

ANNUAL REPORT | 2021

GROWING TOGETHER

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# Hello!

The idea for a Children's Museum in Laredo began in the 1980s as the late Cecilia Martinez Claflin, curator for the Nuevo Santander Museum, saw the need for a place where children learn with hands-on experiences versus the traditional exhibit behind glass model. She researched the concept together with a group of educators and concerned citizens established goals that would determine the direction and feasibility of such a museum. The museum incorporated on November 26, 1990 and applied for and received a 501c (3) non-profit educational institution status. The Laredo Children's Museum officially opened its doors on September 11, 1991.

At the heart of our operations is a simple goal: to provide opportunities for children and families to engage in the creative process when learning about the world around them. The exhibits we host and the daily programs we present underscore our philosophy that creativity and critical thinking spark the curiosity necessary to become a lifelong learner and develop in children the skills they need to tackle the complex problems they will face in the next century.

The Imaginarium of South Texas is Laredo's only children's museum and informal science center, and continues to provide exhibits and programs that focus on Science, Technology, Engineering, Art, and Mathematics (STEAM).

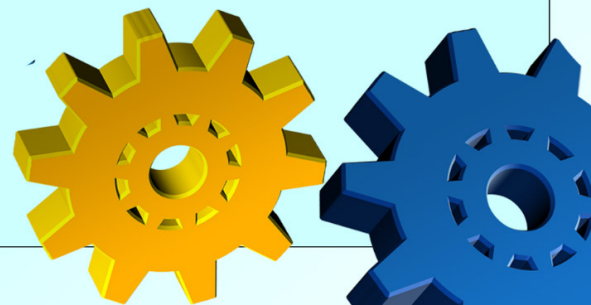
In the 14 years since relocating to Mall Del Norte in February of 2007, the Imaginarium of South Texas has welcomed over 500,000 visitors to its facility. We are so grateful to our community, patrons, and generous donors for helping the Imaginarium of South Texas continue to grow and develop into an exciting experience for kids and families.

We look forward to growing together with you.

*Nora E. Murillo*


Executive Director, Imaginarium of South Texas  
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## OUR MISSION



The mission of the Imaginarium of South Texas is to provide a bi-cultural, creative learning experience to local and out-of-town families primarily through hands-on exhibits that nurture individual sense of inquiry and that



## OUR VISSION



The Imaginarium of South Texas envisions expanding and enlarging our facility to continue to provide services that meet its mission of providing the model for creative learning experiences that build confidence in children and the adults in their lives.



## OUR PHILOSOPHY

We believe that children learn best by doing.

We are dedicated to making visible the way children imagine, design, invent, and create when given intelligent materials, including the tool of arts and sciences.

# BOARD & STAFF

## Board President

Hector J. Perez

## Board Vice President

Orlando Zepeda

## Past Board President

Anna Laura Cavazos Ramirez

## Board Executive Committee

Juanita Lira - Sergeant at Arms

William B. Green - Co-Treasurer

Lisa Rogerio - Co-Treasurer

Oscar Castillo - Board Secretary

## Board Members At Large

Dr. Juan Lira

Dr. Julio Madrigal

Lisa Paul

Gilbert Almaraz

Fernando Flores

Beckie Palomo

## Executive Director

Nora E. Murillo

# Our EXHIBITS

All of our exhibits include:

- \* Top-notch educational, marketing and installation materials
- \* Responsive support from experienced staff
- \* Graphics presented in English and Spanish



**T-Rex**— Step into the past as you tour the new Dinosaur exhibit. Follow the large carnivorous Tyrannosaurus Rex and examine the jaws and teeth of meat eaters. The animatronic Dinosaur model and exhibit was generously donated by: City Of Laredo Councilmember, Roque Vela Jr., The Guadalupe and Lilia Martinez Charitable Trust, Hurd Enterprises, and an anonymous contribution.

**Toddler Area** – Children can clamber over boulders and play with soft foam blocks in all shapes and sizes in a manageable area to give our youngest visitors the confidence to explore at their own pace. Generously donated by the Women's City Club.

**H-E-B Kid's Market**— An interactive play grocery store modeled after a real H-E-B store. The permanent exhibit teaches kids about nutrition, healthy eating, money matters and imaginative play. Generously supported by our H-E-B partners.



**Safari Zone** – Children can embark on a journey to learn all about the variety of exotic reptiles, amphibians, and arachnids. Our young visitors are allowed an opportunity to have hands on experiences with a vast variety of animals and insects that they would otherwise not have a chance to study.



**Touch Screens**— Designed to engage children ages 5-12 in math and science and encourages them to brainstorm in order to find creative solutions to problems through a variety of games. Generously donated by BBVA Compass and the Hurd Enterprises.

**Pin Screen**— The pin screen invites children to create works of art by safely pressing their arms or hands onto the board of plastic pins.



**Stuffee**— Stuffee is the Imaginarium's one of a kind health ambassador! Stuffee teaches children the functions of the human body, the importance of eating healthy and fitness. Stuffee is on public display, but is also used for camps and special presentations!

**Tech Zone**— In this zone, children learn by creating, exploring, and engineering with Construction Junction, an exhibit donated by the Women's City Club in 2014. The very popular "Gears and Spheres" exhibit bring children and visitors a fun mechanical experimentation.

**Brackitz Station**— Brackitz inspire imagination and creativity with their unique, connect-anywhere planks. Children can create 3D structures that can range from small to big, simple, and complex using the Brackitz station!



United  
Way



# SPONSORED FIELD TRIPS



# CONTRIBUTIONS

Grants & Donations from January 1, 2021  
to December 31, 2021



**GRANTS & DONATIONS UP TO \$200,000**

- Anonymous Donor



**GRANTS & DONATIONS UP TO \$50,000**

- Rio South Texas Education & Community Development  
Foundation



**GRANTS & DONATIONS UP TO \$15,000**

- Guadalupe & Lilia Martinez Foundation  
- H-E-B



**GRANTS & DONATIONS UP TO \$10,000**

- City of Laredo Third Party Grant  
- Webb County Third Party Grant



**GRANTS & DONATIONS UP TO \$6,000**

- AEP Texas  
- Hurd Family Charitable Foundation  
- Laredo Area Community Foundation  
- United Way  
- William B, Green  
- Women's City Club







# 2021 Programming

At the Imaginarium of South Texas, our programs are designed to offer a diverse array of public educational activities that incorporate joyful art, exciting science demos, nature exploration, fun exercise and challenging engineering workshops for children ages 0-12.

Our programs, generously supported by City of Laredo & Webb County 3rd Party Funding aim to engage and excite children and families with hands-on fun. All of our activities combine investigation with a range of intriguing materials to allow for self-directed learning and personal creativity.



# IMPACT IN 2021

**JANUARY 1, 2021 TO DECEMBER 31, 2021**

The Imaginarium of South Texas welcomes visitors who come from near and far. Impacting thousands of children, families and schools with each growing year.

**OVER 15 BIRTHDAY PARTIES WERE CELEBRATED!**



**OVER 1,000 COMMUNITY SERVICE HOURS**



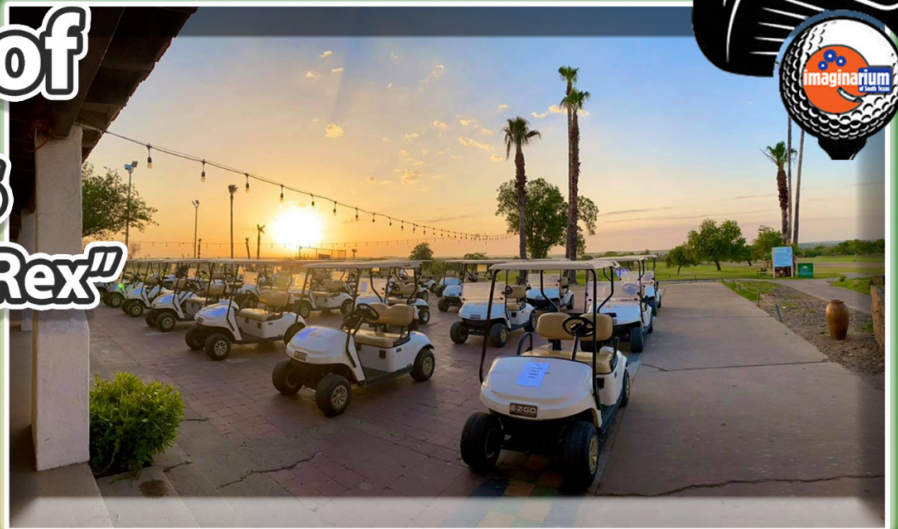
**20,000**

**VISITORS**



**OVER 500 BOOKS GIVEN TO STUDENTS**

# Imaginarium of South Texas "Tee off with Timmy T-Rex" Golf Tournament At the Casa Blanca Golf Course



Family Chevrolet, H-E-B  
and Patria International Office Supply



"Tee off with Timmy T-Rex" Golf Tournament took place on April 24, 2021. With the strong commitment of our golfers and sponsors helped us develop our mission; to provide a bi-cultural and creative learning experience to families in South Texas through hands-on exhibits that nurture an individual sense of inquiry and that inspire a focus on STEAM (Science, Technology, Engineering, Art and Math).





# EMPOWERING

# CHILDREN

At The Imaginarium of South Texas, we encourage children to take lead in their own learning. Our exhibits and our programming extend opportunities for self-expression, choice and creative control during a museum visit.

# EMPOWERING FAMILIES

This year, The Imaginairum of South Texas offered a variety of drop-in programming, enrollment courses and camps designed to empower children while introducing families to learning experiences, exploration, art, culture, and science.





Thank you.

Thank you all for  
an incredible year!

We are proud to report that we are achieving while maintaining healthy financial stability. The Imaginarium of South owes our success to the commitment of our wonderful board, generosity of our donors, dedicated staff, our volunteers, and all the members, visitors, teachers, parents and children who walk through our doors to explore and imagine with us.

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