

## MUSEUM ACCOMPLISHMENTS:

**2010 has been another whirlwind year for MHC!  
Among numerous goals met in 2010, here are but a few highlights:**

We continue to serve as a major exhibitor in the annual **PalmFest** Folklife International Celebration since 2006 which has proven an excellent venue for our exhibits, fund-raiser and to gain exposure for our Center. This family-friendly folk life festival is held the first weekend of October at the McAllen Convention Center. For more PalmFest information, go to: [palmfest.com](http://palmfest.com)

The **Chuckwagon Dinner under the Stars** which was previously held in conjunction with PalmFest has continued to be one of our major fundraising events. This fun outdoor bbq features an authentic cowboy steak supper with all the fixins' along with cobbler and pan de campo! Our annual event held in April at MHC was our first ever at the museum. (see related photos) We learned quite a bit hosting it at MHC and attendance was at an all time high although there were other significant events taking place elsewhere. Our MHC supporters are LOYAL and we are so thankful. Great steaks, entertainment and exhibits were enjoyed by all. WE promise an even better event in 2011...mark your calendars for **April 30, 2011!** Check back for more information about the event.

Our **satellite location at the McAllen Memorial Library** featured six different exhibits throughout 2010! See related stories and photos on our website. During mid 2011, we hope to open our second satellite exhibit at Miller International Airport, followed by the McAllen Chamber of Commerce!

We held a successful week of children's activities in August 2010 by offering the 2<sup>nd</sup> annual educational and cultural "**Around the World in Five Days**" program which was a great success!

In early 2010, we completed the **expansion** into the front foyer with addition of new beautiful entry doors and dressed up the museum with custom made antique lace window coverings. The museum looks beautiful and our collection is getting some more protection from the harsher natural light.

**La Estrella Panaderia** exhibit which has been at MHC all year, was highlighted in November when the Fuentes family hosted a special historical presentation about the bakery to a full house at MHC. They also provided attendees with their famous "pan de polvo". A limited exhibit remains at MHC and we hope to have them back again during 2011. Check the newspaper and website for announcements!

In 2010 MHC ran a series of radio announcements that really helped our **attendance numbers increase!** It is interesting to see how many visitors we have from not only other parts of the Valley and Texas, but from around the world! Outreach has included email blasts with assistance from the Chamber of Commerce and the ArtsList, Arte magazine, South Texas Nation, The Town Crier, The Monitor, MCN and more!! WE will continue seeking advertising opportunities to make sure our community knows where they can come learn about McAllen's history!

MHC **website** has continued to grow and expand thanks to our excellent webmaster, Paco Vielma of **EPPMarketing** in McAllen. For all news and information about MHC go to: [www.mcallenheritagecenter.com](http://www.mcallenheritagecenter.com)