



McHenry Museum & Historical Society 2022 – 2023 Impact Report

Together, some of the notable ways that MM&HS (your premiere local community historic engagement organization) positively benefits the community includes (statistical numbers shown are from July 1, 2022 – June 30, 2023):

- Vibrant promotion of the *McHenry Museum* as a local tourist destination: **6,029** visitors for fiscal year
 - Regular Modesto attendance **2,807**
 - Outside of Modesto attendance: **1,073**
 - Special events attendance: **984**
 - Elementary students participated in tours: **999**
 - Children and parents attended Children's Holiday Craft Faire: **166**
- Providing trained docents who guide the museum's thousands of annual visitors.
 - 35 active docents
 - 18 community board members
 - 7 additional volunteers
- Leading tours of the museum to elementary students from area schools.
 - 999 elementary students participated in tours (counted above)
- Hosting the annual *Children's Holiday Craft Faire*.
 - 166 in attendance (counted above)
- Launching the *MM&HS McMobile Museum* (first debuting this past spring, the '*McMobile*' has already been at festivals in Ceres, Hughson, Modesto, and Patterson!): **2,379** visitors
 - Modesto, April 22, July 7, July 14: **1,219** visitors
 - Hughson, April 29 - 30: **402** visitors
 - Ceres, May 6 - 7: **451** visitors
 - Patterson, June 4 - 5: **307** visitors
- Publishing the *MM&HS Monthly*, regularly detailing fresh local historical accounts.
 - **12** issues published
- Maintaining the *McHenryMuseum.org* web site
 - Provides visitor information about the museum
 - Is a research destination where current *MM&HS Monthly* and past *Stanislaus Stepping Stones* published work is publicly available
- Active engagement of local history on social media, reaching new audiences regularly.
 - **2,900+** followers on Facebook; **1,228** on Instagram
 - **1,439** email subscribers
- Hosting the *Second Saturday 'History Talks'* series engagements at the museum.
 - Fiscal year attendance total: **212**
- Working to connect all local historic societies in municipalities throughout the county.
 - Initial meeting organized with members of all eleven (**11**) historical societies
- Now updating a 1971 elementary teaching guidebook and associated student workbook to engage elementary school children county-wide in their classrooms with local history.
 - Collaborating with Stanislaus County Office of Education on this project.