

APPENDIX 9

LETTER FROM TOM LEE AND JAMES PARKS REGARDING
SOUTHWEST MUSEUM HISTORIC RESOURCES REPORT



Autry National Center

January 14, 2008

David M. Attaway
Environmental Supervisor
Department of Recreation and Parks
1200 West 7th Street, 7th Floor
Los Angeles, CA 90017

Dear Mr. Attaway,

After the merger with the Autry Museum of Western Heritage, The Autry commissioned The Southwest Museum Historic Resources report, known as "The Brenda Levin study." The report, and its accompanying economic analysis by Economic Research Associates, outlined two plans that could be undertaken to recreate a museum-only use. The study was undertaken by the Autry because of the community pressure to pursue a museum-only use, and was published in 2004.

The study did not convince the Trustees that a plan for a financially successful museum was created. The Autry's Finance Committee reviewed the report in detail and the conclusion is referenced in John Gray's cover page to the study. The fund raising required, the visitation required, the operating funds required, the capital funds required for either of the models analyzed in the study were rejected as unachievable.

The Autry Trustees are unwilling to continue the failures of the past and have, therefore, rejected a museum-only use for the Southwest building. The key to the future is creating a vibrant and compelling reason to visit the Southwest museum site and to increase the visitation to the site.

We are exploring combinations of activities that will achieve this and not disturb the hillside with new buildings, nor compromise the historic nature of the Southwest Museum itself. The use will capitalize on the accessibility to the site through the Gold Line as well as a new parking program on Marmion Way.

Jim Parks was Chair of the Autry Trustees at the time of the merger. Tom Lee was a Trustee of the Southwest Museum at the time of the merger, and is currently Trustee Chair.

Sincerely,

Tom L. Lee
Chair
Board of Trustees

James R. Parks
Immediate Past Chair
Board of Trustees

cc: John Gray