

the
DEPOT

200 S. Jones Avenue, Norman, OK, 73069 | (405) 307-9320
www.normandepot.org | office@normandepot.org

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Report to City of Norman Finance Committee
February 5, 2026

The Depot is thrilled to continue its partnership with the City of Norman to care for the Historic Santa Fe Depot and to enrich our community with plans for expansion to meet the growing needs of our downtown district. According to the FY2025 City of Norman Budget the mission of this division is as follows:

The Norman Depot shall be available for use by the entire community. As stated in the lease of land 6(a): "The City of Norman agrees to preserve the Depot as an historical landmark and will utilize the building in such a manner as to benefit the entire community - restricted for public use."

Further, in the description of its use:

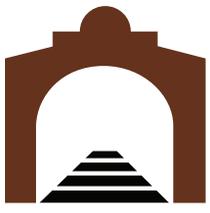
The City will maintain the building and grounds and make the building available to the community on a rental reservation basis. The building is also made available to morning and evening Amtrak passengers.

The Depot has proudly fulfilled this portion of the city's mission for this building for over 20 years. Offering:

- Daily AMTRAK waiting room services 365 per year for nearly 8,000 AMTRAK passengers annually.
- AMTRAK Information services to walk-in customers, phone calls and web inquiries with informed and helpful staff and printed materials.
- A welcoming space for community members and organizations to rent for meetings, gatherings, weddings, parties and events. We provide reduced or free space whenever possible to arts organizations, nonprofits, parades and festivals including the Norman Music Festival, Oklahoma Storyworks, Songwriters Association of Norman, Sierra Club, Mardi Gras Parade, Pride Parade, Jacobsen House, Norman Next, Downtowners Association, Norman Arts Council Roundtable and many others.

In addition, The Depot is a multidisciplinary arts organization featuring programming for our community, producing:

- Depot Gallery - A fine art sales gallery featuring the best of Oklahoma visual artists and a regular stop on Norman's 2nd Friday Art Walks.
- Depot Concerts - Our intimate listening room setting is perfect for local and touring musicians and features singer/songwriters, jazz, blues, world music, and other genres.
- Depot Comedy - Comedy special events highlighting local and touring comedy acts.
- Depot Poetry - Quarterly poetry evenings curated by renowned Oklahoma poet, author, actor and director Paul Austin
- Summer Breeze Concert Series - Our city's most beloved summer arts activity this series presents 8 concerts in Lion's Park where approximately 2,000 community members bring their picnic to the park and we bring the band.



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In the 24-25 fiscal year the Depot was awarded \$50,700. This funding was allocated as follows:

\$18,100 - Staff for office hours (8am to 2pm Wed - Sat) to handle AMTRAK and weekend rental requests,

\$ 3,200 - Cleaning and preparation of the Depot for AMTRAK waiting room hours and community events

\$ 2,800 - Paper goods and supplies for AMTRAK waiting room

\$ 685 - Security/Alarm services

\$ 800 - Bi-annual window cleaning

\$ 1,200 - Outdoor banner/signage printing

\$26,715 - Partial salary support for staff of the Depot charged with managing the facility and hourly staff, coordinating and reporting to the city regarding events, facilities issues, AMTRAK, building maintenance and care.

\$50,700 - TOTAL ALLOCATION FOR 24-25

REQUEST FOR 2026-2027: \$67,000 (\$56,400 received in 2025-2026)

We respectfully request a small increase to the City of Norman's annual operating stipend for The Depot in recognition of our year-round public service to the community. While we appreciate the City's continued support, The Depot currently receives less than half the funding of comparable cultural organizations such as the Firehouse Art Center and the Sooner Theatre, both of which operate as revenue-generating private arts schools. The Depot's work prioritizes free or low-cost access, emerging artists, and community-driven programming that directly aligns with the City's goals for inclusivity and cultural vitality. An increased stipend would represent a more equitable investment of public funds and help ensure the long-term sustainability of this community resource so we can:

- Fulfill the agreement between the City of Norman/AMTRAK to provide services to train customers 365 days/year,
- Facilitate the use of the Depot by our community for events.
- Ensure our continued ability to operate, grow and serve our community.

REQUEST DETAIL:

\$31,000 - Staffing for office hours (8am to 2pm Wed - Sat) to handle expanded hours for AMTRAK and weekend rental requests, staff hours for cleaning and preparation of the Depot for AMTRAK waiting room hours and community events and facilities management/liaison with the City of Norman

\$ 700 - Security/Alarm services

\$ 800 - Bi-annual window cleaning

\$ 2,500 - Outdoor banner/signage printing

\$ 3,200 - Weekly janitorial services for AMTRAK waiting room

\$ 3,000 - supplies and paper goods for the Amtrak waiting room and community events.

\$25,800 - Salary/Benefits support for staff of the Depot charged with managing the facility, coordinating and reporting to the city regarding events, facilities issues, AMTRAK, building maintenance and care, coordinating AMTRAK waiting room volunteers and services.

We are proud to be a vital community partner.

- The Depot provides not only its own arts programming, but coordinates with the City of Norman, AMTRAK, ODOT, other arts organizations, parades, festivals and events to offer services and make The Depot available for all in our community who have need of it making us a vital downtown hub.
- The stages we own are loaned to the city and other organizations for city celebrations like Earth Day, Brewtowberfest, and others.
- Our facility is used by civic and arts organizations who desire space at little or no cost providing a community-based gathering space and fulfilling our agreement with the city and our mission as an organization.



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REVENUE GENERATED TO COVER ADMINISTRATIVE COSTS:

RENTAL REVENUE(24-25): **\$37,146**

The Depot is made available to the public for rental at the following rates.

\$150/hour Friday/Saturday/Sunday

\$100/hour Monday-Thursday

Rentals are a minimum of two hours and incur an additional \$60 cleaning fee.

Rental revenue covered 28% of our administrative overhead. Commissions on art shown from our Gallery Shows covered another 8%, and the other administrative costs are covered by grants, membership, corporate and individual giving, and fundraisers with revenue over \$70k.

The Depot is an anchor for the arts in Downtown Norman expanding to include arts markets, street festivals and more outside the planned hotel Downtown, we have opened our Whistle Stop Shop for small arts purchases and Norman -themed merchandise, and we are a home for our community events, parades and sister arts organizations. The funding from the City of Norman that covers the AMTRAK costs gives us the flexibility to fully serve as Norman's own Grand Central Station as we prepare for the growth and potential increased rail travel and we hope to further incentivise visitors to our fabulous community.

As requested, attached you will find a year-end financial report for the most recently completed fiscal year. Please feel free to contact me with any questions you may have, or for any other information you require. Thank you again to the City of Norman for their continued support for the Historic Santa Fe Depot. We are so grateful for the ability to serve our community and create programming to work toward a vision of "A Community Connected Through Shared Artistic Experiences" We appreciate the partnership, and your support.

On behalf of the board and staff of The Depot,

Shari Jackson
Executive Director
The Depot
shari@normandepot.org
405-830-9771

The Performing Arts Studio, Inc. (dba The Depot)

Budget vs. Actuals: Budget_FY26_P&L - FY26 P&L Classes

July 2024 - June 2025

	TOTAL	
	ACTUAL	BUDGET
Revenue		
Grants	13,376.00	83,400.00
City of Norman (Amtrack) (deleted)	50,700.00	
Kirkpatrick Foundation (deleted)	5,000.00	
Norman Arts Council (NAC) (deleted)	13,496.00	
Oklahoma Arts Council (OAC) (deleted)	260.76	
Total Grants	82,832.76	83,400.00
Membership Dues		0.00
Annual Membeship	7,358.00	7,358.00
Monthly Membership	3,329.55	3,329.55
Total Membership Dues	10,687.55	10,687.55
Program Support		0.00
Corporate/Individual Partnership	33,840.00	40,500.00
Donations (cash/text)	6,652.00	7,741.96
General Donations (deleted)	1,090.00	
Monthly Partnerships	6,278.00	6,278.00
Total Program Support	47,860.00	54,519.96
Rental Fees	34,126.94	36,030.00
Janitor Fees	3,600.00	4,200.00
Rental Deposit	13,135.00	15,000.00
Total Rental Fees	50,861.94	55,230.00
Sales	75.00	0.00
Art Sales	11,850.68	11,850.68
Boutique Sales	1,599.71	2,762.00
Depot Merchandise Sales	1,316.82	1,701.00
Discount Income	-110.00	0.00
Ticket Sales	13,017.64	14,658.35
Total Sales	27,749.85	30,972.03
Tuition	1,045.00	1,600.00
Vendor Fee	0.00	0.00
Total Revenue	\$221,037.10	\$236,409.54
Cost of Goods Sold		
Cost of Goods Sold	2,100.03	1,147.00
Total Cost of Goods Sold	\$2,100.03	\$1,147.00
GROSS PROFIT	\$218,937.07	\$235,262.54
Expenditures		
Accounting Fees	5,545.00	6,295.00
Bank Fees	22.95	22.95
Contract Services	2,161.88	7,080.00
Deposit refund	13,715.00	13,715.00
Facility Maintenance	250.00	250.00
Insurance		0.00

The Performing Arts Studio, Inc. (dba The Depot)

Budget vs. Actuals: Budget_FY26_P&L - FY26 P&L Classes

July 2024 - June 2025

	TOTAL	
	ACTUAL	BUDGET
Health Insurance	12,133.62	12,000.00
Liability/D&O Insurance	4,336.00	4,500.00
Total Insurance	16,469.62	16,500.00
Memberships	529.66	529.66
Payroll Expenses	0.00	0.00
Director's Salary (deleted)	30,083.36	
Salaries	29,149.99	90,000.00
Taxes	7,099.16	7,099.16
Wages	32,220.81	16,920.00
Total Payroll Expenses	98,553.32	114,019.16
Postage	5,580.00	2,384.07
Printing	5,526.68	5,526.68
Program Costs		0.00
Advertising	92.10	92.10
Artist Commissions (65%)	9,902.70	9,912.54
Artist Fees	27,738.25	28,498.65
Equipment Rental	4,231.92	4,147.20
Lodging	464.67	800.00
Meals	665.67	2,229.49
Permit	381.68	381.68
Refreshments (deleted)	1,207.92	
Sound/Technical Services	12,275.00	6,975.00
Total Program Costs	56,959.91	53,036.66
QuickBooks Payments Fees	710.09	2,206.56
Square Fees (deleted)	1,548.08	
Subscriptions	149.00	2,496.00
Supplies	234.65	2,700.00
Office (deleted)	3,766.97	
Total Supplies	4,001.62	2,700.00
Utilities	578.08	578.08
Alarm/Security	684.86	684.86
Electric	1,212.71	1,212.71
Software/Apps (deleted)	3,208.53	
Telecommunications	2,982.54	2,982.54
Total Utilities	8,666.72	5,458.19
Total Expenditures	\$220,389.53	\$232,219.93
NET OPERATING REVENUE	\$ -1,452.46	\$3,042.61
NET REVENUE	\$ -1,452.46	\$3,042.61

Statement of Financial Position

The Performing Arts Studio, Inc. (dba The Depot)

As of June 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Bank Accounts	
Armstrong Checking	6,179.45
PayPal Bank	0.00
Petty Cash	100.00
Total for Bank Accounts	\$6,279.45
Accounts Receivable	
Accounts Receivable	17,511.00
Total for Accounts Receivable	\$17,511.00
Other Current Assets	
Inventory Asset	0.00
Payroll Refunds	0.00
PrePaid Expenses	0.00
Undeposited Funds	0.00
Total for Other Current Assets	\$0.00
Total for Current Assets	\$23,790.45
Fixed Assets	
Furniture and Equipment	\$33,671.74
Less Accumulated Depreciation	-9,546.00
Total for Furniture and Equipment	\$24,125.74
Total for Fixed Assets	\$24,125.74
Total for Assets	\$47,916.19
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	0.00
Total for Accounts Payable	\$0.00
Other Current Liabilities	
Deferred Income	0.00
Direct Deposit Payable	0.00
Health Insurance Liability	0.00
OK Sales Tax	881.57
Payroll Liabilities	\$0.00
Federal Taxes (941/944)	0.00
OK Income Tax	0.00
OK Unemployment Tax	0.00

Statement of Financial Position

The Performing Arts Studio, Inc. (dba The Depot)

As of June 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
Total for Payroll Liabilities	\$0.00
Sales Tax Agency Payable	\$0.00
Oklahoma Tax Commission Payable	0.00
Total for Sales Tax Agency Payable	\$0.00
Total for Other Current Liabilities	\$881.57
Total for Current Liabilities	\$881.57
Total for Liabilities	\$881.57
Equity	
Opening Balance Equity	0.00
Unrestricted Net Assets	48,487.08
Net Income	-1,452.46
Total for Equity	\$47,034.62
Total for Liabilities and Equity	\$47,916.19