

*2021 has been another great year at the
McAllen Heritage Center!*

Important highlights:

- The “La Tiendita” conversion to online sales was completed early second quarter of 2021. **New inventory and products added to move towards our “Find Everything McAllen” slogan.**
- **Rotating exhibits have continued and are a very good addition to our regular displays. They add interest and keep the museum fresh and relevant in our offerings to the public.**
- **Work started on New Design “Greetings from McAllen” for Museum mural and corresponding products in early Summer 2021. Work on mural started Sept 2021 with consent from Texas Historical Commission. Design is based on a circa 1930’s postcard.**
- **Work continued “The Annex” addition with exterior concept renderings completed by Boultinghouse and Associates. MHC is seeking funding for this important project.**
- **Accession work has progressed well during 2021 with most if not all our backlog addressed. Work continues with organizing and creating more efficient and safe storage for MHC collection.**
- **Work continues in the development of a COVID19 binder which will contain all news articles about the pandemic in chronological order.**

Monthly highlights:

January – “Vaquero- Genesis of the Texas Cowboy” exhibit on loan from Humanities Texas included a collaboration with the Museum of South Texas History along with artifacts from the Hector Vargas collection. The exhibit ran through early April 2021.

April 2021 – Chuckwagon Dinner sales started for the same meal but at a new venue “Macaroni Grill” due to the closure of Tony Roma’s. Online ticket sales were introduced. The event was the highest sales in the history of the CW Dinner.

May 2021 – “Images of Valor - U.S. Latinos and Latinas of World War II” was another big hit exhibit on loan from Humanities Texas. We began discussions with

photographer Martin Buitron from Brownsville Texas about this traveling exhibit honoring all Veterans known as RGV Veterans Photo Project.

June 2021 – Applied for the City of McAllen General Grant in the amount of \$80,000.00

July 2021 – First RGV Vets Photo Shoot held on 7/31. 35 veterans were photographed. MHC is also producing the photos along with a video of the event.

Applied for the Humanities Texas 2021 Relief Grant.

Started special promotional advertising with the Monitor to run through end of 2021.

Sept 2021 – Images of Valor ends, and the new Valley Land Photography exhibit “Nature Exposed” begins.

Received City Award in the amount of \$80,000 for FYE 2021/22.

Oct 2021 – 2nd RGV Vets Photo Shoot held on 10/29/21.

Nov 2021 – Participated in the Welcome Home Connection Fair at the McAllen Convention Center. Began to offer group tours once again.

Received approval from Humanities Texas for the 2021 Grant. Funding will occur in early 2022.

December 2021 – Valley Land Fund photography exhibit ends this month. The UTRGV Civil War exhibit will commence in mid-January 2022.

A ribbon cutting will be planned for the Mural in January or early February along with some outdoor festivities.

We are looking forward to another productive year for MHC in 2022! Appreciate all the support throughout the year!

Grateful for our staff & volunteers! Joe Vidales, Curator - Gabriel Elizondo, Marketing Assistant and Social media manager- Letty Rodriguez Museum Services and - Steve Bravo, Museum Services, front reception. Lily Hernandez (retired)

Spud Brown, Historian and tour guide & Pablo “Pikey” Rodriguez, Consultant

Happy Holidays and a Blessed New Year to all!

Elva M. Cerda, Museum Director