I AM TEXAS
Visit the Museum’s website and the new Texas Story Project, an initiative that engages all Texas communities in the Story of Texas.
Thank You

September, 2013 — August, 2014 was a banner year for the Bullock Texas State History Museum — exhibitions shared diverse stories of Texas, the film program offered a wide variety, participation in education programs and membership swelled, and the Museum received accreditation from the American Alliance of Museums, acknowledging us as among the best in the country.

Exciting projects are in development including a technology-based statewide initiative that will bring the Bullock Museum to all communities in Texas and beyond, and the installation of the extraordinary La Belle shipwreck, a project that serves as the future cornerstone of the Museum’s exhibition galleries.

We extend a tremendous thank you to the State Preservation Board, the Texas State History Museum Foundation, and the thousands of supporters, partners, and members for their commitment to the Bullock Museum. Corporations, foundations, organizations, and individuals allow the Museum to thrive this past year. Most certainly, the future is bright for the Bullock Museum.
Artifacts & Exhibitions

The Bullock Museum’s permanent galleries featured approximately 600 original artifacts, including 127 new documents, objects, and paintings, on view this past year. Rare and unique artifacts included Texas Representative Barbara Jordan’s 1976 hand-annotated speech to the Democratic National Convention, a 1836 Toluca Battalion Mexican battle flag, an embossed snuff box belonging to Santa Anna, and a custom-made saddle from Zavala County rancher Mary Nan West. 123 lenders from Texas and around the world graciously provided artifact loans to the Museum this year.

In November, the *Extreme Mammals: The Biggest, Smallest, and Most Amazing Mammals of All Time* exhibition from the American Museum of Natural History opened. One of the highest attended exhibitions in the Museum’s history, signage, touch carts, and programming highlighted species found in Texas. In the summer, *The 1968 Exhibit* proved to be ideal for visitors of all ages with a poignant look at one of the most turbulent years in recent history. The exhibition included the legacies of Walter Cronkite and Lyndon B. Johnson.

“The whole family, from 5 to 65, loved this exhibition. (dictated by a 5-yr. old)”
EXTREME MAMMALS

200-million years of mammal history, including an up close look at a 15-foot tall model of an Indricotherium, in the Extreme Mammals exhibition.
The 1968 Exhibit included the launch of television’s Laugh-In and the assassinations of Reverend Martin Luther King, Jr. and later Robert Kennedy, and a Huey helicopter, assembled and dismantled by local Vietnam veterans.

Special exhibitions on the Museum’s third floor facilitate partnerships with organizations such as the Texas State Library and Archives, Texas Parks and Wildlife, The Briscoe Center for American History, and the Austin History Center. Views of the Capitol celebrated the Texas State Capitol building with 19th-century architectural drawings and photographs of the 1990s restoration by Bill Kennedy. Battleship Texas followed, recognizing the 100th anniversary of the commissioning of the first of the U.S. dreadnought battleships; it served in both WWI and WWII. McDonald Observatory: 75 Years of Stargazing highlighted the discovery that could only be provided by the West Texas night sky and featured a 1,000 pound working model of the 1930s

“Staff was extremely helpful. The museum offered exactly what I expected for my students and was a great way to take learning out of the classroom and find some real life applications.”
Otto Struve telescope, named for the first director of the Observatory. Sponsored by Lone Star the National Beer of Texas, When Austin Got Weird was a psychedelic look at the music poster art of the late 1960s and 70s. In August, the Museum honored fallen veterans by hosting the Texas Vietnam Veterans Heroes exhibition, a beautiful tribute consisting of 3,417 dog tags created to remember the ultimate sacrifice by those in service.

The Battleship TEXAS exhibition celebrated the 100th birthday of the legendary USS Texas, considered the most powerful naval weapon of its time.
Theaters & Films

The Texas Spirit Theater received a new operating system and state of the art screens for a cleaner, clearer visual experience. As the only 4D special effects theater in Austin, the Spirit continues to be the venue of choice for several annual events such as the Austin Film Festival and the Family Film Series that included classics like Holes and Homeward Bound.

The Bullock Museum’s IMAX® Theatre showcased Flight of the Butterflies, Titans of the Ice Age, D-Day: Normandy 1944, and Under the Sea in addition to Texas the Big Picture. Events offered in conjunction with the film D-Day included a discussion with a WWII veteran and a partnership program with the Texas General Land Office. On the international stage, the IMAX Theatre served as a main venue for the Giant Screen Conference, where new films were shown for theater professionals from around the world. The 6-story screen remains the best in the state for large-format films.
Audiences of all ages discovered from a new perspective in breathtaking IMAX® 3D how this monumental event changed the world.
New initiatives and expanded offerings for adults and families increased the Museum’s reach. For public audiences, discussions, gallery talks, and performances featured presenters as diverse as world-renowned historians, NASA scientists, and award-winning authors. Innovative programs permeated the calendar. The newly debuted Texas Art and Culture Series presented Texas’s most talented artists including poet

“Our visit was great. The students talked about it for days after. We live 2½ hours away but the drive was worth it. Thanks.”
Benjamin Alire Sáenz, recipient of the 2012 PEN/Faulkner Fiction Prize. During the summer, a capacity crowd enjoyed a special program as part of the *When Austin Got Weird* exhibition. The program featured four award-winning poster artists followed by a screen printing workshop which created a work of art for each participant.

Free First Sundays offers free admission the first Sunday of the month and brought record crowds to the Museum with specially-designed activities for visitors of all ages. Festival Days are designed for adults and children and include the annual Halloween Spooktacular, World Refugee Day, and the Big Squeeze Accordion Contest celebrating one of Texas’s distinct cultural traditions. Family-designed programs like the “Create Your Own” art-making workshop provided a more focused experience for children and adults to explore history together. We extend our gratitude to the community advisory committee for their commitment to making the Bullock Museum a destination for families.
The Museum welcomed over 101,400 students, teachers and chaperones through on-site field trips, professional development workshops, and distance learning programs — an all-time high since the Museum opened in 2001. Students represented 92 counties from all corners of Texas and beyond. New curriculum guides and partnerships with Texas school districts, Education in Action, and the Texas State Historical Association increased the Museum’s impact.

121 active volunteers provided over 16,000 hours of service and enhanced the Museum experience by greeting visitors, sharing their knowledge with hands-on activities, and providing new ways to encounter Texas’s past through a living history program.

The July concert series, Music Under the Star, had an incredible year with over 4,700 visitors enjoying a diverse lineup of world-class musicians. To celebrate *The 1968 Exhibit*, icons of the era’s music...
scene Shiva’s Headband Experience and Roky Erickson performed. In addition, Tish Hinojosa and Carrie Rodriguez played, followed by Jason Roberts leading an all-star band of Texas Swing. Nine-time Grammy award winner Ray Benson took the stage backed by local Jazz-grass band, Milkdrive. These family-friendly concerts included activities for children, dancing, and refreshments.

“The Museum is something that our whole family can do together and we have the opportunity to view interesting exhibits and watch movies in a great theater.”
MUSIC ON THE PLAZA

Crowds of visitors enjoyed the Museum's concert series, Music Under the Star. Music lovers packed Lone Star Plaza to hear music from local favorites like the Jason Roberts Trio.
Museum members enjoy a behind-the-scenes tour, providing insight into the creating of artifact mounts used throughout the museum.

Membership

Museum Members are tremendous advocates enabling the Museum to reach a wider audience. Membership supports free or low-cost education programs for all ages and free admission to students through the school field trip program.

This past year, members enjoyed a safari-themed exhibition opening party for *Extreme Mammals* and wore their groovy threads for *The 1968 Exhibit*. In addition to select viewings of new documentaries, the film vault was opened for Member-only screenings of popular IMAX icons, such as *Hubble 3-D*. Members also enjoyed special TEXcursion trips including stargazing, a moonlit float of the Colorado River, and a visit to the Bamburger Ranch Preserve.
Led by dedicated Board members from across the state and three staff members, the Texas State History Museum Foundation supports the mission of the Bullock Museum.

At its annual Texas Independence Day Dinner, the Foundation honors exemplary Texans with the prestigious History-Making Texan award. In March 2014, event co-chairs Jeanne Phillips and Louise Griffeth produced the most successful fundraising dinner to date, honoring award recipients Ruth Collins Altshuler and Ross Perot. Many thanks to the generosity of our underwriters and the co-chairs’ diligent efforts that raised proceeds to benefit the Bullock Museum.
2014 Texas Independence Day Dinner Sponsors

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The Foundation is proud to undertake the *Texas on the Horizon* campaign to fulfill the Museum’s vision of implementing a renovated first floor, featuring the shipwreck *La Belle*, and more robust exhibitions and education programs. We gratefully acknowledge the generous support of the major donors who have contributed to the campaign thus far.

**Texas on the Horizon Campaign Contributors**

**State of Texas**

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**SUSTAINERS**
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Texas State History Museum Foundation

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Pabst Brewing Company (Lone Star Beer)

Summerlee Foundation
The West Endowment
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| Texas Tech University               |                |
| Safeway Inc., Randall’s rewards program |            |
| Homer Williams                      |                |

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- George P. Bush
- John W. Crain
- Dealey Decherd Herndon
- Pamela Willeford

**EX OFFICIO**
- John Sneed
- Victoria Ramirez
- Jacqui Schraad
## Financial Position

### Revenue by Type

<table>
<thead>
<tr>
<th>Type</th>
<th>FY 2012</th>
<th>FY 2013</th>
<th>FY 2014</th>
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<tbody>
<tr>
<td>ADMISSIONS</td>
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<td>Exhibitions</td>
<td>830,554.96</td>
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<td>IMAX</td>
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<td>Texas Spirit Theater</td>
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<td>GRANTS AND CONTRIBUTIONS †</td>
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<td>STATE APPROPRIATIONS</td>
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<td>Texas History Education Program ‡</td>
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<td>1,112,402.00</td>
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<td>La Belle Ship Project §</td>
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<td>Operating Expenses</td>
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<td>PARKING FEES</td>
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<td>MERCHANDISE SALES</td>
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<td>CONCESSIONS</td>
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<td>CAFE COMMISSIONS/OTHER</td>
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<td>103,628.02</td>
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<td><strong>Total Revenue</strong></td>
<td><strong>6,632,215.84</strong></td>
<td><strong>8,328,431.41</strong></td>
<td><strong>9,061,054.72</strong></td>
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† FY 2014 includes advance of $837,276 for FY 2015 Capital Campaign Projects.
‡ $1,112,402 expended in FY 2014 from $5 million appropriation.
§ $1,026,410 expended in FY 2014 from $2 million appropriation.
<table>
<thead>
<tr>
<th>Expenses by Department/Project</th>
<th>FY2012</th>
<th>FY2013</th>
<th>FY2014</th>
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</thead>
<tbody>
<tr>
<td>FILMS AND THEATERS</td>
<td>1,756,423.49</td>
<td>1,678,949.85</td>
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<td>CAPITAL CAMPAIGN †</td>
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<td>TEXAS HISTORY EDUCATION PROGRAM</td>
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<td>EXHIBITIONS</td>
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<td>1,215,391.10</td>
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<td>VISITOR SERVICES</td>
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<td>587,430.76</td>
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<td>ADMINISTRATION</td>
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<td>MARKETING</td>
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<td>527,682.23</td>
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<td>EDUCATION AND PROGRAMS</td>
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<td>HOUSEKEEPING</td>
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<td>MUSEUM STORE</td>
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<td>FACILITIES MAINTENANCE</td>
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<td><strong>Total Expenses</strong></td>
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<td><strong>Change in Net Position</strong></td>
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<td><strong>580,926.07</strong></td>
<td><strong>620,277.07</strong></td>
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† The Texas State History Museum Foundation’s Capital Campaign supports the shipwreck *La Belle* project, exhibitions, and education programs
## Attendance

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<th>FY2012</th>
<th>FY2013</th>
<th>FY2014</th>
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<td>Exhibitions</td>
<td>215,963</td>
<td>213,035</td>
<td>240,737</td>
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<td>Theaters †</td>
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<td>Total</td>
<td>499,423</td>
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<td>K-12 Students/Teachers</td>
<td>80,863</td>
<td>77,032</td>
<td>85,429</td>
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† Theater attendance includes feature films, documentaries and Spirit Theater

## Exhibitions

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<th>FY2013</th>
<th>FY2014</th>
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<td><em>Women Shaping Texas</em></td>
<td><em>Views of the Capitol</em></td>
<td></td>
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<tr>
<td><em>Texas Music Roadtrip</em></td>
<td><em>Enduring Women</em></td>
<td><em>Extreme Mammals</em></td>
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<tr>
<td><em>Texas in the Civil War</em></td>
<td><em>Texas State Parks and the CCC</em></td>
<td><em>Battleship TEXAS</em></td>
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<tr>
<td><em>Texas Furniture</em></td>
<td></td>
<td><em>McDonald Observatory</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>The 1968 Exhibit</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>When Austin Got Weird</em></td>
</tr>
<tr>
<td><em>Texas Vietnam Veterans Heroes</em></td>
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Community Partners

ACCESS to Learning, Inc.
Arrowhead Films
Austin Astronomical Society
Austin Federation of Musicians
Austin Film Festival
Austin Food Blogger Alliance
Austin Independent School District
Austin International Poetry Festival
Austin Public Library
Austin Refugee Roundtable
Austin Zoo & Animal Sanctuary
Bamberger Ranch
Boy Scouts of America
Central Texas Discover Engineering
Children Special Needs Network
Crosby County Pioneer Memorial Museum, Crosbyton
The Dolph Briscoe Center for American History, The University of Texas at Austin
Entomological Foundation
Frank Erwin Center
The Gault School
George Washington Carver Museum and Cultural Center
Girlstart
Girl Scouts of Central Texas
Great Promise for American Indians
Heritage Society, Houston
History Press
Humanities Texas
James A. Michener Center for Writers
KLRU
LBJ Presidential Library
LBJ Ranch
McDonald Observatory
Museum of South Texas
National Archives Records Administration
National Museum of the Pacific War
Paleontological Society of Austin
Panhandle-Plains Historical Museum, Canyon
Region 13 Education Service Center
San Jacinto Museum of History
Sherman County Historical Museum
South Austin Pop Culture Center
Take Care of Texas (TCEQ)
Texas Archeological Laboratory, The University of Texas at Austin
Texas Archive of the Moving Image
Texas Art Education Association
Texas Book Festival
Texas Civil Rights Project
Texas Commission on the Arts
Texas Education Agency
Texas Folklife
Texas General Land Office
Texas Historical Commission
Texas Military Forces Museum
Texas Museum of Military History, San Antonio
Texas Parks and Wildlife
Texas PBS
Texas State Historical Association
Texas State Library and Archives Commission, Austin
Texas State University
Time Warner Cable News
Tom Lea Institute
University of Texas at Austin
University of Texas Press
Witte Museum, San Antonio