

McAllen Heritage Center - 2016 Highlights & Accomplishments

This was another fun and productive year for the museum and as always, we thank everyone for your support and encouragement! We look forward to the future and ongoing goals to preserve and educate about McAllen's colorful past.

- MHC held two significant fund raising and “awareness-raising” events for the museum again with our participation in the **2016 PalmFest Folklife Celebration** which was the **11th anniversary of the festival** which was held in October visited by approximately 52,000 attendees! Our **Chuckwagon Dinner** was held “off premises” starting in 2014 when we partnered with Tony Roma’s of McAllen and which has proven a hugely successful endeavor! We will continue to seek and maintain community sponsors and partnerships.
- Over **5,200 visitors** came into the museum during the year representing various countries along with US states and Texas cities.
- LEADERSHIP- MHC founding board member and Past President, **Elva M. Cerda** continues to serve in the position of **Managing Director** on a volunteer basis. 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 assists in giving museum tours and spends many hours at the museum throughout the week.
- MHC enjoyed **new interns and volunteers** which continue to be a priority. We are grateful for our staff and core of long-term dedicated MHC volunteers. Mr. & Mrs. Maynard Kreidler, long term volunteers are on a sabbatical as Mr. K recovers from a recent illness. We hope to have them back as greeters in 2017.
- Another of our most popular museum exhibits: **“Johnny’s Mexican Restaurant”** opened to the public January 23, 2016 and we were so pleased to host over 100 attendees. Mr. and Mrs. Johnny Hatcher and daughter Patty talked with visitors about the restaurant’s history and Mr. Hatcher provided some amusing stories about various restaurant patrons. That exhibit will run through 2018.
- During March 2016, with the impending demolition of the **McAllen Civic Center**, we were pleased to acquire some artifacts from the Civic Center for our collection. We hope to develop a new exhibit covering the illustrious history of the Civic Center during 2017.
- Our **Mother’s Day outdoor Concert on May 7th** was very well attended and our visitors enjoyed traditional serenatas followed by pan de polvo and other treats inside the museum.
- The **“Artists Corner”** committee selected local artist **Gabriel Salazar** for an art show of his work in later 2016 which will run through mid 2017. A reception and art opening is planned for February 2017.
- 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 shelves full!
- Our museum area at **PalmFest** held the first weekend in October 2016 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 **4,000 visitors** came by the display area during the festival which is a wonderful accomplishment!
- November found us adding some attractive gates to our back porch area for added security and refurbishing our signage at the museum entry. We are constantly finding ways to make our facility safer and more attractive while keeping it maintained to the best of our ability along with the City of McAllen staff members.
- **“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.
- The **holiday season was 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 on Saturday, December 17, 2016.
- **Advertising** increased during this year to include “Welcome Home”, “Texas Border Business”, McAllen Liveability magazine, McAllen Parks & Recreation magazine, South Texas Adventures and the Field Trip Guide. Our facebook page has been busy with visitors and inquiries and we hope to continue the momentum.

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 at the Center!