

# BULLOCK MUSEUM ANNUAL REPORT 2024



## DIRECTOR'S SUMMARY

Texas history is often shared through the multi-generational stories that span centuries of human habitation in this great state. So, it is particularly fitting that the Bullock's FY 2024 report highlights the inter-generational experiences that had a positive impact on visitors and participants. You will see this reflected in our sections on field trips, distance learning programs, and on-site learning opportunities. It is evident in new artifacts on display in the Texas History Galleries and our special exhibitions, *Sharks*, *Carros y Cultura*, and the groundbreaking *Legacies of the Treaty of Guadalupe Hidalgo*. Programming served our ever-growing community with designated Homeschool Days, STEAM Lab Thursdays, Little Texans, and the return of the Texas Focus Film Series and Music Under the Star.

Overall, the Bullock saw a 48% increase in exhibition attendance from FY 2023, nearly back to pre-2020 three-year averages. Gross revenue also increased, coming close to pre-pandemic levels. At the same time, expenses were kept under the averages of fiscal years 2017-2019.

The Bullock also benefitted from unprecedented support from the Texas Legislature, with the designation of an endowment to the State Preservation Board. The outstanding \$300,000,000 endowment designated a third of the interest for Museum maintenance and infrastructure, greatly alleviating future drains on the annual operations budget as the building and grounds continue to age and visitation grows. In addition, funding was provided for several staff salaries previously paid through earned revenue, again, allowing the Bullock to invest earned revenue into programs and the staff to sustain one of the best history museums in the country. We were also grateful for the legislature's support of school field trips for K-12 students, which allowed the Museum to continue providing free admission that covered 45,166 students and their teachers on those visits in FY 2024.

The long-standing relationship with the Texas State History Museum Foundation and its financial support continues to uplift our educational programs and exhibitions. The foundation's investment in a multi-year marketing plan in concert with the Bullock team helped prioritize future outreach and growth potential.

In our FY 2020 report, a stressful year indeed, I wrote of the importance of our work at the Bullock to reveal artifacts from our past through historical, accurate, and authentic personal connections that assist us in conversations about our present and our future. As we approach our 25th anniversary in 2026, our hope is to continue to inspire people to discover the richness and complexity that is the Story of Texas and its role in the formation of America.



A handwritten signature in black ink that reads "Margaret Koch". The signature is written in a cursive, flowing style.

**MARGARET KOCH**  
Director  
Bullock Texas State History Museum

WE CREATE EXPERIENCES  
 THAT EDUCATE, ENGAGE,  
 AND ENCOURAGE A DEEPER  
 UNDERSTANDING OF TEXAS.



**FY 2024 ORGANIZATIONAL CHART**

**TEXAS STATE  
 PRESERVATION  
 BOARD  
 GOVERNING  
 BODY**

**GREG ABBOTT**  
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**CHARLES SCHWERTNER**  
 Texas Senate

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 Lieutenant Governor,  
 Co-Vice Chairman

**WILL METCALF**  
 Texas House of  
 Representatives

**DADE PHELAN**  
 Speaker of the House,  
 Co-Vice Chairman

**ALETHEA SWANN BUGG**  
 Citizen Board  
 Member

**TEXAS STATE  
 PRESERVATION  
 BOARD**

**ROD WELSH**  
 Executive Director

**BOB CASH**  
 Deputy  
 Executive Director

ADMINISTRATION  
 CURATORIAL  
 VISITOR SERVICES  
 ENTERPRISE  
 FINANCE

RETAIL  
 INFORMATION TECHNOLOGY  
 ARCHITECTURAL DESIGN  
 FACILITIES

**PROPERTIES**

CAPITOL AND EXTENSION  
 CAPITOL GROUNDS  
 CAPITOL VISITORS CENTER  
 BULLOCK MUSEUM  
 GOVERNOR'S MANSION

STATE CEMETERY  
 SAM HOUSTON STATE OFFICE BUILDING  
 JOHN H. REAGAN STATE OFFICE BUILDING  
 ROBERT E. JOHNSON STATE OFFICE BUILDING  
 CAPITOL MALL

**BULLOCK  
 MUSEUM**

**MARGARET KOCH**  
 Director

**MUSEUM  
 ADMINISTRATION**

DATA ANALYST &  
 GRANT MANAGER  
 OFFICE MANAGEMENT

**MUSEUM  
 INTERPRETATION**

EDUCATION  
 EXHIBITS

**MUSEUM  
 OPERATIONS**

**DEREK LEMONS**  
 Deputy Director

**MUSEUM  
 COMMUNICATIONS**

**EMILY HENNE**  
 Deputy Director

VISITOR SERVICES  
 EVENTS  
 THEATERS

CREATIVE SERVICES  
 MARKETING  
 MEMBERSHIP  
 WEB & DIGITAL MEDIA

**BULLOCK BY THE NUMBERS**

**332**

artifacts from

**76**

lenders installed in  
the galleries.



**51,871**

students, teachers  
and chaperones  
visited the Museum.

**1,228,325**

new users discovered  
the website.

THE **STORY** OF TEXAS .COM



**5,085**

students and  
teachers viewed free  
documentary films  
thanks to Story of  
Texas scholarships.

**14,869**

students engaged in

**345**

Distance Learning  
sessions.



**414,382**

visitors welcomed  
to the Museum.



**105,814**

moviegoers watched  
features and  
documentaries.



Educate



# WE CREATE EXPERIENCES THAT EDUCATE

In FY 2024, the Bullock welcomed 51,871 students, teachers and chaperones from across the state to participate in enriching **field trip** experiences. The Bullock's three floors of galleries and special **school programs** geared toward visiting student groups, like STEAM Labs, enhance classroom learning, spark curiosity, and immerse students in the intersection of history with science, culture, language, the arts, and more. Free admission for field trip students was underwritten through the generosity of the state legislature and the Texas State History Museum Foundation.



For classrooms unable to visit in person, the Bullock's **Distance Learning** program connects students with a Museum Educator virtually, regardless of location. In FY 2024, 14,869 students connected with the Bullock through 345 Distance Learning sessions. The Bullock Distance Learning team once again won the award for most delivered programs from Connect2Texas, a statewide online platform for virtual experiences.



The Bullock's **Homeschool Days** provide opportunities for homeschool families to explore the galleries for free. Special hands-on activities and classes build on curriculum and dive deeper into the Museum's current exhibitions and films. In FY 2024, 1,657 homeschool students and educators visited during Homeschool Days.



In addition to on-demand tools available on the Bullock's website, Texas educators take part in free onsite **professional development programs** each year. Teachers connect with each other, gain valuable classroom resources and skills, and earn CPE credit. Nearly 400 educators participated in the Bullock's professional development programs in FY 2024.

Engage

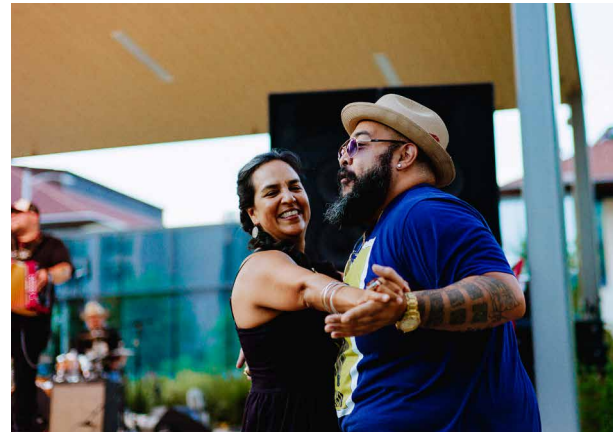






# WE CREATE EXPERIENCES THAT ENGAGE

Thanks to the ongoing generosity of H-E-B, families explored the galleries and participated in interactive activities for free on the first Sunday of every month. July 2024's **H-E-B Free First Sunday** welcomed nearly 5,000 visitors and celebrated the special exhibition *Carros y Cultura: Lowriding Legacies in Texas* with crafts, remote control lowrider cars, art projects, science experiments, and breakdance performances. In total, more than 28,500 visitors attended H-E-B Free First Sundays in FY 2024.



The summer of 2024 saw the return of **Music Under the Star**, the Bullock's beloved outdoor live music series that went on hiatus after the 2017 season. With support from KUTX and *The Austin Chronicle*, the series moved to the new amphitheater across from the Bullock on the Capitol Mall. With the new green space came opportunities for families and music lovers to dance, play, and sing along with an incredible lineup of Texas artists.



The annual **Bob Bullock Birthday Bash** in July celebrated the Museum's namesake with free exhibition admission and activities made possible by the generosity of Carolene English. Additional signature programs and exclusive Bullock Member events throughout the year, including **Little Texans, Spooktacular, American Indian Heritage Day, Daytripping Through Texas History**, and exhibition opening celebrations, welcomed more than 44,000 visitors of all ages to the Bullock for wonderful experiences that encouraged multigenerational connections and family fun.



In 2024, the Bullock once again partnered with **Blue Star Museums**, a collaboration among the National Endowment for the Arts, Blue Star Families, the Department of Defense, and museums across America, to offer free admission to the nation's active-duty military personnel and their families from Armed Forces Day through Labor Day. With underwriting by generous donors, the Bullock provided free exhibition admission and a toy for each child to 1,090 military members and their families in FY 2024.



Through the generosity of the Union Pacific Foundation, the Bullock continues its participation in **Museums for All**, joining museums nationwide in providing free exhibition admission to families who receive SNAP and WIC benefits. More than 1,500 SNAP and WIC families were able to explore the Bullock's galleries for free in FY 2024.

Encourage





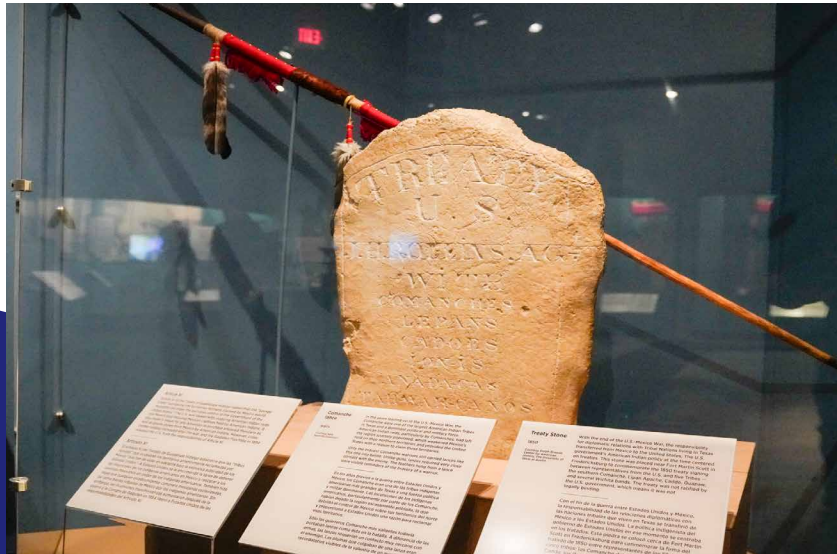
# WE CREATE EXPERIENCES THAT ENCOURAGE A DEEPER UNDERSTANDING

On loan from the American Museum of Natural History in New York, **Sharks** opened in November 2023 and fascinated visitors across generations with interactive activities, dynamic media, and dozens of life-sized models, including the prehistoric mega-predator, megalodon. Shark-themed programs throughout the exhibition's run encouraged visitors to learn more about these misunderstood creatures and their importance to ecosystems, including Texas' own coastal waters.



**Legacies of the Treaty of Guadalupe Hidalgo**, a special focus exhibition in the Bullock's Texas History Galleries, opened in February 2024 with articles from the original Treaty of Guadalupe Hidalgo itself on view, loaned to the Museum from the National Archives in Washington, D.C. The exhibition explored the treaty that formally ended the U.S.-Mexico War in 1848, established the border between Texas and Mexico that we know today, and dramatically impacted the lives and identities of families and citizens living in the region.

The Bullock's multi-year project to make all three floors of **Texas History Galleries** fully bilingual in Spanish and English was completed in December 2023 with the unveiling of an updated gallery focus exploring the Reconstruction era on the Museum's second floor. Starting in June 2019, the Bullock team thoughtfully worked with professional translators to update each of the Museum's Texas History Galleries. With content now in both Spanish and English, bilingual, multi-generational families explore the stories of Texas together in a more personal and generationally accessible way.



**Treaty Stone, 1850.** Courtesy Dolph Briscoe Center for American History, The University of Texas at Austin

**Article III, Treaty of Guadalupe Hidalgo, 1848.** Courtesy National Archives and Records Administration, Washington, D.C.





**1975 Chevy Monte Carlo**,  
courtesy Chuy Martinez,  
Laredo

**1967 Ford LTD**, courtesy  
John Colunga, Austin

**1963 Chevy Impala**,  
courtesy Raul Rodriguez  
Jr., Round Rock

**1939 Chevy Deluxe**,  
courtesy Stacy Stewart,  
San Antonio

In May 2024, the Bullock's original exhibition ***Carros y Cultura: Lowriding Legacies in Texas*** opened to the public. The exhibition celebrated the rich culture and strong family traditions of Texas lowriding communities through a display of seven lowrider cars, five bicycles, and artifacts highlighting lowrider music, fashion and history. Programming throughout the run of the exhibition provided opportunities for the public to meet families from these Texas communities and gain an appreciation for the legacies of lowriding in the Lone Star State.



# Financial Statements



<b>REVENUES BY TYPE</b>	<b>FY 2024</b>	<b>FY 2023</b>	<b>FY 2022</b>
<b>ADMISSIONS</b>			
General Admissions	1,553,723.66	1,105,885.90	858,543.83
IMAX® Theatre	1,024,179.40	1,125,246.81	775,163.92
Texas Spirit Theater	191,098.54	163,865.54	125,651.25
<b>GRANTS AND CONTRIBUTIONS</b>	<b>334,502.36</b>	<b>419,122.72</b>	<b>2,013,449.79</b>
<b>STATE APPROPRIATIONS</b>			
Texas History Education Program		40,703.03	113,751.35
Operating Expenses	1,549,380.04	1,423,386.52	1,189,791.19
TSHM School Field Trips	166,469.71		
<b>FACILITY RENTALS</b>	<b>460,657.13</b>	<b>459,580.64</b>	<b>231,683.28</b>
<b>PARKING FEES</b>	<b>1,031,649.77</b>	<b>790,676.50</b>	<b>576,856.44</b>
<b>MERCHANDISE SALES</b>	<b>622,582.36</b>	<b>528,273.55</b>	<b>462,370.36</b>
<b>MEMBERSHIP FEES</b>	<b>320,639.25</b>	<b>247,126.50</b>	<b>236,254.75</b>
<b>THEATER CONCESSIONS</b>	<b>262,201.81</b>	<b>272,202.65</b>	<b>178,644.44</b>
<b>CAFE COMMISSIONS/OTHER</b>	<b>206,460.61</b>	<b>340,037.74</b>	<b>204,342.68</b>
<b>INVESTMENT INCOME</b>	<b>3,370,770.44</b>		
<b>TOTAL REVENUE</b>	<b>11,094,315.08</b>	<b>6,916,108.10</b>	<b>6,966,503.28</b>

<b>EXPENSES</b>	<b>FY 2024</b>	<b>FY 2023</b>	<b>FY 2022</b>
<b>SALARIES AND WAGES</b>	<b>4,245,531.39</b>	<b>3,397,858.32</b>	<b>2,916,554.29</b>
<b>PAYROLL RELATED COSTS</b>	<b>896,868.31</b>	<b>762,263.69</b>	<b>680,502.96</b>
<b>PROFESSIONAL FEES AND SERVICES</b>	<b>46,919.70</b>	<b>49,883.95</b>	<b>22,977.71</b>
<b>TRAVEL</b>	<b>18,817.95</b>	<b>23,652.25</b>	<b>11,080.73</b>
<b>MATERIALS AND SUPPLIES</b>	<b>505,082.32</b>	<b>457,817.15</b>	<b>314,670.16</b>
<b>COMMUNICATION AND UTILITIES</b>	<b>136,278.26</b>	<b>85,528.48</b>	<b>85,378.22</b>
<b>REPAIRS AND MAINTENANCE</b>	<b>340,497.19</b>	<b>283,613.88</b>	<b>241,906.28</b>
<b>RENTALS AND LEASES</b>	<b>990,108.87</b>	<b>917,730.23</b>	<b>727,553.06</b>
<b>PRINTING AND REPRODUCTION</b>	<b>33,329.23</b>	<b>48,731.34</b>	<b>18,231.96</b>
<b>INTEREST</b>	<b>171.04</b>	<b>25.31</b>	<b>11.60</b>
<b>OTHER OPERATING EXPENSES</b>	<b>1,247,298.02</b>	<b>980,786.59</b>	<b>911,414.28</b>
<b>DEPRECIATION AND AMORTIZATION</b>	<b>41,270.52</b>	<b>40,213.92</b>	<b>40,033.72</b>
<b>TOTAL EXPENSES</b>	<b>8,502,172.80</b>	<b>7,048,105.11</b>	<b>5,970,314.97</b>
<b>TRANSFERS IN (OUT)*</b>	<b>100,000,000.00</b>		
<b>BEGINNING NET POSITION</b>	<b>3,590,813.08</b>	<b>3,722,810.09</b>	<b>2,726,621.78</b>
<b>CHANGE IN NET POSITION</b>	<b>102,592,142.28</b>	<b>(131,997.01)</b>	<b>996,188.31</b>
<b>ENDING NET POSITION</b>	<b>106,182,955.36</b>	<b>3,590,813.08</b>	<b>3,722,810.09</b>

\*FY 2024 includes a \$100 million appropriation to establish the Maintain Bullock State History Museum Endowment Fund which is managed by the Texas Treasury Safekeeping Trust Co.



ATTENDANCE	FY 2024	FY 2023	FY 2022
EXHIBITS	414,382	307,704	103,306
THEATERS *	105,814	127,292	89,932
EDUCATIONAL PROGRAMS AND FACILITY RENTALS †	79,048	55,460	35,374
<b>TOTAL</b>	<b>599,244</b>	<b>490,456</b>	<b>228,612</b>
K-12 STUDENTS/TEACHERS	45,166	30,427	19,780

\*Theater attendance includes IMAX feature films, documentaries and Texas Spirit Theater.

†Educational programs include 14,869 distance learning program attendees in FY 2024, 10,980 in FY 2023, and 14,035 in FY 2022.

**FY 2024 EXHIBITIONS**

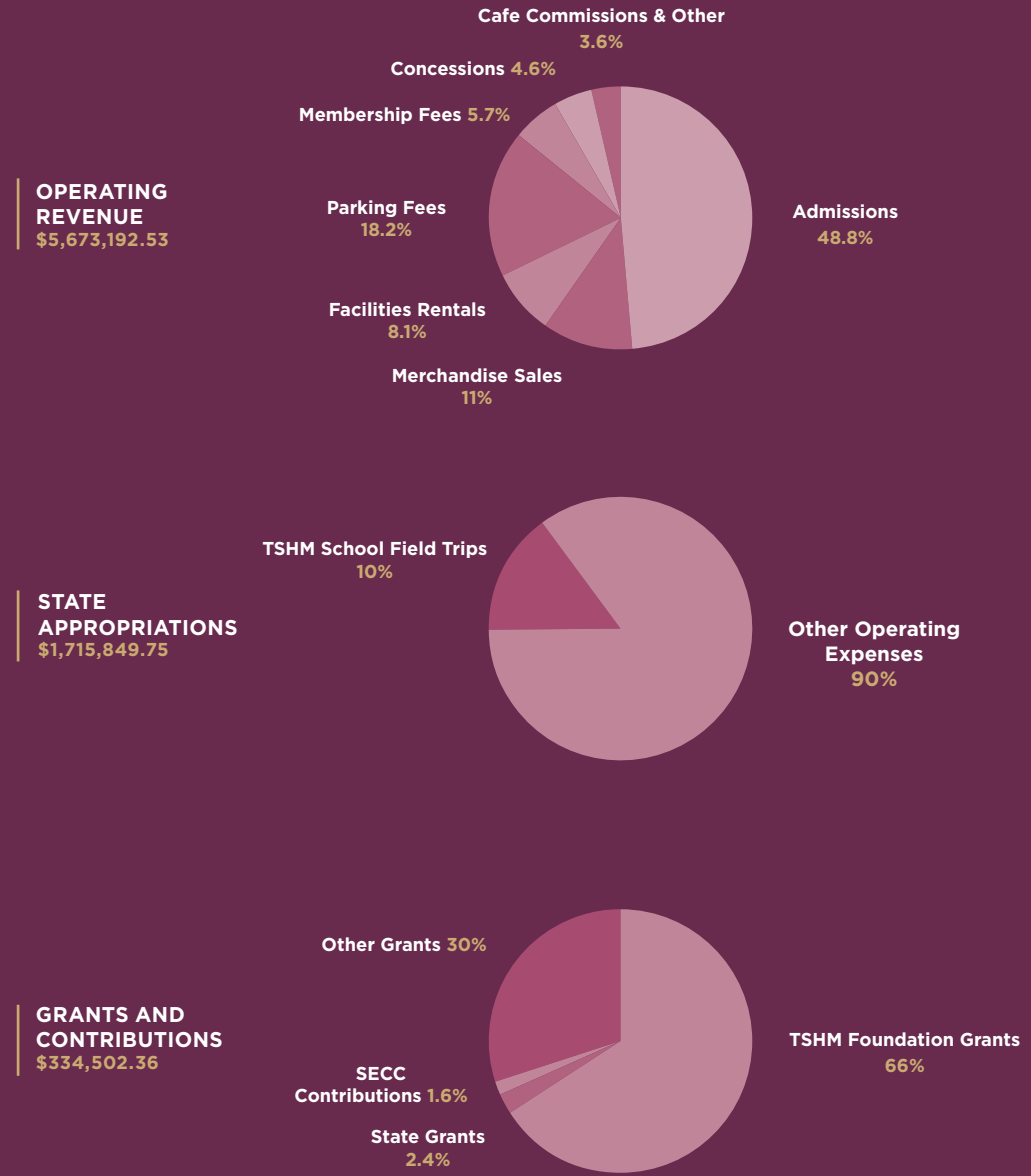
**SHARKS**  
November 11, 2023 – March 24, 2024

**CARROS Y CULTURA: LOWRIDING LEGACIES IN TEXAS**  
May 11 – September 2, 2024

**LEGACIES OF THE TREATY OF GUADALUPE HIDALGO**  
February 16, 2024 – February 16, 2025

**332 NEW ARTIFACTS WERE PLACED ON VIEW**

**REVENUE BY TYPE**



## FY 2024 DIRECT CONTRIBUTIONS

The financial contributions of Bullock Museum visitors, Members, sponsors and government entities enable the Museum to continue creating experiences that educate, engage, and encourage a deeper understanding of Texas.

## INDIVIDUAL DONORS AND UPPER-LEVEL MUSEUM MEMBERS

Jacque Allen  
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Adelle Hinson  
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Marisela and Omar Otero  
L. Parker and Betty H.  
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Mary and Will Pitts  
Charles and Carol Plassmann  
Christine Plonsky  
Aubrie Rettmann  
Lt. Col. Christopher Rollins  
Dubravka Romano and Terry  
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Steven Smith and Jeane  
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Nancy and Terry Sutton  
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Texas State History Museum  
Foundation

Texas Trucking Association  
Union Pacific Foundation  
Univision

## COMMUNITY PARTNERS

Alabama-Coushatta Tribe of  
Texas  
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Amy Bruton Bluemel  
Austin Bat Refuge  
Austin Chronicle  
Austin Community College  
Austin Community College  
Agriculture  
Austin Fire Department  
Austin Ghostbusters  
Austin Humane Society  
Austin Independent School  
District  
Austin Museum Partnership  
Austin Public Library  
Austin Refugee Roundtable  
Austin Rising School  
Ballet Folklorico Mexikayotl  
Bazan Styles Paint N Body,  
Atascosa  
Blake Burwell  
Canary Islands Descendants  
Association  
Capitol BEST Robotics  
Caritas of Austin  
Cathy Runnels (Historic  
Black Dolls)

Central Texas Cherokee  
Township  
Central Texas Discover  
Engineering  
Central Texas Droids  
Central Texas Mycological  
Society  
Clawson Disposal  
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Republic of Ireland  
Cultural Services of the  
French Embassy  
Dragon's Lair Comics &  
Fantasy Austin  
Eastland County Museum,  
Eastland  
Elisabeth Ney Museum  
Emma S. Barrientos Mexican  
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Friends of the Texas  
Historical Commission  
General Land Office  
Giddyup Art Studio  
Girlstart  
Great Promise for American  
Indians

Greater Austin Reading  
Coalition  
H-E-B  
Hot Science Cool Talks  
Houston Area Droid Builders  
Human Trafficking and  
Transnational /Organized  
Crime Section, Office of  
the Attorney General  
Humanities Texas  
Integral Care  
Kar'ta Beskar Mando Mercs  
Krazy Kutting  
Kristin Gibbs Harpist  
KUTX 98.9  
Ladybird Johnson Wildflower  
Center  
Latinitas  
Lipan Apache Tribe of Texas  
Mad Science  
MathHappens  
McAllen Heritage Center,  
McAllen  
McDonald Observatory  
Mermaid Society of Texas  
Mescalero Apache Tribe  
Mexic-Arte Museum  
Midwestern State University,  
Wichita Falls

**COMMUNITY PARTNERS CONTINUED...**

Museums For All  
 Nan Blasingame (Cheyenne and Arapaho)  
 National Aeronautics and Space Administration  
 New-York Historical Society  
 Nika Saraf – Shark Science  
 Pioneer Farms  
 Polk County Memorial Museum, Livingston  
 Ralph Pacheco  
 Refugee Services of Texas  
 Saber Guild – Jakku Temple  
 Safe Routes to School Austin  
 School of Rock Austin  
 Scottish Rite Theater  
 Seminole Nation of Oklahoma  
 Susanna Dickinson Museum  
 Texas A&M Forest Service  
 Texas A&M International University, Laredo  
 Texas America250 Commission  
 Texas Archeological Research Laboratory

Texas Art Education Association  
 Texas Association of Museums  
 Texas Auto Tops of Austin  
 Texas Commission on the Arts  
 Texas Department of Health and Human Services Commission  
 Texas Department of Transportation  
 Texas Folklife  
 Texas Historical Commission  
 Texas Parks and Wildlife Department  
 Texas Roller Derby  
 Texas Science & Natural History Museum  
 Texas State Historical Association  
 Texas State Library and Archives Commission  
 Texas Toy Museum  
 The Gault School of Archaeological Research

The Hobby Shop  
 Travis Audubon  
 Trinity Valley Community College, Athens  
 University of Texas at Austin  
 Art Galleries at Black Studies  
 University of Texas at Austin  
 Children’s Research Center  
 University of Texas at Austin  
 Department of Middle Eastern Studies  
 Univision Austin  
 UT Press  
 Wes Callahan  
 Whole Earth Provision Co.  
 Wichita and Affiliated Tribes  
 Williamson Museum  
 Ysleta del Sur Pueblo  
 Zilker Botanical Garden  
 Conservancy



America will commemorate the 250th anniversary of the signing of the Declaration of Independence in 2026, a milestone that coincides with the Bullock’s 25th anniversary year. In 2021, the Bullock was designated by the 87th Texas Legislature to join the Texas America250 Commission along with the Office of the Governor, Economic Development and Tourism; the Texas Parks and Wildlife Commission; the State Board of Education; the America250 Commissioner from Texas, and the Texas State Library and Archives Commission.

Joining states across the country, the Texas America250 Commission works closely with an advisory panel, America250.org, and western museums to organize and promote local semiquincentennial activities.

In FY 2024, Bullock Museum Director Margaret Koch was elected as Texas America250 Presiding Chair, positioning the Bullock to take a leading role in commemorating the anniversary and heralding Texas’ importance to the formation of the United States as we know it today.

**CREDITS**

**Sharks** is organized by the American Museum of Natural History, New York. The Museum gratefully acknowledges Warner Bros. Discovery for its generous support of *Sharks*. A selection of footage in *Sharks* has been provided by Discovery’s Shark Week.

**Carros y Cultura: Lowriding Legacies in Texas** is sponsored by the Albert and Ethel Herzstein Hall Fund and Univision Austin.

**School Programs** are generously funded by Featured sponsor The Marie M. and James H. Galloway Foundation, Supporting sponsor The Lange Family Foundation, and Contributing sponsors Bella and Chase Cooley, Dian Graves Owen Foundation, and Roger and Marianne Staubach.

**School Field Trips** presented by The John M. O’Quinn Foundation.

**H-E-B Free First Sunday** is presented by H-E-B.



Media Sponsorship for **Music Under The Star** is provided by KUTX and The Austin Chronicle.

**Bob Bullock Birthday Bash** is made possible by the generosity of Carolene English.

**Spooktacular** is presented in partnership with Girlstart, a nonprofit organization dedicated to increasing girls’ interest and engagement in science, technology, engineering, and math through innovative, nationally recognized informal STEM education programs.

Sponsorship for **Spooktacular** provided by H-E-B.

**American Indian Heritage Day** is presented with support from the Texas Commission on the Arts.

**Daytripping Through Texas History** is presented in partnership with The Daytripper. Sponsored by Sun Radio and Spec’s.

**Blue Star Museums at the Bullock Museum** is made possible by an anonymous generous donor.

**Museums for All** is sponsored by the Union Pacific Foundation.



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# Texas State History Museum Foundation



## **TEXAS STATE HISTORY MUSEUM FOUNDATION SUMMARY**

Since its inception in 1999, the Texas State History Museum Foundation has raised more than \$37 million to support a variety of educational programs that currently benefit more than 400,000 visitors a year.

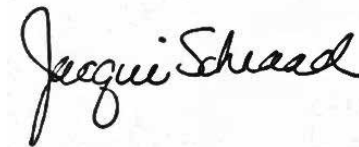
In addition, the Foundation has provided more than \$1 million from its endowment to support programs, such as educational film scholarships to some 5,000 students annually from economically challenged schools. Dedicated Trustees from across the state and two staff members implement the Foundation's mission.

In FY 2024, the Foundation underwrote a multi-year marketing plan for the Museum designed to increase revenue and attendance. The Trustees made this investment to help provide a roadmap for the Bullock's sustainability in the years ahead. The data-driven report identified target audiences and the best ways to reach them with campaigns and outreach that spotlight the ever-changing nature of the Bullock's myriad of offerings. This study follows the Foundation's prior funding of studies on improving Museum revenue streams and the financial benefits of acquiring a liquor license.

We are very grateful to the generous donors who made the first gifts to the Foundation's planned giving program this year. Launching the planned giving program was one piece of the Foundation's overarching goal to focus on the long-term financial health of the Museum. Planned giving allows donors to make a larger gift than otherwise possible and enjoy tax benefits through financial vehicles such as bequests, life insurance policies, and retirement plan assets. Donors who make a planned gift to support the Museum ensure the story of Texas will be told for generations to come and become members of the Texas Legacy Society with special recognition and invitation benefits.

The Foundation's regional scholarships had a resurgence in use this year after remaining largely unused since the onset of the pandemic. The Bullock provides classroom field trips free-of-charge to students, yet transportation costs persist as a barrier to some students benefitting from this horizon-expanding experience. Over the years, the Foundation, in partnership with concerned donors, have established funds to pay the transportation costs for field trips coming from economically challenged schools in the Hill Country, South Texas, and Midland. The impact of the scholarships on these Texas schoolchildren, some making their first excursion outside their hometown, continues to be one of the most gratifying outcomes of the Foundation's efforts.

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. Pam and Richard Leshin of Corpus Christi chaired a dinner held on February 29, 2024, that honored former U.S. Attorney General Alberto R. Gonzales and transformational medical leader Kern Wildenthal as History-Making Texans. The Foundation greatly appreciates the generosity of its underwriters and the gala committee's diligent efforts to raise the proceeds to benefit the many educational programs of the Bullock Museum. For any questions regarding giving opportunities, please contact me at (512) 320-8204 or jacqui.schraad@tshmf.org.



**JACQUI SCHRAAD**  
Executive Director  
Texas State History Museum Foundation

**2024 TEXAS INDEPENDENCE DAY DINNER SPONSORS**



Dr. Kern Wildenthal, Julie Oles (President), Jan Bullock (Trustee and Dinner Honorary Chair), and The Honorable Alberto R. Gonzales.

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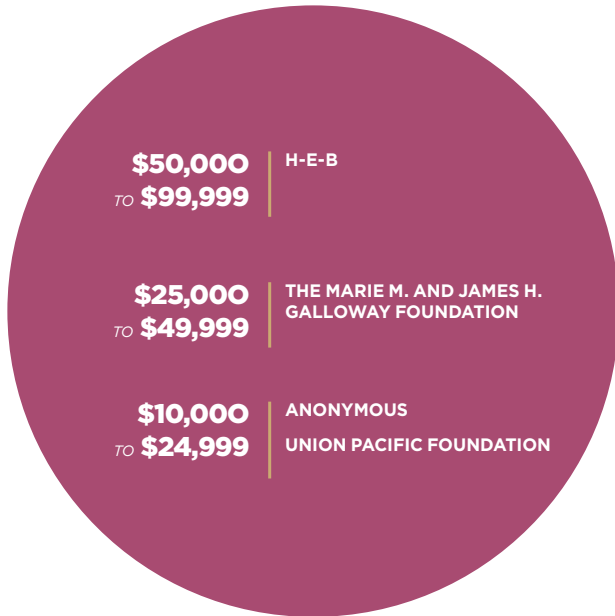
Jennifer and Douglas Bramwell Sandra S. McGonagle



Dinner Chairs Pam and Richard Leshin.

**EXHIBITIONS AND PROGRAMS MAJOR DONORS 2023-2024**

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, 2023, to August 31, 2024.



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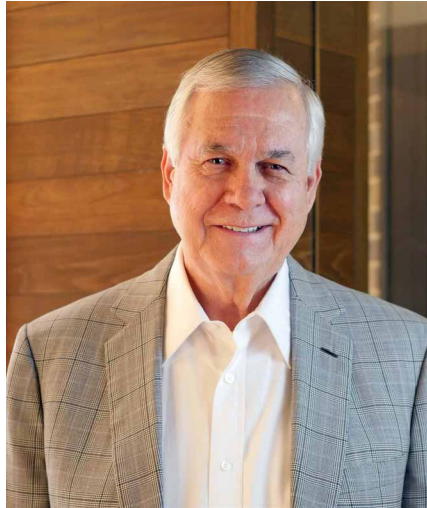
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## **IN MEMORIAM**

Texas State History Museum Foundation Trustees and staff were deeply saddened at the news that Carlos Alvarez of San Antonio passed away suddenly on April 9, 2024.



Born in Mexico City, Mexico, Carlos was the founder and chairman of The Gambrinus Company, the importer of the Modelo family of brands to the United States from 1986 to 2007 and the owner of the K. Spetzl Brewery, brewer of Texas' iconic Shiner Bock. He introduced the Mexican brand Corona to Texas by hand-selling the beer to Austin bars and restaurants. Carlos joined the Texas State History Museum Foundation Board of Trustees in Fall 2021, having been a dedicated annual gala sponsor through his Gambrinus Company since 2012.

Carlos was known for his warm personality and lively humor, which was evidenced during his board service and his great enjoyment of the gala. He was always ready with a friendly greeting and smile, and seeing him always lifted one's spirits. He and his wife Malu were enthusiastic and generous donors to many philanthropic causes, and we were so fortunate to have his support, time and attention for the Bullock. Carlos was a true Texas treasure and will be greatly missed.







2024



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