

THE BULLOCK TEXAS STATE HISTORY MUSEUM

ANNUAL REPORT

Preliminary September 1, 2011 - August 31, 2012



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MESSAGE FROM THE DIRECTOR



Over 400,000 people visited the Bullock Texas State History Museum in 2012 making us one of the most visited history museums in the country.

I am pleased to report that exhibition attendance was up over last year, and attendance at our First Saturdays was up over 20% — underscoring the most important fact about the museum: we are working hard and extending our reach to engage the broadest possible audience to interpret the continually unfolding Story of Texas.

The Bullock Museum is now in its 11th year of operations and the Museum's financials are sound. In fiscal year 2012, our preliminary

numbers show the Museum generated revenues of \$6.6 million: 11% of revenues came from donations and grants; 81% came from earned income such as admissions, parking revenue, membership and theater operations; and 8% came from direct State appropriations.

At the same time we reduced our operating expenses by 3% reflecting the fact that we, along with every Texan, tightened our belt this past year. The combination of increased revenues and lower expenses, means the Museum ended the year with an operating surplus of around \$370,000 — one of four times we have achieved this in our 11-year history. The 2012 financials demonstrate the importance the Museum places on upholding its fiduciary responsibility to the citizens of Texas.

The Museum achieved a number of milestones this past year that are highlighted in this annual report. I hope you enjoy the overview.



THE YEAR IN REVIEW

In addition to a strong financial picture, we continue to invest in the Museum's future. We've adopted an exciting and ambitious five-year strategic plan to guide the Museum in its next decade of growth and success and we have joined forces with the Texas State History Museum Foundation to raise significant new funds for the continued growth of our programs, exhibitions, and staff.

The Strategic Plan is built on five critical priorities:

- ★ Become a leading authority on Texas history by offering high quality and innovative exhibitions
- ★ Expand public programming to engage a broader, more diverse statewide audience
- ★ Become a key partner in K-12 education statewide
- ★ Develop innovative messaging that reflects the new direction of the Museum through expanded marketing
- ★ Secure the Museum's long-term sustainability and success by expanding public and private sector support

The Museum made tremendous progress toward these goals in 2012:

We presented two major exhibitions. *Texas High School Football: More Than a Game* (August 6 - December 31, 2011)



was one of the most popular exhibitions of all time as fans from around the state came and explored this truly unique Texas phenomenon from the action on the field to the fans in the stadium and the communities that support it. Guest curated by writer Joe Nick Patoski, the exhibition was accompanied by a full color catalogue published by the University of Texas Press.

Equally popular was *Texas Music Road Trip* (March 17 - October 14, 2012) featuring musical traditions from across the state from Country and Cajun, to blues and Bebop, to Spanish ballads and Zydeco.



Texas Music tells the story of the profound influence Texas music has had around the world. The exhibition was guest-curated by Gary Hartman founder of the Center for Texas Music History at Texas State University in San Marcos and features more than 160 rare and unseen artifacts including vintage photos, elaborate costumes, letters, handwritten lyrics, oral histories, film clips, and instruments, including the baby grand from the Armadillo World Headquarters and Jimmie Vaughan and Stevie Ray Vaughan's number

Image courtesy Scott Yarberry



Image courtesy Mark Jamail

one Stratocaster guitars. Fittingly, the legendary Texas Tornados kicked off the exhibition with a free concert attended by more than 1,000 people. This is just one example of how our Museum opened itself to a family-friendly experience this past year — one that allowed visitors to explore yet another story of Texas.

The Museum also inaugurated a new third floor Rotunda Gallery designed to highlight important but rarely seen collections from around the State. The first in the series featured objects from the Texas State Library and Archive on the topic of Texas in the Civil War.

Major progress was also made in planning for the arrival of La Belle, the 17th century ship that changed the course of Texas history. After 300 years lost at sea, the recovered ship hull and its contents will be featured in the Museum's first extensive gallery renovation beginning in 2014.

Attendance last year was driven by our exhibitions but also the more than 220 programs presented at the Museum — a broad array of events from lectures and demonstrations to

the Made in Texas Film Series. We also brought back Squeezefest, the annual statewide accordion competition, in addition to family programs, workshops, book signings and our ever popular Music Under the Star Concert series.

Nearly 20% of our visitors last year were school children from across the state. That's over 80,000 K-12 students and teachers. And to support our teachers in the classroom we published a new curriculum guide to Texas History that meets the State standards and brings history alive.

In 2012, the Museum also underwent its first review by the State's Sunset Advisory Commission. The Commission made a number of recommendations to strengthen the operations of the Museum which include the publication of an annual report and the appointment of a scholars advisory group to ensure the continual excellence of our programs and exhibitions.

YOU MIGHT BE ASKING WHAT'S AHEAD?

The coming year promises more excitement — in December, we will host an important new exhibition entitled *Women Shaping Texas in the 20th Century*. This exhibition is the first in over 30 years to recognize the vital contributions of women to the development of Texas. Through the exhibition, the museum will showcase how women in the 20th century stepped out of the home and into the public sphere to claim their voices as independent citizens, workers and entrepreneurs, as individuals who exercised their civil rights, and as concerned Texans who sought to change society.

This exhibition will be followed by a rare showing of early Texas furniture from the Ima Hogg Collection at the Dolph Briscoe Center for American History at the University of Texas. The Museum continues to build partnerships with the University of Texas as well as with other core institutions like the Texas State Library and Archive, the Texas Historical Commission, Humanities Texas and the LBJ Library and Museum to name a few.



In the coming year, we see a number of smarter, higher value opportunities to engage prospective visitors and grow our relationship with those guests who come and experience all the Museum has to offer. The Museum's updated website and new social media offerings are a key part of this overall strategy, as is a new advertising campaign scheduled to debut in the Fall of 2012.

I hope you enjoyed the overview and take the opportunity to visit the Museum soon. I also

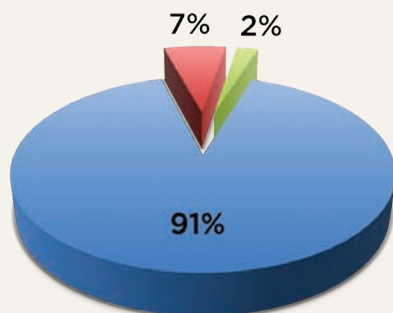
invite you to join the hundreds of others who are building on the positive momentum of the Museum by becoming members of the Bullock Texas State History Museum. We want to connect you to your history and the incredible story of Texas.

Joan Marshall,
Museum Director

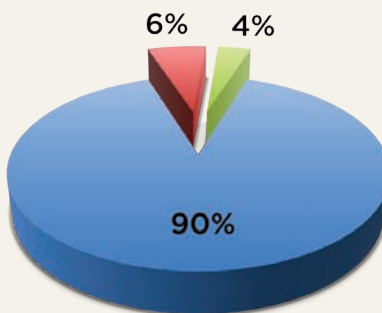
FINANCIAL POSITION

	FY2010	FY2011	Preliminary FY2012
Earned Income	6,776,217	5,670,131	5,364,394
Contributions & Grants	511,630	409,229	748,844
State Appropriations	176,585	228,303	540,594
Total Income	7,464,432	6,307,663	6,653,832
Operating Expenses	7,260,259	6,462,555	6,280,627
Net Income (Loss)	204,173	(154,892)	373,205

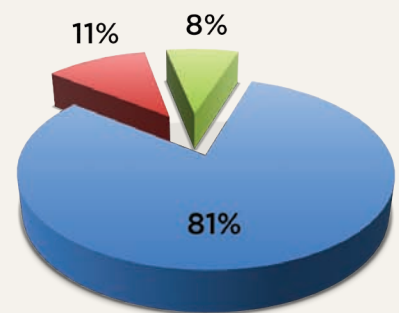
Income Percentages
FY2010



Income Percentages
FY2011



Income Percentages
FY2012



■ Earned
 ■ Contributions & Grants
 ■ State Appropriation



**BULLOCK
TEXAS
STATE HISTORY
MUSEUM**

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