

# NOT JUST A MUSEUM

*An Exceptional History Experience*



*Unique programming. Proven success.  
Inspiring vision. Endless opportunities.*

**JOURDAN-BACHMAN PIONEER FARMS**





Texas Rifles military re-enactment group, headquartered at Pioneer Farms, lines up outside our 1859 James Bell House as part of their annual Spring Muster.

# **BUILDING A SUCCESSFUL FUTURE UPON TEXAS' COLORFUL PAST**

*One-of-a-kind, can-do excellence*



Re-enactors at our 1841 Tonkawa Encampment, an authentic Native Texan camp site along Walnut Creek, explain tribal life to a group of touring Girl Scouts.



## JOURDAN-BACHMAN PIONEER FARMS *Vision*



Costumed interpreters show guests how to “dress” a Maypole during one of several festivals staged annually by Pioneer Nation, our robust volunteer corps.

**O**ur vision is to accurately preserve and portray the lifestyles on the Blackland Prairie of Central Texas during the Nineteenth century, educating and inspiring future generations about Texas’ colorful past. On approximately 90 acres along historic Walnut Creek, on the routes of the storied Camino Real and the Chisholm Trail, restored home sites offer inspiring lessons at an 1841 Tonkawa encampment, an 1868 German emigrant farm, an 1873 Texian farm, an 1886 cotton planter’s farm and in an 1899 rural village. Each highlights the diverse lifestyles and cultures that were present in Central Texas more than a century ago. Managed and staffed solely by volunteers, the park is the largest operation of its type in the region and serves as a national model for grassroots success with historical and cultural preservation.



The Greek Revival-style James Bell House is the centerpiece of the 1886 Cotton Planter’s Farm, one of our five restored and fully functioning farmsteads.



# JOURDAN-BACHMAN PIONEER FARMS *Numbers*



Girl Scout group gathers on the porch at the German Emigrant Farm during a tour. Ladies in 1880s finery pose on the front steps of the Bell House.

**794,000** Volunteer hours logged last year, in dollars

**50,000** Visitors last calendar year

**9,738** School children participate in our historical programs each year

**18,991** Attendance at festivals and special events

**3,174** Enrollees in our 'lost arts' artisans classes and workshops

**261** Approved volunteers who staff programs



Dozens of children volunteer regularly in costume with their parents. Children play active roles in weekly programming to recreate 1800s Texas history.





PBS-syndicated Biscuit Brothers TV show films at Pioneer Farms, does events; Horse-drawn carriages show up at weddings, other period events year-round.

**2,635** Number of historical artifacts in Pioneer Farms Collection, from wagons to butter churns

**242,000** Annual operating budget, in dollars

**12** Number of profitable years in the past 14 since assumed management

**49** Countries of origin for foreign visitors

**1839** Construction date of oldest building

**Priceless** Education experience of visitors, young and old



Volunteer cuts hay behind a horse-drawn mower at the Sprinkle Corner meadow; Girls do laundry at the German Emigrant Farm during a class visit.



Ebenezer's Journey Christmas show recreates Dickens' classic tale; Republic-era militia marches up road; Horse-drawn wagon rolls by the Bell House.

# JOURDAN-BACHMAN PIONEER FARMS *Programs*



School group learns how to churn butter at the Kruger Cabin; Group watched sewing demonstration; Costumed interpreters portray all walks of 1800s life.

**P**ioneer Farms offers a variety of unique learning opportunities for students and adults year-round in classes and workshops. Sponsorships are an affordable way to reach thousands of prospective customers and can be used as a marketing opportunity to students once they complete a class.

## EDUCATION PROGRAMS

*Guided and unguided tours are available three days each week for students in Pre-K through high school.*

*Programs draw more than 9,000 students annually and meet state STAAR standards.*

*Naming and marketing opportunities are available.*

**Sponsor All: \$15,000 for Exclusive Sponsor, \$10,000 for Headline Sponsor, \$5,000 for Supporting Sponsor**

### Life on the Texas Prairie

*Interactive demonstrations of pioneer life, open tours*

Audience: Children Pre-K to middle school Attendance: 6,000 annually Offered on Fridays year-round

**\$5,000 for Lead Sponsor, \$2,500 for Contributing Sponsor, \$1,000 for Supporting Sponsor**

### Cowboys & Indians

*Early settlements and settlers, guided tours*

Audience: Children Pre-K to Grade 5 Attendance: 2,000 annually Offered on weekdays year-round

**\$2,500 for Lead Sponsor, \$1,000 for Contributing Sponsor, \$500 for Supporting Sponsor**

### Girls of Grit

*Women in Texas history, guided tours*

Audience: Girls ages 3-16, Girl Scout groups Attendance: 1,500 mothers/daughters annually Offered monthly year-round

**\$2,500 for Lead Sponsor, \$1,000 for Contributing Sponsor, \$500 for Supporting Sponsor**

### First Texans

*Native cultures at a real Tonkawa Indian campsite, guided tours*

Audience: Children Pre-K to Grade 6 Attendance: 2,000 annually Offered on weekdays year-round

**\$2,500 for Lead Sponsor, \$1,000 for Contributing Sponsor, \$500 for Supporting Sponsor**

### Forest Discoveries

*Nature and wildlife exploration, guided tours*

Audience: Children Pre-K to Grade 6 Attendance: 1,000 annually Offered on weekdays year-round

**\$1,000 for Lead Sponsor, \$750 for Contributing Sponsor, \$500 for Supporting Sponsor**





Blacksmithing classes are the most popular; Scouts hold campouts and activities year-round; Farm & Garden classes are increasing in popularity.

## ARTISANS WORKSHOPS & CLASSES

*Classes feature instruction in 'lost arts'. Most certified for credit hours by Austin Community College. Enrollment has doubled in past three years to more than 4,000. Naming, marketing opportunities are available.*

**\$5,000 for Lead Sponsor, \$1,000 for Single-Program Sponsor, \$500 for Supporting Sponsor**

### Historic Trades

*Blacksmithing, Hand-Tool Woodworking, Leatherworking*

Audience: Adults    Beginner to craftsman level.    Attendance: 2,000 annually    Offered on weekends

### Textile & Culinary Arts

*Spinning and Weaving, Looms, Sewing, Crochet, Knitting, Dutch Oven Cooking, Making Cheese*

Audience: Adults    Attendance: 1,000 annually    Offered on weekends

### Heritage Crafts

*Pysanky Egg-dyeing, Basket Weaving, Flintknapping, Candlemaking, Soapmaking*

Audience: Adults    Attendance: 1,000 annually    Offered on weekends

## URBAN FARMING

*Eggs and seasonal produce raised on site are sold under state GoTexan marketing initiative*

*Naming, marketing opportunities are available.*

**\$2,500 for Lead Sponsor, \$1,000 for Contributing Sponsor, \$500 for Supporting Sponsor**

### Farmstand, Green History & Heritage Livestock Initiatives

*Weekend produce and egg sales support our historical agriculture and heritage livestock programs*

Audience: Families    Goal: Develop conservation and sustainability    Days offered: Weekdays and weekends

### Farm & Garden Classes

*Urban Farming, Backyard Chickens, Beekeeping, Fruit Trees, Native Plants*

Audience: Adults    Annual enrollment: 200    Days offered: Weekends

## SCOUTING & YOUTH ACTIVITIES

*Our Scouting and Youth programs are designed to encourage a strong work ethic, develop leadership and support volunteering. More than 3,000 Scouts participate each year. Naming, marketing opportunities are available.*

**\$5,000 for Lead Sponsor, \$1,000 for Single-Program Sponsor, \$500 for Supporting Sponsor**

### Youth-Building Programs

*Supports Cub, Girl and Boy Scout programs and community-service history learning initiatives*

Audience: Scouts 6-17    Annual attendance: 1,400    Days offered: Weekends

### Eagle Project Fund

*Supports Eagle Scout projects for qualifying youths to help them achieve Scouting's highest rank*

Audience: Eagle Scout candidates    Annual projects: 20-25    Cost: Average \$2,000 per project    Days offered: Weekends



Biscuit Brothers Productions is offering a new music program for schools; Special holiday events turn out the crowds, First Friday Dances are fun, popular.

## HERITAGE MUSIC PROGRAMS

### Two for Texas

*A special musical program by Biscuit Brothers Productions, featuring history and animal characters*

Audience: Children Pre-K to middle school Days offered: Tuesdays-Thursdays

**\$10,000 for Exclusive Sponsor, \$5,000 for Headline Sponsor, \$1,000 for Supporting Sponsor**

### First Friday Dances

*Historical music in a century-old dance hall, from polka to Texas swing to German oom-pah to blues*

Audience: Families Days offered: First Friday of each month

**\$500 to sponsor each dance, \$1,200 to sponsor three dances, \$100 for Supporting Sponsor per dance**

## HISTORY FESTIVITIES

*Our themed events are family friendly and carry historical themes that support the preservation of Texas heritage.*

**\$10,000 for Exclusive Sponsor of all History Festivities, \$5,000 for Headline Sponsor, \$2,500 for Premier Sponsor, \$1,000 for Supporting Sponsor, \$500 for Contributing Sponsor**

### Sunday Afternoon Socials

*Lectures and special programs about various aspects of Central Texas history and heritage*

Audience: Families Attendance: 2,000 annually Days offered: Sundays once a month

### Haunted Halloween Trails

*Spooky walking trails appropriate for various age groups, with storytellers, activities, food and live music*

Audience: Families Annual attendance: 5,000 Days offered: Weekends each October

### Christmas Events

*Daytime holiday festivities and nighttime live-theater show of Charles Dickens' 1841 'Christmas Carol'*

Audience: Families Annual attendance: 4,000 Days offered: First weeks of December

### Spring Stampede

*Family music festival during Spring Break, with historical reenactments, special exhibits and music*

Audience: Families Annual attendance: 2,000 Days offered: Spring Break week

### Adult Easter Egg Hunt

*Hip evening dance in our historic dance hall, with a scavenger hunt for prizes hidden in Easter Eggs*

Audience: Adults Annual attendance: 500 Days offered: Easter weekend

### Independence Day

*Daytime holiday festivities and nighttime live-theater show of Charles Dickens' 1841 'Christmas Carol'*

Audience: Families Annual attendance: 4,000 Days offered: First weeks of December

**\$5,000 to sponsor individual History Festivities as a Platinum Sponsor, \$2,500 for Gold Sponsor, \$1,000 for Silver Sponsor, \$500 for Bronze Sponsor.**

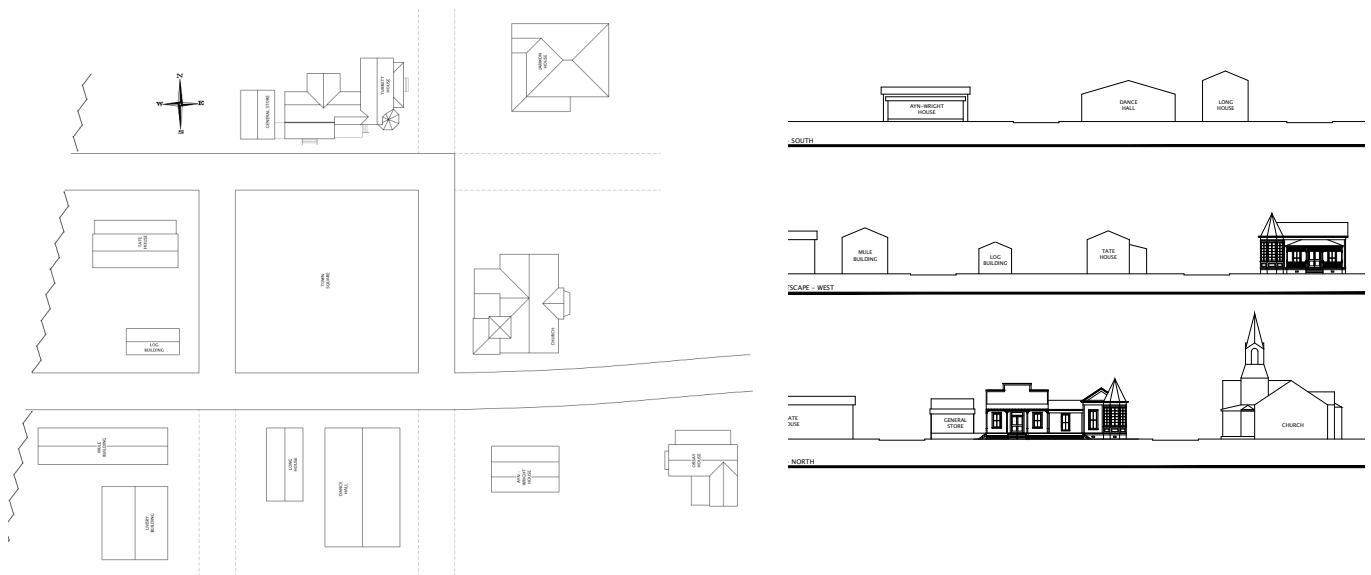


# JOURDAN-BACHMAN PIONEER FARMS *Master Plan*



## SPRINKLE CORNER *Master plan for a rural 1890s village*

Recent, sustained growth and a planned, successful expansion of programs and activities and new opportunities resulting from those initiatives have the park firmly positioned for a new era. Build-out of the Sprinkle Corner village is a first step, featuring the restoration of six additional historic buildings to provide for a doubling of historical programming opportunities, as well as for additional revenue streams to provide sustainability. Designed by noted preservation architect Wayne Bell, our site plan places all buildings in proper historical context – a feature absent from many museums – immersing visitors in an authentic 1800s Texas setting.



Conceptual drawings show how the proper scale of Sprinkle Corner buildings will be maintained to replicate a real small Central Texas town in the 1890s.

# JOURDAN-BACHMAN PIONEER FARMS *Future Projects*



An 1870s wood-frame, steeple church, above left, and a Freedmen's church in Gravel Creek that dates to the early 1880s are candidates for relocation.

## COMMUNITY CHURCH

Relocation and restoration of a late 1800s church in the Sprinkle Corner entrance village would allow for historical programs to showcase the importance of faith in early Texas settlements. It can also be used for weddings and meetings that will provide a revenue source to build sustainability of our historical programs. Two churches are being considered, one of them used by a Freedman's congregation after the Civil War – an important element for historical exhibits – and the other used by various congregations.

The project budget is \$200,000, with another \$50,000 needed for exhibits.

## EXPANDED BLACKSMITH SHOP **SHOP COMPLETED**

A key to growing our successful artisans programs is to expand the cramped workshops in which the classes are taught. Our burgeoning blacksmithing has a capacity of eight students in a class, yet we often have 12 enrolled. Relocating the shop from a farm pasture near the Texian Farm to the Sprinkle Corner village will allow us to expand our capacity to teach 20 students per lesson, bolstering our sustainability goals as we meet growing public demand. The project will increase safety and operational efficiencies at a cost savings to the museum, in a building to be constructed from period-appropriate plans.

The project budget is \$20,000, with another \$3,000 needed for exhibits and instructional materials. There is a naming opportunity for this priority project.



Expanded blacksmith shop will feature already-acquired artifacts; New shop will replicate ones in Central Texas in late 1800s, like the one above in Taylor.





The 1850s Wieland Barn, above left, will be the working centerpiece of the livery exhibit; 1880s Mule Barn, above right, will display carriage collection.

## CENTER FOR HORSE-DRAWN HISTORY

Using historic buildings, a unique educational experience will be created just off the town square where visitors to the museum can see all aspects of horse-drawn transportation in Texas during the late 1800s. This interactive, educational site would also include a livery stable for horse rides and display building for the priceless Janet Long Fish Collection of 1800s carriages, buggies and wagons.

A wheelwright and carpentry shop, a blacksmith shop, and a saddle and harness shop would be nearby. This cluster of buildings at the southwestern edge of the town square would allow new historical programming through a unique, working display for visitors to see how the various aspects of horse-drawn transportation during the late 1800s in small-town Texas. Existing, successful artisans programs would be consolidated in the village as part of the new Center. Three of the six historic buildings needed have already been donated: an 1850 barn for the livery stable, and a mule farm for display of the horse-drawn vehicles. Programming plans for this site are nearly complete.

The livery stable will cost approximately \$125,000 and the mule barn, \$112,000 – each including programming and exhibit costs to make these sites a first-rate, period-appropriate educational experience for visitors. There is a naming opportunity for this important history-preservation project.



Adding horse and carriage rides to the Sprinkle Corner activities will enhance the visitor experience with displays of horse-drawn transportation.



Shaving horse demonstration at the current wood shop; wood shops were a fixture in small towns; relocated shop would allow for more classes, exhibits.

## EXPANDED WOOD SHOP

Much like our blacksmithing workshops, our traditional hand-tool carpentry classes operate in a single room of an 1850 barn that severely limits enrollment and public exhibit space. Relocating this shop to the Sprinkle Corner entrance village will allow for additional class slots and new display space for an significant, one-of-a-kind collection of hand tools from the 1800s – more than 1,500 artifacts in all – that will complement this new shop space and give visitors a special glimpse in the trades of yesteryear. Restoration of a donated 1850s log structure and a wood-frame building await funding for the restoration to start. Expert volunteer labor will be employed to complete this project for additional savings.

The project budget is \$51,000, including programing and exhibit costs to make the site a first-rate, period-appropriate educational experience for visitors. A naming opportunity is available for this project.

## GENERAL MERCHANDISE STORE

General stores like this one once dotted small towns across Texas, and some have grown into large corporations. The adaptation of this site provides a unique opportunity to tell that success story from a vantage point in the 1890s, at a working historic site at which the importance of these small stores in the development of early Texas can also be displayed and explored by visitors. The building sits at a most visible location for a sponsor, where most of the tens of thousands of annual visitors to Pioneer Farms will stop and shop.

The project budget is \$6,000 including interior upgrades with a period-appropriate fixtures and decoration to replicate a vintage shop. The exact budget would depend on the extent that the exterior and interior are changed. There is a naming opportunity on this building for a donor.



General Store building is a center of activity, and would be a prime location for a sponsor; interior serves as a museum shop and an interpretive site.





A Freedmen's site would showcase successes of freed slaves in Central Texas after the Civil War, and would provide new cultural connections for visitors.

## FREEDMEN'S FARM

The successes of the freed slaves in Texas are an important and long-overlooked segment of history that would be a natural for Pioneer Farms, considering its location in an area that had a large population of Freedmen from nearby cotton plantations and because of the presence of the Union Army after the Civil War. Creation of a Freedmen's Farm will honor that history as well as the ancestors of Thomas Madison, whose family came from Virginia as slaves and became successful farmers after Emancipation.

The project budget is \$161,000, including programing and exhibit costs for a complete 1890s farmstead, to make the site a first-rate educational experience for visitors.

## TEJANO FARM

Creation of a Tejano Farm would showcase Texas' historical and cultural ties to Mexico, interpreted for the 1850s when Tejano ranchers in the Austin area were successful horsemen and cattleman. At a time when this important Texas history is generally portrayed in static museum exhibits and statues, this site offers a unique opportunity for visitors to explore this heritage that has significantly bolstered Texas architecturally, culturally and socially since its founding.

The project budget is \$61,000, including programing and exhibit costs for a fully functional 1850s homestead that will make the site a first-rate, period-appropriate experience for visitors.



Addition of a Tejano Farm would display accomplishments of Texans of Mexican descent in Central Texas, and their architectural and cultural contributions.

# JOURDAN-BACHMAN PIONEER FARMS *Leadership*

## **Board of Governors**

*Oversee and govern museum operations, meets monthly*

**Michael Ward**, Chairman/CEO, Austin Journalist, historian, author

**John Blackman**, Vice Chairman, Austin Investor, entrepreneur

**Dr. Rosemary M. Morrow**, Secretary, Austin Educator, retired social studies director

**Jon E. Durbin**, Treasurer/CFO, Austin Investor, retired chief financial officer

**August Harris III**, Board member, Austin Realtor, former member Texas Historical Commission

**Rhonda Leggett**, Board member, Austin Businesswoman, home-school mother

**Joe Ramirez**, Board member, Austin Retired educator, historian, community activist

**Sara Saltmarsh**, Board member, Austin Attorney, traditional weaver, civic activist

**Michael Steele**, Board member Austin, Tech executive, entrepreneur

**Stephen Webb**, Board member, Austin Attorney, traditional woodworker

**M. Wayne Bell**, FAIA, Chairman emeritus, Portland, Oregon Acclaimed Texas preservation architect

## **Board of Advisors**

*Oversee planning and provide oversight, meets quarterly*

**Dealey Herndon**, Austin Texas preservation leader, project management executive

**Gay Ratliff**, Austin Texas preservation leader, civic leader

**Julian Read**, Austin Public relations executive, former gubernatorial aide, preservation leader

**Vickie Roan**, Austin Jewelry entrepreneur, Austin preservation leader

**Courtney Read Hoffman**, Austin Government relations executive, Texas preservation leader

**Paul Serff**, Austin Retired tourism executive, former entertainment park executive

## **Wisdom Circle**

*Entrepreneurship advisers, meets annually*

**Raymond Brimble**, Austin Commercial airport executive, entrepreneur

**Mike Blair**, Austin Film company owner

**Clayton Johnson**, Austin Consulting firm president

**Alicia Kriese**, Austin Advertising executive

**Armando Rayo**, Austin Consulting firm president

**Mark Schilling**, Austin Public affairs executive

**Paul Saper**, Austin Capital investments executive

**Luis Uriaga**, San Antonio Former Tourism Minister of Mexico

**Greg Weaver**, Austin Real estate executive

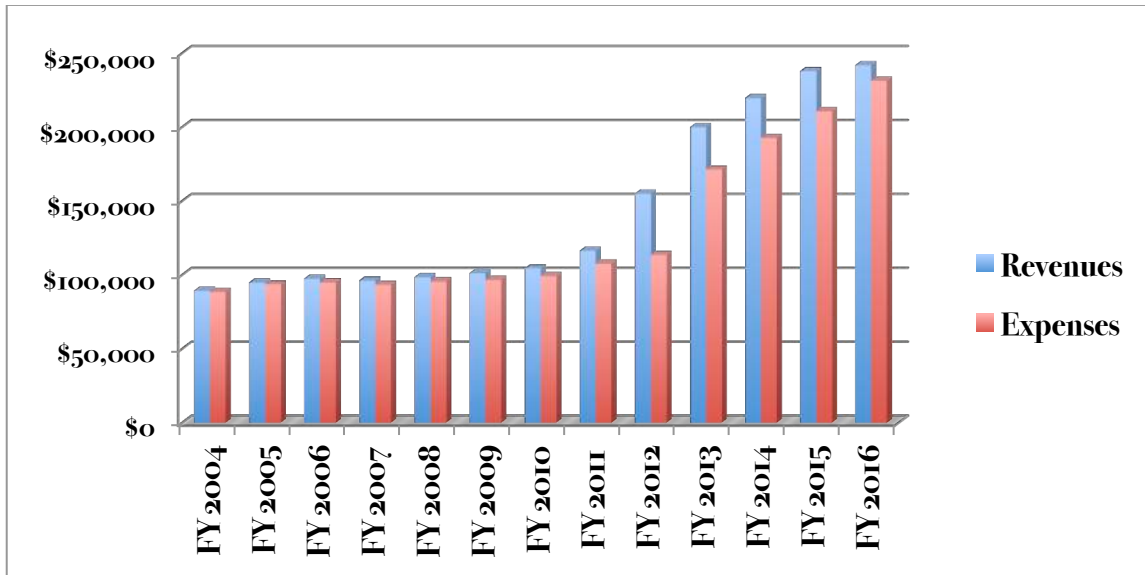
**David Weiland**, Austin Capital investments executive



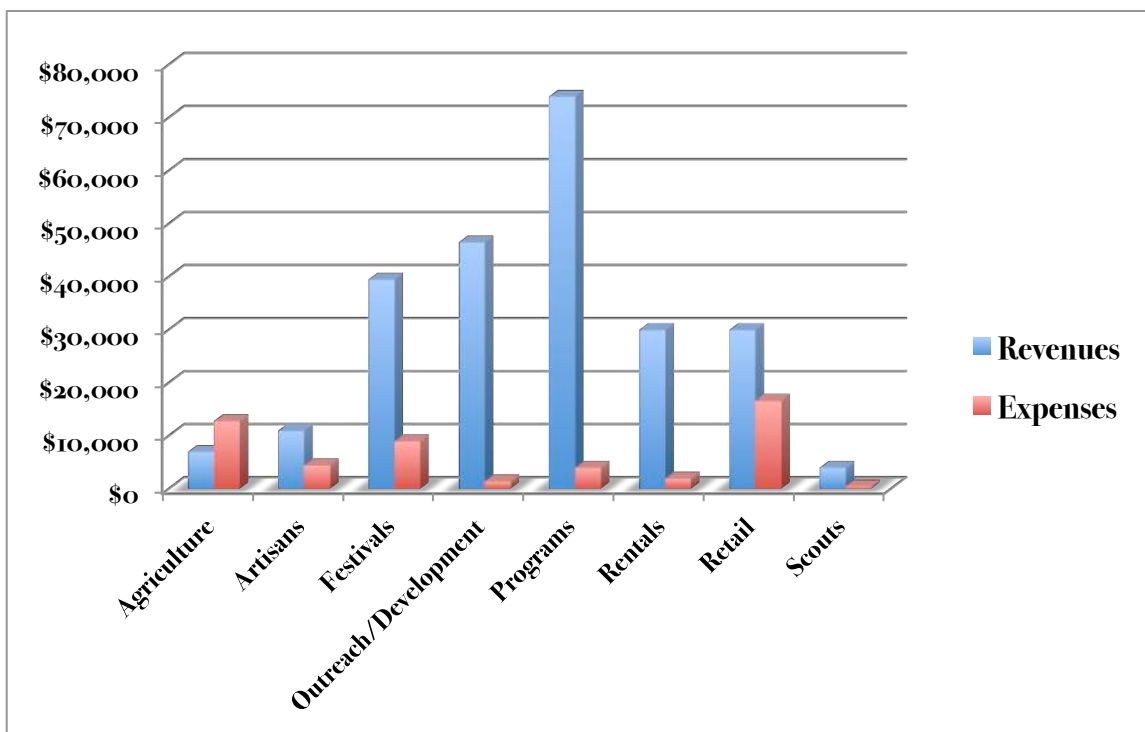
# JOURDAN-BACHMAN PIONEER FARMS *Finances*

The start in 2003 came with less than a dozen volunteers and no money and, in the years since, the corps of volunteers Pioneer Farms has stuck by an historic and conservative business theorem: Waste not, want not. Each dollar from our generous donors is stretched to roughly twice that amount, by sweat equity and in-kind gifts of materials and labor. Every expansion of our business has been carefully planned and managed, with metrics in place to assure success.

## OPERATING REVENUES VS. EXPENSES, 2003-2016



## CURRENT BUDGET: REVENUES & EXPENSES



# JOURDAN-BACHMAN PIONEER FARMS *Join Us*



From festivals to historical programs and workshops, Pioneer Farms offer unique opportunities for high-profile sponsor recognition in Authentic Texas.

More than \$800,000 has been committed to the expansion of Pioneer Farms' history-based programming since we took over the management and operation in 2003. During that time, the history park has seen its visitor counts grow from 8,700 to more than 50,000 – making it one of the Austin area's largest attractions, including more than 9,000 school children who take tours each year. Leveraging volunteer and donor support, we have been able to successfully capitalize on new opportunities to expand the hands-on, interactive exhibits where Texas history can be seen, smelled and touched. We are at the brink of a new era, one that will see it expand its sustaining revenues in its programs, develop new interactive exhibits to expand the visitor base and open new interpretive sites to showcase African-American and Hispanic cultures during the 19<sup>th</sup> century in Central Texas.

These projects are an investment in the future to create a destination center for education and tourism that will benefit both Austin and future generations. Much has been done so far to ensure the success of the expanded history park – historic buildings have been donated, extensive professional planning and expertise has gone into development of the facility expansion and its business plan, amazing volunteer passion for the park and its mission have so far stretched into approximately \$2 for every \$1 that has been donated.

With your participation and support, Pioneer Farms can achieve its great potential as a unique educational resource in Texas – teaching more school children about Lone Star history and their own heritage, reaching new audiences about the importance of history and cultural awareness, sparking exploration in people of all ages about their ties to the past. It will also help support a unique opportunity to allow the park to develop new exhibits, programs and revenue streams that will sustain it in future years. Participation also gives sponsors of these projects a distinctive way in which they can showcase their support for this one-of-a-kind cultural treasure that continues to grow in popularity and relevance, as it keeps alive a true Texas way of life that is as much a part of the Lone Star persona as cowboys, Longhorns and horses.

Join us!

*Michael Ward*

Chairman/CEO  
Jourdan-Bachman Pioneer Farms Foundation