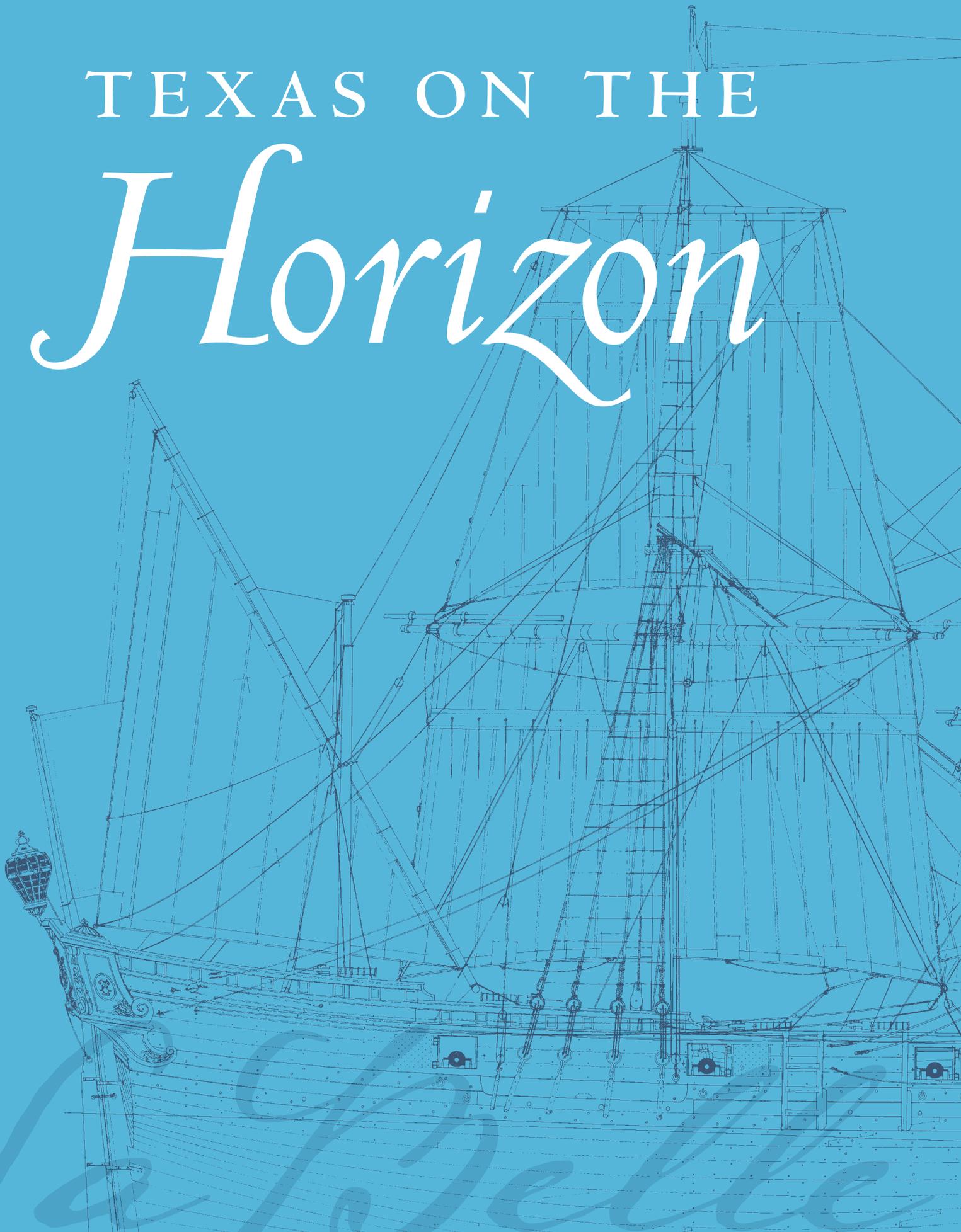


TEXAS STATE HISTORY MUSEUM FOUNDATION

TEXAS ON THE
Horizon



A CAPITAL CAMPAIGN BENEFITTING
THE BOB BULLOCK TEXAS STATE HISTORY MUSEUM

TEXAS ON THE *Horizon*

Texas history matters! It fascinates, teaches, inspires, and gives us context for the future.

The Bullock Texas State History Museum is the best educational institution in the State to effectively educate millions of schoolchildren and adults statewide about Texas history. The Texas State History Museum Foundation has undertaken the Texas on the Horizon Capital Campaign in support of the Museum's vision for the next decade.

We ask your help in making it possible for the Museum to use 21st Century communication and educational technologies to engage, teach, and impact Museum visitors more meaningfully and effectively than ever before, with more diverse perspectives and based on in-depth research.

Help make it possible for the Museum to use today's distance learning technologies to go into classrooms and homes across the State to engage schoolchildren and adults in Texas history.

And help make it possible for the Museum to immerse visitors in the heretofore untold story of the sailing ship *La Belle* and the failed French attempt to colonize what is now Texas. Ralph Appelbaum Associates, one of the nation's premier exhibit design firms, has been engaged to design dramatic exhibits around artifacts from *La Belle* and to tell the stories of early settlement of untamed lands through 1820.

We invite you to join us in supporting the Museum.

CAMPAIGN GOAL:
\$21,000,000



The Story of Texas

INNOVATE

Education Infusion

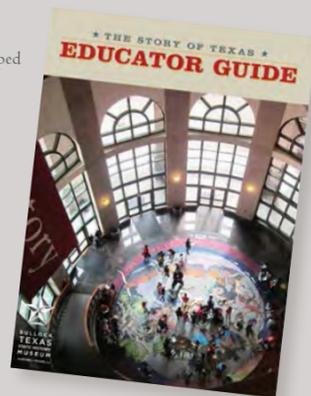
Educational programming will expand to include offerings that are more engaging, more interactive, and more appealing to the Museum's many audiences, both in the Museum and throughout Texas. The quality and depth of research and the relevance of the message will guide programming decisions.

ENGAGE The Museum's educational mission is simple: Offer an opportunity for everyone to discover, learn about, and enjoy the Museum and The Story of Texas. The Museum's reach and appeal will continue to increase as new perspectives on history, science, natural resources, literature, culture, and the economy are integrated into exhibits and new media applications for broader audiences, creating the most compelling look at Texas history.

TEACH Annually, the Museum reaches hundreds of thousands of adults and children through its programs, including more than 80,000 students that tour the Museum. By creating new interactive exhibits and programming that use the latest technologies, the Museum will reach children and adults in new ways and provide new insights into the relevance of Texas history in their lives. They will learn that Texas history is made every day, building on a foundation of the fascinating history of earlier times.

PARTNER Collaborating with educational and civic organizations and individuals such as historians, artists, and other experts in their fields will result in offerings that are richer and more meaningful. Partnering with state agencies, cities, counties, Texas non-profits, Texas universities, and school districts will enhance the Museum's relevance and involve all Texans in telling The Story of Texas.

The Story of Texas
Educator Guide, developed
and published by the
Museum in 2012.



Statewide Education Initiative

Offering technology-based resources for educators and students positions the Museum as a leader in Texas history education. The Foundation and the Museum are poised to launch an initiative that will bring the Museum to every corner of the state through innovative technologies, including an expanded website and exciting distance learning programs. No other institution is uniquely situated to spearhead such an initiative that will build on the Museum's engaging exhibit and film programs and stellar reputation to reach all Texans.

TECHNOLOGY will facilitate learning and communication through the stories of Texas history.



GRAND DREAMS

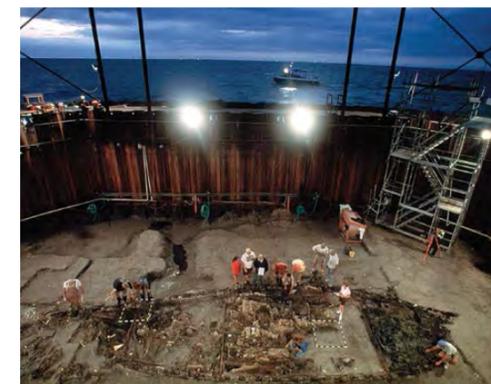
The Story of the Sailing Ship *La Belle* and the Settlers of Our Vast Lands

On a stormy, desolate night in February 1686, the French sailing ship *La Belle* sank in Matagorda Bay. More than 300 years later, the shipwreck was discovered in 1995, and one of the greatest archeological projects ever conducted in the United States began.

After seventeen years of careful excavation, recovery, and conservation, *La Belle* and her artifacts are ready for public display at The Bullock Texas State History Museum. The small ship yielded more than one million artifacts, representing the provisions needed to establish a European colony in the New World.

French explorer René Robert Cavalier, Sieur de La Salle, sailed from France for North America in July of 1684 with a fleet of four ships. Planning to reach the mouth of the Mississippi to establish a French colony for King Louis XIV, La Salle's mission was to establish a French settlement and open the continent to trade, with the possibility of locating the Spanish silver mines further west as well. Instead, he inadvertently sailed past the Mississippi and eventually anchored in Matagorda Bay, lost and unprepared for what he found. La Salle and the 300 colonists with him struggled to survive over the next few years.

La Belle was one of the smaller ships and the only one left in February 1688. In a fierce storm with a drunken captain, *La Belle* sank, ending La Salle's hopes for French expansion and riches and discouraging further French exploration for decades. This failed effort opened the door for Spanish settlement. Thus, it changed the history of Texas and the cultural heritage we have inherited as Texans.



Unprecedented Excavation: Texas Historical Commission archeologists discovered and began excavating *La Belle* in 1995. The excavation required meticulous preservation of each artifact as it was discovered in centuries of sediment. Photograph by Robert Clark.



A Decade of Conservation: Texas A&M University conservators brought the hull of *La Belle* to the Research Conservation Laboratory at Texas A&M University. More than a decade of careful conservation stabilized the hull to ensure it would last. It is now ready for public display in the Museum.



RENÉ ROBERT CAVELIER, SIEUR DE LA SALLE

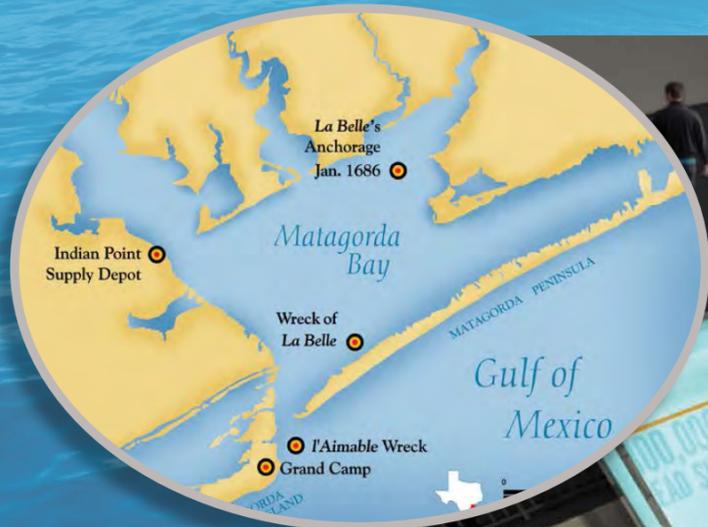
La Salle's dream was to build a colony for trading at the mouth of the Mississippi River. Instead, he and his colonists landed on the coast of Texas, where they would end their doomed journey.

En Festaba la Po

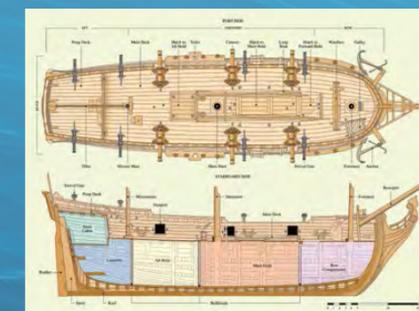
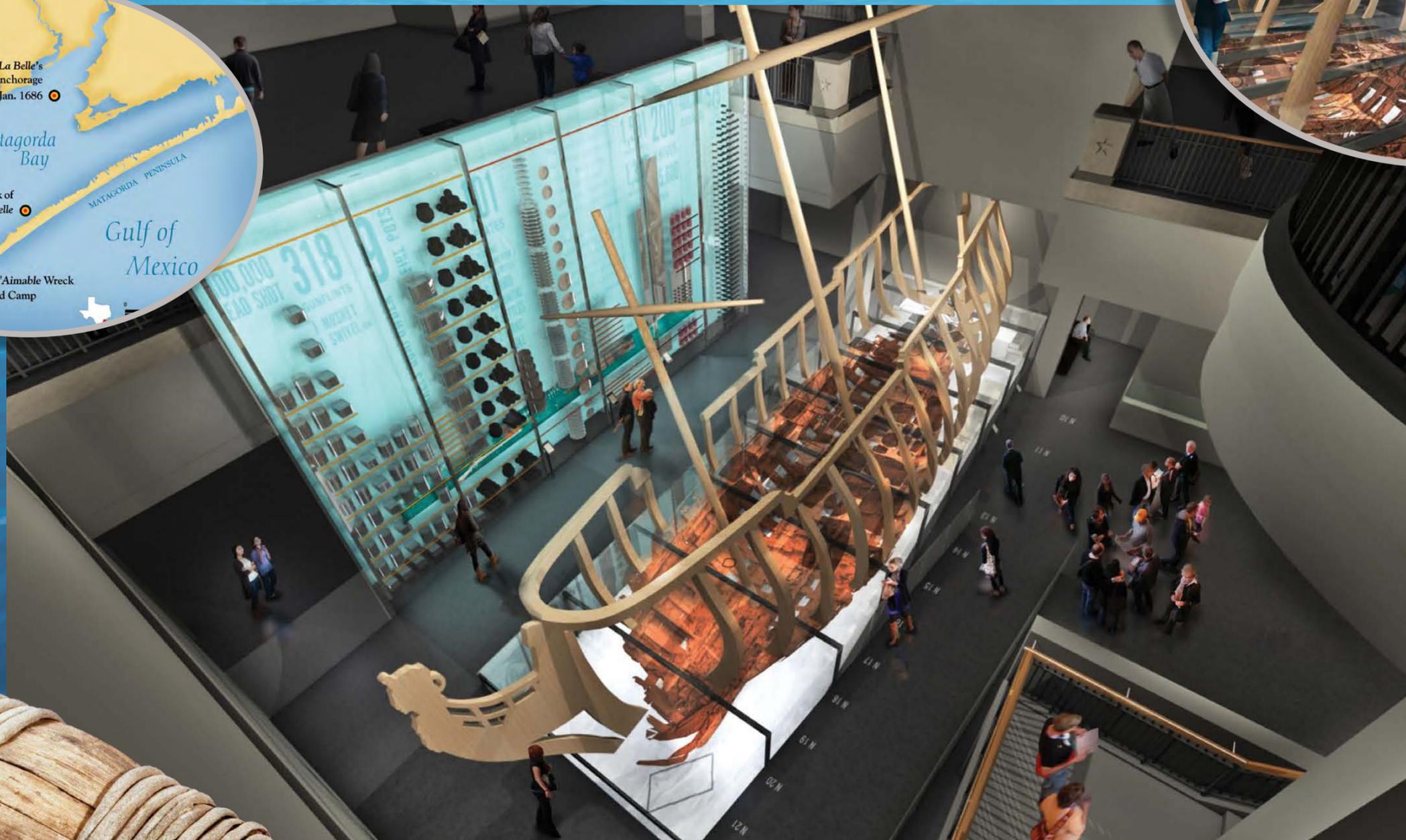
ENVISION

La Belle

Museum visitors will be able to walk onto a glass floor and look into the actual conserved hull of the French Sailing Ship *La Belle*. Visitors will experience the true size and scale of the ship.



The remarkable number of artifacts discovered with *La Belle* will be displayed on the Museum's new glass wall. The French came with cargo to defend themselves, to trade for what they needed, and to claim the riches of the land.



Archeologists and conservationists determined the design of *La Belle* by studying the hull and cargo hold where so many artifacts were discovered.



The French cannons excavated at the *La Belle* site provided positive identification of *La Belle*.



The Stories of *La Belle* will Transform the Museum

The French saw an opportunity to stake claim to the riches of the land along the Mississippi. La Salle saw an opportunity for personal wealth and power. A lack of knowledge of his destination and poor navigation brought La Salle to the Texas coast. The sinking of *La Belle* doomed the French colony, yet the arrival of the French in the region was the catalyst for the Spanish exploration and settlement that shaped the land and the people for the next 140 years and changed Texas forever.



Brass Falconry Bells: 1,345 bells were found in the hold of the ship. They were for trade to the American Indians.



From *La Salle Received in the Village of Ceniz*, by George Catlin. Courtesy National Gallery of Art, Paul Mellon Collection, #1965.16.340

EXPLORE

Early Settlement Permanent Exhibit

Predicated by the Museum's major installation of *La Belle* and the resulting in-depth interpretation of French colonial ambitions, the Museum will expand the interpretation of the Texas Early Settlement period into the remaining area of the Museum's first floor core exhibits. This expansion will enable the exhibits to relate in greater detail the complex nature of the Spanish presence in Texas during the 18th Century and into the first two decades of the 19th Century.

The interpretive media experience in the American Indian area will feature a large digital timeline illustrating the movements of tribal groups; the impact of competing territories among tribes; consequences of displacement by European settlements in the region; diasporas from the east; as well as population decimation from European diseases.

IMAGINE

Traveling La Belle Exhibit

The Museum is producing a special exhibition to run concurrently with the active reassembly and installation of the hull, which will take place during a seven-month period. The exhibit will display *La Belle's* artifacts floating above a rendering of the ship's hull and a recreation of the *La Belle* excavation within the cofferdam. After the installation is complete, the exhibit will then tour venues throughout the United States, Canada, and France.

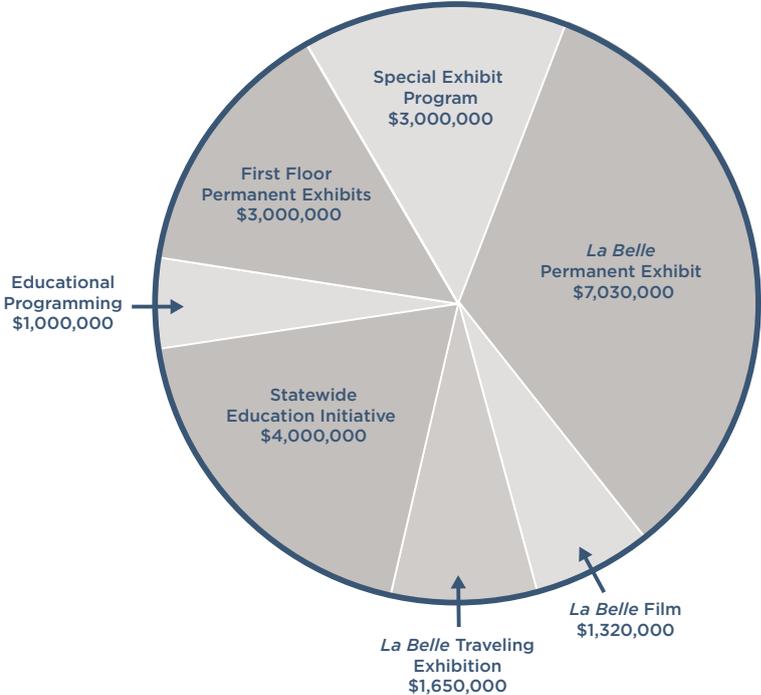


EXPERIENCE

The Wreck of La Belle - A Multimedia Event in the Spirit Theatre

The story has all the elements of a dramatic historical novel: a pageant of sunken treasure, pirates, a lost colony, political intrigue, murder, and unsolved mysteries. Yet, this tale is true, and it changed the history of America and the world. The Bullock Texas State History Museum is producing the 4D multimedia program, *The Wreck of La Belle*, designed to play in the Museum's award-winning Texas Spirit Theater. The theater provides visitors with an immersive experience unique to this institution. Six screens, Dolby surround sound, and a myriad of special effects, including wind, rain, fog, and lightening, engage the audience like no other venue. As the story is told, the audience becomes a part of this dramatic event in Texas history.

GOALS BY INITIATIVE



CAPITAL CAMPAIGN GOAL: \$21,000,000