



2015 ANNUAL REPORT



Thank you.

September 2014-August 2015 the Bullock Texas State History Museum made history. We experienced tremendous growth with a robust schedule of exhibitions, artifact installations, films, and programs. We also hit two high notes with bringing the highly anticipated *La Belle* shipwreck to the galleries and the launch of a new website, featuring the Texas Story Project. Proudly we share that both of these projects received statewide and national awards:

- American Association of State and Local History Leadership in History Award of Merit for La Belle: The Ship That Changed History
- Texas Association of Museums President's Award for La Belle: The Ship That Changed History
- American Association of Museums Gold Muse Award for online presence
- Texas Association of Museums Mitchell A. Wilder Publication Design Award for TheStoryofTexas.com website

A diverse schedule of exhibitions and notable artifact rotations are already on the schedule for the future, including the Austin City Limits Theater which opened at the date of this publication. Also, look forward to new and expanded programming for families, all funded by a generous grant from the Institute of Museum and Library Services.

There are thousands of people who support the Bullock Museum. Our gratitude to the State Preservation Board, the Texas State History Museum Foundation, and the supporters, partners and members for the belief in the importance of Texas history and culture and ensuring the future success of the Bullock Museum.

Victoria Ramirez

Director, Bullock Texas State History Museum



The John H. Reagan High School band ushers in the *Gridiron Glory* exhibition.



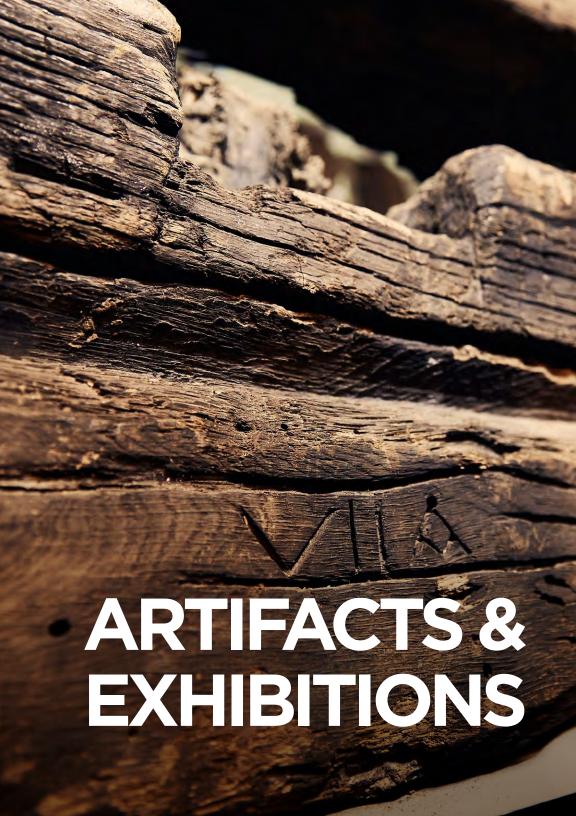


Young visitors explore the model ship, La Belle, part of the award-winning exhibition.

Elizabeth Catlett's lithograph and fabric collage, *Harlem Woman*, 1992, featured in the exhibition, *Reflections*.



The exhibition on El Paso artist Tom Lea included works of art from over 20 collections.



The Bullock Museum featured nearly 700 original documents, artifacts, and paintings in the permanent galleries this past year. We were honored by the support of nine new lenders, including the National Archives Records Administration and the Smithsonian Air and Space Museum, both in Washington, D.C., the McFadden-Ward House in Beaumont and the Scurry County Museum in Snyder.

Notable artifacts on view included the Fair Housing Act of 1968. signed by President Johnson, Mimi Linstrom's flight log book from her days with the Women Airforce Service Pilots (WASP) during WWII, and the Nobel Prize in Physics awarded to Jack Kilby in 1990 for his invention of the integrated circuit. Also on view were James Bowie's application for a Mexican Land Grant from 1830, a Mexican officer's saber, and the Treaty of Guadalupe Hidalgo, which helped determine the boundaries of Texas. The rare and unique artifacts on view show the breadth and scope of Texas

history. Among the national and international lenders who have entrusted the Bullock Museum with extraordinary artifacts are the Boston Public Library for the loan of Henri Joutel's journal of La Salle's last voyage, and the Archives du Port de Rochefort, France. The Archives loaned the original 17th-century naval ledger which listed La Belle among the French fleet, as well as the notation that the ship was lost. Considered a national treasure. the ledger had never been on view outside of France before being loaned to the Bullock Museum.



Skates belonging to Amy "Electra Blu" Sherman from the *Roller Derby* exhibition.

2015 featured the award-winning exhibition, La Belle: The Ship That Changed History, with the assembly of the hull's timbers in front of visitors in the Museum's Herzstein Gallery. Unique in design and interpretive approach with conservator and curator working in the gallery, the exhibition included touch tablet interactives with 360-degree artifact views and animations, and three audio/ visual presentations, including a 22-foot wide wall projection featuring actual footage of the shipwreck's excavation in Matagorda Bay. The final event of the temporary exhibition was the delicate move of the 54-foot long ship, in full view of visitors, into its permanent location in the first floor gallery. In August,

an interim exhibition opened so visitors can continue to experience *La Belle*, and use the beautiful accompanying catalogue to learn more about La Salle's voyage, the people who lived in the area, and the excavation and conservation.

Over the summer the Herzstein Gallery featured And Still We Rise: Race, Culture and Visual Conversations, and Reflections: African American Life from the Myrna Colley-Lee Collection. Examining the beauty and relevance of artistic expression inspired by history, these two exhibitions coincided with the anniversary of Juneteenth and illuminated Texas African American history.

A dynamic exhibition schedule on the third floor rotunda celebrated the history of the Women Airforce Service Pilots (WASP) and modern-day roller derby, both Texas originals. *Fly Girls*, created in partnership with Wings Across America, included five original uniforms, biographies on selected WASP and the founders, rare photographs, and WWI-era artifacts that document the women's invaluable stateside service. To accompany the exhibition, the Museum hosted

a panel discussion and book signing with five original Fly Girls. Roller Derby highlighted the Texas-centered history of the games, featuring uniforms, helmets, skates, video, and interviews with modern-day roller girls, set against a full scale backdrop of one of the Austin race tracks. The Museum was honored to introduce the works of Texan artist, Tom Lea, to thousands of visitors in the exhibition *Tom Lea:* Chronicler of 20th Century America which opened in August 2015. On view publicly for the first time were two monumental drawings from the lost Federal Building mural, *The Nesters*, 1937.

"Reflections is the most brilliant and evocative exhibition I have seen in a long time."

-Museum member



The Women of Color Quilters Network created over 50 quilts for the exhibition, And Still We Rise.



In the Bullock Museum's IMAX® Theatre, the projection system was upgraded and now features dual digital projectors for a high definition image, a new sound system, and a new screen that remains the largest in Texas. The new system allows the Museum to show a larger repertoire of feature films such as the popular Interstellar, Inside Out, The Avengers, Mission Impossible 5, and Antman. Exceptional documentaries reached over 56,500 visitors including the beautifully filmed Humpback Whales, Living in the Age of Airplanes, and Jerusalem, as well as Dark Universe narrated by astrophysicist Neil deGrasse Tyson.

Another milestone was achieved for the Texas Spirit Theater with the launch of *Shipwrecked*, the Museum's second foray into multimedia film production.

Opening in October 2014 with the award-winning exhibition,

La Belle: The Ship That Changed History, the film's script is based on historic, first-person accounts of the French expedition, all seen through the eyes of young colonist, Pierre Talón.



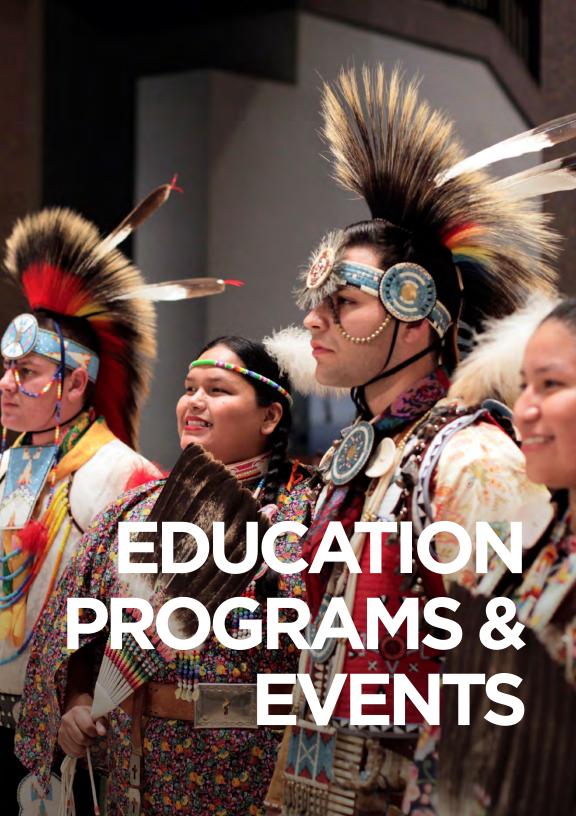
Film launch parties invited visitors to dress as their favorite movie characters. *Right*, thousands of visitors enjoyed the film *Star Wars* on the largest screen in Texas.

The newly created monthly Texas Focus Series explored films about, by, and for Texans. The series provided a unique perspective and behind-the-scenes look at cinema by bringing in guest directors, actors, and producers including Peter Bogdanovich with *The Last Picture Show*, David Lowery with *Ain't Them Bodies Saints*, and filmmakers Don Howard and Jim Sheldon with *By the River Babylon: An Elegy For South Louisiana*. The Family Series featured exciting

family-friendly films, shown free throughout the summer weekends. Film partnerships were expanded with the University of Texas Harry Ransom Center and during the run of their Lewis Carroll exhibition, the Bullock Museum hosted Czech director, Jan Švankmajer's film, *Alice* (1988), winner of a 1989 international film festival.

The Bullock Museum received over 600 placements and mentions in media across Texas and the country.





With events as diverse as in-gallery performances, lectures featuring the latest scholarship, large-scale Festival Days, and outdoor concerts, the Museum engaged increasingly broad and diverse audiences this fiscal year.

Programs for public audiences included nationally-recognized historians, scientists, authors and artists exploring the intersections between their work and Texas's diverse heritage. With funding from Lone Star Beer, the Texas Art and Culture Series continued to thrive with programs including a conversation with Pulitzer Prize winning author Philipp Meyer discussing his novel *The Son*. In the spring, the Museum debuted a new program series focused on connecting historic events

to contemporary issues with underwriting from Humanities Texas. Workshops and trivia nights provided a casual, fun environment to engage with history. The Museum's already popular Music Under the Star concert series reached new heights thanks to a partnership with Fun Fun Fun Fest. Record crowds attended three concerts in July featuring some of the best of Austin's live music scene.

Programs for families topped all previous attendance records thanks to the ongoing success of Free First Sundays and Festival Days such as the annual Halloween Spooktacular and World Refugee Day. Programs like the "Create Your Own" art-making workshop continued to provide a more focused experience for children and adults to explore history together. The year concluded with news that the Museum received funding from the Institute of Museum and Library Services. Over the next three years, this grant will underwrite a significant expansion of both onsite and online offerings for families across the state.

The Museum welcomed over 97,462 students, teachers and chaperones through on-site field trips, professional development workshops, and distance learning programs from 129 counties across Texas. The arrival of *La Belle* provided exciting new opportunities for expanded curriculum guides, hands-on teacher workshops, and new virtual content on the website and through videoconference.

With more than 18,000 hours of service during the previous year, 110 active volunteers greeted visitors, shared their knowledge with hands-on activities, and offered fascinating glimpses into



Volunteers stationed throughout the galleries illuminate Texas history. *Right*, a young artist creates at an art-making workshop.

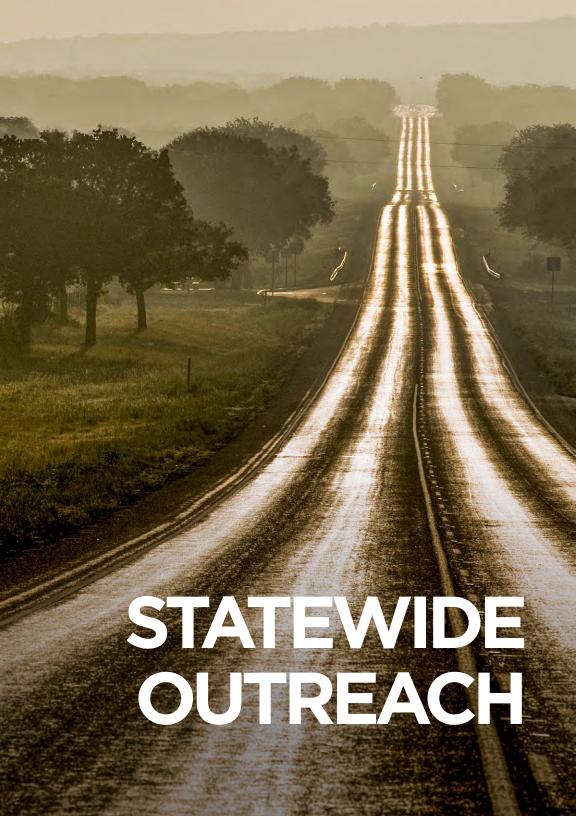


"My children talked for weeks to others about La Belle and their wonderful experience at the Bullock Museum."

-Family Attending Education Program

history in gallery conversations.
The living history program
continued to thrive with volunteers
embodying men and women from
nearly every era of Texas's past.

In the coming year, the program is set to expand to offer monthly events especially for the Museum's school tour program.



The October 2014 launch of the Museum's website brings the Bullock to every Texan and fulfills our mission as the state's official history museum. A highlight is the award-winning and unprecedented Texas Story Project, a special feature with over 150 stories contributed by visitors and scholars throughout the country. These stories led to the discovery of new Texas artifacts, and participation was so significant that gallery space was dedicated to display select Texas Story Project contributions with related artifacts.

The website is the primary source of information on Bullock Museum exhibitions, films, and programs. In addition, the site includes an online gallery of more than 250 artifacts, a Texas History Timeline and a special feature on the iconic

"Stories by the Campfire" mosaic in the Museum's rotunda. The response to the new website has been phenomenal with nearly 800,000 unique users and 2.2 million page views in 2015, a 60% increase from the previous year.



The generosity of Members helps ensure that the Museum achieves its mission of properly displaying previously unseen artifacts in the galleries and offering free or low-cost education programs for all ages and free admission to students through the school field trip program.

This past year, members experienced the Bullock Museum like true VIPS through a variety of exclusive events. Members launched La Belle with a specially labeled sparkling wine to commemorate the historic event, met some of the talented artists featured in And Still We Rise: Race, Culture and Visual Conversations and Reflections: African American Life from the Myrna Colley-Lee Collection, took in live skating demonstrations at the member exhibition opening for Roller Derby, and enjoyed a USO style coffee and donut reception with some of the Women Airforce Service Pilots featured in the Fly Girls of WWII exhibition

In addition to select viewings of new documentaries, members were treated to complimentary showings of Shipwrecked. Members also enjoyed a behindthe-scenes peek at what's in store for the first floor renovation and had the best view in the house from the Member's VIP Lounge at the Music Under the Star concert series. Through partnership events with the Texas State Historical Association and the Harry Ransom Center we offered members expanded opportunities to experience Texas history and culture.



Since its inception in 1999, the Texas State History Museum Foundation has raised approximately \$20 million to support the Bullock Museum's exhibitions and educational programs. In addition, the Foundation has been proud to fund an annual school tour scholarship program for students from throughout the state. Dedicated Trustees from across the state and four staff members implement the Foundation's mission.

At its annual Texas Independence
Day Dinner, the Foundation
honors exemplary Texans with the
prestigious History-Making Texan
award, which honors living Texas
legends whose contributions to
the state and the nation have been
truly historic and exceptional in
scope. Gala chair Sarita Hixon
oversaw a dinner held on March
2, 2015 that was one of the
Foundation's most successful

fundraisers to date. Nearly 500 guests enjoyed dinner at the Bullock Museum and a program honoring John Mendelsohn, MD and the King Ranch as History-Making Texans. The Foundation greatly appreciates the generosity of its underwriters and the committee's diligent efforts to raise the proceeds to benefit the educational programs and projects of the Bullock Museum.

2015 TEXAS INDEPENDENCE DAY DINNER SPONSORS



Dr. John Mendelsohn, MD, a 2015 History-Making Texan recipient at the annual fundraising dinner.

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Bruce Blakemore, 2014-2015 President, along with his family Paige Blakemore, Kelly Diehl, and Joan Blakemore, enjoyed the exhibition *La Belle* at the 2015 Gala.

The Foundation has undertaken the \$21 million Texas on the Horizon campaign to fulfill the Bullock Museum's plan to renovate the first floor gallery, enrich exhibitions with rare artifacts and the latest scholarship, and expand programs to reach a broader audience. We gratefully acknowledge the generous support of the highest level donors who have contributed to the campaign thus far, as below.

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FINANCIAL POSITION

Revenue by Type	FY 2013	FY 2014	FY 2015
ADMISSIONS			
General Admissions	812,015.35	1,205,779.54	1,352,882.29
IMAX Theater	1,305,123.27	778,936.70	1,295,571.04
Texas Spirit Theater	335,117.88	296,139.43	444,591.57
GRANTS AND CONTRIBUTIONS †	2,487,493.46	1,518,126.77	1,620,917.40
STATE APPROPRIATIONS			
Texas History Education Program ‡		1,112,402.00	1,080,349.97
La Belle Ship Project §		1,026,409.51	974,617.35
Operating Expenses	551,716.84	467,151.28	545,193.35
FACILITY RENTALS	643,101.66	590,553.03	745,226.52
PARKING FEES	524,024.63	555,805.29	658,271.95
MERCHANDISE SALES	1,055,836.55	994,741.94	1,067,734.51
MEMBERSHIP FEES	307,287.95	351,044.18	377,937.83
CONCESSIONS	203,085.80	116,347.30	188,627.81
CAFE COMMISSIONS/OTHER	103,628.02	47,617.75	87,576.09
Total Revenue	8,328,431.41	9,061,054.72	10,439,497.68

[†] FY 2015 Includes \$1,022,958 for FY 2016 Capital Campaign Projects. ‡\$1,080,350 expended in FY 2015 from \$5 million state appropriation. \$\$974,617 expended in FY 2015 from \$2 million state appropriation.

Expenses by Department/Project	FY2013	FY2014	FY2015
FILMS AND THEATERS	1,678,949.85	1,200,582.54	1,634,748.82
CAPITAL CAMPAIGN †	1,294,271.06	1,321,558.61	1,627,204.87
TEXAS HISTORY EDUCATION PROGRAM		1,112,402.00	1,080,349.97
EXHIBITIONS	1,215,391.10	1,003,989.59	570,508.54
VISITOR SERVICES	587,430.76	795,061.01	698,854.69
ADMINISTRATION	477,191.68	512,086.01	510,743.45
MARKETING	527,682.23	447,466.37	518,000.08
EDUCATION AND PROGRAMS	351,512.36	398,608.10	404,295.34
HOUSEKEEPING	296,820.14	303,834.96	336,966.30
MUSEUM STORE	767,924.83	718,292.17	795,138.13
FACILITIES MAINTENANCE	105,433.62	214,304.33	241,670.88
FACILITY RENTALS	177,111.74	189,604.98	195,032.19
MEMBERSHIP	169,364.16	118,686.31	166,316.58
PARKING	98,421.81	104,300.67	112,018.03
Total Expenses	7,747,505.34	8,440,777.65	8,891,847.87
Change in Net Position	580,926.07	620,277.07	1,547,649.81

 $^{^\}dagger$ The Texas State History Museum Foundation's Capital Campaign supports the shipwreck La Belle project, exhibitions, and education programs

ATTENDANCE

	FY2013	FY2014	FY2015
General Attendance	213,035	240,737	240,514
Theaters †	275,220	204,122	244,571
Total	488,255	444,859	485,085
K-12 Students/Teachers	77,032	85,429	75,790

[†] Theater attendance includes feature films, documentaries and Spirit Theater

FY 15 EXHIBITIONS

Tom Lea: Chronicler of 20th Century America Reflections

And Still We Rise

Roller Derby

Fly Girls of WWII

La Belle: The Ship That Changed History

CONTRIBUTIONS

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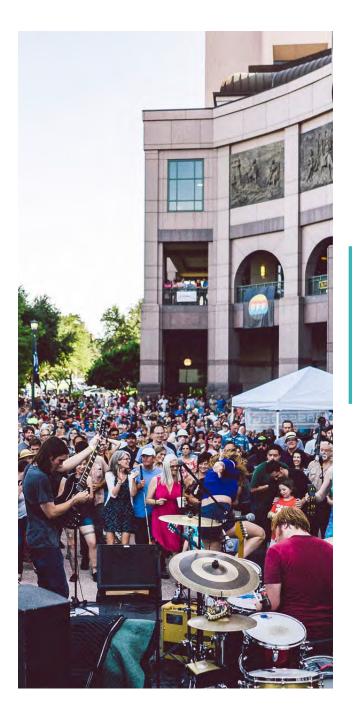
Robert and Bettve Hammond

Ron & Betty Patterson

Ronald Schatzlein

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"Our family loves Bullock Museum events, meeting with old friends and enjoying the exhibitions, music, and libations!"

-Museum member

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