



# COMMUNITY PARTNERSHIP FOR CHILDREN (CPC)

## *Imaginarium*

**Family Resource Center, Children's  
Exploratory, and Lending Library**



**Summer 2025**

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# Section 1

## About Us



*Kalah Carrasco, Executive Director  
with CPC's Board of Directors*

### Mission Statement

The Community Partnership for Children is a non-profit organization that promotes excellence in the care and development of young children.

### Vision Statement

We believe every child deserves early care and education at the highest standards.

We educate and advocate for sustainable policies and practices that are beneficial to all those serving young children.

Since 2003, the non-profit organization Community Partnership for Children (CPC) has served rural Grant County, New Mexico as a vital support for Early Childhood Education (ECE) providers serving children ages 0–5.

CPC's mission is to ensure every child receives top-notch early care and education. We promote sustainable policies and practices that benefit all those involved in early childhood services.

We believe that by investing in children's formative years, we are laying the foundation for a brighter future. CPC's dedicated team works tirelessly to advocate for high standards and equitable access to resources, ensuring that every child, regardless of background, has the opportunity to thrive.

Through collaborations with educators, parents, and community leaders, we facilitate and organize partnerships that support shared services, leading to the well-being of families and young children. We provide ongoing training and support for early childhood professionals, empowering them with the tools and knowledge they need to excel in their roles.

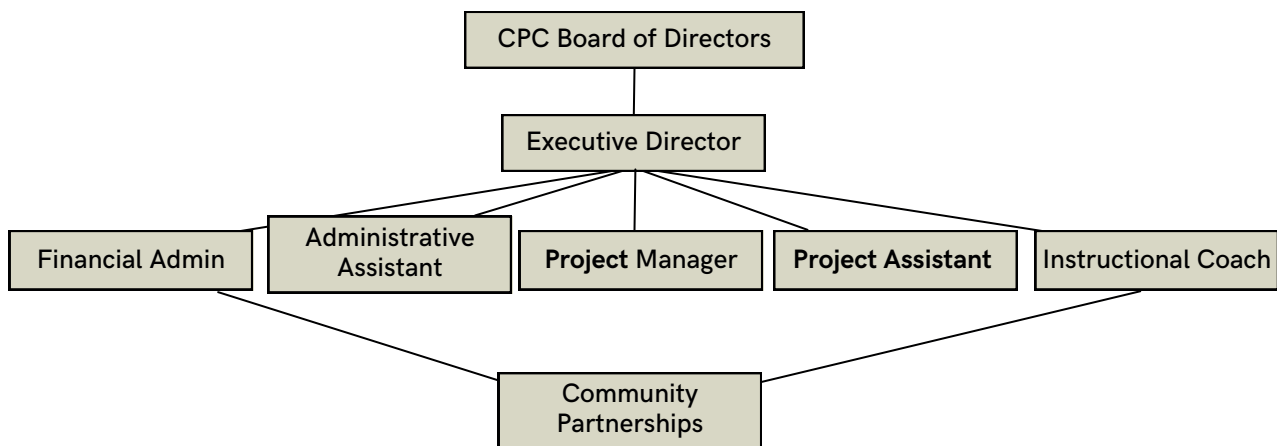
In addition, we actively engage in research to continuously improve our practices and outcomes. By staying informed about the latest developments in early childhood education, we can adapt and evolve our strategies to meet the ever-changing needs of Grant County's diverse families and communities.

Together, we are creating an inclusive environment where every child can flourish, and every family feels supported. Our commitment to excellence and equity drives us forward, inspiring hope and opportunity for the next generation.

# Section 1.2

## Organizational Capacity

Since 2003, CPC has cultivated and facilitated the development of a county-wide ECE Coalition, comprised of local providers and family, education, government, health care, non-profit foundations, and business leaders. In collaboration with the Coalition and other partners, CPC analyzes data, including community assessment results, indicators of success, and outcome measures to identify gaps between family needs and community resources, such as those proposed in the IFRC Business Plan. Coordinated efforts toward increased family and child well-being will be driven by data and aligned with CPC's Strategic Plan to increase quality of life and build healthy families, infants, and young children in rural Southwest NM communities.



### CPC Organizational Overview:

- **CPC Board of Directors:** A board of up to 11 members responsible for reviewing and approving strategic, financial, and operational plans, as well as fundraising efforts.
- **Executive Director:** Supervises the Imaginarium, the Family Resource Center, and the Exploratory Director.
- **Financial Administrator:** This role involves managing the financial operations of the organization, including budgeting, financial reporting, and ensuring compliance with financial regulations.
- **Administrative Assistant:** This position supports the daily administrative functions, such as handling phone calls, scheduling appointments, and maintaining records. The role requires excellent organizational and communication skills.
- **Project Manager:** The Project Manager oversees various projects, ensuring they are completed on time and within budget. This role involves coordinating with different teams, managing resources, and tracking project progress.
- **Project Assistant:** This role supports the Project Manager by assisting with project planning, execution, and monitoring. Responsibilities include administrative tasks, data collection, and communication with stakeholders.
- **EC Instructional Coach:** The Early Childhood Instructional Coach provides professional development and support to early childhood educators. This role involves coaching, delivering training, and collaborating with administrators to enhance instructional practices.



# Section 2

## The Imaginarium: A Family Resource Center, Children’s Exploratory, and Lending Library

The Imaginarium Family Resource Center, Children’s Exploratory, and Lending Library aim to impact the Grant County community in four ways:

1. As a ***Family Resource Center*** – A local hub where families can access vital resources,
2. As a ***Children’s Exploratory*** – An interactive museum that will provide opportunities for families to engage in hands-on learning activities with their children, and
3. As a ***Lending Library*** for families, caregivers, and educators.
4. As a contribution to the ***Economic Well-being*** of Grant County.



# Section 2.1

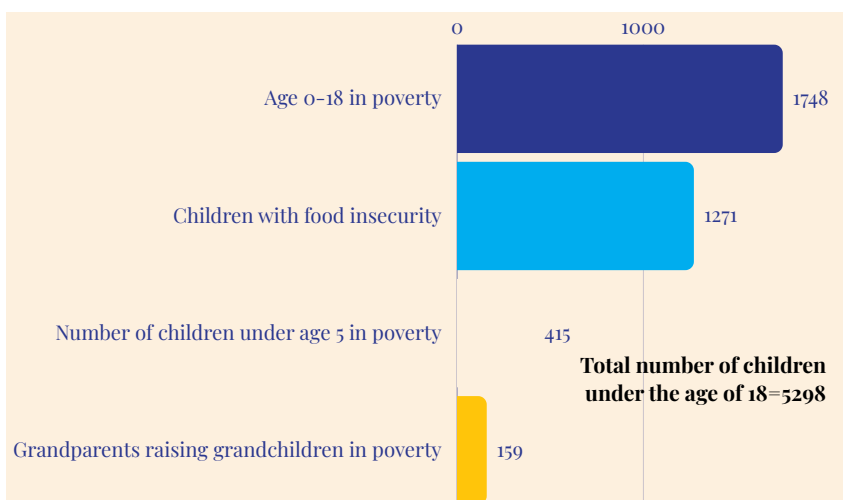
## IFRC: The Importance of a Family Resource Center

Across the U.S., family resource centers (FRCs) serve as local hubs providing assistance, services, and opportunities for families. They embrace a family-centered, strengths-based, and multi-generational approach, adapting to the unique needs and interests of the community. FRCs play a vital role in enhancing community connections, empowering families to collaborate and support one another for the well-being of children. ***Currently, Grant County does not have a central location where family services can be accessed.***

**The Grant County IFRC will provide a location for families to access a variety of services, including:**

- Childcare,
- Housing and food support,
- Employment opportunities,
- Caregiver education and training,
- Mental health support,
- Home visitation,
- Early intervention services,
- Crisis intervention services,
- And more.

### 2022 Grant County Data\*



- New Mexico ranks 50th in the nation for overall child well-being
- 33% of children ages 3-4 not in school
- 34% of children in Grant County live in a family with no parent employment

\*Source: *NM Voices for Children*

# Section 2.2

## IFRC: The Importance of a Children's Exploratory

A Children's Exploratory will benefit Grant County by providing unique indoor learning and play experiences for children and their families, leading to increased community engagement and child well-being.

### Education and Learning:

- Children's exploratory museums provide interactive, hands-on learning experiences for kids. They stimulate curiosity, creativity, and critical thinking.
- Research shows that children who visit museums during kindergarten have higher achievement scores in reading, math, and science by third grade.

### Community Engagement:

- Children's museums serve as community facilitators, bringing families together and promoting growth.
- Regardless of size or location, these museums excel in onsite and outreach programs, fostering community connections.
- Children's museums serve as community hubs, uniting stakeholders and contributing to neighborhood rejuvenation.
- Partners have access to a secure and safe location to provide services (e.g., early intervention services and home visitors) to families and incorporate museum resources into school curricula.

### Unique Experiences:

- The Children's Exploratory will
  - celebrate the rich cultural heritage of southwestern New Mexico. It will include topics like local seasons, mining, ghost towns, ranching, and history.
  - offer unique exhibits and programs that can't be replicated elsewhere.
  - provide a safe space for children and parents to build and foster positive relationships while learning and growing together.

### Designated indoor child-friendly spaces in Grant County

- McDonalds
- The rec center

### Outdoor child friendly spaces in Grant County

- Penny Park
- Gough Park
- Virginia Park
- Bataan Memorial Park

# Section 2.3

## IFRC: The Importance of a Lending Library

Many communities benefit from the services of a **Lending Library** offering a variety of hands-on resources for families, caregivers, and early childhood professionals. Lending libraries often include books, toys, and other materials aimed at a) promoting early learning, b) providing free or low-cost access to resources, and c) fostering a sense of community among members.

Lending libraries allow members to borrow and return materials for use in the home, school, or early childhood education, intervention, and care environments. They make it easier for families and professionals to access a wide range of books and educational materials, supporting children's development and preparing them for a successful school experience. Additionally, these libraries create opportunities for members to connect, share experiences, and learn from one another.

**Lending libraries deliver value to the community in the following ways:**

- **Promoting Early Literacy:** Lending libraries, especially those located in family resource centers, encourage parents to read with their children, fostering early literacy skills crucial for school readiness. These libraries may also provide age- and developmentally appropriate toys for parents and caregivers to try out at home.
- **Supporting Parenting Skills:** They provide a range of books and materials on various parenting topics, helping parents navigate different developmental stages and challenges.
- **Supporting Children with Special Needs:** Lending libraries can also provide resources for parents and caregivers of children with disabilities, plus local early childhood education providers, by offering books, strategies, learning materials (e.g., math manipulatives), and specific support information (e.g., sensory activities for children on the autism spectrum).
- **Supporting Professional Knowledge and Skills:** They provide a range of books and materials on various early childhood education topics, helping professionals learn new strategies and stay up to date on current, evidence-based practices.
- **Building Professional Networks:** Lending libraries can foster a sense of community among and between early childhood professionals, allowing them to connect with and share knowledge, materials, and resources to maintain quality education in the community.



# Section 2.4

## IFRC: The Economic Impact

The IFRC and Children's Exploratory project will not only stimulate the local economy but also improve community well-being. The Children's Exploratory will engage tourists who visit the area for various events and attractions throughout the year. Grant County is home to the stunning Gila National Forest, as well as numerous outdoor attractions and events, including but not limited to:

### Events

- Blues Festival
- Fiesta Latina
- Tour of the Gila
- Clay Festival
- Print Festival
- Chocolate Fantasia

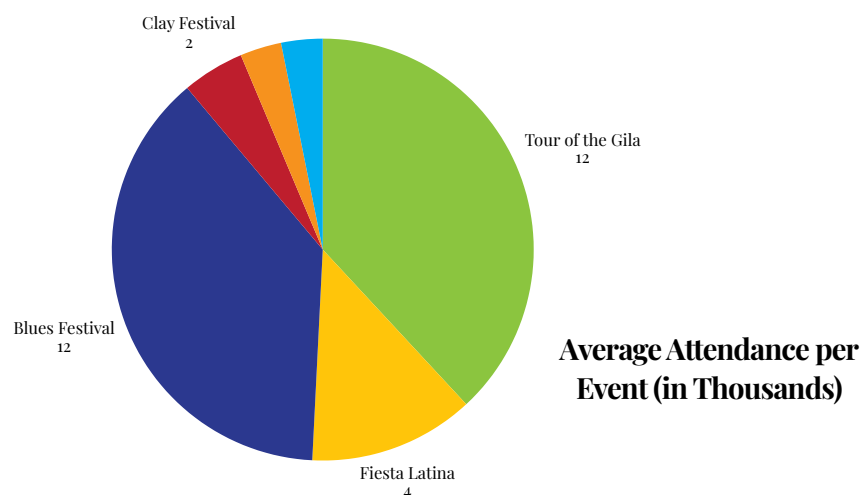
### Attractions

- Gila Cliff Dwellings
- The Cat Walk
- City of Rocks
- Fort Bayard
- Bill Evans Lake
- Bear Dam Lake
- The Mimbres Cultural Center
- Lake Roberts

### Direct Economic Impacts of the IFRC:

- Attracting more visitors to the region
- Contributing to the area's revitalization
- Encouraging visitors to extend their stay in Grant County
- Presenting a family-friendly community that draws families to relocate to Grant County
- Increasing the workforce by four new, part-time positions with the potential for more in the future

*We envision a community that prioritizes early play and actively participates in children's*



# Section 3

## Fulfilling Family Needs: The Family Resource Center

At the heart of the Community Partnership for Children's (CPC) mission is the commitment to ensure access to family services and early childhood education (ECE). The Imaginarium Family Resource Center (IFRC) seeks to enrich families and community members by promoting high-quality childcare and early learning experiences, supporting families, and fostering economic growth. IFRC staff will provide guidance and resources to help families select affordable ECE programs tailored to the needs of infants and young children.

The IFRC will serve as a central location and vital link to local family services, connecting families to essential community health resources and early childhood caregiver support. By streamlining access to these services, we aim to alleviate some of the burdens that families face and empower them to thrive.

One primary goal of the IFRC is family education and engagement. Family engagement relies on two-way, relationship-based interactions between families and early childhood professionals to share information and work together to build each others' knowledge and skills. The IFRC aims to empower families by

1. implementing model strategies that recognize families as decision-makers, trusted peers, leaders, and advocates for their children, themselves, and their communities, and
2. creating environments and structures that support communication and learning among families, early childhood, health, and other service providers through a variety of culturally responsive methods.

Methods employed to promote family learning and engagement will include a) *family-centered strategies* and b) *family-led strategies*.

- *Family-centered strategies* will include collaboration with other family-focused providers to expand outreach, promote welcoming, trauma-informed environments, and empower families as decision-makers.
- *Family-led strategies* may include connecting families to resources and developing peer-to-peer relationships, engaging in one-to-one consultation, and encouraging participation in needs assessment and family training opportunities.



# Section 3.1

## Fulfilling Family Needs: The Children's Exploratory

Another primary goal of the IFRC is to create a nurturing environment for children to grow and learn. The Imaginarium's *Children's Exploratory* will be designed to foster cognitive, physical, and emotional growth through fun and engaging learning activities. Children will have the chance to explore age-appropriate, interactive exhibits, including STEAM activities, to foster imagination and skill-building. Families will have opportunities to engage in activities with their children in a supportive, structured learning environment.

As part of the Imaginarium Strategic Plan, exhibits, activity centers, and resources including, but not limited to, the following topics will be offered and updated regularly:

- **Nature areas:** showcasing local bugs, animals, and plant life.
- **Real-life play stations:** replicas of various local shops like a vet's or dr.'s office, grocery store, diner, feed store, barn, bank, auto shop, fire or police station, hair salon, etc.
- **Climbing structure:** A structure that will be handicapped accessible, encouraging physical activity for all.
- **Art Area:** STEAM inclusive and engaging learning environment, promoting creative thinking and problem-solving skills crucial for a well-rounded education.
- **Sensory Sanctuary:** Area to explore the senses; textures, visuals, and audio, with *specially designed* activities for children who have specific sensory needs.
- **Play Coach:** An individual who will support positive interactions between families, caregivers, and children upon request.
- **Snack Bar:** Donations from the *Commons* local food bank will be available for free and snacks will be available for purchase.
- **Foam Block Area:** Activity center for children to explore large muscle movements in a safe environment.



# Section 3.2

## Fulfilling Family Needs: The Lending Library

The IFRC will provide a *Lending Library* with educational materials for families and childcare providers. The library will allow families to borrow books and learning materials for home use, fostering their children's development across environments. Early childhood education professionals will also have the opportunity to access new, developmentally suitable resources for early learning, along with materials geared toward their professional growth.

The primary aim of the Lending (or Resource) Library is to ensure that parents and caregivers of young children have access to age-appropriate materials and resources, enhancing their interactions with and education of their children.

The Lending Library will operate by:

- An inclusive membership structure and process.
- Terms and conditions for borrowing library materials and resources.
- Providing high-quality, developmentally appropriate materials and resources available in English and Spanish languages.

These materials will reflect a variety of cultures and approaches to supporting child development, ensuring they are sensitive and relevant to *all* children, including those with disabilities or other special needs.

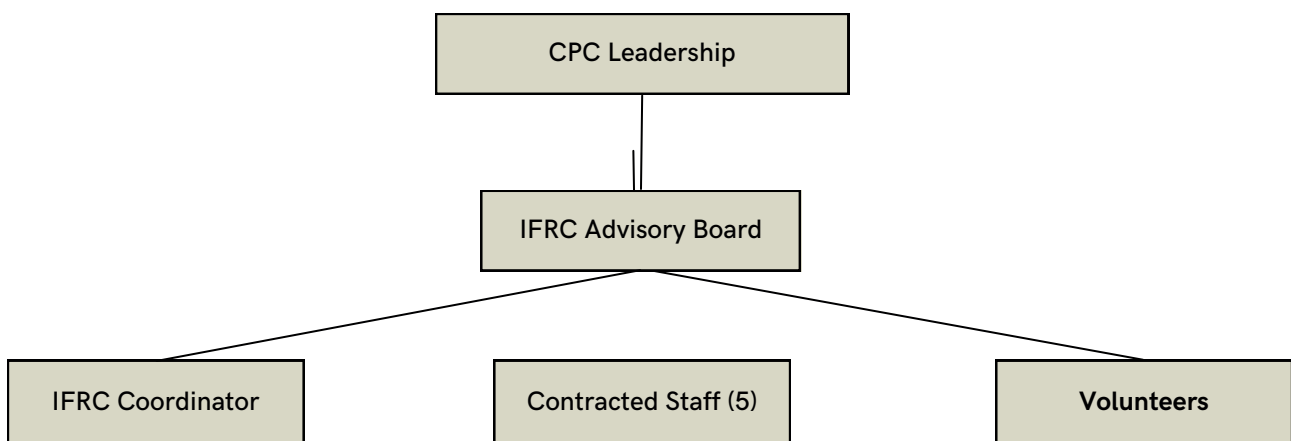




# Section 4

## IFRC In Action: Way of Work

The IFRC will increase opportunities and current supports to serve families directly while continuing to operate as an early childhood resource hub for the community. To ensure the effective operation of the IFRC, CPC will employ a dedicated team including an Executive Director, Financial Administrator, Project Assistant, IFRC Coordinator, and Hourly Staff. Each staff member will complete the requirements to become a *Certified Community Health Worker* and have specific roles to manage operations and deliver professional, high-quality support and services to families. Volunteers will be recruited from LINKS Partners, local high school programs, community organizations, businesses, and family and community members. All staff and volunteers will undergo background checks and training to guarantee a safe environment for children and families.



- **CPC Leadership**
- **IFRC Advisory Board:** Comprised of active volunteers responsible for fundraising, guidance, and mentoring for general operations and community outreach. Involves attending 10 meetings and dedicating 40 volunteer hours to Imaginarium annually.
- **IFRC Coordinator:** (To be established) Secures grants, makes purchase requests, aids in marketing, coordinates maintenance and staff. Also involved in developing programs, assisting hourly staff in performing daily tasks, and issue resolution. The Coordinator also oversees events and manages grants, volunteer lists, admission, and membership information.
- **Exploratory Contracted Staff:** Paid hourly to check-in attendees, assist families with resources, clean toys, and engage families in activities with their children.
- **Volunteers:** CPC has established a volunteer pool of over 50 individuals that we can utilize.
- **Training:** Staff will receive training on the following: admissions, operations, resources, and other caregiver-specific training.
- **Staff and Volunteers:** Will meet mandatory requirements such as background checks, plus First Aid and CPR certification.

# Section 4.1

## IFRC In Action: Key Features

**The IFRC will include the following key features:**

1. **Indoor Play Space:** Open daily from 10 AM to 7 PM, these areas will support child and family development.
2. **School Field Trips:** Scheduled for Thursdays from 9 AM to 1 PM, providing enriching experiences for students.
3. **Educational Workshops:** Designed for families, caregivers, and professionals to enhance learning and child development.
4. **Lending Library Service:** A financial benefit for families and professionals, reducing expenses on educational toys and materials.
5. **Parent Engagement and Education:** Involving parents in their child's development and providing opportunities to connect and engage with other families.
6. **Coordination of Resources:** Staff will be certified as Community Health Workers to assess family needs and connect them with the appropriate resources.
7. **Safe Space for Families:** Access to the museum will be restricted to adults accompanied by children unless prior arrangements have been made and protocols followed.

*CPC will maintain all its current services while moving to a bigger location and introducing a new direct service for the community.*



# Section 4.2

## In Action: IFRC Price Plan

**Family Resource Center Services:**  
Free to all community members

**Lending Library:**  
**Professionals:** Annual fee of \$50  
**Families:** Included in Exploratory Family Membership  
**Non-Members:** On site use of materials ONLY

**Children's Exploratory Memberships:**  
Includes unlimited admission to the exploratory exhibits, for one adult and one named child, with the ability to check out high-quality educational toys or materials from the Lending Library.  
*Adults must be accompanied by a child to enter the exploratory.*  
*Children must be accompanied by an adult to enter the exploratory.*

**General Daily Admission (single-day use):**  
*(does not include access to Lending Library)*

Non-residents: \$20

Grant County residents: \$5  
*(with a valid ID)*

***Children two and under get in free!***

**Monthly or Annual Membership:**

**Two-member Family: \$10/month or \$100/year**

*Includes unlimited admission for 2 people. 1 registered child and 1 registered adult, for one year.*

**Up to six Family Member Families: \$30/month or \$300/year**

*Includes unlimited admission for 6 people. At least 2 children must be registered and accompanied by an adult.*

**Party/Meeting Room Rental *(with a refundable deposit of \$100):***

**1/2 Day-\$100**

**Full Day-\$200**

The Exploratory will offer 50% reduced membership rates to individuals receiving public assistance.

A 25% discount will be offered to employees of sponsors that have entered into a long-term Imaginarium funding contract with CPC.

# Section 4.3

## IFRC In Action: Collaborative Partnerships

The Community Partnership for Children believes that our strengths and successes are a direct result of meaningful and effective relationships, with families considered as our foremost, essential partners. Collaboration with local and state communities, organizations, and agencies is also key to developing and sustaining the Imaginarium Family Resource Center (IFRC). Through collaboration and coordination with our network partners, CPC can identify local family needs and leverage state and local resources, across multiple systems, to reach specific and family-focused IFRC goals and outcomes.

Collaborative relationships developed to serve the IFRC are structured to represent two types of partnerships (which may overlap):

1. **Sustaining Partners:** Provide funding to support and sustain CPC's Strategic Plan goals and activities, including operational costs and program development.
2. **Community Partners:** Includes all Grant County Coalition and community members, who actively partner with CPC to implement the Strategic Plan goals and activities.



*All CPC networks are created to improve system, program, family, and child outcomes across Grant County's early childhood and family services.*



# Section 4.3

## Current and Potential CPC Network Partners

The Future Forge	Early Childhood Education and Care Department (ECECD)	Freeport–McMoran Town of Silver City
Local Artists and Sculptors Youth Mural Project & YCC	Home Grown Network for Children (HGNC)	The Commons
Expanding Your Horizons	Family Leadership Team (FLT)	Foam Frenzy
WNMU Business, Math, and Science Depts.		Food Basket Stores
Local Welders/Plumbers		Gila Regional Medical Services
Realtors	<b>Board of Directors:</b>	Grant County
Insurers	Brush Ashburn	State of NM
Gila Hike and Bike	Eloy Medina	Hidalgo Medical Services
Bike Works	Jessica Martinez	Hurley Store, LLC.
Silver City Mainstreet Project	Misty Pugmire	Katie Ormand Photography
Silver City Exploratory	Romeo Cruz	Kneeling Nun Mercantile
Silco Theater	Kevin Cardoza	Little Toad Creek
Downtown Businesses	Cari Lemon	M&A Bayard Cafe
CNM	Erin Meeks	Morning Star
Dollar General	Vicki Barnitt	PNM
First American Bank		Roxy's
	<b>LINKS :</b>	Silver Advantage Real Estate
	Amplified Therapy	Silver C. Gillian Law LLC
	Cobre Consolidated School District	Silver City Food Co-op
	Silver Consolidated Schools	Silver City Moose Lodge 1718
	El Grito Early Learning, Inc.	State Farm JP Saari
	Foy Day Care–Cobre Schools	Taste of Vegas
	NMCHI	The Patio Restaurant
	Literacy Links	W&N Enterprises, Inc
	Big Brothers Big Sisters	Western Bank
	4H	Cassie Health Center
	Guadalupe Montessori	Catman Sportswear
	His Kidz Learning Center–Deming	
	Keiki Care	
	Let The Children Come	
	Lil' Ones	
	Little Angels–Lordsburg	
	Silver Consolidated School District	
	Silver Scholars	
	WNMU Child Development Center & Growing Tree	
	Infant/Toddler	
	Village of Santa Clara	
	City of Bayard	

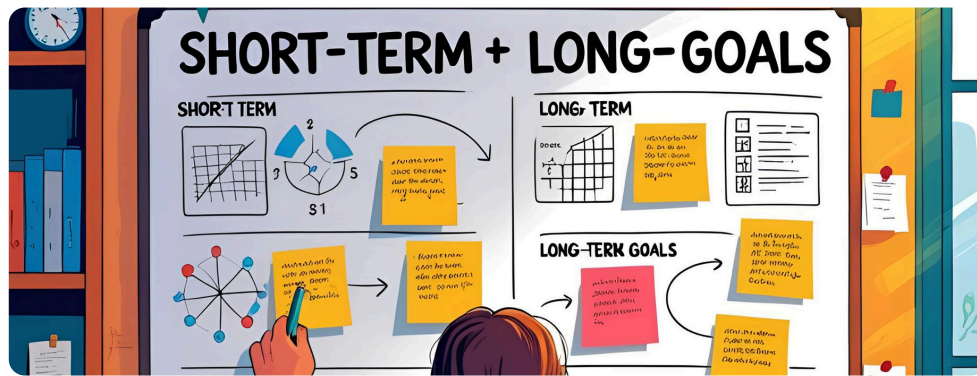
# Section 5

## IFRC: Measuring Impact Outcomes

### Intended Outcomes:

The IFRC is poised to have a transformative impact on Grant County families. By providing access to early childhood education and family resources, CPC aims to strengthen family connections and promote lifelong learning for children. We expect to serve over 15,000 people each year, making a significant difference in the lives and well-being of children and families in the region. The IFRC will help families achieve positive outcomes through evidence- and community-based methods of family support, including universal access, respect for diversity and culture, and family-centered approaches that foster well-being and success.

CPC will develop evaluations with indicators that demonstrate how quality family support programs have led to both **short** and **long-term** positive outcomes for children and families. For more information, see the *Evaluation Metrics* on pages 19 and 20.



Short-term outcomes will be achieved within a relatively short time frame, such as weeks or months, while long-term impacts require more time and engagement, typically spanning years. Long-term outcomes will be achieved as the IFRC implements all phases of the Business Development Plan while sustaining support and services over time. Data collected regarding long-term effects will provide a roadmap for the future, while short-term effects serve as stepping stones to achieve those larger objectives as follows:

### Short-Term Outcomes:

- Increase in early childhood enrollment for children ages 0–5 (center- and home-based),
- Increase in positive attitudes of parents toward schools and service providers,
- Improved knowledge, understanding, and application of parenting and child engagement skills,
- Increase in access to and use of family social support services and community connections,
- Increase in family engagement in community and school events,
- Increase in communication and interaction with schools and community resource providers, and
- Increase opportunities for families to engage in experiential learning activities.

# Section 5

## IFRC: Measuring Impact Outcomes, cont'd.

### Long-Term Outcomes:

- Increased rate of access to and enrollment in quality childcare programs (center- and home-based),
- Increased access to and use of family-community resources,
- Improved parenting and child-engagement skills,
- Reduced rate of insufficient, basic family needs (e.g., food, housing, clothing, healthcare, financial support),
- Reduced rate of children entering the child welfare system,
- Increase in rate of engagement with social support and family resource providers,
- Increased rate of positive outcomes related to child health, social, and emotional well-being factors,
- Increased Imaginarium participation of families living in mining, frontier, and other rural and unincorporated districts, and
- Increased awareness of the needs of families and young children by community providers and schools.

***By capitalizing on family strengths and providing prompt and convenient access to resources, the Imaginarium Family Resource Center (IFRC) will create an environment that encourages families to acquire, maintain, and contribute their skills across family, school, and community environments.***



# Section 5.1

## IFRC: Measuring Impact Outcomes– Evaluation Metrics

Tracking social impacts for the Imaginarium will involve assessing the effects of our activities on community and individual well-being.

To measure the effectiveness of the IFRC, the Community Partnership for Children (CPC) will develop and implement a structured evaluation process to measure a) program performance and b) family and child outcomes. Success will be measured by specific benchmarks, aligned with a framework of identified goals and objectives developed to determine results based on the short- and long-term **Intended Outcomes** noted on pages 16 and 17.

### **Program performance measures will include...**

- Attendance rates (for family services and children’s Exploratory),
- Membership growth,
- Demographics and target populations served,
- Member satisfaction regarding services and lending library,
- Revenue generation and fiscal soundness, and
- Other funding-specific requirements.

### **Family and child outcome measures will include participation rates and satisfaction of the following specific services, plus the practical application and impact of these services on family and child well-being.**

- Parent education (classes, support groups, peer-to-peer),
- Child development activities (play and exploratory learning, Mommy & Me),
- Resource and referral (links and support to access community resources and services),
- Peer-to-peer support (support groups, mentoring), and
- Drop-in opportunities for confidential conversations, professional consultation and support, and community connections.

All of the above indicators will be measured to assess program performance and the impact of IFRC services on families and their young children and will employ a variety of methods, including...

- a database software program designed to measure specific performance targets, such as the *Measurement of Exploratory Social Impact (MOMSI)*.
- feedback and data collected through...
  - Pre- and post-surveys (web-based and paper),
  - Focus groups, and
  - Direct interviews with families and community members.

# Section 5.1

## IFRC: Measuring Impact Outcomes- Evaluation Metrics, cont'd.

Family and child impact measures will be aligned with a framework of the identified intended outcomes/goals and objectives, and data will be collected to determine results for the above expected short- and long-term family/child outcomes. Following is an *example* of the short- and long-term IFRC Evaluation and Performance Metrics:

Imaginarium Family Resource Center Evaluation and Performance Metrics <i>EXAMPLE</i>			
Short Term Outcomes	Alignment with Funding Source	What does success look like?	How will we measure it?
1. Increased early childhood enrollment for children aged 0-5 (center- and home-based)	Ex: Increase school readiness for children.	More children aged 0-5 are annually enrolled in quality home- or center-based ECE programs.	Annual enrollment data from all local home- and center-based ECE programs
Long Term Outcomes	Alignment with Funding Source	What does success look like?	How will we measure it?
1. Increased access to and use of family-community resources	Ex: Increase child and family well-being outcomes for underserved populations.	Opportunities to access learning materials for child and family education and wellnessAccess to community resources via in-person and web-based systems	Number of individuals accessing resources (physically and virtually) at the IFRCFrequency of Lending Library usageFamily self-reporting of resources used, including satisfaction rates

*The IFRC's annual impact data will be reported to the community in CPC's Annual Impact Report and published on web-based and print media.*



# Section 6

## IFRC Marketing Plan



The target market will be considering all demographic factors such as the age range of children (typically 2-12 years old), the educational background of parents and caregivers, household income, and cultural diversity.

The Imaginarium will modify and customize the exhibits, programs, and marketing approaches to better suit the needs and interests the population. Taking into consideration the insight will also be valuable for future decision-making and expansion initiatives.



### Marketing Strategy

### Specific Tactics

#### Word of Mouth

- Request feedback from community members
- Regular networking in town and at local events
- Exposure through partners and other passive revenue streams
- Lending Library accessible to those with a membership
- Offer route to the site from Corre Caminos

#### Digital Marketing

- Strategic social media posting
- Develop a user friendly website and software access
- Email/Text campaigns targeting SC market segments

#### Incentive Based

- Free caregiver education training
- Free onsite Early Childhood Coach
- Strategic pricing that fits the local market

#### Satisfied Members

- Pre and post surveys
- Open and accepting environment for members
- Commitment to maintaining a safe space people want to be on a regular basis
- Quality materials with a well developed exhibits to choose from



# Section 7

## IFRC: Journey to Success–Implementation Timeline

Through established partnerships (see Section 4.3), CPC will achieve the following objectives, outlined in each of the following Phase 1, 2 and 3 activities. A detailed Action Plan for each phase will be developed to ensure appropriate resources are in place including personnel, funds, and materials; and that objectives and timelines are met.

### Phase 1: 2025–2026

The initial stage of the project involves acquiring and renovating a building, and integrating materials into the Imaginarium Family Resource Center/Exploratory (IFRC).

The IFRC team will be developed and will meticulously plan each step, implementing an experiential learning environment and curating exhibits to engage visitors.

Prior to the grand opening, finishing touches will be added and preview events held; then the IFRC/Exploratory will open its doors to the public.

### Phase 2: 2026–2027

The IFRC/Exploratory will offer a variety of interactive exhibits, workshops, and programs to inspire creativity in young minds.

It will feature a science lab, art studio, and a miniature city for role-playing careers. Resources for parents and caregivers will support family and child development.

Additionally, community engagement activities are planned to promote learning and fun, encouraging a love for discovery and family connections.

### Phase 3: 2027–2028

The IFRC/Exploratory will launch the *Lending Library* for families and providers.

This initiative will provide a robust collection of educational resources, toys, and learning materials that can be borrowed, ensuring that every child has access to high-quality educational tools.

The library will also offer workshops and training sessions for both families and educators, fostering a community of learning and support.

The IFRC/Exploratory will expand services to the mining district and surrounding rural communities by developing mobile support systems tailored to their needs.

Initiatives include caregiver education, parent resources, support groups, and a mobile Exploratory museum to foster child development, enhance quality of life, and further sustain the IFRC/Exploratory .

Environmental stewardship is prioritized to ensure economic benefits while being ecologically responsible, aiming to leave a positive legacy for future generations.

# Section 7

## IFRC: Journey to Success-Implementation Timeline

### Phase 1 Step by Step — 2025-2026:

- Acquire a building, work with an architect to develop a blueprint, obtain permits, create and utilize a project tracker, identify contractors and volunteers to complete assigned work, and begin renovations.
- Curate and strategize exploratory exhibits driven by early childhood development and family-centered core competencies.
- Complete a staffing plan, interview and train new hires, engage volunteers, and create work schedules.
- Acquire the appropriate software for a lending library, memberships, evaluation, and security.
- Develop and obtain the necessary materials and furniture.
- Execute exploratory exhibits and curriculum.
- Create a marketing plan and advertise the IFRC throughout Grant County.
- Implement the plan of action for core and comprehensive services as well structured evaluation processes.
- Plan and schedule a grand opening.



# Section 7

## IFRC: Journey to Success–Implementation Timeline

### Phase 2 Step by Step — 2026–2027:

- Continued development of all IFRC resources and services, including access to childcare, healthcare, mental health services, parenting skills, child abuse and neglect prevention, parent leadership opportunities, housing, food, and other community services.
- Evaluate, update, and renew the IFRC exhibits, lending library, and family resources to best fit the needs of the community and align with current resources.
- Continue efforts to secure additional funding.

### Phase 3 — 2027–2028:

- Explore opportunities to rent the IFRC for community events.
- Develop and implement new workshops and seminars to support family engagement and home-based cognitive and emotional development for young children.
- Create a plan and budget to expand services to the Mining and Frontier districts in Grant County through the development of a mobile IFRC.
- Conduct fundraising to implement all aspects of the mobile IFRC costs.
- Provide mobile IFRC services to all Grant County families and schools.





# Section 8

## IFRC Financial Plan: Funding Needs

To bring The IFRC to life, CPC is requesting \$400,000 in funding. This funding will cover essential startup costs, building upgrades, and administrative expenses. The breakdown of these costs includes \$200,000 for startup expenses (i.e., program management software, computer equipment, and exhibit supplies), \$100,000 for necessary building upgrades, and \$100,000 for administrative costs, including contracted staff and utilities.

The projected annual operating costs for the IFRC are estimated at \$350,000. This budget will include staffing costs, materials and supplies, operational expenses, marketing efforts, and building maintenance. Revenue will be generated through memberships, event space rentals, and other funding sources such as grants and donations. It is estimated that the IFRC will generate annual revenue of approximately \$800,000 for the first two years.

**As of May 2025, CPC has requested funds for specific start-up and annual operational costs from the following funding sources:**

- *Grant County Government:* Donation of a county-owned building (rent-free) plus annual maintenance and utility costs.
- *Freeport McMoRan:* Financial support from Freeport McMoRan for the start-up cost of the project and annual allocations for the IFRC operational costs.
- *Town of Silver City:* \$60,000-\$100,000 annually for the IFRC operational costs.
- *Towns of Hurley, Bayard, Santa Clara:* \$20,000-\$40,000 annually for the IFRC operational costs.

### Association of Children's Exploratory's Estimated Annual Cost (per size of Children's Exploratory)

Size	Total Operating Expenses	Building Size	Annual Visitors	Staff
Small	Less than \$488,000	Less than 12,000 sq. ft.	Less than 50,000	Less than 14
Medium	\$488,000-\$2.3 Million	12,000-44,000 sq. ft.	50,000-148,000	14-41
Large	More than \$2.3 million	More than 44,000 sq. ft.	More than 148,000	More than 41



# Section 8.1

## IFRC Financial Plan: Start-up Costs

<b>Annual Operational Expenses</b>	<b>\$400,000</b>
<b>Staff</b>	<b>\$300,000</b>
<b>Marketing and Advertising</b>	<b>\$10,000</b>
<b>Background Checks</b>	<b>\$500</b>
<b>Janitorial</b>	<b>\$2,500</b>
<b>Security Plan</b>	<b>\$5,000</b>
<b>Lending Library Software</b>	<b>\$4,000</b>
<b>Management Software</b>	<b>\$5,600</b>
<b>Website</b>	<b>\$2,500</b>
<b>WIFI Broadband</b>	<b>\$ 3,500</b>
<b>Utilities</b>	<b>\$11,200</b>
<b>Insurance</b>	<b>\$ 4,000</b>
<b>Quickbooks Accounting</b>	<b>\$ 1,200</b>
<b>Exhibit Supplies</b>	<b>\$20,000</b>
<b>Remodel</b>	<b>\$20,000</b>
<b>Snack Bar</b>	<b>\$10,000</b>

# Section 8.2

## IFRC Financial Plan: Annual Operating Costs

Annual Operational Expenses	Total: \$350,000	Current need: \$200,000 to operate CPC only
Staff	\$300,000	
Marketing and Advertising	\$2,000	
Background Checks	\$500	
Janitorial	\$2,500	
Security Plan	\$5,000	
Lending Library Software	\$1000	
Management Software	\$1000	
Website	\$600	
WIFI Broadband	\$2000	
Utilities	\$6,000	
Insurance	\$ 4,000	
Quickbooks Accounting	\$ 350	
Exhibit Supplies	\$20,000	
Snack Bar	\$5000	

# Section 8.3

## IFRC Financial Plan: Estimated Annual Revenue

### Imaginarium

#### Financial Outlook (memberships and usage revenue)

Year	2025	2026	YOY change
Potential Revenue	\$675,000	\$843,750	25% increase
Estimated Expenses	\$400,000	\$328,000	-18% decrease

**\*Grant County, NM Population Estimate in 2023- 27,472**

**Under 18- 17.8% or 4890**

### Estimated Annual Memberships

Family Size	Number of memberships	Cost per membership	Total Revenue
Families with 2 children	estimate 500 people	\$100	\$50,000
Families with 6 children or more	estimate 1750 people	\$300	\$525,000
Families receiving 50% off	estimate 3446 families	\$50	\$172,300
Party Rentals	estimate 500 rentals	\$200	\$100,00

*\*Source: uscensus.gov*

# Section 9

## Community Voices

Picture a young child entering a toy store, free to play with any toy or read any book, then choose one to take home—a child's paradise! Through the *Children's Exploratory* and *Lending Library*, this dream can become a reality for many children in Grant County.

By providing nurturing environments for children to learn and play, they gain essential educational experiences and access to diverse learning materials.

Beyond teaching children the value of sharing and taking care of a shared resource, we also assist parents and caregivers in actively participating in their child's education within the engaging spaces of our Children's Exploratory.



# Section 9

## Community Voices

**Out of 258 Grant County community members surveyed, 100% were in support of the *Imaginarium (IFRC)* initiative.**

### Testimonials

“We are in desperate need of something like this. In a time when addiction rates are on the rise and domestic abuse is prevalent, our families need an outlet.”

Anonymous

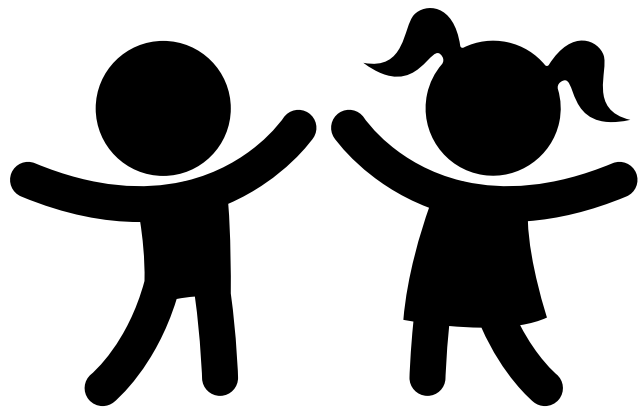
“I think it would be beneficial to have special educational programs and workshops for children of different age groups. Also, partnerships with local schools and community organizations could enhance the reach and impact of the center. Moreover, having a dedicated area for interactive exhibits that change periodically would keep the experience fresh and engaging for visitors.”

Anonymous

“It is very valuable and meaningful to establish a children's museum. Children's museums can provide children with an opportunity to get close to history, science, art and culture, and stimulate their curiosity and imagination. Through interactive exhibits and educational activities, the Children's Exploratory helps children learn and grow in a relaxed and fun atmosphere. Furthermore, children's museums can complement home and school education and promote interaction and communication between parents, teachers and children. In a word, the establishment of children's museums will play a positive role in promoting children's comprehensive development and education.”

Anonymous

***Out of 258 surveys, 160, or 62% of the participants said they would support by volunteering.***

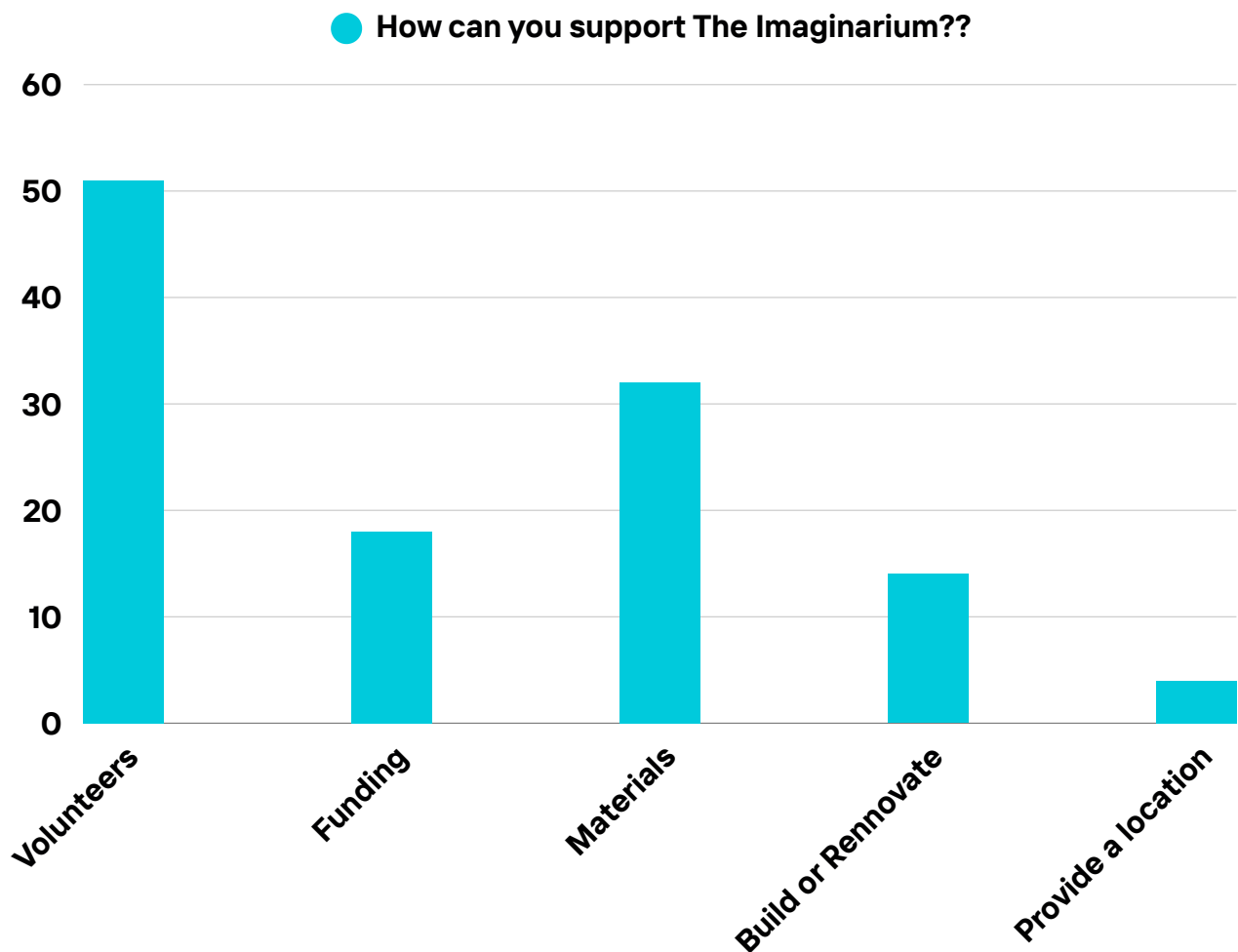




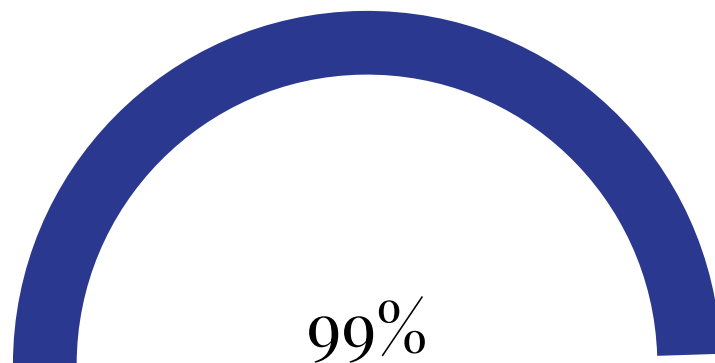
# Section 9.1

## Community Support Survey Results

*Out of 258 individuals surveyed:*



*Will this benefit the community?*



■ = YES

# Where Gila Waters Flow, Little Dreams Grow!



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