

20104


# Small Town. Big Impact.

January – April 2026 · Presented to Hunt County Commissioner's Court

FILED FOR RECORD  
at 2:00 o'clock P M

MAY 26 2026

BECKY LANDRUM  
County Clerk, Hunt County, Tex.

by 

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Hunt County is home to a museum that draws families, school groups, and children from across a 17-county region — including communities as far as Oklahoma. Every visitor who travels to Commerce passes through Hunt County roads and supports Hunt County businesses. NETX is not just a children's museum. It is a regional destination.

<p><b>37,423</b> total visitors Jan – Apr 2026</p>	<p><b>7,801</b> students on field trips Jan – Jul 2026</p>	<p><b>63</b> school districts &amp; organizations served</p>	<p><b>17+</b> counties represented plus Oklahoma</p>
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WHERE OUR OPEN PLAY GUESTS COME FROM

Of **1,011 check-in forms** submitted Feb–Apr 2026, guests traveled from at least 17 Texas counties plus out-of-state — with Hunt County representing the single largest share at 34%.

● <b>Hunt County</b>	343 visits · 34%
● Hopkins County	125 visits · 12%
● Lamar County	91 visits · 9%
● Rockwall County	67 visits · 7%
● Collin County	39 visits · 4%
● Fannin County	36 visits · 4%
● Dallas County	31 visits · 3%
● Delta County	27 visits · 3%
● Franklin County	18 visits · 2%
● Kaufman County	16 visits · 2%
● Wood, Rains, Smith, Tarrant, Gregg	36 visits · 4%
● Out of state	23 visits · 2%

*Open play check-in data reflects Feb–Apr 2026; January tracking was not yet in place. County of residence was optional and self-reported — many visitors do not complete the full form, so these figures represent a meaningful sample but significantly undercount actual open play traffic.*

HUNT COUNTY IMPACT, IN FOCUS

<p><b>1,547</b> Hunt County students served on field trips, Jan–Jul</p>	<p><b>315</b> brand-new visitors in open play, Feb–Apr</p>
<p><b>668</b> open play visits from outside Hunt County</p>	<p><b>430</b> active member families, 914 children</p>

**Hunt County schools are among our most dedicated field trip partners.** Greenville ISD, Commerce ISD, Caddo Mills ISD, Cumby ISD, Lone Oak ISD, and Miller Grove ISD all brought students to NETX in 2026 — alongside families who drive from the Metroplex, East Texas, and beyond specifically to visit Commerce. Every outside visitor is a visitor to Hunt County.

<p><b>39%</b> of new visitors found us through <b>word of mouth</b> — NETX's strongest growth engine costs nothing</p>	<p><b>22%</b> found NETX through <b>Google or Maps</b> — families actively searching for things to do in Northeast Texas</p>	<p><b>66%</b> of open play check-ins came from <b>outside Hunt County</b> — inbound traffic directly to our community</p>
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# Field Trip Reach & Membership Impact

## SCHOOL DISTRICTS & ORGANIZATIONS SERVED – JANUARY THROUGH JULY 2026

NETX welcomed field trips from **63 school districts and organizations** across a region stretching from the Dallas–Fort Worth Metroplex through Northeast Texas and into Oklahoma. Hunt County schools are highlighted below. Metroplex schools traveling 60+ miles to Commerce demonstrate NETX's draw as a true destination — bringing those families, chaperones, and buses through Hunt County every time.

### HUNT COUNTY SCHOOLS

Hunt Co.	Greenville ISD	606 students
Hunt Co.	Commerce ISD	342 students
Hunt Co.	Caddo Mills ISD	185 students
Hunt Co.	Cumby ISD	141 students
Hunt Co.	Miller Grove ISD	88 students
Hunt Co.	Lone Oak (private/homeschool)	40 students
Hunt Co.	Caddo Mills (homeschool)	38 students
Hunt Co.	Lone Oak ISD	26 students
Hunt Co.	Bland ISD	48 students
Hunt Co.	Boles ISD	33 students
<b>Hunt County total</b>		<b>1,547 students</b>

### EAST TEXAS / REGION 8

Sulphur Springs ISD	431 students
North Lamar ISD	320 students
Paris ISD	285 students
Bonham ISD	186 students
Mt. Vernon ISD	186 students
Cooper ISD	145 students
Sherman ISD	138 students
Canton ISD	132 students
Harts Bluff ISD	126 students
Community ISD	120 students

### EAST TEXAS / REGION 8 (CONTINUED)

Mt. Pleasant ISD	116 students	
Pittsburg ISD	150 students	
Detroit ISD	103 students	
Honey Grove ISD	57 students	
Chisum ISD	54 students	
Prairiland ISD	50 students	
Como Pickton ISD	60 students	
Linden-Kildare ISD	82 students	
Hughes Springs ISD	80 students	
Trenton ISD	80 students	
North Hopkins ISD	38 students	
Edgewood ISD	63 students	
Yantis ISD	33 students	
Sulphur Bluff ISD	28 students	
Clarksville ISD	24 students	
<b>East Texas / Region 8 total</b>		<b>3,087 students</b>

### METROPLEX – TRAVELING 60+ MILES

Metroplex	Royse City ISD	617 students
Metroplex	Anna ISD	417 students
Metroplex	Melissa ISD	204 students
Metroplex	Princeton ISD	200 students
Metroplex	Rockwall Heritage	156 students

### METROPLEX (CONTINUED)

Metroplex	Forney ISD	156 students
Metroplex	Garland ISD	66 students
Metroplex	Josephine ISD	105 students
Metroplex	Gunter ISD	18 students
<b>Metroplex total</b>		<b>1,939 students</b>

### OTHER NORTHEAST TEXAS

Rivercrest ISD	46 students	
Sam Rayburn ISD	32 students	
Fannindel ISD	32 students	
Rowlett	30 students	
DLSISD	61 students	
Pewitt ISD	60 students	
Winnsboro ISD	8 students	
Ore City ISD	5 students	
<b>Other NE Texas total</b>		<b>274 students</b>

### OUT OF STATE

Oklahoma	Durant Public Schools	92 students
Oklahoma	Valliant Public Schools	110 students
<b>Out of State total</b>		<b>202 students</b>

## MEMBERSHIP – SUSTAINED COMMUNITY INVESTMENT

430

active paid member families

914

children on active memberships

2.3

avg. children per member family

302

lapsed families — active re-engagement underway

**The Northeast Texas Children's Museum is a rare thing:** a small-community institution with regional pull. Families from 17+ counties — and from Oklahoma — choose to come to Commerce. School districts from the Dallas–Fort Worth Metroplex put our address on a bus and drive their students here. That traffic does not happen by accident. It happens because Hunt County invests in an asset that the entire region values. **We are grateful for that partnership and proud to show you what it makes possible.**