

# Feasibility Study for an Hispanic Cultural Center, Bernalillo County, New Mexico

In recent years, there has been interest in a center dedicated to the Hispanic culture of New Mexico. A planning grant was authorized in 1987 by the New Mexico Legislature. Architectural Research Consultants, Incorporated (ARC) was a member of a study team chosen to prepare a feasibility study for this project. The study team was headed by Trujillo/Lujan and Associates, who was responsible for project coordination and site location studies; Arts Development Associates assessed the programmatic and market needs for the center. Antoine Predock Architect prepared architectural design concepts. ARC's role was to recommend a governance and administrative structure for the center and examine detailed issues relating to the center's operation.

Based on analysis of similar facilities nationwide and a variety of local factors, ARC recommended that the center be organized as a private non-profit organization. ARC modeled the financial operation of the center based on projected attendance, programmatic events, and the amount of retail activity that the center might include. ARC prepared an implementation strategy that included a detailed analysis of potential funding sources for operational and capital needs.

The final report was presented to the 1988 New Mexico legislative session as a basis for action on further project funding.

**Client:** New Mexico Legislature

**Completion:** January 1988

**Funding Matrix**

Sources of funding per category	Public			Private				Enterprise				
	Federal	State	Local	Foundations	Corporations	Donations	Memberships	Programs	Leases	Facility Rentals	Percent of Sales	
○ Low ◐ Limited ◑ Some ◒ Primary ● High												
<b>Funding</b>												
<b>Seed/Planning</b>	◐	◑	◑	◑	◑	○	○	○	○	○	○	○
<b>Capital</b>	◑	◑	◑	◑	◑	◑	◑	○	◑	◑	◑	◑
<b>Operations</b>	◑	◑	◑	◑	◑	◑	◑	◑	◑	◑	◑	◑

