



## LONG TERM FINANCIAL STABILITY

### SUMMARY

Play Sharity Gallup's Board of Directors will pursue a consultant firm well-known in the children's museum industry, ConsultEcon, Inc. of Cambridge, MA, to provide a market study and business plan to explore the long-term feasibility of constructing the Play Sharity Gallup museum. This will lay out the exact costs for construction and map out how the facility will be best utilized. The sections following are estimations and projections based on reports and surveys from other emerging small children's museums. These benchmarks help us plan for the implementation of the museum.

*Source: Children's Museum of Rock County Campaign- Long Term Financial Stability*

### EARNED REVENUE

Most children's museums rely on admission revenue to sustain normal operations. However, Play Sharity Gallup has committed to free admission for McKinley County residents to diminish educational and well-being barriers for children. To provide this, Play Sharity Gallup relies on federal, state, and local funding to implement day-to-day operations.

But there is other smaller forms of income Play Sharity will receive:

- Annual optional memberships
- Gift shop
- Birthday parties
- Field trips
- Facility rentals
- Educator Trainings

From benchmark museums, annual fundraising efforts help bolster operations. Play Sharity will develop strong annual development initiatives to support the budget.

- Day of Play (Fall Initiative)
- Color Run (Spring Initiative)
- Special Events (Galas)
- Parents Night Out



## LONG TERM FINANCIAL STABILITY

### OPERATING EXPENSES FOR DEMING BRANCH

#### 2022 Statement of Activity

Expenditures	
<b>Government Partnership Expenses</b>	
7501 GP - Background Checks	227.21
7502 GP - Janitorial	1,603.80
7508 GP - Internet/Telecommunications	85.98
7509 GP - Utilities	5,665.15
7510 GP - Insurance	2,346.52
7511 GP - Quickbooks Accounting	1,890.02
7512 GP - Marketing	1,503.75
7514 GP - Exhibit Supplies	2,453.50
7517 GP - General Supplies	1,872.85
7518 GP - Other	421.91
7519 GP - Special Events	1,158.79
7520 Accounting Professional Fees	2,347.42
<b>Total Government Partnership Expenses</b>	<b>\$ 21,576.90</b>
<b>Payroll Expenses</b>	
Taxes	7,026.27
Wages	78,111.27
<b>Total Payroll Expenses</b>	<b>\$ 85,137.54</b>
<b>Play Sharity Expenses</b>	
6100 DDM Art Fest Fundraising expense	5,408.06
6504 PS - Technology	7.56
6514 PS - Exhibit Supplies	9,065.97
6515 PS- Resource Library	201.96
6517 PS - General Supplies	1,071.49
6519 PS- Special Events & outreach	33.53
6520 PS - Repairs & Maintenance	1,190.96
6521 PS - Bank Charges & Fees	41.01
6522 PS - Dues & Subscriptions	749.00
6524 PS - Volunteer & Staff Meals	1,016.95
6526 PS - Taxes & Licenses	25.00
6529 PS - Employee Recognition	2,010.00
<b>Total Play Sharity Expenses</b>	<b>\$ 20,821.49</b>
<b>Total Expenditures</b>	<b>\$ 127,535.93</b>

#### 2022 Statement of Activity

- Government Partnership is \$100,00 annual funding from The City of Deming and Luna County

- Payroll Expenses cover 4 part time employees working 22 hours a week

- Play Sharity expenses are covered by revenue received from fundraising twice a year



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### PROPOSED PERSONNEL PLAN FOR GALLUP BRANCH

*For full time operation 5 days a week for 8 hours*

Title/Position	64 hours bi-weekly	48 hours bi-weekly	36 hours bi-weekly	20 hours bi-weekly	Total Salary	Total Per Position	Function
<b>Administration, Finance &amp; Operations</b>							
Executive Director	1 hire \$27.00 an hour				\$41,280		<ul style="list-style-type: none"> <li>Carries out policies set forth by board of directors</li> <li>Participates in museum operations</li> <li>Leads fundraising and development</li> <li>Scheduling staff</li> </ul>
Office Manager	1 hire \$27.00 an hour				\$41,280		<ul style="list-style-type: none"> <li>Provides administrative, financial, and operations staff with support</li> <li>Bookkeeping</li> <li>Marketing &amp; digital media</li> </ul>
Grant Writer		1 hire \$20.00 an hour			\$23,040		<ul style="list-style-type: none"> <li>Grant writing and grant managing</li> <li>Working alongside Executive Director with new initiatives</li> </ul>
<b>Visitor Services</b>							
Visitor Service	1 hire \$20.00 an hour				\$30,720		<ul style="list-style-type: none"> <li>Floor management and service center developer</li> <li>Oversee café &amp; store for stocking</li> <li>Scheduling special events, facility rentals, birthdays</li> <li>Maintain exhibits &amp; replacement</li> </ul>
Floor Staff			2 hires \$15.00 an hour		\$12,960	\$25,920	<ul style="list-style-type: none"> <li>Managing visitor experience</li> <li>Cleaning and organizing exhibits after use</li> <li>Working special events</li> <li>Implementing programs</li> </ul>
Floor Staff				6 hires \$15.00 an hour	\$7,200	\$43,200	<ul style="list-style-type: none"> <li>Managing visitor experience</li> <li>Cleaning and organizing exhibits after use</li> <li>Working special events</li> <li>Monitoring and insuring safety across the museum</li> </ul>
						<b>\$205,440</b>	<ul style="list-style-type: none"> <li>Benefit amounts and ratio to salary is based on the planned employee mix</li> </ul>

Taxes & Fringe Estimated at 20% **\$41,088**

**\$246,528**

Source: American Alliance of Museum National Comparative Museum Salary Survey, 2017, ConsultEcon, Inc

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# Play Sharity

GALLUP CHILDREN'S MUSEUM

## LONG TERM FINANCIAL STABILITY

### OPERATING EXPENSES FOR GALLUP BRANCH

#### *Estimated Operational & Initial Expenditures*

	<b>Total</b>
<b>Expenditures</b>	
Personnel- Salaries	205,440.00
Personnel- Taxes & Fringe	41,088.00
Personnel- Background Checks	227.21
Exhibit - Reinvestment & Maintance	12,709.47
Exhibit- General Supplies	1,890.02
Exhibit- Technology	500.00
Fundraising - Color Run	3,000.00
Fundraising - Day of Play	5,000.00
Advertisement - Website	300.00
Advertisement - Dues & Subscriptions	749.00
Programs - Pop-up Musuem Supplies	200.00
Programs - Arts Crawl Supplies	200.00
Administrative - Internet / Telecommunications	100.00
Administrative - Utilities	10,000.00
Administrative - Insurance	2,500.00
Administrative - Quickbooks Accounting	1,890.00
Administrative - Banking Charges & Fees	50.00
Administrative - Taxes & Licenses	50.00
Facility Operations - MISC	2,000.00
Building- Mortgage / Rental	1,750.00
Building- Restoration Costs	10,000.00
<b>Total Annual Expenses</b>	<b>299,643.70</b>
Exhibits - Initial Exhibit Costs	135,505.57
Building - Restoration Costs	500,000.00
Building - Outdoor Playground	200,000.00
Building - Splash Pad	100,000.00
<b>Initial Expenses</b>	<b>935,505.57</b>

- Most of the expenses are based on Play Sharity Luna's operations but taking in consideration a different size building and a higher attendance.

- These initial costs are all approximations and will have exact expenses when working with consulting teams.



## LONG TERM FINANCIAL STABILITY

### MUSEUM TRENDS & APPROXIMATIONS

Size Category	Total Operating Expenses	Building Size	Annual Attendance	Staff
Small	Less than \$487,326	Less than 12,000 sq ft	Less than 50,000	<14
Medium	\$487,326-2.3 million	12,000-44,040 sq ft	50,000-148,667	14-41
Large	More than 2.3 million	More than 44,040	More than 148,667	>41

Source: Association of Children's Museums ACM Trend Report, 2018.

#### Attendance Patterns and Market Capture Rates at Selected Benchmarks

Benchmark	Metro Area	Attendance	2020 Population	Total Expenses	Salary
<b>Small Children's Museums</b>					
<a href="#">Raven Hill Discovery Center</a>	Boyne City, MI	10,000	3,760	\$154,398	\$61,274
<a href="#">Northwoods Children's Museum</a>	Eagle River, MI	27,000	1,400	\$334,177	\$230,537
<a href="#">Upper Peninsula Children's Museum</a>	Marquette, MI	40,000	20,500	\$361,165	\$232,953
<a href="#">Discovery Depot Children's Museum</a>	Galesburg, IL	40,000	31,000	\$308,390	\$118,685
<b>Medium Children's Museums</b>					
<a href="#">Children's Museum of South Dakota</a>	Brookings, SD	>100,000	22,000	\$1,400,00	\$697,111
<a href="#">Kidscommons: Columbus' Community Children's Museum</a>	Columbus, IN	44,000	82,294	\$458,747	51% to salary
<b>Large Children's Museums</b>					
Explora Science Center & Children's Museum	Albuquerque, NM	200,000	562,599	\$3,568,364	\$1,195,061

Source: Quincy Children's Museum Strategic Plan 2021-2023



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### MUSEUM TRENDS & APPROXIMATIONS

#### *Closest Children's Museums to Gallup, NM*

Museum	Area	Attendance	City Population
Twirl Taos	Taos, NM	7,000 kids	6,595
Play Sharity Deming	Deming, NM	10,000	14,835
E3 Children's Museum and Science Center	Farmington, NM	N/A	46,422
Santa Fe Children's Museum	Santa Fe, NM	54,457	88,193
Explora Science Center and Children's Museum	Albuquerque, NM	200,000	562,599
Play Sharity Gallup	Gallup, NM	N/A	21,495

### STABILIZED ATTENDANCE POTENTIAL

Based on Museum Trends following similar sized children's museums, Play Sharity Gallup projects attendance to be 30,000-40,000 attendees in the first year of opening. The museum is in Gallup, NM which has a population of 21,495 people but Gallup is a metropolitan area for many who live in McKinley County. In McKinley County, there are 71,780. The projected attendance 42%-55% market capture rate. Considering that 29% of the population in McKinley County is children, the market capture considers factors like multiple visits, free admission, and adult visitors as well. Based on the "Attendance Patterns and Market Capture Rates at Selected Benchmarks" graph, this market capture is a median average for children's museums. The Octavia Fellin Children and Youth Library had a door count of 41,000 in 2023. The attendance projection mirrors the Kidcommon Musuem in Indiana where reports showed 19% of admissions were visitors from out of state. Considering Play Sharity Gallup's location off of I-40 and route 66, the percentage of out-of-town visitors may mirror similar numbers.