



COMMUNITY IMPACTS

HISTORIC RESTORATION



The Play Sharity Gallup Children's Museum resides in the Historic 1933 Gallup Post Office located on 201 S 1st Street. This beautiful property is listed on the New Mexico State Register of Cultural Properties and on the National Register of Historical Places. This awe-struck facility is in the downtown area of Gallup and central to where a lot of small businesses operate. This forgotten piece of history will have community members immersed in the beauty and find new breath into it through the joy and play of children.

22,668 CHILDREN

There are 22,668 children residing in McKinley County, New Mexico under the age of seventeen. Play Sharity Gallup's primary age target is from 0-12 but we hope to expand exhibits for 12-17 as we progress. The children's museum would be impacting **29% of our population** which is over a quarter of the members in our community.

New Mexico is ranked as 50th for child-wellbeing and education in the nation. In McKinley County...

- 46% of the child population live in poverty
- 63% of 3- & 4-year-olds are not enrolled in school
- 78% of fourth graders are below proficiency in math and reading
- 25% of high school students seriously considered suicide making it the largest percentage in the state

Play Sharity is a community-based educational institution providing equitable play-based learning for children in McKinley County. Investing in the next generation makes a stronger community.

Source: New Mexico Kids Count - NM Voices for Children Report 2022



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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. 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



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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

One of the ways 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



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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