

**BULLOCK MUSEUM**  
***ANNUAL REPORT***

**2023**





Cover photo courtesy of TFC/  
White Construction.

*It was an honor to partner with the Bullock Museum to share our legacy and passion for art by Black Americans with the community. The tribute honoring the life of service of my late husband, Dr. Harmon W. Kelley, was so moving. He served as an inspiration to others through hard work and commitment to education, as shown in the art collection.*

- Harriet Kelley

In fiscal year 2023, the powerful collection of Harriet Kelley (pictured) and her husband, Dr. Harmon Kelley, was featured in the exhibition *The Harmon and Harriet Kelley Collection of African American Art: Works on Paper*.



In collecting the achievements and images for the Bullock’s fiscal year 2023 Annual Report, one word kept weaving through each remarkable experience: **ACCESS.**

Finding better ways to improve accessibility in the broadest sense of the word was a driving force for the Bullock team. Long a Core Value, accessibility includes not just removing barriers that prohibit a full experience throughout the Museum in terms of mobility and the senses. It also means increasing access to our past through histories represented and told in native languages, shared through revealing art, cultures, and transformative traditions passed down through generations of Texans. It means meeting visitors where they are in their journey when they walk through our doors or look us up online, and taking them into a deeper understanding of how their past, present and future is intertwined with those of our ancestors.

From national recognition to local support, FY2023 highlighted pivotal moments and incredible, uniquely

Texan experiences for visitors from around the world. Because of the work of every staff member, the financial support of the Texas State History Museum Foundation and Texas State Legislature, the insight and enthusiasm shared by our everyday visitors, Members, teachers, students, donors, sponsors, scholars and advisors, we are grateful and honored to be entrusted with bringing to light this incredible Story of Texas for everyone.



A handwritten signature in black ink that reads "Margaret Koch". The signature is written in a cursive, flowing style.

**MARGARET KOCH**  
Director  
Bullock Texas State History Museum



## AMERICAN ALLIANCE OF MUSEUMS REACCREDITATION

In 2023, the Bullock Museum again achieved accreditation by the American Alliance of Museums, the highest national recognition afforded the nation's museums.

Out of the nation's estimated 33,000 museums, fewer than 4% are currently accredited.

*"Accredited museums are a community of institutions that have chosen to hold themselves publicly accountable to excellence. Accreditation is clearly a significant achievement, of which both the institutions and the communities they serve can be extremely proud."*

- Laura L. Lott, Former Alliance President and CEO, 2015-2023



# ORGANIZATIONAL CHART

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**BOB CASH**  
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VISITOR  
SERVICES**

CURATORIAL  
RESERVATIONS/TOURS  
CAPITOL VISITORS CENTER  
TOUR GUIDES

**FINANCE**

ACCOUNTING  
PAYROLL

**AGENCY  
ADMINISTRATION**

EXECUTIVE ASSISTANT  
LEGAL  
PROCUREMENT  
HUMAN RESOURCES  
SPECIAL EVENTS  
CAPITOL FIRE MARSHAL  
INDEPENDENT AUDITOR

**RETAIL**

CAPITOL GIFT SHOP  
VISITORS CENTER GIFT SHOP  
BULLOCK MUSEUM STORE

**FACILITIES**

MAINTENANCE  
HOUSEKEEPING & GROUNDS  
RISK MANAGEMENT

**INFORMATION  
TECHNOLOGY**

**STATE CEMETERY  
BULLOCK MUSEUM**



**BULLOCK MUSEUM**

**MUSEUM  
ADMINISTRATION**  
**MARGARET KOCH**  
Museum Director

DATA ANALYST & GRANT MANAGER  
OFFICE MANAGEMENT  
EDUCATION  
EXHIBITS

**MUSEUM  
OPERATIONS**  
**DEREK LEMONS**  
Deputy Director

VISITOR SERVICES  
EVENTS  
THEATERS

**MUSEUM  
COMMUNICATIONS**  
**EMILY HENNE**  
Deputy Director

CREATIVE SERVICES  
MARKETING  
MEMBERSHIP  
WEB & DIGITAL MEDIA



## BULLOCK BY THE NUMBERS



# 47,242

students, teachers and  
chaperones visited the Museum

# 10,980

students engaged in **226**  
Distance Learning sessions

# 2,987

students and teachers viewed  
**free** documentary films thanks  
to Story of Texas Scholarships

# 127,292

moviegoers watched features and documentaries

# 307,704

patrons visited the Museum



# 1,096,767

new users discovered the website

# EXPANDING VISITOR ACCESS





## WELCOMING VISITORS TO OUR NEW FRONT YARD

In 2017, the first phase of a years-long project, the 2016 Texas Capitol Complex Master Plan, began to transform the area around the Museum. Congress Avenue directly in front of the Museum's Lone Star Plaza closed to vehicle traffic for years of construction, requiring the Museum to completely reimagine its access for visitors and school groups.

In December of 2022, the construction fences came down, opening the new Capitol Mall to visitors from all over the world. The Capitol Mall provides renewed access to the Museum, exciting opportunities for Museum programming and connections with neighboring organizations and state agencies.





## BREAKING DOWN BARRIERS

In October 2022, the Bullock Museum began offering free exhibition admission to SNAP and WIC benefits recipients through Museums for All, made possible by a grant from the Union Pacific Railroad Community Ties Giving Program.



During the summer of 2023, the Museum once again participated in Blue Star Museums, a program that provides free admission to the nation's active-duty military personnel and their families.



Additional opportunities throughout the year, including H-E-B Free First Sunday and Bob Bullock's Birthday Bash, ensured regular access for families and the community.





**PROVIDING  
ACCESS TO  
OUR PAST**



## BROADENING VISITOR HORIZONS



Special exhibitions in FY23, including Hilos de Tradición: Dresses of Mexico, Art of Texas State Parks and The Harmon and Harriet Kelley Collection of African American Art: Works on Paper, provided visitors and school groups access to stories that expanded knowledge and encouraged engagement with cultural traditions.

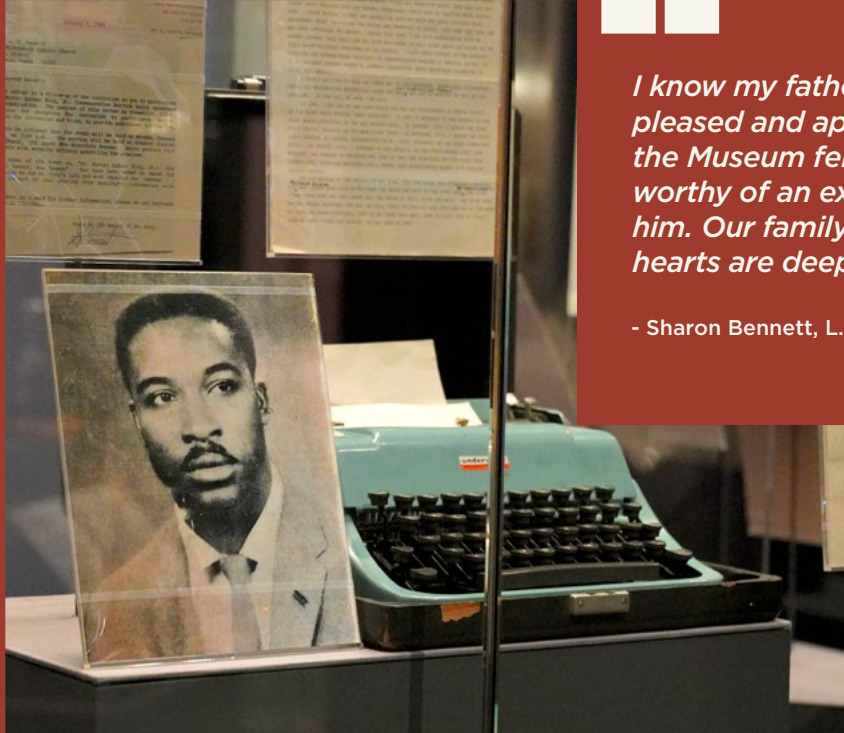


Programming throughout the run of each exhibition enabled the community to dive deeper into these stories through activities, experiences and multi-generational connections.





## NEW ARTIFACTS IN THE TEXAS HISTORY GALLERIES



*I know my father would be so pleased and appreciative that the Museum felt his actions were worthy of an exhibit to honor him. Our family is proud and our hearts are deeply touched.*

- Sharon Bennett, L. E. Bennett's daughter

In FY23, artifacts telling the story of San Antonio civil rights leader Reverend Dr. L. E. Bennett and the desegregation of Southwestern Bell Telephone Company went on view. The artifacts included Bennett's typewriter and a speech he gave as part of a 1986 Martin Luther King, Jr. Day celebration.

*Ruby Lee and Loula May, 1932. Oil on canvas by Kathleen Blackshear (1897-1988). Courtesy The John L. Nau III Collection of Texas Art, Houston.*



In collaboration with her family, country music legend and pianist Bobbie Nelson's Steinway Model B grand piano went on view in November 2022. Alongside her piano, visitors have access to view other cherished artifacts highlighting her life and music, including her cowboy hat, boots and sheet music. An intimate family gathering to celebrate the new display brought Nelson's family to the Museum for reflection and reconnection.



Fiscal year 2023 also saw the opening of the Texas Art Gallery, a new area that highlights the contributions Texas artists have made to art history. The inaugural display featured six female artists who were active in the Texas art scene in the 1930s and whose paintings were part of the 1936 Texas Centennial Exposition at Fair Park in Dallas, including this work by Kathleen Blackshear (1897-1988).





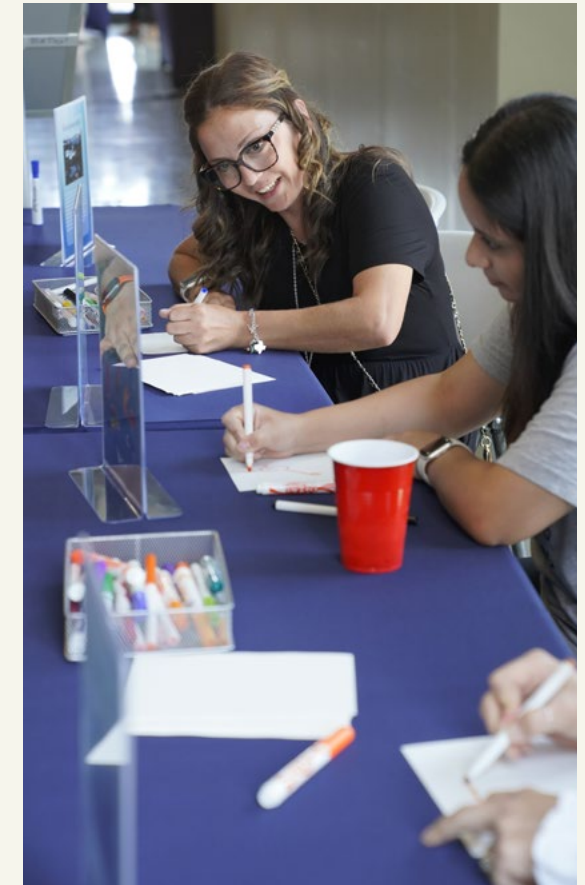


# **ACCESS TO EDUCATIONAL EXPERIENCES**

## THE LARGEST CLASSROOM IN THE STATE

Each year, the Museum welcomes thousands of students, educators and chaperones to participate in its **onsite field trip program** — an opportunity for schoolchildren and a growing audience of homeschoolers to experience the intersection of history with science, culture, language, the arts and more.

For schools unable to join onsite, the Museum's Distance Learning program offered **virtual learning** for students regardless of location.



**Professional development programs** for Texas educators continued to provide free resources and opportunities for Texas teachers to connect with each other and the resources they need in their classrooms.



## BUILDING COMMUNITY CONNECTIONS



In FY23, the Bullock Museum, the Texas Department of Transportation, the Texas Historical Commission and a Tribal Advisory Committee collaborated on a series of workshops held throughout the state to promote understanding and collaboration between Texas museum professionals and Tribal Nations. The series of workshops shared the importance of building lasting relationships with federally recognized American Indian Tribes, as well as how to integrate Tribal history and traditions into museum interpretation. Funding for the series was provided by a grant from TxDOT through THC.



In October 2022, the Museum held its **first Third Thursday program**, an opportunity for visitors to explore the exhibitions in the evening with access to the galleries after hours and unique activities on the third Thursday of each month.

Fiscal year 2023 Member programs highlighted the year's special exhibits through performances by Ballet Folklórico and Akina Adderley, book signings by the artists featured in Art of Texas State Parks, and a collector conversation with Harriet Kelley. A full slate of public programs for all ages engaged the community in culture and Texas history.





The background image shows a museum interior. On the left, there's a large wooden structure, possibly a ship's hull or a historical building model, with various wooden planks and beams. In the center, a glass display case contains historical documents and artifacts, with labels like '1056', '37', and '1613'. To the right, a large, complex wooden framework, resembling a ship's mast or a historical crane, dominates the scene. The overall lighting is warm and reddish-brown. A diagonal yellow and white graphic element cuts across the top left corner.

# **FINANCIAL STATEMENTS**



REVENUES BY TYPE	FY 2023	FY 2022	FY 2021
<b>ADMISSIONS</b>			
General Admissions	1,105,885.90	858,543.83	648,396.28
IMAX® Theatre	1,125,246.81	775,163.92	177,715.68
Texas Spirit Theater	163,865.54	125,651.25	28,055.69
<b>GRANTS AND CONTRIBUTIONS</b>	419,122.72	2,013,449.79	2,651,092.65
<b>STATE APPROPRIATIONS</b>			
Texas History Education Program	40,703.03	113,751.35	340,275.44
Operating Expenses	1,423,386.52	1,189,791.19	1,184,862.02
<b>FACILITY RENTALS</b>	459,580.64	231,683.28	36,875.94
<b>PARKING FEES</b>	790,676.50	576,856.44	384,280.76
<b>MERCHANDISE SALES</b>	528,273.55	462,370.36	421,269.06
<b>MEMBERSHIP FEES</b>	247,126.50	236,254.75	172,204.50
<b>THEATER CONCESSIONS</b>	272,202.65	178,644.44	44,008.44
<b>CAFE COMMISSIONS/OTHER</b>	340,037.74	204,342.68	93,958.13
<b>TOTAL REVENUE</b>	<b>6,916,108.10</b>	<b>6,966,503.28</b>	<b>6,182,994.59</b>

EXPENSES	FY 2023	FY 2022	FY 2021
SALARIES AND WAGES	3,397,858.32	2,916,554.29	2,342,430.31
PAYROLL RELATED COSTS	762,263.69	680,502.96	615,506.67
PROFESSIONAL FEES AND SERVICES	49,883.95	22,977.71	77,576.45
TRAVEL	23,652.25	11,080.73	1,574.19
MATERIALS AND SUPPLIES	457,817.15	314,670.16	181,431.14
COMMUNICATION AND UTILITIES	85,528.48	85,378.22	79,187.09
REPAIRS AND MAINTENANCE	283,613.88	241,906.28	203,836.34
RENTALS AND LEASES	917,730.23	727,553.06	349,745.32
PRINTING AND REPRODUCTION	48,731.34	18,231.96	4,219.62
INTEREST	25.31	11.60	10.86
OTHER OPERATING EXPENSES	980,786.59	911,414.28	559,955.08
DEPRECIATION AND AMORTIZATION	40,213.92	40,033.72	43,473.23
<b>TOTAL EXPENSES</b>	<b>7,048,105.11</b>	<b>5,970,314.97</b>	<b>4,458,946.30</b>

BEGINNING NET POSITION	3,722,810.09	2,726,621.78	1,002,573.49
CHANGE IN NET POSITION	(131,997.01)	996,188.31	1,724,048.29
ENDING NET POSITION	3,590,813.08	3,722,810.09	2,726,621.78

ATTENDANCE	FY 2023	FY 2022	FY 2021
EXHIBITS	146,148	103,306	59,564
THEATERS *	127,292	89,932	24,194
EDUCATIONAL PROGRAMS AND FACILITY RENTALS †	34,140	35,374	29,608
<b>TOTAL</b>	<b>307,580</b>	<b>228,612</b>	<b>113,366</b>
K-12 STUDENTS/TEACHERS	30,427	19,780	2,259

\* Theater attendance includes feature films, documentaries, and Texas Spirit Theater.  
† Educational programs include 10,980 distance learning program attendees in FY 2023, 14,035 in FY 2022 and 22,935 in FY 2021.

**FY 2023  
EXHIBITIONS**

**HILOS DE TRADICIÓN: DRESSES OF MEXICO**  
October 1, 2022 – April 2, 2023

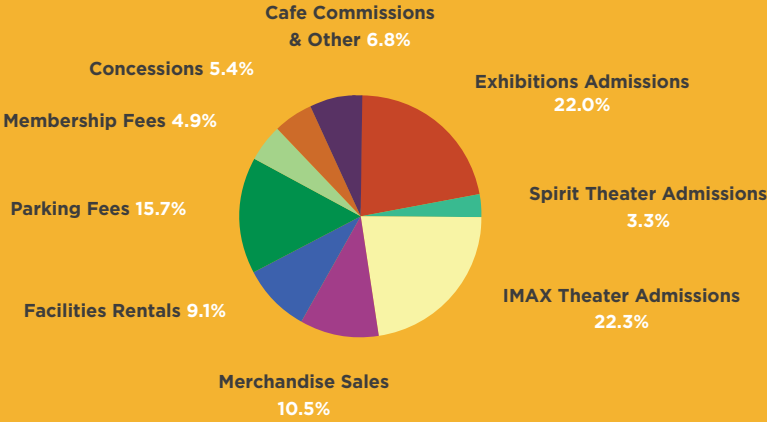
**ART OF TEXAS STATE PARKS**  
January 7 – April 30, 2023

**THE HARMON AND HARRIET KELLEY COLLECTION OF AFRICAN  
AMERICAN ART: WORKS ON PAPER**  
May 20 – October 1, 2023

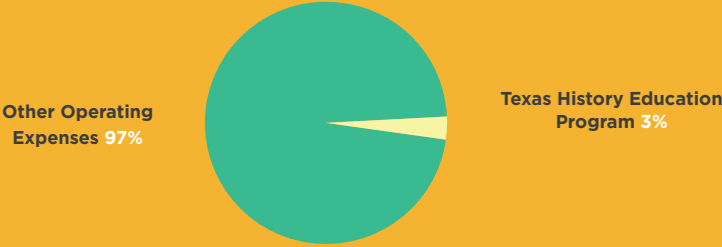
320 NEW ARTIFACTS  
WERE PLACED ON VIEW

REVENUE TYPE

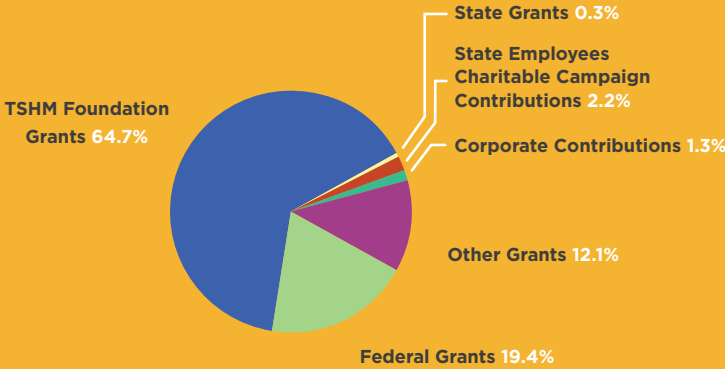
OPERATING  
REVENUE  
\$5,032,895.83



STATE  
APPROPRIATIONS  
\$1,464,089.55



GRANTS AND  
CONTRIBUTIONS  
\$419,122.72





## FY23 DIRECT CONTRIBUTIONS

The financial contributions of Bullock Texas State History Museum visitors, Members, sponsors and government entities enable the Museum to continue creating experiences that educate, engage and encourage a deeper understanding of Texas.

### INDIVIDUAL DONORS AND UPPER-LEVEL MUSEUM MEMBERS

Marion Alsup  
David and Jan Anderson  
Allan and Rita Arneil  
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### ADDITIONAL GRANTORS AND SPONSORS

Austin Museum Foundation Partnership  
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Humanities Texas

Institute of Museum and Library Services  
Jeanne and Michael L. Klein  
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State of Texas  
Summerlee Foundation  
Texas Commission on the Arts

Texas State History Museum Foundation  
Texas Trucking Association  
The Sandra S. McGonagle Estate  
Union Pacific Foundation  
Univision

### COMMUNITY PARTNERS

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Abilene Public Library, Abilene  
African American Youth Harvest Foundation  
Alabama-Coushatta Tribe of Texas  
Asian American Resource Center  
ATX Yoga Girl  
Austin Bat Refuge  
Austin Chinese American Network  
Austin Fire Department  
Austin Humane Society  
Austin ISD  
Austin Museum Partnership  
Austin Pets Alive!  
Austin Public Library  
Austin Refugee Roundtable  
Badgerdog Creative  
Balcones Canyonlands National Wildlife Refuge  
Big Hat Spirits

Big Medium  
Blanco Library, Blanco  
Canary Islands Descendants Association  
Capitol BEST Robotics  
Caritas of Austin  
Central Texas Discover Engineering  
City of Austin Transportation Department  
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Dragon's Lair Comics & Fantasy Austin  
Fair Park First  
Flatbed Center for Contemporary Printmaking  
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Girllstart  
Great Promise for American Indians  
Greater Austin Reading Coalition  
Harlan Crow Library, Dallas  
Hogg Foundation for Mental Health  
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Hot Science Cool Talks  
Human Trafficking and Transnational /Organized Crime Section, Office of the Attorney General  
Humanities Texas  
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James C. Kearney

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Kemi Yemi-Ese  
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KUTX 98.9  
Ladybird Johnson Wildflower Center  
Laredo Crime Stoppers, Laredo  
Lipan Apache Tribe of Texas  
Mad Science  
Mariposas Spanish School  
MathHappens  
Matthew Davila (Standing Rock)  
Meadows Center for Water and the Environment  
Mescalero Apache Tribe  
Museum of Fine Art Houston  
Museums For All  
Nan Blasingame (Cheyenne and Arapaho)  
National Aeronautics and Space Administration  
Neill-Cochran House Museum  
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San Antonio Museum of Art  
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Texas Parks and Wildlife

Foundation  
Texas Science & Natural History Museum  
Texas State Historical Association  
Texas State Hospital  
Texas State LBJ Institute for STEM Education and Research  
Texas State Library and Archives Commission  
The Big Quiet  
The Blanton Museum of Art  
The Gault School of Archaeological Research  
The Long Center for the Performing Arts  
Travis Audubon  
University of Texas Origami Circle  
UT Press  
UTSA College of Liberal and Fine Arts  
Waco Mammoth National Monument  
Wes Callahan  
Weslaco Museum of Local History and Cultural Art, Weslaco  
Wichita and Affiliated Tribes  
Ysleta del Sur Pueblo

CREDITS

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**Art of Texas State Parks** is supported by The Meadows Center for Water and the Environment, Texas State University. Additional support provided by Texas Parks and Wildlife Foundation and H-E-B.

The exhibition **The Harmon and Harriet Kelley Collection of African American Art: Works on Paper** was organized by Landau Traveling Exhibitions, Los Angeles, CA.

**The Harmon and Harriet Kelley Collection of African American Art: Works on Paper** is sponsored by the Albert and Ethel Herzstein Hall Fund.

**Museums for All** at the Bullock Museum is made possible by the generosity of the Union Pacific Community Ties Giving Program.



**H-E-B Free First Sunday** is presented by H-E-B.



**Bob Bullock Birthday Bash** is made possible by the generosity of Carolene English.

**School Programs** are generously funded by Featured Sponsor The Marie M. and James H. Galloway Foundation and contributing sponsor The Honorable Kent R. Hance.

**School Field Trips** presented by The John M. O'Quinn Foundation.

The Bullock Museum, a division of the Texas State Preservation Board, is funded by Museum members, donors, and patrons, the Texas State History Museum Foundation, and the State of Texas.

VOLUNTEER TRIBUTE

Honoring Longtime Volunteer Sandra McGonagle

Sandra “Sandy” McGonagle was a cherished member of the Bullock family. When Sandy wasn’t spending time with friends and family, attending one of Austin’s signature events, or enjoying live music, she volunteered her time at cultural institutions across the city.

Sandy volunteered almost every single week at the Bullock Museum from 2006 to 2020. Her mellow and warm-hearted demeanor made her a natural at working with visitors, and she was always approachable and happy to help any guest who came through the doors.

Sandy volunteered more than a thousand hours of her time to help the Museum further its mission, greeting visitors and making sure they were comfortable at programs, events, and touring the galleries. For



Museum staff, Sandy was a pleasure to work with. She was

flexible, affable, and communicated openly and

honestly with Museum colleagues. Her easy-going attitude was always appreciated, especially during trying times, when her positive spirit was a boost to everyone.

The generous bequest from The Sandra S. McGonagle Estate to the Bullock Museum reflects her generosity and grace and serves as a reminder of just how much the Museum means to the community. We look forward to continuing the work of the Museum in her honor.





# **TEXAS STATE HISTORY MUSEUM FOUNDATION**

Since its inception in 1999, the Texas State History Museum Foundation has raised more than \$36 million to support a variety of educational programs that currently benefit more than 300,000 visitors a year.


In addition, the Foundation has provided more than \$1 million from its endowment to support programs, such as school tour scholarships to some 5,000 students annually from economically-challenged schools. Dedicated Trustees from across the state and two staff members implement the Foundation’s mission.

Spearheaded by the Legislative Relations Committee, Foundation Trustees successfully advocated for the final approval of a \$100 million capital endowment fund for the Museum in the 88th legislative session. In 2001, Foundation Trustees initiated the idea of securing a capital endowment funded by the State of Texas and in partnership with the State Preservation Board were pleased to gain the sponsorship of Representative Greg Bonnen and Senators Joan Huffman and Royce West for the bill. The fund ensures the certainty of resources being available for the long-term preservation of the Museum facilities. The Foundation was also pleased to successfully advocate for State approval of the Museum serving alcohol at its venues, thanks to bill sponsors Representative Dustin Burrows and Senator Juan “Chuy” Hinojosa.

The Foundation is excited to support an important new project at the Museum — the renovation and expansion of the Ranching gallery. Research and planning are currently underway to ensure

the Bullock’s ranching exhibit is befitting the official history museum of the State of Texas — with the latest in exciting technology, captivating artifacts, and a focus on both the fabled roots and the modern innovations of the ranching industry. Our Foundation will seek support from individuals, foundations, and corporations to make this vision a reality and looks forward to announcing funding and recognition opportunities.

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. Lisa Cooley of Dallas chaired a dinner held on March 2, 2023 that honored esteemed military leader and public servant Admiral William H. McRaven and football legend Roger Staubach 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.



**JACQUI SCHRAAD**  
Executive Director  
Texas State History Museum Foundation



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