



2020  
BULLOCK MUSEUM  
*ANNUAL REPORT*

*“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*

OFO = FREEDOM NOW

FREEDOM

X ONE MAN X  
X ONE VOTE X





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

## *OUR MISSION*

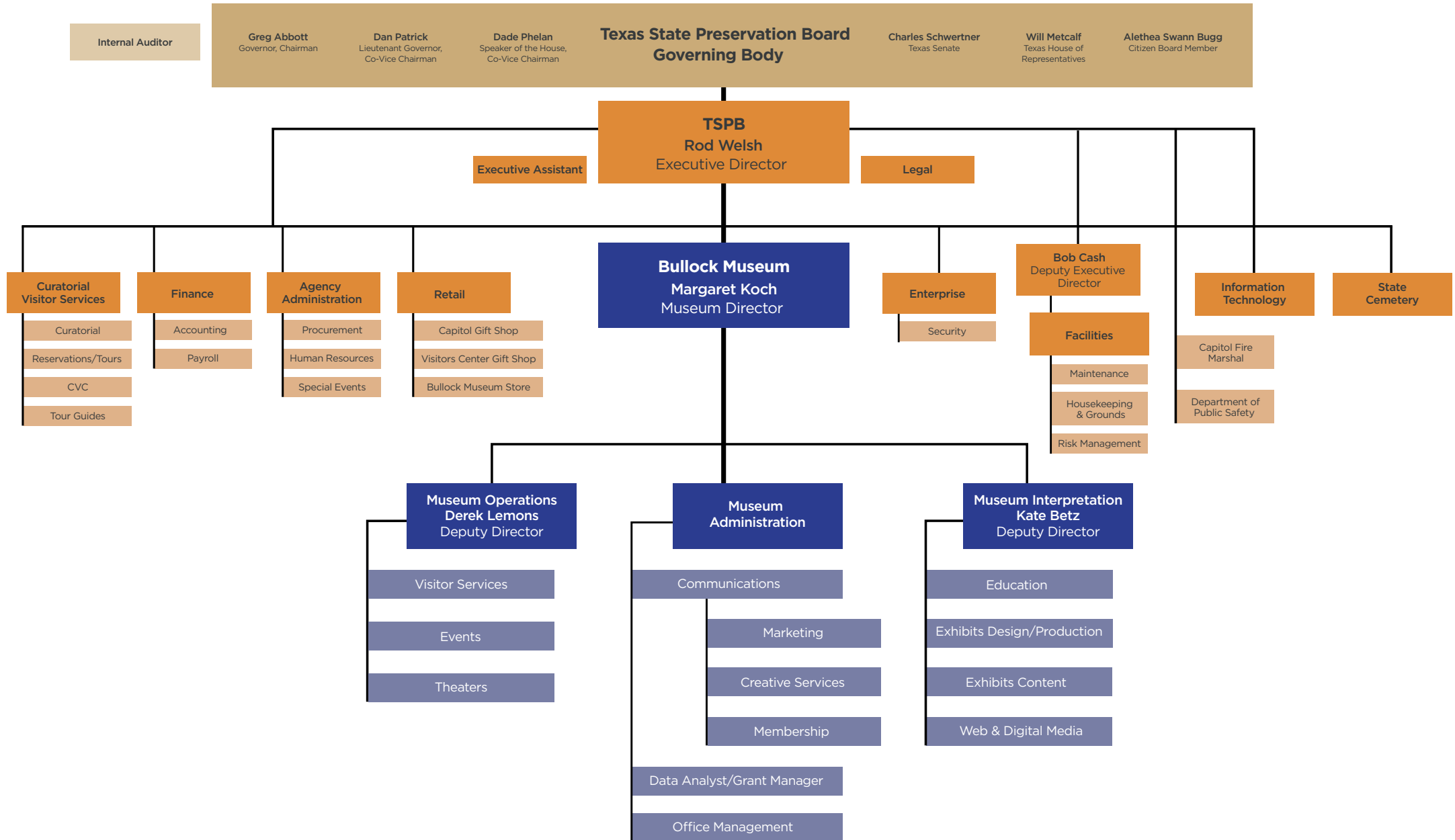
The Bullock Museum's mission provides the guiding principles for all the Museum does:

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.*



# ORGANIZATIONAL CHART



BY THE NUMBERS

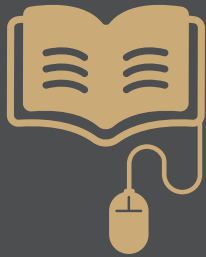
**270,000**

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.



**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.

**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.



# *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.



©1965 Matt Herron, Courtesy CDEA





“

*The case for women is not that they are inherently better or more moral. It is that they are half of humanity and should have the same opportunities- and be judged by the same standards- as the other half.*

**Chinamanda Ngozi Adichie**  
Author



# NOTICE

## LADIES WHO WISH TO VOTE

IN DEMOCRATIC PRIMARY OF JULY 27th, 1918, MUST REGISTER BEFORE THE TAX COLLECTOR BETWEEN JUNE 26th AND JULY 11th, BOTH INCLUSIVE. LADIES LIVING IN AUSTIN MUST APPEAR AT THE TAX COLLECTOR'S OFFICE WHILE LADIES LIVING OUTSIDE OF AUSTIN MUST APPEAR IN PERSON EITHER AT THE TAX COLLECTOR'S OFFICE AT THE COURT HOUSE, OR AT THE FOLLOWING PLACES AT THE TIME SPECIFIED:

Kimbro	Forenoon of Friday, June 28th
Manda Store	Afternoon of Friday, June 28th
Manor	All day of Saturday, June 29th
Littlepage's Store	Forenoon of Monday, July 1st
Webberville	Afternoon of Monday, July 1st
Sprinkle	Forenoon of Tuesday, July 2nd
Decker	Afternoon of Tuesday, July 2nd
Pflugerville	All day of Wednesday, July 3rd
Merrilltown Store	Forenoon of Friday, July 5th
Watter's Station	Afternoon of Friday, July 5th
Del Valle Store	All day of Saturday, July 6th
Elroy Store	Forenoon of Monday, July 8th
Colton	Afternoon of Monday, July 8th
Creedmoor	All day of Tuesday, July 9th
Bluff Springs	Forenoon of Wednesday, July 10th
Manhaca	Afternoon of Wednesday, July 10th
Oak Hill	Forenoon of Thursday, July 11th
Bee Cave	Afternoon of Thursday, July 11th

ALL REGISTRANTS MUST FILL OUT THEIR CERTIFICATES AND SIGN SAME IN THEIR OWN HANDWRITING.

Respectfully,  
**ROBERT MAUD,**  
Tax Collector, Travis County.

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.





Kate Betz



Derek Lemons



rachelmiller



Shelby Barrera



Kaitlin Lloyd-Leva



Hunt Wellborn



Angie Glasker



Leslie Adkins



# 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.



Did you know that a Texas Longhorn steer's horns can grow up to 100 inches from tip to tip? That is just over 8 feet! Imagine a full-grown Texas Longhorn steer between yourself and others.

¿Sabía que los cuernos de un novillo de Texas Longhorn pueden crecer hasta 100 pulgadas de punta a punta? ¡Eso es un poco más de 8 pies! Imagínese un novillo adulto Longhorn de Texas entre usted y los demás.



# *STRENGTHENING ACCESSIBILITY*



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



2:46 / 35:18

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.



**GLORIA SMITH**  
Texas Freedom Colony Descendent



# New Perspectives: The Polio Years in Texas





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.



OUR STORY  
BEGINS HERE

Our understanding of Texas history is always changing. The story of Texas begins long before it was named and drawn on maps.

Objects and stories from our past help us understand where we come from and who we are. New discoveries by archaeologists and historians continually add to what we know.



NUESTRA HISTORIA  
COMIENZA AQUÍ

Nuestra comprensión de la historia de Texas siempre está cambiando. La historia de Texas comienza mucho antes de que fuera nombrada y dibujada en los mapas.

Los objetos e historias de nuestro pasado nos ayudan a comprender de dónde venimos y quiénes somos. Los nuevos descubrimientos de los arqueólogos e historiadores se suman continuamente a lo que sabemos.

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.



MUSEO DE HISTORIA BULLOCK



# *CAPITOL CONTEXT*



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	FY 2020	FY 2019	FY 2018
<b>ADMISSIONS</b>			
General Admissions	711,364.04	1,402,699.36	1,379,478.16
IMAX Theatre	396,700.97	951,838.67	1,435,338.85
Texas Spirit Theater	136,154.99	314,951.47	349,438.10
<b>GRANTS AND CONTRIBUTIONS *</b>	<b>606,297.50</b>	<b>2,352,837.00</b>	<b>1,746,926.58</b>
<b>STATE APPROPRIATIONS</b>			
Texas History Education Program †	402,619.09	467,339.27	462,066.18
Operating Expenses	1,195,605.57	460,318.86	462,123.04
<b>FACILITY RENTALS</b>	<b>254,929.50</b>	<b>535,181.60</b>	<b>468,259.51</b>
<b>PARKING FEES</b>	<b>413,931.15</b>	<b>802,796.11</b>	<b>780,750.02</b>
<b>MERCHANDISE SALES</b>	<b>340,418.14</b>	<b>930,906.86</b>	<b>885,398.24</b>
<b>MEMBERSHIP FEES</b>	<b>249,870.00</b>	<b>326,387.00</b>	<b>324,878.00</b>
<b>THEATER CONCESSIONS</b>	<b>67,771.12</b>	<b>178,029.24</b>	<b>256,157.72</b>
<b>CAFE COMMISSIONS/OTHER</b>	<b>191,023.65</b>	<b>126,627.76</b>	<b>76,674.68</b>
<b>Total Revenue</b>	<b>4,966,685.72</b>	<b>8,849,913.20</b>	<b>8,627,489.08</b>

Expenses by Department/Project	FY 2020	FY 2019	FY 2018
<b>FILMS AND THEATERS</b>	\$704,878.78	1,137,488.46	1,414,205.59
<b>TEXAS HISTORY EDUCATION PROGRAM</b>	402,619.09	467,339.27	462,066.18
<b>EXHIBITIONS *</b>	1,237,145.67	3,452,602.58	3,190,758.60
<b>VISITOR SERVICES</b>	837,841.72	869,038.02	963,608.42
<b>ADMINISTRATION</b>	775,407.80	834,112.03	597,719.77
<b>MARKETING</b>	296,855.52	550,984.06	558,842.76
<b>EDUCATION AND PROGRAMS</b>	407,222.70	571,744.40	454,378.44
<b>HOUSEKEEPING</b>	295,781.40	364,139.57	290,977.81
<b>MUSEUM STORE</b>	296,016.60	745,474.29	728,471.90
<b>FACILITIES MAINTENANCE</b>	146,025.20	187,044.96	183,796.63
<b>FACILITY RENTALS</b>	194,951.86	221,053.97	169,920.09
<b>MEMBERSHIP</b>	182,613.62	183,934.05	154,545.75
<b>CREATIVE SERVICES †</b>	214,135.75	150,329.79	

<b>Total Expenses</b>	<b>5,991,495.71</b>	<b>9,735,285.45</b>	<b>9,169,291.94</b>
<b>Beginning Net Position</b>	2,074,983.48	2,960,355.73	3,502,158.59
<b>Restatement</b>	(47,600.00)		
<b>Change in Net Position</b>	(1,024,809.99)	(885,372.25)	(541,802.86)
<b>Ending Net Position</b>	1,002,573.49	2,074,983.48	2,960,355.73

\* Includes \$309,462 for FY 2020 Temporary Exhibits and Educational Programming.

† \$402,619 expended in FY 2020 from FY 2014 state appropriation of \$5 million, leaving balance of \$494,730 at August 31, 2020.

\* 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

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

\* 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*  
(5/4/19 - 11/17/2019)

### Cowboys in Space and Fantastic Worlds

(7/13/19 - 12/1/19)

### Beyond Planet Earth:

*The Future of Space Exploration*  
(9/21/19 - 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

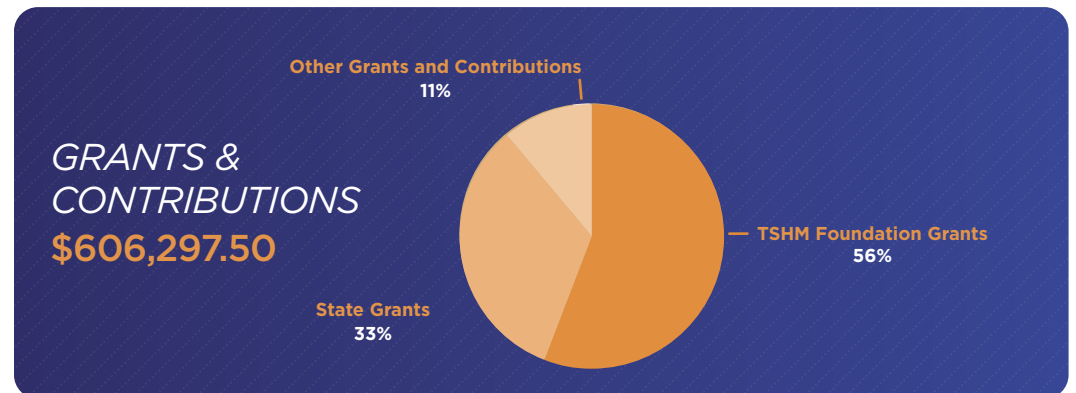
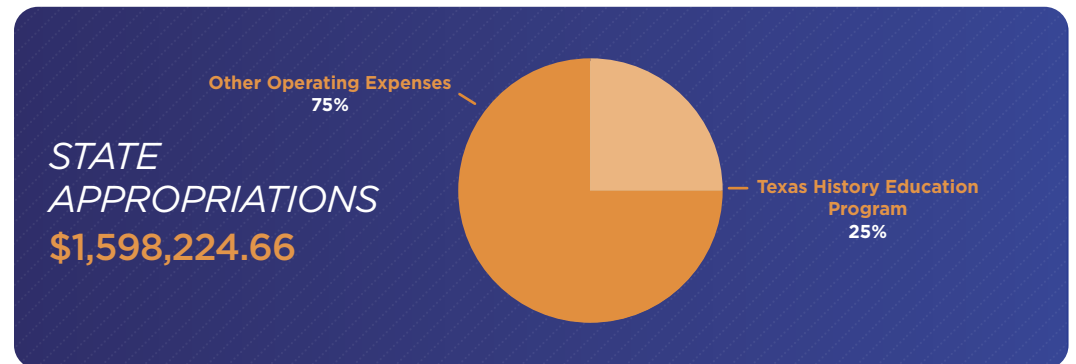
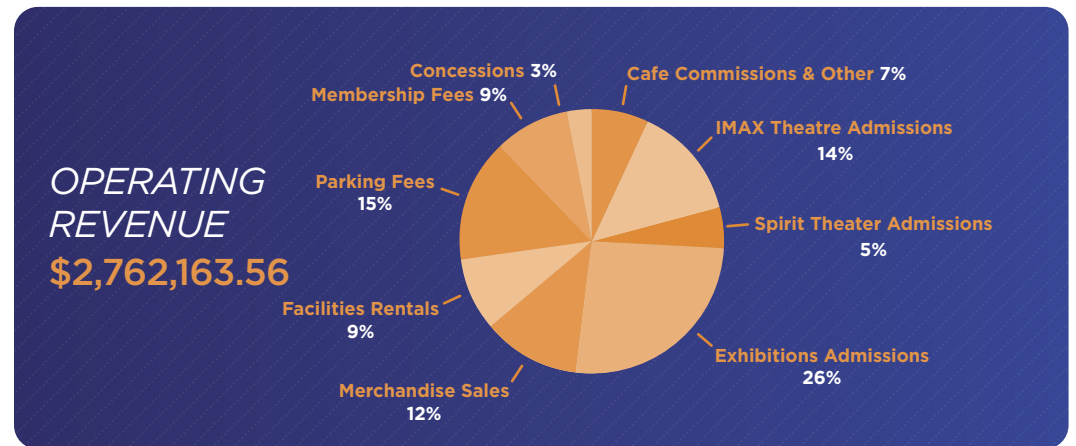
(3/8/20 - 03/29/20)

### Collector's Gallery:

*The Frank and Carol Holcomb  
Map Collection*  
(11/23/19 - 8/2/20)

294 New artifacts  
were placed on view

## REVENUE BY TYPE



## 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

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### INDIVIDUAL DONORS AND UPPER-LEVEL MUSEUM MEMBERS

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Beverly and Will O'Hara	Jake Stabeno	Phil and Keri Wright
Betty and Ron Patterson		

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State of Texas	Institute of Museum and Library Services
Texas State History Museum Foundation	Bank of America
JPMorgan Chase Bank	Neiman Marcus - Austin
Humanities Texas	Texas Commission on the Arts





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|--|---|--|---|--|
| 3Strands Global Foundation                                   | Code Galaxy   | Janel Jefferson  | PBS   | Texas Fashion Collection,<br>University of North Texas                 |
| Alabama-Coushatta Tribe of Texas                             | Comanche Nation   | Jeri Redcorn Caddo   | Prevention and Policy,<br>Child Sex Trafficking Team,<br>Office of the Governor | Texas Film Commission  |
| Alliance Francaise   | Common Threads  | Jim Haber  | PVILCA  | Texas Folklife   |
| Allies Against Slavery                                       | ConocoPhillips  | King Ranch   | Railroad Commission -<br>GIS Mapping Dept., Archives,<br>and Geology Dept.      | Texas Historical Commission  |
| Apache Corporation   | Creative Action   | KLRU   | Ryan McKnight   | Texas State Historical<br>Association                                  |
| Art Library Deco   | Don Scott   | LBJ Presidential Library   | Society Texas   | Texas State Library and<br>Archives Commission                         |
| Austin Book Arts Center                                      | Doris Workmon   | Lick Honest Ice Creams   | Space Center Houston  | Texas Tech Vietnam<br>Center and Archives                              |
| Austin Independent School District                           | Dragon's Lair Comics &<br>Fantasy Austin  | Lipan Apache Tribe of Texas  | Stars and Science Austin  | The Gault School of<br>Archaeological Research                         |
| Austin Museum Partnership                                    | Empowerment Driven by<br>Knowledge Coalition  | Love 146, Houston  | STEM Scouts   | Tonkawa Tribe  |
| Austin Public Library  | Expect Respect Program, SAFE  | Mad Science  | Steve Huey  | Union Pacific  |
| Austin Refugee Roundtable                                    | Friends of the Governor's Mansion   | Mariposa Spanish School<br>for Kids  | Texas A&M Commerce  | University of Texas Astronomy<br>Students Association                  |
| Austin School of Fashion Design                              | General Land Office   | Martin Theophilus  | Texas Archeological<br>Research Laboratory                                      | University of Texas,<br>Walker Department of<br>Mechanical Engineering |
| Badgerdog  | Giddyup Studios   | McCain Institute   | Texas Association<br>of Museums   | UT Physics Circus  |
| Barton &Fitz   | Girlstart   | McDonald Observatory,<br>The University of Texas                                     | Texas Bar Foundation  | UT Press   |
| Bullzeye Oilfield Services                                   | Governor's Commission for Women   | Nan Blessingame  | Texas City Museum   | Wichita and Affiliated Tribes  |
| Bureau of Economic Geology,<br>University of Texas at Austin | Great Promise for American Indians  | National Center for Missing &<br>Exploited Children                                  | Texas Commission<br>on the Arts   | William Osborn   |
| Capitol BEST Robotics  | Groundwork Music Project  | National Council for the Social<br>Studies / Texas Council for the<br>Social Studies | Texas Department of<br>Transportation   | WIT - Whatever It Takes  |
| CASETA   | Harlan Crow Library, Dallas   | National Parks<br>Conservation Association   | Texas DPS Historical<br>Museum & Research Center                                | Youth Art Month  |
| Central Texas Discover Engineering                           | HIVE Arts Collective  | Oklahoma Historical Society  |   |  |
| Champions Westlake   | Human Trafficking and Transnational /<br>Organized Crime Section,<br>Office of the Attorney General | Panna Maria Historical Society   |   |  |
| Che Guerra   | Institute of Texan Cultures   |  |   |  |
| Chevron Corporation  |   |  |   |  |
| Cine Las Americas  |   |  |   |  |



***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](http://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.

## 2020 TEXAS INDEPENDENCE DAY DINNER SPONSORS

### LEAD UNDERWRITERS

The Men and Women of  
Hunt Consolidated, Inc.

Still Water Foundation / Kickapoo Springs  
Foundation / The Legett Foundation

### PRESENTING UNDERWRITER

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Lynn and Allan McBee

### MEDIA

#### SPONSOR

Society Texas



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.

## 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.

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