



To educate and inspire by connecting people with the natural world.



ABOUT THE HEARD

- Founded in 1965; 289 acres of natural, historic landscape in McKinney
- Hosts 100,000+ annual visitors, including nearly 20,000 school children
- Over 20% of ticket buyers travel to the Heard from 50 or more miles away
- Strong volunteer culture, including community and corporate partners from throughout the Metroplex
- Home to 5 unique Texas ecosystems, 6.5 miles of trails, rotating exhibitions, and interactive STEM education



THE HEARD'S MOMENTUM



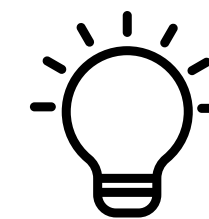
Rising public interest and engagement demonstrated by 22% increase in program participation over last year



Presenting new exhibitions and programs attracting visitors from across Texas and shoulder states



Trail upgrades and conservation efforts reflecting commitment to preservation and access for all visitors



Strategic master planning underway to reimagine facilities and expand and enhance visitor experiences



STATEMENT OF NEED

- 90% of Heard land is in an active floodplain, leading to frequent trail washouts and unfavorable conditions .
- Current trails are vulnerable to erosion from storms, runoff and current surface material.

These conditions limit access for visitors , especially those with mobility challenges or strollers, negatively impacting their experiences.



Nature Trails Preservation Project

- Restoration and upgrade of five miles of nature trails throughout the Sanctuary .
- Improvements will ensure greater durability, safer access, and all-weather usability .
- Trail surfaces have been purposefully designed to meet distinct visitor needs :
 - ✓ Four trails will receive a stabilized natural surface to withstand erosion and increase longevity.
 - ✓ Laughlin Loop will be paved with concrete and include gentle switchback ramps to make elevation changes easier and safer for all users, especially those with mobility limitations or strollers.

This funding request focuses exclusively on Laughlin Loop where accessibility and safety upgrades will benefit the greatest number of visitors.



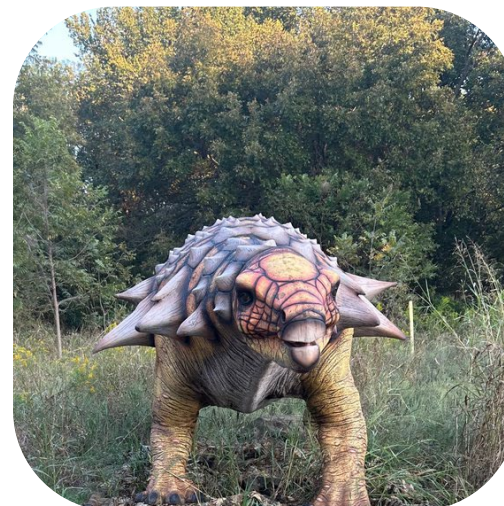
THE LAUGHLIN LOOP TRAIL UPGRADE



Promotes equity in outdoor experiences for all by improving access for visitors with mobility limitations and families with strollers.



Builds durability and longevity into the Sanctuary's most traveled trail, supporting expanded capacity for public events, exhibitions, and programs.



Improves the visitor journey with smoother, more reliable access year-round to key outdoor exhibitions.

PROJECT BUDGET & FUNDING

Total Project Cost: \$375,000

Laughlin Loop Improvement: \$211,160

Confirmed Matching:

Florence Foundation: \$25,000



WHY THIS PROJECT MATTERS TO MCKINNEY

“Unique by Nature ”



Tourism

Reinforces the area's appeal as a destination for nature-based experiences.

Accessibility

Creates inclusive access for individuals of all ages and abilities.

Engagement

Encourages increased visitorship to the Heard and to the City of McKinney.



HeardMuseum.org

