

ANNUAL REPORT 2014



**BULLOCK
TEXAS
STATE HISTORY
MUSEUM**

I AM TEXAS

Visit the Museum's website
and the new Texas Story
Project, an initiative that
engages all Texas communities
in the Story of Texas.



Thank You

September, 2013 — August, 2014 was a banner year for the Bullock Texas State History Museum — exhibitions shared diverse stories of Texas, the film program offered a wide variety, participation in education programs and membership swelled, and the Museum received accreditation from the American Alliance of Museums, acknowledging us as among the best in the country.

Exciting projects are in development including a technology-based statewide initiative that will bring the Bullock Museum to all communities in Texas and beyond, and the installation of the extraordinary *La Belle* shipwreck, a project that serves as the future cornerstone of the Museum's exhibition galleries.

We extend a tremendous thank you to the State Preservation Board, the Texas State History Museum Foundation, and the thousands of supporters, partners, and members for their commitment to the Bullock Museum. Corporations, foundations, organizations, and individuals allow the Museum to thrive this past year. Most certainly, the future is bright for the Bullock Museum.

Artifacts & Exhibitions

The Bullock Museum's permanent galleries featured approximately 600 original artifacts, including 127 new documents, objects, and paintings, on view this past year. Rare and unique artifacts included Texas Representative Barbara Jordan's 1976 hand-annotated speech to the Democratic National Convention, a 1836 Toluca Battalion Mexican battle flag, an embossed snuff box belonging to Santa Anna, and a custom-made saddle from Zavala County

rancher Mary Nan West. 123 lenders from Texas and around the world graciously provided artifact loans to the Museum this year.



In November, the *Extreme Mammals: The Biggest, Smallest, and Most Amazing Mammals of All Time* exhibition from the American Museum of Natural History opened. One of the highest attended exhibitions in the Museum's history, signage, touch carts, and programming highlighted species found in Texas. In the summer, *The 1968 Exhibit* proved to be ideal for visitors of all ages with a poignant look at one of the most turbulent years in recent history. The exhibition included the legacies of Walter Cronkite and Lyndon B. Johnson

“The whole family, from 5 to 65, loved this exhibition. (dictated by a 5-yr. old)”



EXTREME MAMMALS

200-million years of mammal history, including an up close look at a 15-foot tall model of an Indricotherium, in the *Extreme Mammals* exhibition.



The 1968 Exhibit included the launch of television's Laugh-In and the assassinations of Reverend Martin Luther King, Jr. and later Robert Kennedy.

and a Huey helicopter, assembled and dismantled by local Vietnam veterans.

Special exhibitions on the Museum's third floor facilitate partnerships with organizations such as the Texas State Library and Archives, Texas Parks and Wildlife, The Briscoe Center for American

“Staff was extremely helpful. The museum offered exactly what I expected for my students and was a great way to take learning out of the classroom and find some real life applications.”

History, and the Austin History Center. *Views of the Capitol* celebrated the Texas State Capitol building with 19th-century architectural drawings and photographs of the 1990s restoration by Bill Kennedy. *Battleship Texas* followed, recognizing the 100th anniversary of the commissioning of the first of the U.S. dreadnought battleships; it served in both WWI and WWII. *McDonald Observatory: 75 Years of Stargazing* highlighted the discovery that could only be provided by the West Texas night sky and featured a 1,000 pound working model of the 1930s

Otto Struve telescope, named for the first director of the Observatory. Sponsored by Lone Star the National Beer of Texas, *When Austin Got Weird* was a psychedelic look at the music poster art of the late 1960s and 70s. In August, the Museum honored fallen veterans by hosting the *Texas Vietnam Veterans Heroes* exhibition, a beautiful tribute consisting of 3,417 dog tags created to remember the ultimate sacrifice by those in service.

Special exhibitions included *Views of the Capitol* which combined 19th century drawings with 20th century photographs.



The *Battleship TEXAS* exhibition celebrated the 100th birthday of the legendary USS Texas, considered the most powerful naval weapon of its time.





Theaters & Films

The Texas Spirit Theater received a new operating system and state of the art screens for a cleaner, clearer visual experience. As the only 4D special effects theater in Austin, the Spirit continues to be the venue of choice for several annual events such as the Austin Film Festival and the Family Film Series that included classics like *Holes* and *Homeward Bound*.

The Bullock Museum's IMAX® Theatre showcased *Flight of the Butterflies*,

Titans of the Ice Age, *D-Day: Normandy 1944*, and *Under the Sea* in addition to *Texas the Big Picture*. Events offered in conjunction with the film *D-Day* included a discussion with a WWII veteran and a partnership program with the Texas General Land Office. On the international stage, the IMAX Theatre served as a main venue for the Giant Screen Conference, where new films were shown for theater professionals from around the world. The 6-story screen remains the best in the state for large-format films.

JUNE 6, 1944
A HISTORIC LANDING CHANGED THE WORLD

D-DAY

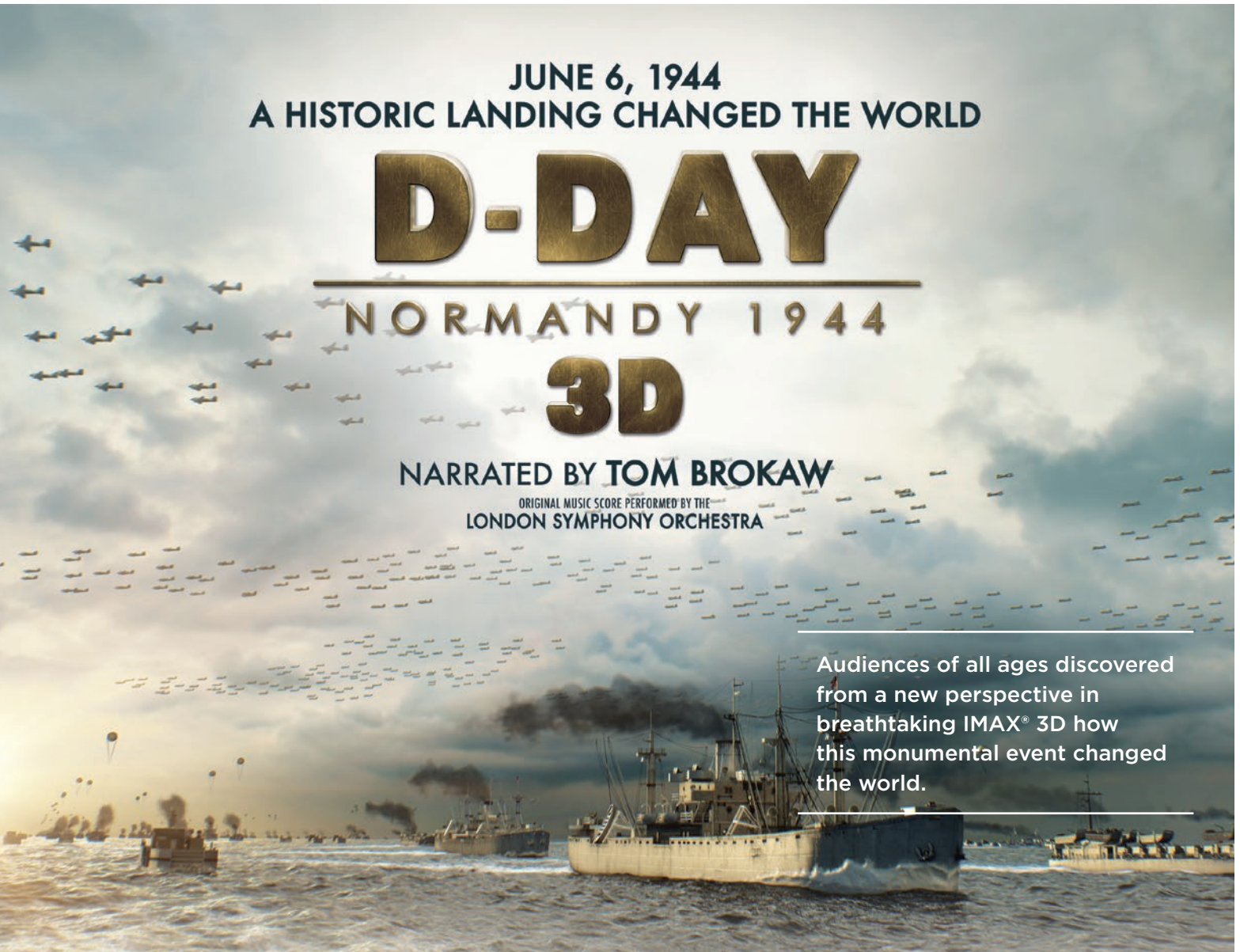
NORMANDY 1944

3D

NARRATED BY TOM BROKAW

ORIGINAL MUSIC SCORE PERFORMED BY THE
LONDON SYMPHONY ORCHESTRA

Audiences of all ages discovered from a new perspective in breathtaking IMAX® 3D how this monumental event changed the world.



Education Programs & Events

New initiatives and expanded offerings for adults and families increased the Museum's reach. For public audiences, discussions, gallery talks, and performances featured presenters as diverse as world-renowned historians, NASA scientists, and award-winning authors. Innovative programs permeated the calendar. The newly debuted Texas

“Our visit was great. The students talked about it for days after. We live 2½ hours away but the drive was worth it. Thanks.”

Art and Culture Series presented Texas's most talented artists including poet



Benjamin Alire Sáenz, recipient of the 2012 PEN/Faulkner Fiction Prize. During the summer, a capacity crowd enjoyed a special program as part of the *When Austin Got Weird* exhibition. The program featured four award-winning poster artists followed by a screen printing workshop which created a work of art for each participant.

Free First Sundays offers free admission the first Sunday of the month and brought record crowds to the Museum

with specially-designed activities for visitors of all ages. Festival Days are designed for adults and children and include the annual

Children fly butterflies on the plaza during a Free First Sunday program.



Young artist at work during a Create Your Own program.

Halloween Spooktacular, World Refugee Day, and the Big Squeeze Accordion Contest celebrating one of Texas's distinct cultural traditions. Family-designed programs like the "Create Your Own" art-making workshop provided a more focused experience for children and adults to explore history together. We extend our gratitude to the community advisory committee for their commitment to making the Bullock Museum a destination for families.





School groups learn about the shipwreck *La Belle* in the museum's permanent galleries.

The Museum welcomed over 101,400 students, teachers and chaperones through on-site field trips, professional development workshops, and distance learning programs — an all-time high since the Museum opened in 2001. Students represented 92 counties from all corners of Texas and beyond. New curriculum guides and partnerships with Texas school districts, Education in Action, and the Texas State Historical Association increased the Museum's impact.

121 active volunteers provided over 16,000 hours of service and enhanced the Museum experience by greeting visitors, sharing their knowledge with hands-on activities, and providing new ways to encounter Texas's past through a living history program.

The July concert series, Music Under the Star, had an incredible year with over 4,700 visitors enjoying a diverse lineup of world-class musicians. To celebrate *The 1968 Exhibit*, icons of the era's music

“The Museum is something that our whole family can do together and we have the opportunity to view interesting exhibits and watch movies in a great theater.”

scene Shiva’s Headband Experience and Roky Erickson performed. In addition, Tish Hinojosa and Carrie Rodriguez played, followed by Jason Roberts leading an all-star band of Texas Swing. Nine-time Grammy award winner Ray Benson took the stage backed by local Jazz-grass band, Milkdrive. These family-friendly concerts included activities for children, dancing, and refreshments.

School groups learn about military history in the museum’s permanent galleries.



MUSIC ON THE PLAZA

Crowds of visitors enjoyed the Museum's concert series, Music Under the Star. Music lovers packed Lone Star Plaza to hear music from local favorites like the Jason Roberts Trio.





Museum members enjoy a behind-the-scenes tour, providing insight into the creating of artifact mounts used throughout the museum.

Membership

Museum Members are tremendous advocates enabling the Museum to reach a wider audience. Membership supports free or low-cost education programs for all ages and free admission to students through the school field trip program.

This past year, members enjoyed a safari-themed exhibition opening party for *Extreme Mammals* and wore their

groovy threads for *The 1968 Exhibit*.

In addition to select viewings of new documentaries, the film vault was opened for Member-only screenings of popular IMAX icons, such as *Hubble 3-D*. Members also enjoyed special TEXcursion trips including stargazing, a moonlit float of the Colorado River, and a visit to the Bamburger Ranch Preserve.

Texas State History Museum Foundation

Led by dedicated Board members from across the state and three staff members, the Texas State History Museum Foundation supports the mission of the Bullock Museum.

At its annual Texas Independence Day Dinner, the Foundation honors exemplary Texans with the prestigious History-Making Texan award. In March 2014, event co-chairs Jeanne Phillips



Honorary event chair Jan Felts Bullock presents Ross Perot his History-Making Texan medal.



Ruth Collins Altshuler with event co-chair Louise Griffeth is honored for her service and dedication to Texas and nation.

and Louise Griffeth produced the most successful fundraising dinner to date, honoring award recipients Ruth Collins Altshuler and Ross Perot. Many thanks to the generosity of our underwriters and the co-chairs' diligent efforts that raised proceeds to benefit the Bullock Museum.

2014 Texas Independence Day Dinner Sponsors

A LASTING TRIBUTE

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Ruth and Ken Altshuler
Mr. and Mrs. Bruce Blakemore
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The Foundation is proud to undertake the *Texas on the Horizon* campaign to fulfill the Museum's vision of implementing a renovated first floor, featuring the shipwreck *La Belle*, and more robust exhibitions and education programs. We gratefully acknowledge the generous support of the major donors who have contributed to the campaign thus far.

Texas on the Horizon Campaign Contributors

State of Texas

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Texas Tech University
Safeway Inc., Randall's
rewards program.
Homer Williams

Financial Position

Revenue by Type	FY 2012	FY 2013	FY 2014
ADMISSIONS			
Exhibitions	830,554.96	812,015.35	1,205,779.54
IMAX	1,377,085.38	1,305,123.27	778,936.70
Texas Spirit Theater	339,548.94	335,117.88	296,139.43
GRANTS AND CONTRIBUTIONS †	867,910.04	2,487,493.46	1,518,126.77
STATE APPROPRIATIONS			
Texas History Education Program ‡			1,112,402.00
<i>La Belle</i> Ship Project §			1,026,409.51
Operating Expenses	450,593.52	551,716.84	467,151.28
FACILITY RENTALS	575,183.95	643,101.66	590,553.03
PARKING FEES	479,315.04	524,024.63	555,805.29
MERCHANDISE SALES	1,088,880.72	1,055,836.55	994,741.94
MEMBERSHIP FEES	288,041.43	307,287.95	351,044.18
CONCESSIONS	190,754.49	203,085.80	116,347.30
CAFE COMMISSIONS/OTHER	144,347.37	103,628.02	47,617.75
Total Revenue	6,632,215.84	8,328,431.41	9,061,054.72

† FY 2014 Includes advance of \$837,276 for FY 2015 Capital Campaign Projects.

‡ \$1,112,402 expended in FY 2014 from \$5 million appropriation.

§ \$1,026,410 expended in FY 2014 from \$2 million appropriation.

Expenses by Department/Project	FY2012	FY2013	FY2014
FILMS AND THEATERS	1,756,423.49	1,678,949.85	1,200,582.54
CAPITAL CAMPAIGN †	289,483.01	1,294,271.06	1,321,558.61
TEXAS HISTORY EDUCATION PROGRAM			1,112,402.00
EXHIBITIONS	826,135.48	1,215,391.10	1,003,989.59
VISITOR SERVICES	521,565.66	587,430.76	795,061.01
ADMINISTRATION	420,847.77	477,191.68	512,086.01
MARKETING	432,799.98	527,682.23	447,466.37
EDUCATION AND PROGRAMS	277,479.46	351,512.36	398,608.10
HOUSEKEEPING	289,177.26	296,820.14	303,834.96
MUSEUM STORE	752,444.73	767,924.83	718,292.17
FACILITIES MAINTENANCE	189,152.12	105,433.62	214,304.33
FACILITY RENTALS	179,354.88	177,111.74	189,604.98
MEMBERSHIP	184,129.53	169,364.16	118,686.31
PARKING	93,034.86	98,421.81	104,300.67
Total Expenses	6,212,028.23	7,747,505.34	8,440,777.65
Change in Net Position	420,187.61	580,926.07	620,277.07

† The Texas State History Museum Foundation's Capital Campaign supports the shipwreck *La Belle* project, exhibitions, and education programs

Attendance

	FY2012	FY2013	FY2014
Exhibitions	215,963	213,035	240,737
Theaters †	283,460	275,220	204,122
Total	499,423	488,255	444,859
K-12 Students/Teachers	80,863	77,032	85,429

† Theater attendance includes feature films, documentaries and Spirit Theater

Exhibitions

	FY2012	FY2013	FY2014
		<i>Women Shaping Texas</i>	<i>Views of the Capitol</i>
	<i>Texas Music Roadtrip</i>	<i>Enduring Women</i>	<i>Extreme Mammals</i>
	<i>Texas in the Civil War</i>	<i>Texas State Parks and the CCC</i>	<i>Battleship TEXAS</i>
		<i>Texas Furniture</i>	<i>McDonald Observatory</i>
			<i>The 1968 Exhibit</i>
			<i>When Austin Got Weird</i>
			<i>Texas Vietnam Veterans Heroes</i>

Community Partners

ACCESS to Learning, Inc.	Girlstart	Texas Archeological Laboratory, The University of Texas at Austin
Arrowhead Films	Girl Scouts of Central Texas	Texas Archive of the Moving Image
Austin Astronomical Society	Great Promise for American Indians	Texas Art Education Association
Austin Federation of Musicians	Heritage Society, Houston	Texas Book Festival
Austin Film Festival	History Press	Texas Civil Rights Project
Austin Food Blogger Alliance	Humanities Texas	Texas Commission on the Arts
Austin Independent School District	James A. Michener Center for Writers	Texas Education Agency
Austin International Poetry Festival	KLRU	Texas Folklife
Austin Public Library	LBJ Presidential Library	Texas General Land Office
Austin Refugee Roundtable	LBJ Ranch	Texas Historical Commission
Austin Zoo & Animal Sanctuary	McDonald Observatory	Texas Military Forces Museum
Bamberger Ranch	Museum of South Texas	Texas Museum of Military History, San Antonio
Boy Scouts of America	National Archives Records Administration	Texas Parks and Wildlife
Central Texas Discover Engineering	National Museum of the Pacific War	Texas PBS
Children Special Needs Network	Paleontological Society of Austin	Texas State Historical Association
Crosby County Pioneer Memorial Museum, Crosbyton	Panhandle-Plains Historical Museum, Canyon	Texas State Library and Archives Commission, Austin
The Dolph Briscoe Center for American History, The University of Texas at Austin	Region 13 Education Service Center	Texas State University
Entomological Foundation	San Jacinto Museum of History	Time Warner Cable News
Frank Erwin Center	Sherman County Historical Museum	Tom Lea Institute
The Gault School	South Austin Pop Culture Center	University of Texas at Austin
George Washington Carver Museum and Cultural Center	Take Care of Texas (TCEQ)	University of Texas Press
		Witte Museum, San Antonio



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MUSEUM

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THE **STORY** OF **TEXAS**.COM