



2016 Annual Report

Director's Summary

Understanding how we, as Texans, arrived at this point in our history is more important than ever. Your support makes it possible for us to illuminate our past.







Director's Summary

The Bullock Texas State History Museum is at the forefront of a iourney to illuminate our past. and we couldn't do it without you, our many supporters. With the collaborations of long-standing and new partnerships, we shared the amazing and thought-provoking history of Texas through a dynamic array of artifacts, groundbreaking exhibitions, educational programming, and films in our 15th anniversary year. That's 15 short years during which we welcomed over 7.5 million people through our doors. In FY2016 we saw our highest attendance, nearly 600,000, since

2002. I take that as affirmation that the diversity of programming the Museum creates is relevant to the communities we serve, and that there is a thirst for knowledge to understand our past, examine the present, and prepare for the future. And it is not just inside the Museum that we're making an impact, but through our educational outreach on our expanded website and through the award-winning Texas Story Project.

In FY2016 we received awards from the Texas Association of Museums, American Alliance of Museums, and



the American Association for State and Local History. As one of the youngest state history museums in the country, we are honored that our Life and Death on the Border 1910-1920 exhibition received critical acclaim in the Journal of American Historians, and in the press at home and abroad. We worked with St. Edwards University design students and Texas schoolchildren in nearly every county to create the Butterfly Project, a breathtaking Rotunda installation that spoke of hope while remembering the past. And now. more than ever, we look ahead to furthering our leadership among not

just our many colleagues in Texas, but among historically minded institutions nationwide. We couldn't be more honored to be the state's official history museum.

Pargaret Foch

Margaret Koch

Interim Director

Bullock Texas State History Museum

Celebrating 15 Years in the Heart of Texas

The Bullock Museum marked 15 years in the heart of Texas in FY2016 with an exciting schedule of special events and exhibitions, a new book featuring iconic artifacts, and a re-envisioned IMAX® Theater.





FY2016



Years

Celebrated **15 years** of the Bullock Texas State History Museum with **1,000 inaugural members**.



Welcomed **592,776**visitors to the Museum.



Installed **651**new artifacts in the exhibition galleries.



1,529
Blue Star military members
and their families walked
through Museum doors.



Welcomed **86,028** students, teachers, and chaperones to the Museum.

At a Glance

Authored **Seeing Texas History: The Bob Bullock Texas State History Museum**, featuring artifacts covering **4,000 years** of Texas history, published by UT Press.





Hosted over **400** programs and events.



1,000,000 unique users visited the Bullock Museum website.



166 Texans shared their stories online on The Texas Story Project.



19,332 hours of service were contributed by over 100 volunteers.

Artifacts & Exhibitions

Creating memorable opportunities to connect with the tangible evidence of Texas history remains at the center of the Museum's exhibition goals.







Newport Rifles Company battle flag, 1835–1836. Courtesy State Preservation Board, Austin.

Artifacts & Exhibitions

Throughout the year, the Museum continued to raise the bar on the quality and number of special exhibitions and significant artifacts on view in the galleries. Over the course of just 12 months, 177 original documents, artifacts, and paintings were rotated into the Texas History Galleries' three floors. adding richness to the more than 500 artifacts already on view. Two acclaimed, nationally traveling exhibitions were installed, and three temporary exhibitions developed and designed in-house enhanced the visitor experience by bringing

to light in-depth examination of some of the state's lesser known historical narratives. The Museum was honored by the support and trust of 29 new artifact lenders, including the Computer History Museum in Mountain View, California, the Victoria Independent School District in Victoria, Texas, the Wendish Museum in Giddings, Texas, the Institute of Texan Cultures in San Antonio, the Museum of the Big Bend, and additional private lenders.

A rare opportunity presented itself when a temporary home for display of the Capitol's San Jacinto battle flag was needed. Through the generosity of the Texas State Library and Archives and the Dallas Historical Society, for the first time since the Texas Revolution's battlefields. five flags carried into war were all on view together from April through August. They remain the only known surviving flags of the Revolution still in Texas. Additional artifacts in the Texas History Galleries spanned the centuries — an 18th century Spanish sword belonging to empresario Martín de León, a rare Texas State Police badge from the 1870s, a young David Vetter's "bubble bov" isolation suit prototype ca. 1975 designed by NASA, and 1992 Olympic coach Barbara Jacket's track jacket. An installation on the second floor featuring the Comanche included artifacts from three longtime museum partners, the Panhandle-Plains Historical Museum in Canvon. the Heritage Society in Houston, and the Briscoe Center for American

History in Austin. Highlighting the exceptional horsemen, the new Comanche case included saddles and an edited and re-installed video detailing Comanche legacy as told by contemporary tribal leaders.

In December 2015, the Museum installed the Austin City Limits (ACL) Theater, a large-screen concert experience that takes audiences from the 1974 pilot broadcast of Willie Nelson's ACL performance to the present day. Working with ACL and KLRU-TV, the intimate space was transformed into a stage reminiscent of ACL's original 1970s set. Artifacts installed included an Austin City Limits neon sign and tree branches from the iconic Studio 6A. A longterm installation, visitors enjoy the sights and sounds of Lyle Lovett, Loretta Lynn, Flaco Jiménez, Sheryl Crow, Radiohead, and many others who performed throughout the years.



Austin City Limits neon sign, 1980. Courtesy KLRU-TV, Austin.



A young museum visitor studies the *Deinosuchas riograndensis* skull cast from the exhibition *Journey Into Big Bend.*

The Herzstein Gallery hosted two traveling exhibitions. Gridiron Glory The Best of the Pro-Football Hall of Fame, from Pro Football Exhibits. LLC in association with The Pro Football Hall of Fame and Museum. assembled over 200 artifacts to present the panoramic story of professional football, from its humble beginnings in the late 19th century to its current status as a cultural phenomenon. Our Global Kitchen, Food, Nature, Culture, a highly interactive, multi-media exhibition from the American Museum of Natural History, explored the

historical, cultural, and scientific intersection of humans and food and contained a test kitchen that included family-heirloom aprons loaned by central Texans.

Bullock Museum staff curated two original exhibitions for the third floor rotunda. The groundbreaking exhibition, *Life and Death on the Border 1910–1920*, brought new voices and perspectives to the forefront of Texas history by challenging traditional understandings of early 20th century frontier justice. Pancho Villa's saddle,

family wedding gowns, artwork and poignant photographs provided richness and personal connections for thousands of visitors to the bilingual exhibition. The exhibition won a Leadership in History Award of Merit from the American Association for State and Local History (AASLH). The summer exhibition, *Journey*

Into Big Bend, celebrated the 100th anniversary of the formation of the National Park Service by spotlighting the Big Bend region with stunning photography, personal artifacts, and pre-recorded reflections from eight individuals who have protected, explored, adventured, and come to love the vast and valued ecosystem.

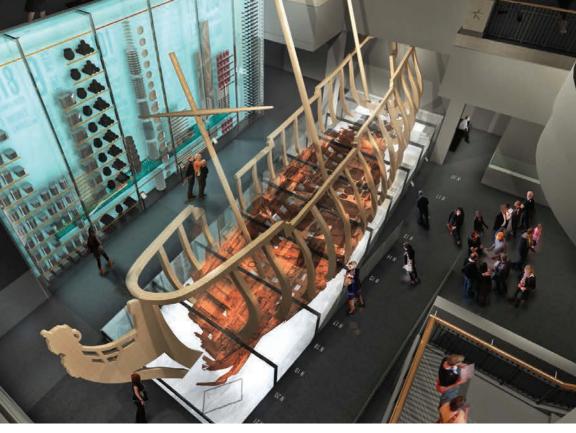


La Belle

Since the 2015 opening of the award winning, La Belle: The Ship That Changed History, in the first floor Texas History Gallery, the interim exhibition has proven to be one of the most popular in the Museum.







A rendering of the design plan for *La Belle* by Ralph Appelbaum and Associates, 2013.

First Floor Gallery Featuring La Belle

The content and design plan for the final iteration of the gallery, including preserving *La Belle*'s hull underneath a deck of glass, is well underway and on track to open in the fall of 2018. Campaign fundraising continued throughout the year. Extensive research was undertaken to reimagine the exhibition, beginning with the story of Texas long before the arrival of European explorers and on through Mexican independence in 1821, critical for

visitors' understanding of our earliest human history in the region. The Bullock Museum is honored to have the expert consultation of renown archaeologists and historians Dr. Julianna Barr (early Indigenous history), Dr. James Bruseth (*La Belle*), Dr. Jesús F. de la Teja (Texas history), and Emma Hansen (American Indian cultures). Their contributions have been central to all aspects of development, design, and interpretation.

The curatorial team identified artifacts that will allow visitors to begin their journey 14,000 years ago, through Pre-Columbian America, on to the first encounters between

American Indians, the French, the Spanish, and culminate with the global impact of colonization of territories we now call Texas.



Museum guests enter the *La Belle* exhibition and examine related artifacts.



Theaters & Films

The Bullock Museum's dynamic film and theater program offered visitors a unique cinematic experience in the IMAX® and Texas Spirit theaters.







Executive director of the Austin Film Festival, Barbara Morgan (right), interviews Parker Posey for the 35mm screening of *Waiting for Guffman*, 2016.

Theaters & Films

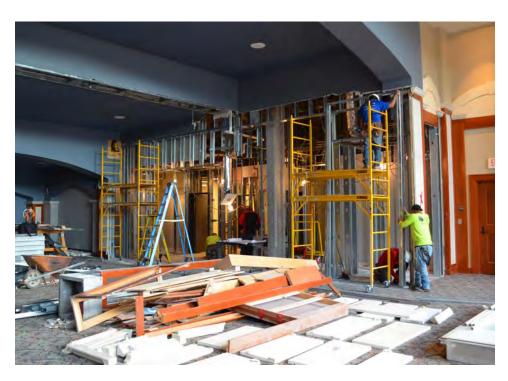
The Bullock film and theater program continued to expand in FY2016. The focus centered on two major goals. The first was to create a dynamic and expanded selection of offerings for the beautiful and acoustically resonant Texas Spirit Theater. The second goal was to plan for and begin the IMAX® theater conversion from digital projection to a state-of-the-art laser projection system with an immersive sound environment, funded by a generous grant appropriation from the State of Texas.

Adjusting its schedule to focus on school tours in the mornings, the Bullock Museum hosted a wide range of educational documentaries for audiences of all ages including Flight of the Butterflies, Age of Airplanes, Humpback Whales, and Jerusalem. Feature first-run films played during the afternoons and evenings with showings of the James Bond thriller, Spectre, the Texas-based My All American (non-IMAX), The Hunger Games: Mockingjay Part 2, and the long-awaited sequel, Star Wars: The Force Awakens. Costumed

characters, specially themed receptions, and the largest screen in Texas contributed to evenings of fun for the whole family.

The digital projection system installed in FY2015 enhanced the audience's viewing experience while the Bullock team began planning for the design and production of a more extensive renovation of the theater, lobby, and concessions. Work began in August and was completed in a record-breaking two months. Entering FY2017, the Bullock Museum IMAX became the only

theater in Texas to offer audiences the IMAX® with Laser system, bringing the most vivid images ever to appear on screen and an audio experience that surrounds visitors. This renovation places the Museum at the forefront of technology in order to take advantage of the ways in which movies are filmed today, and keeps the Museum competitive in the central Texas market. The IMAX® continues to generate revenue for Museum exhibitions and programs, with admissions revenue up nearly 18% over the previous year.





Fans enjoyed photo ops with cosplayers during the opening night of *Ghostbusters*, 2016.

In November 2015, live music, narration, and multi-sensory effects brought to life the paintings of Texas artist Frank Reaugh's pastel landscape series, *Twenty-four Hours with the Herd*. Austin composer Graham Reynolds and specially selected musicians including Grammy winning musical guest Redd Volkaert, brought Reaugh's groundbreaking 1933 performance to life with narration by Austin writer, Gene Fowler.

The Spirit Theater's new monthly Texas Focus Film Series gained a dedicated audience with its exploration of Texas movies and onsite conversations with scriptwriters. producers, cast, and crew members about the richness and diversity of regional cinema. Sir Doug and the Genuine Cosmic Groove (Doug Sahm documentary) with director Joe Nick and producer Dawn Johnson and Eagle Pennell's Whole Shootin' Match with actor Sonny Carl Davis were shown. Also participating were Lewis Black for Jonathan Demme Presents Made In Texas. Winston Williams for Blood of Jesus (1941), Parker Posev for Waiting For Guffman, Tito Larriva and Joe Dishner for True Stories. Terrance Malick's gorgeous Days of Heaven on 35mm film was another highlight of the season.



Left: Visitor Services representative, Scotland Washington, greets a movie patron in the IMAX* lobby, 2016.

Below: Josh Jacobs (director of film and theaters at the Bullock Museum) interviews Tito Larriva and Joe Dishner for *True Stories*.



Education Programs & Events

With events as diverse as symposia featuring contemporary scholarship, live performances by musicians and other artists, and largescale Festival Days, the Museum continued working toward its ongoing goal of broadening and diversifying its audiences.







"Living Legend" Flaco Jiménez performing at Music Under the Star, July 2016.

Education Programs & Events

Programs for public audiences featured presenters as diverse as nationally recognized historians, conservationists and sommeliers. prize-winning authors, criticallyacclaimed poets, photographers and songwriters that engaged visitors with Texas's history and culture and deepened their appreciation for the arts and humanities. With support from the Texas Commission on the Arts, the Texas Artist Series was able to welcome the Marshall Ford Swing Band who embody the conversation between contemporary Texas music and its roots. An opening symposium in conjunction with the Life and

Death on the Border 1910-1920 exhibition welcomed a capacity crowd and marked the beginning of a successful public engagement campaign via social media. Trips to Austin's hottest restaurants and partnerships bringing the best eats into the Museum engaged guests in conversations with chefs to satisfy their own culinary curiosity. The Museum's ever popular Music Under the Star concert series continued to thrive with new partnerships and featured acts like Grammy Award winners Los TexManiacs with special guest "Living Legend" Flaco Jiménez.

Programs for families expanded in exciting ways thanks to generous funding from the Institute of Museum and Library Services for a three year expansion of onsite and online offerings. New offerings include expanded Storytime programs and a new series especially for families with children ages 2-5. The Museum's H-E-B Free First Sundays saw their best year yet with highlights including a celebration of global food culture to accompany the exhibition Our Global Kitchen: Food, Nature, Culture and a Texas-sized birthday party in celebration of the Museum's 15th anniversary.

The annual American Indian Heritage Day celebrated Texas's native populations and monthly Living History Days and Science Thursdays provided additional chances for students to find connections to their communities and the world around them. A highlight of the year came for one particular group of students who participated in an out of this world experience in the Museum's IMAX Theatre through a virtual conversation with Astronaut Timothy Kopra while he was onboard the International Space Station.

The Museum's Distance Learning program received an award for Best New Program for its class covering myths and mysteries of the Texas Revolution.

Over 100 active volunteers provided more than 19,000 hours of service during the previous year, greeting visitors, sharing their knowledge with hands-on activities, and offering fascinating glimpses into history in gallery conversations.



The performance of a traditional dance, American Indian Heritage Day 2016.

Statewide Outreach

The Museum's digital education outreach programs continue to ensure the Bullock reaches visitors beyond its walls, highlighting Texas history, people, and government throughout the state, country, and world.







Museum's website allows visitors to explore stories and artifacts from the Texas Story Project based on location.

Statewide Outreach

The Texas Story Project, an online feature with more than 170 Texas stories contributed by visitors. received four awards this year, including an Award of Merit from the American Association for State and Local History. The project was recognized by the American Alliance of Museums as "rich with stories and pathways through the stories," having achieved the project's vision "to place people and their multitude of stories and voices at the heart of the online museum experience." The project also exhibited four unique films alongside artifacts borrowed from storytellers in the Museum's galleries.

Building on success, this year saw the launch of new history making digital projects, including the Texas Through Your Lens photography competition, which featured 40 visitor photographs selected from 823 submissions displayed during the Journey Into Big Bend exhibition. The competition included participants from 139 Texas cities, attracting 71,500 unique visitors to the website, capping out the year's total of 2.45 million website page views — and record-breaking 1 million unique visits — representing 753 diverse Texas communities, all 50 states, and 195 countries.









Dale Watson performs at the Austin City Limits Theater installation opening reception, January 2016.

Membership

The generosity of members supports the Museum's educational mission and allows us to produce and display compelling exhibitions for all Texans to enjoy. This past year, members experienced the very best of the Bullock Museum through exclusive member events. Members kicked off the Gridiron Glory: The Best of the Pro Football Hall of Fame exhibition with a parade by the John H. Reagan High School marching band, remarks from the Austin NFL Alumni association, and had the opportunity to meet with Pro Football Hall of Famers Ken Houston and Curley

Culp. Members examined the *Life* and *Death on the Border 1910–1920* exhibition with a symposium by scholars from the Refusing to Forget Project, met the artists featured in the *Journey Into Big Bend* exhibition at a cocktail reception, and enjoyed an edible escape with treats and libations from the melting pot of great Austin restaurants including Whole Foods Market at the preview party for *Our Global Kitchen: Food, Nature, Culture.*

In addition to previewing special exhibitions, members celebrated

the addition of the Museum's Austin City Limits Theater with an amazing performance by Austin's king of country music, Dale Watson, and enjoyed the best view in the house from the Member's VIP Lounge at the Music Under the Star concert series. To cap off the year, members rang in our 15th Anniversary at a party in their honor complete with Texas two-step lessons, hat fittings, Texas-style caricatures, and living history actors in the galleries.



Left: Jan Felts Bullock at the opening of *Tom Lea: Chronicler* of 20th Century America, 2015.

Below: Music Under the Star, 2016.



Financial Position

Revenue by Type	FY 2014	FY 2015	FY 2016
ADMISSIONS			
General Admissions	1,205,779.54	1,352,882.29	1,397,075.00
IMAX Theater	778,936.70	1,295,571.04	1,532,224.04
Texas Spirit Theater	296,139.43	444,591.57	444,443.53
GRANTS AND CONTRIBUTIONS †	1,518,126.77	1,620,917.40	189,277.26
STATE APPROPRIATIONS			
Texas History Education Program ‡	1,112,402.00	1,080,349.97	581,663.54
La Belle Project	1,026,409.51	974,617.35	
Operating Expenses	467,151.28	545,193.35	457,225.98
FACILITY RENTALS	590,553.03	745,226.52	641,721.14
PARKING FEES	555,805.29	658,271.95	698,820.16
MERCHANDISE SALES	994,741.94	1,067,734.51	983,769.44
MEMBERSHIP FEES	351,044.18	377,937.83	317,076.50
THEATER CONCESSIONS	116,347.30	188,627.81	275,241.92
CAFE COMMISSIONS/OTHER	47,617.75	87,576.09	63,523.19
Total Revenue	9,061,054.72	10,439,497.68	7,582,061.70

[†] FY 2016 includes \$147,818 for Capital Campaign Projects.

^{‡\$581,664} expended in FY 2016 from \$5 million state appropriation.

Expenses by Department/Project	FY 2014	FY 2015	FY 2016
FILMS AND THEATERS	1,200,582.54	1,634,748.82	1,792,594.54
TSHMF CAPITAL CAMPAIGN †	1,321,558.61	1,627,204.87	472,023.32
TEXAS HISTORY EDUCATION PROGRAM	1,112,402.00	1,080,349.97	581,663.54
EXHIBITIONS	1,003,989.59	570,508.54	952,367.38
VISITOR SERVICES	795,061.01	698,854.69	841,845.50
ADMINISTRATION	512,086.01	510,743.45	542,552.74
MARKETING	447,466.37	518,000.08	694,757.00
EDUCATION AND PROGRAMS	398,608.10	404,295.34	530,218.24
HOUSEKEEPING	303,834.96	336,966.30	326,216.84
MUSEUM STORE	718,292.17	795,138.13	894,048.57
FACILITIES MAINTENANCE	214,304.33	241,670.88	171,388.61
FACILITY RENTALS	189,604.98	195,032.19	217,731.94
MEMBERSHIP	118,686.31	166,316.58	195,214.90
PARKING	104,300.67	112,018.03	112,133.09
Total Expenses	8,440,777.65	8,891,847.87	8,324,756.21
Change in Net Position	620,277.07	1,547,649.81	(742,694.51)

[†] The Texas State History Museum Foundation's Capital Campaign supports the first floor featuring *La Belle*, exhibitions, and education programs

Attendance

	FY2014	FY2015	FY2016
General Attendance	240,737	240,540	240,313
Theaters †	204,122	242,605	251,799
Educational Programs and Facility Rentals	92,765	94,579	100,664
Total	537,624	577,724	592,776
K-12 Students/Teachers ‡	85,429	75,790	77,887

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

FY 16 Exhibitions

Tom Lea: Chronicler of 20th Century America (8/22/2015 - 1/3/2016)

Gridiron Glory: The Best of the Pro Football Hall of Fame

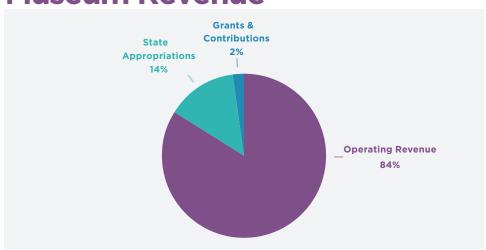
(9/26/2015 - 1/3/2016)

Life and Death on the Border 1910–1920 (1/23 - 4/3/2016) Mapping Texas: Collections from the General Land Office (1/23 - 4/3/2016)

Our Global Kitchen: Food, Nature, Culture (3/12 - 7/24/2016)

Journey Into Big Bend (4/22 - 9/18/2016)

Museum Revenue

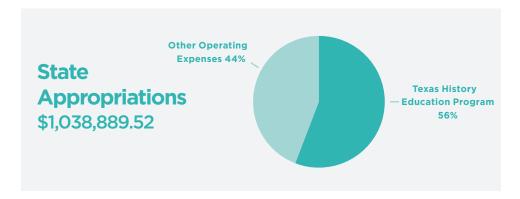


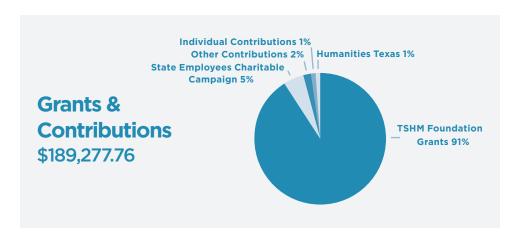
[‡] Student and Teacher numbers also included in other totals

^{*} Museum began using a new ticketing system in FY14; numbers not directly comparable to prior years

Revenue by Type









Community Partners

American Museum of Natural History

Atomic Picnic

Austin Chronicle

Austin City Limits Live

Austin Film Festival

Austin Independent School District

Austin Public Library Foundation/Badgerdog Creative Writing Workshop

Austin Woman Magazine

Dr. Benjamin Johnson

Benson Latin American Studies and Collections, University of Texas Libraries

Big Bend Conservancy

Big Bend National Park

Blanton Museum of Art

Briscoe Center for American History

Capitol City Black Film Festival

Computer History Museum

Dallas Cowboys

Do512

Don Hertzfeldt

Duchman Family Winery

Edible Austin

Fl Paso Museum of Art

Entercom Austin Radio Stations

Free Fun in Austin

Frost Bank

Groundwork Music Project

Harry Ransom Center

H-F-B

Heritage Society, Houston

Houston Texans

Humanities Institute

Hye Meadow Winery

Institute of Texan Cultures

Dr. John Morán González

KLRU-TV. Austin PBS

KUT/KUTX

KVUE

Lady Bird Johnson Wildflower Center

Library of Congress

Lover Boy

Marfa Film Festival

Dr. Monica Muñoz Martínez

MP & E Gear Camera and Liahtina

Museum of South Texas History

Museum of the Big Bend

National Archives and Records Administration

National Parks Conservation Association

Nature Conservancy

NFL Alumni Association: Austin Chapter

Panhandle-Plains Historical Museum

Gregg and Michelle Phillipson

Pro Football Hall of Fame

Radio Mujer

Refusing to Forget Project

Region XIII

REI Co-op

REI Outdoor School

Shiner Beers

Dr. Sonia Hernández

St. Edward's University

Texas General Land Office

Texas Monthly

Texas PBS

Texas State Historical Association

Texas State Library and **Archives Commission**

Texas State University

Texas Vertebrate Paleo Collection

Tito's Vodka

Dr. Trinidad Gonzales

Twin Liquors

Texas Holocaust and Genocide Commission

United States Holocaust Memorial Museum

The University of Texas at

The University of Texas Press

Wendish Museum

Whole Foods Market

Texas State History Museum Foundation

Since its inception in 1999, the Texas State History Museum Foundation has raised over \$22 million to support the Bullock Museum's educational programs and exhibitions. In addition, the Foundation has been proud to fund an annual school tour scholarship program for students from economically challenged schools.





Senator Kay Bailey Hutchison and Mr. Bob Schieffer, 2016 History-Making Texan honorees.

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. Honorees are chosen for their contributions to the state and the nation and must be considered truly historic and exceptional in scope. Jane Barnhill chaired a dinner held on February 24, 2016 that honored Senator Kay Bailey Hutchison and

Bob Schieffer as History-Making
Texans. Additional notables included
in the program were Speaker Joe
Straus, Senator John McCain, Senator
Phil Gramm, Gayle King of CBS,
Roger Staubach, Kaylee Hartung of
ESPN, and author Stephen Harrigan.

The Foundation greatly appreciates the generosity of its underwriters and the committee's diligent efforts to raise the proceeds to benefit the many educational programs and projects of the Bullock Museum.

2016 Texas Independence Day Dinner Sponsors

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Individuals, Corporations and Foundations provide essential support to the Museum, including renovation of the first floor 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, 2015 to August 31, 2016.



\$100,000 TO \$50,001

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Dian Graves Owen Foundation
H-E-B
The Rea Charitable Trust
The Summerlee Foundation

\$50,000 TO \$25,001

The West Endowment

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