

CTHM EXPANSION  
FUNDRAISING UPDATE!

# THE CHISHOLM TRAIL HERITAGE MUSEUM

CUERO  
TEXAS

**R O U N D U P**



SPRING  
2021

JOIN THE MUSEUM ONLINE AT [CHISHOLMTRAILMUSEUM.ORG](http://CHISHOLMTRAILMUSEUM.ORG)



## MATCHING GIFT OPPORTUNITY NEARS \$100,000 GOAL

**As of April 15, 2021,  
membership and donation  
dollars are up to \$65,000!**

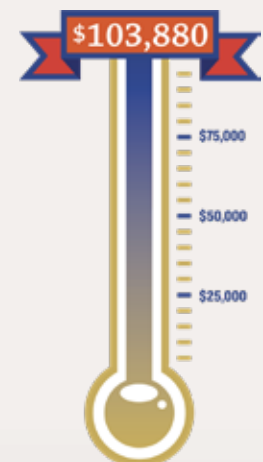
Matching the membership dues  
and donations for January 1 –  
June 30, 2021 (up to \$100,000),  
*makes every gift count double!*

This matching grant is sponsored  
by the Robert Oliver Charitable  
Foundation, in support of the  
Museum’s operations and  
special programs.

*Many thanks to everyone  
who has stepped up to support  
the 2021 Matching Gift program.*

Every gift keeps our service  
to the community strong, and  
keeps our growth goals on track.

**UPDATED July 1, 2021**  
**Our matching grant goal  
was met, plus a little extra!**  
**Many thanks to generous  
donors who helped meet the  
challenge.**



## SCOUTING THE TRAIL AHEAD: CTHM LAUNCHES EXPANSION PLAN

### Expansion Master Plan Adds Much-Needed Gallery Space, Event Space, and Park Areas through Preservation and Urban Planning

MORE THAN A DECADE in the making, CTHM opened to the general public Saturday, November 23, 2013. Since that banner day, the Museum has welcomed countless visitors. Our permanent exhibit, “*Ranching Heritage of the Guadalupe River Valley*,” connects DeWitt County to the Great Cattle Drive era. And the Tinker Collection, “*Horsemen of the Americas*,” showcases the elegant horsemanship of the Mexican *vaquero* and South American *gaucho*.

**SINCE GRAND OPENING**, the Museum has added two historically significant buildings to its campus: the **Proctor-Green House**, and the **English-German School**. Proctor-Green House, c. 1892, is on the National Register of Historic Places. Fully restored, the home provides a charming setting for private events. The English-German School, c. 1880, was saved from neglect, relocated to our campus, and now anchors educational enrichment outreach, such as our popular summer Cowboy Camp. *Read on to see how the CTHM Expansion Plan serves our community through preservation.* ➔

# Chisholm Trail Heritage Museum

## OUR CONTINUITY OF PURPOSE ALONG THE SHARED JOURNEY

### Planning the Route and Gathering the Herd

In 2002, the Chisholm Trail Heritage Museum's board of directors purchased Cuero's historic (c. 1903) Knights of Pythias Hall and adjacent property located on Cuero's main thoroughfare, with plans to renovate the existing space and add an additional 4,500 square foot annex. By doing so, CTHM would save an abandoned historical structure from further deterioration and contribute to the revitalization of Cuero's historical downtown district.



Grand Opening dedication ceremony, November 2013.



"Before" – Knights of Pythias Hall, with early ground floor automotive dealership.



Original Knights of Pythias crest from parapet now housed inside the Museum.

With the name and location firmly established and its mission statement guiding the decision-making process, the following objectives were instituted from the beginning and continue to influence the evolution of the Chisholm Trail Heritage Museum:

- ✿ The Chisholm Trail Heritage Museum will build a greater sense of community through diverse educational and cultural programs.
- ✿ The Museum will strengthen our regional identity and ensure protection of our cultural patrimony, while preserving an architectural asset of the community.
- ✿ The Museum will interpret the role of the cattle drive era in our nation's development after the Civil War.
- ✿ The Museum will become a key destination point that will support the continued economic development of the region through cultural tourism.
- ✿ The project will act as a catalyst for the revitalization of Cuero's National Register Downtown Commercial Historic District.
- ✿ The second floor of the historic building will serve as a multi-purpose community facility.
- ✿ The project will serve as an educational and cultural resource for Cuero and South Central Texas that supports lifelong learning.
- ✿ The project will broaden the educational opportunities for children in South Central Texas with an emphasis on DeWitt County.

## Beginning the Journey

TO IMPLEMENT ITS STATED MISSION and fulfill its goals and objectives, the Chisholm Trail Heritage Museum began raising money from a multitude of funding sources. When the doors opened to an eager public in November of 2013, the public/private financial partnership proved to be a successful model for adapting historic assets to innovative present use and spurring economic growth in Cuero and the surrounding areas.

With enticing features such as an 1880 chuck wagon, interactive displays that capture the imagination of even our youngest visitors, and a professionally produced movie, *Pointing Them North*, accurately depicting life on the trail, CTHM attracts heritage tourists from around the state, nation, and the world. The award-winning Museum continues to draw inquisitive, life-long learners to visit our area and patronize our local shops, restaurants, and lodging facilities while they are here.

## Farther Up the Trail

REMAINING TRUE to its original mission, goals, and objectives, CTHM added two more noteworthy, historical properties to its campus in recent years: the English-German School (c.1876) and the historically significant Proctor-Green House (c.1892).

Restoration of the school and grounds was completed in 2020 and stands as another successful model of adaptive re-use of an historic structure. The Proctor-Green House is a late Victorian, Queen Anne style home built in 1892. It was generously gifted to Chisholm Trail Heritage Museum in 2018. ★



A centerpiece of “Ranching Heritage of the Guadalupe River Valley.” Telling the real story of the cowboy and the Cattle Drive Era, with compelling artifacts and narrative.



Our signature fundraising event, “Taste of the Trail,” brought out the history buffs in the ranks of our volunteers. Shown here, the Nagel Chuck Wagon team, 2012.



Growing the CTHM campus through preservation: we reclaimed Cuero’s original English-German School (c.1876) to bring class back into session once again.

# Chisholm Trail Heritage Museum Expansion Plan

## FRESH TRAILS AHEAD

Now, once again, the Chisholm Trail Heritage Museum has been presented with an extraordinary opportunity to build on its award-winning success and further its mission in a grand way. The Museum is fortunate to have been gifted two more historic buildings, adjacent to the CTHM campus: the **Trautwein Building** (c. 1894) and the **Cook & Day Motor Company** (c. 1921). The addition of the two restored, historic spaces will expand the CTHM campus footprint by approximately 14,000 square feet, allowing for three additional gallery spaces, an upstairs multi-purpose community room, archival storage, and conference room.

*Top right:* Proposed Pocket Park located between Cuero's Knights of Pythias Hall (CTHM) and historic (c. 1894) Wm. Trautwein building. The Pocket Park will provide a shaded rest and recreational area for locals and visitors alike.

*Lower right:* Façade and pedestrian way improvements in the 200 block of N. Esplanade. Although the CTHM expansion project only includes facade improvements to 220 and 222 N. Esplanade, the illustration shows a proposed façade enhancement to the adjacent (former) Cook & Day Motor Co. building at 212 N. Esplanade. New historic-appropriate lighting, landscaping and pedestrian-friendly sidewalks are included in the proposal.

*Renderings courtesy Fisher Heck Architects, San Antonio.*



*View from Esplanade Street through proposed Pocket Park.*



*View from Esplanade Street to former Cook & Day and Trautwein buildings.*

The restored facades of the Trautwein and Cook & Day buildings will be greatly enhanced by period lighting, decorative awnings, and new landscaping. Staying true to the Museum’s original goals and objectives, this all-important renovation/expansion project will continue to be an impetus for the revitalization of Cuero’s Downtown Commercial Historic District as it beckons heritage tourists to the area.

The combined properties, linked together with the proposed pocket park, rear garden area and roundabout, present a unique value for our town by connecting two of the community’s National Register Districts. Cuero’s National Register, “Downtown Commercial Historic District” and “Reuss & Terrell Streets Historic District” were created in the late 1980s by historians, stakeholders and the dedicated members of the DeWitt County Historical Commission. ★

*Top left:* The entrance for CTHM expansion project will be located off the proposed Pocket Park – formerly West Courthouse Street – in Cuero’s National Register, “Downtown Commercial Historic District.” Above the courtyard entrance is an outdoor deck – connecting the second floor, multi-purpose community space in historic Trautwein building with rear fire escape. The Courtyard Entry Space will provide an attractive, nicely landscaped entrance to the CTHM expansion – a great pre-event gathering and socializing space.

*Lower left:* Overhead view of the former Knights of Pythias Hall (CTHM), George Bishop Park, proposed Pocket Park, and former Trautwein and Cook & Day buildings. Beside the planned Pocket Park, an additional Westside Recreational Space is planned for the rear of the buildings that will be bordered on the north by W. Courthouse Street and west by the English-German School.

Shaded rest and recreational areas will be made available for enjoyment by the general public and for special events such as weddings, receptions, small concerts, and other social events and cultural programs.



*Evening view of Courtyard Entry space, showing the roof deck above.*



*Bird’s-eye perspective of the Roundabout, public art, and adjacent new park spaces.*

# CTHM Longhorn Society: Premier Naming Opportunities



When you join the CTHM Longhorn Society, you enrich life in our region for many generations to come. Placing your name on a prominent community asset honors shared community values of family, tradition, and positive outlook on the future. Inquire today about your preferred Naming Opportunity, or join our esteemed Pioneer Circle of capital campaign donors, gifts of \$1000 to \$250,000. *Contact the Museum today at 361-266-2866 to secure the opportunity of your choice.*

## 1 Gallery 1

### The Texas Room

The State of Texas has become a legend unto itself, and its near 200-year history has produced many noted political figures, artists, authors, scientists, and characters. The Longhorn Society's Texas Room will exhibit Texas pottery, Texas furniture, Texas art and, more importantly, local treasures that never before have been on public display.

**\$500,000**

## 2 Gallery 2

### Expressions in Western Art

This large gallery will house works of art by several contemporary artists, including Bob Wade, Billy Schenck, John Moyers, Tim Solliday, John Nieto and Ira Yeager. Bob Wade's images of Buffalo Bill and Lulu Parr will join Andy Warhol's Annie Oakley, Teddy Roosevelt, John Wayne, Geronimo, George Custer – all from Warhol's "Cowboy & Indian" series. This gallery will provide much-needed space for traveling exhibits, which will allow CTHM to remain fresh and vibrant in its ability to display a greater array of artistic and historical material.

**\$500,000**

## 3 Gallery #3

### Paying Tribute to Native American Plains Indians

Located at the rear of the former Cook & Day building, this gallery will be dedicated to the art and culture of North America's Plains Indians. The great cattle drive era preceded drastic changes to the American West.

Westward expansion was in full swing and the fate of the North American Plains Indians was simply a matter of time. Some of the finest examples of American Indian weaponry, war bonnets, painted war shirts, shields and horse gear will be on display.

**\$500,000 – SOLD**

## 4 Archival Storage Room

All professional museum institutions require a space that's set aside to store and preserve its valuable collection of artifacts. In the case of the Chisholm Trail Heritage Museum, our collections include fine silver, leather, artwork, paper, beadwork, and other irreplaceable items. In order to ensure a stable, long-term care for these artifacts, the expansion project will include a properly climatized room for storage and conservation.

**\$200,000**

## 5 Conference Room

With access from both the interior of Gallery 2 and the front sidewalk on Esplanade, a conference room is planned for use by CTHM board of directors and the general public. Modern a/v equipment will provide the latest presentation technology.

**\$100,000**

## 6 Courtyard Entry Space

The main entrance to the CTHM Expansion project will be located on West Courthouse Street. The courtyard entry space will serve as a pedestrian-friendly entrance, safely away from the traffic of Esplanade Boulevard. Unique in its character, the entrance will create a meaningful first impression for the surprises ahead.

**\$100,000**

## 7 Interior Vestibule

Visitors to the CTHM Expansion project will be greeted by Museum staff and a first glimpse of the important collections. From the vestibule entrance, visitors will have a choice of which gallery space to visit first. Expressions in Western Art to one's left, the Texas Room to one's right, or straight through a doorway which leads to the Native American Plains Indians Collection.

**\$100,000**

**8 Historic Trautwein Building  
Second Floor**

Located on the second floor of the historic (c. 1894) Trautwein building, this charming 3400 SF space was originally a venue for community dances, theater productions, a gathering spot for Cuero’s WWII Brayton Field army air corps trainees and even a teen center in the mid-1950s. With its twenty-two original windows, maple dance floor and exposed brick walls, the space will retain its authentic appeal as a multi-purpose community room. Views out from the tall windows take in a sweeping panorama of historic downtown Cuero, and new green space below.

**\$500,000**

**9 Second Floor Roof Deck**

A handsome 1,360 SF deck area is planned to complement the west side of the second floor Trautwein Building community room. Imagine the open-air patio space that will serve as a place for intimate conversations and respite from the festivities being held nearby inside the 3,400 square feet community room. The handsome outdoor deck and interior, multi-purpose community space will be accessible by elevator, with restrooms also located on the second floor.

**\$100,000**

**10 Pocket Park on  
West Courthouse Street**

Situated between the Museum’s historic (c.1903) Knights of Pythias Hall and Trautwein Building (c.1894), this intimate recreational park will be used for informal gatherings and a place to rest one’s feet after touring the Museum’s exhibits. The park, formerly West Courthouse Street, will also serve as a ‘meet-and-greet’ space, an ideal location for public art, serving as a north entry into the Expansion buildings. Tree-lined pocket park is planned for approx. 1,300 SF.

**\$500,000**

**11 Circular Roundabout**

Connected to the west end of the Pocket Park, between the existing Knights of Pythias Hall and the Trautwein building, the Circular Roundabout will be a focal point of the W. Courthouse entrance to the CTHM complex, and vehicular drop-off for visitors. A bronze statue depicting Western heritage that shaped our region of Texas will grace the center of the Roundabout, creating a natural and memorable gathering point.

**\$200,000**

**12 Westside Recreational Space**

The area bounded by the rear of the expansion project, West Courthouse Street, and the English-German School is to be converted into a garden-type green space. This area, just under 20,000 square feet, will provide an attractive venue for weddings, birthdays, and other social gatherings. Several centuries-old live oak trees border the area to provide a beautiful, old world Southern charm.

**\$500,000**

**13 Former Cook & Day Building**

Known previously as Coppedge Tire, Hedrick Tire and most recently, Lantz Tire, this 6,300 SF (c. 1921) building will house a cafe, catering kitchen, elevator, restrooms and Gallery 3. A fine opportunity to honor a DeWitt County legacy family or loved one. The building has maximum exposure on Esplanade and offers a rare opportunity for name recognition and support for the Chisholm Trail Heritage Museum.

**\$500,000**

**14 Former Wm. Trautwein Building**

This two-story landmark building (c. 1894) on Esplanade has housed a myriad of businesses since the late 19th century, including a blacksmith shop, photo gallery, carpentry, furniture store, grocery store, bakery, meat store and dance hall on the second floor. Gallery 2 (Expressions in Western Art) will be housed in this building, along with the conference room and vestibule entrance. This building also possesses maximum exposure on Esplanade and offers a rare opportunity for family legacy recognition or in memory of a loved one.

**\$500,000**

**PIONEER CIRCLE GIFTS**

The Pioneer Circle recognizes all individuals, ranches and businesses who would like to add their name in significant support of the CTHM Expansion Plan Capital Campaign.

- PLATINUM** ..... **\$250,000 and above**
- GOLD** ..... **\$100,00 – \$249,000**
- SILVER** ..... **\$50,000 – \$99,999**
- BRONZE**..... **\$25,000 – \$49,999**
- COPPER**..... **\$2,500 – \$24,999**
- NICKEL**..... **\$1,000 – \$2,499**

## CAMPUS PLAN

Plan view shows existing CTHM buildings in light gold (*Proctor-Green House is not shown*).

- 10 West Courthouse Street Pocket Park
- 11 Circular Roundabout
- 12 Westside Recreational Space
- 13 Former Cook & Day Building
- 14 Former Wm. Trautwein Building



## SECOND FLOOR

The combined spaces create a unique venue in a historic setting in downtown Cuero.

Plan diagram shows second floor of former Trautwein building, featuring 8 **Multi-Purpose Community Room** and 9 **Outdoor Roof Deck** for private events. Elevator access and accessible restrooms.

## GROUND FLOOR

The combined former Trautwein and Cook & Day buildings add:

- 1 2 3 Galleries
- 4 Archival storage
- 5 Conference Room and Office
- 6 Courtyard Entry
- 7 Interior Vestibule

Additionally, the plan includes restaurant lease space with windows onto Esplanade Street, and catering kitchen.







## FRESH TRAILS AHEAD: OUR OPPORTUNITY MOMENT

April 2021

In the past year, a pandemic disrupted work, school, and community life all over the world. In the United States and Texas, crisis brought division, but also brought out the best in so many of us. Everyday heroes, from the grocery stocker to the health care worker and every parent overseeing lessons at home, shone a spotlight on strength.

In the post-Civil War era, the Knights of Pythias were formed as a fraternal organization devoted to helping “to bind up the nation’s wounds,” in the words of Abraham Lincoln. Their Cuero headquarters, the 1903 structure preserved for our use, stands in their memory. Clearly, it is once again fitting to strive for a brighter future, making room for more and better ways to serve our community.

To that end, we have arrived at a moment of opportunity with the gift of two buildings and green space to develop. It’s going to be exciting, and gratifying, in the way that preserving heritage and creating something for the future always is.

### **Won’t you join us on the fresh trails ahead?**

Contact the Museum to secure the Longhorn Society Naming Opportunity or Pioneer Circle (\$1000 – \$250,000) gift that honors your legacy best.

Robert L. Oliver, Chair

Chisholm Trail Heritage Museum  
Board of Directors

Sharon T. Weber

Chisholm Trail Heritage Museum  
Executive Director

≡ THE LONGHORN SOCIETY AND CTHM EXPANSION CAPITAL CAMPAIGN ≡  
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Members get the VIP experience, with newsletters, invitations to events, and discount privileges. We invite you to join, renew or give the gift of museum membership at any time for a full year of benefits. Should you have any questions, need assistance or wish to know more about employer-matching programs, planned giving or corporate benefactor levels of support, please call the Museum at (361) 277-2866.

**CTHM MISSION**

The Chisholm Trail Heritage Museum's mission is to preserve the ranching and Western culture of South Central Texas through interpretive exhibits, research, and educational programs.

The Museum is a 501 (c)(3) organization.

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**IN THE HEART OF HISTORIC CUERO, TEXAS**

**Museum and Gift Shop hours: Tuesday – Saturday 10:00am – 4:30pm**

**302 North Esplanade | Cuero, Texas 77954 | 361-266-2866**

**Visit website for admission and public safety updates.**

**Families, military and school groups welcome.**

