

2019



BULLOCK MUSEUM
ANNUAL REPORT



Courtesy Jay B Saucedo



BECOMING TEXAS.

When we settled on the title of our newly opened first floor exhibition, we understood that it symbolically represented not just the artifacts and very human history of the State, but that the concept had permeated the very essence of the Museum. As we explore our past more thoughtfully, we're excited and energized that our own, and our visitors' understanding of and appreciation for history, is ever-changing with each new discovery.

In this process, we re-affirmed that the Bullock Museum's mission depends on crucial relationships.

Sharing the Story of Texas is woven, enhanced, and made stronger because of partnerships—advisors and consultants, stakeholders, trustees, artifact lenders, program presenters, and supporters and financial contributors, as well as the commitment of dedicated

staff and volunteers. Our visitors hold us accountable to introduce them to accurate and engaging, incredible stories and to help them identify why our history remains relevant in today's world. That's a pretty serious mandate, and one we don't take lightly.

Through the pages of our 2019 report, you'll see the evidence of that impact and the potential for growth that lies ahead. At the end of the past fiscal year, we embarked on a "strategy and sustainability" process that continues to examine and evaluate all aspects of the Museum's operations

in relation to our mission. Over the next few years we will strengthen the foundation on which we were built, so that our relevancy, as well as our goal of financial stability remain at the forefront of all that we strive for in representing the people of Texas. We are honored to be **YOUR** history museum.

A handwritten signature in cursive script that reads "Margaret Koch". The signature is written in black ink and is positioned above the printed name and title.

Margaret Koch

Director
Bullock Texas State History Museum

OUR MISSION

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

The Bob Bullock Texas State History Museum engages the broadest possible audience to interpret the continually unfolding Story of Texas through meaningful educational experiences. This is accomplished through core values of

*LEADERSHIP,
EXCELLENCE,
ACCESSIBILITY,
DIVERSITY,
ENGAGEMENT,
AND RELEVANCE.*



BY THE NUMBERS

Welcomed
488,159
visitors to the museum



112 Texas counties were represented in school group visits (field trips and distance learning)



Engaged **17,973** Distance Learning Students in 406 sessions

596 new artifacts placed on view and **8** special exhibitions opened



46,707 guests attended public programs

104,698 students, teachers, and chaperones served



643 education programs



20,735 Visitors enjoyed H-E-B Free First Sundays

6,534 students and teachers viewed free documentary films thanks to Story of Texas Scholarships

171,146 Bullock Museum moviegoers watched features & documentaries



THE STORY TEXAS .COM
788,376 new users discovered the website



1,218 Blue Star Military members and their families received free admission



4,330 social media mentions

73,453,050 Facebook impressions

337,500 Twitter impressions

46,708,320 advertising impressions

682 non-paid media mentions

581,711 E-newsletter opens



CORE VALUE:
WE LEAD

These moccasins were worn by a soldier during the Battle of Little Bighorn. They are made of deer hide and are decorated with geometric patterns. They are a part of the collection of the U.S. Army Center of Military History.

U.S. Army Center of Military History, Fort Belvoir, Illinois



THE BULLOCK MUSEUM REMAINS AT THE FOREFRONT of innovative teaching methodologies. From offering professional development immersions for teachers, to editing new publications, to presenting sessions across the country at conferences, we strengthen social studies, STEAM and cross-disciplinary critical thinking for all ages.

Whether planning new exhibitions or collaborating on new publications for teacher enrichment, the Museum strives to create universally accessible experiences for all ages.



Family activities encompass science, art, and history.



“Hands-on experience, collaboration, outside relevant resources, and teaching were all impeccable and impressive.”

7TH GRADE TEACHER



CORE VALUE:
WE EXCEL



THE ULTIMATE TEST of the Bullock Museum’s programming is the response from its visitors, participants and stakeholders. Through our award-winning Distance Learning program, dynamic interactive media experiences in *Becoming Texas*, partnerships with NASA, the University of Texas, the Texas Historical Commission, and the LBJ Presidential Library, the Bullock Museum continued to excel and champion the relevancy of active learning through artifacts and historical engagement.

Digital interactives such as the award-winning bison experience in *Becoming Texas* entice visitors of all ages to explore more deeply.



From excellence in venue to innovative interactives, programs, and collaborations, the Museum received numerous awards.



“Awarding the Bullock Museum TAMMIEs for Media Innovation and Excellence in FY19, the Texas Association of Museums recognized the creative ways the Museum effectively used new media to advance its mission. The judges are notable for their own media achievements, setting the bar high for the winners celebrated.”

ALEX FREEMAN
Executive Director,
Texas Association of Museums

Si-dan'-ta ¿CÓMO ESTÁS?
HELLO **a?ahat** HOLA
¿CÓMO ESTAN USTEDES? **E-si-rasi-c?a-k?a** HOW ARE YOU ALL?
n' čá áwa I SEE YOU
¿CÓMO ESTÁN USTEDES? **híkmaa** HOLA, ¿CÓMO ESTÁS?
HELLO **Hóóyíí** HOLA
WELCOME **Nà:wih** BIENVENIDO



CORE VALUE:
***WE EXPAND
ACCESS***





GROWTH IN MEMBERSHIP AND VISITATION, as well as revenue were a challenge in FY19, due to a major construction project adjacent to the Museum that restricted vehicular access to the neighborhood. And YET, the Museum experienced an increase by 60% over the previous year in Distance Learning. Multiple teacher trainings were held in Midland, Texas. Increased offerings for families resulted in higher visitation for our youngest Texans. Cool Summer Nights had record attendance, and over 20,000 people received free access due to the generosity of H-E-B on H-E-B Free First Sundays. English/Spanish throughout *Becoming Texas* reduced language barriers. Website usage, from the Dallas/Fort Worth,

Curators like Franck Cordés spend time not just researching, but teaching and interacting with those who matter most, our visitors.

Panhandle and Houston regions was up 45% in some cases. Film series in French and Spanish introduced new audiences to the Museum.



“Thank you for providing opportunities such as this for our students. We are very remotely located in Rocksprings, so we feel it is very important to capitalize on distance learning opportunities for our students.”

KRISTEN SATTERFIELD
Rocksprings ISD

Marketing in the Austin area include bi-lingual billboards, resulting in 8% of people at POS identifying this marketing initiative as a reason for visiting.





CORE VALUE:
***WE RESPECT
DIVERSITY***



TEXAS' STORY HAS BEEN ONE OF DIVERSITY

since the beginning of human habitation on this land. *Becoming Texas* strengthened our historical narrative in partnerships with modern-day tribal nations. The Museum gave witness to painful events in our past in symposiums and through artifacts. Knowing that an institution cannot adequately reflect diversity and inclusivity if staff does not reflect the communities it serves, the Museum began to examine data and hold discussions on staff engagement, and submitted a grant proposal for leadership training funding. Funding was awarded in September 2019.

Members of the Tonkawa nation including Joshua Waffle, Tribal Administrator, Miranda Nax'ce Myer, Historic Preservation Officer, and Melissa Mikesell talked with guests during opening events for *Becoming Texas*.



Courtesy Texas State Library and Archives Commission, Austin

Students presented dramatic readings during the Canales symposium, centered around the 1919 Legislative hearings regarding border violence against Texans of Mexican descent.

“The Bullock Texas State History Museum is the foremost venue for public history in the state, and therefore crucial to the public profile and success of the ‘Reverberations of Memory, Violence, and History: The Centennial for the 1919 Canales Investigation,’ held in January 2019.”

JOHN MORÁN GONZÁLEZ, PH.D.
 Director, Center for Mexican American Studies
 The University of Texas at Austin



CORE VALUE:
WE ENGAGE



THE MUSEUM TEAM ALSO MET THE CHALLENGE

wherever possible to offset the stress created by nearby construction once visitors entered the Museum. Bullock Museum visitors engage best when they make emotional connections during their visits. Sight, sound, and tactile experiences in exhibitions and programming encouraged active learning and discovery, from hands-on carts, to Storytime, to memorable films, lectures, and digital experiences.

Prototyping augmented reality experiences and creating fun, tactile experiences for every age increased learning and retention related to the Story of Texas.



“I enjoyed the new exhibition a lot. Thanks to the volunteers that share their knowledge with passion!”

MUSEUM VISITOR
Survey Respondent

Activities developed for events as well as exhibitions had a positive impact. New mobile Discovery Centers heightened engagement for the Museum's youngest visitors.





CORE VALUE:

***WE HIGHLIGHT
RELEVANCY***





LT. GOV. BOB BULLOCK UNDERSTOOD that if we don't know our past, we won't know where we're going. The Museum continues to link the past to the present, so that we can make more informed choices about our future as a society. The Museum's original traveling exhibits on the aftermath of Hurricane Harvey and the Galveston immigration process of the 19th and 20th centuries offer reflection as well as empowerment for communities. Programming and online Texas Story Project first-person narratives focused on historical and cultural context behind modern-day conversations. Those centered on the environment, law enforcement, voting rights, and the long-term effects of Jim and Juan Crow laws strengthened our audiences' understanding of current events through increasing knowledge.

Exhibitions offered visitors opportunities for seeing Texas from different perspectives such as in the exhibition *Texas from Above*, co-curated by Jay B Saucedo.



Exhibitions and programs tied historic events to contemporary issues, highlighting why understanding our past matters.

“Go with an open mind and leave with plenty of knowledge.”

VISITOR
Facebook
Recommendation



FY19 FINANCIAL STATEMENTS

FY19 FINANCIAL STATEMENTS



Revenue by Type	FY 2019	FY 2018	FY 2017
ADMISSIONS			
General Admissions	1,402,699.36	1,379,478.16	1,602,356.53
IMAX Theatre	951,838.67	1,435,338.85	1,547,286.47
Texas Spirit Theater	314,951.47	349,438.10	408,945.17
GRANTS AND CONTRIBUTIONS *	2,352,837.00	1,746,926.58	499,694.86
STATE APPROPRIATIONS			
Texas History Education Program †	467,339.27	462,066.18	413,506.70
IMAX Projector & Theater Renovation ‡			502,897.91
Operating Expenses	460,318.86	462,123.04	457,634.36
FACILITY RENTALS	535,181.60	468,259.51	726,860.89
PARKING FEES	802,796.11	780,750.02	728,411.82
MERCHANDISE SALES	930,906.86	885,398.24	991,773.75
MEMBERSHIP FEES	326,387.00	324,878.00	369,576.00
THEATER CONCESSIONS	178,029.24	256,157.72	270,033.97
CAFE COMMISSIONS/OTHER	126,627.76	76,674.68	65,752.17
Total Revenue	8,849,913.20	8,627,489.08	8,584,730.60

* Includes \$557,852.77 for FY 2019 Temporary Exhibits and Educational Programming.

† \$467,339 expended in FY 2019 from FY 2014 state appropriation of \$5 million, leaving balance of \$897,349 at August 31, 2019.

‡ Total of \$1,488,135.24 expended in FY 2016 and FY 2017 from FY 2016 appropriation of \$1.5 million.

Expenses by Department/Project	FY 2019	FY 2018	FY 2017
FILMS AND THEATERS	1,137,488.46	1,414,205.59	1,666,990.35
IMAX PROJECTOR & THEATER RENOVATION			502,897.91
TEXAS HISTORY EDUCATION PROGRAM	467,339.27	462,066.18	413,506.70
EXHIBITIONS *	3,452,602.58	3,190,758.60	1,614,472.54
VISITOR SERVICES	869,038.02	963,608.42	906,208.44
ADMINISTRATION	834,112.03	597,719.77	524,080.49
MARKETING	550,984.06	558,842.76	678,661.20
EDUCATION AND PROGRAMS	571,744.40	454,378.44	616,188.50
HOUSEKEEPING	364,139.57	290,977.81	270,158.94
MUSEUM STORE	745,474.29	728,471.90	830,929.67
FACILITIES MAINTENANCE	187,044.96	183,796.63	153,764.13
FACILITY RENTALS	221,053.97	169,920.09	232,468.11
MEMBERSHIP	183,934.05	154,545.75	190,799.32
CREATIVE SERVICES †	150,329.79		
Total Expenses	9,735,285.45	9,169,291.94	8,601,126.30
Beginning Net Position	2,960,355.73	3,502,158.59	3,518,554.29
Change in Net Position	(885,372.25)	(541,802.86)	(16,395.70)
Ending Net Position	2,074,983.48	2,960,355.73	3,502,158.59

* Exhibition costs were higher in 2018 and 2019 due to the renovation of the first floor gallery, *Becoming Texas*, featuring *La Belle*.

† Prior to FY19, Creative Services expenses were included within the Marketing department.

ATTENDANCE

	FY2019	FY2018	FY2017
General Attendance	219,794	238,583	261,559
Theaters *	171,146	215,785	232,889
Educational Programs and Facility Rentals	97,219	96,258	109,400
Total	488,159	550,626	603,848
K-12 Students/Teachers †	78,305	82,408	89,265

* Theater attendance includes feature films, documentaries, and Spirit Theater

† Student and Teacher numbers also included in other totals; represents onsite visitation only

FY19 EXHIBITIONS

Collector's Gallery:

The Nesmith Collection

(2/24/18 - 9/23/18)

Comanche Motion:

The Art of Eric Tippeconnic

(4/14/18 - 1/2/19)

Rodeo!

The Exhibition

(5/12/18 - 1/27/19)

Collector's Gallery:

Harlan Crow Library

(9/29/18 - 4/28/19)

Texas From Above

(1/26/19 - 6/16/19)

WWI America

(3/16/19 - 8/11/19)

Collector's Gallery:

The Lusher Collection

(5/4/19 - 11/17/19)

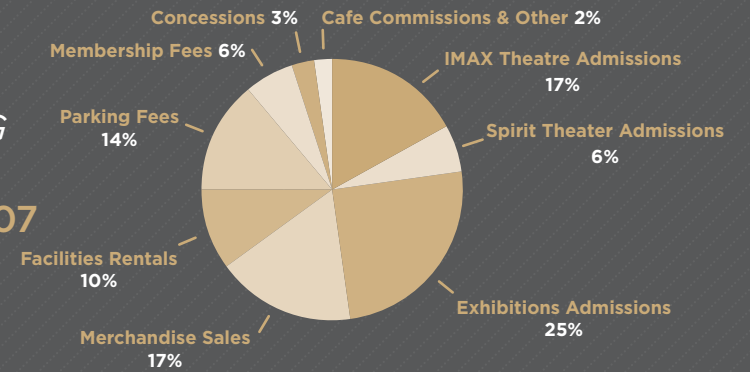
Cowboys in Space and Fantastic Worlds

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

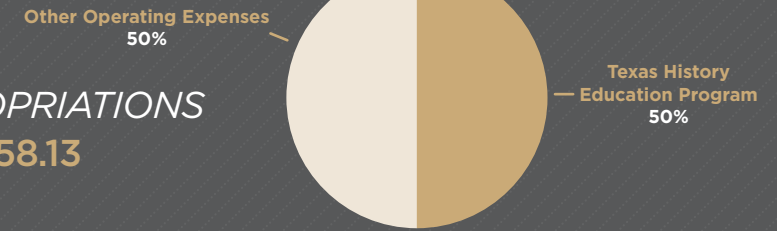
596 New artifacts were placed on view

REVENUE BY TYPE

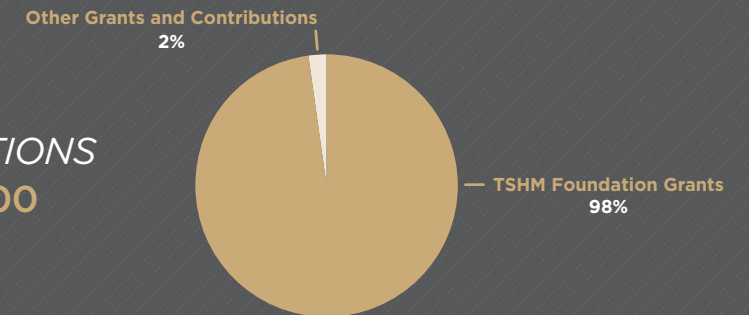
OPERATING REVENUE
\$5,569,418.07



STATE APPROPRIATIONS
\$927,658.13



GRANTS & CONTRIBUTIONS
\$2,352,837.00



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 MYEVENTISTHEBOMB
 National Center for Missing & Exploited Children
 National Parks Conservation Association
 Neill-Cochran House Museum

Oklahoma Historical Society
 PBS
 Prevention and Policy, Child Sex Trafficking Team, Office of the Governor
 PVILCA
 Railroad Commission - GIS Mapping Dept., Archives, and Geology Dept.
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 Texas Bar Foundation
 Texas Commission on the Arts

Texas Department of Transportation
 Texas Film Commission
 Texas Folklife
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 Wichita and Affiliated Tribes
 WIT - Whatever It Takes
 Women & Their Work



***TEXAS STATE
HISTORY MUSEUM
FOUNDATION***

"Send your teachers,
your preachers,
your choruses
and schools...
the good
Lone Star State
will be the
brightest
star... in the
United States."
- Ben Hur
1857



Leonardo "Flaco" Jiménez and Charles Butt, 2019 History-Making Texans.

SINCE ITS INCEPTION IN 1999, the Texas State History Museum Foundation has raised \$31.5 million to support a variety of educational programs that currently benefit nearly 500,000 visitors a year, including school tour scholarships to more than 5,000 students annually from economically challenged schools. Dedicated Trustees from across the state and three staff members implement the Foundation's mission.

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. Carla Moran of Lubbock chaired a dinner held on February 28, 2019 that honored Texas legends Charles Butt and Leonardo "Flaco" Jiménez as History-Making Texans. 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.

2019 TEXAS INDEPENDENCE DAY DINNER SPONSORS

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Karl Rove presents remarks on his latest book at a Corporate Council event.



Richard Leshin, 2018-2019 Board President, delivers remarks at the Texas Independence Day Dinner.

EXHIBITIONS & PROGRAMS MAJOR DONORS 2018-2019

Individuals, Corporations and Foundations provide essential support to the Museum, including for the renovations of permanent galleries, special exhibitions, educational programming, scholarships for student field trips, and free admission programs. The Texas State History Museum Foundation gratefully acknowledges the following major donors for their generous support received from September 1, 2018 to August 31, 2019.

\$50,000 TO \$99,999

H-E-B
The John M. O'Quinn Foundation
Karen and Larry Urban
The West Endowment

\$25,000 TO \$49,999

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\$10,000 TO \$24,999

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**BULLOCK
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MUSEUM**

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