

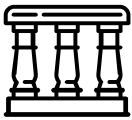


Play Sharity

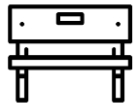
GALLUP CHILDREN'S MUSEUM



IMPACTS FOR THE COMMUNITY



**CHILD WELLNESS
& EDUCATION**



**DOWNTOWN
ATTRACTION**



**HISTORIC
PRESERVATION**



**TOURISM &
CULTURAL PLAY**

SNAPSHOTS

**29% of population
served and 42%
live below poverty
line**

**2.1 million back
into downtown
business**

**40,000 visitors in
the first year of
opening**

**20% of
admissions of out-
of-state visitors**



COMMUNITY IMPACTS

ECONOMIC IMPACT

DOWNTOWN

Considering that small children's museums bring about 50,000 attendees a year, Play Sharity Gallup will increase the foot traffic in the downtown Gallup area. The Children's Museum is free to residents, and a \$3.00 fee for non-residential attendees will encourage families to spend money at local restaurants and businesses within the downtown area. The average visitor spends \$50 at local attractions while visiting museums or libraries. With regular foot traffic in the downtown areas, local businesses will pursue renting or buying properties downtown with a promise of steady income.

Source: ConsultEcon Study: Stabilized Attendance Potential, Table V-1, and Janesville Area Convention and Visitors Bureau statistics

CULTURE & TOURISM

Play Sharity Gallup integrates culture throughout the exhibit and facility décor, specifically highlighting Navajo culture into play. Through unique and locally designed exhibits, this facility will be a stopping ground for many families interested in kid activities and cultural experiences. Exhibits like our line of Wool (Life of Wool) display several hands-on activities showcasing the stages of taking wool and making it into a tapestry. Exhibits like Mini Gallup showcase a traditional Hogan and feature important Gallup businesses. Considering 1.5 million annual visitors stayed in Gallup in 2020, Play Sharity Gallup provides a safe, fun, and cultural experience that will leave visitors with astounding reviews.

Source: 2020 Market Study of Gallup, New Mexico by Greater Gallup Economic Development Corporation

FAMILY ATTRACTIONS & QUALITY OF LIFE

There are limited family attractions located in Gallup that are safe and family-centered facilities. Outdoor recreational spots are often littered or have homeless populations within the facility. Families have reported very limited options for what to do on the weekends or during after-school hours. Play Sharity Gallup offers a safe, indoor community space where families can spend hours playing with highly interactive exhibits and programs that expand a child's development, encourage adult-child interactions, and integrate families from all backgrounds into community together.

Source: 2020 Market Study of Gallup, New Mexico by Greater Gallup Economic Development Corporation



COMMUNITY IMPACTS

ECONOMIC IMPACT

EDUCATIONAL SUPPORTS

Children in well-resourced communities spend 80% of their waking hours in informal learning experiences outside school. Unfortunately, children living in high-poverty areas have less than a third of those opportunities, and Gallup needs the educational enrichment opportunities required. The free children's museum allows children in our region to have more opportunities to learn outside of the school setting, which makes up 86% of a child's waking hours. These supports will help improve educational gaps, expose children to science and arts, and increase excitement for learning. It also helps create a more robust workforce for the next generation. With next-generation engineers, architects, and entrepreneurs who love their childhood community, it could spark more industry, opportunity, and a more comprehensive range of job markets in McKinley County.

Source: Wherry, J. (2004). The Influence of Home on School Success. National Association of Elementary School Principals <https://www.naesp.org/sites/default/files/resources/2/Principal/2004/S-Op6.pdf>

CHANGING PERCEPTIONS

Gallup's economy is weakening is when children leave and do not return. While many factors are in play, Gallup's reputation for alcohol abuse, lack of opportunities, and other disparities shape a negative perception of young employees. But perceptions can be changed starting at our youngest Gallupians. In the Mini Gallup exhibit, kids can walk through a small town with a local grocery store, restaurants, and other beloved businesses and imitate the work through imagination, collaboration, and play. Kids will see a train station highlighting some Gallup iconic monuments in the Tubes, Tracks, and Trains Exhibits. These are only a few examples of how the museum integrates the beauties of Gallup and retells a story of this town. When we give young learners a fresh lens, we will see young leaders take shape and take root in a city they have grown to appreciate and participate in.

Source: 2021 City of Gallup Economic Development Plan



COMMUNITY IMPACTS

ANNUAL VISITORS

Gallup is a rest-stop destination for people driving on I-40 or Historic Route 66. For history lovers, walking downtown to explore shops is about the extent of how you can spend your time in Gallup. With many shops downtown, hours vary and need to be more consistent. Unlike shopping, a children's museum offers hours of activities that encourage visitors to consider spending the entire day in Gallup. When visitors commit to a full day of activities, they rely on restaurants for meals.

If you are not a history lover, the only reason to stop in Gallup would be to pick up a meal or stay the night before moving to the next destination. However, with familiar stops like Flagstaff and Albuquerque being on opposite ends of I-40 surrounding Gallup, 3,341,624 people passed through without stopping. It wouldn't be surprising if many of those people were families.

The children's museum, being in the heart of downtown, right off I-40 and 66, would be a worthwhile pit-stop for families traveling through who need kids to run out of energy. With consistent hours and low entrance fees, the museum would be an unexpected destination that would intrigue families out of state. The cleanliness and well-kept property will stand out as a safe and trusted institution that families can easily commit to stopping for.

Source: 2021 City of Gallup Economic Development Plan