



Key 2023 highlights

- 2023 was a very special year for MHC due to the 15th anniversary of the museum opening its doors to the public in June 2008.
- A large celebration was held on June 16, 2023 at the museum to commemorate this milestone. Approximately 150 supporters and dignitaries attended the joyful ribbon cutting event followed by a festive reception with delicious food by Macaroni Grill along with wine and cocktails. A lovely photo area was provided for guests and the event also included a presentation by City officials and Chamber of Commerce leadership.
- 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. (Details per month follow below)
- The outdoor mural, "Greetings from McAllen" has continued to be a successful feature for MHC. Visitors enjoy the photo spot which they share with family and friends. We have an array of products in the museum store, "La Tiendita" featuring the design along with many other McAllen souvenirs and gift items.
- Work has continued "The Annex" addition with exterior concept renderings completed by Boultinghouse and Associates. MHC presented our funding request to the City at the three-story level. (3 level) The Design work was substantially completed in September 2023. The City agreed to fund 2/3rds of the project, therefore resulting in additional funds to be raised by MHC. The museum will work in earnest to attain to that level in 2024/25. That will include a mailer, developing an additional fundraiser and work from the committee to raise funds through established businesses and supporters in our community.
- Work has progressed with organizing and creating more efficient and safe storage for MHC collection. Plans to enclose the back porch were completed in late 2023 and estimates are in progress.
- Work continues towards the completion of our COVID 19 historical binder which will contain all news articles in The Monitor about the pandemic in chronological order. This project will conclude in early 2024.
- We are also adding another decade of historical events to our chronological display area.
- The Landmarks Video will move to a priority item in 2024 with meetings held with the McAllen Chamber of Commerce to work in tandem for the completion of the video. We plan to incorporate the work of Matt Fouchek and his team for walking maps of the City for tourism enhancement.

Monthly highlights

January 2023– Art exhibit and reception for Lupe Hernandez and Raquel Hinojosa's "Dynamic art display" was a great success with visitors. The exhibit ran through end of January 2023. MHC was an exhibitor at the Annual Winter Texan Expo held at the McAllen Convention Center. Staff estimated at least 2,000 attendees stopped by our booth.

March 2023- In early March, the museum interior walls were repaired and repainted.

The Juan Adame Art show and Reception was our feature this month through end of April. His work features Valley landscapes, native plants and birds along with abstract art.

April 2023 – Chuckwagon Dinner sales started for the Annual fundraising dinner ticket at "Macaroni Grill". The event topped 2022 sales of the CW Dinner as is the yearly trend.

May 2023 – New Art exhibit "Dynamic Art" by Juan Adame continued through end of May. A reception opening this display held on April 28 was well attended and the artist discussed the inspiration behind his art.

June 2023 – The 15th "Quince" celebration held on June 16, 2023 was extremely well attended by the community, supporters and leaders. Commemorative gifts were distributed to guests and comments were made on behalf of the City of McAllen and the McAllen Chamber of Commerce.

July 2023 – Our McAllen area Veterans Poster exhibit was displayed in the museum throughout the month in observance of the July 4th holiday. MHC will continue to offer photo shoot events for area Veterans periodically to add to our exhibit and our ongoing videography.

August 2023 – The Cesar Chavez "In His Own Words" panel exhibit on loan from Humanities Texas opened on August 2 through August 31, 2023. This was a very well received exhibit and the opening reception held on 8/17 was a huge success with over 150 attendees including elected officials.

September 2023 – MHC held a book reading by local author, Thomas Ray Garcia featuring his book on his border experiences: "The River Runs". The event was held on Saturday, 9/16/2023.

October 2023 – MHC collaborated with local collector, Freddie Peralta to bring his circa 1930's Mexican Cinema Movie Poster exhibit: "El Charro in Mexican Cinema" which ran through the end of

November 2023. This historical and colorful poster exhibit was carefully curated by Mr. Peralta and enjoyed by our museum visitors. The exhibit reception held on 10/14/2023 included a presentation and video by Mr. Peralta for attendees.

- The museum established a committee to work on an additional 2024 fundraiser entitled: High Tea at the Heritage set for April 2024. All funds raised will be reserved for capital improvement projects for MHC.

November, 2023 – MHC hosted our La Placita Festival on 11/4/2023 from 4pm to 9pm. The event included live music, folkloric dancers, food and arts & crafts vendors as well as headliner,

Kikker Daddy Legacy, local Tejano country band with deep roots in this area. We estimated over 400 visitors throughout the event.

December, 2023 - 2nd Annual HOLIDAY EVENT: Meet and Greet “McGrinch” was held in La Placita Park from 2pm to 7pm and featured photo opportunities with the friendly McGrinch, live performances, arts and food vendors and holiday music. Over 300 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. December 2023 - MHC increased print ad purchases in Social Life and Texas Border Business to end the year and thank the community for their support over the past 15 years.

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

David Martinez, Museum Services and front desk and La Tiendita manager

Nora Musele, Museum Services

Lily Hernandez, custodian (temporary).

Other valued volunteers: Spurgeon “Spud Brown”, Historian and tour guide & Pablo “Pikey”

Rodriguez, Sports history Consultant, Letty Rodriguez, volunteer

(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.)

Submitted by,

Elva M. Cerda, MHC Executive Director