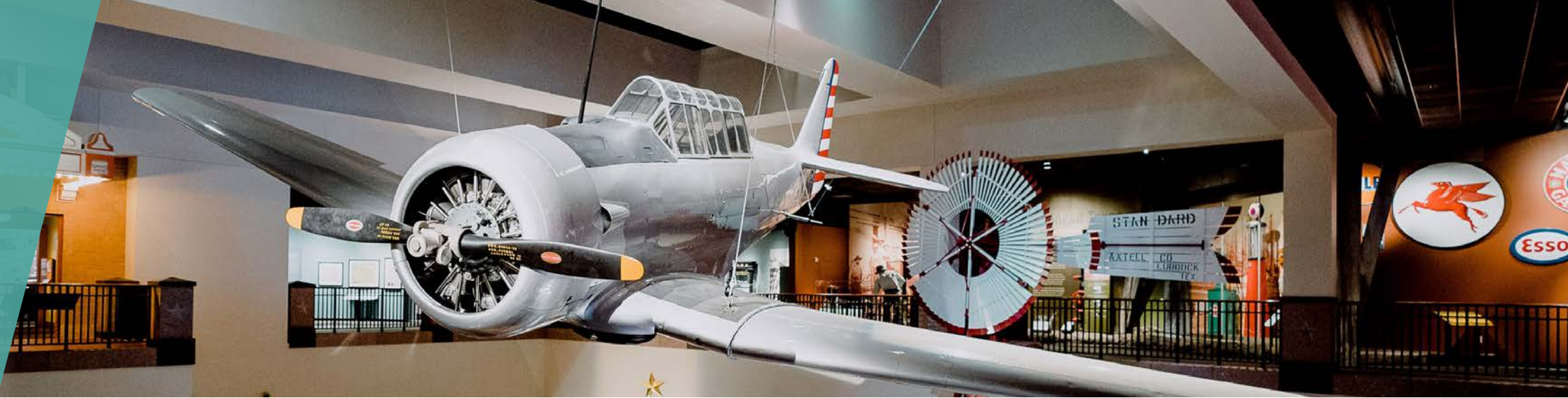




2018

Bullock Museum

Annual Report



THROUGHOUT OUR 18-YEAR HISTORY as the State's official history museum, there have been few years as transformational as Fiscal Year 2018. In September 2017, we began with all the promise of a new director at the helm, the culmination of a nation-wide search. We could not have known during those first months of Fall that Catherine Taylor would be with us for just a short time, and that in January 2018, we would mourn her sudden passing. It was a loss keenly felt by her family and long-time friends and colleagues, and for us at the Museum, her leadership and tenure will not soon be forgotten.



Catherine Taylor

This Annual Report reflects how we persevere and grow, continuing to respond to our mission and core values, which have at their heart, our visitors. You will see that the year overall was normal in terms of attendance, which was down from the record-setting year before, but with fewer exhibition openings, major renovation on the first floor gallery, and construction on a new state office building directly across the street, that was anticipated. Demand for the services the Museum provides, however, continued to rise.

With initiatives such as *Cool Summer Nights*, the Museum was able to entice new audiences inside the galleries with music, art, and performances. Expanded distance learning programs continued to reach classrooms across the state through video-conferencing. High school and university teachers began using the Texas Story Project to teach marketable skills in their classrooms, providing inspiration for us to support and expand this ever-growing online historical archive of Texas stories in better ways.

In the summer of 2018, as we began the final renovation work on what would become *Becoming Texas*, the dynamic new core exhibition of the Museum's history galleries, we also took the opportunity to suspend our WWII airplane from the galleries' Atrium. The

AT-6A now has its rightful place as one of the most iconic artifacts within the Museum, along with *La Belle* and the Capitol's original Goddess of Liberty.

We aim to wisely steward the funding that makes all of this possible, and through the generosity of the Texas State History Museum Foundation, our members, and our guests, as well as the State of Texas, we continue to look to the past, serve the present, and plan for the future sustainability of The Story of Texas.

Margaret Koch

Director
Bullock Texas State History Museum



Our Visitors

“Thanks for all your work to make all the events so inspiring and enriching. Just wanted to say you are truly appreciated... I'm so looking forward to what you and the Museum have in store for us next year.”

PARTICIPANT

Public Program Survey

Our Mission

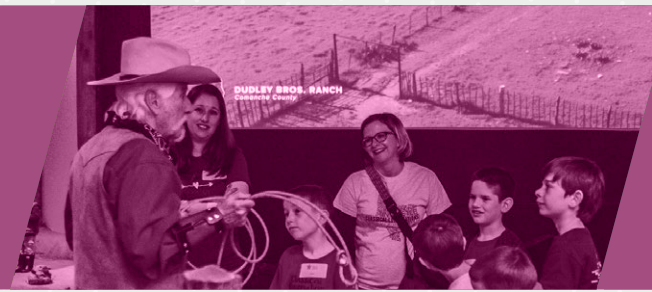
The Bullock Museum's mission provides the guiding principles for all the Museum does:

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, Relevance, and Engagement.

BY THE NUMBERS

Welcomed
550,626
visitors to the museum



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



Engaged **9,785** Distance Learning Students in 242 sessions

Installed **695** new artifacts in 9 exhibitions



Welcomed **106,040** students, teachers, and chaperones to the museum

52,947 Guests attended public programs



Hosted **452** education programs



25,317 Visitors enjoyed H-E-B Free First Sundays

5,705 Students and teachers viewed free documentary films thanks to Story of Texas Scholarships

215,785 Bullock Museum moviegoers watched features & documentaries



809,610 New users discovered the website

THE STORY TEXAS .COM



1,227 Blue Star Military members and their families received free admission



4,270 Social media mentions

7,839,143 Facebook impressions

197,193 Twitter impressions

88,206,000 Advertising impressions

862 Non-paid media mentions

573,234 E-newsletter opens



LEADERSHIP

Setting trends on the local, national, and international stage positions the Bullock Museum as a leader in Texas.



Mesmerized by arena footage in *Rodeo!*, visitors felt every heart-stopping moment.

THE MUSEUM EXPANDED ITS BOUNDARIES

for learning and public engagement through education, creativity, scholarship, and the use of new technologies. Visitor experiences brought Texas history to life because the Museum designed programming for audiences of all ages and backgrounds.

Breath-taking, “you are there” moments were felt in the Bullock original *Rodeo! The Exhibition*. Visitors found themselves surrounded by slow motion and real time, live-action rodeo footage of arena competitions shot with six cameras at the five largest Texas rodeos, translated to and synchronized on 24 monitors.

Tactile interactives in *Comanche Motion: The Art of Eric Tippeconnic*, included pattern making and exploring American Indian symbolism in contemporary art and historic artifacts.

Public and family programming expanded with new formats including hands-on workshops for adults, film series targeted to specific markets, and a vintage arcade related to the original exhibition *Pong to Pokémon*. Parents and grandparents shared their gaming experiences with new generations.

In the fall of 2017, the Museum served as co-host of the annual American Association for State and Local History (AASLH). In addition, Museum staff led sessions at national conferences such as the American Alliance of Museums, AASLH, the National Conference on Public History, and the Texas Association of Museums on topics ranging from the Bullock’s Texas Story Project to Museum education to delving deep into unfamiliar historical narratives that expand the public’s understanding of history. Our goal is to inspire the next generations of leaders.



Visitors create different patterns based on American Indian designs in *Comanche Motion*.

“*Comanche Motion aesthetically and culturally represents a culmination of generations of history in the making, new relations and collaborations, and future possibilities and alliances, all framed through a body of artwork built from the core Comanche values of responsibility, reciprocity, and respect.*”

DUSTIN TAHMAHKERA, PH.D

Associate Professor of American Indian Studies,
University of Illinois at Urbana-Champaign



EXCELLENCE

Partnering with exceptional scholars, organizations, artists, and community leaders brings greater opportunities for significant impact.



Children explored their creative side at a new event in partnership with Maker Faire Austin.

FOSTERING NEW RELATIONSHIPS with younger generations, the Museum sponsored “Game On” in December 2017, an indie gaming showcase, in partnership with SXSW and the *Austin Chronicle*. Over 900 attendees were able to participate in reviewing and designing the future of gaming.

Striving for excellence and setting higher goals for visitor engagement, several Bullock Museum projects were recipients of international awards. *The Texas Story Podcast*, *Stevie Ray Vaughan*, won gold at the international MUSE Awards from the American Alliance of Museums, and an interactive kiosk designed for the *Pong to Pokémon* exhibition won honorable mention for its music trivia game.

The pop-up exhibition, *Voices from the Storm*, was produced in a record time of five weeks to be responsive to the devastation of Hurricane Harvey. Receiving a Bronze award for exhibition soundscapes, projects were described by the MUSE committee as adding “an emotional layer to the exhibits.”

The B Movies and Bad History series was recognized by the Mountain Plains Museum Association for Excellence in Programming. Begun in the fall of 2013, the program illuminates the state’s rich cultural heritage by exploring the myths and realities of Texas and Texans in pop-culture.

The Museum is committed to building flexibility within its programming to be responsive to current events in Texas while providing historical context.

The Museum also hosted the syndicated Story Corps from National Public Radio, and invited and welcomed contributors from across the region to share their Texas stories.



Evan Windham (L) and Neal Johnson (R) accepting the MUSE award on behalf of the Bullock Museum from the American Alliance of Museums.

“Wow! The exhibit is terrific! I love the number of interactive selfie opportunities, and telling the story of rodeo and the significance it has had on the culture of Texas was 5-Star.”

ROB GOLDING
CEO of Rodeo Austin



ACCESSIBILITY

Expanding our reach to audiences within and beyond the Museum's walls enhances visitor accessibility.

ACCESSIBILITY



Whether planning new exhibitions or improving long-standing installations like NASA's ground control console above, the Museum strives to create universally accessible experiences for all ages.

THE MUSEUM ENSURES CONTENT AND MISSION

are universally accessible through diverse programming and use of technology. The Museum is committed to serve a broad public and share its resources with a statewide audience, and the visitor experience is paramount to all aspects of our operation. The Story of Texas scholarship from the Texas State History Museum Foundation made it possible for children from Low and Moderate Income (LMI) households and Title 1 schools to experience beautifully filmed educational documentaries. H-E-B funding made select free days at the Museum possible for every visitor, regardless of economic status. Programming like *Little Texans*, designed specifically for 2 to 5 year olds, cultivates a new generation of Museum goers and history lovers.

A re-design of the Agricultural section of the third floor gallery improved visitor traffic flow, while increasing space for content and artifacts. The Museum also hosted an off-site installation of the *Pong to Pokémon* exhibition at the Austin-Bergstrom International Airport to raise the Museum's profile and reach additional audiences.

The Museum participated in the National Experience Programming in Quorum (EPIQ) conference at the invitation of the Texas School for the Blind and Visually Impaired. Learning, testing, and prototyping how best to work towards a more universal accessibility methodology for all visitor experiences, the Museum built on a firm foundation already practiced in exhibition planning and design by the Museum.



Kiosks at ABIA both informed and promoted the Museum's exhibitions and partners.



Visitors could leave reflections and words of encouragement by Hurricane Harvey in *Unsinkable: Voices from the Storm*.



DIVERSITY

Exploring the diversity of our past influences how we see ourselves in The Story of Texas.

DIVERSITY



Visitors learned about the Vaquero roots of rodeo on opening night and throughout the run of the exhibition.

THE MUSEUM'S PROGRAMS AND STAFF reflect and embrace the diverse viewpoints, backgrounds and interpretations that are the basis of American society. The Museum's work is guided by recognizing the variety of perspectives that contribute to each visitor's understanding of the past.

Rodeo! followed the origin stories of La Charrería, the long histories of women in the arena, and African American rodeo competitors, as well as noting the impact of gay and prison rodeos around the state. In the long-term history galleries, the military section was re-envisioned, and now includes large scale images and a focus on the diversity of Texans Who Served. The *Comanche Motion* and *Family Album*

exhibitions and accompanying programs highlighted the contemporary histories and modern day communities of American Indians.



“*Texas Story Podcast is a journey of personal discovery. This is an innovative approach to the podcast medium for museums. The jury was impressed by the personal approach, the original idea, the accessible form, and quality of narrative and sound. It's an authentic, honest, personal, and entertaining story.*”

JUROR

American Alliance of Museums award review committee



Top: Historian and artist Eric Teppeconnic shared his journey with a packed house at the opening of *Comanche Motion*. Bottom: Visitors try out 1920s dance steps in the exhibition *American Spirits*.



RELEVANCE

Researching contemporary and historic sources expands our knowledge of the past and connects 21st century communities.



In *Unsinkable: Voices from the Storm*, first person accounts of Hurricane Harvey were poignant reminders of the importance of community.

IN AUGUST 2017, communities on the Texas coast were hit by one of the most devastating hurricanes in modern history. Remarkable stories of resilience and hope were featured in the pop-up exhibition, *Unsinkable: Voices From the Storm*, created in collaboration with *Texas Monthly*. Within just a few weeks, the Museum had a poignant exhibition of images, interviews, maps, and first person narratives on view in the gallery, paying homage to all those who survived Hurricane Harvey. The exhibition also included a call to action for those who wanted to contribute words of gratitude and hope, as well as funding for clean-up efforts. The exhibition has been chosen by Humanities Texas for travel beginning in 2019.

The Museum's public programs, encompassing diverse formats from talks and discussions to shows, film screenings, and social events, continue to grow in popularity because they have at their core a goal to connect audiences with contemporary issues impacting their lives.

The Museum works to ensure that every member of the community feels welcome within our walls and in the classroom. Programs for teachers connect them to primary sources like documents and artifacts to provide real-life connections to historic events for their students. The Texas Story Project grew by over 130 personal stories from Texans, and was introduced in several classrooms as a learning tool for high school and university students, teaching them research skills, as well as the importance of history.



Children find inspiration in the stories and artifacts of our past during *Little Texan* activity days.

“I have found that teaching in partnership with the Bullock’s crowd-sourced projects is nothing less than transformative for my students. It shifts self-proclaimed history-haters to a new openness... the students suddenly see themselves as researchers of history and active agents of historical preservation....”

TERESA VAN HOY, PH.D
Professor of History, St. Mary’s University, San Antonio



ENGAGEMENT

Examining our
institutional health
means room for growth.



Attendees enjoyed art, music, and activities during *Cool Summer Nights*.

THE MUSEUM'S SCHOOL PROGRAMS meet teachers where they are in their development process, as well as in their curriculums. Personalized opportunities created by the Museum's education team included a project based learning activity on the Progressive Era, expanding lessons conveyed through the Museum's Distance Learning program. Teachers were integral to providing input on the scope of the multi-part lessons for middle school students.

Community engagement including a new offering, *Cool Summer Nights*, which brought artists, musicians, and performers into the Museum to reach an expanding audience of young professionals for three Friday evenings in July.

Attendance soared for this first year, as more than 2,500 visitors participated in activities throughout the galleries.

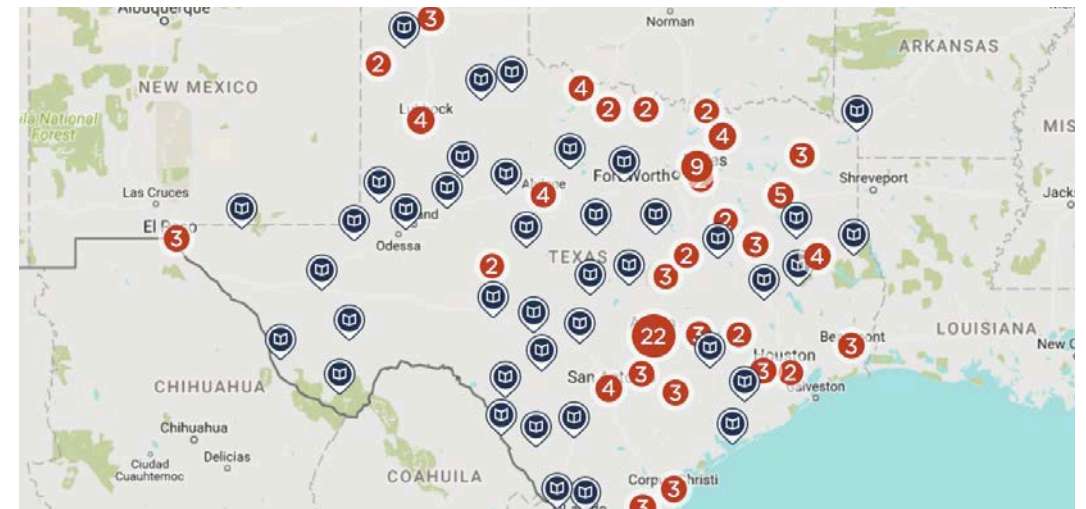
The Museum continues to engage institutional partners, expanding our ability to tell the stories of Texas. Partnering with the Alamo and the General Land Office, the Museum offered teachers in San Antonio, Austin, and Houston a multi-day, professional development workshop that incorporated the best of all three sites.

The suspension of the Museum's AT-6A, "Texan" WWII pilot training aircraft over the galleries' atrium was a high point for visitors, as the whole process was done in full public view. Working with modern pilots, a mini-documentary

of fly-ins gives visitors a new sensory experience of the plane and highlights its importance to both the men and women pilots of the era.

"The Comanche Motion exhibit was amazing! My students were able to directly connect understandings from the classroom to the exhibit and really enjoyed the activities."

PARTICIPANT
Field Trip Survey



Texas Story Project online collection spans communities across the state.



SUSTAINABILITY

Ensuring the Museum's financial stability remains a top priority.

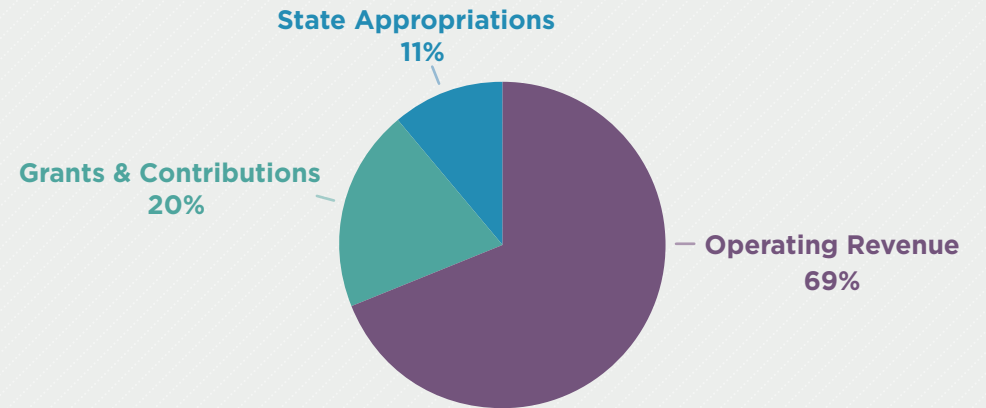


Science Thursdays combine exploration of science and history.

IN THE ORIGINAL FEASIBILITY STUDY commissioned by the State, there was an assumption that the Museum could be self-sufficient, sustaining itself through admission fees, memberships, facilities rentals, parking fees, theater sales, gift shop sales, and private contributions from individuals and corporations through the work of the Texas State History Museum Foundation. Special State appropriations have supported specific projects through the years, and about 12% of the Museum's staff salaries are paid for by general revenue through the State Preservation Board.

In FY18, the Museum's operating revenue and grants and contributions from generous benefactors supported 89% of

Museum Revenue



the Museum's annual budget. But overall, revenue fell short of meeting the needs of the institution. The highest losses in revenue were in general admissions, IMAX theater tickets, and facility rentals. As competition grows among entertainment-driven outlets within the greater Austin area, the Museum will need to find additional ways to market itself to reach new audiences and sponsors, remain fresh and relevant, and identify new sources of revenue in the coming years.

Workers with Clegg Industries spent several weeks engineering and readying the AT-6A for suspension in the Atrium.



Revenue by Type	FY 2018	FY 2017	FY 2016
ADMISSIONS			
General Admissions	1,379,478.16	1,602,356.53	1,397,075.00
IMAX Theatre	1,435,338.85	1,547,286.47	1,532,224.04
Texas Spirit Theater	349,438.10	408,945.17	444,443.53
GRANTS AND CONTRIBUTIONS *	1,746,926.58	499,694.86	189,277.26
STATE APPROPRIATIONS			
Texas History Education Program †	462,066.18	413,506.70	581,663.54
IMAX Projector & Theater Renovation ‡		502,897.91	982,361.33
Operating Expenses	462,123.04	457,634.36	457,225.98
FACILITY RENTALS	468,259.51	726,860.89	641,721.14
PARKING FEES	780,750.02	728,411.82	698,820.16
MERCHANDISE SALES	885,398.24	991,773.75	983,769.44
MEMBERSHIP FEES	324,878.00	369,576.00	317,076.50
THEATER CONCESSIONS	256,157.72	270,033.97	275,241.92
CAFE COMMISSIONS/OTHER	76,674.68	65,752.17	63,523.19
Total Revenue	8,627,489.08	8,584,730.60	8,564,423.03

* Includes \$234,227 for FY 2017 Temporary Exhibits and Educational Programming

† \$413,507 expended in FY 2017 from FY 2014 state appropriation of \$5 million, leaving balance of \$1,826,754.

‡ Total of \$1,485,259 expended in FY 2016 and FY 2017 from FY 2016 appropriation of \$1.5 million.

Expenses by Department/Project	FY 2018	FY 2017	FY 2016
FILMS AND THEATERS	1,414,205.59	1,666,990.35	2,774,955.87
IMAX PROJECTOR & THEATER RENOVATION		502,897.91	
TSHMF CAPITAL CAMPAIGN			472,023.32
TEXAS HISTORY EDUCATION PROGRAM	462,066.18	413,506.70	581,663.54
EXHIBITIONS	3,190,758.60	1,614,472.54	952,367.38
VISITOR SERVICES	963,608.42	906,208.44	841,845.50
ADMINISTRATION	597,719.77	524,080.49	542,552.74
MARKETING	558,842.76	678,661.20	694,757.00
EDUCATION AND PROGRAMS	454,378.44	616,188.50	530,218.24
HOUSEKEEPING	290,977.81	270,158.94	326,216.84
MUSEUM STORE	728,471.90	830,929.67	894,048.57
FACILITIES MAINTENANCE	183,796.63	153,764.13	171,388.61
FACILITY RENTALS	169,920.09	232,468.11	217,731.94
MEMBERSHIP	154,545.75	190,799.32	195,214.90
PARKING *			112,133.09
Total Expenses	9,169,291.94	8,601,126.30	9,307,117.54
Change in Net Position	(541,802.86)	(16,395.70)	(742,694.51)

* Beginning in FY17, parking expenses are included within the Visitor Services department.

ATTENDANCE

	FY2018	FY2017	FY2016
General Attendance	238,583	261,559	240,313
Theaters *	215,785	232,889	251,799
Educational Programs and Facility Rentals	96,258	109,400	100,664
Total	550,626	603,848	592,776
K-12 Students/Teachers †	82,408	89,265	77,887

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

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

FY18 EXHIBITIONS

Collectors' Gallery:

The Nau Civil War Collection
(7/1/17 - 2/4/18)

Pong to Pokémon:

The Evolution of Electronic Gaming
(7/29/17 - 3/18/18)

American Spirits

The Rise and Fall of Prohibition
(9/2/17 - 1/7/18)

Unsinkable:

Voices from the Storm
(11/10/17 - 12/10/17)

Collectors' Gallery:

The Nesmith Collection
(2/24/18 - 9/23/18)

Comanche Motion:

The Art of Eric Tippeconnic
(4/14/18 - 1/2/19)

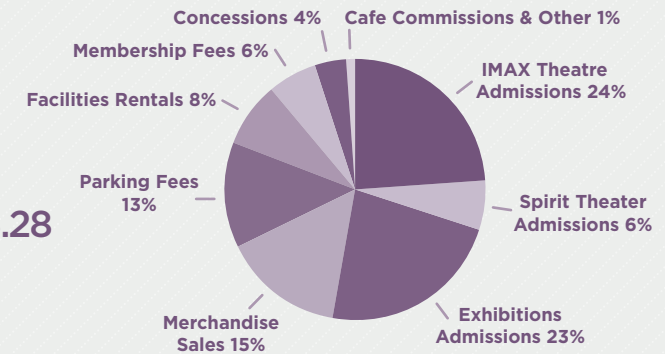
Rodeo!

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

+ 346 Artifacts Installed
in the **Texas History Galleries**

REVENUE BY TYPE

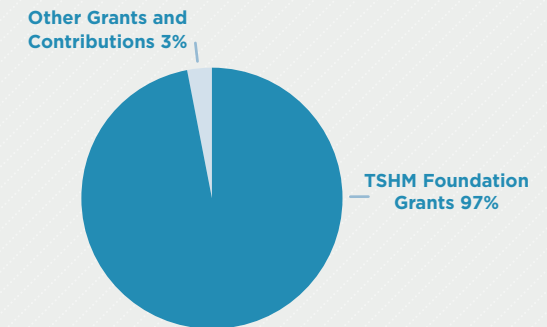
Operating Revenue
\$5,956,373.28



State Appropriations
\$924,189.22



Grants & Contributions
\$1,746,926.58



COMMUNITY PARTNERS



Addison Coffee Roasters
 Alex Morrison
 Alienware
 American Color Labs
Amon Carter Museum of American Art
Apollo Games
 Arcade4Home
 Atelier Dojo
 Austin Chronicle
 Austin Gaming Conference
 Austin Guitar School
 Austin ISD
 Austin Museum Partnership
 Austin Public Library
 Austin Refugee Roundtable
Austin Woman Magazine
 Badgerdog
 Bechtel
 Bluepoint Games, Inc.
 Breakaway Records
 Camp Fire
 Capitol BEST Robotics
Central Texas Discover Engineering
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Chicago History Museum
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 Common Threads
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 Drea Peters Weaving
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 Entertainment Software Association
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 Fort Worth Southwestern Exposition and Livestock Show
 Fred Whitfield
 Friends of the Governor's Mansion

GameOver
Girlstart
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 HIVE Arts Collective
 Houston Livestock Show and Rodeo
 Humanities Texas
 Interfaith Action of Central Texas
 International Gay Rodeo Association Archives
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 KOOP Radio
KUT/KUTX
 Kyle Evans
 Kyle Stallings
 Lance Blanks
 London School Museum
MakerFaire Austin
 Martin Coulter

MathHappens
 Matthew Davila
 Meltwater
Missouri Historical Society
 My Event's the Bomb
 Naro Photography
National Constitution Center
 National Endowment for the Humanities
 National Museum of African American History and Culture
National Museum of American History
 National Park Service
 Neill-Cochran House Museum
Nintendo* / Retro Studios
 Nolan Ryan
 Oklahoma History Center
 One Ounce Opera
 Onion Creek Country Club
 Peerless Manufacturing Co.
 Poetry Out Loud
Portalarium
 Premiere Events
Pro Rodeo Hall of Fame
Red McCombs Collection

Rice University, Fondren Library
 Rodeo Austin
 Round Rock ISD
 San Angelo Museum of Fine Arts
 San Angelo Stock Show & Rodeo
 San Antonio Stock Show & Rodeo
 Shane Turner
 Shiner Brewery
 Society of Women Engineers
 Spectrum News Austin
St. Edward's University
 Stanley Forman
Stephen Harrigan
 Stratus Properties, Inc.
 Sun Radio
SXSW Gaming
 Texas Commission on the Arts
 Texas Department of Agriculture
 Texas Department of Transportation
Texas Film Commission, Office of the Governor
 Texas Fine Wine
 Texas Folklife
Texas General Land Office
Texas Historical Commission

Texas Holocaust and Genocide Commission
 Texas Medical Center Library - McGovern Historical Center
Texas Military Forces Museum
Texas Monthly
Texas Parks and Wildlife
Texas School for the Blind and Visually Impaired
 Texas State Historical Association
 Texas State University
Texas State University, Center for Archeological Studies
 The Contemporary Austin
 Tuff Hedeman
 Typewriter Rodeo
The University of Texas at Austin
 Waterloo Records and Video
 Waterloo Sparkling Water
 Women and Their Work Gallery
 Youth Art Month
 City of Austin Youth Career Fest



TEXAS STATE HISTORY MUSEUM FOUNDATION

Dedicated Trustees
raise statewide
support and awareness
of the Museum.



Nancy Ann and Ray Hunt and Lee Trevino, 2018 History-Making Texans.

SINCE ITS INCEPTION IN 1999, the Texas State History Museum Foundation has raised over \$30 million to support a variety of educational programs that currently benefit more than 550,000 visitors a year, including school tour scholarships to more than 5,700 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. The Honorable Dan Branch and Stacey Branch of Dallas chaired a dinner held on February 27, 2018 that honored Texas legends Nancy Ann Hunt, Ray Hunt, and Lee Trevino 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.

2018 TEXAS INDEPENDENCE DAY DINNER SPONSORS

LEAD UNDERWRITER

Anonymous

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South Texas Money
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St. David's HealthCare



Sarita Hixon, 2017-2018 Board President, delivers remarks at the Texas Independence Day Dinner.



Carol (not pictured) and Tim Crowley, Vice Chairs, and Julie and Pat Oles, Chairs of the 2017-2018 Bullock Museum Corporate Council.

TEXAS STATE HISTORY MUSEUM FOUNDATION BOARD OF TRUSTEES 2018-2019

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Jack Harper, Midland

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Michal Powell, Dallas

Deborah Raynor, Dallas

Karl Rove, Austin

Karen Urban, Corpus Christi

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Director, Bullock Texas State History Museum

Rod Welsh

Executive Director, State Preservation Board

EXECUTIVE DIRECTOR

Jacqui Schraad

Texas State History Museum Foundation

EXHIBITIONS & PROGRAMS MAJOR DONORS 2017-2018

Individuals, Corporations and Foundations provide essential support to the Museum, including for the campaign to renovate the first floor 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, 2017 to August 31, 2018.

\$100,000 AND MORE

Concho Resources, Inc.

Pioneer Natural Resources Company

\$50,000 TO \$99,999

Louise and Guy Griffeth

Ed Rachal Foundation

ExxonMobil

Mary John and Ralph Spence Foundation

\$25,000 TO \$49,999

Chevron

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\$10,000 TO \$24,999

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**BULLOCK TEXAS STATE HISTORY MUSEUM
TEXAS ON THE HORIZON
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The Texas State History Museum Foundation gratefully acknowledges the following generous donors who made possible the renovated first floor Texas History Gallery featuring *La Belle*, an exciting roster of traveling exhibitions and programs, and the infusion of technology into the Museum.

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SARITA HIXON

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