

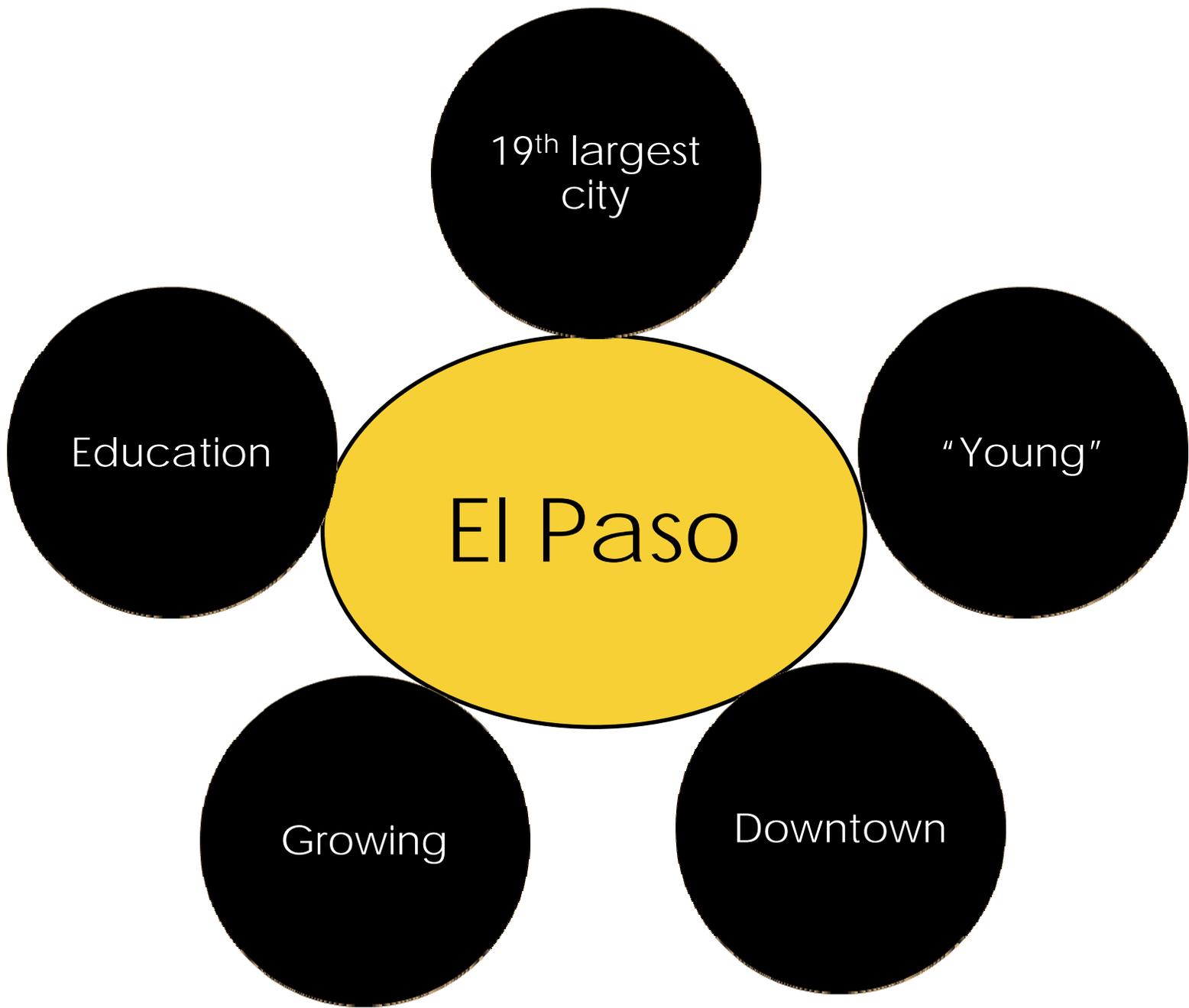
# El Paso Children's Museum

*Feasibility & Sustainability Study*



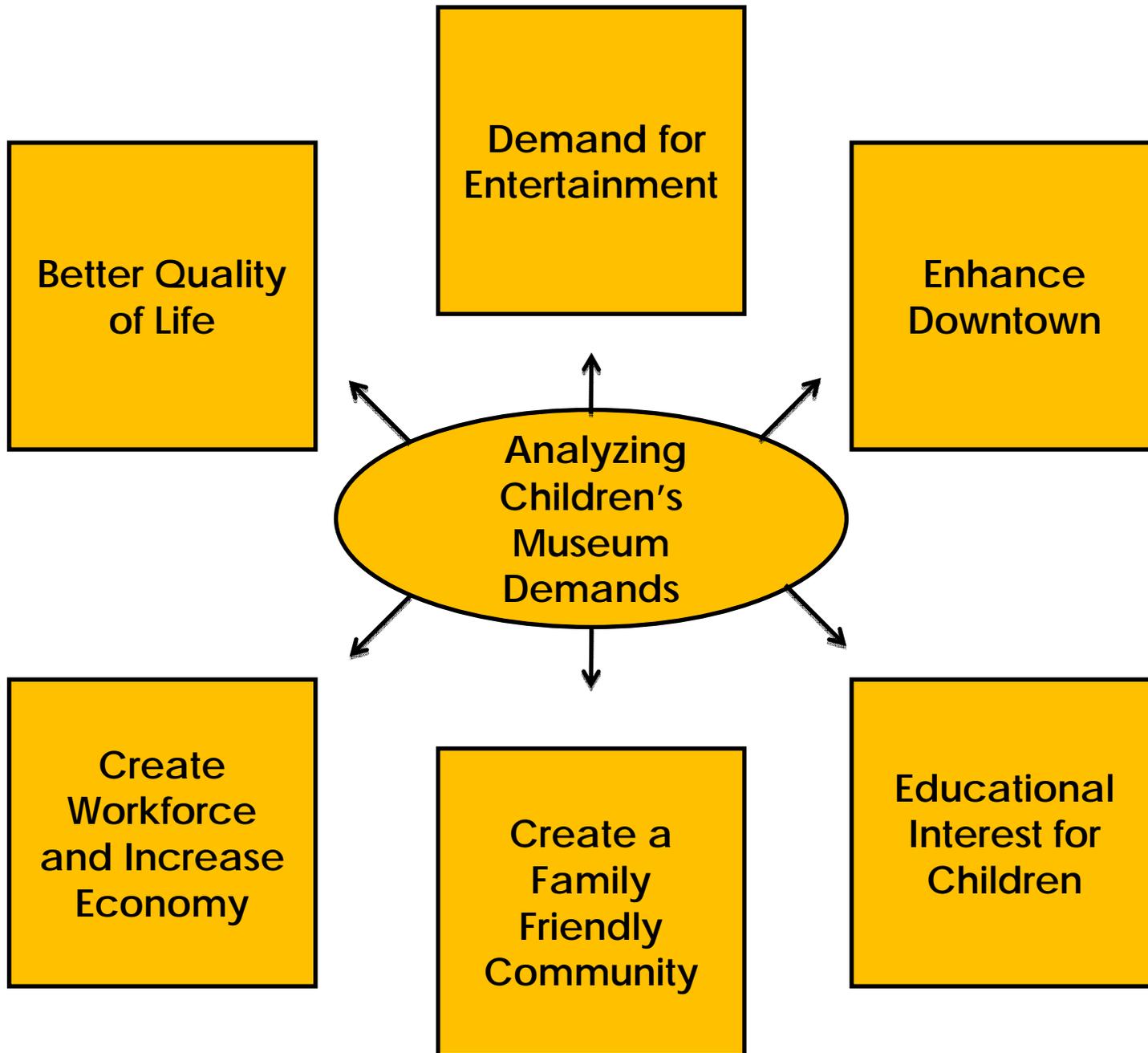
# Research Group

- ◆ First-Year Interns
  - Anaysa Arce, Parkland H.S.
  - Adalberto Isaac Garcia, Montwood H.S.
  - Marissa Olivas, Del Valle H.S.
  - Iman Ortiz, Coronado H.S.
- ◆ Supervisor
  - Rebeca Duran
  - Former Scholar, Bowie HS Graduate
  - New York University



# Methodology

- ◆ Feasibility
  - Museums Background
  - Start-up Costs
  - Need For Children's Museum in El Paso
  - Albuquerque and Houston
- ◆ Sustainability
  - Museum Facilities
  - Funding Sources
  - Community Support



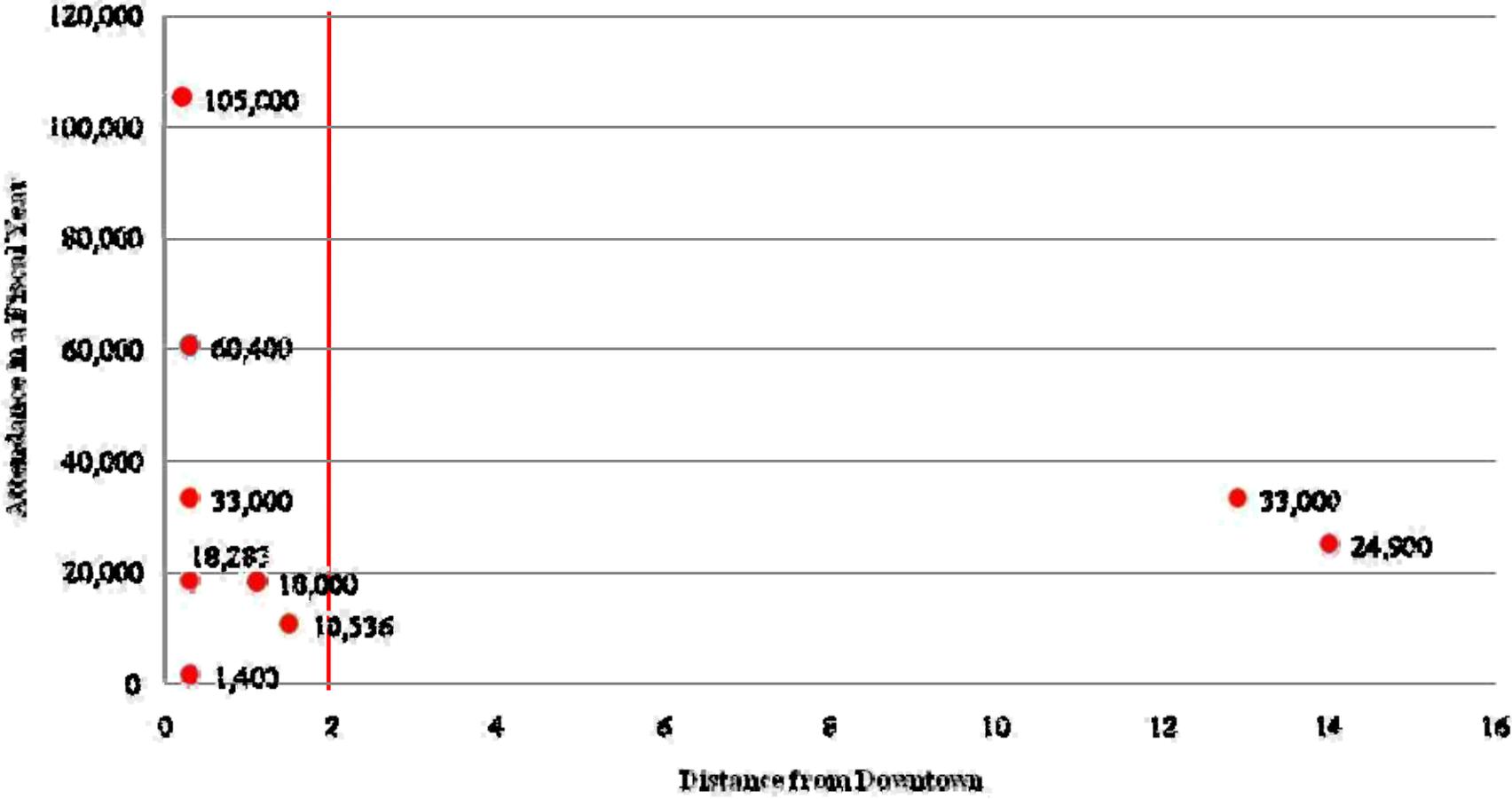
# Museum Visitations

Type of Museum	National Annual Average Visitations (2010)	El Paso's Visitations (2009-2010)
Art	44,878	105,000
Children's/ Youth	130,870	33,000
History	10,000	60,400

# Site Evaluation

- ◆ Market Proximity
- ◆ Accessibility
  - Physical Limitations
  - Access Routes
  - Traffic Patterns
- ◆ Surrounding Development
  - Complementary Businesses
  - Competitive Businesses

# Museum Attendance & Distance

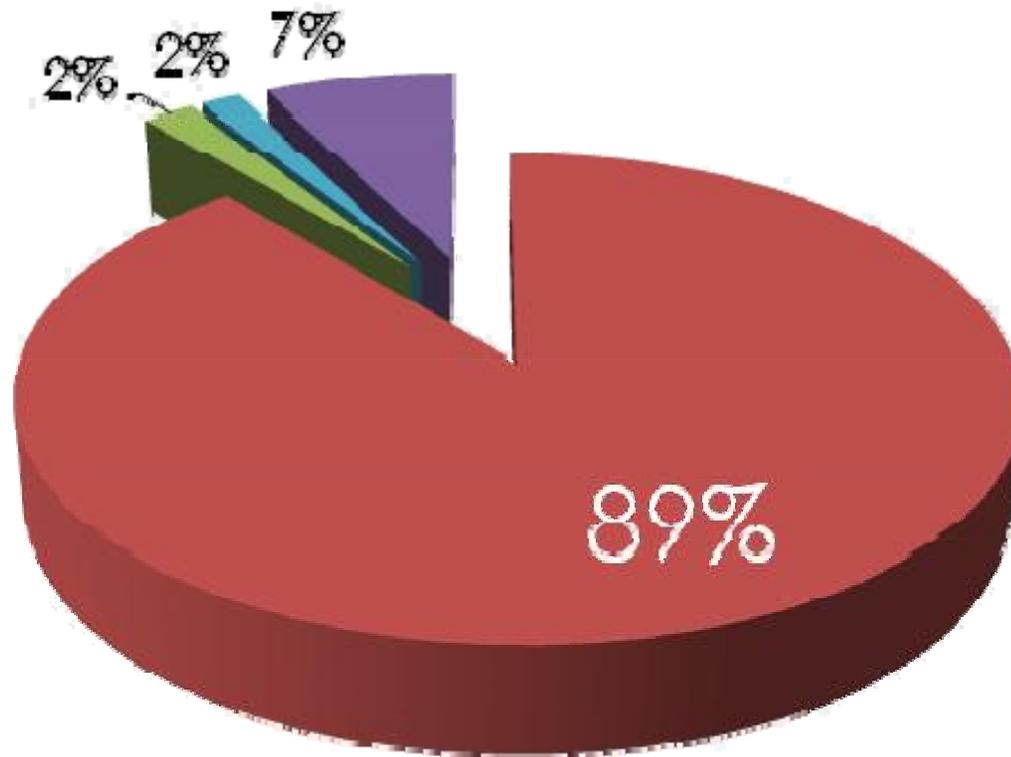


# Downtown: Prime Location

- ◆ Small Businesses Incubator
- ◆ Lower Rents
- ◆ Heart of the Community
- ◆ Market Participation
- ◆ Downtown Revitalization
  - 2015 Plan
  - Tax Increment Reinvestment Zone

# Estimated Initial Costs

■ Building Cost   ■ Salaries and Wages   ■ Other Expenses   ■ Exhibits



Total Estimated Cost: \$5,270,145.95

# Funding Options

- ◆ Grants
  - City
  - State
  - Federal
- ◆ Admissions
- ◆ Fundraising
- ◆ Donations

# Sustainability of a Children's Museum

- ◆ Earned Income
  - Admissions
  - Gift Shops
- ◆ Contributed Income
  - Donations
  - Sponsorships
- ◆ Operational Costs
- ◆ Community Involvement

# Volunteer Rates & Dollar Value (2006-2009)

City	El Paso	Albuquerque	Houston
Population	602,672	515,107	2,191,400
✖ Volunteer Rate	15.6%	26.8%	23.8%
■ Total Number of Volunteers	94,017	138,049	521,553
✖ Volunteer Hours per Capita	14.8	29.4	32.7
✖ Dollar value	\$21.36	\$21.36	\$21.36
■ Total Value	\$29,721,406.18	\$86,692,563.22	\$364,290,167.02
Value per Capita	\$49.32	\$168.30	\$166.24



A decorative graphic on the left side of the slide consists of three overlapping circles. The top and bottom circles are light gray with a fine grid pattern. The middle circle is a solid yellow color. The circles overlap in the center, creating a darker gray area.

# Discussion

# Conclusions

- ◆ A children's museum in El Paso is feasible and sustainable as long as it maintains community support
- ◆ A children's museum would enhance Downtown El Paso because it would serve as a complementary facility to other businesses and museums in the area
- ◆ A museum's success is not reflected by a museum's net loss or net gain
- ◆ In order to be sustainable a museum must offer services that generate and maintain the public's interest
- ◆ There is a low percentage rate of volunteering in El Paso which can effect the operation of a museum

# Conclusions

- ◆ The amount of money invested into a museum will reflect its operation
- ◆ A children's museum can have an economic impact on the city by creating revenue and a social impact by serving as an educational and entertainment facility for families and children.

# Recommendations

- ◆ Museums need a structured financial plan on a year-to-year basis
- ◆ In order to establish a children's museum there must be a strong initial funding source
- ◆ Engaging businesses to sponsor the children's museum
- ◆ Collaboration with the El Paso School Districts

# Recommendations

- ◆ Rebranding of Insights as a children's museum may create renewed interest and support for the museum that would satisfy the demand for a children's venue
- ◆ The community of El Paso should focus on renovating existing museums before establishing another museum.

# Donors

## **Partners:**

El Paso Community College  
El Paso ISD  
Socorro ISD  
Ysleta ISD

## **Foundations:**

AT&T  
El Paso Electric  
Morgan Stanley Smith Barney

## **Multiyear Funding:**

The Hunt Family Foundation  
Robert E. & Evelyn McKee Foundation  
Texas Gas Service

## **Corporate Sponsors:**

Alternative House  
Bank of the West  
C&R Distributing/Howdy's  
CSA Engineers  
EPT Land Management  
Fannie Mae  
GE Energy Services  
GECU  
Gray Jansing, & Associates  
Helen of Troy  
High Desert Capital  
Jobe Materials, L.P.  
Lone Star Title Company of El Paso  
Mithoff Burton Partners  
Pate & Appleby, LLP  
Rio Bravo Title  
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Rudolph Mazda  
Scherr Legate  
Southwest Airlines  
Union Pacific  
Zin Valle Vineyards

HOOTENANNY OF HORROR

COMMUNITY  
SCHOLARS



Friday, October 28  
Ardovino's Cattle Crossing  
6:30 to Midnight  
\$65



# Questions?

*Reports Available Fall 2011*

*[www.communityscholars.org](http://www.communityscholars.org)*