

*THE* **BULLOCK**  
**TEXAS STATE HISTORY**  
**MUSEUM** *YEAR IN REVIEW*  
*FY2013*



## THE JOURNEY BEGINS

The anchor of education, politics and culture is history. Its lessons guide the Bullock Texas State History Museum on its mission to enlighten and empower those we serve. We embarked on a journey this year to transform the Bullock Texas State History Museum into one of the leading educational institutions in the state of Texas. The strategic plan implemented last fiscal year continues to serve as a blueprint for the future and efforts remain focused on making the Bullock Museum a leading authority on Texas history, expanding public programming, implementing statewide K-12 initiatives, intensifying marketing efforts, and achieving sustainability.

This year, the Bullock Museum asked Texans to “Walk In, and Swagger Out” through a branding campaign built on the foundation of Lone Star pride

and designed to connect Texans with the Story of Texas through first-rate exhibitions and enriching educational experiences. All visitors were encouraged to “Become a *Texan, Officially*” through an associated membership campaign that highlights the benefits of supporting the museum and exploring our shared history and heritage. All of these efforts focused on extending the museum’s reach to every classroom and community in Texas.

Since its inception, the museum has looked at utilizing innovative and inspiring ways to tell the many-faceted Story of Texas. And, during the past fiscal year, strides were made toward making the Bullock Museum a hallmark of excellence in history education, teacher preparation, visitor experience, and family enrichment.



## WELCOMING ALL VISITORS

Over 6 million people have visited the museum since opening day in 2001. Visitor Services staff continue to provide a warm welcome, assist with parking, admissions and orienting visitors. Additional customer service training was offered this year to help staff meet and exceed our visitor’s expectations.

The museum continues to be one of the most visited history museums in the country. This year, the Bullock became a Blue Star Museum, offering active military and their families complimentary exhibition admission from Memorial through Labor Day.

## A PARTNER IN EDUCATION

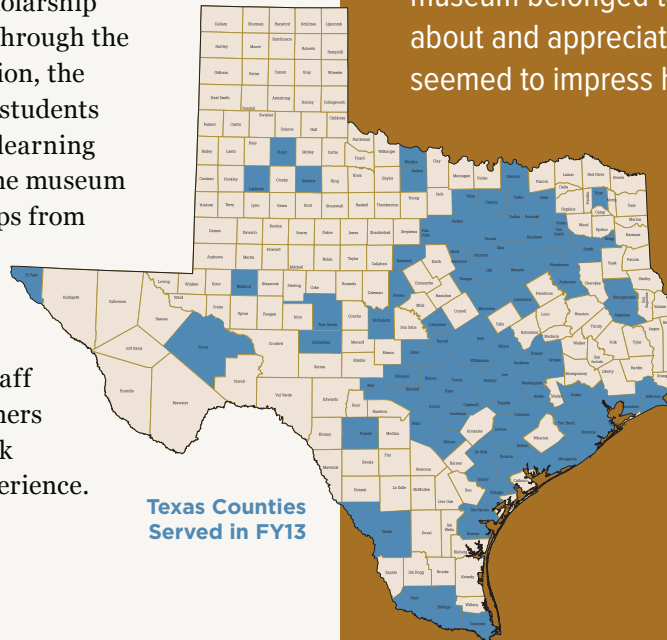
Nearly 80,000 students, teachers, and chaperones, including 5,800 Story of Texas scholarship participants, visited the museum through the **School Visit Program**. In addition, the museum reached thousands more students and teachers through 88 distance learning programs. These offerings bring the museum to every corner of Texas with groups from El Paso, Brownsville, Amarillo, Texarkana, and more.

Partnering with schools is part of the mission of the museum, and staff is continually inspired by the teachers and students who make the Bullock Museum a part of their school experience.



“As I greeted a school group, one boy asked me if the museum was my living room. He looked astonished at the size and vastness of the space. I laughed and told him that it was not my living room and that, in fact, the museum belonged to him as a place to learn about and appreciate Texas history. That seemed to impress him even more.”

– Darren Albrecht,  
Floor Staff Coordinator



## A PLACE FOR FAMILIES

Offering families fun and educational events allows us to share the story of Texas with all museum visitors. The annual **WeatherFest** and Halloween **Spooktacular** events, as well as **First Free Sundays** and festivals celebrating the museum's stunning IMAX® documentary films, including *Flight of the Butterflies 3D*, offered thousands of visitors of all ages an engaging, hands-on learning experience.

Since opening in January, 2013 the IMAX documentary *Flight of the Butterflies 3D* has sold over 35,000 tickets, making it one of the best performing documentaries in Bullock Museum

Austin's Catalina Aguado Trail was on a team that discovered monarch sanctuaries in 1975 in Mexico



Grupo Fantasma performs during Music Under The Star

history. Two **Family Days** for this film and *Rocky Mountain Express* offered more hands-on activities for families and garnered remarkable attendance numbers.

More than 8,000 visitors enjoyed the museum's 10th annual free **Music Under the Star** concert program that celebrates outstanding Texas music every Friday in July. More than 10,000 adults and children participated in annual events such as **World Refugee Day**, **The Big Squeeze** accordion competition, exhibit-related programs and popular **High Noon Talks**.



Volunteer Warren Friedrich talks to a museum guest in character as Austin furniture maker Joseph Hannig.

## VOLUNTEERS MAKING CONNECTIONS

Whether greeting visitors, talking about exhibitions, or helping with way finding, volunteers make a difference at the Bullock Museum. This year, we saw a 62% increase in number of hours contributed. New initiatives offered volunteers more conversational engagement with visitors with the goal of helping them find their place in the Story of Texas.

This year, the education department also rolled out a new and exciting docent training program. The program combined sessions on touring techniques with a lecture series taught by Texas State University historian Dr. Frank de la Teja.

## STRENGTHENING COMMUNITY ALLIANCES

Partnering with community organizations reinforces our shared mission of interpreting history and introduces the museum to new audiences. Partnerships range from exhibition development with St. Edward's University faculty and students, and the Briscoe Center for American History at the University of Texas. We also hosted spectacular live music and film programs organized in conjunction with the Austin Federation of Musicians, Texas Folklife, and Austin Film Festival. The Bullock Museum celebrated its 5th annual sponsorship of Austin's World Refugee Day, a collaboration with Austin's Refugee Roundtable.

A family poses for the camera during World Refugee Day





Photo by Brenda Ladd

## A SPECIAL EVENTS DESTINATION

The Bullock Museum's building and facilities accommodated over 135 events and 35,000 people this past year. Bringing in over \$600,000 in revenue to support operations, events range from elegant weddings to the Austin Rodeo. In November, the museum hosted the first Circuit of the Americas F1 post-race event with over 2,000 international guests enjoying food and libations from Rosemary's Catering and live music from Fitz & the Tantrums, Ghostland Observatory, and The Wailers.

## SHOWCASING TEXAS

One of the museum's most popular exhibitions — *Texas Music Roadtrip* (March 17 - Oct. 14, 2012), explored the people and places that put Texas music on the map and brought 175,000 visitors through our doors. *Texas Music* not only told the story of musical traditions from across the state — Country, Cajun, Blues, Bebop, Zydeco and more — but revealed how Texas music transcended the world stage, influencing the human musical collective.

In late 2012, the Bullock Museum opened *Women Shaping Texas in the 20th Century* (Dec. 8, 2012 - May 19, 2013) in the Albert and Ethel Herzstein Hall. Guest-curated by Dr. Paula Marks, a professor of American studies at St. Edward's University and prominent author on women's history. This was a landmark show that represented the first major exhibition in 30 years to tell the story of Texas women's critical impact in forging the state's development.

Workers prepare to install refinished elements on the dome exterior, early 1990s. This photograph by Bill Kennedy for TSLAC, is part of the exhibit *Views of the Capitol: 125 Years in the Making*.



The exhibition told the story of the determined women who stepped up to fight for rights, improve public services, and help create the state that we know today. Inspirational and pioneering Texas women such as Barbara Jordan, Babe Didrikson Zaharias, Clara Driscoll, and Juanita Craft were showcased, alongside the efforts of countless other women and women's groups in the fields of business, education, civil rights, healthcare, government, the arts, and preservation.

A complementary exhibition, *Enduring Women* (Feb. 2 - May 19, 2013), featuring oral histories and photographs told the stories of 12 Texas women who have a direct connection to the land. These remarkable Texas women personify fortitude as they tackle back-breaking work to protect and preserve their family heritage. They have endured — sometimes for generations — in their stewardship of the land. This exhibition was created in a partnership with St. Edwards University, and the oral histories and photography were conducted by students.



Carmen Cruz, photo by Nereida Valles

The Bullock Museum partnered with the Dolph Briscoe Center for American History to create and present the special exhibition, *Texas Furniture From The Ima Hogg Winedale Collection*, (July 13 - Oct. 6 2013), which offered a rare opportunity for visitors to see pieces from the most significant collection of 19th-century Texas furniture in existence.

## TEXAS STORIES

*handcrafted in wood*



Approximately 40 pieces of furniture, as well as other highlights from the Ima Hogg Winedale collection, were displayed. The artifacts in *Texas Furniture* demonstrated the artistic excellence of Texas' immigrant European and native-born cabinetmakers and gave a glimpse into 19th-century Texas lifeways. The exhibition was guest-curated by Lonny Taylor, an authority on the architecture, furniture and decorative arts of Texas and the American Southwest.

Videos of modern cabinetmakers using traditional tools helped tell the story of furniture making in Texas. Hands-on activities allowed children to solve puzzles and learn the different types of joints



used in cabinetmaking. Special demonstrations by skilled craftsman and workshops offered a chance for visitors to appreciate the craft of woodworking.

## SUPPORTING OUR EFFORTS TEXAS STATE HISTORY MUSEUM FOUNDATION

We are indebted to the financial support provided by The Texas State History Museum Foundation this past year — it has enabled the museum to bring in first-rate exhibits, renowned speakers, upgraded technology and experienced staff. The Foundation works to raise private funds that will propel the museum to world-class status. It is an honor to work with the Foundation staff to achieve our common goal of becoming a leading authority on Texas history, expanding educational programming and attaining long-term sustainability.



## LA BELLE ON THE HORIZON

In preparation for the installation of the 17th century French shipwreck, *La Belle* beginning in October 2014, staff is readying storage space for the arrival of the ship's hull timbers. Renovation of the entire first floor of exhibits will be completed in November 2015. Over the past fiscal year, museum staff and members of the *La Belle* project team have focused on further development of the exhibition areas surrounding *La Belle* to ensure a cohesive overall visitor experience on the Bullock Museum's first floor.



Artifacts recovered from the shipwreck of *La Belle*

In June, the museum hosted a scholar's roundtable to delve into how best to interpret the complex and turbulent era of the Spanish colonies in 18th-century Texas. And in March, live-action shooting for the accompanying 4-D film, *The Wreck of La Belle*, was completed. The *La Belle* traveling exhibition will

travel to several destinations including the National Maritime Museum in Paris in October 2015, and then to St. Louis in 2017.

The *La Belle* project team has been working to develop cultural tourism opportunities for the seven collaborating La Salle Odyssey Museums located in the costal bend region. The *La Belle* website is a major component of this endeavor and will go live in Spring 2014.

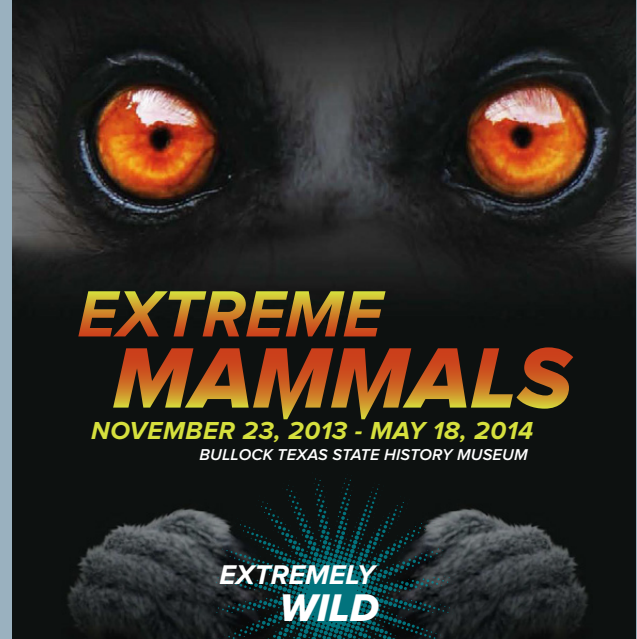
## PROFESSIONAL EXCELLENCE

In August, the Bullock Museum welcomed its first site reviewers from the American Alliance of Museums as part of its accreditation application. Accreditation is a mark of distinction in the museum field and offers high profile, peer-based validation that an institution is operating with the highest professional standards. Final approval is anticipated in December 2013 and promises to elevate the Bullock Museum to a new level of professional excellence and achievement.



## A LOOK AHEAD

The Bullock Museum has begun a period of institutional renaissance. The anchor of its mission will keep the museum steady through new, undiscovered waters as we serve new audiences, implement innovative exhibitions, and find novel ways to engage visitors about the exciting story of Texas.



In the coming year, the museum will showcase a range of exciting new programs as well as high profile exhibitions including *Extreme Mammals: The Biggest, Smallest and Most Extreme Mammals of all Time* (Nov. 23, 2013 - May 18, 2014) and the 1968 exhibition (June 7 - Sept. 1, 2014), a look back at this turbulent year and its far reaching impact on the country.

All of this will enhance the vital objective of preserving the history and heritage that comprises the Story of Texas in our endeavor to inspire Texans and visitors alike. We promise you that the experience of visiting the Bullock Museum will change you. We guarantee that if you Walk In, you will Swagger Out with a new appreciation of the Lone Star saga.



*THE* **STORY OF TEXAS**  
*IN THE BIGGEST*  
**CLASSROOM** *IN TEXAS*



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MUSEUM**

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