



Key 2022 highlights

- Rotating exhibits have continued and are a very good addition to our regular displays. They add interest and keep the museum relevant in our offerings to the public.
- Our New Design "Greetings from McAllen" for Museum mural and corresponding products has been very successful. We have an array of products in the museum store, "La Tiendita" featuring the design and of course, the mural on the south wall has been a great outdoor feature. Our re-design was based on a circa 1930's postcard.
- Work has continued "The Annex" addition with exterior concept renderings completed by Boultinghouse and Associates. MHC is seeking funding for this important project. The City approved funding of the design phase for this project estimated at approximately \$80-90,000.00. Project may run \$600,000 (2 level) to \$1,200,000.00. (3 level) It is anticipated that the Design work will be completed in late 2023 or early 2024.
- Work has progressed with organizing and creating more efficient and safe storage for MHC collection.
- The Monitor/AIM Media publisher, Stephen Wingert announced that the Monitor will be donating their database of their archives along with a computer station. We look forward to taking delivery of this and offering to our patrons.
- Work continues in the development of a COVID19 historical binder which will contain all news articles about the pandemic in chronological order. We are also adding another decade of historical events to our chronological display area.
- The Landmarks Video will move to a priority item in 2023 with meetings held with the McAllen Chamber of Commerce to work in tandem for the completion of the video.

Monthly highlights

January 2022- "UTRGV's CHAPS program, RGU Civil War Trail" exhibit was installed and proved a great success with visitors and educators. The exhibit ran through end of March 2022.

April 2022 – Chuckwagon Dinner sales started for the same meal at “Macaroni Grill”. Online ticket sales were introduced and this year, ticket price was increased to \$60. The event was the highest sales in the history of the CW Dinner.

April 2022 – With the beautification of the La Placita Park, MHC held our first Downtown Market in the park on Saturday April 16th. We enjoyed over 300 attendees for the mini festival held from 10am to 4pm. Events such as this will be offered on a regular basis to bring people downtown and to MHC.

April 22, 2022 – The Greetings from McAllen mural and park ribbon cutting was held at 9:30am with a reception following in the museum. The event brought many city officials, Chamber of Commerce ambassadors, and supporters to the ceremony. Also, in attendance as the mural artist, Lupe Hernandez.

May 2022 – New panel exhibit on loan from Humanities Texas, “A President’s Vision” was installed this month featuring 4 U.S. Presidents. Exhibit ran through mid-July 2022.

July 2022 – Presidential Profiles lecture series started this month to feature 4 U.S. Presidents on selected Saturdays through August 2022. The presentations were conducted by MHC Curator Joe Vidales and student intern, David Martinez. Refreshments were served to attendees.

July 4, 2022 – Our second downtown Market event was held on Monday July 4, 2022 in the La Placita Park. Many attended as the Parade route encouraged people to join us. Event was held from 8:30 am to 1 pm.

August 2022 – MHC completed the production of the McAllen area Veterans posters for display. The posters remained on display through end of November 2022. MHC plans to hold additional Veteran photo shoots for this area in 2023.

Oct 2022 – Our third mini festival at Sunset was held in La Placita Park on 10/1/22 from 5:30pm to 9pm. The event was highly successful and well attended with an estimated 250 in attendance.

Nov 2022 – “Living Beyond Borders” book reading was held on 11/5/22 at 2pm. Event featured book editor, Margarita Zamora, and two authors, Sylvia Garza, and Dr. Trinidad Gonzalez. Refreshments were offered to attendees.

Nov 8, 2022 – MHC participated in the Connection Fair hosted by Welcome Home. Over 300 park managers visited our booth which was manned by Curator Joe Vidales, and Museum Assistant, Steve Bravo. Invitation for tour letters were mailed to all the park managers following the event.

City of McAllen announced that a 20’ Christmas tree would be installed prior to Thanksgiving in the La Placita Park. That installation has been delayed. At this writing, no date has been determined due to various reasons.

December 2022 – Book reading schedule for 12/10 “Christmas Candy” with Dr. Clark Van Heller was canceled.

December 17, 2022 - HOLIDAY EVENT: Meet "McGrinch" in La Placita Park from 4pm to 8pm will feature photo opportunities with the friendly McGrinch, live performances and holiday music. Over 200 families and children attended the event. McAllen tees and goodies were gifted to attendees. MHC ran a series of .15 TV commercials featuring this event which will be completed by year end through a special purchase package with TV23. Another TV interview covering MHC is scheduled for early 2023.

December 2022 - MHC continued to increase ad purchases, both print, electronic and social media. We also purchased the TV ad noted above along with a special package offered as a Auction item at the Annual Chamber Gala.

Acknowledgments

We are so Grateful for our staff, volunteers and supportive Board of Directors!

Joe Vidales, Curator

Gabriel Elizondo, Marketing Assistant and Social media manager

Steve Bravo, Museum Services and Nora Musule, front reception

David Martinez, Student Intern and

Lily Hernandez, custodian (temporary).

Ongoing valued volunteers: Spurgeon "Spud Brown", Historian and tour guide & Pablo "Pikey" Rodriguez, Sports history Consultant

The above is meant as a concise outline to more significant activities that took place during 2022 and does not include many other less significant, but meaningful activities achieved.

Elva M. Cerda, MHC Executive Director