



HEARD

*Natural Science Museum
& Wildlife Sanctuary*

Who we are today:

Our mission is to educate and inspire by connecting people with the natural world.



Serving the McKinney community

- 120,000+ visitors annually
- 22,000+ school -aged students
- 3,500 member families
- 289 -acre preserve
- 344 local volunteers
- Collaborations across the local community



Statement of Need

- Museum exhibitions have stagnated

Opening in 1967, the Heard has curated interesting exhibitions for nearly 60 years, beginning with Miss Bess Heard's own personal collections. While the Heard has evolved much over the years, our Galleries were neglected during previous times of scarcity.

- The Heard recognizes that its modernization has not kept pace with the growth of its community
- Museum exhibits are the first and last thing that guests experience, and could set the tone for all visitors.



Purpose, Goal, and Impact



Modernize the Heard's deteriorating Exhibition Hall and public spaces



Elevate the Heard's status as a North Texas cultural destination



Attract new and repeat visitors to the Heard and McKinney



Exhibition Hall Renovation:



Completed

- Modern technology and security infrastructure
- Redesign and installation of the *Reptile Gallery*, *Prototaxites* exhibit, and *Megalodon* exhibit
- Updates to indoor animal enclosures
- Paint and polish of walls and vinyl floors in public areas
- Preparation of future *Bug Abode* gallery space
- Museumgrade mural printer

In-progress

Floor Mural

Long overdue restoration of the Heard's beloved floor murals, located in public areas: Lobby, Gift Store, and Laughlin Hall



The Bug Abode

A brand new exhibition of the Heard's native insect life, combining live creatures with art and taxidermy displays

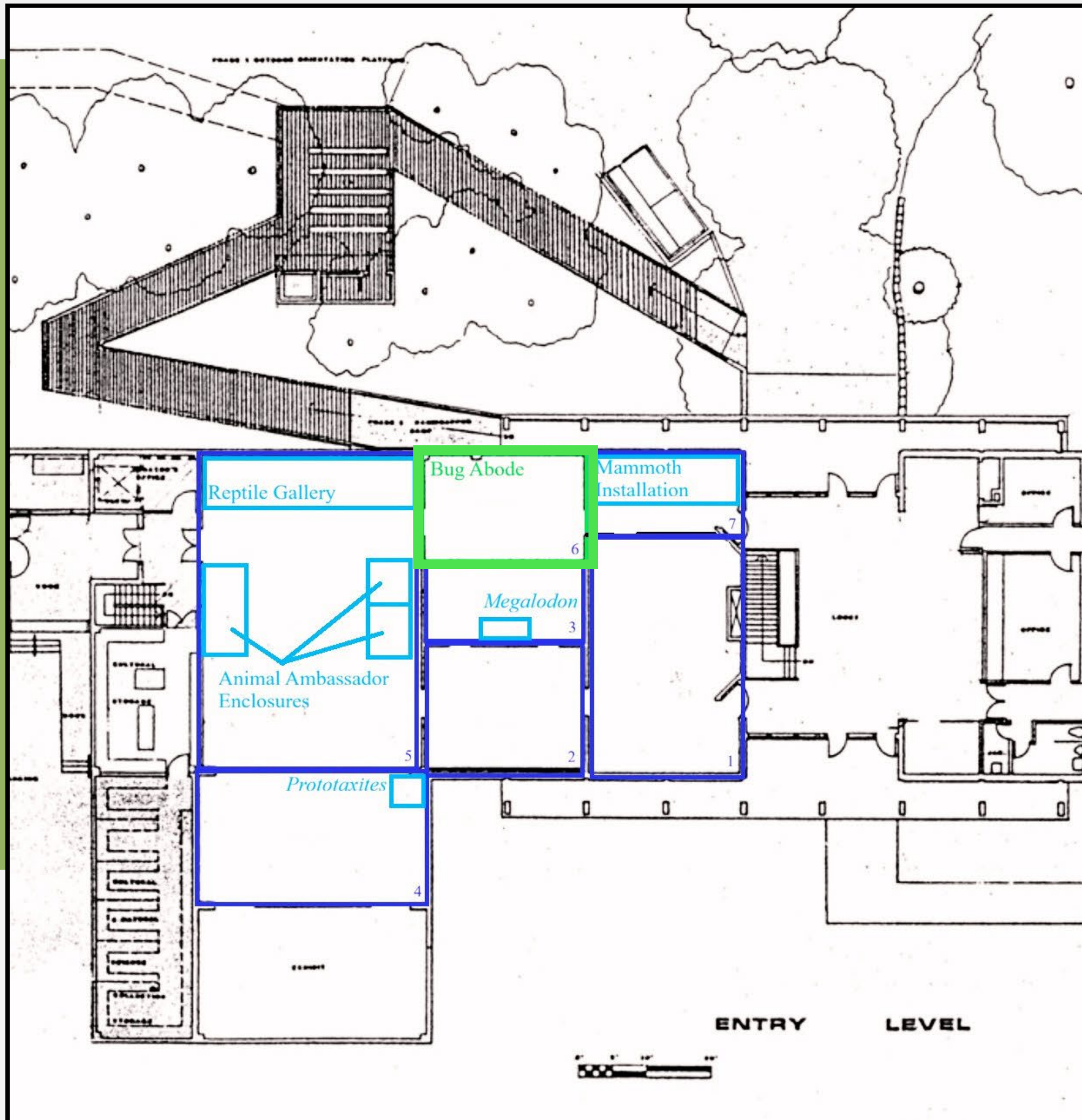


New Vinyl Flooring

Replacement of existing flooring with new, cohesive, and uniform vinyl throughout the Exhibition Hall to improve safety and continuity.



Exhibition Hall Renovation Site Plan



Heard Natural Science Museum & Wildlife Sanctuary

"Bug Abode" Exhibit Mock-Up

INTERNAL
WALL

SOUTH
WALL



Project Budget and Funding

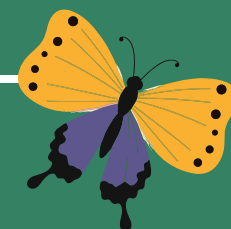
Total Project Cost: \$193,235.07

MCDC Request: \$72,102.16

Funding Match: \$69,924.00*

*From three foundations, individual donors, and NTxGD

Heard Cost Share Contribution: \$31,970.00



Local Impact: Driving Activity



In 2025, over 58,000 tickets were sold to visitors who lived more than 25 miles from McKinney.

For every \$1 in revenue generated by a museum, \$2.20 is spent in all other economic sectors in the region ([American Alliance of Museums](#)).

In FY2026, the Heard will welcome over 120,000 visitors and generate over 1.2 million impressions across the Heard's social media accounts.

Improvements made to the Heard increase attendance, revenue, and social media presence for the City of McKinney



Thank You

