

## McAllen Heritage Center – 2018 Highlights & Accomplishments

*A celebration took place all year for our 10<sup>th</sup> year anniversary!*



- MHC commemorated 10 years in service to our community since we opened our doors in June 2008. In conjunction with our anniversary, we developed the new logo seen above and we revamped our museum website in order to make it more inviting and user friendly. MHC was the major sponsor of the McAllen Chamber of Commerce Good Day Luncheon in June where we were able to present our story before a huge audience of McAllen business and community leaders. The City of McAllen honored us by presenting us with a 10<sup>th</sup> Anniversary Proclamation at their City Commission meeting on June 11, 2018. During the year, we developed a new fundraising strategy, a video tour and new ad campaign which we plan to introduce in 2019 along with a museum grand re-opening! Please continue to support our efforts!
- The McAllen Chamber of Commerce featured MHC on the cover of their magazine in March 2018 along with a feature story and photos of our board members inside the issue!
- MHC held two significant fund raising and “awareness-raising” events for the museum again with our participation in the 2018 “Fiesta de Palmas” (formerly known as PalmFest Folk life Celebration) which was the 13th anniversary of the festival held in September 2018 and visited by approximately 32,000 attendees! Our 2018 Chuckwagon Dinner which has been held “off premises” since 2014 when we partnered with Tony Roma’s of McAllen has proven a hugely successful endeavor! We will continue to seek and maintain community sponsors and partnerships. Thank you again to our supporters of both events!
- Over 5,800 visitors came into the museum during the year representing various countries along with US states and Texas cities.
- LEADERSHIP- MHC founding board member and Past President, Elva M. Cerda continues to serve in the position of Managing Director. She is in her office at the museum during regular hours of operation during the week or by appointment. Elva has been a driving force in our success and will continue to handle financial operations and the general management of the museum. Spud Brown, another founding board member serves as museum historian, handles our museum tours as well as attend to various projects at our facility.
- MHC enjoyed the services provided by our long term volunteers and our staff. Mr. & Mrs. Maynard Kreidler, long term volunteers assist us as possible but continue to remain on sabbatical. Virginia Hall is our ongoing newspaper archivist and she continues to do a fine job for us.
- The City of McAllen donated the auditorium seats from the McAllen Civic Center after it was demolished. MHC developed a permanent exhibit with some seats as well as a portion of the theatre flooring to commemorate the important history of the McAllen Civic Center. We will work to develop a new exhibit about the Civic Center’s history soon.
- Our Mother’s Day outdoor Concert last May was another success with our visitors enjoying traditional serenatas followed by a reception inside the museum.
- The “Artists Corner” committee selected the “Block Art Prints of McAllen Icons” for display. That art work was donated by local UT professor and artist Benjamin Martinez depicting 25 McAllen buildings and leaders of our city. The display will run through Spring of 2019 when a new artist will be selected.
- Throughout the summer months, Saturday’s were dedicated to our younger visitors with watercolor classes, collage making classes, coloring table and the Kids Book Nook. Book donations have kept our Kids Book Nook shelves full!
- Our museum area at PalmFest held the first weekend in September 2018 was a big hit...we displayed McAllen history in chronological order and had McAllen High School yearbooks for viewing! Of course, our Lonesome Dove stage was very popular with local musicians providing entertainment throughout the weekend. We estimated at least 4,500 visitors came by the display area during the festival which is a wonderful accomplishment!

Venue	Monday
10:00 am - 5:00 pm	10:00 am - 5:00 pm
Sabado	Saturday
10:00 am - 5:00 pm	10:00 am - 5:00 pm
Dominon	Sunday

- In late fall, MHC hosted a booth at the **Welcome Home park managers Expo** held at the McAllen Convention Center where we were able to meet with attendees and talk about our museum and tours availability. Tours increased significantly this year and we will work to continue to bring in those visitors!
- MHC worked diligently with City Staff towards the commencement of our restroom **remodeling project** which is funded in part by a grant we secured from the Heritage Foundation of Hidalgo County and the City of McAllen Development Corp! The project will result in about 625sf of added exhibit space. **Roof repairs** were also completed in mid 2018 again through a grant secured from The Heritage Foundation of Hidalgo County.
- The **McAllen Federation of Women's Clubs** presented us with the endowment check in early 2018! The endowment is a substantial amount which will generate interest payments for our operations. The club will be closing in early 2019 and we are extremely grateful for being the chosen recipient. They also made a smaller grant donation in mid 2018 to fund our "lighting of the cases" project.
- **We completed our lighting project in late fall** which has resulted in much more beautiful and well lit displays for our visitors to enjoy. This was a long term project and the funding received from the McAllen Federation of Women's Clubs assisted us in meeting the cost of the project. Kudos to Spud Brown for his hard work with the installations. In late 2018, we also added much needed electrical boxes to help us light up the chronological displays that tell the story of early McAllen.
- MHC was proud to be awarded a grant through the **Raul Tijerina Foundation** in late 2018! This was our first grant application submission to the Foundation and we were very pleased to receive approval. Funding will go towards collection maintenance and accessions!
- "La Tiendita", our museum gift shop which opened in February 2013 continues to bring additional revenue for the museum's benefit. Inventory includes varied items for purchase such as historical books, DVDs, artifacts, MHC tee shirts, Palm hats and head bands and bookmarks, commemorative Christmas ornaments, decorative hats and artful post cards. Door donations have also been very successful as we continue to maintain a free admission policy.
- Our "Oral History" project continues to move forward slowly. To date, we have completed three oral history DVDs. We look forward to working with the City of McAllen Cable Network (MCN) to complete many more histories during 2019. The website hosts the application for anyone interested in providing us their memories of McAllen.
- Our **BACK TO SCHOOL free school supplies** give away during August 2018 was a great success...MHC donated over 75 pencil boxes filled with all the elementary school children's needs along with lined paper and sweet treats! We hope to continue this event annually!
- MHC enjoyed decorating for all holiday's as is our custom throughout the year, but this year we developed a fun and spooky photo spot in the museum for our visitors featuring our very own **GLAMZILLA the WITCH!** Many visitors posed for photos and posted them onto our facebook page. Kids received special treats! The holiday season was Merry at MHC...goodies were offered to visitors which included **homemade "pan de polvo"** and a festive holiday party was held for our board and staff in mid December.
- **Advertising increased** this year to include "Welcome Home", "Texas Border Business", McAllen Liveability magazine, McAllen Parks & Recreation magazine, South Texas Adventures, SocialLife magazine, Winter Texan Times and the Field Trip Guide. Our facebook page has been busy with visitors and inquiries and we hope to continue the momentum.
- Finally, our 10<sup>th</sup> anniversary served to energize us and we are proud and in awe of all that has been accomplished in the name of McAllen history!

*We continue to look forward to the future and ongoing goals to preserve and educate about McAllen's colorful past.*

Thank you to our constant supporter—The City of McAllen and to all of our corporate sponsors including Tony Roma's and our many, many friends in the community. We hope you are proud of our accomplishments and we welcome you to come visit your history museum in downtown McAllen!

Enjoy our photo gallery!

Hours  
 Lunes a Viernes 10:00 am - 5:00 pm  
 Sabado 10:00 am - 5:00 pm  
 Domingo  
 Monday - Friday 10:00 am - 5:00 pm  
 Sunday