

BULLOCK MUSEUM ANNUAL REPORT 2024



DIRECTOR'S SUMMARY

Texas history is often shared through the multi-generational stories that span centuries of human habitation in this great state. So, it is particularly fitting that the Bullock's FY 2024 report highlights the inter-generational experiences that had a positive impact on visitors and participants. You will see this reflected in our sections on field trips, distance learning programs, and on-site learning opportunities. It is evident in new artifacts on display in the Texas History Galleries and our special exhibitions, *Sharks*, *Carros y Cultura*, and the groundbreaking *Legacies of the Treaty of Guadalupe Hidalgo*. Programming served our ever-growing community with designated Homeschool Days, STEAM Lab Thursdays, Little Texans, and the return of the Texas Focus Film Series and Music Under the Star.

Overall, the Bullock saw a 48% increase in exhibition attendance from FY 2023, nearly back to pre-2020 three-year averages. Gross revenue also increased, coming close to pre-pandemic levels. At the same time, expenses were kept under the averages of fiscal years 2017–2019.

The Bullock also benefitted from unprecedented support from the Texas Legislature, with the designation of an endowment to the State Preservation Board. The outstanding \$300,000,000 endowment designated a third of the interest for Museum maintenance and infrastructure, greatly alleviating future drains on the annual operations budget as the building and grounds continue to age and visitation grows. In addition, funding was provided for several staff salaries previously paid through earned revenue, again, allowing the Bullock to invest earned revenue into programs and the staff to sustain one of the best history museums in the country. We were also grateful for the legislature's support of school field trips for K-12 students, which allowed the Museum to continue providing free admission that covered 45,166 students and their teachers on those visits in FY 2024.

The long-standing relationship with the Texas State History Museum Foundation and its financial support continues to uplift our educational programs and exhibitions. The foundation's investment in a multi-year marketing plan in concert with the Bullock team helped prioritize future outreach and growth potential.

In our FY 2020 report, a stressful year indeed, I wrote of the importance of our work at the Bullock to reveal artifacts from our past through historical, accurate, and authentic personal connections that assist us in conversations about our present and our future. As we approach our 25th anniversary in 2026, our hope is to continue to inspire people to discover the richness and complexity that is the Story of Texas and its role in the formation of America.



A handwritten signature in black ink that reads "Margaret Koch". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

MARGARET KOCH
Director
Bullock Texas State History Museum

WE CREATE EXPERIENCES
THAT EDUCATE, ENGAGE,
AND ENCOURAGE A DEEPER
UNDERSTANDING OF TEXAS.



FY 2024 ORGANIZATIONAL CHART

**TEXAS STATE
PRESERVATION
BOARD
GOVERNING
BODY**

GREG ABBOTT
Governor, Chairman

CHARLES SCHWERTNER
Texas Senate

DAN PATRICK
Lieutenant Governor,
Co-Vice Chairman

WILL METCALF
Texas House of
Representatives

DADE PHELAN
Speaker of the House,
Co-Vice Chairman

ALETHEA SWANN BUGG
Citizen Board
Member

**TEXAS STATE
PRESERVATION
BOARD**

ROD WELSH
Executive Director

BOB CASH
Deputy
Executive Director

ADMINISTRATION
CURATORIAL
VISITOR SERVICES
ENTERPRISE
FINANCE

RETAIL
INFORMATION TECHNOLOGY
ARCHITECTURAL DESIGN
FACILITIES

PROPERTIES

CAPITOL AND EXTENSION
CAPITOL GROUNDS
CAPITOL VISITORS CENTER
BULLOCK MUSEUM
GOVERNOR'S MANSION

STATE CEMETERY
SAM HOUSTON STATE OFFICE BUILDING
JOHN H. REAGAN STATE OFFICE BUILDING
ROBERT E. JOHNSON STATE OFFICE BUILDING
CAPITOL MALL

**BULLOCK
MUSEUM**

MARGARET KOCH
Director

**MUSEUM
ADMINISTRATION**

DATA ANALYST &
GRANT MANAGER
OFFICE MANAGEMENT

**MUSEUM
INTERPRETATION**

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

332

artifacts from

76

lenders installed in
the galleries.



51,871

students, teachers
and chaperones
visited the Museum.

1,228,325

new users discovered
the website.

THE **STORY** OF **TEXAS**.COM



5,085

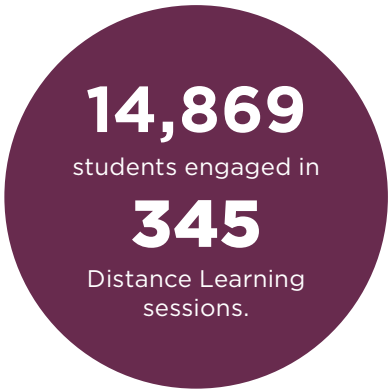
students and
teachers viewed free
documentary films
thanks to Story of
Texas scholarships.

14,869

students engaged in

345

Distance Learning
sessions.



414,382

visitors welcomed
to the Museum.



149,317

moviegoers watched
features and
documentaries.



Educate



WE CREATE EXPERIENCES THAT EDUCATE

In FY 2024, the Bullock welcomed 51,871 students, teachers and chaperones from across the state to participate in enriching **field trip** experiences. The Bullock’s three floors of galleries and special **school programs** geared toward visiting student groups, like STEAM Labs, enhance classroom learning, spark curiosity, and immerse students in the intersection of history with science, culture, language, the arts, and more. Free admission for field trip students was underwritten through the generosity of the state legislature and the Texas State History Museum Foundation.



For classrooms unable to visit in person, the Bullock’s **Distance Learning** program connects students with a Museum Educator virtually, regardless of location. In FY 2024, 14,869 students connected with the Bullock through 345 Distance Learning sessions. The Bullock Distance Learning team once again won the award for most delivered programs from Connect2Texas, a statewide online platform for virtual experiences.



The Bullock's **Homeschool Days** provide opportunities for homeschool families to explore the galleries for free. Special hands-on activities and classes build on curriculum and dive deeper into the Museum's current exhibitions and films. In FY 2024, 1,657 homeschool students and educators visited during Homeschool Days.



In addition to on-demand tools available on the Bullock's website, Texas educators take part in free onsite **professional development programs** each year. Teachers connect with each other, gain valuable classroom resources and skills, and earn CPE credit. Nearly 400 educators participated in the Bullock's professional development programs in FY 2024.

Engage





WE CREATE EXPERIENCES THAT ENGAGE

Thanks to the ongoing generosity of H-E-B, families explored the galleries and participated in interactive activities for free on the first Sunday of every month. July 2024's **H-E-B Free First Sunday** welcomed nearly 5,000 visitors and celebrated the special exhibition *Carros y Cultura: Lowriding Legacies in Texas* with crafts, remote control lowrider cars, art projects, science experiments, and breakdance performances. In total, more than 28,500 visitors attended H-E-B Free First Sundays in FY 2024.



The summer of 2024 saw the return of **Music Under the Star**, the Bullock's beloved outdoor live music series that went on hiatus after the 2017 season. With support from KUTX and *The Austin Chronicle*, the series moved to the new amphitheater across from the Bullock on the Capitol Mall. With the new green space came opportunities for families and music lovers to dance, play, and sing along with an incredible lineup of Texas artists.



The annual **Bob Bullock Birthday Bash** in July celebrated the Museum's namesake with free exhibition admission and activities made possible by the generosity of Carolene English. Additional signature programs and exclusive Bullock Member events throughout the year, including **Little Texans, Spooktacular, American Indian Heritage Day, Daytripping Through Texas History**, and exhibition opening celebrations, welcomed more than 44,000 visitors of all ages to the Bullock for wonderful experiences that encouraged multigenerational connections and family fun.



In 2024, the Bullock once again partnered with **Blue Star Museums**, a collaboration among the National Endowment for the Arts, Blue Star Families, the Department of Defense, and museums across America, to offer free admission to the nation's active-duty military personnel and their families from Armed Forces Day through Labor Day. With underwriting by generous donors, the Bullock provided free exhibition admission and a toy for each child to 1,090 military members and their families in FY 2024.



Through the generosity of the Union Pacific Foundation, the Bullock continues its participation in **Museums for All**, joining museums nationwide in providing free exhibition admission to families who receive SNAP and WIC benefits. More than 1,500 SNAP and WIC families were able to explore the Bullock's galleries for free in FY 2024.

Encourage





WE CREATE EXPERIENCES THAT ENCOURAGE A DEEPER UNDERSTANDING

On loan from the American Museum of Natural History in New York, **Sharks** opened in November 2023 and fascinated visitors across generations with interactive activities, dynamic media, and dozens of life-sized models, including the prehistoric mega-predator, megalodon. Shark-themed programs throughout the exhibition's run encouraged visitors to learn more about these misunderstood creatures and their importance to ecosystems, including Texas' own coastal waters.



Legacies of the Treaty of Guadalupe Hidalgo, a special focus exhibition in the Bullock's Texas History Galleries, opened in February 2024 with articles from the original Treaty of Guadalupe Hidalgo itself on view, loaned to the Museum from the National Archives in Washington, D.C. The exhibition explored the treaty that formally ended the U.S.-Mexico War in 1848, established the border between Texas and Mexico that we know today, and dramatically impacted the lives and identities of families and citizens living in the region.

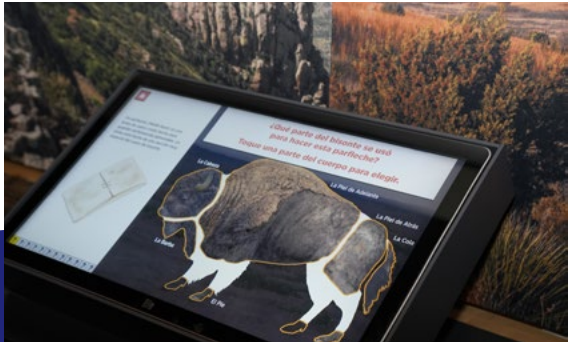


Treaty Stone, 1850. Courtesy Dolph Briscoe Center for American History, The University of Texas at Austin

Article III, Treaty of Guadalupe Hidalgo, 1848. Courtesy National Archives and Records Administration, Washington, D.C.



The Bullock's multi-year project to make all three floors of **Texas History Galleries** fully bilingual in Spanish and English was completed in December 2023 with the unveiling of an updated gallery focus exploring the Reconstruction era on the Museum's second floor. Starting in June 2019, the Bullock team thoughtfully worked with professional translators to update each of the Museum's Texas History Galleries. With content now in both Spanish and English, bilingual, multi-generational families explore the stories of Texas together in a more personal and generationally accessible way.





1975 Chevy Monte Carlo,
courtesy Chuy Martinez,
Laredo

1967 Ford LTD, courtesy
John Colunga, Austin

1963 Chevy Impala,
courtesy Raul Rodriguez
Jr., Round Rock

1939 Chevy Deluxe,
courtesy Stacy Stewart,
San Antonio

In May 2024, the Bullock's original exhibition ***Carros y Cultura: Lowriding Legacies in Texas*** opened to the public. The exhibition celebrated the rich culture and strong family traditions of Texas lowriding communities through a display of seven lowrider cars, five bicycles, and artifacts highlighting lowrider music, fashion and history. Programming throughout the run of the exhibition provided opportunities for the public to meet families from these Texas communities and gain an appreciation for the legacies of lowriding in the Lone Star State.



Financial Statements



REVENUES BY TYPE	FY 2024	FY 2023	FY 2022
ADMISSIONS			
General Admissions	1,553,723.66	1,105,885.90	858,543.83
IMAX® Theatre	1,024,179.40	1,125,246.81	775,163.92
Texas Spirit Theater	191,098.54	163,865.54	125,651.25
GRANTS AND CONTRIBUTIONS	334,502.36	419,122.72	2,013,449.79
STATE APPROPRIATIONS			
Texas History Education Program		40,703.03	113,751.35
Operating Expenses	1,549,380.04	1,423,386.52	1,189,791.19
TSHM School Field Trips	166,469.71		
FACILITY RENTALS	460,657.13	459,580.64	231,683.28
PARKING FEES	1,031,649.77	790,676.50	576,856.44
MERCHANDISE SALES	622,582.36	528,273.55	462,370.36
MEMBERSHIP FEES	320,639.25	247,126.50	236,254.75
THEATER CONCESSIONS	262,201.81	272,202.65	178,644.44
CAFE COMMISSIONS/OTHER	206,460.61	340,037.74	204,342.68
INVESTMENT INCOME	3,370,770.44		
TOTAL REVENUE	11,094,315.08	6,916,108.10	6,966,503.28

EXPENSES	FY 2024	FY 2023	FY 2022
SALARIES AND WAGES	4,245,531.39	3,397,858.32	2,916,554.29
PAYROLL RELATED COSTS	896,868.31	762,263.69	680,502.96
PROFESSIONAL FEES AND SERVICES	46,919.70	49,883.95	22,977.71
TRAVEL	18,817.95	23,652.25	11,080.73
MATERIALS AND SUPPLIES	505,082.32	457,817.15	314,670.16
COMMUNICATION AND UTILITIES	136,278.26	85,528.48	85,378.22
REPAIRS AND MAINTENANCE	340,497.19	283,613.88	241,906.28
RENTALS AND LEASES	990,108.87	917,730.23	727,553.06
PRINTING AND REPRODUCTION	33,329.23	48,731.34	18,231.96
INTEREST	171.04	25.31	11.60
OTHER OPERATING EXPENSES	1,247,298.02	980,786.59	911,414.28
DEPRECIATION AND AMORTIZATION	41,270.52	40,213.92	40,033.72
TOTAL EXPENSES	8,502,172.80	7,048,105.11	5,970,314.97
TRANSFERS IN (OUT)*	100,000,000.00		
BEGINNING NET POSITION	3,590,813.08	3,722,810.09	2,726,621.78
CHANGE IN NET POSITION	102,592,142.28	(131,997.01)	996,188.31
ENDING NET POSITION	106,182,955.36	3,590,813.08	3,722,810.09

*FY 2024 includes a \$100 million appropriation to establish the Maintain Bullock State History Museum Endowment Fund which is managed by the Texas Treasury Safekeeping Trust Co.

ATTENDANCE	FY 2024	FY 2023	FY 2022
EXHIBITS	216,018	146,148	103,306
THEATERS *	149,317	127,292	89,932
EDUCATIONAL PROGRAMS AND FACILITY RENTALS †	49,047	34,140	35,374
TOTAL	414,382	307,580	228,612
K-12 STUDENTS/TEACHERS	45,166	30,427	19,780

*Theater attendance includes IMAX feature films, documentaries and Texas Spirit Theater.
†Educational programs include 14,869 distance learning program attendees in FY 2024, 10,980 in FY 2023, and 14,035 in FY 2022.

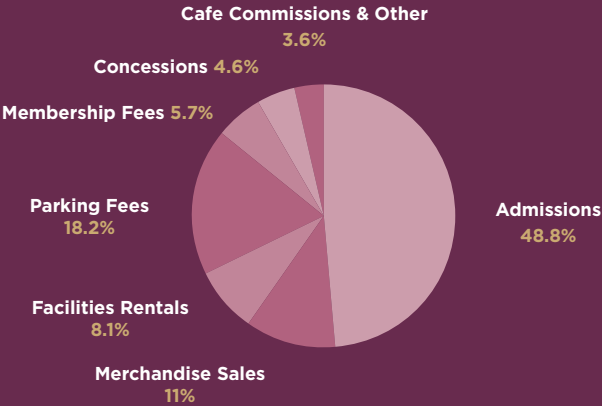
FY 2024
EXHIBITIONS

- SHARKS**
November 11, 2023 – March 24, 2024
- CARROS Y CULTURA:
LOWRIDING LEGACIES IN TEXAS**
May 11 – September 2, 2024
- LEGACIES OF THE TREATY OF
GUADALUPE HIDALGO**
February 16, 2024 – February 16, 2025

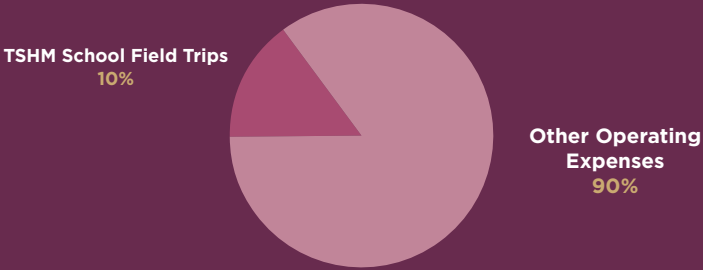
332 NEW ARTIFACTS
WERE PLACED
ON VIEW

REVENUE BY TYPE

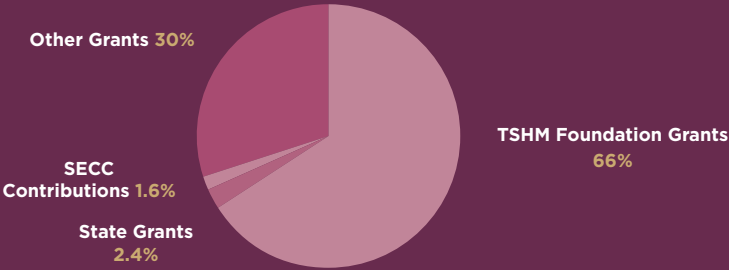
OPERATING
REVENUE
\$5,673,192.53



STATE
APPROPRIATIONS
\$1,715,849.75



GRANTS AND
CONTRIBUTIONS
\$334,502.36



FY 2024 DIRECT CONTRIBUTIONS

The financial contributions of Bullock 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

Jacque Allen
Jesse Ander
David and Jan Anderson
Allan and Rita Arneil
Renee Bair
Margarine Beaman
Daniel and Sheila Beckett
Kyle and Katherine Bennett
Victoria Beynon
Janet Booher
Kent Britton
Donna and Robert Burgess
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Freddie Bustillo
Matthew Byrnes
Aubrey Carter and Mary Graf
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Martha and Richard Coons
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George and Jeanne Covert
Conrad Derdeyn
Mickey and Susan Dorsey
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Tate Elfarr
Carolene English and Donna McGuire
Katherine Estess
Kori Whitener Fellows and Jeff Fellows
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Vibha Gogu
Carolyn and Bruce Gonzales
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John L. and Nancy Loftis

Ava Loveless
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David Marsden
Monica Martinez
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Sandra McGonagle and Carrie Courson
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Harvey R. and Joyce Mitchell
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Cherno Njie
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L. Parker and Betty H. Temple
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Dubravka Romano and Terry Frakes
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Carolyn Schilthuis
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Dan and Bernadette Shelley
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Steven Smith and Jeane Boyett
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Joseph and Judy Wahlen
Samantha Warden
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Richard and Cheryl Wells
Theresa and Phillip Wenske
Kern and Marnie Wildenthal
James and Sylvia Williams
Skyler Witt
Michael Woodland
Earl L. and Anne Yeakel
Judith and Carlos Zaffirini

ADDITIONAL GRANTORS AND SPONSORS

Bank of America Museums on Us
Carolene English
Humanities Texas
State of Texas

Summerlee Foundation
Texas Commission on the Arts
Texas State History Museum Foundation

Texas Trucking Association
Union Pacific Foundation
Univision

COMMUNITY PARTNERS

Alabama-Coushatta Tribe of Texas
All Things Lowrider
Amy Bruton Bluemel
Austin Bat Refuge
Austin Chronicle
Austin Community College
Austin Community College Agriculture
Austin Fire Department
Austin Ghostbusters
Austin Humane Society
Austin Independent School District
Austin Museum Partnership
Austin Public Library
Austin Refugee Roundtable
Austin Rising School
Ballet Folklorico Mexikayotl
Bazan Styles Paint N Body, Atascosa
Blake Burwell
Canary Islands Descendants Association
Capitol BEST Robotics
Caritas of Austin
Cathy Runnels (Historic Black Dolls)

Central Texas Cherokee Township
Central Texas Discover Engineering
Central Texas Droids
Central Texas Mycological Society
Clawson Disposal
Comanche Nation
Connect2Texas
Consulate General of the Republic of Ireland
Cultural Services of the French Embassy
Dragon's Lair Comics & Fantasy Austin
Eastland County Museum, Eastland
Elisabeth Ney Museum
Emma S. Barrientos Mexican American Cultural Center
Friends of the Texas Historical Commission
General Land Office
Giddyup Art Studio
Girlstart
Great Promise for American Indians

Greater Austin Reading Coalition
H-E-B
Hot Science Cool Talks
Houston Area Droid Builders
Human Trafficking and Transnational /Organized Crime Section, Office of the Attorney General
Humanities Texas
Integral Care
Kar'ta Beskar Mando Mercs
Krazy Kutting
Kristin Gibbs Harpist
KUTX 98.9
Ladybird Johnson Wildflower Center
Latinitas
Lipan Apache Tribe of Texas
Mad Science
MathHappens
McAllen Heritage Center, McAllen
McDonald Observatory
Mermaid Society of Texas
Mescalero Apache Tribe
Mexic-Arte Museum
Midwestern State University, Wichita Falls

COMMUNITY PARTNERS CONTINUED...

Museums For All	Texas Art Education Association	The Hobby Shop
Nan Blassingame (Cheyenne and Arapaho)	Texas Association of Museums	Travis Audubon
National Aeronautics and Space Administration	Texas Auto Tops of Austin	Trinity Valley Community College, Athens
New-York Historical Society	Texas Commission on the Arts	University of Texas at Austin
Nika Saraf – Shark Science	Texas Department of Health and Human Services Commission	Art Galleries at Black Studies
Pioneer Farms	Texas Department of Transportation	University of Texas at Austin
Polk County Memorial Museum, Livingston	Texas Folklife	Children’s Research Center
Ralph Pacheco	Texas Historical Commission	University of Texas at Austin
Refugee Services of Texas	Texas Parks and Wildlife Department	Department of Middle Eastern Studies
Saber Guild — Jakku Temple	Texas Roller Derby	Univision Austin
Safe Routes to School Austin	Texas Science & Natural History Museum	UT Press
School of Rock Austin	Texas State Historical Association	Wes Callahan
Scottish Rite Theater	Texas State Library and Archives Commission	Whole Earth Provision Co.
Seminole Nation of Oklahoma	Texas Toy Museum	Wichita and Affiliated Tribes
Susanna Dickinson Museum	The Gault School of Archaeological Research	Williamson Museum
Texas A&M Forest Service		Ysleta del Sur Pueblo
Texas A&M International University, Laredo		Zilker Botanical Garden Conservancy
Texas America250 Commission		
Texas Archeological Research Laboratory		



America will commemorate the 250th anniversary of the signing of the Declaration of Independence in 2026, a milestone that coincides with the Bullock’s 25th anniversary year. In 2021, the Bullock was designated by the 87th Texas Legislature to join the Texas America250 Commission along with the Office of the Governor, Economic Development and Tourism; the Texas Parks and Wildlife Commission; the State Board of Education; the America250 Commissioner from Texas, and the Texas State Library and Archives Commission.

Joining states across the country, the Texas America250 Commission works closely with an advisory panel, America250.org, and western museums to organize and promote local semiquincentennial activities.

In FY 2024, Bullock Museum Director Margaret Koch was elected as Texas America250 Presiding Chair, positioning the Bullock to take a leading role in commemorating the anniversary and heralding Texas’ importance to the formation of the United States as we know it today.

CREDITS

Sharks is organized by the American Museum of Natural History, New York. The Museum gratefully acknowledges Warner Bros. Discovery for its generous support of *Sharks*. A selection of footage in *Sharks* has been provided by Discovery’s Shark Week.

Carros y Cultura: Lowriding Legacies in Texas is sponsored by the Albert and Ethel Herzstein Hall Fund and Univision Austin.

School Programs are generously funded by Featured sponsor The Marie M. and James H. Galloway Foundation, Supporting sponsor The Lange Family Foundation, and Contributing sponsors Bella and Chase Cooley, Dian Graves Owen Foundation, and Roger and Marianne Staubach.

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

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

Media Sponsorship for **Music Under The Star** is provided by KUTX and The Austin Chronicle.

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

Spooktacular is presented in partnership with Girlstart, a nonprofit organization dedicated to increasing girls’ interest and engagement in science, technology, engineering, and math through innovative, nationally recognized informal STEM education programs.

Sponsorship for **Spooktacular** provided by H-E-B.

American Indian Heritage Day is presented with support from the Texas Commission on the Arts.

Daytripping Through Texas History is presented in partnership with The Daytripper. Sponsored by Sun Radio and Spec’s.

Blue Star Museums at the Bullock Museum is made possible by an anonymous generous donor.

Museums for All is sponsored by the Union Pacific Foundation.

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Texas State History Museum Foundation



TEXAS STATE HISTORY MUSEUM FOUNDATION SUMMARY

Since its inception in 1999, the Texas State History Museum Foundation has raised more than \$37 million to support a variety of educational programs that currently benefit more than 400,000 visitors a year.

In addition, the Foundation has provided more than \$1 million from its endowment to support programs, such as educational film 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.

In FY 2024, the Foundation underwrote a multi-year marketing plan for the Museum designed to increase revenue and attendance. The Trustees made this investment to help provide a roadmap for the Bullock's sustainability in the years ahead. The data-driven report identified target audiences and the best ways to reach them with campaigns and outreach that spotlight the ever-changing nature of the Bullock's myriad of offerings. This study follows the Foundation's prior funding of studies on improving Museum revenue streams and the financial benefits of acquiring a liquor license.

We are very grateful to the generous donors who made the first gifts to the Foundation's planned giving program this year. Launching the planned giving program was one piece of the Foundation's overarching goal to focus on the long-term financial health of the Museum. Planned giving allows donors to make a larger gift than otherwise possible and enjoy tax benefits through financial vehicles such as bequests, life insurance policies, and retirement plan assets. Donors who make a planned gift to support the Museum ensure the story of Texas will be told for generations to come and become members of the Texas Legacy Society with special recognition and invitation benefits.

The Foundation's regional scholarships had a resurgence in use this year after remaining largely unused since the onset of the pandemic. The Bullock provides classroom field trips free-of-charge to students, yet transportation costs persist as a barrier to some students benefitting from this horizon-expanding experience. Over the years, the Foundation, in partnership with concerned donors, have established funds to pay the transportation costs for field trips coming from economically challenged schools in the Hill Country, South Texas, and Midland. The impact of the scholarships on these Texas schoolchildren, some making their first excursion outside their hometown, continues to be one of the most gratifying outcomes of the Foundation's efforts.

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. Pam and Richard Leshin of Corpus Christi chaired a dinner held on February 29, 2024, that honored former U.S. Attorney General Alberto R. Gonzales and transformational medical leader Kern Wildenthal 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. For any questions regarding giving opportunities, please contact me at (512) 320-8204 or jacqui.schraad@tshmf.org.



JACQUI SCHRAAD
Executive Director
Texas State History Museum Foundation

2024 TEXAS INDEPENDENCE DAY DINNER SPONSORS



LEAD UNDERWRITERS

The Men and Women of
Hunt Consolidated

PRESENTING
UNDERWRITERS

Joan and Bruce Blakemore
/ Claudia Huntington and
Marshall B. Miller, Jr.

MAJOR
UNDERWRITERS

Jane and John Barnhill
Buena Vista Foundation / Julie
and Pat Oles
Shannon and Chris Bush / Sarita
and Bob Hixon / Karen and
Karl Rove
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Diane and Tom Gates / Pam and
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Greenberg Traurig Foundation
Louise and Guy Griffeth / Michal
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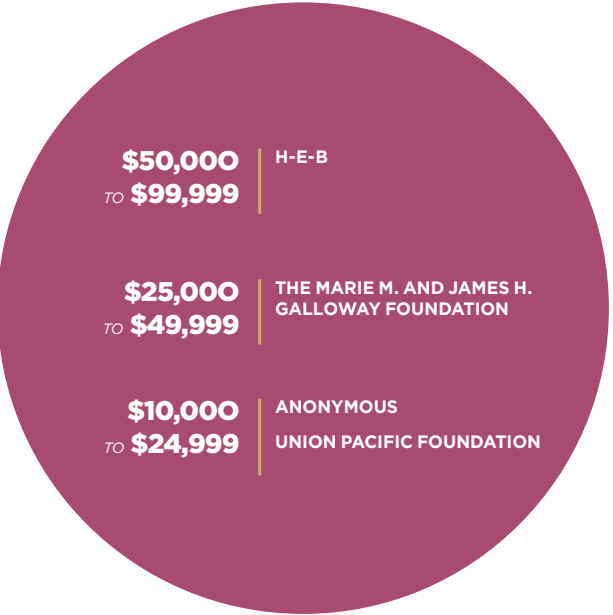
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IN MEMORIAM

Texas State History Museum Foundation Trustees and staff were deeply saddened at the news that Carlos Alvarez of San Antonio passed away suddenly on April 9, 2024.

Born in Mexico City, Mexico, Carlos was the founder and chairman of The Gambrinus Company, the importer of the Modelo family of brands to the United States from 1986 to 2007 and the owner of the K. Spoetzl Brewery, brewer of Texas' iconic Shiner Bock. He introduced the Mexican brand Corona to Texas by hand-selling the beer to Austin bars and restaurants. Carlos joined the Texas State History Museum Foundation Board of Trustees in Fall 2021, having been a dedicated annual gala sponsor through his Gambrinus Company since 2012.

Carlos was known for his warm personality and lively humor, which was evidenced during his board service and his great enjoyment of the gala. He was always ready with a friendly greeting and smile, and seeing him always lifted one's spirits. He and his wife Malu were enthusiastic and generous donors to many philanthropic causes, and we were so fortunate to have his support, time and attention for the Bullock. Carlos was a true Texas treasure and will be greatly missed.





2024



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