“There was a sense pervading that period that not only were we a part of history, but we were history itself – like we were the vanguard of this whole, new, bright millennium.”

Tamio Wakayama, featured photographer in This Light of Ours: Activist Photographers of the Civil Rights Movement
The first six months of the Bullock’s FY 2020 began in September 2019 filled with optimism and purpose. Visitation and revenue were increasing. Leadership continued its strategy and sustainability process to chart an agile course for the Museum through 2026.

Then, with the health and welfare of the community in mind, the Museum closed its doors to the public on March 17, 2020. As the nation began grappling with a pandemic that grew in proportions not seen for 100 years, the Museum pivoted to expand virtual experiences, enhance and strengthen safety protocols, and utilize its reserve funds to keep staff employed and institutional knowledge protected for as long as possible. There were so many unknowns; planning with flexibility became essential.

The Story of Texas truly expanded in very personal ways for our team and for the people of Texas we serve. It became imperative to wade through propaganda to make informed decisions and find inspiration. I turned to a quote often attributed to Sam Houston on the internet. “The benefits of education and of useful knowledge,” he is said to have written, “are essential to the preservation of a free government.” How true those sentiments, and a fitting use for our Museum work. But dig deeper for attribution. If he did indeed make such a statement, Houston seems to have been inspired, nearly verbatim, by the 1816 Indiana constitution (while Texas was still part of Mexico and Houston still in his teens), on the occasion of its legislature making provision for a state-funded university.

And there, perhaps, lies just one example of the importance of our work at the Museum — to reveal and decipher the past through artifacts and experiences that assist us in stewarding conversations about our present and our future. For the work ahead, we must learn from a difficult year to create an agile strategy that gives a foundation for dealing with the unexpected. In this way, we will continue to inspire and provide historical context for essential conversations that benefit our communities. Financial projections suggest that it will take several years to recover financially from our losses in FY 2020, but through expanded outreach and self-evaluation we will continue to meet our mission to serve the people of Texas.

Margaret Koch
Director
Bullock Texas State History Museum
The Bullock Museum’s mission provides the guiding principles for all the Museum does:

The Bob Bullock Texas State History Museum engages the broadest possible audience to interpret the continually unfolding Story of Texas through meaningful educational experiences. This is accomplished through core values of

**LEADERSHIP,**
**EXCELLENCE,**
**ACCESSIBILITY,**
**DIVERSITY,**
**ENGAGEMENT,**
**AND RELEVANCE.**
BY THE NUMBERS

- **270,000** visitors accessed online educational content while the Museum was closed between March and August 2020.

- **108,064** patrons from 150 Texas counties, all 50 states and the District of Columbia, 3 U.S. territories, and 34 foreign countries visited the Museum's exhibitions prior to the onset of the pandemic.

- **18,590** students participated in distance learning throughout the year.

- **7,862** logged on to 18 specially crafted virtual programs for families and adults May through August.

- **1,296** learners participated in 16 new Texas History Tuesdays.

- **29,468** schoolchildren from more than 450 school groups visited between September 2019 and early March 2020.

- **87** community members shared new stories through the Texas Story Project.

- **208** social media posts related to Texas history and educational programming kept audiences engaged during the Museum’s closure.

- **450** staff hours of virtual leadership skill-enhancement with support from the Institute of Museum and Library Services, including sessions on communication, diversity, equity, access, and inclusion, enhanced the Museum’s outreach to the community.
ENGAGEMENT AND IMPACT
Across three floors of exhibition spaces, hundreds of artifacts for special exhibitions and core history galleries from across the country presented unique opportunities for visitors to experience Texas history in relationship to the present while reflecting on how history influences future exploration and discovery. Traveling exhibitions like *Beyond Planet Earth* highlighted that special connection between the past and future.
Aspiring fashion designers studying with the Austin School of Fashion Design awed audiences during Fashion Forward’s opening event. The Museum’s unique exhibitions and accompanying programs inspire future entrepreneurs by connecting them to the past and providing a forum for their talents to shine.
Although planned well in advance of the activism that gripped the nation in 2020, exhibitions such as This Light of Ours, Activist Photographers of the Civil Rights Movement provided timely and thoughtful reflection, insight, and conversation on the long-standing struggles for equity and justice. Maria Varela, (bottom right), special guest for the opening event whose work was featured in the exhibition, was the first Latina woman to document the 1960s civil rights struggle in America’s Southern Black Belt.
Whether onsite in one of the Museum’s theaters, galleries or classrooms, or through virtual experiences, interactive partnerships with experts, authors, historians, and scientists strengthened relationships with Museum-goers of all ages. Combined with outstanding archival and three dimensional artifacts such as those related to the Museum’s commemoration of the Suffrage movement in Texas, audiences and visitors had unique opportunities to connect with their history.

NOTICE, Ladies Who Wish To Vote, July 1918 courtesy Jane Y. McCallum Papers, Austin History Center, Austin Public Library
The Bullock Museum provides countless opportunities for audiences to explore and connect with our collective past. Whether providing safe, tactile experiences that require problem-solving and critical thinking, or simply providing memorable encounters that place each person within the Story of Texas, the Museum entices audiences to see themselves and their ancestors in new ways. These intergenerational experiences keep family conversations going long after the Museum visit has ended.
FACING ADVERSITY
Restricted onsite access to the Museum during FY 2020 and the Museum’s 26 week closure due to the pandemic required adjustments and strengthening to overall messaging, virtual programming, and safety protocols. During the time the Museum was closed to the public, staff continued to steward and care for hundreds of artifacts, keep the building systems operational, plan for future exhibitions and programming, and clean and disinfect over 240,000 square feet of the galleries, theaters, public spaces, and offices to maintain a low-risk environment for working and learning.
STRENGTHENING ACCESSIBILITY
In the early days of the pandemic, the Museum enhanced and crafted new virtual programs to widen audience reach and respond to their needs, targeting learners of all ages and interests related to Texas history, culture, and science. Experts, authors, and advocates were enlisted to initiate virtual dialogues, with many events recorded and added to the Museum’s online resource channels.

New Perspectives:
The Polio Years in Texas

Reel Women in Film:
Knock Down the House

Dr. William Bush
Professor and Chair
Texas A&M University, San Antonio

Gloria Smith
Texas Freedom Colony Descendent
Virtual programs for young Texans were created and hosted by Museum educators including storytelling and hands-on activities. Archived online, parents and guardians access recordings as needed at any time convenient for them.
Committed to responding to the learning needs of existing audiences and drawing new audiences in, the Museum continued with Spanish translation of text in the galleries. Advertising and outreach to local Spanish-language stations included billboards and visits with Univision local reporter, Leslie Montoya. (far right) This initiative results in first-language Spanish speakers taking the lead in educating younger generations, and instilling pride in their own history as it reveals itself in the exhibitions.
By June of 2020, the State’s North Capitol Mall construction was substantially underway in the Museum’s “front yard.” The Museum worked closely with the Texas Facilities Commission to minimize impact on the Museum as much as possible. The final greenway will open in summer 2022, providing safer and better pedestrian and family-friendly walkways and spaces that will enhance the overall Museum experience.
FINANCIAL STATEMENTS
### Revenue by Type

<table>
<thead>
<tr>
<th>Revenue by Type</th>
<th>FY 2020</th>
<th>FY 2019</th>
<th>FY 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ADMISSIONS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Admissions</td>
<td>711,364.04</td>
<td>1,402,699.36</td>
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<tr>
<td>IMAX Theatre</td>
<td>396,700.97</td>
<td>951,838.67</td>
<td>1,435,338.85</td>
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<td>Texas Spirit Theater</td>
<td>136,154.99</td>
<td>314,951.47</td>
<td>349,438.10</td>
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<tr>
<td><strong>GRANTS AND CONTRIBUTIONS</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>STATE APPROPRIATIONS</strong>*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Texas History Education Program</td>
<td>402,619.09</td>
<td>467,339.27</td>
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<tr>
<td>Operating Expenses</td>
<td>1,195,605.57</td>
<td>460,318.86</td>
<td>462,123.04</td>
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<tr>
<td><strong>FACILITY RENTALS</strong></td>
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<tr>
<td>PARKING FEES</td>
<td>413,931.15</td>
<td>802,796.11</td>
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<td>MERCHANDISE SALES</td>
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<td>930,906.86</td>
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<td>MEMBERSHIP FEES</td>
<td>249,870.00</td>
<td>526,387.00</td>
<td>324,878.00</td>
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<td>THEATER CONCESSIONS</td>
<td>67,771.12</td>
<td>178,029.24</td>
<td>256,157.72</td>
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<tr>
<td>CAFE COMMISSIONS/OTHER</td>
<td>191,023.65</td>
<td>126,627.76</td>
<td>76,674.68</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td>4,966,685.72</td>
<td>8,849,913.20</td>
<td>8,627,489.08</td>
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</tbody>
</table>

### Expenses by Department/Project

<table>
<thead>
<tr>
<th>Expenses by Department/Project</th>
<th>FY 2020</th>
<th>FY 2019</th>
<th>FY 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FILMS AND THEATERS</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>TEXAS HISTORY EDUCATION PROGRAM</strong></td>
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<tr>
<td><strong>EXHIBITIONS</strong></td>
<td>1,237,145.67</td>
<td>3,452,602.58</td>
<td>3,190,758.60</td>
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<td><strong>VISITOR SERVICES</strong></td>
<td>837,841.72</td>
<td>869,038.02</td>
<td>963,608.42</td>
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<td><strong>ADMINISTRATION</strong></td>
<td>775,407.80</td>
<td>834,112.03</td>
<td>597,719.77</td>
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<td><strong>MARKETING</strong></td>
<td>296,855.22</td>
<td>550,984.02</td>
<td>558,842.76</td>
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<tr>
<td><strong>EDUCATION AND PROGRAMS</strong></td>
<td>407,222.70</td>
<td>571,744.40</td>
<td>454,378.44</td>
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<tr>
<td><strong>HOUSEKEEPING</strong></td>
<td>295,781.40</td>
<td>364,139.57</td>
<td>290,977.81</td>
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<td><strong>MUSEUM STORE</strong></td>
<td>296,016.60</td>
<td>745,474.29</td>
<td>728,471.90</td>
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<td><strong>FACILITIES MAINTENANCE</strong></td>
<td>146,025.20</td>
<td>187,044.96</td>
<td>183,796.63</td>
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<tr>
<td><strong>FACILITY RENTALS</strong></td>
<td>194,951.86</td>
<td>221,053.97</td>
<td>169,920.09</td>
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<td><strong>MEMBERSHIP</strong></td>
<td>182,613.62</td>
<td>183,934.05</td>
<td>154,545.75</td>
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<td><strong>CREATIVE SERVICES</strong> †</td>
<td>214,135.75</td>
<td>150,329.79</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>5,991,495.71</td>
<td>9,735,285.45</td>
<td>9,169,291.94</td>
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</tbody>
</table>

### Financial Statements

- **Beginning Net Position**: 2,074,983.48, 2,960,355.73, 3,502,158.59
- **Restatement**: (47,600.00)
- **Change in Net Position**: (1,024,809.99), (885,372.25), (541,802.86)
- **Ending Net Position**: 1,002,573.49, 2,074,983.48, 2,960,355.73

* Includes $309,462 for FY 2020 Temporary Exhibits and Educational Programming.
* Exhibition costs were higher in 2018 and 2019 due to the renovation of the first floor gallery, Becoming Texas, featuring La Belle.
† Prior to FY19, Creative Services expenses were included within the Marketing department.
ATTENDANCE

<table>
<thead>
<tr>
<th></th>
<th>FY 2020</th>
<th>FY 2019</th>
<th>FY 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Attendance</td>
<td>108,064</td>
<td>219,794</td>
<td>238,583</td>
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<tr>
<td>Theaters *</td>
<td>73,628</td>
<td>171,146</td>
<td>215,785</td>
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<tr>
<td>Educational Programs and Facility Rentals</td>
<td>63,843</td>
<td>97,219</td>
<td>96,258</td>
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<tr>
<td><strong>Total</strong></td>
<td>245,535</td>
<td>488,159</td>
<td>550,626</td>
</tr>
<tr>
<td>K-12 Students/Teachers †</td>
<td>33,786</td>
<td>78,305</td>
<td>82,408</td>
</tr>
</tbody>
</table>

* Theater attendance includes feature films, documentaries, and Spirit Theater
† Student and Teacher numbers also included in other totals; represents onsite visitation only

FY 2020 EXHIBITIONS

- **Collector's Gallery:**
  - The Lusher Collection
  - The Frank and Carol Holcomb Map Collection
    - (11/23/19 – 8/2/20)

- **Cowboys in Space and Fantastic Worlds**
  - (7/13/19 – 12/1/19)

- **Beyond Planet Earth:**
  - The Future of Space Exploration
    - (9/2/19 – 1/12/20)

- **Fashion Forward**
  - (12/21/19 – 4/12/20)

- **This Light of Ours:**
  - Activist Photographers of the Civil Rights Movement
    - (2/15/20 – 12/6/20)

- **Youth Art Month**
  - (3/8/20 – 03/29/20)

294 New artifacts were placed on view

REVENUE BY TYPE

**OPERATING REVENUE**

- $2,762,163.56

**STATE Appropriations**

- $1,598,224.66

**Grants & Contributions**

- $606,297.50

- TSHM Foundation Grants 56%
- State Grants 33%
- Other Grants and Contributions 11%
FY 2020 DIRECT FINANCIAL CONTRIBUTIONS

The financial contributions of Museum visitors, members, sponsors, and government entities made possible the Museum’s ability to meet its mission in a year in which the institution’s primary revenue sources suffered a 90% loss due to the pandemic closure.

INDIVIDUAL DONORS AND UPPER-LEVEL MUSEUM MEMBERS

Charles Koble
Bud and Kathy Kulesza
Amber LaCount
David Lam
Lenn and Cynthia Lanahan
Jack and Anna Land
William and Mary LaViolette
Luke Long
James Martinez
Gavin and Holly Massingill
Sheryl and Daniel McNichol
Sylvia and Alan McPherson
Selena and Douglas Meyers
Thomas and Kathryn Miesner
David and Melissa Miller
Johnson Miller
Emily and Jan Moreland
Ben and Laree Morgan
Rosemary Morrow
Mary Morton
Jesse Navarrette
Carol Nelson
Carl Nuesch and Katleen Gulf

ADDITIONAL GRANTORS AND SPONSORS

State of Texas
Texas State History
Museum Foundation
JPMorgan Chase Bank
Humanities Texas

Institute of Museum and Library Services
Bank of America
Neiman Marcus - Austin
Texas Commission on the Arts
TEXAS STATE HISTORY MUSEUM FOUNDATION
SINCE ITS INCEPTION IN 1999, the Texas State History Museum Foundation has raised over $32 million to support a variety of educational programs that typically benefit over 400,000 visitors a year. In addition, the Foundation has provided an additional $1 million from its endowment to support programs such as school tour scholarships to more than 5,000 students annually from economically-challenged schools. Dedicated Trustees from across the state and two staff members implement the Foundation’s mission.

The Foundation presented new planned giving options in 2020 so donors can support the Museum’s programs in a more significant way than might otherwise be possible. Legacy gifts can be made by adding a sentence to a will and other simple options. These gifts ensure that the Museum’s exhibition and programs can inspire, inform, and delight generations to come. Generous donors who make a planned gift to support the Museum are invited to join the Texas Legacy Society and receive invitations to VIP events, a special commemorative gift, and recognition at the Museum and in print materials. Details are found at www.tshmf.org.

At its annual Texas Independence Day Dinner, the Foundation presents 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. Lynn McBee of Dallas chaired a dinner held on March 2, 2020, that honored Texas legends James P. Allison, Ph.D. and Edith & Peter O’Donnell, Jr. as History-Making Texans. The Foundation greatly appreciates the generosity of its underwriters and the gala committee’s diligent efforts to raise the proceeds to benefit the many educational programs of the Bullock Museum.
EXHIBITIONS & PROGRAMS
MAJOR DONORS 2019–2020

Individuals, corporations, and foundations provide essential support to the Museum, including for the renovations of permanent galleries, special exhibitions, educational programming, scholarships for student field trips, and free admission programs. The Texas State History Museum Foundation gratefully acknowledges the following major donors for their generous support received from September 1, 2019 to August 31, 2020.

$100,000
Nancy Ann and Ray L. Hunt

$50,000 TO $99,999
H-E-B
The John M. O’Quinn Foundation

$25,000 TO $49,999
Texas Bar Foundation

$10,000 TO $24,999
The Marie M. and James H. Galloway Foundation

TEXAS STATE HISTORY MUSEUM FOUNDATION
BOARD OF TRUSTEES 2019–2020

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President

Carla Moran, Lubbock
President-Elect

Margaret Perkins, Tyler
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Wm. Christopher Bush, Goliad
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Louise Griffeth, Dallas

Kent Hance, Austin

Jack Harper, Midland

Sarita Hixon, Armstrong

David Killam, Laredo

Richard King IV, Austin

Truett Latimer, Houston

Richard Leshin, Corpus Christi

Lynn McBee, Dallas

Demetrius McDaniel, Austin

Marshall Miller, San Antonio

Julie Jones Oles, Austin

Michal Powell, Dallas

Deborah Raynor, Dallas

Karl Rove, Austin

Karen Urban, Corpus Christi

EX-OFFICIO
Margaret Koch
Museum Director, Bullock Texas State History Museum

Rod Welsh
Executive Director, State Preservation Board

Jacqui Schraad
Executive Director, Texas State History Museum Foundation

Author Stephen Harrigan (left) and former CBS News anchor Dan Rather shared the stage during the launch of Harrigan’s book, Big Wonderful Thing, at a Corporate Council event in conjunction with UT Press.

Lynn McBee, Dr. James P. Allison (2021 History-Making Texan), and Jan Bullock at the Texas Independence Day Dinner. Also honored were Edith O’Donnell and Peter F. O’Donnell, Jr.