

Kirkpatrick Family Fund
Grant, Oct. 2024
Jewelry Studio

Name of Project

Firehouse Jewelry Studio Renovation

Project Summary*

Please provide a brief summary of your project

The Firehouse Art Center's jewelry program is housed one of our longest-running and most-beloved studios. Each semester, Elyse Bogart, who has taught at the Firehouse for over 20 years, leads classes in jewelry fabrication and metalsmithing. These classes are some of the first to fill on our schedule each semester and always have a substantial waitlist.

However, the current jewelry studio is just barely large enough to accommodate 8 students in each class. We consistently receive feedback from jewelry students that the space is not adequate for the needs of the class.

This project would expand and renovate the Jewelry Studio by knocking out its south wall and taking advantage of unused space. The expanded studio would allow jewelry classes to accommodate 12 students; this would not only help the Firehouse to better meet the needs of our community, but would also generate an additional \$12,500-15,000 each year in enrollment revenue.

Amount Requested: 15,000.00

Project Budget: 25,000

Project Start Date: December 1, 2024

Project End Date: September 15, 2025

Total Served: 200

Fiscal Year Beginning: 9/1/24

Fiscal Year Ending: 8/31/25

Current Annual Budget: 678,934.00

Proposed Annual Budget

If your request is for the next fiscal year, please include your anticipated organization budget.

NA

Organization Summary*

Tell us about your organization's purpose and the issues, challenges, or opportunities your work addresses.

The Firehouse is a community arts center operating out of a building which previously served as a fire station. It houses professional visual arts studios and classrooms that provide arts education and enrichment programs, as well as a gallery and gift shop which are free to the public. We promote visual arts awareness and accessibility, provide art exhibitions, and offer opportunities that support local artists. The Firehouse offers in-house visual arts classes to thousands of children, teens, and adults through quarterly semesters each year. Classes are offered in painting, jewelry making, glass, ceramics, and more. The Firehouse's outreach programming strives to make arts education available to all individuals, regardless of age, ability, or socioeconomic status. We pursue this goal through accessibility programming for underserved communities, including our programs for veterans, disabled adults, and the elderly, as well as art experiences at local events and festivals.

Organization Website* <https://www.normanfirehouse.com>

Board President or Chairperson

First Name: Kendall

Last Name: Hurley

Title: Board Chair

Email Address: kendall.stuhr@gmail.com

Board Chair Mailing Address: 4030 Carrington Lane, Norman, OK 73072

Telephone Number: 405-401-9987

Board Approval Date*

Refers to the date your organization approved the submission of this application.

10/24/24

Number of Board Members: 8

Board Donations Total: \$600

Percentage of Board Members Who Donate*

State the percentage of Board Members who donate.

100%

Name of CEO/Executive Director/Lead Staff

If applicable, please state the name of your organization's lead staff member.

Andy Couch

Lead Staff Email Address

If applicable, please give the best email address for us to contact the lead staff of your organization.

andy@normanfirehouse.com

Full Time Employees*

State the number of full time employees.

4

Part Time Employees*

State the number of part time employees.

21

Volunteers*

State the number of volunteers.

3

Project Description* (2,000)

Describe the work you propose, what you plan to accomplish, the activities you plan to pursue, and why it's essential in your community. Identify where you see shared intersections and goals with Kirkpatrick Family Fund areas of interest and values.

The Firehouse Art Center's jewelry program is housed one of our longest-running and most-beloved studios. Each semester, Elyse Bogart, who has taught at the Firehouse for over 20 years, leads classes in jewelry fabrication and metalsmithing. These classes are some of the first to fill on our schedule each semester and always have a substantial waitlist. However, the current jewelry studio is just barely large enough to accommodate 8 students in each class. We consistently receive feedback from jewelry students on our semesterly class evaluations that the space is not adequate for the needs of the class. We also frequently have community members who have been interested in taking jewelry classes for several semesters, but are unable to participate due to how quickly the small classes fill.

This project would expand and renovate the Jewelry Studio by knocking out its south wall and taking advantage of unused space in an adjoining studio. The expanded studio would allow jewelry classes to accommodate 12 students; this would not only help the Firehouse to better meet the needs of our community, but would also generate an additional \$12,500-15,000 each year in enrollment revenue. Elyse Bogart has also pledged her home jewelry studio tools and equipment to the Firehouse, along with her jewelry making library. The expanded jewelry studio would provide us with the space required to accept this generous donation.

Support of mission and goals* (2,000)

Tell us how the project for which you are requesting funds supports the mission and vision of your organization.

Creating a larger space for the Firehouse's jewelry studio would allow the Firehouse to meet the growing demand for jewelry instruction in Norman and would further our goal of providing creative art education and experiences to our community. This new space would also grow the Firehouse's potential enrollment revenue, allowing us to further cultivate and invest in our education programs.

Anticipated Outcomes* (2,000)

What outcomes and goals do you expect to achieve as a result of this project/program?

A larger jewelry studio space will allow more students to be involved in classes and will create a more vibrant community. This will also result in more enrollment revenue, which can be put back into the studio to facilitate more improvements and replace outdated or broken equipment. This will allow us to support one of our longest-serving faculty members, Elyse Bogart, who has been making a limited space work for over 20 years; the new space would allow her to create a better learning environment for her students.

Evaluation* (2,000)

What will you pay attention to as benchmarks or indicators of progress as you work toward the outcomes and goals outlined above? Please provide qualitative and quantitative examples of how progress/change will be measured within the scope of this project.

The Firehouse regularly assesses the impact of its projects and programs through written program evaluations and through documented testimonials from students and guests. The improvements to our facility will be measured through programming feedback from students and patrons during end-of-semester surveys, which specifically ask students to rate our facility and equipment.

Demographics Served* (2,000)

Which populations and communities are priorities for your work and how do you engage them?

The Firehouse Art Center (Firehouse) serves Norman and its surrounding communities by providing quality visual arts education and experiences to thousands of people each year. Every semester, students from cities across the state, including Edmond, Oklahoma City, Little Axe, Yukon, Ardmore, Chickasha, and more commute to Norman to participate in the Firehouse's in-house art education offerings. The Firehouse also engages in community outreach opportunities by partnering with area organizations at events across Oklahoma's greater metro-area. These events attract individuals from a wide geographic base, encompassing an even broader area than that of participants in our in-house classes. The scope and range of programming implemented by the Firehouse is designed to ensure all individuals, regardless of age, ability, or socioeconomic status, are able to participate and engage with visual art. Therefore, our target population is open to all individuals who wish to participate.

Marketing and Outreach Activity* (2,000)

Explain any marketing and/or outreach activity that will be used to promote this program/service/project to the clients, community, or donors you seek to engage.

The Firehouse markets extensively on social media (Facebook, Instagram, and TikTok) to over 7.4k followers and through our email list of over 4,000 contacts. We also market through press releases to local media outlets, papers, and radio, and through flyers distributed to partnering organizations and businesses throughout the community. The Firehouse has budgeted over \$10,000 for advertising to promote our programs, services, and projects to the community.

Partnerships* (2,000)

Describe your most important partnerships and how they support your work or advance your mission.

The Firehouse works with many partnering organizations to provide art education and experiences in our community, including Norman Parks and Recreation, Norman Public Schools, Norman Public Library, the University of Oklahoma School of Visual Arts, and more. These partners allow us to reach new audiences with our arts programming and provide additional platforms for visiting artists and scholars.

Board Engagement* (1,000)

Provide a brief description of your board's engagement in your organization's work, the committees of the board, and the board's fundraising.

The Board of Directors give advice on Firehouse projects, attend events and fundraisers, and help to identify potential funders for Firehouse programs. We have recently developed a Latino Cultural Committee and an advisory board to fulfill additional needs for community support.

The Board of Directors at the Firehouse Art Center review financial needs annually with the Executive Director with information provided by our accountant. This information leads to the development of a plan for the upcoming fiscal year. Each year, the Board and Executive Director identify the gap between income and expenses during the preparation of the fiscal year budget. The approach to closing that gap becomes part of the organizational plan for the coming fiscal year, and the Board of Directors takes full responsibility for those areas of funding that are within their ability. These have typically included sponsor/donor solicitation, enrollment promotion, and membership recruitment.

Sources of Funding* (1,000)

Tell us other sources of funding for this project and their level of support. Please include whether the funding is confirmed or proposed.

The Firehouse is committed to contributing \$10,000 in addition to the project support funding received by the Kirkpatrick Family Fund for this capital improvement project. The City of Norman Facilities Management Department will oversee the project through the approval and in-kind support of the Parks and Recreation Office.

Ongoing Project (1,000)

If this project is ongoing, explain how activities will be sustained in future years.

NA

Additional Information (1,000)

Is there anything else you would like us to know?

Annual Audit*

Does your organization have an annual audit done?

No

IRS Determination Letter*

documenting the organization's 501(c)3 status.

Board of Directors List*

Board Meeting Attendance Matrix*

Project Budget* (attach)

Organization Budget - Current Year*

Include revenue as well as expenses.

Organization Budget - Proposed Project Year

If the proposed project is scheduled for a later fiscal year.

Financial Summary*

3-year summary of revenue and expenses. You can download and complete the [PDF version](#) or the [Word Document version](#) of this form and upload it or you may use it as a template and create your own.

Financial Statements - Current Fiscal Year Profit and Loss (Statement of Activities)*

These are monthly or quarterly financial statements prepared for a board of directors meeting or for use by the staff. Consolidated statements are preferred. Please contact our office if you have any questions regarding this attachment.

Financial Statements - Current Fiscal Year Balance Sheet (Statement of Financial Position)*

These are monthly or quarterly financial statements prepared for a board of directors meeting or for use by the staff. Consolidated statements are preferred. Please contact our office if you have any questions regarding this attachment.

Financial Statements - Previous Fiscal Year Profit and Loss (Statement of Activities)*

This should agree with your audit, if complete. Consolidated statements are preferred.

Financial Statements - Previous Fiscal Year Balance Sheet (Statement of Financial Position)*

This should agree with you audit, if complete. Consolidated statements are preferred.