actively participated in the review of the proposed Merger
- Concerns about Autry's sincerity in maintaining and operating the SWM site as primary museum with separate identity
- The legacy of Charles Lummis, as a champion of history and the people and cultures of the Southwest, is worth reinvigorating and handing on to future generations.

The Coalition's Position

- The history and legacy of the City's very first museum is worth preserving,
- A museum use remains feasible, enhanced with other complementary uses that:
 - is dynamic and attracts visitors
 - is financially feasible
 - is the best and highest use for the site
- Coalition adopted a position and subsequent petition was signed by over 7,000 people



Autry's Plans



Morphing Promises of Contradiction

Plans Announced -- Merger 2003

- Plan a satellite Southwest Museum in GP to expand access to vast Southwest Collection
- Build new building w/ separate SWM identity
 - 20,000 sq. ft for display/exhibition of collection
 - 20,000 sq. ft. for SW collection storage
- \$100 million capital campaign -- both sites
 - Rehab Mt Washington; build new in GP
- Next 6 months: Planning to decide how to use each site and unite under ANC “umbrella”
 - Merger Contract required an ANC Master Plan

Plans Announced -- March 2005 (Overland Architects Hired)

- Plan to **relocate** Southwest Museum to GP
 - No longer a satellite, contrary to Merger Agreement
- **Expand existing** Autry building by 100,000 sq feet, Phase I
 - 20,000 sq. ft. for display/exhibition of collection
 - 30,000 sq. ft. for SW collection storage
 - 50,000 sq. ft. for Institute for the Study of the West
- \$100 million capital campaign -- both sites
 - Rehab. Mt Washington; build new in GP
- No public Master Plan informed Autry decision
 - Merger required an ANC Master Plan

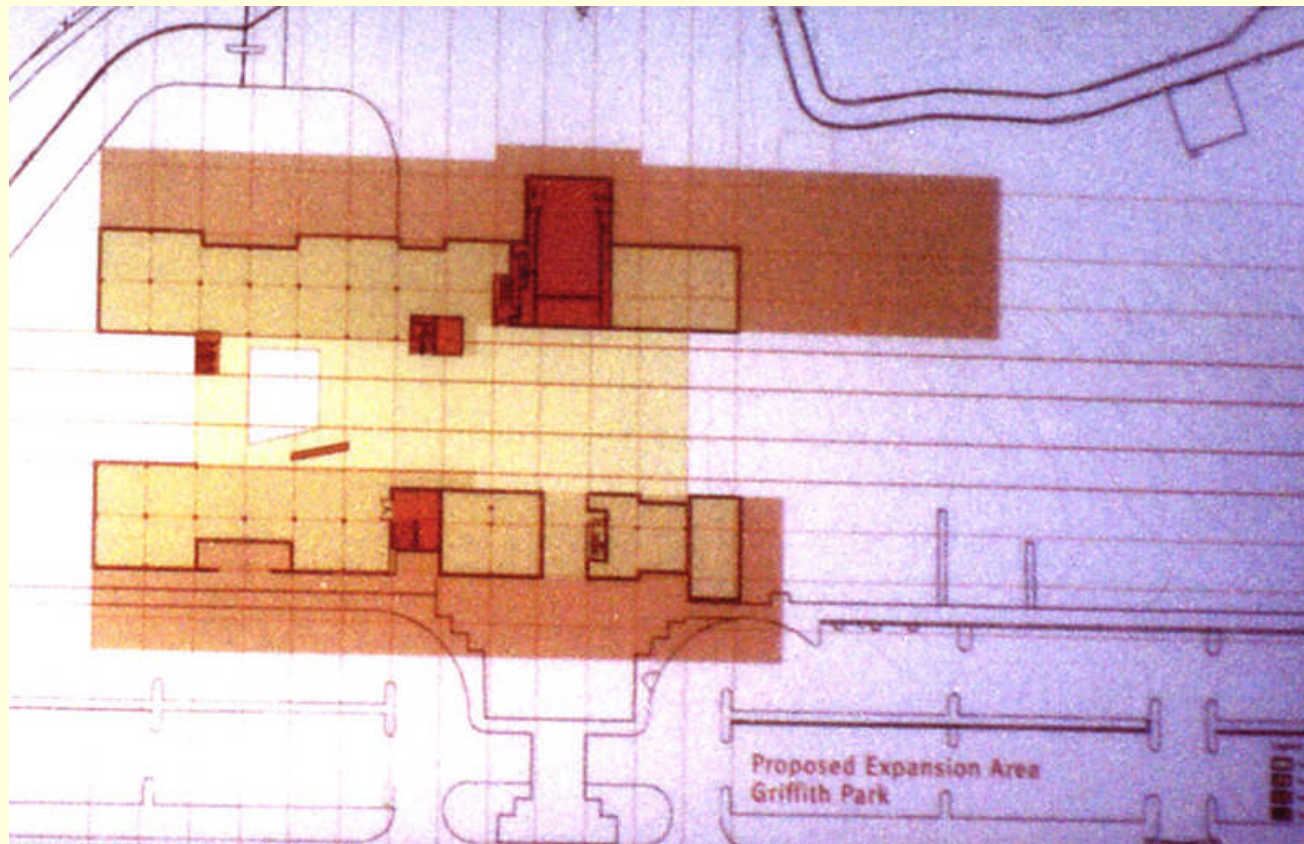
Plans Announced -- Sept. 2006 (Autry Changes SWM Use)

- Plan to relocate Southwest Museum to GP
 - No longer a satellite, contrary to Merger Agreement
- Expand existing Autry building by 100,000 sq feet, Phase I
 - 20,000 sq. ft. for display/exhibition of SW collection
 - 30,000 sq. ft. for SW collection storage
 - 50,000 sq. ft. for Institute for the Study of the West
- \$100 million capital campaign -- **just GP**
- **No** public Master Plan ever prepared
 - Merger required an ANC Master Plan

Plans Announced -- Fall 2006

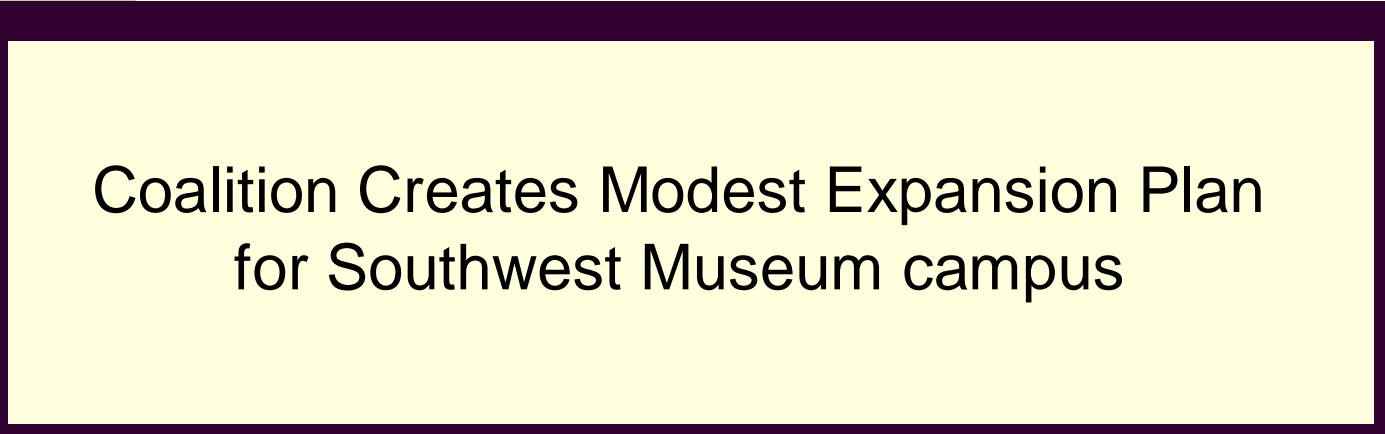
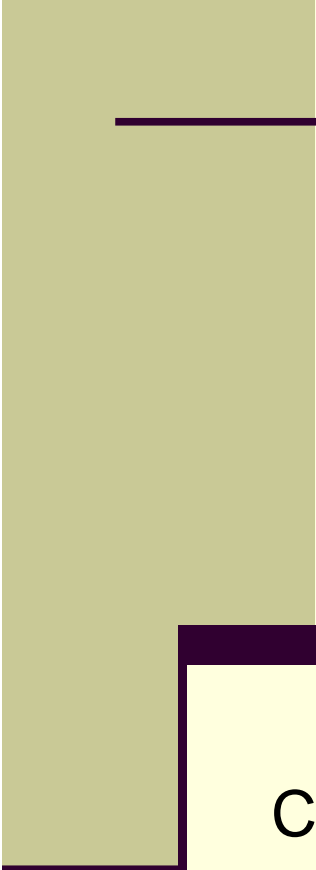
- Griffith Park Master Plan Working Group
 - Autry CEO concedes Autry is only Griffith Park institution without a public master plan
 - He brings nothing to show Working Group
- Yet, his expansion plan is hanging on the wall at the Southwest Museum showing:
 - Expansion will occur in front and back of existing building (light red shading on map on next slide)
 - Expansion will double existing Autry

Griffith Park Expansion Plan – Hanging on the SW Museum Wall





The Win-Win Alternative Plan



Coalition Creates Modest Expansion Plan
for Southwest Museum campus

Autry's "Reduction Plan" of 9/19/06

- Longer, Expanded Name ... ANC's "Southwest Museum Education and Cultural Center"
- Museum use become gallery; Education, Native American Cultural Center, Community uses
- Reduces exhibit area to 2 rooms -- Sprague and Van Nuys (3,244 sq ft) -- or approx. 25% of feasible exhibition space in the building
- Re-open 2011... IF funding found and IF Griffith Park expansion is allowed by City
- If City denies expansion, no plan to reopen SWM

Coalition's Vision

- Public Comments sought by the City matter
...overwhelmingly support primary Museum use
utilizing Southwest Collection with “expanded
uses” on the Mt Washington site
- Brenda Levin Report concluded feasible;
ConsultEcon Peer Review shows very feasible
- Professional services of Garavaglia
Architecture to take Autry's vision (Option B)
and link to community's vision....

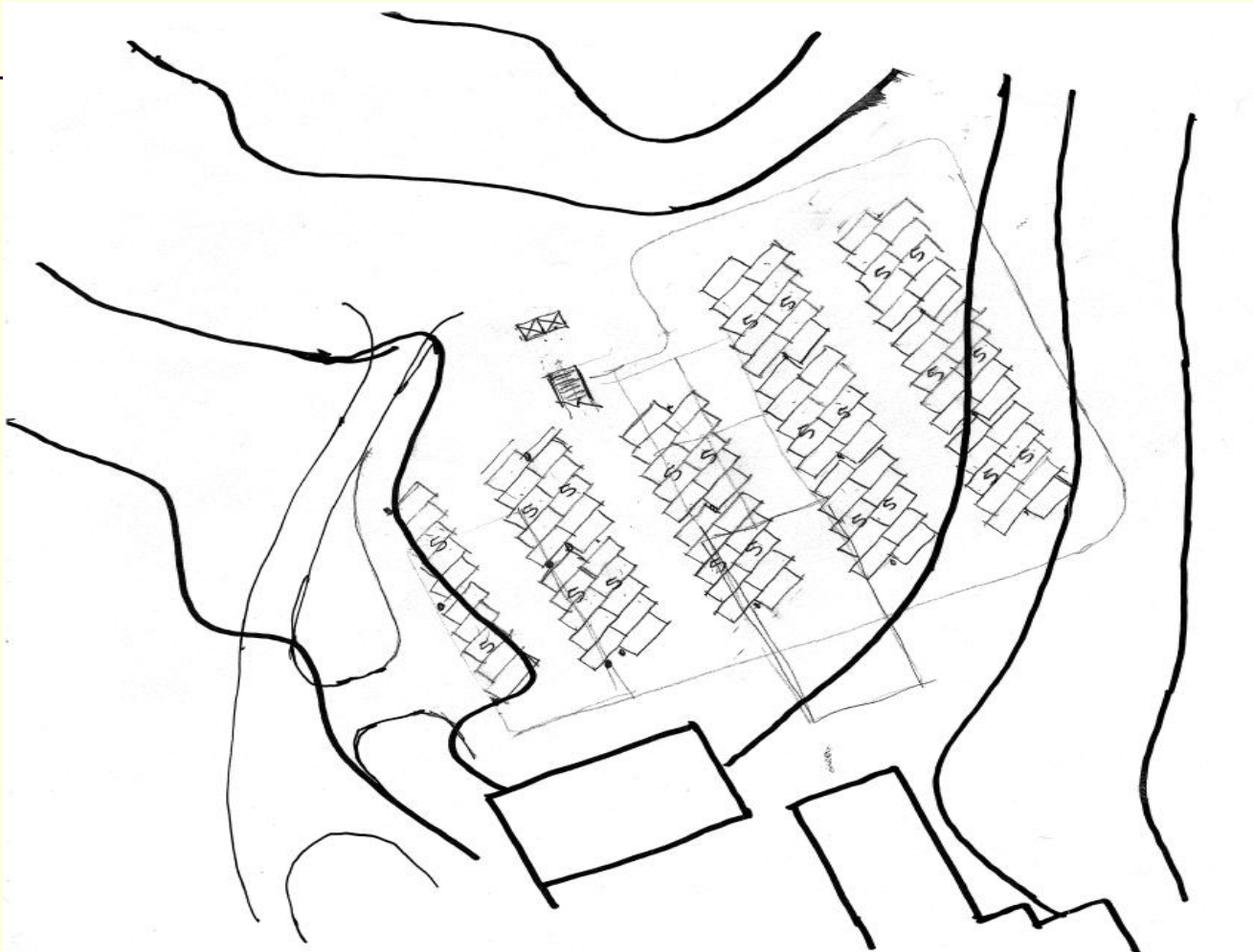
Putting Together the Coalition's Win-Win Alternative Plan for SWM

- Start with Autry's Brenda Levin study, Option B:
 - "It has been shown by the respective consultants that the Southwest Museum building can achieve these (museum) standards and with some additional investment it can provide greatly enhanced service to the community, attract more visitors, and earn more income (Option B)"
 - Levin's Estimated Cost: \$22.8 million (building rehabilitation to museum standards and modest expansion)

Autry/Levin's Option B Details

- Provide enhanced user facilities and technical capability to meet higher museum standards for artifact handling
- Assume no permanent artifact storage onsite
- Featured the following:
 - additional space for exhibits (12,539 sq. ft)
 - expanded parking
 - underground loading dock area/back of house
 - enlarged central plaza built over dock area
 - community, education, retail and food service

Coalition's Win-Win Alternative Plan.... It all Starts with Adding Additional Underground Parking Capacity on Existing Parking Lot



Comparison of Plans

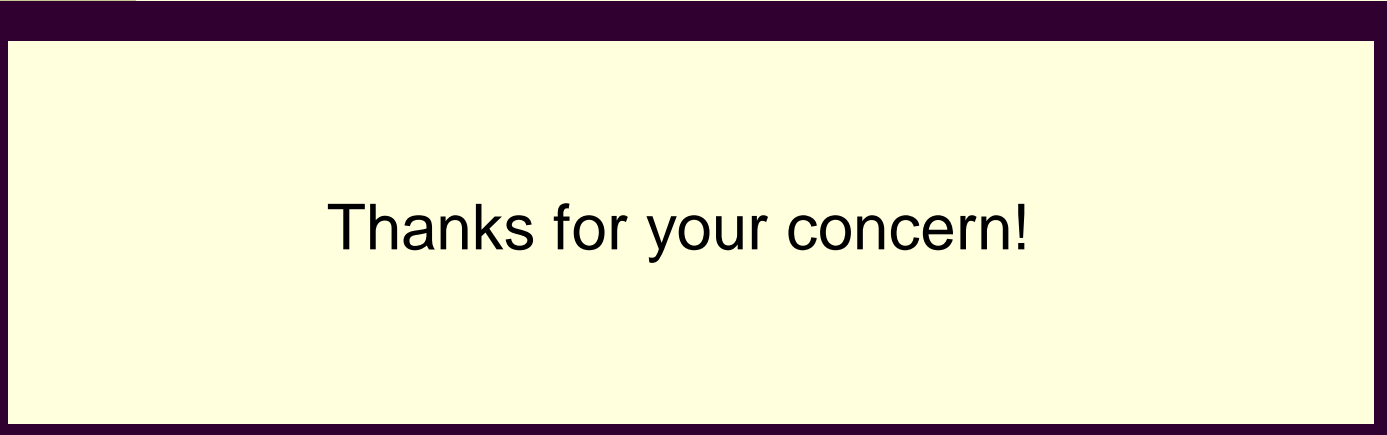
Use	Existing	Museum Use Option B (Levin)	Win-Win Plan Coalition (Garavaglia)	Autry Reduced Plan Autry's 9/19/06 Presentation
Museum (Exhibition/gallery)	9,804	12,539	22,539	3,244
Education	0	567	2,567	?
Cultural & Community Ctr	0	3,370	11,370	?
Library	6,795	0	7,150	?
Commercial and/or Revenue Generating Spaces				
Patio Event Area	3,000	8,000	14,000	?
Retail Store	1,007	1,517	1,500	?
Museum Cafe	0	520	1,050	?
Restaurant	0	0	2,000	?
Parking	70	102	100-150	?

What Is In The Public Interest?

- Coalition's Win-Win Alternative Plan reduces need for exhibition space in Griffith Park
- Provides economic investment for Northeast LA which is poised for urban rebirth
- Reduces significant impacts from Griffith Park
 - Excessive parking as no rail transit station
 - Substantial auto traffic impacts
 - Consuming more park land given in trust to the City of Los Angeles



Questions?



Thanks for your concern!