

MISSION HISTORICAL MUSEUM



1/4/2021

Annual Report

Prepared on for museum membership

MISSION HISTORICAL MUSEUM

PERFORMANCE INDICATORS | (OCT. 1 – SEPT. 30)

| FY 2019-2020 | | | | | | | | | | | | | |
|------------------------|------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|----------------|----------------|------------------|
| Performance Indicators | October | November | December | January | February | March | April | May | June | July | August | September | FY Total |
| General Attendance | 335 | 60 | 49 | 151 | 146 | 56 | 0 | 0 | 0 | 0 | 0 | 0 | 797 |
| Programs | 7000 | 30 | 15 | 30 | 3,831 | 45 | 0 | 0 | 0 | 0 | 0 | 0 | 10,951 |
| Tours | 0 | 20 | 0 | 27 | 0 | 14 | 0 | 0 | 0 | 0 | 0 | 0 | 61 |
| Social Media | 1,032,308 | 718,242 | 117,029 | 261,710 | 588,868 | 627,614 | 434,884 | 474,687 | 151,190 | 69,826 | 420,925 | 404,823 | 5,302,106 |
| Outreach | 550 | 0 | 230 | 0 | 305 | 30 | 0 | 0 | 0 | 0 | 0 | 0 | 1,115 |
| Meetings Hosted | 20 | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 30 |
| Total: | 1,040,213 | 718,352 | 117,333 | 261,918 | 593,150 | 627,759 | 434,884 | 474,687 | 151,190 | 69,826 | 420,925 | 404,823 | 5,315,060 |

ACCOMPLISHMENTS | FY 2019/2020

- ❖ **Resolve all old outstanding loans by either returning items to the lender, renewing the loan, or secure title to the items if the lender cannot be located.**
- ❖ **Complete organization and cataloguing of the Cleo Dawson collection.**
- ❖ **Complete review, enhanced cataloguing, and rehousing of minor archival acquisitions through the end of year 2004.**

GOALS | FY 2020/2021

- ❖ Complete review of Conway family collection and organize in preparation for full cataloguing (ongoing).
- ❖ Resolve all old outstanding loans by either returning items to the lender, renewing the loan, or secure title to the items if the lender cannot be located (ongoing).
- ❖ Complete organization and cataloguing of the Cleo Dawson collection (ongoing).
- ❖ Complete review, enhanced cataloguing, and rehousing of minor archival acquisitions through the end of year 2004 (ongoing).
- ❖ Finish establishing exhibits timeline in the main building including panels with basic chronology of events for each decade.
- ❖ Work on general rehabilitation/restoration of Post Office Building for interpretation, exhibits, events and general use.

“Museums are managers of consciousness. They give us an interpretation of history, of how to view the world and locate ourselves in it. They are, if you want to put it in positive terms, great educational institutions. If you want to put it in negative terms, they are propaganda machines.” – Hans Haacke

Author Profession: Artist



Institute of Museum and Library Services

“Libraries and museums don’t just preserve and promote our cultural treasures, they also enrich and enlarge our lives. And that’s really one of the most powerful things that you all do each and every day.” – First Lady Michelle Obama

MEMBERSHIPS | FY 2019/2020

| Memberships | Total |
|---------------|---------------|
| Quarter 1 | 125.00 |
| Quarter 2 | 175 |
| Quarter 3 | 105.00 |
| Quarter 4 | 75.00 |
| Total: | 480.00 |

PROGRAMS & EVENTS | (OCT. 1 – SEPT. 30)

Coke Floats & Crafts – DOD promotional event October 19th, 2019

To help spread the word of our annual DOD event, MHM hosted an arts and craft session ft. a day of the dead theme. Participants caught a sneak peek into the complete transformation of the Museum grounds and enjoyed FREE floats and sundaes.

People Served: 20



Día de Los Muertos: Folklife Festival October 26, 2019

This year’s Day of the Dead festival: Noche de Calacas will consist of various attractions. Entertainment was performed by local talent in Mission, including Mission Parks and Rec. Folklórico and the Crescendo Music Institute. As well as international entertainment by Mission’s very own Sister cities, Francisco I. Madero, Coahuila, Mexico and Valle Hermoso, Tamaulipas, Mexico. Featured attractions included a complete exhibition in our main building that will consist of a community altar exhibit, a traditional sand painting done by Mexican Artists, some traveling all the way from Oaxaca, Mexico and an outdoor altar replicating the historic La Lomita Chapel. The event also featured three kid carnival rides and food/artisan vendors.

People Served: 2300



Lecture Series – Rachel Brown Nov. 16, 2020

The community was invited to this free and knowledgeable lecture as Rachael E. Brown observed how Dia de los Muertos in Latin America has roots in both European and Indigenous American culture. The discussion explored the basis of European traditions of All Saint's Day, as well as look at some of the visual evidence for celebration of the Day of the Dead in indigenous culture prior to European contact. We'll briefly discuss the meaning of the traditional "altar" and finally, look at the effects this observance has in providing a blend of heritage as visual reference to Mexican, Mexican American, and Latin American artists.

People served: 30

Lecture Series – James Sterling

Dec. 14, 2020

Texas is famous for its "six flags," those of Spain, France, Mexico, the Republic of Texas, the Confederate States, and the United States. Of the six, the impact of France is perhaps the least apparent in Texas today. At first glance, the initial French colonial effort led by Sieur de la Salle was decidedly unsuccessful. Of the two hundred French settlers who arrived on the Gulf Coast in 1684, only about fifteen survived by 1690. However, La Salle's colony was a decisive turning point in Texas history. French claims and interests in Texas had a strong impact on the Rio Grande Valley through the nineteenth century, and impacted the founding of Mission itself, as French priests maintained an interest in this region for centuries after the brief existence of La Salle's colony. **People served: 30**

14th annual Mission Quilt Show

January 17, 2020

"The program kicks off days after the opening of our Quilt Exhibition. The Quilt Exhibition opens Jan. 11th and is a unique display of quilts brought in by the community to be part of our ceremony. The reception will feature a special Turning of the Quilts program. Quilt Turning is a unique way of telling the history and story behind antique quilts. Quilts have a long history of not only being used for warmth, but are also considered a form of art. They are a tangible history of the lives and experiences as told from the Quilter themselves. Join us as we present awards to our participants and journey through the unique stories that are crafted through quilting."

People Served: 40 – 50



Membership Mixer

January 28th, 2020

People Served – 10



Mission Historical Museum

Mission Historical Tour

January 31st, 2020

The Mission Historical Museum hosted a tour that featured our beloved city. Tour guests learned about some of Mission's landmarks and historically significant buildings. Guest's also enjoyed a morning breakfast with a Mission History Presentation done by Vernon.

Revenue - \$425.00



Special Screenings: She Came to the Valley

Feb. 5th, Feb. 20th & 21st and Feb. 25th (private screening)

“The novel “She Came to the Valley”, written by local missionite Cleo Dawson, is inspired by the Lower Rio Grande Valley, Mission, Texas during it's pioneer days. It is said to be based on Dawson's mother's experiences. The film was shot in South Texas's Rio Grande Valley and Oklahoma. In its first run it broke weekend attendance records at Rio Grande theatres.

In celebration of this Missionite, we're presenting a special screenings of the film.”

Revenue - \$1,500 (public screenings) , \$90 (private screening)

People served: 300 – 318 (50 per screening, 18 seated private screening)



Lecture Series – W.F. Strong

Feb. 8th, 2020

“You might call W.F. Strong a student of all things Texas. In 2010, he began sharing his Stories from Texas vignettes on NPR stations, most recently on the Texas Standard's network of 30 stations. Celebrating his home state, Strong has collected 75 of his broadcasts. You'll hear his inimitably Texan voice in your mind's ear as he weaves stories on subjects ranging from how to talk Texan to Texas bards and troubadours; from tall Texas tales to Lone Star icons like Charles Goodnight, Tom Landry and Blue Bell ice cream; from legends and heroes of the past to some heartfelt memories of his own.”

People served: 30-40

Artesano Market Days

February 14th & 15th, 2020

The Mission Historical Museum proudly presented the 6th Annual Artesano Market Days. This event highlighted a rich cultural awareness for hand crafted artesano work inspired by history and tradition both domestic and foreign. Admission was free to the public. Families visited our Artesano Market and shop from local & international artesanos from various states in Mexico including Nuevo Leon, Oaxaca, Tamaulipas, Distrito Federal, Veracruz and Guanajuato. These unique products highlighted handcrafted textiles, artwork, jewelry, decorative candles, candies and specialty gifts. Families also enjoyed an array of food vendors cooking up delicious treats, including funnel cakes, kettle corn, ceviche, empanadas, tortas, tacos and more!

People Served: 4000



"It's a side of museums that many people don't see and sometimes don't understand when they see it in your budget. It's something that happens out of the way and it's not flashy but we're ensuring the long-term health of the cultural legacy of the area." — **STEPHEN PERKINS**



Canceled Events: Spring It On (first annual), Tardeada Zapateada, MHM Summer Programs, Movies on the Lawn: A Series, Mercado Mexicano and the annual MHM Dinner Banquet.

UPCOMING EVENTS |

2020-2021

| | |
|--------------------------|---|
| October – November | Altar Exhibit at IMAS |
| October – November | Altar Exhibit at City Hall in honor of Mrs. Ortegon |
| November 7 th | Veteran’s Day Honor Drive Thru BBQ Mission Events Center 11am-2pm |
| January-February | Virtual Quilt Show |
| Ongoing | Virtual programming on our social media platforms and website |

EXHIBITS

The museum will be closed to the public due to Covid-19 until further notice. Virtual exhibits are being developed and can be found on our website, missionmuseum.org. The museum will still offer our research services while we remain closed.

COLLECTIONS/ARCHIVES

1. MISSION HISTORICAL MUSEUM COLLECTIONS:

The collections within the Mission Historical Museum holdings are documented as part of the museum's effort towards best practices. The Mission Historical Museum uses the software program Past Perfect for documentation. PastPerfect catalogs collection items under one of four designations: Archives, Library, Object, and Photograph.

Archives: 4,292
Library: 305
Object: 3,391
Photo: 3,088
Total: 11,076



2. MISSION HISTORICAL MUSEUM ACQUISITIONS & CATALOGING:

The following table reflects the objects accessioned and cataloged from Oct 2019 through Sep 2020. The letters in the first column signify A= archives; L= library; O=object; and P=photo.

| Object Type | # of Objects |
|-------------|--------------|
| A= | 25 |
| L= | 1 |
| O= | 8 |
| P= | 4 |