

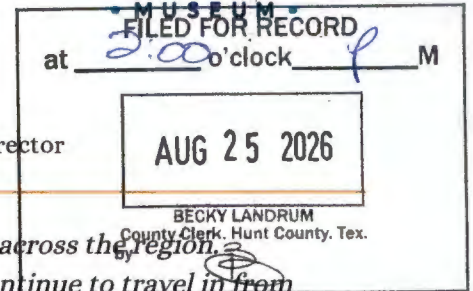
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IMPACT REPORT

Q3 January – August 2026

Presented to Hunt County Commissioner's Court by Rachel Bounds, Executive Director



Hunt County is home to a museum that draws families and children from across the region. Attendance is already running well ahead of last year's pace, and guests continue to travel in from dozens of surrounding communities to visit Commerce.

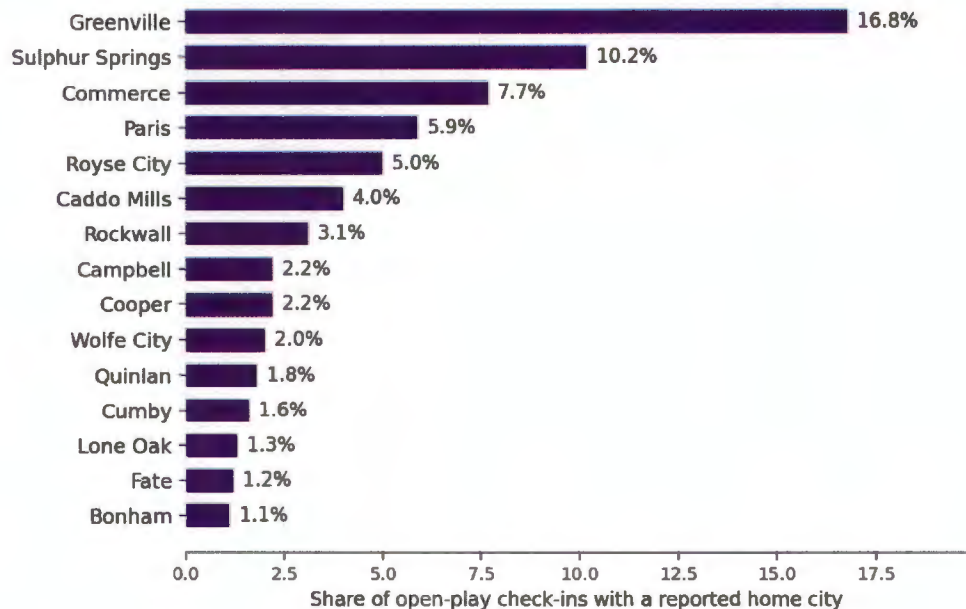
ATTENDANCE SO FAR THIS YEAR

Through August 11, 2026, NETXCM has welcomed 33,339 visitors — already about 70% of all of 2025's total attendance (47,318 guests), with nearly five months still remaining in the year.

33,339 visitors Jan 1 – Aug 11, 2026	354 member families	760 children on active memberships	240 communities represented in open play visits
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OPEN PLAY GUESTS

Of 2,709 open-play check-ins logged February 18 – August 11, 2026, 2,615 included a home city. Greenville and Commerce lead as expected, but families are driving in from well beyond Hunt County's borders. Our furthest visitors were from Chicago, Denver, Birmingham, London, and South Africa.



These 15 cities account for about two-thirds of all check-ins with a reported home city; the remainder come from additional Texas communities plus a small number of out-of-state and abroad visitors.

SUMMER EVENTS

- **Moo-seum Experience** – Southwest Dairy Farmers Mobile Dairy Classroom
- **Live Raptor Program** – Taught by Blackland Prairie Raptor Center guides
- **Petting Zoo** – Pony rides, petting zoo, and lemonade stand
- **Summer Bash Party** – Bounce house and snow cones
- **Princess Spa Day** – Sold-out event to pamper little princesses
- **STEM & Robotics Day** – Led by ETAMU Robotics Team (national champions)
- **Sensory-Friendly Morning series** – a three-month trial offering a lower-stimulation open play experience for families of children with sensory needs
- **Blue Star Museum designation** – NETXCM now offers free summer admission to active-duty military families as part of the national Blue Star Museums program
- A site visit and presentation for **Congressman Keith Self** (TX-03), highlighting the museum's regional reach and economic impact
- **Back-to-School Fair** booths: Quinlan ISD, Greenville ISD, Commerce ISD
- **Free tickets to readers** at Greenville & Commerce Public libraries, as well as the Lucky Lions Reading Program for local schools

COMING UP: NORTH TEXAS GIVING DAY

NETXCM is participating in North Texas Giving Day this year, with an anonymous donor offering to match up to \$25,000 in gifts made during the giving period. More details will be posted to netxcm.com soon.



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