

2019 Highlights... This was a year for the books due to the completion of our building renovation project!



- MHC began construction project in August 2019 and remained closed until completion in mid November. During that time we participated in external activities to help us keep our momentum going such as the McAllen Library History Symposium in March, **Welcome Home Connection Fair** and Welcome Home Winter Texan Expo among others!
- MHC held two significant fund raising and “awareness-raising” events for the museum again with our **participation in the 2019 “Fiesta de Palmas”** (formerly known as PalmFest Folk life Celebration) which was the 14th anniversary of the festival held in September and visited by approximately 60,000 attendees! Our **2019 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 **SOLD OUT** of tickets in 2019 and hope to do that again in 2020 and subsequent years! We will continue to seek and maintain community sponsors and partnerships. Thank you again to our supporters of both events!
- Over **8,800 visitors** came into the museum during the year representing McAllen and South Texas along with various US states, Texas cities and foreign countries. A US map was placed on entry foyer wall for visitors to “pin” their hometowns.
- **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. We also have long term staff member Lily Hernandez and other museum assistants that help us keep running the museum smoothly for our visitors.
- MHC enjoyed the services provided by our **long term volunteers**, Spud Brown, Pikey Rodriguez, Carlos Cantau, 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.
- 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” **“Block Art Prints of McAllen Icons”** has been very well received by the public and remained on display all year. That art work was donated by local UT professor and artist **Benjamin Martinez** depicting 25 McAllen buildings and leaders of our city. We hope to hold a new art show during late 2020.
- 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 2019 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 **6,000 visitors** came by the display area during the festival which is a wonderful accomplishment!
- 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 and completion of our major 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 resulted in about 625sf of added exhibit space including a multi purpose exhibit room, expanded storage and kitchen area and of course, new restroom areas. **A tile art mosaic by local artist Yoli Cantu** was commissioned by the museum for two art installations in the new entrances depicting iconic McAllen buildings and city emblems.
- “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 2020. The website hosts the application for anyone interested in providing us their memories of McAllen.
- The holiday season was very 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. Social media is also working in our favor!
- Finally, our newly renovated building served to revitalize our mission and we are proud and in awe of all that has been accomplished in the name of McAllen history!

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!